

CASE STUDY: CROWN PLAYSAFE TRAINING

OVERVIEW

BACKGROUND

As part of Crown's regulatory response and broader transformation efforts, Crown PlaySafe was committed to develop a centralised national training suite for the Crown PlaySafe team that aligns with regulatory bodies and external stakeholders to ensure compliance and operational excellence across the Melbourne, Sydney and Perth properties.

TASK

To develop a comprehensive suite of training programs, including Induction Training, Annual Refresher Training, Advanced Training for Managers, and Marketing Guardrails, to promote a consistent understanding of safer gaming practices. These programs required to satisfy various regulator criteria across VIC, NSW and WA, while ensuring consistent messaging and application.

APPROACH

Multifaceted approach starting with a detailed comparative analysis against regulatory criteria, ensuring nationwide content alignment and compliance. The training initiatives were thoroughly evaluated for effectiveness, with participant feedback serving as a critical component of our continuous improvement process.

OUTCOME



Enhanced CPS team's capabilities, ensured national consistency and improved knowledge retention and application of responsible gambling practices.



Instrumental in fostering a responsible gambling culture and achieving operational excellence across Crown Resorts



Incorporation of participant feedback leading to continuous improvement, particularly in refining module content and enhancing interactivity

BACKGROUND

Crown is committed to developing a centralised national training suite for the Crown PlaySafe team that aligns with regulatory bodies and external stakeholders to ensure compliance and operational excellence across the Melbourne, Sydney and Perth properties.

To achieve this, Crown needed to establish a comprehensive suite of training programs to reflect Crown's commitment to the highest standards.

TASK

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APPROACH

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The key elements of the design approach were:

- 1. Strategic Planning:** Developed a sustainable, scalable training program that addresses regulator conditions, incorporates feedback, and measures effectiveness.
- 2. Best Practice Design:** Utilised a strategic cascade to ensure training relevance and engagement, employing behavioral, psychological, and neurological foundations for deeper impact.
- 3. Regulatory Alignment:** Programs have been praised by regulators for their contemporary design and approach, reinforcing our commitment to industry-leading practices.
- 4. Continuous Improvement:** Ongoing program refinement based on stakeholder feedback and regulatory updates ensures the training remains relevant and effective.

Core Training Suite includes:

- **Induction:** A company wide introduction to CPS services and purpose.
- **Annual Refresher Training:** Online self-directed program for all staff, outlining code requirements and critical CPS insights and activities.
- **Advanced Training for Managers:** Neuroscience-based program to foster a culture of player safety that integrates CPS requirements.
- **Marketing Guardrails:** Supports understanding of corporate social responsibility and CPS requirements within marketing processes.
- **Code of Conduct Launch Training:** Ensures awareness and comprehension of conduct requirements tailored to each State's specific requirements.



Additional specialised training programs and professional development initiatives have been created and supported for CPS Advisors and CPS team, with tailored training programs available for specific functions within Crown Resorts to support and integrate CPS behaviors.

OUTCOME

The training suite has enhanced the CPS team's capabilities, ensured national consistency and improved knowledge retention and application of responsible gambling practices. The initiative has been instrumental in fostering a responsible gambling culture and achieving operational excellence across Crown Resorts. The CPS team has remained agile and incorporated regulatory changes into the program, such as Ministerial Directions regarding the Crown PlaySafe Code of Conduct.

Recent sessions of the Crown PlaySafe Advanced Training for Managers provided key insights into the program's relevance, efficacy, and quality of facilitation. These sessions were particularly notable for their modern approach, receiving commendations from reviewers for their innovative and responsive training design.

The incorporation of participant feedback into the training program's design has been instrumental in guiding its continuous improvement, particularly in refining module content and enhancing interactivity. Feedback has not only led to modifications in session lengths to better meet audience needs but also underscored the importance of more dynamic and engaging components in future iterations. This diligent process, which includes formal monthly reviews and reports of participant feedback, underscores Crown's commitment to maintaining the training's relevance, effectiveness, and alignment with the evolving landscape of responsible gambling practices.

PROJECT TEAM

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