

CASE STUDY: BASELINE STUDY

OVERVIEW

BACKGROUND

Crown aims to implement and evaluate its strategy using a proactive and data driven approach. To achieve this, Crown needs to understand the guest awareness and experiences with Crown PlaySafe programs and initiatives to enable ongoing evaluation and continuous improvement.

TASK

To establish a baseline understanding of guest perceptions, awareness and experience of Crown PlaySafe programs and initiatives.

APPROACH

Develop and distribute an online survey to Crown members to track their perceptions and experiences of Crown PlaySafe, including:

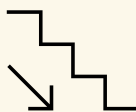
- Guest levels of play along the continuum of risk, and positive play behaviours.
- Experience of gambling related stigma.
- Awareness of, and engagement with Crown PlaySafe programs and services.
- Perceptions of Crown PlaySafe.

OUTCOME

Insights from the study was used to identify priority areas for improvement and an action plan was created to address the following areas:



Increase guest awareness and engagement with CPS programs and services, and safer play behaviours



Decrease stigma around gambling related harm and help seeking



Enhance interaction quality between staff and guests



Increase inclusivity of CPS information, programs and services

Future iterations of the study will be used to evaluate the impact of CPS programs and initiatives for continuous improvement, and to monitor guest well-being.



BACKGROUND

Crown is committed to taking a proactive and data driven approach to implementing and evaluating the Crown PlaySafe Strategy.

To achieve this, Crown needed to establish a baseline understanding of guest awareness and experiences with Crown PlaySafe programs and initiatives, for the purpose of ongoing evaluation and continuous improvement.

TASK

As part of the Data workstream in the Crown PlaySafe Strategy, the Baseline Tracking Initiative was developed to establish a baseline understanding of guest perceptions, awareness and experience of Crown PlaySafe programs and initiatives.

The goal of the initiative was to:

- Identify current gaps and opportunities for continuous improvement in minimising the risk of gambling related harm.
- Monitor guest wellbeing over time.
- Evaluate the impact of Crown PlaySafe programs and initiatives.

APPROACH

The research objectives of this study were to track Crown members' perceptions and experiences of Crown PlaySafe, including:

- Guest levels of play along the continuum of risk, and positive play behaviours.
- Experience of gambling related stigma.
- Awareness of, and engagement with Crown PlaySafe programs and services.
- Perceptions of Crown PlaySafe.

An independent agency was engaged to develop and distribute an online survey to Crown members.

OUTCOME

The research involved a total of 5,362 x 20-minute online surveys with active members from Crown Melbourne (2,170), Perth (2,964) and Sydney (228) in May 2023.

Insights from the study was used to identify priority areas for improvement and an action plan was created and implemented.



The findings of the Baseline Tracking survey were used to inform key action areas. This included actions to:

- Increase guest awareness and engagement with Crown PlaySafe programs and services, and safer play behaviours.
- Decrease stigma around gambling related harm and help seeking.
- Enhance interaction quality between staff and guests.
- Increase inclusivity of Crown PlaySafe information, programs and services.

The baseline study program is an ongoing initiative, with the survey to be distributed annually.

Future iterations of the study will be used to evaluate the impact of Crown PlaySafe programs and initiatives for continuous improvement, and to monitor guest well-being over time.

PROJECT TEAM

For more information on the Baseline Study, please contact:

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