Genting Casinos First to Achieve New Safer Gambling Standard

Monday 15 July, 2019

Genting Casinos are the first gambling company to achieve the *Safer Gambling Standard*, the social responsibility quality standard for the gambling industry developed by national charity GamCare. Genting has achieved the highest level of award following a thorough assessment.

The Safer Gambling Standard recognises gambling operators who go above and beyond the requirements of gambling industry Licensing Codes and Conditions of Practice (LCCP). The Standard comprises 10 sets of assessment criteria for social responsibility for both online and land-based gambling businesses, developed and updated each year out of the available evidence, industry best-practice, and input from those who have experienced gambling related harm. The Standard is awarded at an entry level and at three Advanced Levels, giving operators a clear roadmap for improvement.

As the leading provider of problem gambling support across Great Britain, GamCare is working to minimise gambling-related harm and to drive up overall standards of social responsibility practice across the gambling industry, making gambling safer for consumers.

The wide-reaching new Standard reviews organisational policies and procedures, digital and in-person interactions with customers, protections for young and vulnerable people, training and development, and the culture of the business regarding its approach to social responsibility.

Paul Carpenter, GamCare Head of Industry Services, says: "*Genting achieved the highest level of the Standard as the company was able to evidence a clear strategic focus on continuous improvement in the area of minimising gambling harms. This approach included trialing different ways in identifying and interacting with customers who may be exhibiting behaviors that indicate they may have a problem with their gambling or be at risk of developing a gambling problem.*

Genting's approach to social responsibility was tested through on-site and remote assessments of their website and back office systems, plus interviews with staff and management at all levels and at different locations within the company's land-based and online business operations."

Paul Wilcock, President and Chief Operating Officer at Genting UK, says: *"Operating responsibly is incredibly important to us as an organisation. It's central to everything we do now and everything we will do in the future. We are constantly reviewing our responsible gaming measures to ensure they remain amongst the most robust in the industry.*

We want our customers to enjoy playing in a safe environment and to be the first gambling operator to achieve this standard is recognition of the ongoing work we do to prioritise the wellbeing of our customers.

I would like to take this opportunity to say a huge thank you to my team who go above and beyond to ensure we offer a safe gaming experience. Without their continued hard work this would not have been possible."

For more information visit www.gamcare.org.uk

ENDS

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GamCare – Working to minimise gambling-related harm

- GamCare operates the National Gambling HelpLine on Freephone 0808 8020 133 or via web chat at www.gamcare.org.uk, providing information, advice and support for anyone affected by problem gambling, funded by GambleAware. Advisers are available 8am – Midnight, seven days a week.

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- GamCare also provides a range of free treatment (face to face, online or over the phone) for anyone affected by problem gambling across England, Scotland and Wales, funded by GambleAware, as well as Forum and daily chatrooms so that people can speak to others experiencing similar issues and seek support.
- The Safer Gambling Standard is the accreditation offered by GamCare from December 2018 onwards. For more information visit https://www.gamcare.org.uk/our-work/for-gambling-operators/safer-gambling-standard/
- For other training available for gambling businesses from GamCare see https://www.gamcare.org.uk/our-work/for-gambling-operators/social-responsibility-training/
- GamCare's organisational strategy is available to download at www.gamcare.org.uk/publications, along with their latest Annual Review and Statistics.

Genting Casinos

- Find out more about the Genting UK plc Safer Gambling Strategy at https://www.genting.co.uk/media/1248/guk-safer-gambling-strategy.pdf

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