



# Venue Support and Responsible Gambling

#ManyWays16





# Belinda Opie

## ISIS Primary Care

#ManyWays16

# Victorian Responsible Gambling Foundation

## The evolution of the gambling environment - Belinda Opie



# The electronic gaming machine

In the last 10 years the rules of the authorized games within the EGM have not changed.

The appearance of the EGM has changed dramatically as has competition from other products, technology, décor, staff knowledge and social expectations.





# The electronic gaming machine

As with any product the EGM manufacturers have developed the product over time to sell to venue operators.

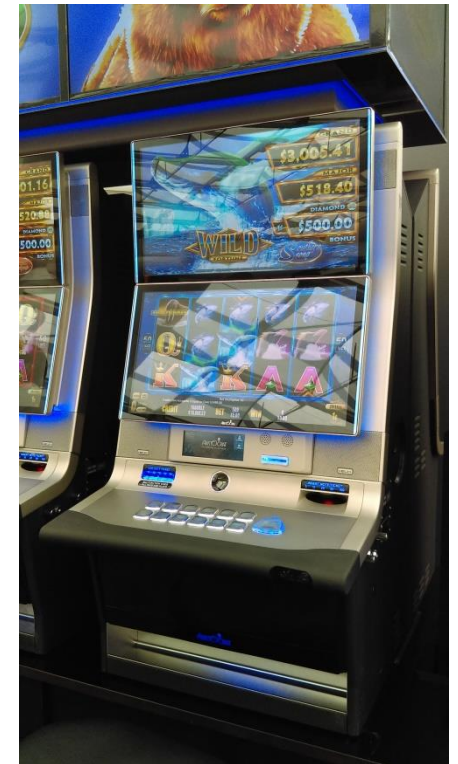
By using the latest technology and enhancing features which attract and hold the interest of venue patrons, they are maximizing the income for the venue operators.



## The electronic gaming machine – latest technology



- Curved screens
- Interactive multi screens
- Interactive touch panels
- Directional Hi Fi speakers
- Micro-screens for ads



# The electronic gaming machine – latest technology

Changeable Halo lighting  
Player adjustable volume  
Player selection denomination





# The electronic gaming machine – enhanced features

Accentuated shelf  
Halo lighting  
Directional speakers  
Jackpots  
EGM height and width

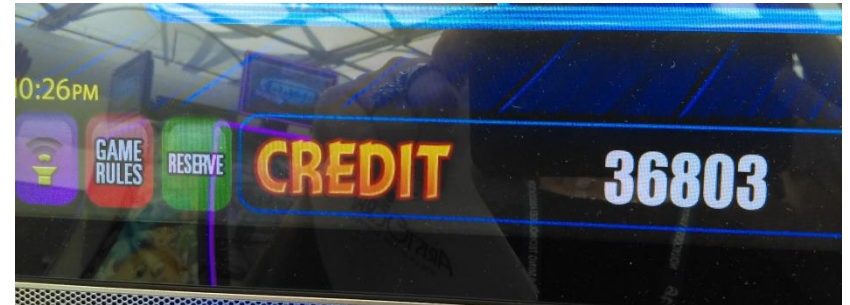




# The electronic gaming machine – bonus games



# De-identified money





# The electronic gaming machine – the Player



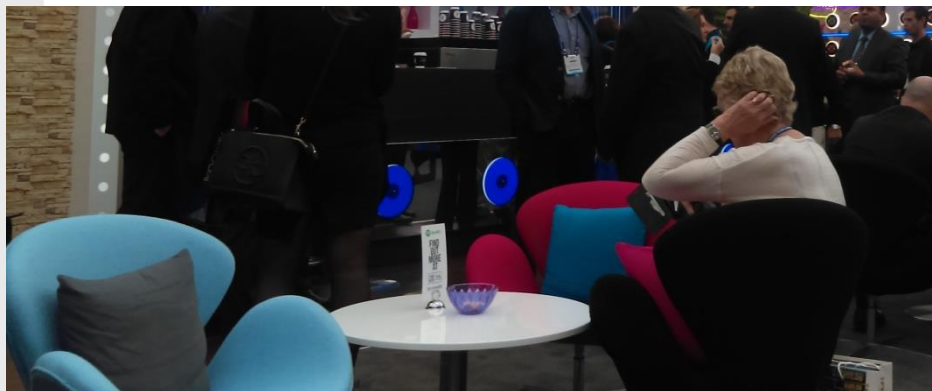
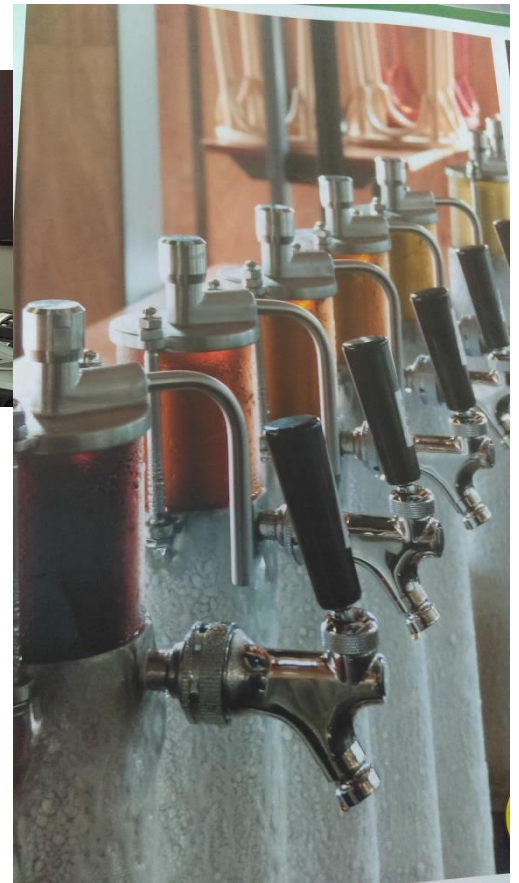
## As a player can control

- Game choice
- Denomination
- Volume

## They may feel they can control

- The outcome of a spin/session
- The jackpots
- Bonus features

# Gaming room



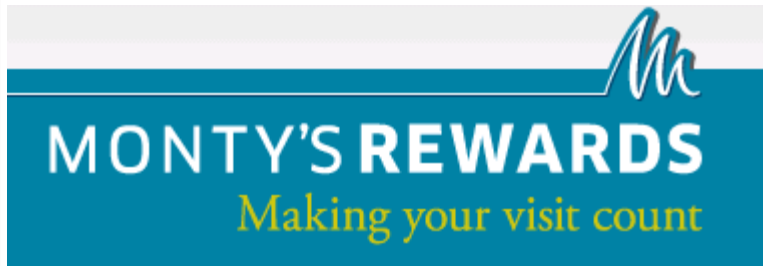


# Membership and loyalty

With the introduction of voluntary pre commitment in Victoria most venues have introduced membership and loyalty programs.

Members can earn points to use in other areas of the venue as a “reward” for repeat custom. Loyalty points cannot be used to gamble.

EGMs have either micro-screens or screen in screen technology which are used for YourPlay, members news and advertising up and coming events within the venue.



# Thank You!

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## Questions?