

Crown Melbourne Recommendation 5



28 April 2016





VCGLR's Fifth Review of the Casino Operator and Licence pursuant to Section 25 of the Casino Control Act 1991 (Vic) Recommendation 5

Sonja Bauer and Joseph Bufalino

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To assess the effectiveness of the use of player data in relation to intensity, duration and frequency of play as a tool to assist in identifying potential problem gamblers, the VCGLR recommends that:

- Within 18 months, Crown Melbourne Limited trial for a reasonable period the use of player data analysis as an initial indicator to identify players who may be having problems with their gambling; and*
- The Crown Melbourne Limited Board and Crown Limited's Responsible Gaming Committee consider the effectiveness of the trial; and*
- Crown Melbourne Limited provides a copy of the report on the outcome of the trial to the VCGLR within 3 months of the report being considered by the Responsible Gaming Committee and the Crown Melbourne Limited Board.*

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Objective

- Using information from a trial for a reasonable period, provide an indication of the effectiveness of using player data as a tool to assist in identifying potential problem gamblers

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Limitations

- Loyalty Program data
- Reliance on card use
- Not all Crown customers are members

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Methodology

- Literature Review
- Selection of parameters
- Trial period was from 9 January 2015 to 17 April 2015 and was conducted by Responsible Gaming department employees

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Parameters

1. Visitation frequency (five times per week up to daily) combined with levels of expenditure on gaming machines (\$500+ lost per session) over a period of time (intensity) (over one month)
2. Multiple increases or disabling of pre-commitment limits (intensity) (over three months)
3. Change in expenditure over six months (by a factor of three up or down) (intensity)
4. Gambles for five or more hours without a break of 15 minutes or longer (duration) (one month)
5. Gambles every day of the week over a period of time (frequency) (over one month)
6. Levels of expenditure on gaming machines (\$500+ lost per session) over a period of time (intensity) (one month)
7. Levels of expenditure on table games (\$500+ lost per session) over a period of time (intensity) (one month)

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Parameters contd.

- Parameter 1 is drawn from the SkyCity Auckland model, Parameter 6 is an extrapolation of this
- Parameter 2 is a hypothesis that a person frequently increasing or disabling limits altogether may be experiencing difficulty
- Parameter 3 seeks to identify behavioural change
- Parameters 4 and 5 are research based
- Parameter 7 was added after one month of the trial

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Parameters contd.

‘.... while frequency and intensity of gambling was a good warning sign of potential problem gambling (as these behaviours were commonly shown by problem gamblers), by themselves they were not good at identifying a problem gambler as they did not differentiate very well between problem and nonproblem gamblers....

Thomas, A., Delfabbro, P. and Armstrong, A. (2014) Validation study of In-Venue Problem Gambler Indicators, Gambling Research Australia

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Findings

- In total, 1,014 customers were identified as having reached two or more flags in the trial period (1.3% of 78,000 in the data source)
- Of these customers, RGLOs were able to make personal contact on the casino floor with 666 customers (respondents)
- Of the 666 respondents contacted, 634 (95%) during the interview process maintained that they were comfortable with their level of play and they did not require any responsible gaming assistance

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Findings

- Of the 666 contacted respondents, 32 (5%) indicated that they had some concerns with their gaming behaviours (0.04% of 78,000 in the data source)
- These 32 respondents were provided with relevant responsible gaming information and contact details for the RGSC
- They undertook to contact the RGSC if they required assistance or had further concerns with their gambling behaviours
- As at 30 June 2015, one respondent (0.2%) subsequently contacted the RGSC for further information (which was provided)

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Findings

- Separately, during the trial period, 102 customers (across the entire Crown customer base) elected to self-exclude. Of these 102 customers, only four (4%) were among the 1,014 customers who had reached two or more flags during the trial

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Conclusion

- The objective of the trial was to provide an indication of the effectiveness of using player data as a tool to assist in identifying potential problem gamblers
- The project was a useful exercise to determine whether the use of player data in relation to intensity, duration and frequency of play is effective as a tool to assist in identifying potential problem gamblers
- Based on the trial conducted, it appears there is only limited value in this tool

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Conclusion contd.

- Crown's view continues to be that the most effective means of identifying potential problem gamblers is through the detection of observable signs of problem gambling behaviour within the venue (e.g. stress, aggression, etc.)
- Staff are trained to refer customers who seek assistance or who are displaying other observable signs to RGLOs
- This allows for the personalised and individually focused opportunity to connect with the customer and discuss their gambling behaviours

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