

# 負責任博彩推廣 2020

## RESPONSIBLE GAMBLING PROMOTIONS 2020

一「瘋」家「輸」

LOST CONTROL, LOSE FAMILY!



Lost Control,  
Lose Family!



主辦單位 Entidade organizadora

## 系列活動時間

2020年9月1日至12月31日，期間將舉辦一系列的宣傳活動。

A series of promotional activities will be held from September 1 to December 31, 2020.

## 主辦單位

澳門特別行政區政府社會工作局

Social Welfare Bureau of Macao SAR

澳門特別行政區政府博彩監察協調局

Gaming Inspection and Coordination Bureau of Macao SAR

澳門大學工商管理學院博彩研究所

The Institute for the Study of Commercial Gaming, University of Macau

## 支持單位

澳門特別行政區政府旅遊局

Macao Government Tourism Office

主辦單位 Entidade organizadora



澳門特別行政區政府  
社會工作局  
GOVERNO DA RAEM  
INSTITUTO DE AÇÃO SOCIAL



澳門特別行政區政府  
博彩監察協調局  
GOVERNO DA RAEM  
JORNAL DE REGULAÇÃO  
E COORDENAÇÃO DE JOGOS



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

**Lost Control,  
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協辦單位 (排名不分先後)

澳門博彩股份有限公司  
Sociedade de Jogos de Macau, S.A.  
永利渡假村(澳門)股份有限公司  
Wynn Resorts (Macau), S.A.  
銀河娛樂集團  
Galaxy Entertainment Group  
金沙中國有限公司  
Sands China Ltd.  
新濠博亞娛樂有限公司  
Melco Resorts & Entertainment Ltd.  
美高梅中國控股有限公司  
MGM China Holdings Limited  
澳門賽馬有限公司  
Macau Horse Race Company, Ltd.  
澳門彩票有限公司  
Macao SLOT Co. Ltd.  
榮興彩票有限公司  
Sociedade de Lotarias Wing Hing, Limitada

協辦單位 (排名不分先後)

澳門基督教青年會 - 精明理財推廣計劃  
Young Men's Christian Association (YMCA) of  
Macau Smart Financial Promotion Plan  
澳門博彩業職工之家綜合服務中心  
Macao Gaming Industry Employees Home  
Integrated Services Centre  
澳門義務青年會 - 彩虹人生博彩從業員服務計劃  
Macau Youth Volunteer Association  
Rainbow Life Gaming Employee Service Programme  
聖公會樂天倫賭博輔導暨健康家庭服務中心  
Sheng Kung Hui Gambling Counselling and Family  
Wellness Centre  
24 小時賭博輔導熱線及網上輔導服務  
24 Hours Hotline and Online Gambling Counselling  
Services  
澳門中華新青年協會 - 智醒少年計劃  
Macao New Chinese Youth Association  
Smart Teen Programme

主辦單位 Entidade organizadora



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社區活動計劃

Community Activity Programme

日期 Date:

2020年9月至12月  
September to December 2020

對象 Participants:

本澳註冊之非牟利社團  
Non-profit associations registered in Macao

查詢 Contact : 2832 3902

社工局防治問題賭博處  
Problem Gambling Prevention and Treatment Division,  
Social Welfare Bureau

RG 微信互動遊戲

RG WeChat Interactive Game

日期 Date:

2020年11月  
November 2020

對象 Participants:

年滿18歲本澳永久及非永久居民  
Macao residents (permanent and non-permanent)  
aged 18 or above

查詢 Contact : 2832 3902

社工局防治問題賭博處  
Problem Gambling Prevention and Treatment Division,  
Social Welfare Bureau

負責任博彩推廣2020閉幕式

Responsible Gambling Promotions 2020 Closing Ceremony

日期 Date:

2020年12月09日  
09 December 2020

對象 Participants:

負責任博彩社會持份者及傳媒  
Stakeholders of responsible gambling and the press

查詢 Contact : 8822 4184

澳門大學博彩研究所  
Institute for the Study of Commercial Gaming,  
University of Macau

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主辦單位 Entidade organizadora

負責任博彩推廣 2020 社區活動

Responsible Gambling Promotions 2020 – Community Activities

資助單位: 社會工作局

Funded by : Social Welfare Bureau

主辦單位(排名不分先後)

澳門基督教青年會 - 精明理財推廣計劃

Young Men's Christian Association (YMCA) of Macau – Smart Financial Promotion Plan

澳門博彩業職工之家綜合服務中心

Macao Gaming Industry Employees Home Integrated Services Centre

澳門義務青年會 - 彩虹人生博彩從業員服務計劃

Macau Youth Volunteer Association – Rainbow Life Gaming Employee Service Programme

聖公會樂天倫賭博輔導暨健康家庭服務中心

Sheng Kung Hui Gambling Counselling and Family Wellness Centre

24 小時賭博輔導熱線及網上輔導服務

24 Hours Hotline and Online Gambling Counselling Services

澳門中華新青年協會 - 智醒少年計劃

Macao New Chinese Youth Association – Smart Teen Programme

主辦單位 Entidade organizadora

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澳門基督教青年會 - 精明理財推廣計劃

Young Men's Christian Association (YMCA) of Macau – Smart Financial Promotion Plan

活動名稱 Name of activity :

負責任博彩推廣 2020 - RG 迷因圖設計比賽

Responsible Gambling Promotions 2020 – RG Memes Design Competition

活動內容 Content of activity:

利用近年興起且受年青人歡迎的迷因圖 (Meme 圖) 為媒介，讓市民創作簡易的字句宣傳家庭功能對負責任博彩的正面影響，讓更多市民了解負責任博彩的概念及訊息，認清賭博的本質，遠離賭博的誘惑。

The activity is a competition where participants design simple text slogans in the format of internet memes – a genre that emerged in recent years and is popular among young people – to promote the positive influence of the function of family on responsible gambling, so that more residents can understand the concept and message of responsible gambling, recognize the nature of gambling and resist the temptation to gamble.

活動日期:	2020 年 10 月 5 日 - 11 月 6 日
Date of activity:	5 October to 6 November 2020

對象:	全澳市民
Target :	Macao residents

☆ 備註：設有獎項冠、亞、季，並設有特別獎 20 名

Note : The competition offers a first prize, a second prize, a third prize, as well as 20 special prizes.

查詢及聯絡 Contact information

電話 Tel: 2830 2600

蘇小姐/ 吳先生

Ms. Sou/ Mr. Ng

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主辦單位 Entidade organizadora



澳門博彩業職工之家綜合服務中心

Macao Gaming Industry Employees Home Integrated Services Centre

活動名稱 Name of activity :

負責任博彩推廣 2020 — 博彩業界負責任博彩推廣日

Responsible Gambling Promotions 2020 – Responsible Gambling Promotion Day by the Gaming Industry

活動內容 Content of activity:

教授參與者向旅客宣傳負責任博彩的知識和要訣，安排參與者在本澳各大景區進行以旅客為宣傳對象的負責任博彩推廣活動。

Participants of the activity learn the knowledge and skills to promote to tourists responsible gambling. They are then arranged to carry out responsible gambling awareness activities targeted at tourists at different tourist attractions in Macao.

活動日期:

2020 年 10 月-11 月

Date of activity:

October to November 2020

對象:

博彩從業員

Target :

Gaming employees

查詢及聯絡 Contact information

電話 Tel : 2848 7343

主辦單位 Entidade organizadora



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澳門義務青年會-彩虹人生博彩從業員服務計劃

Macau Youth Volunteer Association – Rainbow Life Gaming Employee Service Programme

活動名稱 Name of activity :

負責任博彩推廣 2020 - 「小理財」大世界活動 2020」

Responsible Gambling Promotions 2020 – ‘Financial Planning from Small, Influencing Big Community 2020’

活動內容 Content of activity:

「小理財」大世界活動 2020」於 8 月為博企員工的子女舉行一系列的話劇技巧培訓課程,並於 8 月 31 日進行首場演出,首場演出將輯錄成短片,於 9 月至 12 月期間在博企員工休息室、社區中心、長者中心播放話劇短片,並透過社交平台媒體讓更多市民大眾可以觀賞到話劇,另外,亦將在金沙中國設有負責任博彩話劇演出場次。

Under ‘Financial Planning from Small, Influencing Big Community 2020’, a series of classes on drama skills were organised for the children of gaming employees in August, who put on their first show on 31 August. The show was recorded and was later made into a short video, which is played in the staff rooms in casinos, community centres and elderly centres from September to December. The video is also posted on social media so that it can reach more people. In addition, a play about responsible gambling will be put on stage in Sands China.

整項活動目的是為了讓社會大眾認識沉迷賭博對家庭帶來的影響,透過劇情的鋪排以及小演員的演出,將正確的理財觀念及負責任博彩的正面訊息帶給社會大眾。

The purpose of the activity is to let the public know about the impact of gambling addiction on families. Through stories performed by actors who are the children of gaming employees, the activity serves to bring a correct concept of financial management and the positivity of responsible gambling to the public.

活動日期:	2020 年 9 月-12 月
Date of activity:	September to December 2020
對象:	博企員工及大眾
Target:	Gaming employees and the general public

查詢及聯絡 Contact information

電話 Tel: 28302575/ 28812955

劉小姐 / 張小姐

Ms. Lau / Ms. Cheong

主辦單位 Entidade organizadora



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聖公會樂天倫賭博輔導暨健康家庭服務中心  
Sheng Kung Hui Gambling Counselling and Family Wellness Centre

活動名稱 Name of activity :

負責任博彩推廣 2020 「愛回家系列活動」- 負責任博彩網上有獎問答遊戲  
Responsible Gambling Promotions 2020 'Come Home Love' Activity Series  
2020 Responsible Gambling Prize-winning Online Quiz

活動內容 Content of activity:

於 Facebook 平台播放 2020 年製作負責任博彩微電影-「夾注」，邀請公眾參與網上問答遊戲比賽，回答問題獲得抽獎機會，獲獎家庭可免費參與親子甜品班，讓家長們認識負責博彩之餘，珍惜家庭共聚時光，帶出和諧家庭比沉迷博彩重要。公眾亦可藉觀看微電影，提升對負責任博彩認知與對自身現況的反思。

The activity series includes an online quiz where participants answer questions about a micro movie shown on Facebook. Named 'Claw Game', the micro movie was made in 2020 and is about responsible gambling. After completing the quiz, participants will be entered into a prize draw, with one of the prizes being a free dessert class for parents and children. The dessert class not only enables parents to learn about responsible gambling, but also serves as a chance for parents to spend time with their children so that they can understand that a harmonious family is more important than indulging in gambling. The micro movie also serves to raise public awareness about responsible gambling and help them reflect on themselves.

活動日期: Date of activity:	2020 年 9 月 4 日-10 月 10 日 4 September to 10 October 2020
對象: Target:	全澳市民 Macao residents

查詢及聯絡 Contact information

電話 Tel: 2855 6818

陸先生 / 王小姐

Mr. Luk / Ms. Wong

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主辦單位 Entidade organizadora



聖公會樂天倫賭博輔導暨健康家庭服務中心  
Sheng Kung Hui Gambling Counselling and Family Wellness Centre

活動詳情 Detail of activity :

活動日期: Date of activity :	2020年9月4日至2020年10月10日 4 September to 10 October 2020
對象: Target :	全澳市民 Macao residents
獎品: Prizes :	1. 藍牙耳機 (共 1 名) Bluetooth headphones (1 winner) 2. 親子甜品班(共 8 名) Parent-child dessert class (8 winners) 3. 超市禮券 100 元(共 10 名) MOP100 supermarket coupon (10 winners)
公佈日期: Winner Announcement date :	2020年10月13日 13 October 2020
領獎日期: Prize claim date :	2020年10月14日至10月31日 14 October to 31 October 2020

參加方法 :

1. 按讚(Like)「聖公會樂天倫賭博輔導暨健康家庭服務中心」Facebook 專頁！
  2. 分享(Share)及讚好(like) Facebook 活動帖文並設為公開
  3. 進入表單回答問題，並 tag 一位朋友
- 完成以上三個步驟即有機會參加抽獎：

How to participate:

1. Like the Facebook page of 'Sheng Kung Hui Gambling Counselling and Family Wellness Centre'.
  2. Like the Facebook post about the activity and share it as a public post.
  3. Do the online quiz via the given form, and tag one friend.
- You will be entered into the prize draw after you complete the three steps mentioned above.

主辦單位 Entidade organizadora



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24 小時賭博輔導熱線及網上輔導服務

24 Hours Hotline and Online Gambling Counselling Services

活動名稱 Name of activity :

負責任博彩推廣 2020 - 家人輔導知多少

Responsible Gambling Promotions 2020 – How Much Do You Know About Counselling for Families?

活動內容 Content of activity:

活動日期: Date of activity:	2020 年 9 月 - 12 月 September to December 2020
對象: Target:	全澳市民/遊客/賭徒親友 Macao residents, tourists and family members of gambling addicts

網絡遊戲 1 Online game 1 :

「假如你是賭徒家人?」

日期 Date:

‘What if you were the family member of a gambling addict?’

2020/09/20 – 2020/10/05

繪製 4 幅漫畫呈現賭徒家人(父母、子女、兄弟、夫婦等角色)的互累情況。請參加者代入並排序哪一類求助的賭徒家人最多? 以及回應這樣排序的含意, 藉此增加大眾市民對賭徒家人面臨處境的認識。

About the game: With four comics showing the co-dependency in a family with a gambling addict, the game aims to enhance public understanding of the circumstances which family members of gambling addicts are in. Alongside the gambling addict, the characters in the comic story are his family members, including his parents, children, brother and wife. By thinking from the perspective of each family member, participants have to put the members in the order of who asks for help the most often, and explain the reason behind the order.

主辦單位 Entidade organizadora



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## 24 小時賭博輔導熱線及網上輔導服務

## 24 Hours Hotline and Online Gambling Counselling Services

### 網絡遊戲 2 Online game 2 :

「家人輔導是什麼？」

‘What is counselling for families?’

日期 Date:

2020/10/15 – 2020/11/05

澄清賭徒家人同樣有求助的需要，以影片觀看和小冊子網上推廣提升賭徒家人對輔導的認知，達致「主動求助」。

About the game: The game aims to clarify that the family members of gambling addicts also have the need for assistance. Through a video and a leaflet provided online, the game aims to increase these family members’ awareness about counselling for families, so that they can ‘seek help actively’.

### 網絡遊戲 3 Online game 3 :

「RG 關我事？」

‘What does RG have to do with me?’

日期 Date:

2020/11/15 – 2020/12/05

負責任博彩持份者角色及功能配對，藉此加強大眾市民對負責任博彩的認知。

About the game: Participants have to match the roles of responsible gambling stakeholders with their functions, so as to heighten public awareness about responsible gambling.

## 查詢及聯絡 Contact information

電話 Tel: 28503123

電郵 Email: ckuong@skhwc.org.mo

龐先生 / 林小姐

Mr. Kwong/ Ms. Lam

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主辦單位 Entidade organizadora





## 澳門中華新青年協會-智醒少年計劃

## Macao New Chinese Youth Association – Smart Teen Programme

### 活動名稱 Name of activity :

負責任博彩推廣 2020-智醒不賭網上填字遊戲 part 2

Responsible Gambling Promotions 2020 – ‘Say No To Gambling’ Online Word Game Part 2

### 活動內容 Content of activity:

參加者登入指定微信小程序進行填字遊戲，回答遊戲中有關澳門博彩業及預防賭博的問題，答對問題後便能參加抽獎並獲得獎品。

Participants have to login to the designated Mini Programme on WeChat to play the word game which is about the gaming industry in Macao and gambling prevention. Participants who answer the questions correctly will be entered into a prize draw.

活動日期:	2020年10月15日-11月30日
Date of activity:	15 October to 30 November 2020

對象:	全澳市民
Target :	Macao residents

### 查詢及聯絡 Contact information

電話 Tel: 2835 8963

Facebook ID:

新青協-智醒少年

thesmartteenager

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主辦單位 Entidade organizadora



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# 2020 銀娛 負責任博彩推廣計劃 GEG RESPONSIBLE GAMING PROMOTIONAL ACTIVITY 2020



**銀**河娛樂集團（銀娛）負責任博彩的核心工作涵蓋三個層面，包括加強對客人的保護，讓指定人士遠離賭博、持續提升持份者的相關認知與教育，以及為團隊成員與其家人提供專業的支援。我們深明負責任博彩推廣任重道遠，致力為參與博彩人士提供安全和舒適的環境，並將博彩可能為他們及其朋友和家人，或社區引致危害降至最低。

我們持續以多元方式，積極為團隊成員舉辦不同類型的負責任博彩推廣活動，並於特別節日及大型運動賽事期間發佈負責任博彩小貼士，時刻強調「理性博彩·明智娛樂」的重要性。此外，銀娛亦響應澳門特別行政區政府的年度負責任博彩推廣主題，積極與各持份者緊密合作，為履行負責任博彩的承諾努力不懈。

2020年，銀娛的負責任博彩推廣計劃注入更多生活化元素，除了持續教育團隊成員及其家人外，亦協助社區的年輕人及家庭建立正向生活態度，加強社區宣傳推廣，防範賭博成癮。在本澳疫情暫緩之際，銀娛最近已有序開展負責任博彩的推廣工作，包括舉辦兩場促進家庭關係工作坊、為負責任博彩委員會委員進行年度專業培訓，以及為前線娛樂場團隊成員提供工作坊。銀娛亦率先向鮑思高青年服務網絡新成立的「自由TEEN地」服務捐贈起動經費，協助青少年防治賭博成癮的社區工作。

**A**t Galaxy Entertainment Group (GEG), our responsible gaming efforts revolve around enhancing customer protection, promoting stakeholders' awareness and education, as well as providing team members and their family members with access to a professional network of support, counselling and treatment. We are committed to providing a comfortable and safe environment for our customers while striving for minimizing all gambling-related damages to them, their friends and families, and the community.



We continue to organize diversified types of responsible gaming promotional activities for team members, with a great emphasis during special seasons, such as Chinese New Year and major sports events, to prevent festive gambling addiction triggers. We also champion long-term partnerships and collaborative efforts with different stakeholders as we implement our responsible gaming programs in alignment with the annual promotion theme of the Macau SAR Government.

In 2020, GEG focuses on enhancing lifestyle elements in the responsible gaming programs. Beyond team member education, we also strengthen efforts to support families and young people in the community on creating a healthy life attitude to resist impulses to gamble. As Covid-19 situation improves in Macau, GEG has gradually accelerated responsible gaming promotion by launching two relationship enhancement family workshops, one professional training for responsible gaming committee members, as well as a series of workshops for casino frontline team members. GEG has also made a donation to the Bosco Youth Service Network ("BYS") in support of its launch of a new service "FREEland" for the community works to support teens in gambling addiction preventions and treatments.

理性博彩 明智娛樂 | PLAY RESPONSIBLY



銀娛 GEG

# 2020年為團隊成員及社區舉辦的推廣活動

## Promotional activities for team members and community in 2020

活動 Activities	日期 / 時間 Date / Time	地點 Venue
負責任博彩農曆新年推廣 Responsible Gaming Chinese New Year Promotion	一月 January	員工後勤區 Heart-of-house
負責任博彩委員會培訓2020 Responsible Gaming Committee Training 2020	五月 May	員工後勤區 Heart-of-house
「減壓『家』油站」工作坊 “Building Positive Family Relationships” Workshop	六月 June	員工後勤區 Heart-of-house
負責任博彩工作坊 Responsible Gaming Program Workshop	六月至八月 June to August	員工後勤區 Heart-of-house
「親子理財好輕鬆」工作坊 “Family Fun: Money Management” Workshop	七月 July	聖公會樂天倫賭博輔導暨健康家庭服務中心 Sheng Kung Hui Gambling Counseling and Family Wellness Centre
鮑思高青年服務網絡「自由TEEN地」捐贈儀式 Bosco Youth Network Service “FREEland” Donation	七月 July	瑪利亞中心 Maria Centre
「童」行親子歷奇體驗日2020 Parent-child Day out in Adventures 2020	九月 September	健康生活教育園地 Healthy Life Education Centre
「負責任博彩推廣樂滿FUN 2020」路演推廣 “Responsible Gaming Promotion 2020” Roadshow	九月 September	員工後勤區 Heart-of-house
2020年第八屆銀娛負責任博彩週 8 <sup>th</sup> GEG Responsible Gaming Awareness Week 2020	十月 October	員工後勤區及網上平台 Heart-of-house & Online platform
聖公會負責任博彩路演推廣 Sheng Kung Hui Responsible Gaming Roadshow	十一月 November	員工後勤區 Heart-of-house
負責任博彩季度知識推廣計劃 Responsible Gaming Quarterly Promotion Campaign	一月至十二月 January to December	員工後勤區 Heart-of-house



理性博彩 明智娛樂 | PLAY RESPONSIBLY

# 金沙中國負責任博彩推廣計劃2020

SANDS CHINA LTD. RESPONSIBLE GAMING  
PROMOTIONS PLAN 2020



作為植根澳門的企業，金沙中國一直關注本澳社區，並透過營造負責任博彩的環境及文化，積極推動負責任博彩培訓及推廣工作，致力履行企業社會責任。

金沙中國多年來全力支持澳門特區政府的負責任博彩舉措，今年更響應負責任博彩推廣2020：一「瘋」家「輸」的主題，舉辦量身定制的負責任博彩活動，向團隊成員及其家人分享負責任博彩的相關資訊，藉此協助團隊成員建立及維持健康的家庭環境。同時，公司亦透過與本澳社服團體緊密合作，擴大賭博失調防治的效能。

As a company rooted in Macao, Sands China Ltd. (SCL) cares deeply about the local community, and places responsible gaming at the core of its corporate social responsibility efforts by promoting an environment of responsible gaming in Macao.

A strong supporter of the Macao SAR government's responsible gaming initiatives, and in line with this year's theme of "Lost Control, Lose Family", SCL is focused on helping team members build and maintain healthy family environments by sharing responsible gaming knowledge with team members and their families through our tailor-made responsible gaming activities. And through close cooperation with local NGOs, SCL is able to enhance the effectiveness of initiatives that seek to prevent and treat gambling disorder.

## 2020年負責任博彩活動概覽

### RESPONSIBLE GAMING ACTIVITIES 2020



62名團隊成員一月完成自我隔離及第三者隔離培訓計劃。

A group of 62 SCL team members completed a self-exclusion and third party-exclusion training in January.

5月12日至6月12日，與澳門博彩業職工之家綜合服務中心、澳門義務青年會、澳門基督教青年會合辦負責任博彩培訓課程，共440名莊荷及監場經理參加。

From 12<sup>th</sup> May to 12<sup>th</sup> June, Macao Gaming Industry Employees Home Integrated Services Centre, Youth Volunteers Association of Macao and Macau Young Men's Christian Association jointly supported SCL to conduct responsible gaming training for 440 dealers and pit managers.





金沙中國8月支持由澳門義務青年會舉辦、澳門特別行政區政府社會工作局贊助的「小理財·大世界」負責任博彩話劇活動。

SCL supports an August responsible gaming drama series – “Financial Planning from Small, Influencing Big Community” which organised by Youth Volunteers Association of Macao and sponsored by MSAR Government Social Welfare Bureau.

多家澳門社會服務機構於8月舉行負責任博彩路演。

Responsible gaming NGOs' Roadshows in August.



## 2020年其他負責任博彩活動

### OTHER RESPONSIBLE GAMING ACTIVITIES IN 2020

日期 Dates	活動 Activities
六月 June	員工支援計劃工作坊 – 壓力管理 Employee Assistance Program Workshop – Stress Management
七月-九月 July - September	工作生活360興趣及學習工作坊 Work Life 360 Interest and Learn Workshop
九月 September	負責任博彩話劇 Responsible Gaming Drama
	負責任博彩大使培訓重溫課程 Responsible Gaming Ambassador Refresher Training
	聖公會澳門社會服務處負責任博彩路演 RG Roadshow by Sheng Kung Hui Macau Social Services Coordination Office
十月 October	澳門基督教青年會負責任博彩路演 RG Roadshow by Young Men's Christian Association of Macau
	小小迷宮建築師親子手作坊 Little Maze Architect's Parent-Child Handicraft Workshop
十一月 November	賭博失調及輔導員經驗分享 Gambling Disorder & Counsellor Experience Sharing
	負責任博彩大使向本地大學學生推廣負責任博彩 RG Ambassadors Support RG Promotions at Local University
	捐款予社會服務機構支持推廣負責任博彩 Donation to NGOs to Support Their Responsible Gaming Initiatives



# 負責任博彩「今天開創明天」

## RESPONSIBLE GAMING CREATE A BETTER TOMORROW TODAY



「今天開創明天」是美高梅的核心信念，我們以實際行動推廣負責任博彩至公司各個範疇，並配合澳門特區政府的負責任博彩政策，以嶄新的模式，將負責任博彩的宣傳和教育等元素融入推廣計劃之中，向團隊成員以及本澳居民及旅客宣傳負責任博彩的認知和正確態度。

2020年是博彩業充滿挑戰的一年，在抗疫期間，我們鼓勵員工積極裝備自己，同時多點關心身邊的家人和朋友。正如本年度負責任博彩推廣系列的活動主題：「一『瘋』家『輸』」，強調了負責任博彩與家庭幸福的重要連繫。透過舉辦一系列的負責任博彩推廣活動及培訓，我們確保僱員具備足夠知識應對生活及工作中的不同狀況。推廣活動涵蓋不同形式及題材，包括路演、培訓課程、專題研討、親子活動等，提升團隊成員對負責任博彩的認知及對賭博失調的防治意識。此外在新推出的培訓課程「Let's Roll RG」，我們以互動方式讓團隊成員加深了解成癮行為模式、應對負責任博彩的守則及認識健康理財，讓我們向社會各界產生正面作用，共同推動負責任博彩的開展工作。



MGM holds true to our ethos "Create A Better Tomorrow Today," which drives us to place utmost priority on responsible gaming and to infuse RG into different aspects of our operation. In line with the RG policies of the Macau SAR Government, we have adopted a comprehensive approach to raise awareness on the subject among Macau citizens and tourists.

In a year laden with challenges to the gaming industry, we encourage our team members to take this as an opportunity to invest in their capabilities, as well as to spend time and take care of family members and friends. This year, the theme of RG promotion is "Lost Control, Lose Family", which emphasizes that responsible gaming can make an impact on family well-being. Covering a spectrum of topics, our RG promotions range from roadshows, training programs, workshops & seminars, prized quizzes to family outings. Our new training program, "Let's Roll RG", is an interactive course for team members to learn more about the causes of addiction, RG conducts and financial planning. With our consistent efforts in promoting RG in various facets, MGM is confident that we will be a positive force within our community in driving RG initiatives.



## 2020年度負責任博彩推廣系列活動主題 — 「瘋」家「輸」 RESPONSIBLE GAMBLING PROMOTIONS THEME 2020 – “LOST CONTROL, LOSE FAMILY”

透過開展不同形式的推廣活動，讓大眾能從課堂培訓外，以更輕鬆及互動的方式加深對負責任博彩的認識。

In addition to conventional trainings programs, our team has also planned a series of interactive activities aimed to better engage participants in learning more about RG.

- 年度推廣路演  
RG Promotion Roadshow
- 負責任博彩工作坊  
RG Workshop
- 社交平台推廣  
Promotion on Social Platform
- 負責任博彩加油站 – 有獎問答遊戲  
RG – themed Prize Quiz
- 運動競技活動  
Sports Competition
- 課堂及實務培訓  
RG Lecture and Practical Training
- 負責任博彩及賭博失調防治機構考察和探訪  
RG and Problem Gambling Organization Visit and Exchange

### 活動進行日期 PROPOSED IMPLEMENTATION SCHEDULE

活動 ACTIVITIES	日期 DATE	形式 FORMAT
負責任博彩推廣 – 負責任博彩行為守則 Responsible Gaming Promotion – Responsible Gambling Behavior	四月 April — 十二月 December	僱員輔導 On-site Counseling
和諧家庭靠經營 “Let’s Strive for a Happy Family”	六月 June	路演推廣 Promotion Roadshow
負責任博彩傳訊推廣 Responsible Gaming Promotion on Social Platform	九月 September — 十二月 December	平台推廣 Promotion on Social Platform
美高梅負責任博彩推廣日 – 「瘋」家「輸」 MGM Responsible Gaming Promotion 2020 – Lost Control, Lose Family	十月 October	路演推廣 Promotion Roadshow
美高梅負責任博彩工作坊 – 健康家庭及理財有道 MGM Responsible Gaming Workshop – Healthy Family & Wealth	十月 October	專題研討 Workshop & Seminar
負責任博彩及賭博失調防治機構考察和探訪 Visit to Counseling Agency in Macau	十一月 November	賭博失調防治機構 Problem Gambling Prevention and Treatment Agencies
負責任博彩有獎問答遊戲 Responsible Gaming Prize Quiz	十一月 November	有獎問答遊戲 Prize Quiz

## 2020 永利負責任博彩宣傳活動計劃 Wynn's Responsible Gaming Promotional Activities 2020

永利致力履行社會責任，積極支持政府的負責任博彩政策，並推出一系列對內對外的宣傳活動。為此，永利與博彩監察協調局、社會工作局、澳門大學博彩研究所及本地非牟利機構緊密合作。

Wynn is deeply committed to fulfilling its social responsibilities, and proactively supports the Macau Government's policies by launching various internal and external promotional programs on responsible gaming. We work closely with the Gaming Inspection and Coordination Bureau, Social Welfare Bureau, Institute for the Study of Commercial Gaming at the University of Macau and local non-profit organizations.

### 部分I 內部負責任博彩宣傳 Internal Responsible Gaming Promotions

#### 培訓課程 Training Courses

- 提供一年兩次的線上課程以鞏固前線團隊成員的負責任博彩知識，並逐漸覆蓋普及至非博彩部門的團隊成員。今年更於每年更新的課程內容裡加入《規範進入娛樂場和在場內工作及博彩的條件》的相關資訊

An e-learning course runs twice a year for frontline gaming team members as a refreshment program and is gradually being extended to non-gaming departments. Elements of "Condicionamento da entrada, do trabalho e do jogo nos casinos" have been added to the annually-updated content this year

- 在員工迎新活動中加插負責任博彩元素，並因應指引將其擴充至一小時的課程，向所有新入職的團隊成員介紹相關資訊及注意事項

The topic of responsible gaming has been an indispensable element of orientation. In accordance with instructions, it has been extended to be one hour long, during which basic knowledge and precaution measures are introduced to all new Team Members

#### 後勤區宣傳活動 Back of House Roadshows

- 在2020年，我們計劃在後勤區組織超過20個不同主題的負責任博彩路演及小測驗活動

In 2020, a total of over 20 roadshows and quizzes are scheduled to be hosted at the Back of House area

#### 工作坊 Workshop

- 每年會透過舉辦研討會或工作坊加深團隊成員認識負責任博彩的重要性。今年將於9月28日與聖公會合作舉辦負責任博彩大使工作坊，邀請葉鑑波先生及鄭穎欣女士，分享賭博成癮及相關輔導資訊，加強團隊成員對「家人」的角色所能提供的協助的認知，得到各部門的積極支持及報名

Seminar or workshop is hosted annually to underline the importance of deepening knowledge and learning related to responsible gaming. In collaboration with Sheng Kung Hui Macau, Wynn is pleased to invite Mr. Posso Ip and Ms. Omega Cheang as guest speakers at a Responsible Gambling Ambassador Workshop taking place on 28 September. Their sharing will cover gambling addiction and related counselling services that are available. They will also elaborate more on the role of family in these cases. The workshop has already received a positive response in terms of internal enrolment



後勤區宣傳活動  
Back of House roadshow

## 部分II 對外負責任博彩宣傳 External Responsible Gaming Promotions

### 負責任博彩宣傳微電影—《陪伴》

#### Responsible Gaming Promotional Micro Movie – “Stay Control... or Lose”

繼去年由永利關愛成功舉辦《負責任博彩劇本創作比賽、頒獎典禮及作品匯演》，活動反應良好並得到本澳學生及青年人支持和積極參與。承接該活動的初衷，為提升社會大眾對負責任博彩的關注和認知、向本地表演愛好者提供發揮才藝的舞台，同時，配合政府本年度推出的負責任博彩宣傳主題——「瘋」家「輸」，永利關愛計劃從劇本創作比賽的得獎作品中，選出學生組的冠軍劇本《陪伴》並將其製作成微電影。擬於11月透過社交平台進行播放宣傳。是次主題是以家庭為核心的負責任博彩推廣，鞏固家庭的教育及防護功能，旨在擴大防治效能。

除了透過微電影加強宣傳力度，向澳門市民及旅客傳遞負責任博彩及關注個人身心健康的重要性，永利同時致力推動澳門文化藝術事業發展。是次項目邀請本地藝術團體參與拍攝，讓得獎學生隊伍也參與製作，藉此推動青年多方面發展，培養本地人材。

Organized by Wynn Care, the “Responsible Gaming Script Contest, Award Ceremony & Drama Show” was a successful event that received positive feedback and support from local students and youth in the last year. To extend our initial intentions of enhancing public understanding of responsible gaming, providing a stage for local performance enthusiasts to unleash their talent, and support the government’s promotion theme of “Lost Control, Lose Family!” this year, Wynn Care is going to produce a micro movie based on a script that was awarded as the champion (student group) in the script contest held last year. It is planned to roll out to the public via various social platforms. The theme will be family orientated in order to reinforce the promotion of responsible gaming and related education for households.

Aside from the positive impact brought by the micro movie in highlighting the importance of responsible gaming and mental health to citizens and tourists, Wynn also strives to support development of the art and culture industry. In this project, we will invite local art association and the awarded student team to take part in the production of the movie. This reflects our ongoing commitment to paying attention to whole-person growth among the youth and cultivating local talents.



《陪伴》作品匯演

Drama performance of “Stay Control... or Lose”



《陪伴》作品匯演

Drama performance of “Stay Control... or Lose”



## 澳博負責任博彩活動時間表 RG Activities Schedule

活動 Activities	日期 Date	地點 Venue
澳博新入職負責任博彩培訓 SJM New Staff Responsible Gaming Training	一月至十二月 January to December	新葡京 Grand Lisboa
負責任博彩宣傳短片 (員工、本地居民及遊客) Responsible Gaming Promoting Video ( for SJM Staff, Macau Residents and Tourists )	一月至十二月 January to December	澳博員工休息室 SJM Staff Area 澳博穿梭巴士 SJM Shuttle Buses
澳博負責任博彩專員培訓 SJM Responsible Gaming Ambassador Training	三月、四月 March, April	新葡京 Grand Lisboa
澳博負責任博彩「禁足令」專題講座 SJM Responsible Gaming Workshop - Off Duty Casino Entry	三月、四月 March, April	新葡京 Grand Lisboa
澳博負責任博彩問卷調查2020 SJM Responsible Gaming Survey 2020	三月至十二月 March to December	新葡京 Grand Lisboa
澳博負責任博彩「禁足令」網上有獎問答遊戲 SJM Responsible Gaming Online Prize Quiz - Off Duty Casino Entry	六月至九月 June to September	澳博員工休息室 SJM Staff Area
負責任博彩攤位遊戲及駐場活動 (員工) Responsible Gaming Funfair and Onsite Counseling Services ( for SJM Staff )	六月至十二月 June to December	澳博員工休息室 SJM Staff Area
負責任博彩-可持續發展規劃基礎證書課程 Responsible Gaming – Proficiency Certificate in Sustainable Development Planning	八月 August	海立方 Oceanus
—「瘋」家「輸」迷宮樂 (員工及其家屬) Family Maze Game- Lost Control, Lose Family ! ( for SJM Staff & their Families )	八月至十二月 August to December	澳博 SJM
澳博前線員工負責任博彩再培訓 SJM Responsible Gaming Frontline Staff Re-training	八月至十二月 August to December	澳博員工休息室 SJM Staff Area
「澳博在手」手機應用程式負責任博彩推廣 SJM Mobile Apps Responsible Gaming Promotion	八月至十二月 August to December	澳博 SJM
「負責任博彩之星」微信互動遊戲 "Responsible Gaming Star" WeChat Game	九月、十月 September, October	澳博員工休息室 SJM Staff Area
澳博負責任博彩比賽 (員工及其家屬) SJM Responsible Gaming Competition (for SJM Staff & their Families )	九月至十一月 September to November	澳博員工休息室 SJM Staff Area
澳博負責任博彩攤位遊戲推廣活動 (居民及遊客) SJM Responsible Gaming Funfair ( for Macau Residents and Tourists )	九月至十二月 September to December	澳門博彩業歷史資料館 SJM Macau Gaming History Gallery
澳博負責任博彩攤位遊戲暨RG比賽頒獎典禮2020 SJM RG Funfair and RG Competition Awards Ceremony 2020	十一月 November	新葡京 Grand Lisboa





# 負責任博彩 · 智者能自控

## RESPONSIBLE GAMING · STAY IN CONTROL



新濠承諾於營運所在的各司法管轄區發展並維持負責任博彩文化，定期舉辦超出法定要求及領先技術的負責任博彩活動計劃

Melco is committed to develop and maintain a culture of Responsible Gaming in every jurisdiction we operate in, our approach includes initiatives that go above and beyond mandated regulatory requirements and industry-leading technology.



每位員工均接受負責任博彩培訓，學習如何界定及控制問題賭博，以及提高賓客及大眾對負責任博彩的認知。

Every colleague at Melco is trained to identify and manage problem gaming, and to help raise awareness among guests and the wider community.

自2007年以來，約**90,000**人次員工曾參與公司舉辦的負責任博彩活動，而公司在全球所有物業中有**超過400名**負責任博彩大使。

Approximately 90,000 colleague participants have taken part in Responsible Gaming activities since 2007, and the Company has over 400 Responsible Gaming ambassadors across its worldwide properties.

“

「我們主席兼行政總裁何猷龍先生一直堅守對負責任博彩的承諾，造就負責任博彩的文化植根整個新濠。自首日起，我們就是唯一一家在全球為全體員工提供負責任博彩培訓的企業，包括博彩和非博彩、管理和非管理部門的員工。」

— 執行副總裁兼首席事務長 高橋明子

“A culture of responsible gaming pervades throughout Melco due to the commitment from Mr. Lawrence Ho, our Chairman and CEO. Since day one, we are the only company to require on a global basis responsible gaming training for all colleagues across the board, gaming and non-gaming, management and non-management.”

— Akiko Takahashi, Executive Vice President & Chief of Staff to Chairman & CEO

”

活動計劃 INITIATIVE	活動類型 TYPE OF ACTIVITY	日期 DATE/ PERIOD	參與對象 TARGET PARTICIPANT
▶ 負責任博彩每月焦點 RESPONSIBLE GAMING MONTHLY FOCUS	內部推廣 Internal Promotion	每月 Every month	全體員工 All employees
▶ 負責任博彩推廣遊戲攤位2020 RESPONSIBLE GAMING PROMOTION GAME BOOTH 2020	遊戲攤位 Game Booth	7至8月 July, August	全體員工 All employees
▶ 負責任博彩進階網上培訓 RESPONSIBLE GAMING ADVANCED TRAINING ONLINE	網上培訓 Online Training	自1月起 Started from January	全體員工 All employees
▶ 負責任博彩你我有責網上測試 RESPONSIBLE GAMING EVERYONE'S JOB ONLINE QUIZ	網上測驗 Online Quiz	自7月起 Started from July	全體員工 All employees
▶ 負責任博彩大使培訓課程 RESPONSIBLE GAMING AMBASSADOR TRAINING	培訓 Training	每季一期 One batch per quarter	獲選之前線管理層員工 Selected Frontline Managers
▶ 負責任博彩推廣月 主題:「一瘋家輸」 RESPONSIBLE GAMING PROMOTION MONTH THEME: "LOST CONTROL, LOSE FAMILY"	路演、遊戲攤位 Roadshow, Game Booth	11月 November	全體員工 All employees