

CASE STUDY: 2024 CROWN PLAYSAFE ANNUAL MEMBER SURVEY

OVERVIEW

BACKGROUND

Crown PlaySafe (CPS) aims to implement and evaluate its strategy using a proactive and data driven approach. To achieve this, CPS needs to monitor guest awareness and experiences with Crown PlaySafe programs and initiatives to enable ongoing evaluation and continuous improvement.

TASK

To evaluate the impact of CPS programs and initiatives for continuous improvement, and to monitor guest well-being.

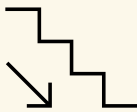
APPROACH

Develop and distribute an online survey to measure guests' perceptions and experiences of Crown PlaySafe, including:

- Guest levels of play along the continuum of risk, and positive play behaviours.
- Experience of gambling related stigma.
- Awareness of, and engagement with Crown PlaySafe programs and services.
- Perceptions of Crown PlaySafe.

OUTCOME

Results from the survey found the following key insights:



Significant decrease in the proportion of guests who are at moderate risk of gambling harm



Increased awareness of the Crown PlaySafe Centre



Improved guest perception of Crown encouraging breaks from gambling, providing ways to keep track of time, and promote the use of money budget while gambling.



Guests who only gamble at Crown have a lower risk profile compared to those who gamble at Crown and other venues.

BACKGROUND

Crown is committed to taking a proactive and data driven approach to implementing and evaluating the Crown PlaySafe Strategy.

Crown has established a baseline understanding of guest awareness and experiences with Crown PlaySafe programs and initiatives through the *2023 RG Baseline Tracking Survey*. The 2024 study is a continuation of the Baseline survey, with the purpose of monitoring player wellbeing and the success of Crown PlaySafe over time.

TASK

The goal of the initiative was to:

- Identify guest awareness, perceptions and usage of the Crown PlaySafe Centre and services.
- Provide evidence-based direction for program improvement.
- Move from a focus on input to outcome with the assessment of key metrics of guest wellbeing.

APPROACH

The research objectives of this study were to measure Crown members' perceptions and experiences of Crown PlaySafe, including:

- Guest levels of play along the continuum of risk, and positive play behaviours.
- Experience of gambling related stigma.
- Awareness of, and engagement with Crown PlaySafe programs and services.
- Perceptions of Crown PlaySafe.

An independent agency (IPSOS) was engaged to develop and distribute an online survey to Crown members.

OUTCOME

The research involved a total of n=5,637 x 20-minute online surveys with active members from Crown Melbourne (n=2,844), Perth (n=2,575) and Sydney (n=218) in May 2024.

Insights from the study were used to identify priority areas for improvement; the priority areas were distilled into an action plan which is currently being implemented.



Results from the survey found the below key insights:

- Significant decrease in the proportion of guests who are at moderate risk of gambling harm.
- Increased awareness of the Crown PlaySafe Centre.
- Improved guest perception of Crown encouraging breaks from gambling, providing ways to keep track of time, and promote the use of money budget while gambling.
- Guests who only gamble at Crown have a lower risk profile compared to those who gamble at Crown and other venues.

The findings of the Annual Member Survey were used to inform key action areas. This included actions to:

- Increase guest awareness and engagement with Crown PlaySafe programs and services, and safer play behaviours.
- Decrease stigma around gambling related harm and help seeking.
- Enhance interaction quality between staff and guests.
- Increase inclusivity of Crown PlaySafe information, programs and services.

PROJECT TEAM

For more information on the Crown PlaySafe Annual Member Survey, contact one of our project team members.

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