

# CASE STUDY: CROWN MELBOURNE MANDATORY CARDED PLAY & PRE-COMMITMENT ON EGMS

## BACKGROUND

In October 2023, Crown Melbourne introduced mandatory carded play and pre-commitment as part of a series of measures aimed at enhancing player safety, minimizing harm from gambling and reducing the risk of financial crime. This initiative was driven by the recommendations from the Royal Commission into the Casino Operator License, and the directives from the Victorian Gambling and Casino Control Commission (VGCCC) to improve the integrity and safety of gaming operations.

## TASK

The primary task was to implement mandatory carded play and mandatory pre-commitment limits on all electronic gaming machines (EGMs) at Crown Melbourne by December 2023. This required the use of a valid Player Card and linking all EGM play to a guest's identity and integrating the YourPlay system for mandatory pre-commitment on time and spending limits. These measures were critical in preventing and minimizing gambling related harm and enhance anti-money laundering measures.

## APPROACH

Crown Melbourne adopted a multi-faceted approach to implement mandatory carded play. These included:

### Technology and Product Development integration

Development of world first changes to the Casino Management Systems and upgraded all EGMs to support mandatory carded play and linked them to the registered YourPlay accounts, ensuring that guests set time/spending limits and ensuring these limits are not reached or exceeded prior to EGMs being available for play.

### Staff training

Conducted extensive training for staff to manage the new system, assist guests with the transition, and promote Crown PlaySafe practices.

### Communication campaign

Launched a comprehensive communication campaign to inform guests about the new requirements, the benefits of carded play, and how to use the mandatory carded play system effectively.

### Monitoring and compliance

Established robust monitoring mechanisms to ensure compliance with the new regulations.



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## OUTCOME



### Enhanced Player Safety

Guests were better able to manage their gambling activities through a pre-set limits, reducing the risk of excessive gambling.



### Improved Understanding

The carded system allows valuable data on gambling behaviors, which assists Crown Melbourne, regulatory bodies, and researchers to address potential gambling issues more effectively.



### Increased Compliance

The initiative strengthened Crown Melbourne's compliance with regulatory requirements and demonstrated a commitment to responsible service of gambling practices.



### Positive Feedback

Both guests and staff reported a smooth transition to the new system, with many appreciating the added layer of controls and safety mechanisms the system provided.

Overall, the implementation of the mandatory carded play and precommitment system at Crown Melbourne marked a significant step towards creating a safer gaming environment.

Building on from this success, Crown Melbourne continues to progress the mandatory carded play on all electronic table games due to be implemented by December 2025.

