



FOR IMMEDIATE RELEASE

CROWN RESORTS INTRODUCES WORLD FIRST CARDED PLAY MEASURES AT CROWN MELBOURNE

14 December 2023: Crown Resorts (Crown) has completed the successful introduction of world-first carded play measures at its Melbourne Casino, accompanied by a comprehensive suite of enhanced safety measures to create a safer, more enjoyable gaming environment.

The implementation of carded play on all Electronic Gaming Machines at Crown Melbourne represents a significant investment in gambling harm prevention at Crown, signalling a new era of transparency and commitment that has not been seen in the gaming and entertainment industry before.

Supported by the Victorian Government's YourPlay scheme, the new carded play technology has been rolled out over the last month and is now fully operational at Crown Melbourne.

From today, all guests who use an electronic gaming machine at Crown Melbourne will be required to obtain a valid Crown Player Card, which can be used to help to track and monitor play, ensuring that guests are better able to manage their gambling activity.

Key features of carded play include:

- **Time and Spend Limits:** Guests will be required to set personal time and spending limits, helping them to stay on track.
- **Track and Monitor Play:** Guests will be able to track their play and access Player Activity Statements to monitor their spend.
- **Player Safety Checks:** The card provides actionable insights into player behaviour, allowing Crown's PlaySafe team to identify and undertake safety checks with those who may be engaged in prolonged or unsafe gambling.
- **Access to Support:** Once activated, the card will provide quick and easy access to information and resources for safer gambling, including contact information for support organisations.

CEO Commentary

Crown Resorts CEO Ciarán Carruthers said: "Crown's ambition is to operate the safest casinos in the world, and we are proud to pioneer this transformative and world-first shift with the introduction of carded play at Crown Melbourne.

"The implementation of carded play begins a new era of transparency and commitment, helping to reshape the gambling landscape and ensure our guests are better able to manage and play within their personal limits.

"Carded play will help to foster a safer, more enjoyable experience for all and revolutionise the way our guests engage with gambling and entertainment," Mr Carruthers said.

Crown Melbourne CEO Mike Volkert said: "Crown Melbourne is committed to providing an environment where our guests can enjoy themselves and have confidence in the support and safeguards available to them.



“Through our collaboration with the Victorian Government and our Crown PlaySafe program, carded play provides a roadmap for our industry, and is a significant step forward in realising our shared vision,” said Mr Volkert.

“The changes are part of a number of world-leading reforms being implemented across Crown, and we look forward to the positive impact carded play will have on our guests and the broader community.”

Earlier this year, Crown announced, [Crown PlaySafe](#) and a broadening of its player support measures, with a renewed focus on gambling harm prevention.

As part the new approach, Crown has already introduced new advertising guardrails to reflect updated harm minimisation principles, online self-exclusion across its three Australian resorts, new community partnerships and cashless gaming on electronic table games at Crown Sydney.

The company is now working to deliver mandatory carded play on electronic gaming machines at Crown Perth.

More information about Crown PlaySafe, including gambling safety tools such as carded play and how to set time and spend limits can be found [here](#).

END

For more information, please contact:

Kris Taute
Head of Corporate Communications
(+61) 413 829 142
kris.taute@crownsresorts.com.au

Harry Stechman
Media and Corporate Affairs Manager – Crown Melbourne
harry.stechman@crownsresorts.com.au
0467 745 003