



REGENCY  
ENTERTAINMENT S.A.

## Gaming & Social Responsibility Forum

**Despina Yannouli, *Regency Entertainment***

**“Land-based gaming & social responsibility”**

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Royal Olympic Athens Hotel



# Agenda

**Benefits of legalized gambling**

**CSR as a tool to max economic benefits  
and min negative social impacts**





## Why legalize gambling?

- Ensure the demand for gambling is satisfied
- Pull this demand away from illegal venues
- Minimize the undesirable effects of gambling

Gambling is a very sensitive service that needs to be regulated & restricted





## Therefore, legalized gambling's aim

IS NOT to generate additional taxes

BUT TO effectively control the market

IS NOT to follow the trend

BUT TO protect public and social order

IS NOT to encourage gambling

BUT TO ensure a safe, fair and legal environment

Gambling economies transfer consumer wealth, destroy productivity and destabilize banks and financial institutions





**Any government decision regarding gambling must include a thorough cost-benefit analysis and also research to determine the public opinion and level of demand**

Empirical evidence does not demonstrate any economic growth as a result of the expansion of gaming





- Gambling, as a form of social entertainment, is a right for consumers in a free-market society
- Prohibition fails
- Legalization drives competition
- Regulation allows for protection measures

There are benefits  
to legalizing  
gambling





## In the country where democracy was born

- We follow the Principle of Democracy which states that “decisions affecting the common good, which will be binding for all community members, should be taken in accordance with the wishes of the majority of the community members”

Some people think gambling should be banned, others think it should be treated like any form of entertainment and the majority thinks its availability should be restricted





## Therefore

- We should allow some new gambling but as a result of a thorough analysis
- It must above all be regulated so as to min the risks of problem gambling

Education, Location,  
Limits, Technology,  
are some ways to  
reduce risk





## Conclusion

- Gambling is a public/private sector partnership; both the gov't and the industry have an interest in ensuring that it is profitable, and favorably regarded by the public
- Careful development of the market and regulation of it, can keep the harm caused at minimum

A legal industry is better than an illegal industry





## The Casino Industry in Greece

- Operating socially responsible and addressing problem gambling is a sine qua non for casino operators in Greece
- Strict legislation, distant location, limited #, 24/7 surveillance & controls, age limit, self-exclusion, voluntary codes, advertising ethics, entrance ticket, elaborate and time-consuming approval process re new games

Responsible  
gambling is  
gambling within  
someone's means in  
terms of time &  
money





## The Casino Industry CSR

- We acknowledge that while most people gamble for fun and in a harmless manner, gambling can create problems to some individuals
- We are committed to maintaining and implementing responsible gaming legislation and best practice for the benefit of players, staff and community at large

The prevalence of irresponsible gambling inside land-based casinos is very low



## The Regency Casino CSR Practices

- Code of Conduct for Responsible Gaming
- Responsible Gaming Week
  - Refresher Training for the Management & staff
  - Key learnings from application and improvements proposals
  - Games & Competitions
  - Player behavior workshop: “How to identify problem gambling behavior” training and, “How to approach the player and offer advice” role-playing

Regency is committed to best practice in respect of responsible gambling





## The Regency Casino CSR Practices

- Responsible Gaming Behavior brochure for all guests
- Counseling service details available
- Strict Advertising code(messages not appealing to minors, not implying recovery of losses, not positioning gambling as a way to solve financial difficulties)
- Exclude from mailing lists those banned
- Promote controlled consumption of alcohol

CRI 2009 Award





## The Greek Casino industry

- Has the prime responsibility to offer their services in a way that does not encourage irresponsible behaviors
- We welcome regulation for an unstructured market, such as the online gaming
- We acknowledge that each country has its own needs and requirements and we recognize that at this stage a successful gaming policy should strive to put controls in the illegal market and the remote gaming sector

Need for min  
standards for online  
operators, too





**Thank you**

