

Crown Melbourne

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Crown Melbourne



- Crown Melbourne is a subsidiary of the Crown Resorts groups which also encompasses Crown Perth, the Crown Sydney development, Crown Aspinalls London and a number of other overseas interests
- The Crown Melbourne complex provides employment for 8,600 people - Australia's largest single site employer
- Operating since 30 June 1994, initially a temporary facility, moving to the permanent Southbank site 8 May 1997 (\$2 billion AUD cost)
- Since opening the Southbank site, Crown has spent and made commitments of more than \$2 billion AUD to maintain, improve and expand its facilities in Melbourne
- Euromonitor International has ranked Crown Melbourne as Australia's top tourist attraction and has ranked Crown Melbourne 17th in its Top 100 Global Tourist Attractions list
- Crown Melbourne offers over 1600 accommodation rooms across its three hotels
- Over 70 restaurants and bars with more award winning restaurants under one roof than anywhere else in Australia
- Licensed for 2,628 gaming machines, 440 Table Games and 100 Poker Tables

AUSTRAC Reporting



- Crown has a number of reporting obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act 2006 (Cth)

- Crown reports:
 - Threshold Transactions (a transaction with a cash component of \$10,000- or more);
 - Suspicious Matter Reports (SMR); and
 - International Funds Transfers Instructions (IFTIs)

Crown Melbourne Records



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Crown Signature Club



- Records are created against a Crown Signature Club member number. Crown Signature Club is the loyalty program offered by Crown Melbourne
- In order to become a member of Crown Signature Club, a person must present an original copy of at least one item of Appropriate Identification as prescribed by the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (Cth) (e.g. driver's licence) and complete an application form
- The basic loyalty program is known as Crown Signature Bronze but premium loyalty programs such as Signature Silver, Signature Gold, Signature Platinum and Signature Black are also offered
- The most appropriate membership is determined according to the level and nature of the patron's activity in the complex
- Each membership offers different rewards and benefits however they all enable the member to accumulate points based on their gaming and non-gaming activity
- These points can then be redeemed for a range of goods and services provided across the Casino complex

Crown Signature Club



- The card is the size of a credit card, has a magnetic strip and is non-transferable. It records both gaming and non-gaming activity
- Gaming activity is recorded when the member elects to present their Crown Signature Club card at a table game, or elects to insert their card into a gaming machine
- Non-gaming activity is recorded when the member elects to present their Crown Signature Club card at nominated participating outlets, such as restaurants, hotels etc.
- It is not compulsory for members to present or use their card when they participate in gaming or non-gaming activity at Crown
- Records are also created when a patron books and/or stays at any of the Crown Hotels
- Where a person is not a member of Crown's Signature Club and Crown has cause to record a transaction against them, a member number is generated

Junkets



- A Junket group coming to Crown will be made up of one or more players called Key Players
- Junket Operators, Junket Representatives and Key Players are required to be identified via the provision of Appropriate Identification as prescribed by the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (Cth). This ID is scanned into the membership database
- Key Players are then allocated a Signature Club member number

Questions



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