

DATE OF ISSUE: 5 JULY 2007

MEDIA RELEASE

**NATIONAL COUNCIL ON PROBLEM GAMBLING INTRODUCES
RESPONSIBLE GAMBLING CODE OF PRACTICE**

Pools, Turf Club and Major Jackpot Room Operators Have Adopted Code

The National Council on Problem Gambling (NCPG) introduced a Responsible Gambling Code of Practice today, which existing gambling operators and major clubs that run jackpot rooms have voluntarily adopted to minimise the potential harm of gambling.

Key measures in the Code include provision of information about the risks of gambling, availability of help services, and training of frontline and management staff to assist customers who show signs of problem gambling.

Code Adopted by Singapore Pools, Singapore Turf Club and larger social clubs operating jackpot machines

In the past year, the NCPG has actively engaged the Singapore Pools and Singapore Turf Club and the larger social clubs that operate jackpot machines. The Singapore Pools, Singapore Turf Club and the following 12 social clubs and public sector staff recreation clubs operating jackpot machines have all agreed to adopt the Code of practice:

- Civil Service Club
- HomeTeamNS
- NTUC Club
- SAFRA
- The Grassroots' Club
- Club HDB
- JOM-Clubhouse for Police Officers
- MND Recreation Club
- The People's Association Staff Club
- NTU Alumni Club
- Senior Police Officers' Mess
- Jurong Town Corporation Recreation Club

The NCPG Code aims to achieve the following outcomes:

1. Individuals, communities and the gambling industry have a common vision and a shared understanding of responsible gambling practices.
2. Gambling products and services are provided in a responsible manner, in harmony with community beliefs and standards.
3. Customers make informed decisions about their gambling.
4. Harm, as a result of gambling, to individuals and the general community is minimised
5. Those adversely affected by gambling have access to timely and appropriate assistance and information.

The NCPG Code covers 5 areas:

1. Provision of Information;
2. Interaction with Customers and Community;
3. Advertising and Promotions;
4. Exclusion Provisions; and
5. Reporting of Key Indicators.

Implementation of Code

To implement the Code, the NCPG will develop a resource manual. The manual will have implementation guidelines, more specific to the products and services. It will also illustrate best practices that operators could adopt.

The NCPG will also work with the Community Addictions Management Programme (CAMP) to design the staff training programme. The staff training programme will cover the following topics:

- What is problem gambling? What are the signs of problem gambling?
- What are available help resources for problem gamblers?
- How can staff assist and refer problem gamblers to problem gambling help services?
- What is responsible gambling?
- How to implement the Code well?

The NCPG targets to start implementation of the Code in the last quarter of 2007.

Said Mr Lim Hock San, Chairman of NCPG: “The NCPG is encouraged by the support shown by the major gambling providers for the Code of Practice. We will review the Code periodically to make it more robust, taking into account new developments. The NCPG welcomes continued feedback from the industry and the public on how the Code can be further improved.”



Moving forward, the NCPG will engage the remaining clubs operating jackpot machines to encourage them to adopt the Code. The NCPG will also include the casino operators in the dialogue on responsible gambling. Most of the practices in the Code will be mandatory for the casinos and included in the legislation that regulate casino operations. Through ongoing discussions, the NCPG would work with the casino operators on additional responsible gambling initiatives over and above the practices contained in the NCPG Code and the casino legislation.

About the National Council on Problem Gambling (NCPG):

The NCPG was appointed in August 2005 as part of Singapore's national framework to address problem gambling. It is a council comprising 15 members with expertise and experience in public communications, psychiatry and psychology, social work, counselling and rehabilitative services. The Council's main roles are to provide advice and feedback to the Ministry of Community Development, Youth and Sports (MCYS) on public education programmes to promote public awareness on problem gambling; to decide on funding applications for preventive and rehabilitative programmes; to assess and advise the Government on the effectiveness of treatment, counselling and rehabilitative programmes; and to decide on the applications for exclusion of persons from casinos. For more information, please see www.ncpg.org.sg.

For media queries, please contact:

NCPG Secretariat

admin@ncpg.org.sg

Tel: 6354-8154

Singapore Pools

Ms Juliana Lim, Director, Public Affairs & Corporate Social Responsibility

Email: julianalim@sgpoolz.com.sg

Singapore Turf Club

Ms Aileen Lim, Manager, Betting Control & Operations

Email: Aileen_Lim@turfclub.com.sg

NTUC Club

Stanley Wong, Corporate Communications Manager

Tel: 6589 1697

Email: stanley_wong@ntucclub.com.sg



SAFRA

Mr Ahmad Zaidee, Public Relations Executive

Tel: 63779 804

Email: zaidee@safra.sg

Attachments:

- Annex A: NCPG Responsible Gambling Code of Practice
- Annex B: Mandatory Responsible Gambling Practices
- Annex C: English-Chinese Glossary

National Council on Problem Gambling (NCPG) Responsible Gambling Code of Practice

NCPG Responsible Gambling Code of Practice

The NCPG Responsible Gambling Code of Practice (“The Code”) has been developed by the Responsible Gambling subcommittee of the National Council on Problem Gambling (“NCPG”), in consultation with the major operators in the gambling industry. This Code of Practice represents a voluntary commitment by these operators to promote best practices in the industry and to encourage responsible gambling. It sets out practices that both NCPG and the major gambling operators agree should be adopted so that harm associated with gambling is minimized.

What is Responsible Gambling?

Responsible gambling seeks to minimise the harm to customers and the community in the provision of gambling services¹. It is a result of the collective actions and shared ownership by individuals, communities, the gambling industry and the Government to achieve outcomes that are socially acceptable, responsible and responsive to community concerns.

Desired Outcomes

The Code aims to achieve the following outcomes:

- Individuals, communities and the gambling industry have a common vision and a shared understanding of responsible gambling practices.
- Gambling products and services are provided in a responsible manner, in harmony with community beliefs and standards.
- Customers make informed decisions about their gambling practices.
- Harm, as a result of gambling, to individuals and the general community is minimised.
- People adversely affected by gambling have access to timely and appropriate assistance and information.

¹ Definition adapted from the Productivity Commission, 1999, *Australia’s Gambling Industries*, Report No. 10, AusInfo, Canberra.

Accountability and Review

Upon adoption of this Code, the gambling operators commit themselves to implementing and improving the best practices contained in this Code. Each of them will be required to report on key indicators, annually, as part of their commitment to the Code.

The Code is dynamic and will be reviewed periodically to take into account new products or services, operating practices, research, community feedback and other changed circumstances. The NCPG welcomes continued feedback from the industry and the public on how it can be further improved.

Details of the Code of Practice

This Code signifies commitment by the gambling operators to implement and adhere to responsible gambling practices, particularly on measures to protect consumers. These practices are organised in the following broad categories:

1. Provision of Information;
2. Interaction with Customers and Community;
3. Advertising and Promotions;
4. Exclusion Provisions; and
5. Reporting of Key Indicators

In view of the diverse nature of the products and services provided by the gambling industry, the Code recognises that some practices will apply across sectors in the industry while others apply only to specific sectors. The table below provides details on how these practices are to be applied.

<i>Responsible Gambling Practice</i>	<i>Industry Sector</i>		
	Jackpot operations in private clubs	Horse-racing	Lotteries & Sports Betting
1. Provision of Information			
1.1 Information about the potential risks associated with gambling and where to get help for gambling-related problems is prominently displayed in all gambling areas, near ATMs within the operators' premises and on operators' websites.	✓	✓	✓
1.2 Gambling-related helpline numbers are displayed prominently at locations where customers place bets (i.e. betting counters, jackpot machines, etc) and printed on betting slips, if applicable.	✓	✓	✓
1.3 Meaningful and accurate information on the odds of winning major prizes is displayed in all gambling areas and in proximity to relevant games.	✓	✓ Operator will display information on how the pari-mutuel system works ²	✓

² Display of odds of major prizes is not applicable for horseracing. The totalisator system works such that “prizes” or dividends for each possible winning combination depends on the number of bets places on that combination relative to the total number of bets and dividends change dynamically every time a bet is placed. Whether there are “major prizes” depends on how evenly bets are spread among the possible winning combinations.

<i>Responsible Gambling Practice</i>	<i>Industry Sector</i>		
	Jackpot operations in private clubs	Horse-racing	Lotteries & Sports Betting
1.4 Information on the nature of games and game rules should be made readily available for customers' reference.	✓	✓	✓
2. Interaction with Customers and Community			
2.1 To ensure that appropriate and ongoing responsible gambling training endorsed by the NCPG is provided to all frontline staff involved in providing gambling services and management staff who are responsible for the gambling operations.	✓	✓	✓
2.2 To adopt an NCPG protocol to refer problem gamblers to gambling-related help services.	✓	✓	✓

<i>Responsible Gambling Practice</i>	<i>Industry Sector</i>		
	Jackpot operations in private clubs	Horse-racing	Lotteries & Sports Betting
3. Advertising and Promotions			
3.1 To comply with the gambling advertising regulations in Singapore, as stipulated in the relevant legislation or licensing conditions.	✓	✓	✓
3.2 Where allowed, gambling advertisements should not <ul style="list-style-type: none"> • be presented in a promotional way i.e. they may inform the public / members of available gambling products but should not promote, encourage, entice or induce people to buy a gambling product; • be instructional in nature (except in promoting responsible gambling) or offer any form of gambling tips; • state or imply that a player's skill can influence the outcome of a gambling activity; • give the impression that gambling is an acceptable way to make money. • include misleading statements about 	✓	✓	✓

<i>Responsible Gambling Practice</i>	<i>Industry Sector</i>		
	Jackpot operations in private clubs	Horse-racing	Lotteries & Sports Betting
odds, prizes or chances of winning; • implicitly or explicitly be directed at young persons (below 18 years) or vulnerable or disadvantaged groups.			
3.3 Where appropriate, positive responsible gambling messages and help information are incorporated in permitted advertising and promotion materials.	✓		✓
4. Exclusion Measures			
4.1 To provide self-exclusion option for customers for a minimum period of one year, and to inform customers of its availability.	✓	✓ Operator will offer self-exclusion option to betting account customers	✓ Operator will offer self-exclusion to betting account customers
4.2 To offer customers who seek self-exclusion information on gambling related help-services.	✓	✓	✓
4.3 Not to send any correspondence or promotional material to gambling customers who are excluded.	✓	✓	✓

<i>Responsible Gambling Practice</i>	<i>Industry Sector</i>		
	Jackpot operations in private clubs	Horse-racing	Lotteries & Sports Betting
5. Reporting of Key Performance Indicators			
<p>5.1 To provide annual reports on the following input/output indicators to the NCPG Secretariat:</p> <p><u>Input indicators:</u></p> <p>(i) All frontline staff (those who provide gambling products / services) have undergone training on Responsible Gambling that is approved by the NCPG (Yes/No)</p> <p>(ii) All management staff who are responsible for gambling operations have undergone training on Responsible Gambling approved by the NCPG (Yes/No)</p> <p><u>Output Indicators:</u></p> <p>(iii) Number of people (inclusive of family members) referred to help services</p> <p>(iv) Number of applications for self-exclusion</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>

Supporting documents

The NCPG Responsible Gambling Code of Practice is accompanied by:

- The NCPG Responsible Gambling Resource Manual; and (in progress)
- The NCPG Responsible Gambling *Training Framework for the Industry*. (in progress)

NCPG Responsible Gambling Resource Manual

A resource manual will be developed in collaboration with the gambling operators to help them implement the Code.

The manual will include:

- Examples of practices that conform to industry best practices;
- An outline of responsible gambling strategies specific to each sector of the industry;
- Guidance for gambling providers to develop and implement responsible gambling strategies specific to each sector of the industry;
- Information on community help resources available; and
- Examples of brochures and posters that can be displayed by operators containing help information and messages on responsible gambling behaviour.

NCPG Responsible Gambling Training Framework for the Industry

The training framework outlines criteria for the development and implementation of responsible gambling training programmes for industry personnel and the specific learning outcomes to be demonstrated. The purpose of the training framework is to enhance the knowledge and skill base of industry personnel in their work to promote responsible gambling. Such enhancement of knowledge and skills among industry personnel will lead to a safer and more supportive environment for consumers.

Contributors to the NCPG Responsible Gambling Code of Practice

This Code of Practice has been developed by the NCPG Responsible Gambling Sub-committee in consultation with the following operators:

- Singapore Pools
- Singapore Turf Club
- Civil Service Club
- Home Team NS
- NTUC Club
- SAFRA
- Club HDB
- The Grassroots' Club
- JOM-Clubhouse for Police Officers
- MND Recreation Club
- The People's Association Staff Club

Acknowledgement

This code is modelled on the Queensland Responsible Gambling Code of practice as well as the Australian Capital Territory Gambling and Racing Control (Code of Practice).

5 July 2007
National Council on Problem Gambling

ANNEX B: MANDATORY RESPONSIBLE GAMBLING PRACTICES

As the NCPG Code of Practice is a voluntary code, it does not include the following responsible gambling practices which are already required under existing laws or as part of the licensing conditions for operators:

- Young persons below the age of 18 years are prohibited from gambling and from entering designated gambling areas.
- Gambling operators are not allowed to provide credit or lend money for the purpose of gambling.

ANNEX C: ENGLISH-CHINESE GLOSSARY

National Council on Problem Gambling (NCPG)	全国预防嗜赌理事会
Ministry of Community Development, Youth and Sports (MCYS)	社会发展, 青年及体育部
Community Addictions Management Programme, Institute of Mental Health	社区戒瘾护理计划, 心理卫生学院
Problem Gambling	嗜赌
Gamblers	赌徒
Pathological/ Problem Gambler (PPG)	病态赌徒
Gambling Addiction	赌瘾
Addiction	癖瘾症
Responsible Gambling Code of Practice	赌博业者尽责准则
Mr Lim Hock San, Chairman	林福山先生, 主席