

Responsible Gambling

The Club has a long-standing commitment to promoting responsible gambling practices, which aim to provide socially responsible betting services that meet the demand for gambling while minimising potential harm to the individual and the community.

The Club was a pioneer in promoting responsible gambling in Hong Kong. In 2001, the Club commissioned an independent consultant to undertake a comprehensive study of problem gambling prevention, taking reference from international experience. The findings of this study were presented to the Government. The Club then allocated HK\$24 million to the Government to launch a two-year pilot project providing counselling and treatment services for problem gamblers. This pilot project led to the Government's establishment of the Ping Wo Fund in 2003. The Fund supports various preventive and remedial measures to address gambling-related problems. The financial commitment pledged by the Club to the Fund will reach HK\$145 million by 2013.

In addition, the Club adopts a strict Responsible Gambling Policy throughout its betting operations. Access controls are in place to stop the underaged entering betting premises or racecourses. ID checks are carried out during account opening procedures to prevent the underaged from setting up telephone or online betting accounts. Also, the Club does not provide credit facilities or credit card betting to prevent customers from accumulating debts.

Underage warning messages, problem gambling and counselling service messages are displayed in all betting premises, in racing and betting publications, in communications materials, on betting tickets, and on the Club's betting websites. Leaflets with information on the signs of problem gambling, and with details of counselling service contacts, are available at all customer service counters. Notices also warn against illegal gambling which is strongly associated with problem gambling.

All front-line betting staff undertake training on the Club's Responsible Gambling Policy and the importance of implementing the policy effectively through access controls and appropriate customer interaction, in particular how to respond to questions about problem gambling or problem gambling services. All new employees are also briefed on the Club's Responsible Gambling Policy.

In February 2011, the Club was awarded the highest level (Level 4) of accreditation by the World Lottery Association under its Responsible Gambling Framework. This is awarded to operators who adopt all seven of its responsible gambling principles – player protection, collaboration with stakeholders, research, informed player choice, promotion of responsible gambling, monitoring and reporting. The Club is the first operator in Asia to receive this recognition.



As an advocate of responsible gambling, the Club fully supported the staging of the 3rd Asian Pacific Problem Gambling and Addictions Conference 2011.

作為有節制博彩倡導機構，馬會大力支持第三屆亞太區問題賭博及成癮問題研討會2011。



有節制博彩

一直以來，馬會致力推行有節制博彩政策，一方面提供有限度的投注服務，以迎合社會對博彩娛樂的需求；另一方面推出相應措施，協助減低問題賭博對個人及社會帶來的不良影響。

馬會是香港推行「有節制博彩」的先行者。早於二〇〇一年，馬會已委託專家進行獨立而全面的研究，透過總結國際經驗，找出預防問題賭博的方法，並將研究結果提交政府。其後，馬會撥捐二千四百萬港元予政府推行一項為期兩年的先導計劃，藉以向問題賭徒提供輔導與治療，該項計劃最終促成政府於二〇〇三年成立「平和基金」，以資助預防及緩減與賭博有關問題的措施；至二〇一三年，馬會對平和基金的累計捐款將達一億四千五百萬港元。

此外，馬會嚴格執行對青少年的投注管制，禁止未滿十八歲人士進入投注處、馬場，並向申請開立投注戶口的顧客進行年齡及身分證明查驗，防止未成年人士開設電話及網上投注戶口。馬會亦不接受信貸投注，以防止顧客因投注而累積債務。

馬會於各項投注設施、賽事及投注刊物、訊息資料、彩票及馬會博彩網站內，均展示禁止未成年人士投注和有問題賭博的訊息，並提供輔導資料和熱線電話；各客戶服務櫃檯亦備有單

張，介紹問題賭博的徵兆，並提供詳細的輔導服務資料。此外，馬會亦提醒市民切勿向非法外圍莊家下注，以免引致問題賭博。

馬會為投注部的前線員工提供有節制博彩政策培訓課程，確保他們了解馬會透過投注管制及適當的顧客互動服務，特別是訓練員工適當地回覆顧客有關問題賭博及相關服務的查詢，以確保政策有效執行。此外，馬會亦向所有新入職員工介紹有節制博彩政策。

二〇一一年二月，馬會榮獲「世界博彩協會」(World Lottery Association)頒發「有節制博彩」最高級別(第四級)認證。獲得此級別認證的機構，必須符合七個由協會訂定的有節制博彩標準，包括顧客保障、與持份者協作、進行研究、顧客教育、推廣有節制博彩、有效監管及定時匯報。馬會是首家獲頒此認證的亞洲機構。

