

# Responsible Gambling Practices: Distinctive Challenges in Macau

Presentation to :

Gambling in the 21<sup>st</sup> Century:

The implications of technology for policy, practice and research

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By :

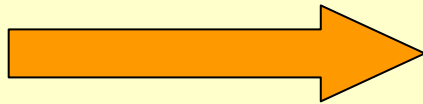
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# Some Basics

1) Where is it ?



2) Population : About 500,000

3) Tourists : 60,000 per day



# Some Basics (Cont.)

## 4) Official Languages

- Portuguese
- Chinese

## 5) Legal System

- Civil Law, supported by Basic Law, in force for 50 years from handover date (December 20, 1999)

## 6) A Brief History

- Concession granted to STDM in 1962
- STDM concession expired March 31, 2002
- Six new concessions :
  - ❖ SJM
  - ❖ Wynn Resorts
  - ❖ Galaxy
  - ❖ Venetian
  - ❖ MGM
  - ❖ Melco Crown

# Defining Responsible Gaming

**“policies and practices designed to prevent and reduce potential harms associated with gambling.”**

*Blaszczynski, Ladouceur & Shaffer (2004)*

# Defining Responsible Gaming (verb)

- Fun
- Entertainment (Macau)
- Recreation
- A planned activity in which patrons budget time and money to be spent
- An enjoyable past time
- Exciting

# Objectives Of This Session

- 1) To report the awareness, and implementation of the responsible gambling practices, and their views on its likely effectiveness in Macau
- 2) To describe various facilitators and impediments to implementing responsible gambling, both in general, and those distinctive to Macau
- 3) To outline the future challenges confronting regulators in Macau

# Research Sample

CSR and RG web pages of 6 casino operators

Site visits to 6 casino operations (34 casinos)

Casino brochures and marketing materials

Multiple newspaper and journal articles

Recent presentations on RG

Interview reports from

- casino managers

- Macau Gaming Research Association

- academia from Macau

- Macau problem gambler services (government, missionary, NGO)

- social workers

- gamblers

# Is the RG policy known?

## **BAD NEWS**

Very few know about it












Very few talk about it

## **GOOD NEWS**

More people know about it (knowledge of policy & measures is reasonably good)

More people talk about it

# RG initiatives in Macau casinos

-  Underage gambling and age limit (18)
-  Unattended minors
-  Responsible alcohol policies
-  Marketing guidelines
-  Employee education
-  Patron awareness of problem gambling and available assistance
-  Brochure 'Risks of the game'
-  Mission statement
-  Positive community campaigns
-  Self-exclusion
-  Visitor registration system

# Macau Problem Gambling Centers

	<b>Zhiyi Xuan</b>	<b>Yi-An agency</b>	<b>Industrial Evangelistic</b>	<b>Anglican</b>
<b>Ownership</b>	<b>Macau Government</b>	<b>Casino owner</b>	<b>Church</b>	<b>Church</b>
<b>Year in service</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>4</b>
<b>Opening hours</b>	<b>normal office hours</b>	<b>afternoon to mid night</b>	<b>odd hours</b>	<b>outside normal office hours</b>
<b>Approach</b>	<b>stop all</b>	<b>partial</b>	<b>stop all</b>	<b>stop all</b>
<b>Staff</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>4</b>
<b>Staff turnover</b>	<b>medium</b>	<b>medium</b>	<b>high</b>	<b>low</b>
<b>New cases per month</b>	<b>6 to 8</b>	<b>7 to 8</b>	<b>8 to 12</b>	<b>7 to 8</b>

# The Constraints

- 1) Oversight and unclear strategic directions for RGP
- 2) Limited regulatory functions, primarily concerned with revenue protection
- 3) Need to recognize disparate stakeholder interests. Peculiar structure of the industry. No control over the provision of credit (junkets operations)
- 4) Market competition, economy and politics
- 5) Orientation towards “hardcore” gamblers
- 6) Prospect of regional competition, especially in ‘Singapore’, Taiwan, South Korea and the Philippines
- 7) Little funded research into such issues
- 8) Insufficient recognition of “problem” gambling or provision of accessible, properly funded treatment or help facilities

# Where To From Here

Evolutionary “Bottom up” approach to influence regulators

Better use casino tax resources

Engagement of top management and boards

Engagement with the international regulatory community

Industry Code of Practice

- Environment of the product
- Awareness through public education (including students)
- Staff education / training
- Awareness through software tools

Annual report on RG and third party independent validation

**Thank You**