



CROWN MELBOURNE WELCOMES CARDED PLAY THROUGHOUT VICTORIA

Tuesday, 26 November 2024: Crown Melbourne (Crown) welcomes today's announcement by the Victorian Government to introduce carded play across Victoria.

In December 2023, Crown Melbourne introduced carded play across all electronic gaming machines, marking a significant milestone in our ongoing transformation and commitment to safe and responsible gaming.

In just 12 months, more than 400,000 guests have registered for carded play, creating a more sustainable and safer gaming environment for guests and the wider community.

Today's announcement is an important milestone that will see these safety measures extended across Victoria.

Carded play makes it easier for guests to control their gaming by setting their own limits, encouraging safer play.

This consistent, state-wide approach will ensure all guests benefit from these world leading safety protections, no matter where they choose to play.

Crown Melbourne CEO, Mr. Mike Volkert said: "Crown has led by example, demonstrating that carded play is essential to developing a safer gaming environment."

"Our experience in developing and implementing these reforms means that we are well-placed to assist the government and industry as they work to establish a safer and more sustainable gaming environment throughout Victoria."

-ENDS-

For more information, please contact:

Shaun Anderson
Group GM Media & Corporate Affairs
M: 0437 269 647
E: Shaun.Anderson@crowntresorts.com.au