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24 December 2018

Ms Catherine Myers
Chief Executive Officer
Victorian Commission for Gambling and Liquor Regulation
49 Elizabeth Street
RICHMOND VIC 3121

cc: Rowan Harris

By Email

Dear Ms Myers

Sixth Review of the Casino Operator and Licence (Sixth Review) - Recommendation 8(b)

I refer to Recommendation 8(b) of the Sixth Review of the Casino Operator and Licence, which provides:

"The VCGLR recommends that Crown Melbourne proceed with development and implementation of comprehensive data analytics tools for all patrons, to proactively identify for intervention patrons at risk of harm from gambling. These tools would utilise both historical data (with parameters developed from the second player model), and real-time monitoring of play periods. Crown Melbourne should look to models in other jurisdictions, and consult with external data analytics experts, with a view to implementing world-class, proactive approaches with real-time (or near-real time) operational effectiveness. In particular—

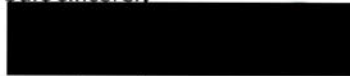
(a)...

(b) for uncarded play (that is, all other player activity), Crown Melbourne will, by 1 January 2019, commence a comprehensive study of all the practical options for a real time player data analytics tool, with a view to reporting in detail (including legal, technical and methodological issues) to the VCGLR by 1 January 2020 and the tool being in operation by 1 July 2022."

By way of update, Crown Melbourne Limited (**Crown Melbourne**) advises that it has commenced its study on exploring options available to it and will be assessing and analysing the research and expert evidence available which supports data analytics tools on uncarded play that may enhance Crown's responsible gaming framework.

Please let me know if you would like to discuss this matter or if there is any further information that can be provided to assist.

Yours sincerely

A solid black rectangular box redacting the signature of Barry Felstead.

Barry Felstead
Chief Executive Officer – Australian Resorts