

# Crown PlaySafe Perth

## Code of Conduct



**Crown PlaySafe**  
A more enjoyable way to play

Crown PlaySafe Centre 1800 801 098  
Helpline 1800 858 858  
[gamblinghelponline.org.au](http://gamblinghelponline.org.au)



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## CROWN PLAYSAFE

Crown PlaySafe is our commitment to providing a safe, accountable, and enjoyable gambling experience. We want gambling at Crown to be a source of fun and social entertainment for all guests.

For most guests, gambling at Crown is a positive and enjoyable experience. However, we also understand that some guests experience our products in ways that are not entertaining; ways that can create harm for the guest, family, and broader community. This undermines Crown's commitment to a safe and enjoyable gambling experience. Quite simply, we do not want any of our guests to be harmed from gambling at Crown.

Crown PlaySafe is an evolution to our approach to "responsible gambling". Crown PlaySafe is our new and enhanced approach to care that:

- Places the wellbeing of our guests at the centre.
- Broadens focus from supporting those experiencing gambling harm to preventing it from happening in the first place.
- Commits to continuous improvement through ongoing research and evaluation, and connecting with our guests, industry experts, independent researchers, and other stakeholders to design positive and safe guest experiences.

The Crown PlaySafe Code of Conduct (our '**Code**') sets out Crown's commitment to take all reasonable steps to prevent guests from experiencing harm as a result of gambling at Crown.

The Code also describes the programs and support for all guests whether it is information to help make more informed choices, learning about tools that can assist with safer play or seeking support for gambling-related concerns.

As we continue our journey to become the best that we can be, we want to hear from all our guests. We are committed to ongoing improvement and value feedback on how we can be the best at providing a safe, accountable, and enjoyable gambling experience.

In this document, the references to 'Crown' mean Crown Perth.

## INTRODUCING THE CODE

Our Code underpins Crown's commitment to safe play and the prevention of gambling harms, and guides our daily interactions with guests.

### Crown's Responsible Service of Gambling Obligations

The Code sets out Crown's obligations and duty to act to:

- Provide gambling services in a safe environment.
- Take all reasonable steps to prevent a guest from experiencing harm because of gambling at Crown.
- Take all reasonable steps to actively monitor for guests displaying signs of gambling harm and to monitor guests' welfare.
- Intervene when a guest is observed displaying signs of gambling harm to offer support and minimise that harm.
- Ensure there are sufficient appropriately skilled and trained team members available to always fulfill the requirements of this Code, including to monitor guests actively for signs of harm.

### Evaluating the Code

Crown reviews our Code at least once every year to ensure its effectiveness in providing a safe gambling environment.

## SOMETHING FOR EVERY GUEST

We strive to provide all guests with timely and relevant information and support. This section provides an overview of the programs and approaches available at Crown in our drive to create safe and enjoyable gambling experiences.

### WHERE CAN I FIND A COPY OF THE CODE?



Any Crown Rewards desk or cashier counter. (Printed copies and QR codes)



At the Crown PlaySafe Centre in person, or calling 1800 801 098.



Online at [www.crownperth.com.au/crown-playsafe](http://www.crownperth.com.au/crown-playsafe) where you'll find more information about safer play and can download a copy of our Code of Conduct.

## Crown PlaySafe Centre

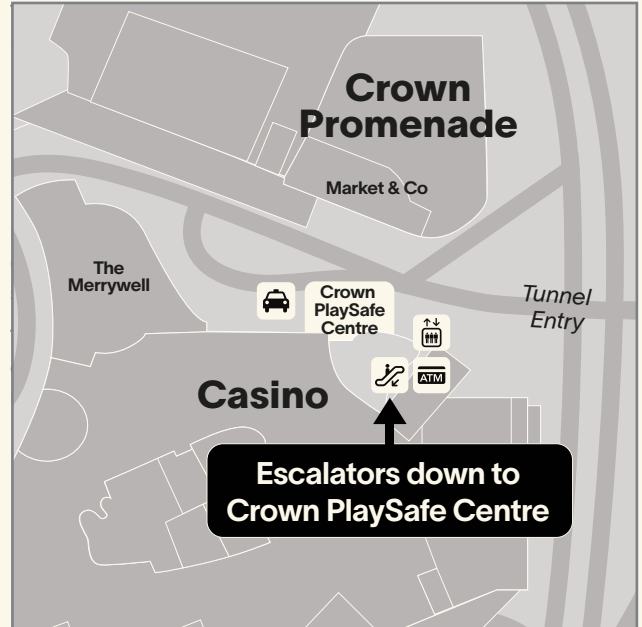
The Crown PlaySafe Centre is open every day, all day. It is a place for all guests to receive a range of services to make their gambling experience a positive one. We have a diverse team with members who speak multiple languages and external service providers who can provide confidential translation. They are available to help bridge the language gap to ensure cooperation, understanding and inclusivity.

Our Crown PlaySafe Centre is located on the lower level of the eastern tunnel entrance. It's a welcoming, comfortable, and quiet space where guests can talk in confidence to our Crown PlaySafe team.

Just a few of the ways that a conversation with one of the team can be helpful:

- Useful information and support to help maximise a positive gambling experience and minimise the risk of harms.
- Confidential referrals to gambling support services, financial counselling support services and other community organisations.
- Important information on Crown's Exclusion programs.
- Guidance and support related to someone else's gambling.
- Assistance with setting limits.

- Direction on accessing Player Activity Statements to check time spent, as well as wins and losses.
- Assistance to opt out of marketing materials.



### WHERE IS THE CROWN PLAYSAFE CENTRE?

The Crown PlaySafe Centre is located on the lower level of the eastern tunnel entrance.

Alternatively, you can:



Call a Crown PlaySafe team member on 1800 801 098 (interpreters can be arranged if required).



Email [cps@crownperth.com.au](mailto:cps@crownperth.com.au).



Visit [www.crownperth.com.au/crown-playsafe](http://www.crownperth.com.au/crown-playsafe).

## Breaks in Play

As part of our commitment to supporting safe and enjoyable gambling experiences, it is our duty to ensure that guests take regular breaks from gambling to help minimise and prevent financial, social, or other forms of harm.

Crown encourages all guests to take regular breaks from gambling, and we may check in with guests from time to time. Guests observed to be gambling continuously for three (3) or more hours will be approached and required to take a fifteen (15) minute break from gambling.

Options for taking a break include:

- Using one of our lounge areas, available throughout the Resort.
- Dining in one of the many food and beverage outlets.
- Visiting the retail shops located at the Resort.
- Exploring the beautiful surrounds of the Resort .
- Enjoying a walk outside.
- Strolling through the Resort to discover pop-up experiences or seasonal events.

Twelve (12) hour daily and forty eight (48) hour weekly Play Period policies are also in operation at Crown.

- Guests observed to be gambling for 12 hours in any 24 hour period will be required to take a 24 hour break.
- Guests observed to be gambling for 48 hours in any 7 day period will be required to take a 72 hour break.

Note: These are the global limits for all gaming products at Crown Perth. They supersede any other limits applied to specific gaming products.

This includes play on a single game, multiple games and/or a combination of play on TGs and EGMs. It is important to understand that play periods apply to both TGs and EGMs. The play period is cumulative and includes time spent on either product.

We will do our part to support play breaks by:

- Encouraging the guest to leave the gaming area for the duration of the break in play, which commences when the guest stops playing and removes their membership card from the gaming product.

- Observing guests leaving and monitoring the area to see if the guest returns.
- Applying a temporary exclusion if necessary.
- Providing support and ensuring that the guest takes the required break.
- Discussing Self-Exclusion and gambling support services and offering to accompany the guest to our Crown PlaySafe Centre.

As part of our commitment to our Code, guests who are deemed to have not taken sufficient breaks in play will be asked to leave the Casino and not return for a minimum period of twenty four (24) hours.

It is important that guests take these mandatory breaks in play. We will use a few methods to implement breaks including: making and sharing register entries with other team members, monitoring the gambling area, and using alerts through a number of means.

## Time & Loss Limits for Electronic Gaming Machines (EGMs)

Time and Loss limits help guests keep track of their time and money spent on EGMs.

From 1 December 2025, guests playing EGMs will be asked to set their own Time and Loss limits for a week (from 6:00am Monday to 5:59am on the following Monday).

To help promote safer play, time limits on EGMs will be capped at 28 hours in a week. Once a guest reaches their set time limit or the 28-hour maximum on EGMs, they will need to wait until the next week to continue playing EGMs (subject to the global limits outlined in Breaks in Play).

Guests can set their Time and Loss Limits for EGMs at a Crown Rewards Desk.

To help keep track of play, each EGM features a Service Window that displays a guest's set limits, along with the time and losses they have accrued.

## Player Activity Statements

Player Activity Statements provide information on electronic gaming machine activity and help guests keep track of time spent, as well as wins and losses. Crown Rewards allows Crown Rewards Members to access statements at any time.

Crown will also provide guests with a Player Activity Statement once a month, provided they have played on Electronic Gaming Machines during the month.

Statements will be provided via Members preferred method of communication:

- Email
- Visiting any Crown Rewards desk.
- Self-serve using a Voucher Information Kiosk (**VIK**).



### **CROWN PLAYSAFE TIP:**

Stay informed by regularly reviewing your Player Activity Statement.

## Gambling Product Information

Crown provides information on the Gaming Rules of all Table Games (**TGs**), eTGs and EGMs offered for play at the Casino. Those Rules are also available on Crown's website at [www.crownperth.com.au](http://www.crownperth.com.au). Gaming Information Terminals contain important information about the odds and chances of winning at all the games in the Casino, and are located on the Casino floor. If you would like further information regarding the products offered by Crown, our Crown PlaySafe team members are happy to help.

## EXCLUSION PROGRAMS

Our Exclusion programs are readily available to any guest who wants to stop gambling or take a break from gambling. We also provide support for those who have concerns with one of our guest's gambling. Crown will collect, retain and disclose information collected from our exclusion programs in accordance with its Privacy Policy and applicable privacy laws.

## Making a Change: Self-Exclusion

Our specialist team members at the Crown PlaySafe Centre are available 24-hours a day, seven days a week, to assist guests who wish to voluntarily exclude themselves from the Casino. Guests who choose to Self-Exclude will exclude themselves from all Crown properties in one request.

Self-Exclusion is now available through Crown's website and can be done entirely online without any requirement to speak with a Crown PlaySafe team member: ([www.crownperth.com.au/crown-playsafe](http://www.crownperth.com.au/crown-playsafe)). The website contains an online form which includes all the necessary steps to successfully Self-Exclude. The process requires a completed ID Self-Verification Photo. Once complete, Crown will process and confirm the Exclusion via your preferred contact method.

Crown takes reasonable steps to ensure that guests who Self-Exclude are not permitted access to the Casino, and ensure they are excluded from receiving advertising or other promotional material relating to gambling at Crown.

## Helping others: Third-Party Exclusion

Our Third-Party Exclusion program provides significant others (e.g. spouse, family, friends) the opportunity to apply for a confidential review of a guest's gambling behaviour where there are concerns for the individual's gambling. Assistance and information can be accessed by significant others via the Crown PlaySafe Centre.

It is not a requirement that the guest under review is made aware of the application. However, we recommend that concerns about the guest, as well as the voluntary Self-Exclusion program, are discussed with the guest prior to applying.

## HOW TO LODGE A THIRD-PARTY EXCLUSION APPLICATION:

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- 1 Get a copy of the application form from our website or Crown PlaySafe Centre.
  - 2 Complete the Statutory Declaration section and ensure the application is signed by an authorised witness.
  - 3 Submit the application with a recent photo of the person you are applying for Third-Party Exclusion alongside evidence to support information contained in the application.
- 

Once submitted, Crown will review the information to determine if there is sufficient evidence to proceed with the Third-Party Exclusion or another form of support.

## Involuntary Exclusion

Crown reserves the right to involuntarily exclude any guest who is putting themselves or others at potential risk of harm because of their gambling behaviours.

There are circumstances when Crown may issue an Exclusion Notice under section 26(2) and 26(1) of the Casino Control Act 1984 (WA) (**Casino Control Act**) that applies to the Casino only, or a Notice Revoking License to Enter or Remain on Premises, that applies to the entire property. These can be issued in situations where a guest:

- Puts themselves or others at potential risk of harm because of their gambling behaviours.
- Displays unacceptable risk.
- Causes unacceptable risk to other guests or the business.
- Fails to leave liquor licensed premises when requested to do so.
- Breaches an Exclusion issued to them.
- Repeatedly refuses to abide by this Code, including taking mandatory breaks.

## Appealing an Exclusion

Guests who are subject to a Self-Exclusion or Involuntary Exclusion have the right to appeal to Crown in the first instance. Guests who are subject to an Exclusion Notice issued under the Casino Control Act also have the right to appeal to the Gaming and Wagering Commission of Western Australia (**GWC**) if they are not satisfied with Crown's decision.

For further information about your rights of appeal, contact:

Chief Casino Officer  
Department of Local Government Industry Regulation and Safety  
Gordon Stephenson House  
Level 2, 140 William Street Perth WA 6000  
PO Box 6119 East Perth WA 6892

## Breaching an Exclusion

Individuals found to be in breach of an Exclusion Notice will be required to leave the restricted area, as defined by the exclusion notice.

- A breach of a Self-Exclusion may result in Crown issuing an Exclusion Notice under the Casino Control Act.
- A breach of an Exclusion Notice issued under the Casino Control Act may result in Crown issuing a Notice Revoking Licence to Enter or Remain on Premises.
- A breach of the Notice Revoking Licence to Enter or Remain on Premises may result in a trespass offence pursuant to section 70A of the Criminal Code (WA).
- A breach may result in the forfeiture of any winnings paid or payable.

Crown uses facial recognition technology at its premises to identify, exclude or remove individuals who may lawfully be denied access to its premises, and for other purposes relating to gaming integrity and compliance, safety and security and preventing illegal or undesirable activities. Your image (whether already held or taken in relation to an application for Self-Exclusion, obtained from surveillance or facial recognition cameras at Crown, or obtained from law enforcement or regulatory bodies), may be 'used' by Crown for the purpose of facial recognition and the reasons setout above.

## Ending an Exclusion (Revocation)

A Self-Exclusion and Involuntary Exclusion remains in effect until it is ended ("revoked") in writing by Crown. Applications to revoke a Self-Exclusion or Involuntary Exclusion can be made after the minimum period of Exclusion has passed. The minimum period of Self-Exclusion is selected by the guest on their Self-Exclusion application. The minimum period of Involuntary Exclusion is determined by Crown and is specified on the Exclusion notice.

Approval to revoke a Self-Exclusion or Involuntary Exclusion (for example, where a Notice Revoking Licence has been issued) is at the sole discretion of Crown.

An Exclusion Notice issued under the Casino Control Act remains in effect until the expiry of the exclusion period (for example, if the Exclusion Notice was in place for 24 hours) or it is revoked in writing by Crown (or the GWC in some circumstances).

An application for revocation of an Exclusion Notice issued under the Casino Control Act may be referred to the GWC for a determination, including Crown's decision to refuse revocation. Please contact the GWC for further information regarding their revocation process.

### HOW TO LODGE AN APPLICATION FOR REVOCATION.

Applicants must complete the following revocation process before being permitted to return to Crown Casinos.

- 1 Complete an Application for Revocation from the Crown PlaySafe Centre or our website [www.crownperth.com.au/crown-playsafe/making-a-change](http://www.crownperth.com.au/crown-playsafe/making-a-change);
- 2 Attend and complete counselling to understand the risks with returning, assess your readiness and receive support through the revocation process; and
- 3 Attend a meeting with a Crown PlaySafe team member.

### NEED MORE INFORMATION ON OUR EXCLUSION PROGRAMS?



Contact the Crown PlaySafe team by calling 1800 801 098 (Interpreters can be arranged).



Email [cps@crownperth.com.au](mailto:cps@crownperth.com.au).



[www.crownperth.com.au/crown-playsafe/making-a-change](http://www.crownperth.com.au/crown-playsafe/making-a-change).

For the application submitted to Crown to be successful, Crown must be satisfied that the person seeking revocation has appropriately addressed the issues that led to their Self-Exclusion or Involuntary Exclusion.

To confirm eligibility to revoke an exclusion and obtain a referral for free counselling and support, please contact the Crown PlaySafe team on 1800 801 098 or [cps@crownperth.com.au](mailto:cps@crownperth.com.au).

## WATCHING OUT FOR OUR GUESTS

Crown is deeply committed to preventing and minimising gambling harms. As such our team members become concerned when a guest shows an outward sign that they are experiencing harms from gambling. Signs such as severe agitation, frustration, aggression, or other negative behaviours due to gambling require immediate intervention.

However, guests who may be experiencing harms don't always show obvious or extreme signs. Research has identified other less obvious observable signs that may indicate that someone is experiencing harms or at risk of experiencing harms.

Crown trains all casino team members to be aware of all signs, and to monitor and escalate as appropriate.

## Observable Signs of Gambling Harm

Crown has an obligation to take reasonable steps to monitor guests for observable signs that may indicate gambling harm. The Code expands on this obligation and divides these observable signs into two categories. The first category includes signs that further monitoring is needed, while the second includes signs that interaction with the guest should be considered. Crown may use technology to help monitor and identify observable signs.

If a guest shows one or more of the signs below, Crown is required to take reasonable steps to increase observations to see if signs of gambling harm are present. These observable signs include a guest who:

- Tries obsessively to win on one machine or table game.
- Gambles on two or more machines at once.
- Gambles most days (four or more days a week).
- Complains to team members about losing by blaming the venue or machines for losing.
- Makes unrealistic or erroneous remarks about gambling.
- Shows significant increases in spending patterns (as observed by available technology).
- Shows significant increases in time spent gambling.
- Has lost more money than they could afford.
- Prioritises gambling over relationships and commitments to others.

When Crown team members observe one or more of these observable signs from the list below, appropriate interactions will be considered and planned, and in some cases required, by the Crown PlaySafe team. These signs may include a guest who:

- Retrieves cash out on two or more occasions through ATMs within a short period.
- Has EFTPOS or ATM transactions repeatedly declined.
- Has significant spend compared to employment or remuneration details.
- Gambles away big wins.
- Leaves the venue to find money to continue gambling.
- Tries to borrow money from others or asks for credit from the venue.
- Gambles intensely without reacting to what is going on around them.

- Gambles at the casino for more than 12 hours in a 24 hour period.
- Gambles at the casino for more than 48 hours in a week.
- Shows signs of distress after gambling (e.g., crying, holding head in hands, shaking, outbursts towards Crown team members or machine).
- Gets angry while gambling (e.g. kicking, hitting machines, swearing, playing aggressively) or displays rude, violent or aggressive mannerisms.
- Becomes angry or stands over others if someone takes their favoured machine or seat at a table.
- Avoids contact or conversation with others.
- Has generally poor hygiene or significant decline in personal grooming or appearance over several days.
- Conceals presence at the casino (e.g. asks Crown team members to not let others know they are there).
- Self-discloses harm from gambling and/or requests to Self-Exclude.
- Threatens self-harm.
- Has family and/or friends who express concern or request assistance with the guest's gambling behaviour.
- Has conflict over gambling with family members or friends.
- Leaves children unattended whilst the parent/guardian gambles.
- Sleeps on the gaming floor, or at a machine or table game.

## Assistance and Interactions

Guest interactions are about putting guest wellbeing at the centre and using observations to better prevent harms from occurring. Interactions will be tailored to each situation and may include:

- Encouraging the guest to take a break and exploring entertainment other than gambling at Crown.
- Enforcing a break away from gaming areas at Crown.
- Promoting help seeking and support options from community organisations.
- Providing information on safer play strategies and/or risk factors associated with harm.
- Encouraging the guest to establish a budget prior to gambling, and not seek further funds once reached.

- Discussing limit setting, printing activity statements, or other harm minimisation functions.
- Discussing Self-Exclusion or taking a break.
- Issuing an Involuntary Exclusion.

It is important that we set realistic expectations and create a safe gambling experience for our guests. We will not reinforce or encourage incorrect information about gambling in our communications. Examples of what we will **not** do include:

- Telling guests that they can make money playing a gaming machine and/or table game.
- Telling guests that a gaming machine or gaming machine jackpot has or has not paid, or that it is due to pay.
- Validating beliefs about luck or superstitions.
- Telling a guest that a 'near miss' means the gaming machine is about to pay winnings.
- Suggesting or encouraging the belief that a spin on a gaming machine is not independent of another spin on that gaming machine.
- Suggesting or encouraging the belief that there are strategies that a guest can use to win when playing a gaming machine or table game (for example, increasing or decreasing the amount bet per line or number of lines on which a bet is made).
- Planting the idea that a guest will win by telling them that they deserve to win.

## Recording Information

All Crown PlaySafe interactions and assistance is recorded to ensure that our processes and services can be effectively reviewed and updated. When available, this may include:

- Date and time of the interaction.
- Reasons for the interaction.
- Details of the interaction and any support provided.
- Details of the guest's response.
- Date and time the entry was recorded.
- Guest's name when provided or available.

Interactions and personal information recorded by Crown is held in accordance with Australian privacy laws. This information is collected for the purposes of Crown fulfilling its commitment to take all reasonable steps to prevent guests from experiencing harm as a result of gambling at Crown.

For further information regarding how Crown Perth handles personal information, and how you can make a privacy complaint, please see our Privacy Policy available at [crownperth.com.au/general/policies/privacy-policy](http://crownperth.com.au/general/policies/privacy-policy)

## THE GAMBLING ENVIRONMENT

### Crown Team Members

At Crown we have a large team of skilled and trained members to assist our guests and implement the Code professionally and effectively.

We have Crown PlaySafe Team members, who have specialised training in gambling harm prevention and support. The Crown PlaySafe team are required to complete approved training at the commencement of their role.

Crown PlaySafe may have PlaySafe Ambassadors, who are on the Casino floor to monitor for potential signs of harm and offer timely assistance.

All our gaming team members are trained to monitor play periods and observable signs and escalate where necessary.

Crown team members are not permitted to participate in gambling activities at any Crown property. For any member needing support for their own gambling or a family member's gambling behaviour, Crown provides professional assistance through our Employee Assistance Program.

Crown team members are provided with regular training to make sure that they are kept aware of the heightened risks. Crown has established internal operating procedures and communication protocols to provide team members with support, guidance, and referrals to support services.

The Crown PlaySafe Centre and resources are available to all Crown team members.

### Crown PlaySafe Team

Guests will find numerous Crown PlaySafe signs, resources, and directions throughout the Casino, including reminders that Crown PlaySafe Team Members are available to assist all guests.

Crown PlaySafe Team support the prevention of gambling harms by:

- Offering and facilitating referrals to community support services.

- Monitoring the casino and ensuring compliance with gambling regulations, relevant legislation, and this Code.
- Ensuring and assisting other team members to report and/or record observations of signs of gambling harm and interactions and interventions.
- Observing guests who display behaviour consistent with gambling harm and intervene to provide assistance.
- Providing training and advice to team members about detecting gambling harm and how to respond.
- Undertaking interventions where signs of harm are observed or where play periods are reached.
- Responding to guest inquiries and concerns.

Designated Crown PlaySafe team members meet with gambling treatment and harm support providers on a regular basis to ensure adequacy of contact and referral processes.

Crown PlaySafe team members have a responsibility to report known or suspected breaches of the Code to relevant internal departments within Crown.

## Minors

Guests must be at least 18 years of age to gain access to the Casino. Gambling by people under 18 years is prohibited by law. Crown's Security team monitors all entrances 24-hours a day, seven days a week and will request appropriate proof of age where required. Entry will only be permitted if acceptable identification is produced.

We all share the responsibility of asking for proof of age when there is uncertainty if a guest is a minor. Crown Security will be alerted and if acceptable identification cannot be produced, the guest will be refused entry into the Casino.

## Unattended Children

Crown is committed to ensuring the safety and security of everyone who uses our facilities and services. As such, parents or guardians who bring children (or those under the age of 18) to Crown must not leave them unattended, including while staying at our hotels. Guests under 18 are not permitted to stay within a Crown hotel unless they are accompanied by a legal guardian or responsible adult. Crown team members are required to report the presence of unaccompanied children or those under the age of 18 to Crown Security.

Crown Security, with the support of our Crown PlaySafe team, will work to establish:

- The identity of the child or young person.
- The whereabouts of the parent or guardian.
- Proof the adult is the parent or guardian of the child.

The matter may also be referred to the Police and/or Child Protection if deemed necessary.

## Cashing Out, Credit and Lending

Guests who are the recipient of wins may take payment (subject to certain conditions) in part or full by cash (or cash equivalent), cheque, Electronic Funds Transfer (where applicable) or chips. Guests who have received large pay-outs of \$5,000 or more on the main Casino floor, and \$10,000 or more in the Pearl Room, will be encouraged to "cool off" by taking payment in part or full by cheque or funds transfer. Further information is available on request from all Crown Casino Cashiers.

Crown will not provide credit or lend money to guests for the purpose of gambling other than approved by the GWC.

Guests can apply for a deposit account for gambling purposes, in accordance with Crown's deposit account terms and conditions which are available on Crown's website.



### CROWN PLAYS SAFE TIP:

Requesting your winnings to be paid out by cheque can be a good practice to stay within personal limits and protect your winnings from the possibility they may be used to keep gambling.

## ATMs

ATMs are located away from the Casino and subject to cash withdrawal limits.

## Lighting

Adequate lighting is provided in the Casino to keep you safe and to ensure our team can serve you.

## Clocks

Clocks are displayed in our gambling areas and on eTG, EGM and Table Game screens so that guests can keep track of time.

## Agencies

Crown has a TAB agency (and TAB Electronic Betting Terminals). As an agent, Crown will comply with and adhere to the TAB's Code of Conduct of Practice. A copy of TAB's Code of Conduct of Practice is available from the TAB agency upon request.

## Non-Gambling Options

Guests of Crown can enjoy a range of non-gambling forms of entertainment, including theatre, music, bars, restaurants and hotel facilities.

## Responsible Service of Alcohol

A person who is or appears to be intoxicated will not be permitted to enter or remain in liquor licensed areas at Crown, including the casino. Under the Liquor Control Act 1988 (WA), a person is intoxicated if their speech, balance, co-ordination, or behaviour appears to be noticeably impaired, and it is reasonable in the circumstances to believe that the impairment results from the consumption of alcohol or other drugs.

## Gambling Advertising and Promotions

Crown advertises and promotes a range of services, entertainment, and leisure options, including gambling. Crown's advertising and promotions are regulated by the applicable legislation and Advertising Code of Conduct of Ethics, as adopted by the Australian Association of National Advertisers.

In compliance with all applicable requirements, advertising and promotions must:

- Not be false, misleading, or deceptive about odds, prizes or the chances of winning.

- Have the consent of any person identified as winning a prize prior to publication in the advertising or promotion (except as otherwise required by law).
- Not be offensive or indecent in nature.
- Not create an impression that gambling is a reasonable strategy for financial betterment.
- Not perpetuate gambling myths or fallacies.
- Not promote the consumption of alcohol while engaging with gambling products.

Gambling advertising and promotions undergo a rigorous internal review process to ensure that we comply with all legal obligations, in addition to making sure that we:

- Do not knowingly market gambling to excluded guests or guests suspended or removed from Crown Rewards.
- Do not depict persons under eighteen (18) years of age and will not be broadcast other than in compliance with applicable laws or standards.
- Do not target vulnerable or disadvantaged groups.
- Assess, and make every effort, to not portray people in a way that discriminates against a person or section of the community based on their race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.
- Inform guests of applicable terms, conditions, and limitations, or where information about applicable terms, conditions and limitations may be found.

## Choose What We Send You

Crown will not send any direct marketing to guests unless they have provided consent to receive marketing materials. Our Crown PlaySafe Code also ensures that guests can:

- Sign up for a player card or loyalty scheme without needing to opt into receiving marketing materials.
- Unsubscribe to marketing materials any time and stop receiving materials within five business days of notification to unsubscribe.

Crown will not knowingly send or direct any advertising or promotional material relating to gambling to guests who are excluded. Crown will not provide any credit, voucher or reward or other benefit to encourage anyone to consent or to continue to consent to receive direct marketing.

## GUEST FEEDBACK AND COMPLAINTS

For feedback and complaints related to the provision of gambling and this Code, guests may:

- Complete a feedback form at [www.crownperth.com.au/general/feedback](http://www.crownperth.com.au/general/feedback)
- Send a letter to PO Box 500, Victoria Park WA 6979.
- Deliver a letter in person to the Crown PlaySafe Centre.
- Email the Crown PlaySafe team on [cps@crownperth.com.au](mailto:cps@crownperth.com.au)

A complaint can also be made by any guest directly to the Department of Local Government Industry Regulation and Safety (**LGIRS**) by visiting [www.demirs.wa.gov.au/feedback](http://www.demirs.wa.gov.au/feedback).

Further information on Crown's management and resolution of guest complaints can be found at [www.crownperth.com.au/general/feedback](http://www.crownperth.com.au/general/feedback)

Where the complaint is about a gambling matter and remains unresolved, the guest may refer their complaint to the LGIRS.

## SUPPORT CONTACTS

### CROWN CONTACTS

NAME	NUMBER	EMAIL & WEBSITE
Crown PlaySafe Centre	1800 801 098	<a href="mailto:cps@crownperth.com.au">cps@crownperth.com.au</a> <a href="http://www.crownperth.com.au/crown-playsafe">www.crownperth.com.au/crown-playsafe</a>

### OTHER CONTACTS

NAME	NUMBER	WEBSITE
National Gambling Helpline 24/7 support	1800 858 858	<a href="http://www.gamblinghelponline.org.au">www.gamblinghelponline.org.au</a> (features 24/7 online chat) <a href="http://www.gambleaware.com.au">www.gambleaware.com.au</a>
Gambling Help WA (Centrecare WA)	08 9325 6644 (during business hours)	<a href="http://www.centrecare.com.au">www.centrecare.com.au</a>
Lifeline	13 11 14	<a href="http://www.lifeline.org.au">www.lifeline.org.au</a>
Beyond Blue	1300 224 636	<a href="http://www.beyondblue.org.au">www.beyondblue.org.au</a>
Relationships Australia	1300 364 277	<a href="http://www.relationships.org.au">www.relationships.org.au</a>
National Debt Helpline	1800 007 007	<a href="http://www.ndh.org.au">www.ndh.org.au</a>



## **Crown PlaySafe**

**A more enjoyable way to play**

Crown PlaySafe Centre 1800 801 098

Helpline 1800 858 858

[gamblinghelponline.org.au](http://gamblinghelponline.org.au)



# **CROWN**