



CROWN MELBOURNE RETAINS CASINO LICENCE

26 March 2024 – Melbourne, Australia: Crown Resorts and Crown Melbourne (Crown) acknowledge today's decision by the Victorian Gambling and Casino Control Commission (VGCCC) that Crown Melbourne has retained its Victorian Casino licence following a comprehensive transformation of its business.

Since 2021, Crown has invested approximately \$200 million into its transformation, introducing extensive reforms across harm minimisation, financial crime, governance, compliance, risk, and culture, which has been accelerated under new ownership and management. Guest wellbeing and harm minimisation has been at the forefront of the transformation, resulting in the implementation of world-leading initiatives at Crown Melbourne.

The decision comes during Crown's 30th anniversary year. Since first opening its doors on the north bank of the Yarra River and single-handedly changing the entertainment landscape in Australia, Crown Melbourne has grown to be the largest single-site employer in Victoria, and now stands as the safest place to gamble in the State.

Crown Melbourne acknowledges the requirement outlined by the VGCCC today as it relates to the casino licence and will continue to work constructively with the regulator to ensure ongoing compliance with broader industry regulations and standards.

Crown expects further updates regarding Crown Sydney's licence status in the coming weeks, while Crown Perth continues its remediation activity and implementation.

CEO Commentary

Crown Melbourne CEO, Mike Volkert: "This outcome is one of the most significant milestones in Crown Melbourne's 30-year history. It would not have been possible without the efforts of our team members, who have worked diligently over the past two years to implement meaningful change that has truly transformed our business.

"What we have achieved must be a continual focus for everyone at Crown Melbourne. We know the work doesn't stop here, and we are committed to delivering the highest industry standards and putting the welfare of our guests at the forefront of decision-making, day in and day out.

"I would also like to acknowledge and recognise the Victorian Special Manager, Stephen O'Bryan KC and the Office of the Special Manager and the VGCCC led by Chair Fran Thorn and CEO Annette Kimmitt AM for raising the standards of the entire industry.

"Crown Melbourne is now the safest venue in Victoria for gaming and entertainment, and we look forward to continuing to welcome our guests."

Crown Resorts CEO, Ciaran Carruthers: "Since the acquisition of Crown Resorts by Blackstone in June 2022, and the appointment of new boards and a new executive leadership team, Crown Resorts has pioneered one of the most complex transformations ever undertaken in Australia. Over 10,000 pages of documentation have been submitted and 770 remediation activities have been delivered to our state regulators, fundamentally rebuilding our organisation from the inside out.



“Holding a casino licence is a privilege and an obligation we take extremely seriously. I am proud of what our team has accomplished, and the safe environment Crown Melbourne now operates in.

“Together we have built a stronger, better Crown and our unrelenting focus will remain on delivering the highest standards of integrity, harm minimisation and service excellence across our industry.”

-ENDS-

Media Notes

- Crown Melbourne is Victoria’s largest single-site employer.
- Crown Melbourne’s transformation included the delivery of The Melbourne Remediation Action Plan, which implemented 342 initiatives across eight workstreams. Areas of focus included financial crime, compliance and risk, governance, harm minimisation via Crown PlaySafe, and culture.
- Significant initiatives implemented throughout Crown Melbourne’s transformation include:

[Introducing Crown PlaySafe as part of expanded reforms to reduce gambling harm.](#)

[Implementing world first carded play measures on all 2,600 Electronic Gaming Machines at Crown Melbourne.](#)

[Launching a new \\$2 million Crown PlaySafe centre at Crown Melbourne in October 2023.](#)

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