



Contact: Barry Felstead / Joshua Preston
Direct Line: [REDACTED]
E-mail: [REDACTED]
Document No: COMPLIANCE_488727.6

29 June 2019

Ms Catherine Myers
Chief Executive Officer
Victorian Commission for Gambling and Liquor Regulation
Level 3, 12 Shelley Street
RICHMOND VIC 3121

cc: Rowan Harris

By Email

Dear Ms Myers

Sixth Review of the Casino Operator and Licence (Sixth Review) - Recommendation 13

I refer to Recommendation 13 of the Sixth Review, which provides:

The VCGLR recommends that, as part of developing a new responsible gambling strategy, by 1 July 2019, Crown Melbourne rebrand or refresh its responsible gambling messaging and publish new responsible gambling messages throughout the casino, in all Crown Melbourne publications, including online and social media platforms.

As part of the extensive and comprehensive processes undertaken in developing its Responsible Gaming Strategic Plan (refer Recommendation 14), Crown Melbourne (**Crown**) assessed and reviewed its responsible gaming logo and tagline and it has been determined that a new brand will be adopted at Crown.

The new design and tagline took into account a number of elements from the Responsible Gaming Strategic Plan, including:

- Play/pause button circles
 - A universal symbol, easily recognised and representing the operationalisation of playing and pausing for breaks and the opportunity to reflect on gambling behaviours;
 - The circles echo the previous logo to maintain some continuity and logo recognition, leveraging this brand equity; and
 - The colour element will assist with the visibility of the logo when applied on applicable backgrounds.

➤ **Tagline**

- The tagline 'Awareness Assistance Support' represents the Responsible Gaming Department operating model three pillars as highlighted in the Responsible Gaming Strategic Plan; and
- The intention is a simplified message about the responsible gaming programs and services available at Crown. This is analogous to the Gambling Harm Awareness Week messaging 'Talk Share Support'.

In this respect, below is the current logo and tagline together with the new logo and tagline for responsible gaming at Crown:

Original Logo and Tagline



New Logo and Tagline



As outlined in the Responsible Gaming Strategic Plan, which has now been approved by the Crown Resorts Responsible Gaming Board Committee, the rollout of the new responsible gaming brand forms part of actions listed for Strategic Priority 1: 'Enhance our existing externally-facing services, initiatives and communications'. These actions include:

- collating an inventory of existing responsible gaming and casino related brochures, and other marketing collateral which include a responsible gaming logo and messaging. This ensures that collateral requiring reprinting when inventory levels are low, are reprinted with the new branding; and
- replacing current digital logos and messaging in use across all of Crown's digital assets including the Crown website and the Crown App.

With the approval of the new branding by the Committee, this work will now commence as detailed in the Strategic Plan.

To allow for sufficient time to update the new logo and message in the many locations at Crown, both physically and in various documentation, Crown will operate both responsible gaming messages for a period of time. This will be reflected in the updated Responsible Gambling Code of Conduct, which will also require amendment to accommodate the change.

Please do not hesitate to contact me or Joshua Preston if you have any queries.

Yours sincerely



Barry Felstead
Chief Executive Officer – Australian Resorts