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Ammattikorkeakoulu**

Liiketalous

**Customer service officer as a responsible host at the Skycity
Adelaide Casino**

Degree program in International Business

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T a m p e r e e n

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Rehabilitation Fund concluded that there are around 293,000 people who have a significant gambling problem and the problem gambling is clearly a major public health issue in Australia. Alcohol enjoys general community acceptance when consumed responsible. Excessive consumption or misuse of alcohol results in alcohol related problems such as anti-social behavior, intoxication, under age drinking or harm to one or others. Because gambling and alcohol creates issues for some people the government has created rules for Casino's to operate. One of rules is the responsible host rule, where Casino's must operate under responsible host meaning. Skycity Adelaide Casino has employed Customer Service Officers to deal with most of the responsible host issues.

The Thesis goal is to find answer to following problem what *could be improved that the Customer Service Officer would be an excellent host?* The aim is to approach the problem from the Customer Service Officer perspective and discover improvements. The Thesis meaning is to find improvements and develop Customer Service Officer work as Responsible Host. This subject was chosen, because the researcher has personal contact to research environment and he personally operates every single day as responsible host. This created need to find answers, what is behind the responsible host meaning and how it could be improved in his work. The responsible host information was available in the Internet, professional researches and published sources, but to find what needed to be improved that information could be only gain from the people who are working as responsible hosts.

The researcher has chosen the qualitative method and especially the action research method to gain information from the target environment. The main method to collect the information in action research is the participant observation. This was chosen, because it is flexible, method provides quality and depth information and it encourages the opportunity for understanding. The other method to support the findings from the participant observation is survey. This was chosen, because it made limitation of target group possible, raw-data could be obtained from questioner and literature/researches could be used as secondary-data source.

The main conclusions from the thesis were: The host responsible issue is well considered in Skycity Adelaide operation. They have recognized the problems in their industry and they are fulfilling their lawful duties whit their best knowledge and manner. But the Customer Service Officer believed that their training should more constant and it should be held more then ones a year, and the customer should have a time limit for their visit in the casino.

For future recommendation the casino environment can be used as research environment. Numerous information sources and professional researches are available. Internet helps researcher to find same kind of information from different regions. Only problem the researcher may face is the business confidentially, which means in most instants the valuable information is labelled as business confidential information. Only published information can be released from the casino.

Avainsanat:	Responsible host	Customer service Officer	Problem gambling
	Laws and Regulation	Intoxication	

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Introduction

1.1 Background of the study

It is estimated that South Australia had 1,518 gambling business operating within its geographic boundaries in 2001- 2002. These places recorded having an aggregate gambling expenditure of \$909.6 million in 2001-2002. Also in same year it was recorded that almost 77% of South Australian adults participated in legalized gambling activities. In 2004/2005, South Australian government budget estimated collecting \$405.1 million from gambling taxes (The Prevention and Treatment of Problem Gambling in South Australia through the Gamblers, 2005). In 2005, Rehabilitation Fund concluded that there are around 293,000 people who have a significant gambling problem and problem gambling is clearly a major public health issue in Australia. The survey (Population Gambling Trends survey, 2001 -2004) showed that 1.20% of South Australians could be classified as problem gamblers and 85% of these problem gamblers play poker machines/electronic gaming machines (Skycity Adelaide casino has 900 gaming machines).

The researcher is using personal workplace for environment/scene of the Final Thesis. The work environment is complicated summary of four elements. Each one of these elements plays significant role in Customer Service Officer's daily work. But together these four elements create the casino industry environment today.

The first element of work environment is the gambling industry, which is described above. Second element is the Responsible Service of Alcohol Practice; *to minimize the harmful and hazardous use of liquor and to promote responsible attitudes in relation to the promotion, sale, supply and consumption of liquor*. Also part of the second element is the customers drinking habits and effect to casino's customers. The best way to describe this is to use the Alcohol Awareness Survey (The Salvation Army, 2002) result; *binge drinking is the major way to consume alcohol in different age groups*, and Another experiment (Kyngdon A, Dickerson M, 1999) result; *relatively small quantities of alcohol have a significant effect on the psychological process that underpin self-control over gambling*. The third key element is the Responsible Gaming Practice; *the casino licence can ensure that its general gambling practices are consistent with the community's expectations that the licensed business will be conducted in a responsible manner so as to minimize the harm caused by gambling*. The fourth element is the Customer Service Officer: *Being a responsible host and offering excellent customer service without breaking the Policies and harming the company image*.

According the Skycity Adelaide Human resource department researcher's Thesis is unique report in Skycity Adelaide, because no other employee has ever done anything like this for the Casino. The department manager stated that professional people or private companies have done reports for the Skycity Adelaide Casino or the Community, but none if these reports tried to find information and improvement ideas from employees. Some of those professional contacted researches can be found from this Thesis reference section. These researches were beyond something else then this Thesis, but they provided more information and new information sources for researcher of this Thesis.

As a researcher I believe that the results, information and reference of the thesis can prove guidance to other researcher in their gambling related researches. I believe the information can be compared to other gambling environments and it can assist to find new suggestions or solutions from these environments. The Thesis also includes details about the gambling industry in Australia and professional researches, which may help the other researcher to find interesting topics/subjects for their Final Thesis or even to be their reference. This research is conducted from the Customer Service Officer perspective and it describes the key guide lines and instructions, which are effecting the Customer Service Officer's daily decisions and interaction with the customers.

1.2. Purpose of the study

The purpose of this study is to approach the Gambling Industry and especially the Skycity Adelaide Casino from the Customer Service Officer perspective and describe the reader that Customer Service Officer duty is far more complicated then just “standing” on his/her post. Many policies, Laws and legislations effects daily operations. The study opens the window to the Australian gaming industry by explaining the industries contributions to the Australian economy and the side effects of the industry (gambling and alcohol problems). The study purpose is also to show how casino industry has create significant problems for problem gambler/customer and the community is setting Practices for the casinos to operate with the customers problems. Also these Practices are working as guide for the gaming industry to be more responsible. The study describes what is the meaning of the responsible host and how responsible host meaning impacts the casino's daily operation, procedures and especially the Customer Service Officer work.

The study purpose is to describe the key tools, which are helping the Customer Service Officers to approach or deal with the problem gambling and alcohol issues. Also the study purpose is to describe how the Host Responsibility is seen a good business sense, which will contribute a long-term sustainability and harm minimization of the gaming industry.

The important tools for the reader are to understand the following words and their meaning. **Responsible:** *Involving personal accountability or ability to act without guidance or superior authority*, **Host:** *One who receives or entertains guests in a social or official capacity* (<http://www.answers.com/topic/host>) and **Customer Service Officer:** *set of behaviors that officer undertakes during its interaction with its customer* (http://en.wikipedia.org/wiki/Customer_service).

1.3. Research problems/questions

Casino industry in South Australia is very young. Skycity Adelaide Casino, which is the only casino in South Australia, turned 20 years this year (2006). But in 20 years the Casino has found its place in the community as a tourist attraction, economical contributor and entertainment place. However, the casino has impacted the positively South Australian's life for years but it has also created some problems for some customers. Not just the gambling problems in the casinos, but also problem gambling

itself (293,000 problem gamblers in Australia) is considered by the Rehabilitation Fund report (2005) major public health issue in Australia. Because problem gambling is an issue the government has passed on the Responsible Host laws and policies. Also problem gambling is considered to exist, as long there are gambling possibilities for people. As an answer to these Policies and Laws, the casinos have introduced their own Responsible Host policies and they have activated all their staff to work under the Responsible Host Policies.

The main question where the researcher tries to find answer is: *From Customer Service officer viewpoint, what could be improved that the Customer Service Officer would be an excellent host?*

To answer the above question the researcher approaches the issues from the Customer Service Officer perspective and challenging the Responsible Host Policy with the idea that the Policy doesn't include all the necessary items and should some of these missing items considered as part of the Responsible Host Policy. The Customer Service Officers are working close by the patrons, problem gambling and alcohol issues, therefore researcher believes that Customer Service Officer might have information that would be valuable for the Thesis and maybe change the Responsible Host Policy.

The researcher works in the Skycity Adelaide Casino as a Customer Service Officer and he uses his own observation to approach the problem. Researcher supports his observation and conclusions with the result that he has received from the survey that he has held for thirty-two (32) Customer Service Officer. Researcher believes that he is able to find at least one idea which could take the Casino to further then government policies require, and therefore would strengthen the Skycity Adelaide Casino position as a Responsible Host model and pioneer of licensed premises.

1.4. Research methodology

The subject is familiar to the researcher, because he is working in the Skycity Adelaide Casino as a Customer Service Officer and during his work he has developed personal interest towards the subject of the Thesis. The researcher personal experience is also the motivation to complete this research To research the topic and gain valuable information, the researcher has chosen the qualitative method and especially the action research method. Researcher believes the action research method is the most suitable for his Thesis, because using the participant observation and survey researcher is able to gain the most valuable information.

The action research means that the researcher collects the data by using the participant observation as the main research method and supports his findings with the information that he receives from observational studies (quantitative method).

The researched chose the participant observation as main method, because it is flexible, method provides quality and depth information and it encourages the opportunity for understanding. The method weakness/limitations is the skills required of a

researcher, researcher's involvement in his work as a Customer Service Officer and general scope and scale of observational studies (<http://www.sociology.org.uk/mpohome.htm>). The research contacts the participant observation by joining and researching the other Customer Service Officer without informing them his intentions and secretly carries-out the research. Advantage of the method is researcher gains access to staff member who would not like to part of the study. Also, since the staff members are not aware they are being researched, the problem of an observer effect is avoided. Finally, being one of the other staff members the researcher can personally experience opinions. Disadvantages are that researcher is ceasing to observe the staff member objectively and his ability to record data may become problem, because he cannot do it openly. This means that the reader of this research has to take it on trust what the researcher saw and writes. The data may not be reliable because it is simply the opinion of the researcher, but researcher tries to provide high level of validity by gaining a depth of insight from close, detailed, observation and personal experience.

The type of observational studies is a survey. A survey is a study that observes only a fraction of the population and the fraction is called a sample. Surveys are often conducted to obtain information about a specific question or issue (Brien, Correll, Ollson, Hall&Sutton, 1996). The researcher believes this method is practical for the thesis, because the decision to limit the sample group to Skycity Adelaide Customer service Officer and to limit the survey to three questioners section was made before survey was conducted. The primary data and so-called raw data are obtained through the questioner, which is conducted to sample group, Customer Service Officers. This data are used to find solution and recommendation for the Customer Service Officers to improve and achieve the excellency in responsible host issues. The Secondary data is collected from the published sources and other researches and this data are used to create the understanding for the reader what is the Casino environment in Australia and especially in South Australia. The data also creates the reader chance to understand the issues in casino industry and where the "responsible host" aims in Skycity Adelaide. The advantage of the secondary data is that it is already collected, reliable and readily available. The disadvantage for the researcher is that he cannot be aware of all the circumstances involved in collection and processing the data.

The secondary data was obtained from a numerous sources by using a variety of strategies. The first strategy involved a complete search of published articles by using the words (Problem gambling in Australia/South Australia, Casino Industry in Australia, Casinos contribution for Australian economy, Responsible Host/alcohol service and Skycity Adelaide Casino). The second strategy involved a complete search of government departments and especially their researches (The Liquor and Gambling commissioner, Gambling and racing commissioner and Independent Gambling Authority). The third strategy involved conducting extensive Internet searches using a wide range of keywords that included (amongst others strategies above): gambling, problem gambling, responsible alcohol service, casino laws and policies and casino industry. The fourth strategy involved proceedings from Skycity Adelaide training, policies and published material, which was given "no-charge" for the customers. The fifth strategy involved the survey that was conducted to Skycity Adelaide security staff and especially to those who has been trained for the Customer Service Officer role.

The survey was conducted during the week 15. Thirty-two (32) Customer Service Officer out of possible forty-two (42) participants took part of the survey during the week. 10 Customer Service Officer's were missed, because of their unwillingness to participate and answer the questions or they were on annual leave. This meant that over 76% of possible work colleagues participated to survey. Amongst these participants 8 of them were females and 24 of them were males, however the answer between genders didn't vary. This meant that there weren't significant differences in answers between the genders. The Customer Service Officer's were asked 19 questions about the customer service officer work. These questions were divided into three different categories: Training, work and experience.

1.5. Limitations and structure of the study

There are a number of limitations in the study methodology used for this study. One limitation was the inability to access all the information in the Skycity Adelaide Casino, because of the Casino business confidential policy and therefore only published information was released for this study. Because of the business confidentiality researcher was not able to add the latest information to study. Researcher believes that this didn't narrow the information sources, instead of it lead to another problem, which was plentiful information available. Therefore it needed to be limited to Casino environment and Customer Service operations.

Second limitations for the study was inability or more like insufficient amount of information available from Customer Service Officer work. A third limitation of studies is the Customer Service Officer survey where researcher limited target group to those fellow colleagues that are not part of the management or had less than six months experience of Customer Service Officer job. The limitation was important for the thesis, because researcher believed that the credibility of the thesis would significantly suffer if participants would not have enough real life experience or they have been isolated from the Customer Service Officer work for too long.

The final limitation is geographic region in which the study was conducted is another limitation. This study was limited to Skycity Adelaide Casino security department in South Australia and especially the department's 42 security officers, who met the requirements. The study provides the data from the Customer Service Officer perspective and their experience and believes, which can be similar to other security officers in different regions.

This study structure is corroborating accounts of events where the studies begin with the introduction by explaining the general information about the Final Thesis. Then the thesis proceeds to explain the Casino gambling industry by describing the Australian and especially South Australian casino environment. Next step goes deeper in the environment and features the problems that are part of the casino industry and effects its daily operation. The following chapter explains and describes the policies and how they effect the Casino's operation. Chapter 5 explains the Skycity Adelaide Casino's Responsible Host program, which tackles the problems and issues in gambling environment and links the responsible host program to the

previous “policy”- chapter and problems.

Chapter 6 explains the Customer Service Officer work and what kind behaviors intoxicated customers and problem gamblers show and when these behaviors reach the limits and the Customer Service Officer needs to act as a Responsible Host and stop customer's unacceptable behavior. Chapter 7 is the survey, which was held for the Customer Service officers. The survey explains Customer Service Officers believes about him/her for being a responsible host. The last chapter is conclusion about the Customer Service Officers believes being a Responsible Host in the daily work. The picture below describes the best way the structure of this thesis:

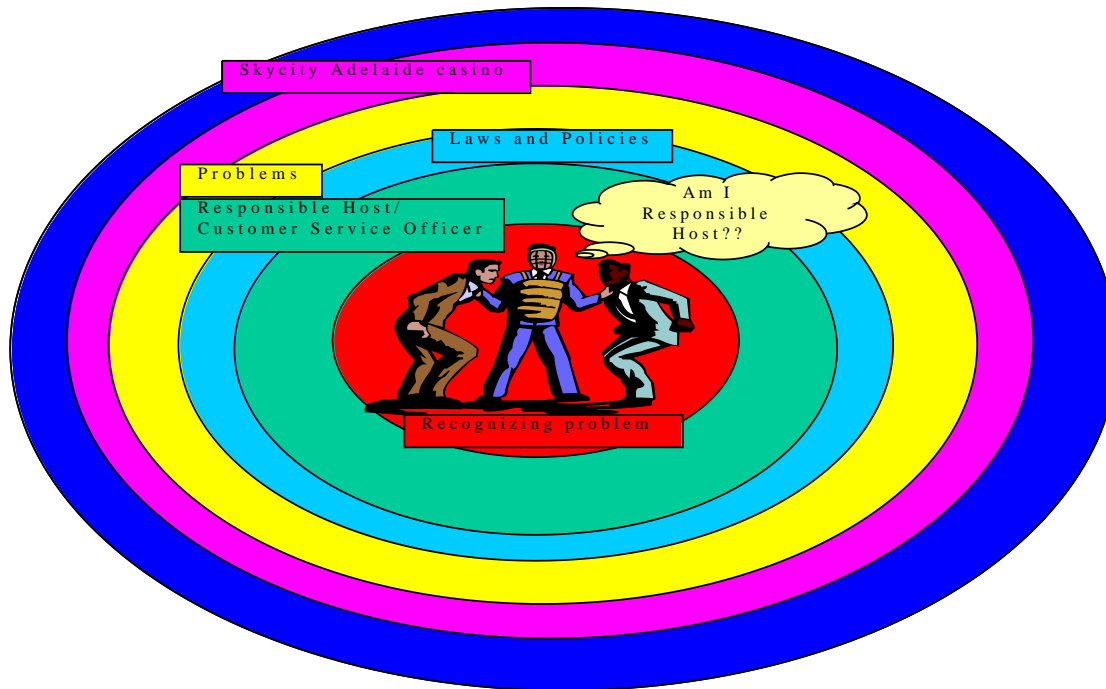


Figure 1. Structure of the Final Thesis

2.Casino Industry in Australia

According the Australian Casino Association, Australia's 13 casinos make a major economic contribution to the Australian community. The gambling industry is benefiting the economy, by generating income from overseas visitors. Gambling revenue also helps to subsidies other forms of entertainment including dining facilities, live entertainment and many others. The industry also makes voluntary or involuntary donations to charitable organizations, and supports community initiatives and welfare programs. From an economic perspective, it also gives rise to new employment opportunities, investment in new infrastructure, and generates wealth through encouraging greater consumer expenditure and y generating greater taxation revenue (Delfabbro & LeCouteur, Adelaide, 2003).

At the same time, gambling generates many costs for the community. Gambling diverts expenditure and consumption way away from other sectors of the economy. Gambling also gives rise to significant social costs, because of the significant numbers or people who develop problems as a result of gambling. Although researchers do not disagree about the existence of these costs

and benefits.

Economic Contribution: Economic impact of the Casino industry is as the equivalent in size to the economic impact of the 2000 Sydney Olympic games. Casino industry directly and indirectly contributed \$6.5 billion in Gross Domestic Product in 2004. They also generated \$9.2 billion in industry sales, and product \$2.2 billion in salaries and wages to Australian households by creating 46,197 full-and part-time jobs.

Expenditure: Casino staff salaries and wages amounted to \$752.2 million, with additional labour on costs at \$158.2 million consisting of costs such as superannuation and other associated staff costs as uniforms

Revenue: The overall total casino revenue totaled \$3.28 billion in 2003-2004.

Gaming revenue remains the largest contributor to overall revenue at an estimated \$2.637 billion. Casino industry also generates a significant amount of non-gaming revenue. In 2003-2004 non- gaming revenue totaled \$639.5, food & beverage sales of \$355.2 million, accommodation \$161.2 million, rent and leasing \$22.8 million, entertainment \$36.9 million and other income of \$63.5 million consisting of items such as car parking fees, foreign exchange commissions and casino guest services.

Employment: In June 2004 the Casino industry directly employed 19,517 people and their returns were \$752.2 million in salaries and wages to the community.

Tourism&Entertainment: In 2003-2004, 42.9 million people visited in the Casinos. There was 3,027 conventions / conferences hosted with over 292.000 attendees. The Casinos played a major part in Australia's entertainment

The community: In 2003-2004, the casino industry contributed \$29.5 million in community benefit levies and the total additional contributions to community organizations and charities totaled \$10.8 million.

Taxes: The Australian casinos paid a range of local, state and federal taxes in addition to gaming taxes- amounting to \$775.4 million (The Australian Casino Association, Economic Contribution)

2.1 The Skycity Adelaide Casino

2.1.1 Gambling Industry in South Australia

It is estimated that South Australia had 1,518 gambling business operating within its geographic boundaries in 2001- 2002. These places recorded having an aggregate gambling expenditure of \$909.6 million in 2001-2002. Also in same year it was

recorded that almost 77% of South Australian adults participated in legalized gambling activities. In 2004/2005, South Australian government budget estimated collecting \$405.1 million from gambling taxes (The Prevention and Treatment of Problem Gambling in South Australia through the Gamblers, 2005).

2.1.2 History

In the early 1970s, gambling in South Australia was relatively underdeveloped. On-course betting had been legalized since the nineteenth century, and off-course bookmakers were licensed in 1933. TAB was introduced for the South Australians in 1967. Gaming was tightly restricted and failed to develop until the late 1960s when the state lottery was introduced.

In 1982 the Liberal government proposed an Adelaide Casino and presented a draft Casino Bill to the House of Assembly. The proposal was threatened but pressure from anti-casino groups and persistent doubts by some Liberal members that private involvement in casino business would increase the risk of corruption. The casino proposal recommended in favor, but with comprehensive controls to protect problem gamblers and prevent criminal involvement. The government proposed that the casino licence should be granted to the state Lotteries Commission. This was done, because government wanted to ensure that the casino would be owned and controlled by the state government and its benefits would flow to the people of South Australia. South Australian governments failed three times to have casino legislation passed by the House of Assembly before acceptable standards of political accountability were achieved in 1983, and the South Australian first Casino Act 1983 was passed in May 1983 (Australian Gambling Comparative history and analysis, October 1999).

The redevelopment project of Adelaide old railway station began 1985. It was the biggest private development in South Australia's history, it also included the creation of a world-class casino in the old Railway Station building, landscaping the banks of the River Torrens, construction of a convention centre, hotel and offices.

The Adelaide Casino, as it was then known, took only nine months to build. Five years later, significant renovations to the first floor allowed gaming machines to be installed in March 1991. (The Building is heritage listed, which means that any future development must be in keeping with its original character). Three years later, Adelaide Casino was recognized as Adelaide's premier tourist attraction receiving awards in 1994, 1995 and 1996. (www.skycityadelaide.com.au)

In 1997 the government announced its intention to sell either the whole redevelopment components. In 1998 the government announced that no suitable bid had been received and the casino sale process was terminated until 2001 (Australian Gambling Comparative history and analysis, October 1999).

Skycity Adelaide was born in April 2001, when the Skycity Entertainment Group officially renamed the Adelaide casino, following its purchase of the business in June 2000. It became the South Australia's only casino destination and

the city's most exciting gaming and entertainment venue. Their philosophy was to provide a fun, contemporary environment with a variety of entertainment to ensure our customers have an exciting experience.

Today Skycity Adelaide is the city's 10th largest employer and injects around \$30 million into the state year through the employment of over 940 staff as well as paying approximately \$19 million annually in State taxes

www.skycityadelaide.com.au

2.2 Skycity Adelaide Casino's contribution to the community

Years ended 30 June	2005	2004	Change (%)
Skycity Entertainment Group			
Revenues	\$684m	\$594m	15%
EBITDA	\$286.00	\$260m	10%
Net surplus after tax	\$104m	\$100.2m	4%
Earnings per share	24.9cps	24.0cps	4%
Contributions to charity/ sponsorship	\$2.8m/\$1.9m	-	-
Employees	3,914	3,363	541

Figure 2. Financial information (Annual Report, 2005)

In 2003/04 Skycity Adelaide employed 778 employees. 2005 \$21 million redevelopment created 250 new jobs in the Skycity Adelaide. In the end of the year 2005, 997 employees were working for the business either full-time or part-time basis. In 2005, Skycity Adelaide included 87 gaming tables, 900 gaming machines, VIP members’ room and 9 restaurants, bars and cafes. In 2004 – 2005 Skycity Adelaide EBITDA fell from \$25.3 million to \$18.0 million. The reason for fell was the “one-meter smoking” ban and new \$0.85 million levy imposed by the Liquor Licence and Gambling Commission. The “one-meter smoking”-ban meant that patrons who smokes need to be at least a meter away from the table games and certain gaming machines. Skycity Adelaide has committed to supporting initiatives and programs that benefit the South Australian community like McGuinness McDermott Foundation which is supporting South Australian children living with cancer and through it and Women’s and Children’s Hospital. Skycity Adelaide is sponsoring the major local events like the Adelaide film Festival,

the Advertiser Sunday Mail Foundation, The Australian Masters Games and Adelaide Cup for the first time in 2005, and same year the Skycity Adelaide was awarded the Tourist attraction of the year in South Australia 2006, Skycity Adelaide strengthened its support for important community initiatives with a \$100,000 sponsorship of a new Children's Health Weight Management Clinic at the Flinders Medical Centre. (Annual Report, 2005).

3. Problems in South Australia

3.1 Alcohol problem

For years alcohol has been a legal and popular beverage that enjoys general community acceptance when consumed responsibly. Excessive consumption or misuse of alcohol results in alcohol related problems such as anti-social behavior, intoxication, under age drinking or harm to one or others (Responsible service of alcohol and South Australian liquor license laws handbook, RSALLA Handbook).

According to the Alcohol Awareness Survey (The Salvation Army, 2002) binge drinking is the major way to consume alcohol in different age groups. In the group of young males and females (14-19) 35% of males admitted to consuming in one day between 11 and 30 alcohol drinks. The figure for females drinking between 9 and 30 drinks was 22%. For young adults (20-24) 54% of males 19% of females admitted binge drinking. By comparison 7% of males (50-64) admitted binge drinking (Alcohol Awareness Survey, The Salvation Army, 2002).

*The Survey defines binge drinking as being at least 3 times the
Accepted level of drinking for males 2 drinks for the first hour
And 1 drink an hour after that and for females 1 drink for the first hour
And one drink an hour after that.*

(Alcohol Awareness Survey, The Salvation Army, 2002).

The same survey found that the average weekly alcohol consumption has doubled in the past 10 years for the 14-24 age group and today's generations of drinkers are younger, drink more and indulge in binge drinking to a greater extent than any other previous generation. The reason to drink for today's generation young (14- 24) is to fit in at social occasions while in the group of 50+ the reason for drinking is to relax.

According to the survey (AAS, The Salvation Army, 2002) binge drinking is very dangerous and is far higher today than ever before. Currently 3,700 people a year die from complications related to alcohol abuse. This kind of binge drinking will greatly increase the death rate from alcohol related diseases as the effects of a lifetime of excessive drinking become evident. The health effects of excessive drinking do not influence the drinking habits of young people but unintended sex, violence and other

injuries from falls and uncontrolled behavior have immediate effects.

There is a community acceptance of alcohol that with the positive health findings of recent years has hidden the dreadful effects of excessive drinking
(AAS, The Salvation Army, 2002)

3.2 Problem gambling

Overview

Gambling has been part of Australia culture for a long time, in fact some people argue that colonizing Australia was a huge gamble in itself (Gambling and Racing government website). Australians are amongst the heaviest gamblers in the world and they spend on average at least twice as much on legalized gambling as people in North America or Europe. Gambling expenditure has steadily increased in Australia over the last two decades and most of this increase occurred during the first half of the 1990s following the rapid expansion of gaming machines and opening of casinos (The Prevention and Treatment of Problem Gambling in South Australia through the Gamblers Rehabilitation Fund report, 2005).

Eighty percent of Australians gamble at least once per year. In Australia, the most popular activities are lotteries (60%), electronic gaming machines (35%) and racing (20-25%) (Review of Australia and New Zealand gambling literature, (Delfabbro & Le Couteur, Adelaide 2003). In 1996, South Australians spent \$530 per adult on these gambling activities every year and this had increased to \$736 by 2001. 2003 this amount was \$840 per adult (Population Gambling Trends survey, 2001 -2004). 2001-02 it was recorded that South Australians were gambling expenditures were around \$909.6 million (The Gamblers Rehabilitation Fund report, 2005).

3.3 Problem Gamblers

According the Rehabilitation Fund report (2005) the Productivity Commission concluded that there is around 293,000 people who have a significant gambling problem and problem gambling is clearly a major public health issue in Australia, and the expenditure is not spread evenly across all gamblers: problem gamblers accounted for around one third of all total expenditure on gambling. Delfabbro & Le Couteur (Adelaide 2003) report concluded the same results but they also estimated that problem gamblers loses around \$12,000 per year or a rate of \$250 per week. The survey (Population Gambling Trends survey, 2001 -2004) showed that 1.20% of South Australians could be classified as problem gamblers and 85% of these problem gamblers play poker machines/electronic gaming machines. The same survey also found another source, which stated that problem

gamblers figure in South Australia, could be even high as 2.0% in 2001.

Delfabbro & Le Couteur (Adelaide 2003) found that problem gambling rates tend to be higher among males and among younger age groups. Population Gambling Trends survey (2001 -2004) found that men are significantly more likely to gamble on racing, keno, casino games, sports betting and private gambling activities, whereas women are more likely than men to gamble on bingo and lotteries. Same survey also found that younger people (18-24) are more likely than older people to gamble in general and younger people are more likely to play casino games, sports betting a racing.

Australia is a diverse multicultural society in which at least 23% of the population is born overseas (Australian Bureau of Statistic, 1996) and a substantial amount has been written about gambling in Australia, but relatively little is known about the nature and extent of gambling within specific ethnic communities in Australia. This is despite the fact that there is considerable anecdotal evidence suggesting disproportionately high levels of gambling, and gambling-related problems, in some particular community groups in Australia (Delfabbro & Le Couteur Adelaide 2003, Flinders Medical Centre IGA report, 2005).

3.4 What is Problem gambling

“Problem gambling refers to the situation in which a person's gambling activity gives rise to harm to the individual player, and/or to his family and may extend into the community”

(The Gamblers Rehabilitation Fund report, 2005).

Gambling is a normal and accepted part of our culture (Gambling and Racing, government website). People engage in gambling activity for different reasons, at different level intensity, with different expectations of what the outcome of their pursuit might be. Many people gamble infrequently with friends on social occasions for fun and with an understanding they will probably lose their money (The Gamblers Rehabilitation Fund report, 2005). Anybody who gambles has the potential to develop problems. The propensity to gambling, and gambling uptake, appear to be influenced by a variety of factors, including personality, psychological issues, social factors, social isolation and loneliness (The Gamblers Rehabilitation Fund report, 2005). When these factors arise gamblers feel strong pull or compulsion towards gambling, which becomes more and more difficult to resist. Patrons describe this as the urge to gamble and ignore all the logical arguments they have against gambling and this urge will not go away until the need for gambling is satisfied (Gambling and Racing, government website).

The gambling problem occurs when patron feels frustrated with himself or herself and carries feelings of guilt, shame and embarrassment. This may lead to significant problems, which may harm relationships, finances, work, physical health and mental

health (Gambling and Racing, government website).

An individual level, people's gambling behavior is affected by their diverse nature and they can be fitted somewhere along a continuum at any given point of time, ranging from non-gambling to problematic gambling. Over time, people may move back and forth along this continuum (The Gamblers Rehabilitation Fund report, 2005)

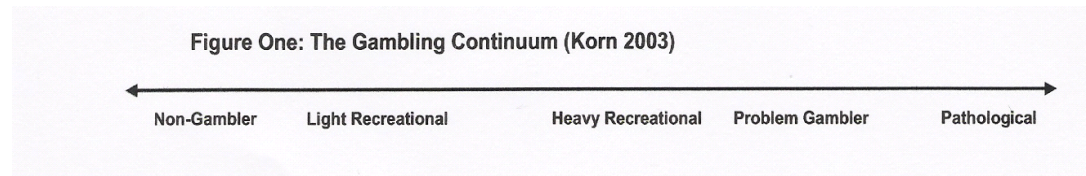


Figure 3. The Gambling Continuum (The Gamblers Rehabilitation Fund report, 2005)

Gambling becomes a problem when the gambler is showing the following signs:

DSM-IV Classification for problem gambling, (1994)

1. As gambling progressed, became more and more preoccupied with reliving part of the gambling experience, studying a system, planning the next gambling venture. Or thinking of ways to get money
2. Needed to gamble with more and more money in order to achieve the desired excitement
3. Has repeated unsuccessful attempts to cut down or stop gambling
4. Became restless or irritable when attempting to cut down or stop gambling
5. Gambled as a way of escaping from problems or intolerable feeling states
6. After losing money gambling, would often return another day in order to get even
7. Lied to family, employer, or therapist to protect and conceal the extent of involvement with gambling
8. Committed illegal acts such as forgery, fraud, theft or embezzlement, in order to finance gambling
9. Jeopardized or lost a significant relationship, marriage, education, job or career because of gambling
10. Needed another individual to provide money to relieve a desperate financial situation produced by gambling

(Delfabbro & Le Couteur, Adelaide 2003).

3.5 Alcohol and Gambling

Delfabbro & Le Couteur (Adelaide 2003) report stated that approximately 15-20% of problem gamblers are affected by substance abuse, 67% are smokers, and 33% are regular smokers. Information about the alcohol relationship to gambling was relatively hard to find. But according to the source previous survey research with both clinical populations and random samples of the general population has established that individuals may experience harmful impacts arising from both their gambling and their consumption of alcohol. The experiment result showed that relatively small quantities of alcohol have a significant effect on the psychological processes that underpin self-control over gambling (Kyngdon A, Dickerson M, 1999).

4. South Australian rules and laws for the Casino

On 1st of October 2001 legislation came into effect which requires the Skycity Adelaide casino as a condition of its license to adopt and have approved by the Independent Gambling Authority the following two mandatory codes of practice: Adelaide Casino Responsible Gambling Code of Practice and Adelaide Casino Advertising Code of Practice. Also Liquor Licence Act 1997 is a mandatory legislation for Skycity Adelaide Casino daily operation (Media Release, 21st November, 2004)

4.1 Purpose of the Advertising Code of Practice

The objective of the Casino's Advertising Code of Practice is to ensure that all gambling related advertising is undertaken in a manner that is socially responsible and does not mislead or deceive the customer. The Code of Practice also includes conditions to ensure that all gambling advertising will comply with applicable (Commonwealth and State) laws and with the Advertiser Code of Ethics as adopted by the Australian Association of National Advertisers.

4.2 Purpose of the responsible gambling Code of Practice

This code provides a framework through which Skycity Adelaide Pty Ltd the holder of the casino licence can ensure that its general gambling practices are consistent with the community's expectations that the licensed business will be conducted in a responsible manner so as to minimize the harm caused by gambling.

4.3 Purpose of responsible service of alcohol Code of Practice

- (a) To minimize the harmful and hazardous use of liquor
- (b) To promote responsible attitudes in relation to the promotion, sale, supply and consumption of liquor

(1) The following are the required practices:

- ? Practices relating to minors
- ? Practices promoting responsible attitude to consumption of liquor on licensed premises
- ? Practices relating to intoxication and disorderly or offensive behavior
- ? Practices relating to disturbances
- ? Practices promoting responsible attitude to advertisement or promotion of liquor (Responsible service of alcohol and South Australian liquor license laws handbook, RSALLA Handbook, 2005)

4.3.1 Venue responsible gambling documents

The gambling provider will

- (a) In each gambling area

Display prominently a sign indicating that gambling operations are governed by a code of practice,

Ensure that a copy of this code is made available to people in the gambling area, on request.

(b) For each gambling are, prepare and keep current a document detailing

(i) The manner in which staff training and measures for intervention with problem gamblers are implemented

(ii) The roles of staff (described by name or by job title) in the implementation of this code (responsible gambling Code of Practice).

4.3.2 Legislation and regulation

The gambling provider will

(a) Conduct its business in accordance with all applicable laws and legal requirements

(b) Co-operate with regulatory bodies and government agencies in all matters, including their investigations of compliance with legal obligations

4.3.3 Gambling Areas

1. The gambling provider will ensure the display of a warning message

(a) On a gaming machines

(i) On the cabinet of the gaming machine—in the form of a helpline sticker,

(ii) If the gaming machine is capable of displaying a message on a second game screen in a manner approved by the Authority—on that second screen.

(b) In the form of a helpline sticker on or near each gaming table

2. The gambling provider will ensure that the time of day is prominently displayed throughout gambling areas.

3. The gambling provider will take all reasonable and practicable steps to ensure that a person plays no more than one gaming machine at a time, including

(a) The gambling provider displaying a warning sign that it does not permit any person to play more than one gaming machine at a time,

(b) The gambling provider giving a warning to a patron offending for the first time and, should such a warning not be heeded, asking the patron to leave the gaming room for 24 hours.

4. The gambling provider will ensure that a copy of the gambling rules is available to customers in each gambling area

(Responsible gambling Code of Practice).

- (5) ATM and EFTPOS facilities are not permitted to be located in the designated gaming area of a gaming venue
- (a) The licensee must ensure that the ATM and/or EFTPOS facilities at the venue are not technologically cable of allowing withdrawals greater then \$200
 - (b) The limit applies to each transaction for any debit or credit card, but there is no limit on the number of transactions that can be made (office of t he Liquor and Gambling Commissioner).
- (6) It is an offence to provide a gaming machine that is fitted with a device or mechanism designed to allow the playing of successive games by an automatic process – that is the use of an autoplay function is prohibited in South Australia
- (Office of the Liquor and Gambling Commissioner).

4.3.4 Customer information and signage

1. The gambling provider will

- (a) Prominently display responsible gambling materials in an agreed form in gambling areas,
- (b) Make available its responsible gambling poster and pamphlet in the following 5 languages other than English:
 - (i) Arabic,
 - (ii) Chinese,
 - (iii) Greek,
 - (iv) Italian,
 - (v) Vietnamese,

together with any other language, which the gambling provider considers, appropriate

2. The gambling provider will

- (a) Ensure the display of a helpline sticker on or near each ATM,
- (b) Ensure that a quantity of helpline cards is available at or near each gaming machine and gaming table, on or near each ATM and at other places throughout gambling areas.

3. The gambling provider will take all reasonable steps to ensure that a patron who demonstrates difficulty in controlling his or her personal expenditure on gambling products has his or her attention drawn to the name and telephone number of a widely available gambling referral service.

4. The gambling provider will

- (a) From time to time file with the Authority,
- (b) To the greatest extent practicable, publish on its website (if it has one) a representation of

5. The gambling provider will reinforce its responsible gambling policy in appropriate customer newsletters and other communications

(Responsible gambling Code of Practice).

4.3.5 Alcohol and gambling

(1) The gambling provider will take all practicable steps

- (a) To prevent a person who appears to be intoxicated from being allowed gambling,
- (b) To prevent the entry of intoxicated people into gambling areas, or them remaining there,
- (c) To ensure that alcohol is not supplied to reward, promote or encourage continued gambling
- (d) To provide education to staff about the effect of alcohol on patrons
- (e) To include guidelines to recognize excessive alcohol consumption in staff training programs.

(2) The gambling provider will ensure that a person is not served alcohol while seated or standing at a gaming machine (responsible gambling Code of Practice).

(3) Following are examples of responsible attitudes to consumption of liquor on licensed premises:

- (a) Providing water free of charge to customer,
- (b) Providing breath analysis equipment for the use of customers;
- (c) Displaying information about taxi and public transports services,
- (d) Displaying information about the intoxicating effect of standard drinks or the harmful and hazardous use of liquor,
- (e) Making low alcohol liquor or non-alcohol drinks available at reasonable prices,
- (f) Making food available for consumption with liquor
- (g) Only providing standard drinks in order to assist customers to accurately assess their consumption of alcohol
- (h) Limiting the volume of samples of liquor to no greater than is reasonably required for the purpose of sampling the liquor
- (i) Limiting complimentary liquor offered in celebration of a particular occasion to one standard drink per customer preferably comprised of low alcohol liquor
- (j) During a promotion that involves the supply of liquor free of charge or at a discounted price -
- (i) Limiting the amount of liquor provided to each customer
- (ii) Supplying low alcohol liquor and non-alcohol drinks on a similar basis
- (k) Avoiding using names for drinks commonly associated with rapid or excessive consumption of alcohol (such as lay backs, shooters, slammers, test-tubes, blasters or syringes)(responsible service of alcohol Code of Practice/Liquor Licence Act 1997).

4.3.6 Intoxication and disorderly or offensive behavior

(1) A licensee must establish and maintain appropriate practices -

- (a) To guard against the unlawful supply of liquor to intoxicated customers
- (b) To deal with incidents of intoxication or disorderly or offensive behavior of customers.

(2) In particular-

(a) A licensee must ensure that the approved responsible person of the licensed premises and persons engaged in supplying liquor to customers have a detailed knowledge of the provisions of the Liquor Licensing Act 1997 relating to intoxicated person or persons behaving in an offensive or disorderly manner:

- ? Section 108 Liquor Licensing Act – making it an offence to sell or supply liquor on licensed premises to a person who is intoxicated
- ? Section 124 Liquor Licensing Act - empowering an authorized person, if necessary, to use reasonable force to –
- ? Remove from licensed premises any person who is intoxicated or behaving in an offensive or disorderly manner
- ? Prevent the entry of such a person onto licensed premises
- ? Section 125 Liquor Licensing Act - empowering the licensee or approved responsible person of licensed premises to bar a person from entering r remaining on the licensed premises for a specified period –
- ? If the person commits an offence, or behaves in an offensive or disorderly manner, on, or in an area adjacent to, the licensed premises
- ? On any other reasonable ground

(b) A licensee must establish and maintain appropriate practices designed to-

- ? Ensure persons engaged in supplying liquor to customers are alert to the signs of intoxication and the potential for offensive or disorderly behavior
- ? Ensure early intervention in incidents of intoxication or offensive or disorderly behavior of customers with due regard to the safety of staff and customers
- ? Promote the effective use of the powers provided by Act to deal with incidents of intoxication or disorderly or offensive behavior of customers (responsible service of alcohol Code of Practice/Liquor Licence Act 1997).

4.3.7 Practices relating to disturbances etc.

(1) A licensee must, if the license authorities the sale of liquor for consumption on the licensed premises, establish and maintain appropriate practices -

- (a) Minimize undue offence, annoyance, disturbance, noise or inconvenience to people who reside, work or worship in the vicinity of the licensed premises resulting from activities on the licensed premises or the conduct of people making their way to or from the licensed premises
- (b) Protect the safety health, or welfare of customers and staff
- (c) Ensure public order and safety t events on the licensed premises expected to attract large crowds
- (d) Guard against the licensed premises being used for the purposes of illicit drug dealing (Liquor Licence Act 1997).

4.3.8 Children

It is recommended that the gambling provider develop a protocol addressing the issue of young children (being children aged 10 years or less) who may otherwise be left unattended on the gambling provider's premises or in a motor vehicle parked in a car park over which the gambling provider has direct power and control (responsible gambling Code of Practice).

A licensee must establish and maintain appropriate practices to guard against-

- (a) Minors unlawfully consuming or being supplied with liquor on the licensed premises,
- (b) Minors unlawfully entering or remaining in the licensed premises or any part of the licensed premises out of bounds to minors

- ? *Section 110 Liquor Licence Act – it is an offence to sell or supply liquor to a minor on licensed premises expect in certain circumstances*
- ? *Section 111-112 Liquor Licence Act — making certain areas of the licensed premises out of bounds to minors*
- ? *Section 115 Liquor Licence Act – empowering an authorized person to ask a person suspected of being a minor to produce evidence of age*
- ? *Section 116 Liquor Licence Act – empowering an authorized person to require a minor on licensed premises for the purpose of consuming liquor in contravention of the act to leave the licensed premises*

(c) A licensee must ensure that the approved responsible person of the licensed premises and persons engaged in supplying liquor to customers have a detailed knowledge of which areas of the licensed premises are out of bounds to minors and the circumstances in which the areas are out of bounds (responsible service of alcohol Code of Practice/Liquor Licence Act 1997).

4.3.9 Cheques

- (1) The gambling provider will not cash cheques in a gambling area, unless the Authority has given an exemption from this prohibition to the gambling provider in respect of the gambling area, by notice in writing stating the reason for the exemption.
- (2) The gambling provider will, if requested to provide a cheque in respect of a prize, winnings or redemption of credits in aggregate of \$1000 or more, provide the cheque within the 24 hours after the patron makes the claim (responsible gambling Code of Practice).

4.3.10 Self-exclusion facility

- 1. The gambling provider will facilitate the indefinite voluntary exclusion of customers from one or more identified gambling areas.

2. The gambling provider will ensure that every approach by a customer about self-exclusion is responded to while the customer is on premises or on the telephone
3. Self-exclusion will include:
 - (a) Provision of a translation service during the application process, if requested.
 - (b) Provision for immediate referral to, or liaison with, a counseling agency,
 - (c) Provision for the review of self-exclusion notices with customers before notices are rescinded,
 - (d) Removal of self-excluded people from loyalty mailing databases.
4. The gambling provider will ensure, to the extent reasonably possible, that self-excluded customers are not allowed to enter, or remain in, gambling areas from which they have been excluded (responsible gambling Code of Practice).

4.3.11 Staff and training

1. The gambling provider will
 - (a) Ensure that all staff receives problem gambling training, provided at four distinct levels:
 - (i) For all staff at induction—training which identifies problem gambling (1 hour),
 - (ii) For staff employed in positions associated with Gaming Food and Beverage, Security, Surveillance, and Action Host-- further training which identifies problem gambling (2 Hours),
 - (iii) For all supervisors within the Gaming, Food and Beverage, Security, Surveillance, and Action Scheme departments-- training identifying initial procedures for first level identification, and referral, of customers and supervised staff requiring assistance (4 hours),
 - (iv) For appropriate senior employees—advanced training on the identification of, and intervention techniques for, problem gambling, including administration of the self-bar process (8 hours).
 - (b) Provide refresher courses for all staff at least each two years
 - (c) Include responsible gambling information in employee newsletters and magazines
 - (d) Display responsible gambling material in back of house areas to remind staff of policies and their responsibilities.
2. If the gambling provider is to use an external provider for training, that training provider must be appropriately accredited in a manner acceptable to the Authority.
3. Problem gambling training programs will be designed to
 - (a) Provide information about the potential effect of gambling on customer,
 - (b) Include information on the recognition and identification of problem gambling traits,
 - (c) Ensure that the processes for approach, intervention referral and follow-up are clear and well understood
4. The gambling provider will ensure that problem gambling training programs are regularly reviewed and revised.
5. The gambling provider will

- (a) Arrange for its training programs to be audited annually for compliance with the requirements of this code,
- (b) Provide a report of the outcome of each audit to the Authority within 28 days after completion.

6. The gambling provider will take reasonable steps to ensure that staff with a potential or actual gambling problem are identified and referred for treatment

7. If the gambling provider provides training through an appropriately accredited external provider, the gambling provider may comply with sub-clauses (3) and (4) through the activities of that external provider (responsible gambling Code of Practice).

4.4 Advertiser Code of Ethics

The object of this Code is to ensure that advertisements are legal, decent, honest and truthful and that they have been prepared with a sense of obligation to the consumer and society and fair sense of responsibility to competitors

In this Code, the term “ advertisement” shall mean matter which is published or broadcast, other than via Internet, direct mail, point of sale or direct distribution to individuals, in all of Australia or in a substantial section of Australia for payment or other valuable consideration and which draws the attention of the public, or a segment of it, to a product, service, person, organization or line of conduct in a manner calculated to promote or oppose directly or indirectly that product, service, person, organization or line of conduct.

1. Advertisements shall comply with Commonwealth law and the law of the relevant State or Territory
2. Advertisement shall not be misleading or deceptive or be likely to mislead or deceive
3. Advertisements shall not contain a misrepresentation, which is likely to cause damage to the business or goodwill of competitor
4. Advertisements shall not make claims about the Australian origin or content of products advertised in a manner which is misleading
5. Advertisements shall not portray people or depict material in a way which discriminates against or vilifies a person section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief
6. Advertisements shall not present or portray violence unless it is justifiable in the context of the product or service advertised
7. Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant program time zone
8. Advertisements which, having regard to the theme, visuals and language used, are directed primarily to children aged 14 years or younger and are for goods, services and facilities which are targeted toward and have principal appeal o children shall comply with the AANA's Code of Advertising to Children

9. Advertisements shall not only use language which is appropriate in the circumstances and strong or obscene language shall be avoided
10. Advertisements shall not depict material contrary to prevailing community standards on health and safety (Australian Association of National Advertisers)

4.5 Definitions and interpretation

In this code--

ATM includes

- (a) An automatic teller machine in or near premises containing a gambling area
- (b) An electronic funds transfer device in or near premises containing a gambling area

Over which the gambling provider could reasonably be expected to exercise control.

Gambling area – means a public area of the Casino

Gambling rules – means the rules of games from time to time approved by the Liquor and Gambling Commissioner

Helpline card – means a card of approximately 9cm by 5cm giving the name and telephone number of a widely available gambling referral service, identified by its usual name

Helpline sticker – means a sticker giving the name and telephone number of a widely available gambling referral service, identified by its usual name

(Responsible gambling Code of Practice)

Standard drink – means a drink that does not contain more than 10 grams of ethanol (Liquor Licence Act 1997)

5. Skycity Adelaide responsible host program

Overview

The Supreme Court of Canada has identified the meaning of the **responsible host**:

1. Either don't drink or limit your own consumption of alcohol so you can be aware of how much your guests are drinking.
2. Know your guests – it is much easier to track the changes in behavior of those you know.
3. Monitor and supervise the serving of alcohol. A “bartender” should control the size and number of drinks.
4. Keep the focus off alcohol. Serve lots of food that has protein and fat. For drinks, offer non-alcoholic choices.
5. See guests in and out. Greet all guests on arrival and departure, taking the opportunity to assess their condition.
6. If a guest is drunk, encourage him or her to give you their car keys. Buddy up with a friend to persuade the intoxicated person to take a cab.
7. Keep the phone numbers of cab companies handy and tell the guest that a cab has been ordered. Don't give the option to refuse.

8. If the guest is very drunk, keep that person with you until they have sobered or can be left with a sober responsible person.
9. Only time will sober the person, not more fluids or food. Offering a spare bed is a good recourse.
10. If the person refuses to hand over the car keys or spend the night at your house, call the police. This may seem drastic, but it may be the choice between an upset friend or far more tragic consequences.

Skycity Adelaide has taken a proactive approach to problem gambling and alcohol management to support their vision “ fun and entertainment” and focus on excellent customer service. Host responsibility is seen a good business sense, which will contribute a long-term sustainability and harm minimization of the gaming industry. Skycity takes a collaborative approach to develop and deliver its host responsibility programmes and training courses, receiving valuable input from problem gambling experts and treatment providers (Skycity Adelaide Annual Report, 2005).

In November 2004 Skycity Adelaide introduced an Early Intervention Program to assist in addressing problem gambling and alcohol management issues with at-risk customers. The Early intervention Program involved employing trained and dedicated Host Responsibility Coordinators, who would be on site at the complex at all times and would work in collaboration with counseling agencies and treatment agencies and treatment providers. These would be specially trained to look out for early warning signs and help identify gambling and alcohol related problems in customer behavior. The Early Intervention Program was resulted from collaboration between Skycity Adelaide, the Churches Gambling Taskforce and Break Even counseling network. The Program aim was to ensure that people who are experiencing issues in managing either their gambling behavior or alcohol-related behavior, would get help and support they need to before it becomes a major issue for them (Media Release, November 2004).

In the host responsibility area, Skycity has always taken an industry-leading approach. Skycity is an entertainment business, which is interested in maintaining a sustainable business and customers. In this kind of business problem gambling is not good for business and also not good for the people affected. Gambling is enjoyment, but Skycity has recognized that a small number of customers may fall into the risk-group where gambling has become an issue. To recognize and prevent the issues Skycity dedicates considerable time and resource to have an effective Host Responsible system. Skycity Adelaide was the first to introduce a program of **Early Intervention Program** in South Australia (Media Release, November 2004).

5.1 Host Responsible Policy

The Skycity Entertainment Group's vision is to create fun and entertainment – and the great majority of our customers choose to visit our operations to enjoy an entertaining and pleasurable experience. Our customers are our greatest assets and providing a positive experience for them is our single most important priority. However, for a small percentage of customers, gaming and alcohol consumption can be problematic. It is for this reason that Skycity

operations have voluntarily carried out a range of “best practice” host responsibility initiatives, such as problem gambling awareness and responsible service of alcohol training for all staff; customer information and support; and a self-bar procedure for problem gamblers

(Evan Davies, Managing Director).

5.2 Host Responsibility Policy includes:

- ? **Host responsibility management** – responsible for managing and implementing problem gambling, responsible service of alcohol and other management initiatives
- ? **Staff training** – All staff receive training in host responsibility, ranging from an introductory level of training to comprehensive training.
- ? **Service provider and community liaison** – A Problem Gambling Service Providers Liaison Group and community-based liaison group.
- ? **Self-bar** – A self-bar option to customers who believe they may have a gambling problem. The customer is barred from entering all Skycity gaming venues for at least two years.
- ? **Referrals to problem gambling helplines and service providers** – all customers who elect the self-bar option or contact Skycity about gambling problems are actively encouraged to contact appropriate helplines and treatment providers.
- ? **Problem gambling customer information and support** – problem gambling posters, brochures and wallet cards in various languages are displayed at key points at all Skycity properties.
- ? **Information on gaming machines, gaming tables and near ATM's** - all gaming machines and all gaming tables at Skycity properties display problem gambling helpline telephone numbers in several languages
- ? **Clocks in gaming areas** – clocks are on display at all Skycity gaming venues.
- ? **Community education modules** – to assist health and community professionals to identify and treat problem gamblers
- ? **Responsible service of alcohol** – compulsory staff training programme for all staff involved in the sale, service and monitoring of the sale of alcohol
- ? **Customer intervention** – maintains strategies to intervene with customers who exhibit signs of problem gambling.
- ? **Under-age gambling and drinking** – to keep minors off all gaming floors and rigorously enforces the prevention of under-age gambling in all sites. Alcohol will not be served to under-age customers.
- ? **Unattended children** – Skycity promotes parental responsibility and does not tolerate children being left unattended on any part of its properties.
- ? **Non-smoking** – provides and enforces non-smoking areas at all Skycity properties in accordance with, national and local legislation.
- ? **Standards of dress and behavior** – require a neat and tidy standard of dress. If a person is intoxicated, abusing or threatening staff or other customers, staff will take appropriate steps to stop this behavior

- ? **Responsible marketing** – comply with regulatory and legislative guidelines for responsible marketing and advertising of their facilities.

The following two are not part of the Policy, but they are carried out as part of the Policy philosophy:

- ? Funding for the helpline and service providers
- ? Staff gambling ban – staff are not permitted to game at any Skycity sites.

(Being a responsible Host brochure, 2006)

5.3 Host responsible coordinator work

The Skycity Adelaide has a comprehensive Host Responsibility Policy, which includes training given to all staff on harm minimization and the responsible service of alcohol. The policy requires that one of the five Host Responsible Coordinators (HRC) will be on duty during all operating hours. During the operating hours the HRC is responsible for providing service to customers, member of families and other staff. Specific responsibilities include:

- ? Monitoring of customers and their behaviors to identify customers showing signs of actual or potential gambling problems
- ? Approaching customers showing signs of gambling problems (that either they or other staff members have identified) and offering them assistance and information on the various counseling services and help resources
- ? Facilitating contact between Problem Gambling treatment providers, including Break Even services and any other appropriate treatment resources, e.g. Gambling Helpline, and customers who are experiencing difficulty managing their gambling behavior
- ? Liaison between Skycity and Problem Gambling treatment providers, including Break Even Agencies and any other appropriate treatment resource
- ? Facilitating the processing of self-barring requests from individuals or families of individuals
- ? Monitoring customers for signs of intoxication

Host Responsible Coordinators receive specialist training prior to their role. Training will cover more detailed identification of problem gambling behavior and appropriate intervention and assistance strategies (Staff newsletter, Special edition, 2004).

5.4 Customer service officer work

5.4.1 Overview

The writer of this thesis has work for Skycity Adelaide as a customer service officer for almost a year. The writer commenced his position with two week training in which time he learned the Code of Practices, Host Responsible Policies and Liquor Licence Act. After the training the writer had a three-month probation time in which time he

needed to show a high competency in all modules of training. After three-month probation the writer was offered a permanent position as a customer service officer. During his career as a customer service officer he found out the main duties of customer service officer resembles a quite lot the duties what the bouncer/restaurant security people are commencing in Finland. Customer service officer is posted at the main entrance where his main duties are; checking customers IDs, ensuring that intoxicated customers doesn't gain entry, welcoming and greeting customers and informing and help customers in relation to their questions and problems.

5.4.2 Security – customer service officer

According the Skycity Adelaide Staff Handbook the function of the Security is to protect staff, customers and the property of Skycity Adelaide, which includes responsibility for Fire and Evacuation policies. A further role is to administer the Company's dress code, to ensure that all customers visiting Skycity Adelaide maintain a high standard of dress. To assist their task, the Security function requests your co-operation, as a security conscious attitude on your behalf will promote a safer more pleasant working environment (Skycity Adelaide Staff Handbook, 2005).

Customer service officer is responsible for ensuring the security of Skycity Adelaide's employees, customers and assets by providing high quality security and customer service in line with the Security Operating Plan, Policies and Procedures. Specific job duties (mainly/daily used):

- ? Be alert for specified excluded minors, intoxicated and/or offensive customers and illegal or criminal behavior and refuse entry as per legislation and Skycity policies and procedures
- ? Use negotiation and conflict resolution skills to resolve situations and/or conflicts to achieve a positive outcome within legislation and Skycity policies and procedures
- ? Ensure Skycity Adelaide dress code standards are upheld and applied consistently by monitoring customers attempting to enter the premises
- ? Have a thorough knowledge of all Skycity product, services and current and upcoming events and actively seek to promote and provide this information to customers.

The Customer Service Officer overall behavior and appearance whilst the excellent customer service is provided for the customers needs to consist the following: friendly, helpful, courteous, empathetic, knowledgeable, accurate, thorough, resourceful, empowered, able to recommend solutions, able to anticipate needs, efficient, trustworthy, authentic, reliable, responsible, appropriate appearance and demeanor (http://en.wikipedia.org/wiki/Customer_service).

6. Recognizing the problems

6.1 Intoxication

Intoxicate: drunk; inebriate. To stimulate or excite o point beyond self control

Intoxication: drunkenness, inebriation. Drunk: intoxicated with alcohol to the extent of losing control over normal functions

(Definitions by The Collins Australian Dictionary)

Due to the influence of intoxicating liquor, the use of any mental or physical faculty of a person is lost or appreciably impaired. Faculty refers to a person's ability to speak, see, balance, and walk etcetera. Appreciably impaired means an impairment capable of being appreciated, valued or recognized by the mind (Legal Interpretation)

To achieve community and corporate respect the Skycity Casino must accept and promote its responsibilities concerning the conduct and behavior of its customers. The Skycity Casino must actively address and identify customers at risk, customers who, for various reasons place their welfare or the welfare of their dependents at risk as a result of uncontrolled or damaging behavior.

Every day concern is the intoxicated customer. It is inevitable that a percentage of customers on licensed premises will consume alcoholic beverages to excess. The challenge that faces the Skycity Casino is to identify and appropriately deal with such customers who become affected by alcohol consumption. The Skycity Casino must meet and exceed both its legal and civil obligations.

The Casino has both a moral and legal obligations to its customers. These obligations can be divided into three specific and compelling areas with regards to civil and legal commitments.

1. Section 108 of the Liquor Licence Act.

- ? If liquor is sold or supplied on licensed premises to a person who is intoxicated, the licensee, the manager of the licensed premises and the person by whom the liquor is sold or supplied are each guilty of an offence

2. Code of Practice and the Approved Licensing Agreement

- ? Casino accepted the responsibility of “ Denying” access to gambling facilities to a person who is intoxicated or otherwise incapable of exercising adequate control
- ? Casino must take all reasonable steps to ensure that a person who appears intoxicated is not served/supplied alcohol or allowed to gamble
- ? All practicable steps are taken to ensure exclusion of intoxicated patrons from entering the premises and removing from premises any customer found to be intoxicated.

3. Civil Liability

- ? Duty of Care and Host Responsibility
- ? Constant change and variation, and is dependent on Case Law decisions derived from the Courts

People within society are engaging (American style) and more willing to pursue issues involving civil litigation, hence the issues of

injury/gaming losses etc that may be attributed to or enhanced by a customer's level of intoxication leave the Casino vulnerable to civil claim.

6.2 Intoxicated person

Alcohol is a drug where continual consumption leads to intoxication and deterioration in standards of behavior which can affect a person and the community as a whole. Some of the short-term physical effects of excessive alcohol consumption can include a flushed appearance, dizziness, slurred speech and changes in behavior such as anger and aggression. In the long-term, large quantities of alcohol consumption on a regular basis can affect the liver, cause severe depression, heart and blood disorders (Responsible service of alcohol and South Australian liquor license laws handbook, RSALLA Handbook).

Skycity Adelaide has created own responsible service of alcohol model, “Traffic light” -model. The model disregards the external information regarding a persons drinking habit, whilst that could be helpful and assist as a guide, but the mere type of alcohol or volume consumed doesn't unduly influence or allow for a pre-conceived belief in regards to customers level of intoxication. Numerous factors including, food eaten, sleep, workload, medical conditions, physical attributes, sex, etc have a direct on an individual’s level of intoxication, but liquor effects every individual same way and causes individual presents same kind of behavior when intoxicated. Therefore Skycity Adelaide has created the “Traffic light” - model to help their staff work under the Responsible Service of Alcohol Policy

6.3 Skycity Adelaide “Traffic light”-system to determine patron's intoxicated level

For the customer service officer the Responsible Service of alcohol and the “Traffic light”- model means when first assessing an individual's level of intoxication, it is a structured and clinical assessment of physical traits that they are displaying. This stage of assessment is a non-interactive observation of customer's physical attributes and faculty control. Attention is given to more pronounce and every day actions, e.g., walking, standing, placement or picking up of objects, turning and customer's level of awareness concerning events in their environment. Following observation continues monitoring more concise and supportive traits such as money handling, interaction with other people etc. If its still to believe that the more information about the person's condition is needed the next step is to approach the customer and engage them in conversation. Upon speaking to a customer, the observation is focused on such traits as clarity of speech, smell of liquor, language used, attitude and conduct, eyes, standing erect and steady or swaying. After this the customer service officer should be in the position as to form an opinion regarding the level of intoxication of the customer and this opinion determine if the customer is able gain entry into the casino premises (Security manual, assessing intoxicated person).

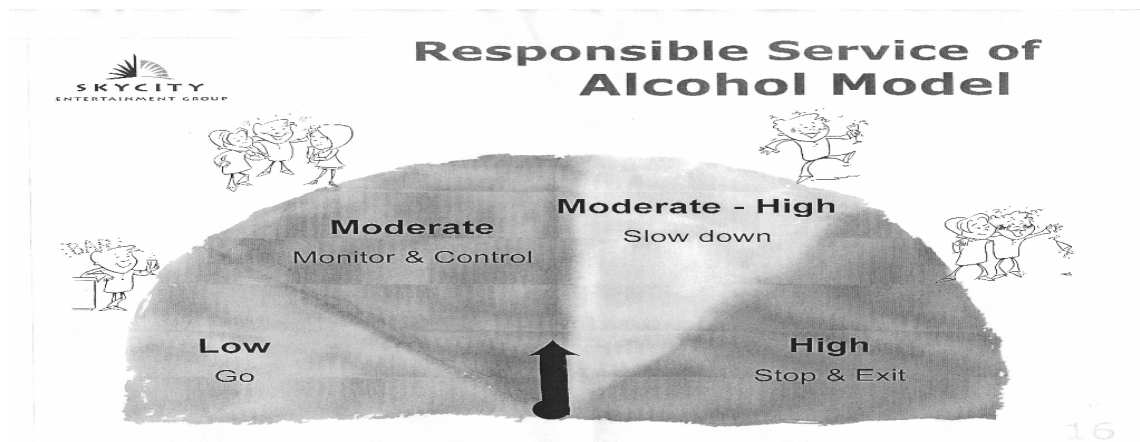


Figure 4. Skycity Adelaide “Traffic light” – System

Low/Green	<p>Ready to be server</p> <p>Attentive, flowing speech</p> <p>Normal eye movement, Head up</p> <p>Polite and Specific manner to order</p> <p>Orders without drawing attention</p>
Moderate/ Blue	<p>Customers are happy, jovial</p> <p>Slightly less attentive, less flowing speech, less normal eye movement, slightly less polite and specific manner to order</p> <p>May draw attention to themselves, Head still up</p> <p>Reasonable if you suggest slowing down</p>
Moderate-High/Yellow	<p>Loud</p> <p>Fading attention, Slowed reactions</p> <p>Overly friendly and very happy, or withdrawn</p> <p>Erratic ordering and counts money often</p> <p>Raised voice, Head down</p>
High/Red	<p>Wandering around looking for drinks service</p> <p>Very loud, slurred/impaired speech, language deteriorated</p> <p>Glazed expressions, having trouble focusing, speaking very slowly</p> <p>Very slow reactions, falling off chairs, knocking drinks over</p> <p>Physically demonstrative to strangers or you</p> <p>Head down or unnaturally up, poor posture/ stance, altered complexion</p> <p>Demanding/rude when ordering</p> <p>Unreasonable if service stopped</p>

Figure 5. Skycity Adelaide “Traffic light” – System

6.4 Problem gambling

This code provides a framework through which Skycity Adelaide Pty Ltd the holder of the casino licence can ensure

that its general gambling practices are consistent with the community's expectations that the licensed business will be conducted in a responsible manner so as to minimize the harm caused by gambling. Adelaide Casino Responsible Gambling Code of Practice

According Delfabbro & Le Couteur (2003) report problem gambling can only arise when people who are at risk are exposed to situations that trigger their behavior. People may have pre-existing problems and these problems are made considerably worse by gambling. The same report also shows that 24% weekly casino table gamblers, 23% of weekly gaming machine players and 15% of racing gamblers were problem gamblers.

For the customer service officer the responsible gambling Code of Practice means when first assessing an individual's, they are entering into the casino or they are playing on table, it is a structured and clinical assessment of physical traits that they are displaying. This stage of assessment is a non-interactive observation of customer's physical attributes and faculty control. If the customer is stating or showing the signs/symptoms below the customer service officer's "duty of care" is to inform the Host Responsible Coordinator what he/she had observed. Then it comes the HRC responsibility to pursue a further assessment with customer. According Delfabbro & Le Couteur (2003) report what kind of signs the problem gambler shows:

- ? Excessive spending and chasing losses
- ? To resist the urge to gamble, and to stop gambling once they have began
- ? Problem gambler have low self- esteem, high levels of stress, disillusioned and they feel that their lives are without purpose
- ? Borrowing money to player
- ? Changing sleeping or eating habits due to gambling
- ? Feels remorse after gambling
- ? Gamble is excuse to avoid daily worries or troubles.

7. Survey

The researcher conducted a questioner for his work colleagues during the week 15. 32 Customer Service Officer out of possible 42 participants took part of the survey during the week. Ten Customer Service Officer's were missed, because of their unwillingness to participate and answer the questions or they were an annual leave. This meant that over 76% of possible work colleagues participated to researcher survey. Amongst these participants eight of them were females and 24 of them were males, however the answer between different genders didn't vary, so gender differences didn't have to be considered in this survey. The researcher believes that 76% participation and his observation is significant enough to justify that this information has credibility and it adds value to this thesis.

All the Customer Service Officer's were asked 19 questions about the Customer Service Officer work. These questions were

divided into three different categories: Training, work and experience. The first part of the survey showed that all the participants agreed, that the training in the Skycity Adelaide Casino for the Customer Service Officer (CSO) position was significant and prepared the person to be a responsible host in their work. Also all the participants agreed that after the training they knew what the Responsible Host Policy (RHP) meant and how to operate under the Responsible Host Policy. Five participants agreed that the Responsible Host Policy training should be held more often just one time year or when you just start your career as Customer Service Officer. Eleven participants found that the RHP isn't the most important part of the CSO work. Fourteen participants disagreed with this and believed that RHP is the most important part of the CSO work.

The second part consisted question from the Customer Service Officer work. The survey showed that Twenty-nine participants agreed that working, as CSO is an important part of the casino's Responsible Host Policy. Twenty-five Customer Service Officers agreed that the HRP provided them with a good understanding to successfully carry out their work; two Customer Service Officers lightly disagreed with this. Twenty-eight Customer Service Officers found that their work is focused to customer service the responsible host work when two of their colleagues lightly disagreed and believed that their work is more focused to responsible host work. Twenty-five officers believed that the RHP has significant impact to their work, however twenty-three officers believed the RHP conflicts sometimes with the excellent customer service, when six officers believed that it doesn't conflict. Twenty-seven officers believed that they knew how the RHP effects their work and 2twenty-nine officers believed they were responsible host when they were commencing their duties, however three officer believed when they are working as CSO they would not be a responsible host.

The third part of the questions consisted some beliefs about the Customer Service Officer experiences. The survey showed that twenty-six officers believed that Responsible Host meaning is superficial between individuals, because of the individual's interpretation of the Host Responsible Policy varies, however six officers disagreed with this. Fifteen officers believed that pressure from other department workers has affected their work and pressure them to work as overly Responsible Host, however eleven officers disagreed with this. Twenty-seven officers believed that they have disagreed with their work colleagues or other staff members decision, in order to be a responsible and fair host, especially when the customer's intoxication level is determent, however three officers believed that they have never disagreed their colleagues decisions. Thirty-two officers believed that the Host Responsible Policy has conflicted between individuals due to different interpretations of the Policy, especially when different people have determent customers' intoxication level. Thirteen officers believed that the Skycity Adelaide "traffic light" - system was sufficient enough to help the officers to responsible host, however fourteen officers believed the "traffic light" - system wasn't sufficient enough to help them to responsible host. Thirteen officers believed that the Host Responsible Policy has missed something significant, however ten officers believed that the Policy didn't miss any significant. Those officer who believed that the Policy was missing something believed that the policy should be more "black and white" and customers gambling time should be limited.

7.1 About the Survey

The researcher conducted the survey during the week 15. The sample was forty-two (42) Skycity Adelaide Casino's men and

women Customer Service Officers. The participant needed to have at least 6 months experience as Customer Service Officer and they could not be part of the management team. The survey reached only thirty-two (32) Customer Service Officers out of forty-two (42) officers who met the requirements to participate. Eight of them were females and twenty-four (24) were males. These officers answered the questions before or after their rostered shifts. The question were divided in three categories:

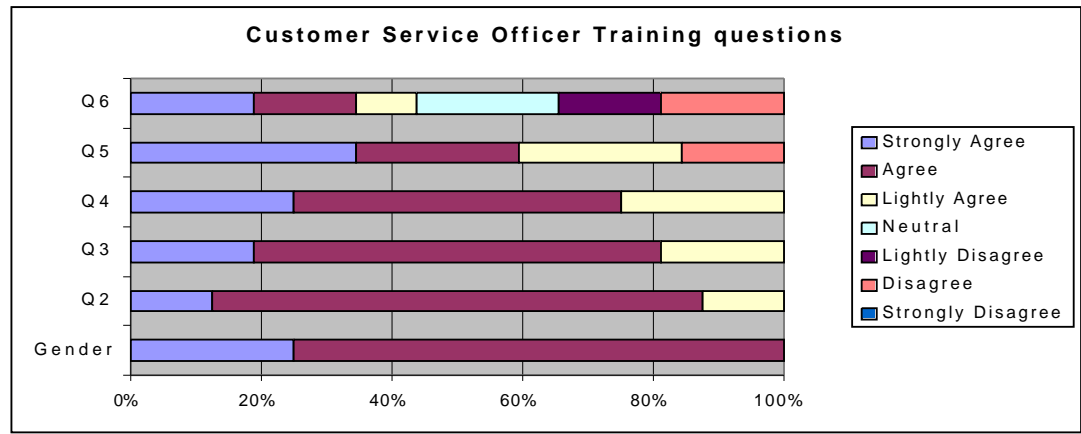


Figure 6. Customer Service Officer Training question

Q1 I am Female Male

Q2 The training that I was provided by the Skycity Adelaide management was significant and prepared me to be Responsible Host in my work

Q3 After the training I knew what is Skycity Adelaide Responsible Host Policy.

Q4 After the training I knew how to operate under the Responsible Host Policy

Q5 Customer Service Officers needs refresher/training course in Responsible Host issues more than 1 time a year.

Q6 The Responsible Host Policy is the most important part of the Customer Service Officer training.

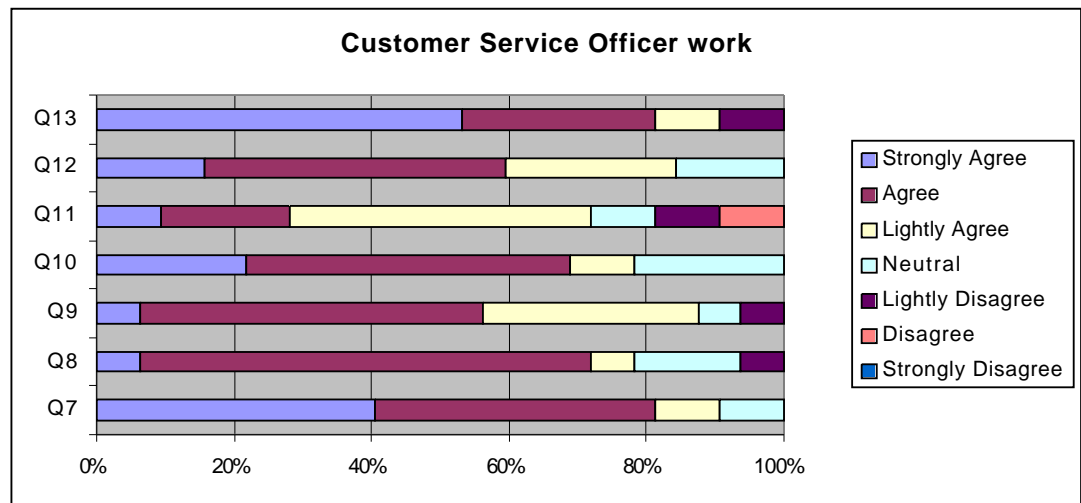


Figure 7. Customer Service Officer Work questions

Q7 My work as a Customer Service Officer is an important part of the Skycity Adelaide Responsible Host Policy

Q8 The Host Responsible Policy provided me with a good understanding to successfully work as a Customer Service Officer.

Q9 Customer Service Officer is more focused about customer service work then Responsible Host work

Q10 The Responsible Host Policy has a significant impact to Customer Service Officer work

- Q11 The Responsible Host Policy conflicts sometimes with excellent customer service
- Q12 I know how the Responsible Host Policy affects my work as Customer Service Officer
- Q13 When I work as Customer Service Officer I believe I'm a Responsible Host.

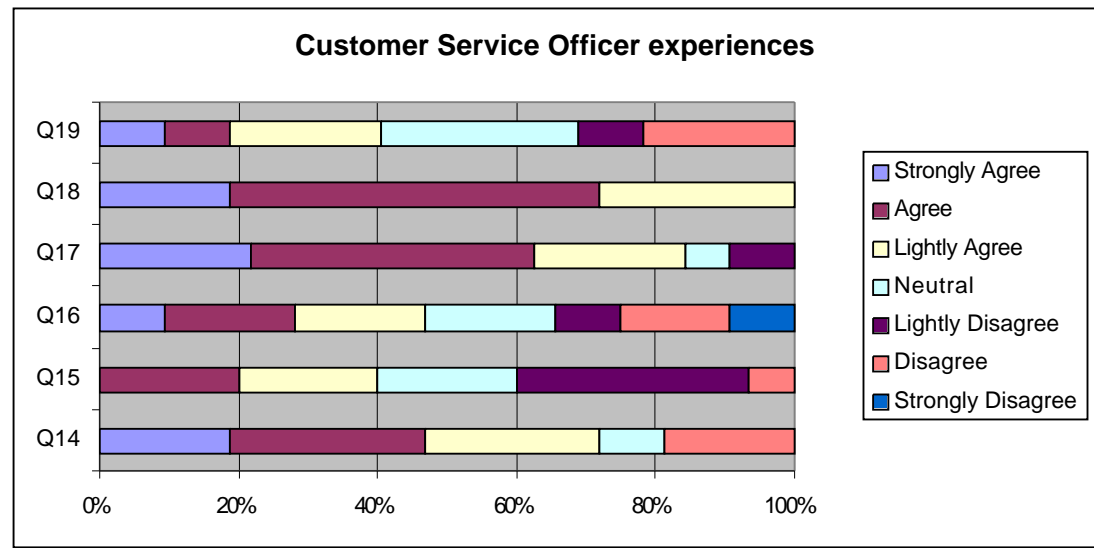


Figure 8. Customer Service Officer Experiences questions

- Q14 Responsible Host meaning is superficial between individuals because individual’s interpretation of the Host Responsible Policy varies.
- Q15 The “traffic light” – system is sufficient enough to help me to be a Responsible Host/Customer Service Officer.
- Q16 The pressure from other department workers (F/B, Table Games, etc) has affected my work, as I believe I have worked as overly Responsible Host (intoxication level of customer and asking them to leave).
- Q17 In my work as a Customer Service Officer I have disagreed with my colleagues or other staff members decision, in order to be a responsible and fair host (example you have believed different way about the customers intoxication level then your colleague).
- Q18 The Host Responsible Policy has conflicted between individuals due to different interpretations of the HRP, especially when determining a customer intoxication level.
- Q19 During my work I have recognized that the Host Responsible Policy has missed something significant.
- If the participant agreed with the last question then they had to write comments what the Policy was missing.

7.2 Summary

The Customer Service Officers at the Skycity Adelaide Casino are confident that their responsible host training is significant and it prepares them with good knowledge and right operation procedures to be responsible host. Some of the officers still believed that refresher courses were needed and more often then ones a year. Researcher observed that the reason for this was that the Customer Service Officers wanted to solve the miss interpretation and balance the Customer Service Officers believes. Also the officer wanted to get answers to the questions that had risen during their commenced shifts.

The officers believed that their work as part of the Skycity Adelaide Responsible Host Policy is very important and the Policy affects their work significantly, therefore the officers believed that the policy conflicts sometimes with the excellent customer service. The officers believed that their work is more focused to customer service than responsible host work, but they are responsible host whilst they are commencing their duties in the Casino.

Most of the officers believed that the responsible host meaning is superficial between Skycity Adelaide Casino staff, because their interpretation of the Policy varies. Especially when the staff members using the “traffic light” -system to determine the customer intoxication level individual's interpretation varies. This has sometimes lead disagreements between the colleagues' decisions. It has also lead some officers to feel pressure to act overly responsible and fair host and interpretate the Policy more strictly. Some officers believed that the Policy missed the time limitation for gamblers and constant training/refresher courses for Casino Staff.

8. Conclusion

“Skycity Adelaide security have turned away an average of 1800 underage people a month since the start of the year.....No Pokies MLC Nick Xenophon said the alarming figures suggested the casino might have improved security...”

The Advertiser, metropolitan ed, May 8,2006

While the researcher conducted the Final Thesis, it is through his observation he learnt that Customer Service Officer's work is much more than just a security job. Customer Service Officer work is also meant to be a responsible host, where the officers respond to difficult and/or different situations with knowledge, enthusiasm and professionalism. Officers need to have a customer service focused personality instead of a bodyguard/security present; this is to allow for customers to engage in friendly conversations and to create relationships with the Customer Service Officers. I observed that officers were focused on customer service and creating relationships, hence customers felt safe and secure at the Skycity Adelaide Casino.

The officers felt very confident that the training, which was provided, prepared them for their position as a Customer Service Officer. Officers believed that their position/role is a significant part of the Skycity Adelaide Responsible Host work. The researcher also observed that when there was a responsible host issue the Customer Service Officers dealt with the issue with professionalism. Therefore researcher believes that it is justified to say that the Customer Service Officers are responsible hosts in the role.

Even being a responsible host the Customer Service Officer felt that something needed to be improved and especially in responsible host procedures. According the Customer Service Officers, they wished to have more constant training sessions,

because they believed that in these training sessions they could discuss the differences in interpretation of host responsible issues and they could balance the different interpretation that occurred between staff members in same department of different department. The Customer Service Officer could also receive answers to other issues that had risen during their normal duties.

The Officers felt that the customers should have a time limit for their staying at the Skycity Adelaide. The researcher spoke with Host Responsible Coordinators and they confirm that amongst their group they have decided that if the customer visit is longer than 16h-20h they would ask the customer to leave and come back after a few hours. Host Responsible Coordinators also replied that the time limit is quite gentle subject, because some of the customers might be other casinos staff member and visiting in Skycity Adelaide might be their only chance to gamble, or the customers might be from overseas and they are just visiting a day or two in Adelaide. Therefore the time limitation could not be considered as possible responsible host issue and improvement for Customer Service Officers.

The host responsible issue is well considered in Skycity Adelaide operation. They have recognized the problems in their industry and they are fulfilling their lawful duties with their best knowledge and manner. But referring back to the problem, which was presented in the begging of this thesis was: *From Customer Service officer viewpoint, what could be improved that the Customer Service Officer would be an excellent host?* From Customer Service Officer viewpoint the training should be improved. The training should be refreshed and held regularly. This would eliminate/limit the differences in interpretation between individuals when responsible host policy is questioned. The other researchers finding was that the time limit should be introduced for customers' visit whether the customer is a regular or a tourist, because this was seeing a way to prevent customers spending too much money and maybe run into gambling problems. The above findings are the results of this research.

The researcher believes, that in order to be an excellent hostess the findings needed to be added into the Responsible Host Policy.

As a researcher of this Final Thesis, I believe the Casino environment, as a subject for the Final Thesis is an excellent research target, because it provides numerous aspects to approach different issues and information is available to those who are interested in researching this environment. There are different areas such as Marketing, Human Resource, Purchasing, VIP host, etc, which would have interesting topics for researcher to gain insight into these areas. To improve knowledge or credibility of the Thesis I believe the other researcher could approach the host responsible issue from the customer perspective and therefore to gain different strategies to improve Customer Service Officer's work or even Host Responsible Policies. I believe the customer's personal experience would provide more valuable and credibility information, because they see responsible host issues from different perspective.

For future recommendation if someone chooses the casino environment as the topic of their thesis, the researcher should have interest towards the casino business and personal experience from the environment, because that helps researcher to access most of the information and personally interact with his or her target group. Another advice for the researcher is that there are

numerous information sources available, which can add credibility and value to their Thesis. The special information is not available, because it is considered as business confidential information or some of the special information is locally or nationally available. Especially in Australia many data is considered as business confidential information until the business releases information to Authorities.

From the survey that was conducted, the researcher discovered how under pressure Customer Service Officers felt by other Skycity Adelaide employees in superior positions. I would recommend to other researchers to study the core issues affecting hence allowing for them to feel pressured. I believe the study should be approached from the Customer Service Officer perspective, as they are the medium. Also I would recommend to approach the responsible host issue from other employee's perspective in order to get a better insight and understanding of the Responsible Host on how to improve employees work and therefore to achieve excellency in this.

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Skycity Adelaide Security Manual

Early Intervention program

Media releases

The Advertiser, Adelaide Monday, May 8, 2006, metropolitan edition

Professor John Quiggin, Australian Research Council Senior Research Fellow, James Cook University



375ml
Full Strength Beer
4.9% ALC/VOL

1.5 standard drinks



170ml
Average Serve of
Sparkling
Wine/Champagne
11.5% ALC/VOL

1.5 standard drinks



100ml
Standard Serve of
Wine
12% ALC/VOL

1 standard drink



60ml
Port/Sherry
18% ALC/VOL

1 standard drink



30ml
Spirit Nip
40% ALC/VOL

1 standard drink



375ml
Pre-mix Spirits
5% ALC/VOL

1.5 standard drinks



425ml
Schooner Full
Strength Beer
4.9% ALC/VOL

1.5 standard drinks



285ml
Middy/Pot Full
Strength Beer
4.9% ALC/VOL

1 standard drink



285ml
Middy/Pot Low Alcohol
Beer
2.7% ALC/VOL

0.5 standard drink



375ml
Full Strength Beer
4.9% ALC/VOL

1.5 standard drinks

Appendix 2. Demographics of gambling players and the games they play

Lottery Gambling	18-24 years old people and middle-aged
Gaming Machines	Male between 18-24 years old with middle incomes (\$30000)
Instant lotteries	Women aged 18-24
Keno	Male between 18-24 and unemployed or incomes under \$20000
Racing	Male between 20-35 years and working full-time with \$40k-\$80k a year
Casino Gamblers	Single, employed males, aged 18-35
Sports betting	Single males, aged 18-24

(RSALLA Handbook 2005)

ALCOHOL EFFECTS ON BEHAVIOUR

STAGES	BAC	EFFECTS
Feeling of well-being	up to 0.05 %	<ul style="list-style-type: none"> • Talkative • Relaxed • More confident
Risky state	0.05 % to 0.08 %	<ul style="list-style-type: none"> • Attention impaired • Judgement and movement impaired • Inhibitions reduced
Dangerous state	0.08 % to 0.15 %	<ul style="list-style-type: none"> • Speech slurred • Balance and coordination impaired • Reflexes slowed • Visual attention impaired • Unstable emotions • Nausea, vomiting
Stupor	0.15 % to 0.40 %	<ul style="list-style-type: none"> • Unable to walk without help • Apathetic, sleepy • Laboured breathing • Loss of bladder control • Possible loss of consciousness
Death	over 0.40 %	<ul style="list-style-type: none"> • Coma • Shock • Death