Joint Select Committee on Gambling Reform SAFETY NET Demonstration

Responsible Gaming Networks

Melbourne, Australia

Pre-requisites for Success

- **Unambiguous:**
  - Must terminate play when limits reached.
    - Otherwise players will continue to play beyond their limits.
      - RESULTING IN PRE-COMMITMENT FAILURE ☹
- **Ubiquitous Access Device:**
  - Must be used by all players
    - Otherwise player 'leakage' occurs onto machines not requiring usage of an access device
      - RESULTING IN PRE-COMMITMENT FAILURE ☹
- **Unique Access Device:**
  - Must be non-exchangeable.
    - Otherwise player fraud will occur.
      - RESULTING IN PRE-COMMITMENT FAILURE ☹

SAFETY NET

1. **Does not require a central player database:**
   - A player's money limits (and time limits) are stored on their own personal USB key - not in a central database.
   - A player's personal gambling records are stored on their own personal USB key - not in a central database.
   - No other technology in the world can do this:
     - Plastic cards and smart cards do not have the memory capacity to operate standalone & all require a central database.
   - This overcomes the legitimate concerns of policy makers & voters regarding player privacy (Centrelink access)

SAFETY NET

2. **Does not require a database of fingerprints:**
   - But will stop identity fraud which now occurs with:
     - Current card pre-commitment systems
     - Current card loyalty systems
   - This also overcomes the legitimate concerns of policy makers & voters regarding player privacy.

SAFETY NET

3. **Does not require new poker machines:**
   - Uses standardised Playing Tracking modules.
   - Fit all poker machine makes and models.
   - Significantly reduces roll-out time.
   - Significantly reduces overall costs.
   - Delivers faster, consistent upgrades in the future.

SAFETY NET

4. **Delivers integrated feedback to players:**
   - My actual dollar win/loss
     - Displays the real cost of play rather than units or credits.
   - My actual time spent playing.
   - All available for my current session, day, week, month.
   - On-demand displays.
   - Tailored messages & electronic warning capability .
   - Delivering real feedback and privacy.

SAFETY NET IS COST-EFFECTIVE

1. Cards are currently only 50% effective (at best).
2. We price match card-based systems.
3. We are far cheaper than modified or brand new poker machines.
4. We can fully retro-fit PTMs onto all 200,000 machines from 2012 - 2014 rather than have you wait 14 years.
5. We can also:
    1. Deliver a more effective self-exclusion program.
    2. Eliminate underage gambling, and
    3. Deliver an integrated & effective internet gambling solution.