

Confidential

**Feedback (publishable):**

1. Crown seems have different preferential treatment to customers with different tier membership levels. While Crown seems to have strictly following the relevant regulations (Responsible Gaming, Responsible service of alcohol) in treating members with lower tier levels but less strict when dealing with members of higher tier levels (Gold card and above). This is well illustrated by the fact that while smoking is strictly prohibited indoor across Victoria, Crown allows smoking in its premium, VIP rooms such as Teak Room (Gold card member and above) and Mahogany (Platinum card member and above).
2. As a probable consequence of the above point, some members of the Chinese community reported that it was because the 'special treatment' they received at Crown made them 'kept going back'. Chinese people who approached our services for gambling related issues generally came from a working-class background, whose usual occupation ranging from hospitality, retails, and factory workers. They reported a sense of being 'empowered' at Crown as they were being treated with privilege and respect in a way that they normally did not otherwise experience in life. It is such an experience that lured them back to Crown on a regular basis (sometime daily). Some of our client reported that they felt they had higher self-esteem at Crown.
3. Some Chinese Australians have reported that they went to Crown because of boredom at home. This group tend to speak very little or no English, who felt isolated and detached from the Australian society and cultural lives. People in this group generally consist of older generations who did not want to just stay at home and 'facing the walls', to borrow some of their expressions. To many, Crown offered a space for socialisation. Going to Crown became a way for them to feel connected with the society.
4. We are concerned about Crown's systematic targeting of senior, retired Victorians with their Red-Carpet program, which involves sending bus to aged care homes to drive residents to Crown and proving them gaming credits to encourage play. We have worked with clients who lost large sum of money due to Crown's incentives.

5. We notice Crown has been expanding its gaming floor. Areas such as Kitchen Workshop used to be non-gaming areas accessible to the public. However, Crown rezoned the area with more electronic gaming machines and making game play highly visible and accessible to the general public.
6. Likewise, we also concern that Crown has expended their members' benefits Daily Dinning (\$17.5), which can be earned through table and machine play, beyond the gaming floor. Take away stores (including McDonalds and KFC) in the food courts, cafes and restaurants outside of the gaming areas can now accept Daily Dinning, which expanded the incentive to play more. Daily Dinning was not acceptable/redeemable in non-Crown operated dining venues (such as McDonalds and KFC) prior to 2012.
7. We are not aware that Crown has ever attempted to reach out to us or, any other Chinese communities to learn and discuss about the issues of problem gambling in the Chinese communities. We are also not aware that we can reach out to Crown to discuss members of the community who experience gambling related trauma or hardship. We would love to engage with Crown on these critical issues.
8. We are not aware of any service or support provided by Crown to support Chinese speaking Victorians on gambling related mental, health, and social issues.
9. Crown's 24/7 opening hour presents a concern to the community as it provides too many opportunities and spaces to access gambling activities.
10. We are also aware Crown's expanding gambling business, especially into the space of digital betting and remote sports bet. Digital gambling has been a main concern for the community during COVID-19 lockdowns.