



Responsible approach
to liquor and gaming



BRUCE MATHIESON JNR



THE BREAKFAST CREEK HOTEL, ALBION, QLD

A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

ALH Group is committed to providing responsible gaming in our venues. We acknowledge that problem gambling is a serious community concern and believe that the industry, government, community and individuals have a shared responsibility for the promotion, development and practice of responsible practices. Our objective is for gaming facilities to be enjoyed as a social recreation by responsible individuals who choose to use them.

ALH Group complies with all responsible gaming legislative requirements and participates in many state and local government working groups to assist in identifying and developing appropriate responsible gaming initiatives. ALH was also a member of the Australian Federal Government Ministerial Expert Advisory Group on Gambling. All ALH Group staff working in the gaming areas are required to complete Responsible Service of Gambling training.

In addition to legislative requirements, we have introduced some unique responsible gaming initiatives including our industry-leading hotel and gaming charter.

We have also produced a responsible gaming video for all staff to watch as part of their induction. The video details ALH's commitment to responsible gaming and outlines key elements of our programs including the role of David Schwarz as ALH Responsible Gaming Ambassador.

We want to ensure our hotels provide a safe and supportive environment with access to timely, appropriate assistance and information so customers can make informed decisions about gambling. To this end, we have developed and distributed a responsible gaming pocket guide to every one of our gaming staff. The pocket guide must be carried by staff along with their gaming employee's identification card and lists all the key agencies who offer assistance to problem gamblers as well as self-exclusion programs.

Our vision is to become the most responsible operator of hotels in Australia, and this is a commitment we make for our patrons, our staff and our shareholders.

Bruce Mathieson Jnr



MILANOS, BRIGHTON BEACH, VIC

OUR HOTEL AND GAMING CHARTER

We strive to provide a safe and friendly environment in which all customers can socialise and enjoy themselves in a good atmosphere.

We provide good value, good quality meals and family friendly dining experiences.

We restrict gaming room access to adults and ensure gaming rooms are screened or separated from other areas of the hotel, so as to not attract children.

We ensure responsible service of alcohol and provision of gaming, by making sure management and staff adhere to all applicable rules and regulations and are trained to encourage and promote responsibility.

We believe we have a shared responsibility, along with individuals, governments, families and the community, to prevent harm.

We actively support campaigns that warn of the dangers of drinking and gambling to excess and that inform people where to get help.

We ensure that ATM machines provided for the convenience of all patrons are in a safe, central location and not in gaming areas.

We are committed to introducing voluntary pre-commitment – a system that helps players stick to their limit by nominating spending or time limits on gaming machines.

We do not engage in promotions that could encourage irresponsible drinking or gambling or that are directed at minors or vulnerable groups.

OUR PUBS

ALH hotels aim to capture the true values of an Australian pub with local character, a great friendly atmosphere and safe facilities:

- > Our hotels offer a diverse array of hospitality services, including bistros, bars and restaurants, cafes, gaming services, sports bars, accommodation, function facilities and night clubs;
- > Our hotels employ almost 14,000 people across Australia, including full time, part time and casual employees;
- > Our hotels are frequently the hub of a local community – a meeting place for friends, family and social and community groups;
- > In the past three years ALH has invested \$240Mil in the upgrading and refurbishment of our hotels to make them great venues for the whole family;
- > We are currently implementing new screening in gaming areas, where needed, to make venues even better for families;
- > All frontline ALH staff working behind the bars, in retail or gaming are required to have completed RSA and RSG training; and
- > ALH employs 127 apprentice chefs and serves over 220,000 meals per week.

VOLUNTARY PRE-COMMITMENT

We are committed to introducing voluntary pre-commitment – a system that helps players stick to their limit by nominating spending or time limits on gaming machines:

- > Voluntary pre-commitment has been available for customers to use at our hotel “Oxford 152” in Queensland for the last few years;
- > 11% of registered players at the hotel “Oxford 152” choose to set spend limits to assist them in responsible play; and
- > ALH supports the introduction of voluntary pre-commitment across our hotels as a part of our hotel and gaming charter.



For the last four years, ALH Group has worked with David Schwarz, a well-known former AFL footballer and reformed problem gambler, as our Responsible Gaming Ambassador.

David educates both employees and customers about the importance of “being honest with yourself about your gambling.” Most importantly, David is available for our staff to discuss any gambling problems they or their families and friends may be experiencing.

This initiative supports ALH’s objective for its gaming facilities to be enjoyed as a social recreation by responsible individuals who choose to use them.

David has completed an accredited Responsible Service of Gambling course and provides additional support to existing State-based initiatives.

Notes:

- > ALH was a finalist in the International Gaming Awards held in London in January 2011 in the Socially Responsible Operator of the Year category. ALH has also made the finalists in 2012.
- > David Schwarz was a Responsible Gaming Ambassador, appointed by the Victorian Government for Victorian Responsible Gambling Awareness Week in May 2011.

Key elements of the program include:

- > State venue manager and staff meetings covering David’s personal experiences and learnings with the aim of assisting our staff in interacting with problem gamblers. ALH also invites interested community groups, welfare agencies and local government representatives to many of these meetings;
- > Venue posters and other material highlighting the importance of “being honest with yourself about your gambling”;
- > Working with ALH management to further identify opportunities where we can proactively assist those who have a problem with their gambling;
- > David’s role includes being available for our staff to discuss any gambling problems they or their families and friends may be experiencing. He helps our staff to understand, identify and assist gaming patrons who may have a problem; and
- > Responsible gaming training includes a component on identifying problem gamblers, as do the David Schwarz interactive venue management and staff presentations.