



Responsible Gaming Committee

Minutes of a Meeting of the Committee held at
Level 3, Crown Towers, 8 Whiteman Street, Southbank, Victoria on
1 August 2018 at 2.50pm

Members Present:

John Horvath (Chair)
John Alexander
Toni Korsanos

Mary Manos (Secretary)

By Invitation:

Ken Barton (Crown Resorts Limited)
Sonja Bauer (Crown Melbourne/Australian Resorts)
Barry Felstead (CEO – Australian Resorts)
Lauren Harris (Crown Resorts Limited)
Kevin Hong (Manager – Strategy) (Agenda Item 3 only)
Leon Pillai (RG Operations Manager)
Josh Preston (CLO – Australian Resorts)
David Skene (Betfair) (by telephone)
Melanie Strelein (Crown Perth) (by telephone)

Apologies:

B U S I N E S S

Opening Business:

John Horvath thanked Toni Korsanos for agreeing to act as a member of the Committee and welcomed Toni to her first meeting as a Committee member.

Minutes of Meeting held on 10 April 2018:

It was **RESOLVED** that the Minutes of the Responsible Gaming Committee Meeting held on 31 May 2018 be approved.

Matters Arising:

The Matters Arising paper was taken as read.

Sonja Bauer noted that:

- the first three matters arising would be dealt with at Agenda Item 5; and
- FOCAL has offered to present to the Committee at its November meeting.

John Horvath requested that the November Committee meeting be scheduled for 1.5 hours to allow for a 30 minute presentation by FOCAL.

In relation to the proposed suspension for promotional mailing to patrons identified as having potential problem gambling behaviours:

- the Committee agreed that a minimum three month suspension period should be considered with longer periods on a discretionary basis based on the interaction with the patron;
- it was noted that it may take several months to automate an IT system solution to ensure that the Marketing Team is notified of the imposition of a suspension and that implementation of the proposed suspension should only occur once the system is properly developed; and
- the Committee requested that a document setting out the proposed marketing restriction process be developed and shared with Tim Costello, Stephen Mayne and Anna Bardsley.

Crown Melbourne Data Analytics – Crown Model:

The paper with respect to this item was taken as read.

Josh Preston advised the Committee of the following in relation to the Crown Model (the **Model**):

- the Model was developed following the closing out of the Responsible Gaming data trial recommendation arising from the Victorian Commission for Gambling and Liquor Regulation's (**VCGLR**) fifth review of the Crown Melbourne casino operator and licence in 2013;
- in developing the Model, Crown Melbourne has consulted with the VCGLR;
- a 12-month trial of the Model commenced in late June 2018 with the initial observations on its results to be available shortly;
- the Analytics Team together with the Responsible Gaming Team will analyse the data produced in the results reports; and
- the Committee will receive updates at its meetings on the progress and findings of the trial.

The Committee discussed the Model's validation results noting the low percentage of self-excluded patrons identified through the Model. It was reinforced that the Model, based on the validation results, cannot be used as a standalone identification tool and that observation of behaviours and other relevant information remains an important tool.

Kevin Hong joined the meeting.

At the request of the Committee, Kevin Hong outlined how the Model was built and noted the following in relation to the Model:

- as the Model is now in the trial phase, there will be an opportunity to determine the predictive accuracy of the Model; and
- it is expected that the Model will be modified over time as results are considered and lessons learnt.

The Committee discussed the need for the Responsible Gaming Team to consider how to approach identified individuals.

It was noted that, as the Company collects more data, the Model may become a more effective tool in identifying potential problem gambling behaviours.

Kevin Hong left the meeting.

The Chair requested that Kevin Hong be invited to attend a Committee meeting in six months to determine how the Model has been refined.

Betfair Responsible Gaming Report: The Betfair Responsible Gaming Report was taken as read.

David Skene noted the following:

- during the FIFA World Cup which took place in Russia between 14 June – 15 July 2018, Betfair ran a responsible gaming campaign during the tournament;
- in early July 2018, a 'weekly deposit limit' option was placed on Betfair's customer registration page and new customers are unable to register without setting a weekly deposit limit or specifically selecting to not choose a limit;
- as a member of Responsible Wagering Australia, Betfair was required to email an online survey to 2,000 (randomly selected) active customers which was prepared by Dr Sally Gainsbury and it is expected that a number of recommendations may be made following Dr Gainsbury's analysis of the results;
- the National Consumer Protection Framework is expected to be finalised by September 2018;

- the Responsible Gambling webpage visits for June 2018 were greater than those for June 2017; and
- the number of customers using deposit limits and loss limits has increased.

It was **RESOLVED** that the Betfair Responsible Gaming Report be noted.

Australian Resorts Responsible Gaming Report:

The Crown Melbourne and Crown Perth Responsible Gaming Report was taken as read.

Amongst other matters in the report, Sonja Bauer advised the Committee of the following:

- the VCGLR has raised concerns regarding patron privacy in relation to the proposed cross property self-exclusion initiative;
- when Crown Sydney opens, Crown Sydney and The Star Sydney will be required to share self-exclusion information;
- Management is considering the use of an IT platform called 'Splunk' to monitor play periods from a responsible gaming perspective;
- the draft Customer Advisory Panel Charter has been submitted to Barry Felstead for review.

The Chair requested that:

- the Charter make clear that it is an advisory panel only and it will not have the ability to make recommendations to the Company; and
- the Charter contain confidentiality provisions and that each member of the Customer Advisory Panel be required to sign a confidentiality agreement.

Mary Manos offered to assist with the review of the Customer Advisory Panel Charter.

The Committee discussed the composition of the Customer Advisory Panel and agreed that the Panel should be lead by Anna Bardsley and that Anna should select the additional Panel members.

It was **RESOLVED** that the Australian Resorts Responsible Gaming Report be noted.

Crown Melbourne Licence Review Update:

The Crown Melbourne Licence Review Update paper was taken as read.

Josh Preston noted the progress made against each Responsible Gaming recommendation.

The Committee discussed the list of proposed members for the Responsible Gaming Advisory Panel to support the Company's Responsible Gaming Framework. The Committee requested that John Horvath approach Alex Blaszczyński in the first instance to discuss the proposed role of the Panel and to explore appropriate additional members including an international member.

It was noted that detailed plans are being developed by the Responsible Gaming Team in relation to each recommendation.

The Chair noted that he is carefully monitoring the progress against each recommendation with a further meeting scheduled with Management in two weeks.

Gaming Environment Scan:

The Gaming Environment Scan paper was taken as read.

It was **RESOLVED** that the Gaming Environment Scan be noted.

Future Meetings:

The 2018 Committee meeting dates were noted.

Closure:

There being no further business, the meeting was declared closed at 4.00pm.

Signed

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Chair
John Horvath