



CROWN PERTH RESPONSIBLE GAMBLING CODE OF PRACTICE





responsiblegambling

Foreword

Crown Perth is renowned for excellence in all aspects of its services and operations. As a leading provider of entertainment facilities in Western Australia, Crown Perth is committed to providing gaming services for patrons in a responsible manner.

This Responsible Gambling Code of Practice is an important reflection of that commitment.

The vast majority of Crown Perth Casino patrons enjoy their gaming experience. However, a small minority have difficulty in controlling their gambling behaviour and may encounter serious personal and financial difficulties.

Whilst it is acknowledged that problem gambling may never be completely avoidable, Crown Perth is committed to providing programs and initiatives to minimise problem gambling behaviours and the provision of timely and effective assistance for customers who seek help.

This Code of Practice represents an approach considered appropriate for the unique Western Australian environment.

The input and support of the Gaming and Wagering Commission of Western Australia and Department of Racing, Gaming and Liquor is acknowledged.

As the industry's and community's understanding of the causes of problem gambling and appropriate responses further develop, the Code of Practice will require updating over time. It is envisaged that all interested sections of the community, including government, counsellors and gaming customers themselves, will have input into such development.



Barry Felstead
Chief Executive Officer

Table of Contents

1. Mission Statement	3
2. Responsible Gambling	3
3. Problem Gambling	4
4. Provision of Information	5
4.1 Crown Perth's Mission Statement	5
4.2 Customer Information	5
4.3 Gaming Information	5
4.4 Problem Gambling Counselling Services	5
4.5 Responsible Gambling Information	5
5. Interaction with Customers and Community	6
5.1 Customer Service Staff	6
5.2 Customer Complaints	6
5.3 Problem Gambling Support Counselling	6
5.4 Persons Under 18 Years	7
5.5 Staff Training and Skills Development	7
5.6 Staff Gambling Prohibition	7
5.7 Privacy	7
6. Exclusion	8
6.1 Self-Exclusion	8
6.2 Involuntary Exclusion	8
6.3 Counselling for Excluded Customers	8
6.4 Removal from Mailing Lists	8
6.5 Re-entry following Self-Exclusion or Involuntary Exclusion	8
7. Physical Environment	9
7.1 Breaks in Play	9
7.2 Responsible Service of Alcohol	9
7.3 Clocks	9
7.4 Lighting	9

Table of Contents Continued

8. Financial Transactions	10
8.1 ATMs.....	10
8.2 EFTPOS.....	10
8.3 Credit.....	10
8.4 Cheque Cashing Restrictions.....	10
8.5 Cooling-Off.....	10
8.6 Staff Interaction with Customers.....	10
8.7 TAB Agency.....	10
9. Advertising and Promotions	11
9.1 Advertising and Promotions Code of Practice.....	11
9.2 Promotion of Responsible Gambling.....	12
9.3 Complimentaries Policy.....	12
10. Cultural and Geographic Diversity	13
10.1 Sensitivity.....	13
10.2 Information in Community Languages.....	13
10.3 Other Community Groups.....	13
11. Accountability and Review	14
11.1 Responsible Gambling Management Committee....	14
11.2 Internal Compliance Audits.....	14
12. Research	14
13. Terms Used in the Code of Practice	15

1. Mission Statement

Crown Perth is committed to providing Responsible Gambling services through the provision of effective and responsible gambling programs, information, assistance and services.

2. Responsible Gambling

Responsible Gambling is a term used to cover all aspects of the Casino's gaming operations which enables informed choice and encourages responsible behaviour by Casino customers. Crown Perth has adopted the following definition:

"Responsible gambling occurs in a regulated environment where the potential for harm associated with gambling is minimised and people make informed decisions about their participation in gambling."

*"Responsible gambling occurs as a result of the collective actions and shared ownership by individuals, communities, the gambling industry and the Government to achieve outcomes that are socially responsible and responsive to community concerns."*¹

Crown Perth's responsible gambling initiatives are aimed at minimising the potential risk for the small number of customers who may develop difficulties associated with their gambling behaviours.

¹Queensland Responsible Gambling Code of Practice.

3. Problem Gambling

Crown Perth recognises that some people may develop problems associated with their gambling behaviours. This occurs when people gamble more than they can afford which may result in harm to themselves and/or others.

Crown Perth is committed to having programs in place to minimise the incidence of problem gambling by providing appropriate and timely assistance and referrals for customers who may be experiencing difficulties associated with their gambling behaviours. Two recognised definitions of problem gambling are:

“Problem gambling exists when gambling activity results in a range of adverse consequences where:

- *the safety and wellbeing of gambling customers and/or their families and friends are placed at risk; and/or*
- *negative impacts extend to the broader community.”²*

“Problem gambling refers to the situation when a person’s gambling activity gives rise to harm to the individual player, and/or to his or her family, and may extend into the community.”³

² Queensland Responsible Gambling Code of Practice ³Victorian Commission of Gambling Regulation. Definition and Incidence of Problem Gambling, including the Socio Economic Distribution of Gamblers.

4. Provision of Information

4.1 Crown Perth's Mission Statement

Crown Perth's responsible gambling mission statement will be clearly displayed for both staff and customers.

4.2 Customer Information

Consumer information will be made freely available to assist customers to make informed choices. Information about the potential risks associated with gambling and where to get assistance will be prominently displayed.

4.3 Gaming Information

Information about the odds of the games and probability of winning will be made available to customers, in the Casino.

4.4 Problem Gambling Counselling Services

Contact information including the telephone number of problem gambling counselling services will be prominently displayed.

4.5 Responsible Gambling Information

The following information will be made available on request:

- The Crown Perth Responsible Gambling Code of Practice;
- Information about the table games and electronic gaming machines;
- Information about the Crown Perth Self-Exclusion Program;
- Availability of problem gambling counselling and other assistance;
- Gambling-related complaints procedures;
- Privacy complaints procedures;
- Information in key community languages.

5. Interaction with Customers and Community

5.1 Customer Service Staff

Customer Service Staff will be trained and available to provide information about assistance available to customers who may be experiencing difficulties with their gambling behaviours, and to receive and investigate complaints and queries.

Crown Perth will nominate staff members who will be available to speak with customers about any responsible gambling issues, complaints or queries.

5.2 Customer Complaints

Crown Perth will implement and publicise an effective complaints resolution mechanism.

5.3 Problem Gambling Support Counselling

Crown Perth will strive to develop and maintain effective links with gambling counselling providers and other services available to assist those who may be experiencing difficulties associated with their gambling behaviours.

Crown Perth will provide financial support for gambling counselling through the Problem Gambling Support Services Advisory Committee.

5.4 Persons Under 18 Years

Staff will be vigilant to ensure that children are not left unattended while parents are in the Casino. Systems will be implemented for the purpose of preventing persons under 18 years from gambling or entering the Casino except as provided by law.

5.5 Staff Training and Skills Development

Nominated Crown Perth staff will receive training in responding to the needs of customers who may be experiencing difficulties associated with their gambling behaviours. Higher levels of training will be provided on an ongoing basis for staff directly involved in the self-exclusion process.

5.6 Staff Gambling Prohibition

Crown Perth employees are not permitted to gamble at Crown Perth facilities at any time.

5.7 Privacy

Privacy of customers will be observed in accordance with the law and Crown Perth's Privacy Policy. Any written request by a prize-winner that he or she not be identified will be honoured.

Customers have the right to ask to be removed from marketing mailing lists and membership-based programs.

6. Exclusion

6.1 Self-Exclusion

A Self-Exclusion program will be maintained, promoted and enforced.

6.2 Involuntary Exclusion

An involuntary exclusion process will be implemented for persons believed by Crown Perth to be putting themselves at potential risk of serious harm as a result of their gambling behaviours. Persons who are subject to involuntary exclusion have the right of appeal to the Gaming and Wagering Commission of Western Australia.

6.3 Counselling for Excluded Customers

Self-excluded and involuntary excluded customers will be encouraged to seek counselling and/or other assistance.

6.4 Removal from Mailing Lists

Procedures will be implemented for the removal of the details of self-excluded and excluded customers from mailing lists and membership-based programs.

6.5 Re-entry Following Self-Exclusion or Involuntary Exclusion

Customers who wish to re-enter the Casino following expiry of their period of exclusion will be interviewed and may be required to provide evidence that they have taken steps to manage their gambling behaviours.

7. Physical Environment

7.1 Breaks in Play

Procedures will be implemented to offer those customers who win large prizes the opportunity to take breaks in play.

7.2 Responsible Service of Alcohol

Crown Perth is committed to the responsible service of alcohol. All reasonable efforts will be made to prevent intoxicated persons from gambling.

7.3 Clocks

Clocks will be displayed in gaming areas to assist customers to be aware of the passage of time.

7.4 Lighting

Adequate lighting will be provided in gaming areas.

8. Financial Transactions

8.1 ATMs

ATMs are to be located outside gaming areas.

8.2 EFTPOS

In the gaming areas and except for International Gaming purposes, EFTPOS is only to be used to access cash from savings or cheque (not credit) accounts.

8.3 Credit

Crown Perth will not provide credit or lend money to customers for the purpose of gambling other than as approved by the Gaming and Wagering Commission of Western Australia.

8.4 Cheque Cashing Restrictions

Customers are required to complete an Application for Cheque Cashing Facility form before a cheque cashing limit is set. Payroll cheques and third party cheques will not be cashed (other than as approved by the Gaming and Wagering Commission of Western Australia). Casino prize/payout cheques will not be cashed at the time.

8.5 Cooling-Off

Relevant staff will be instructed to offer customers, who have received large payouts, the opportunity to 'cool-off' by taking payment in part or full by cheque.

8.6 Staff Interaction with Customers

Staff will receive specific instruction regarding the limits on their interaction with customers in financial matters.

8.7 TAB Agency

Crown Perth has a TAB agency and as an agent will comply with and adhere to the TAB's Code of Practice. A copy of the TAB's Code of Practice is available upon request.

9. Advertising and Promotions

9.1 Advertising and Promotions Code of Practice

Crown Perth is committed to the following Advertising and Promotions Code of Practice:

- Gambling advertisements and promotions will comply with the Advertising Code of Ethics as adopted by the Australian Association of National Advertisers;
- Gambling advertising will not give an unrealistic expectation of the prospects of winning or encourage irresponsible gambling behaviour;
- Gambling advertising will not give the impression that gambling is a reasonable strategy for financial betterment;
- Crown Perth's annual advertising program will not focus solely on gambling activities, but rather include gambling as one of a range of entertainment and leisure choices;
- Advertisements and promotions will not be false, misleading or deceptive;
- Gambling advertisements and promotions will inform consumers, in a clearly discernible way of applicable terms, conditions and limitations, or where information about applicable terms, conditions and limitations may be found;
- Gambling advertisements and promotions will not offer a false understanding of how gambling technologies work or include misleading statements about odds, prizes or the chances of winning;
- Gambling advertising will not depict persons under 18 years of age and will not be broadcast other than in accordance with approved advertising standards for television;
- Gambling advertising will not promote the irresponsible consumption of alcohol;
- Gambling promotional material will not be sent to excluded customers;

- Gambling advertisements and promotions will not be targeted at vulnerable or disadvantaged groups or portray people in a way that discriminates against a person or section of the community on the basis of their race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief;
- Gambling advertisements and promotions will be in good taste and not offend prevailing community standards.

9.2 Promotion of Responsible Gambling

Crown Perth will produce and display a range of materials promoting responsible gambling including:

- Stand-alone responsible gambling information brochures and advertisements;
- Responsible gambling messages to accompany external gambling advertising and promotional material;
- Responsible gambling notices for display inside the Casino;
- Counselling service promotional materials such as signs, brochures and machine stickers that provide contact details for problem gambling counselling and assistance services.

9.3 Complimentaries Policy

Complimentary items:

- Must be provided on a basis that is fair and transparent;
- Must focus on enhancing the customer's experience;
- Must not be provided in a way that is calculated to result in an excessive level of gambling;
- May be used as a form of compensation for a reduced level of service;
- May be provided to celebrate a special occasion;
- May be used to celebrate a big win, particularly where they may assist in providing a break from gambling;
- May be used to settle a dispute;
- May be provided for other appropriate reasons.

10. Cultural and Geographic Diversity

10.1 Sensitivity

Crown Perth will be sensitive to the needs of local communities and cultural groups that participate in gambling activities.

10.2 Information in Community Languages

Written information about self-exclusion and counselling services will be available in languages appropriate to significant customer groups.

10.3 Other Community Groups

Crown Perth will promote staff sensitivity to the special needs of other community groups that may experience difficulties with their gambling behaviours.

11. Accountability and Review

11.1 Responsible Gambling Management Committee

The Responsible Gambling Management Committee will be established to monitor and review all gaming and associated activities to ensure that Crown Perth provides a safe and responsible gaming environment.

11.2 Internal Compliance Audits

Compliance with this Code of Practice will be monitored and regularly reviewed by the Responsible Gambling Management Committee.

12. Research

Crown Perth is committed to supporting appropriate research into responsible gambling practices and problem gambling prevention and treatment.

13. Terms Used in the Code of Practice

Gaming

All legal forms of gambling other than wagering. In this Code, gaming includes gaming machines, Casino table games, lotteries and keno.

Gaming areas

Those parts of Crown Perth Casino where gambling products or services are provided.

Involuntary Exclusion

A direction given by Crown Perth requiring an individual to keep out of the Casino based on information demonstrating that the individual has a serious problem associated with his or her gambling behaviour, or has otherwise demonstrated inappropriate behaviour.

Problem gambling

Problem gambling exists when gambling activity results in significant adverse consequences to gambling customers or others affected by their behaviour.

Responsible gambling

The provision of gambling activities in a manner that minimises the potential for harm to gambling customers or others affected by their behaviour.

Self-Exclusion Agreement

A written document signed by an individual by which that individual agrees to not enter the Casino and Crown Perth agrees to take reasonable steps to help the person not enter the Casino.

There is a Responsible Service of Gambling Team located on site 24 hours a day to assist patrons who are experiencing problems with their gambling. The team are located in the Responsible Gambling Information Centre at the Riverside Entrance and can be contacted on 9362 7500 or rsg@crownperrth.com.au



A WORLD OF ENTERTAINMENT.™

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