

# Resorts World Sentosa

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# **Addressing Problem Gambling:**

## **Responsible Gambling Program at Resorts World Sentosa**

# Contents

- 1) Corporate Social Responsibility
- 2) Responsible Gambling Program at  
**Resorts World Sentosa**

# A Brief Self-Introduction

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<b>1994</b>	<ul style="list-style-type: none"><li><b>. Migrated to Sydney</b></li><li><b>. A Customer Survey for Sydney Harbor Casino before the official opening</b></li></ul>
<b>1996-1998</b>	<ul style="list-style-type: none"><li><b>. Director, ACEC Centre in Sydney</b></li></ul>
<b>1998</b>	<ul style="list-style-type: none"><li><b>. Resumed teaching in Hong Kong</b></li></ul>

# A Brief Self-Introduction

<b>2005 – 2007</b>	<ul style="list-style-type: none"><li>. <b>Coordinator</b>, RG Training at <b>Genting &amp; Highland Casino</b></li> <li>. <b>Advisor</b>, RG Program at <b>Genting</b> (Genting &amp; Highland Casino was awarded <b>“The Best Casino in Asia”</b> by the Asian Gaming Association in 2008)</li></ul>
<b>2009</b>	<ul style="list-style-type: none"><li>. <b>Advisor</b>, RG Program at RWS</li></ul>

# Other Training Courses

- . RG Training for **Star Cruises**
- . HKPU is the first university to offer a **post-graduate course** on gambling treatment in Hong Kong and Macau

# Corporate Social Responsibility

(Archie B. Carroll, 1991)

- **Economic Responsibilities**
- **Legal Responsibilities**
- **Ethical Responsibilities**
- **Philanthropic Responsibilities** (be a good corporate citizen)

# Objectives

- **To create an economically and socially sustainable gambling environment**
- **To balance economic benefits with responsibility of care to gaming employees, patrons and their families**
- **To minimize potential harm associated with gambling**

# Most people gamble for fun

- **Customers are responsible for their decisions**
- **RWS is committed to prevent problem gambling through our RG initiatives**

# Collaborative Efforts

- Key stakeholders take collective actions to achieve outcomes which are socially responsible

# Aims

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- . To promote safe gambling**
- . To prevent underage and problem gambling**
- . To promote customer and employee awareness and protection**
- . To facilitate access to help**

# Responsible Gambling Strategies 12

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## COMPANY COMMITMENT

- Responsible Gambling (RG) Committee

## EXTERNAL INITIATIVES

- Seminars by visiting Professors
- Co-operation with Government agencies, NGOs & community

## IN THE CASINO

- Loss Limit / Exclusion orders
- Casino staff training

## EDUCATION

- RG information
  - Website, Brochures and Posters

# Responsible Gambling Strategies <sup>13</sup>

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Phase 1: Development of RG collaterals

Phase 2: Development of RG training materials

Phase 3: Train the trainer

Phase 4: Training the croupiers & casino ground staff

# Responsible Gambling Strategies

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- A) Awareness Promotion**
- B) Customer Care and Protection**
- C) Employees Training Program**
- D) Employees Care and Assistance**
- E) Supporting Responsible Gambling Research**

# Responsible Gambling Strategies

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## A) Awareness Promotion

- Bi-lingual information brochures, flyers & posters
- Warning messages

# Responsible Gambling Strategies

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## **B) Customer Care and Protection**

- **Facilitate referrals to help**
- **Responsible advertising, hotlines, self-assessment questionnaires**

# Responsible Gambling Strategies

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## **B) Other Customer – Centered Initiatives**

- Referral to national self-exclusion program
- Loss limit program
- Age restrictions

# Responsible Gambling Strategies

## C) Employees Training Program

Level	Content
<b>One: Awareness</b>	<ul style="list-style-type: none"><li>• Awareness of problem gambling</li><li>• Identify problem gamblers (signs of PG)</li><li>• Roles of Level 1 employees (e.g. Croupiers)</li></ul>
<b>Two: Assistance</b>	<ul style="list-style-type: none"><li>• Awareness of problem gambling</li><li>• Psychology of problem gamblers</li><li>• Preventive measures</li><li>• Roles of Level 2 employees (e.g. Pit Managers)</li></ul>
<b>Three: Training</b>	<ul style="list-style-type: none"><li>• Awareness of problem gambling</li><li>• Psychology and behavior of problem gamblers</li><li>• Preventive measures</li><li>• Social costs and crisis interventions</li></ul>

# Genting Responsible Gambling Programs

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## **The first non-mandatory program in S.E. Asia:**

- An intensive and comprehensive training (from Sept 05, more than 2,000 floor staff received awareness training within 1 year)
- Harm Minimization & Customer Care Initiatives were developed

# Responsible Gambling Strategies

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## **D) Employee Care & Assistance**

- Employee awareness promotion (e.g. posters and brochures)
- Advice and referrals (e.g. national help-lines)

# Responsible Gambling Strategies

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## **E) Supporting Responsible Gambling Research**

- . Evidence-based R.G. Practices**  
(e.g. collecting feedback on training)

# **Create A Win – Win Situation**

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**Make it happen!**

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**THANK YOU !**