

## **CODE OF CONDUCT FOR RESPONSIBLE GAMBLING**

The Casino Association of South Africa (CASA) was founded in 2003 with the aim of creating a better understanding of casino entertainment by bringing the facts about the industry to the general public, the media, public representatives, regulators, and policy and other decision makers through education and advocacy.

CASA represents South Africa's licensed casino industry. In just twelve years this new industry has been responsible for more than R16-billion in new investment in all nine provinces, adding more than R36-billion to GDP in terms of economic multipliers. The industry has created almost 100 000 direct and indirect jobs and in 2002/2003 alone, accounted for nearly R1.5-billion in provincial gaming taxes and VAT which, together with company tax, contributed more than R4.4-billion to government revenue. In addition, the casino industry has substantially advanced transformation in the tourism and leisure sector.

CASA's members are employers, property owners and taxpayers and place the highest priority on the obligations of corporate citizenship and social responsibility.

CASA and its members are committed to making responsible gambling an integral part of our daily operations at all our casinos throughout South Africa. To advance this goal, CASA members have agreed on a code of conduct which details how we fulfil this pledge.

### **Commitment To Our Employees**

- CASA members will educate new employees on responsible gambling.
- CASA members will train employees in respect of responsible gambling and provide periodic refresher training.
- CASA members will implement communications programmes for employees to improve their understanding of responsible gambling and related policies and procedures.
- CASA members will make available to new employees brochures regarding responsible gambling and where to find assistance.

- CASA members will post responsible gambling awareness signage bearing a toll-free helpline number at various locations where employees congregate.

## **Commitment To Our Customers**

### ***Responsible Gambling***

- CASA members will make available brochures regarding responsible gambling and where to find assistance. These will be available and visible in gaming areas.
- CASA members will make available on their web sites information regarding responsible gambling and where to find professional help.
- CASA members will display in gaming areas signage bearing a toll-free helpline number.
- CASA members will provide opportunities for customers to request in writing that they not be sent promotional mailings and for revocation of their privileges for specific casino services such as loyalty card promotions. In addition, each CASA member shall make reasonable efforts to honour a written request from any person that it not knowingly grant that person access to gaming activities at one or more of its properties.
- CASA members reserve the right to exclude a patron from gaming, without a request from the patron.

### ***Underage Gambling and Unattended Children in Casinos***

- CASA members will make diligent efforts to prevent children from loitering in the gaming area of a casino.
- CASA members will communicate the legal age to gamble through appropriate signage and/or brochures.
- Employees working in relevant areas will receive training in appropriate procedures for dealing with unattended children, underage gambling, and the purchase and consumption of alcohol and tobacco by underage persons.
- Where, in the opinion of management, an unaccompanied child on the complex appears to be at risk, appropriate personnel will be contacted and remain with the child while reasonable steps are taken to locate the parent or responsible adult on property or by telephone. If efforts are unsuccessful, the unaccompanied child will be released to the care of an appropriate third party.

### ***Alcohol***

- CASA members will observe a responsible beverage service policy and not knowingly serve alcoholic beverages to an underage person.

### ***Responsible Advertising***

This code applies to the advertising and marketing of casino gaming by CASA member companies. It does not pertain to advertising and marketing that is primarily of hotels, restaurants and entertainment that are often associated with or operated by casinos. For the purposes of this code, and as reflected in the national regulations, advertising and marketing include radio and television ads broadcast off the premises, print, brochures, direct mail, billboard and internet promotions.

- All casino advertising and marketing will:
  - Be consistent with principles of dignity and integrity and subject to the jurisdictions in which it operates.
  - Contain the NRGPs responsible gambling message and the NRGPs toll-free helpline number.
  - Reflect generally accepted contemporary standards of good taste.
  - Make no false or misleading claims.
  
- Casino advertising and marketing materials will not:
  - Degrade the image or status of persons of any ethnic or religious group or affiliation.
  - Feature anyone who is or appears to be below the legal age participating in gaming.
  - Contain claims or representations that gaming will guarantee an individual's social, financial or personal success.
  - Exhort gaming as a means of covering past financial losses.
  - Be placed in media where most of the audience is reasonably expected to be below the legal age to participate in gaming.
  - Imply or suggest any illegal activity of any kind.
  - Be placed in media specifically oriented to children.
  - Be placed at any venue where most of the audience is normally expected to be below the legal age to participate in gaming.

### **Commitment To The Public**

#### ***Funding the NRGPs***

- In terms of agreements reached at the SA Advisory Council on Responsible Gambling (SARGT), CASA members will continue to provide funding for the National Responsible Gambling Programme (NRGP)
- CASA members will use this research to identify the best practices for casinos to follow to promote responsible gambling.

### **Commitment on Money Lending**

- CASA recognises that some money lending practices could be harmful.
- CASA will strive to deter the practice of illegal money lending (“money lending”) at casino properties.
- Casinos will take reasonable measures to discourage money lending which will include the following:
  - Placing appropriate warning notices in the casino
  - Investigating any complaints or incidents of suspected money lending
  - Co-operating fully with any investigation regarding money lending by any relevant authority
- Should there be factual proof supporting a suspicion of a money lending transaction, the casino will take the appropriate action, taking into account all the circumstances surrounding the incident.
- Casinos will forward appropriate details of the evidence and any action against an alleged moneylender to all other CASA affiliated casinos.

*\*\*\*All aspects of CASA’s Code of Conduct are subject to provincial and national regulations and statutes.\*\*\**

*Enacted on 1 August 2005, by the CASA Board of Directors*

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