

CASE STUDY: TRAINING NEEDS ANALYSIS 2024

OVERVIEW

BACKGROUND

As part of an ongoing commitment to guest wellbeing and a continuous improvement approach to training, Crown PlaySafe (CPS) undertook team member research to identify further opportunities to improve training outcomes.

TASK

To uncover the training needs of CPS operational team members through a reflection on development opportunities.

APPROACH

A two-phased research approach was employed; an online survey followed by interviews/focus groups. The program was designed and managed by the dedicated Crown PlaySafe research team.

OUTCOME

Results from the research found opportunities to refine guideline and introduce scenario-based training to strengthen actions on:



Observable signs of gambling harm



Communication with culturally diverse guests



Applying de-escalation techniques



Educating guests around gambling literacy



BACKGROUND

As part of an ongoing commitment to guest wellbeing and a continuous improvement approach to training, CPS undertook team member research to identify further opportunities to improve training outcomes.

TASK

The goal of the initiative was to uncover the training needs of Crown PlaySafe operational team members and explore development opportunities around skills, knowledge, and team culture.

APPROACH

A two-phased research approach was employed.

Phase 1:

A 12-minute online survey was sent to all CPS operational team members. The survey explored team members' sentiment around the current training programs and engagement with the wider Crown team.

Phase 2:

Focus groups and in-depth interviews with CPS team members were conducted to expand the key insights explored in phase 1.

OUTCOME

Majority of CPS team members participated in this research, ensuring the key insights were representative of the team.

Insights from the study were used to identify training areas that could be enhanced, and these were communicated to each property's team leaders for their consideration.

The research found opportunities to further develop team skills and capability in the below areas.

- Intervention for observable signs of gambling harm
- Communications with culturally diverse guests
- Applying de-escalation techniques
- Educating guests around gambling literacy

CONTACT

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