

COUNCIL POLICY



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| Council Strategic Gaming Policy | Document No: | CPL295.11 |
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| | Review Date: | 30 June 2009 |
| Responsible Officer: General Manager Community & Recreation | Version No | 00 |
| Authorising Officer: Chief Executive Officer | | |

1. INTRODUCTION

This document represents the City of greater Geelong's strategic policy response to gaming and includes the following components:-

- 1.1 Strategic Policy Framework
- 1.2 Responsible Gaming Principles
- 1.3 Gaming pre-application check list
- 1.4 Implementation Plan

2. PURPOSE

The purpose of the Strategic Gaming Policy is to communicate Council's position in relation to gaming within the Municipality. The policy response will formalise the City's approach to gaming. It will provide transparency and accountability for the City's overall position on gaming which aims to;

- 2.1 Provide an evidence basis for decision making
- 2.2 Provide a strategic policy context that assists with the ongoing implementation and good governance of gaming
- 2.3 Promote economic, social and environmental viability and sustainability of the municipality
- 2.4 Improve the quality of life of the people by promoting principles of equity and access by limiting particular disadvantage via the implementation of the "no-disadvantage test"
- 2.5 Provide leadership by establishing strategic objectives for gaming and monitor their achievement.

3. SCOPE

The strategic gaming policy has been developed within the legislative frameworks and policy contexts for the State of Victoria which requires the City of Greater Geelong to facilitate the implementation of ongoing licensing and management of Gaming as a legal activity within the municipality.

Gaming refers to those activities which give rise to and facilitate the operation of Electronic Gaming Machines¹ (EGM's) .

The City will undertake activities with respect to Gaming in accordance with the “City of Greater Geelong Strategic Gaming Policy” and appendices, the “Strategic Gaming Implementation Plan”, the “Responsible Gaming Statement”, the “Pre-Application Process Checklist” and the “Annual Gaming Action Plan”.

The Council’s gaming policy approach will direct Council decision-making and also help applicants in relation to gaming to understand Council’s objectives and requirements in relation to the operation of gaming venues within the municipality.

The Gaming Policy is based on five principles:

- Gaming is a legal activity with the State of Victoria
- The impact of gaming should not be unevenly distributed on particular communities / populations.
- Whilst the total number of EGM's in the City of Greater Geelong exceeds the statewide average, Council will not support any additional machines in the municipality.
- Whilst there is an uneven spread of EGM's in the municipality, Council will not consider the transfer of machines from a more advantageous area to a less advantageous area.
- That gaming is carried out in an environment that develops and reinforces a commitment to responsible gambling.

4. REFERENCES

City Plan 2004/2008
Greater Geelong Planning Scheme, Municipal Strategic Statement
Gambling Regulation Act (2003)
Local Government Act (1989)
Vision for Victoria
Fairer Victoria
Draft Strategic Municipal Health Plan
State legislative context for Strategic Policy as detailed in the attachments

¹ Commonly known as pokies or pokie machines

DEFINITIONS

Council's Strategic Gaming Policy aims to provide Council with a policy position to assess gaming applications and their potential impact on the whole municipality and in specific, local areas. A measurement tool has been developed that considers a range of criteria to enable comparison with the municipality as a whole and the state of Victoria data. The following definitions are used as part of the analysis of the data for the purpose of this policy:

- "No disadvantage" is defined as "of a health and wellbeing status which is not significantly different in composition to that of other residents on average in the State of Victoria."
- "No significant disadvantage" refers to a state whereby in all indices described in the policy in Attachment 1 there remains no significant difference between City of Greater Geelong indicators and those for the State of Victoria.
- "Relative Advantage / Disadvantage" refers to the relative ranking, either of small areas as defined in this policy within the municipality of Greater Geelong, or Greater Geelong in comparison to the State of Victoria.

6. QUALITY RECORDS

Quality Records shall be retained for at least the period shown below.

| Record | Retention/Disposal Responsibility | Retention Period | Location |
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7. ATTACHMENTS

- Background and strategic context for Strategic Gaming Policy.

Strategic Gaming Policy Framework

Until such time as the City of Greater Geelong suffers from 'no significant disadvantage', in respect of the municipality as a whole, the City's Policy Response to any planning application, or notification from the applicant in respect of an application made directly to the Victorian Gambling Regulation Commission for additional machines, in any venue, in any part of the municipality, in addition to the 1,358 machines currently within the municipality, will be a determination to:

1. Require the Gaming Pre-application checklist be completed to the satisfaction of the Planning Authority.
2. Require that the checklist include a requirement for an Economic and Social Impact Assessment² containing a range of information including illustrative material that demonstrates the impact on relative advantage and / or disadvantage of this application in relation to the policy.
3. Consideration of any application under the Planning and Environment Act (1987) or Gaming Regulation (2003) will be determined under strict application of this policy.
4. In respect of any application not supported, Council will consider appropriate action, including the preparation of an Economic and Social Impact Submission, appearance in the Commission arguing the merits of the matter, and, if necessary, further defence in the Victorian Civil and Administrative Tribunal.
5. In respect to applications for existing EGM's to be redistributed around the Municipality, the Council will give due regard to the relative disadvantage of the local area in which the EGM's are currently situated and are proposed to be situated, and where it is possible to demonstrate relative advantage in moving them to a different site, this will be considered.
6. In addition to the consideration of applications for electronic gaming machines in the municipality, Council will apply as part of its policy and implementation plan a range of mechanisms to identify the potential impact of gaming, specifically:-
 - Maintain up to date data and mapping as part of this policy
 - Provide a graduated response to relative advantage and disadvantage in respect to gaming by small local area. The following tables indicate Council's response across the range, from the most disadvantaged areas, shaded red, to the most advantaged, shaded blue:-

² Complying with International Principles for Social Impact Assessment.

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| 6.1 | <p>In areas shaded red (Corio, Norlane, Rosewall)</p> <p>Not support applications for the increase of any machines in the area as above</p> <p>Actively advocate for Regional CAPs to apply to these areas and reduce the number of gaming machines as a matter of priority</p> |
| 6.2 | <p>In areas shaded pink (Bell Park, Bell Post Hill, Geelong North, Hamlyn Heights, Thomson, Whittington, Newcomb, St Albans Park, Moolap, Leopold, Portarlington, St Leonards, Indented Head)</p> <p>Not support applications for the increase of any machines in the area</p> <p>Actively advocate for Regional CAPs to apply to these areas and reduce the number of gaming machines, as a secondary priority to those identified in red shaded areas</p> |
| 6.3 | <p>In areas shaded yellow (Lara, Little River, Belmont, Grovedale, Highton, Marshall, Mount Duneed, Wandana Heights, Wauru Ponds, Drysdale, Clifton Springs, Curlewis, Marcus Hill)</p> <p>Not support applications for the increase of any machines in the area</p> <p>Actively advocate for Regional CAPs to apply to these areas and reduce the number of gaming machines following actual reduction of those machines in areas shaded red and pink.</p> |
| 6.4 | <p>In areas shaded green (Newtown, Geelong West, Herne Hill, Geelong East, Manifold Heights, South Geelong, Barwon Heads, Ocean Grove, Wallington)</p> <p>After appropriate assessment, allow any machines to be transferred into this area from areas shaded red and pink, but only to the extent that the transfers do not have the effect of changing the relative weight of the category from green to yellow or pink or red as determined in this policy.</p> |

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| 6.5 | In areas shaded blue (Point Lonsdale {Queenscliffe}) |
| | After appropriate assessment, allow any machines to be transferred into this area from areas shaded red and pink, but only to the extent that the transfers do not have the effect of changing the relative weight of the category from blue to yellow or pink or red as determined in this policy. |
| 6.6 | In relation to <u>all</u> areas of the municipality |
| | <p>Encourage alternative social and recreational opportunities for residents to gaming as a matter of priority</p> <p>Locate information about assistance and alternative opportunities in the municipality within the venue</p> <p>Audit the existence of responsible gaming policies in each venue and encourage compliance and consistency with Council's Responsible Gaming Policy</p> |

Responsible Gaming Principles

In line with its commitment to promoting the municipality as “the best place to live through prosperity and cohesive community in an exceptional environment”, and its statutory role under the Local Government Act (1987) to limit disadvantage, The City of Greater Geelong will undertake an active role in promoting responsible gaming with venue operators in the municipality.

In this regard the Council will actively encourage all venues to sign an Accord with Council in relation to Responsible Gaming which;

1. Defines Responsible Gaming in respect to this municipality
2. Requires a Venue operator to ensure staff access appropriate compliance with training requirements in responsible gaming and responsible serving of alcohol
3. Requires a Venue operator and gaming room staff to ensure regular attendance at Gamblers Help venue operators training
4. Requires a Venue operator to work with Council to prioritise and allocate the distribution of community benefit in the small area each year.
5. Provides an annual independently audited statement in respect to distribution of community benefit to Council within three months of the end of the financial year.
6. Promotes Council and other social, recreational and welfare opportunities available in the community.
7. Regularly trains staff in, and undertake a range of agreed measures contained in the accord in respect to gamblers with identified issues in the venue
8. Council's commitment is to provide material in respect to compliance with the Responsible Gaming Principles required in any application for new licences or licence extension.

Gaming Pre-Application Checklist

Councils Gaming Policy Requires the following material be submitted to the satisfaction of the Planning Authority prior to acceptance of any application for a gaming venue where:

- No current license exists and Planning Authority is required, or
 - where current gaming licenses exist and floor space requirements are more than 25% of the licensed area, or
 - the application is for a 24 hour venue
1. An Economic and Social Impact Assessment detailing amongst other things: illustrative material that demonstrates the resulting relative advantage and / or disadvantage of this application in addition to that already established in this strategic policy for the small area,
 - 1.1 in relation to the relevant small area population affected within a 5 kilometre radius,
 - 1.2 in comparison to other small areas within the municipality, and within the context of the municipality and the State.
 2. An audited statement of compliance with Council's Responsible Gaming Principles including:
 - 2.1 Annual Independently Audited Statements detailing community benefit contributed by the venue operator, by dollar amount, by contribution type, by recipient, including detail in relation to the proposed use of the funds, and a total amount of community benefit in relation to Venue EGM revenue.
 - 2.2 A letter from Council acknowledging venue compliance with the Community Contributions provisions in the Council Responsible Gaming Policy.
 - 2.3 Where additional staff is claimed as a community benefit, an independently audited statement relating to Effective Full Time (EFT) Staffing positions that are currently offered, including the spread of hours, and the EFT expected of any additional machines.
 - 2.4 Where Tourism is claimed as rationale for machines a Independently audited statement detailing revenue breakdown for a period of 5 years for the venue by month.
 - 2.5 Where other recreational opportunities are claimed as a community benefit an Independently audited statement detailing a breakdown for the past 5 years of the description of the event , date, number of attendees or group attending the event, and the number of current club members attending these (where applicable).

- 2.6 An independently annual audited statement of compliance with requirement for responsible gaming and responsible serving of alcohol training with a registered training authority.
- 2.7 An annual independently audited statement of venue staff training with Gamblers Help.
- 2.8 Floor plans for the venue noting any current or potential future plans for extension of the licensed area, or extension of the gaming area, as well as the total number of any potential future EGM expansion envisaged for this venue within the next 5 years.

Strategic Implementation Plan

The City of Greater Geelong recognises that gaming is a legal activity.

The City of Greater Geelong seeks to ensure that:

1. people who work in the gaming industry do so responsibly, and that
2. those who participate in gaming as an activity within the municipality do so with as limited disadvantage as possible

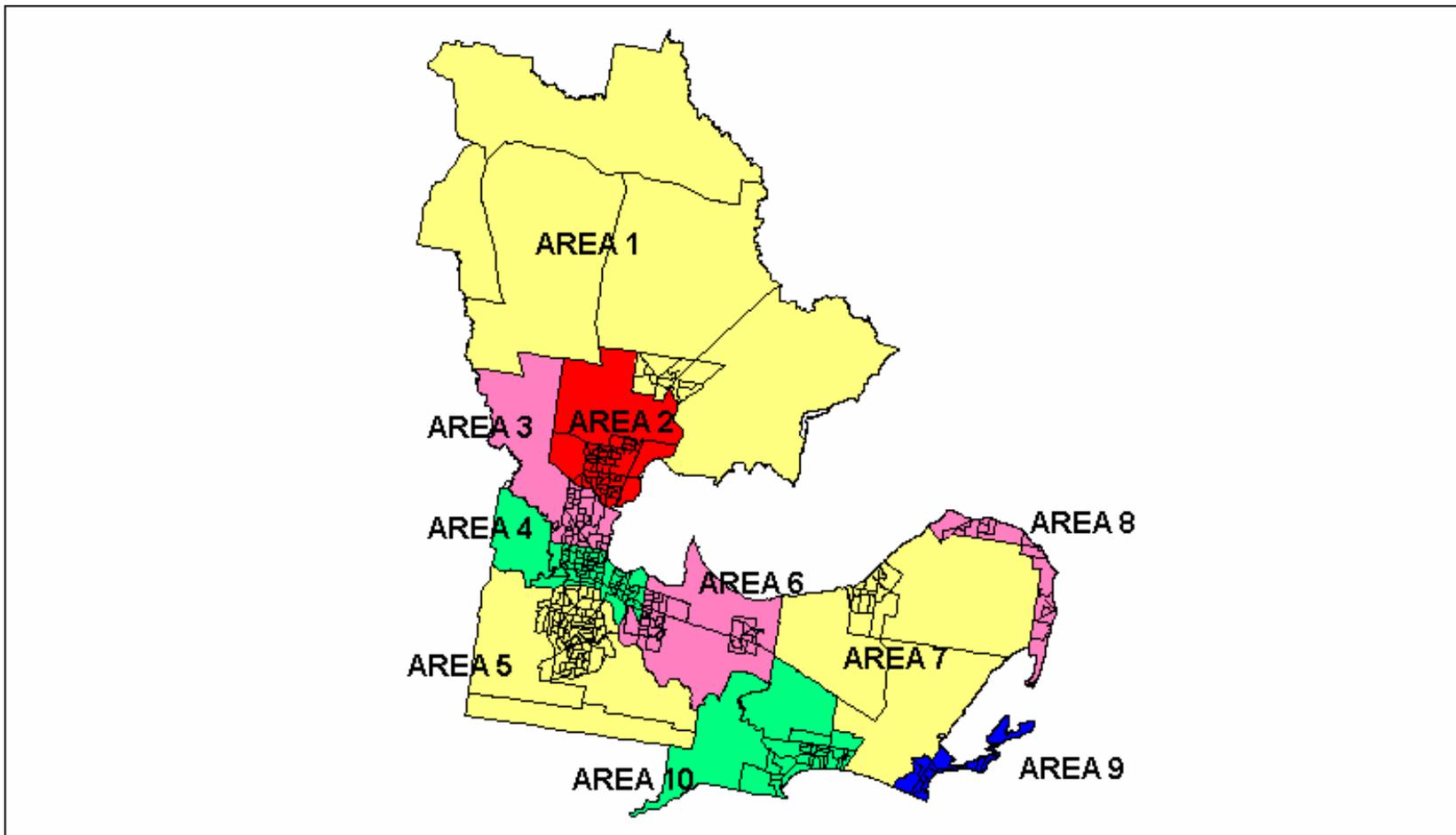
To this end the City of Greater Geelong will undertake an active role in promoting best practice in responsible gaming. The City of Greater Geelong together with venue operators, and key stakeholders representing consumers will promote best practice responsible gaming by:

1. Establishing a working group to develop an Annual Gaming Action Plan
2. Establishing a reporting and review mechanism for outcomes of the Annual Gaming Action Plan and Strategic Gaming Policy

The Annual Gaming Plan will include the following elements

1. Advocacy
 - i. for a reduction in the number of EGM's within the City of Greater Geelong to a position where the City of Greater Geelong is no longer disadvantaged in comparison to the average Victorian.
 - ii. to the State Government for a Regional CAP on the number of machines within the City of Greater Geelong
 - iii. for EGM's to be removed and/ or relocated from areas identified as significantly disadvantaged as a priority
 - iv. for best practice responsible gaming practice within the municipal gaming industry.
2. Development and implementation of a Responsible Gaming Accord with venue operators in line with the City of Greater Geelong Responsible Gaming Policy.
3. Review of EGM's in Council owned facilities in light of the Strategic Gaming Policy and make appropriate recommendations where communities are identified in the policy as disadvantaged.
4. Support organisations and partnerships that seek to encourage responsible gaming and respond to problem gaming within our municipality and the region by:
 - i. Developing place based responses to community aspirations through community building initiatives.
 - ii. Support funding applications for initiatives to promote responsible gaming or that respond to problem gaming
 - iii. promote local learning, leisure and recreational opportunities to the community to encourage a healthy balance of activity

- iv. Promote and encourage initiatives that strengthen community connection, reduce isolation and disadvantage
- 5. Establish a mechanism to target Venue allocated 'community benefit' in a manner that meets locally identified community expectations and priorities by:
 - i. Prioritising locally identified community needs and aspirations and work with gaming venues to deliver local community appropriate and targeted benefit in partnership with the community.
 - ii. Determine reporting requirements for annual statements of community benefit from venues
 - iii. Requiring annual audited statements of community benefit distribution from venue operators



SEIFA –Socio-Economic Indexes for Areas