



## Appendix B

### Applications from Gaming Venues

### Assessment Documentation

**DRAFT ONLY**  
**Final July 2010**

## **Darebin City Council**

### **Assessment of Applications from Gaming Venues**

It is preferable that applicants address the planning issues of the proposal, and obtain a planning permit from Darebin City Council, (under the provisions of the Planning and Environment Act 1987) prior to the submission of a gaming application to the Victorian Commission for Gambling Regulation.

Any application to Darebin City Council for a permit to establish a new electronic gaming machine (EGM) venue or to increase EGM numbers in existing venues, requires the following documentation.

Copies can be downloaded at:

[http://www.darebin.vic.gov.au/page/page.asp?Page\\_id=7542](http://www.darebin.vic.gov.au/page/page.asp?Page_id=7542)

#### **Document 1: Location**

A statement indicating the location of the existing and/or proposed EGM gambling venue and whether it will be:

- within a shopping strip;
- close to shops;
- in a location central to where people go about their normal daily activities;
- in a location of major community congregation;
- close to transport centres or community centres;
- in or close to an area with a low SEIFA score; or
- in a location that may compromise the amenity of the area.

#### **Document 2: Impact Assessment**

All applicants need to demonstrate through a rigorous and methodologically sound assessment what impact the additional EGM machines will have on health, social and economic wellbeing of the local community.

Assessment needs to demonstrate that there is a net social and economic benefit to the community as a direct result of the addition of more EGM machines. Document 2 provides a comprehensive list of what factors should be included in the impact assessment.

#### **Document 3: Harm Prevention**

Council believes that EGM venues and the EGM industry more widely are responsible for ensuring the safety and integrity of their products and in preventing and minimising the potentially negative outcomes for persons using their products and patronising their venues.

Accordingly, Council requires applicants to indicate which product safety, venue host responsibility and harm minimisation strategies will be put in place and to submit a comprehensive Code of Conduct for their venue.

All applicants need to provide a statement indicating the measures that will be adopted at the venue to prevent the possibility of harmful consequences. And, provision of a statement detailing the advantages, grants and benefits the venue will provide directly to the local community and how decisions affecting their allocation will be managed.

Almost all State government efforts and funding allocations are focussed on reducing the harms of EGM gambling by focusing on problem gamblers. Although this is an area of great importance, little or no attention and funding has focused on the equally important area of preventing problematic behaviours developing. Darebin City Council requires EGM gambling

venues in the Darebin municipality to focus on eliminating the environmental cues and prompts that may induce problematic behaviour.

Council will look more favourably on applications that incorporate an agreement to apply measures that are designed to enhance product safety and steps to minimise the potential of harm (however defined) to patrons. A range of measures are listed in Document 3. Applicants are encouraged to indicate further harm minimisation, venue host responsibility and product safety measures they intend to put in place, additional to those listed.

#### **Document 4: Community Benefit**

As well as taking active steps to prevent harm occurring from the applicant's product (pokie machines), applicants need to demonstrate that there will be significant and measurable advantages to the broader local community as a result of their venue and additional machines.

There is a need for the community to be more involved in decisions about where the 'community benefit' funds go so that the process is transparent, appropriately recognised and fairly distributed where it is most needed to assist the community. This may be achieved through:

- contributing directly and substantially back into the wider local for community benefit, including making an annual contribution to the Darebin Community Grants Program based on agreed percentage
- providing a publicly available annual audited statement of local community benefit distribution
- supporting community benefit principles in relation to application of a differential rating system applied to venues (currently under review)

#### **Document 5: Voluntary Action-Based Code of Conduct**

The requirement for submission of an 'Action-Based Code of Conduct' with the application for a permit enables Council to assess the extent to which the applicant is prepared to implement harm prevention and harm minimisation practices into the management of their EGM venue. This is an addition to the VCGR's 'approved' Code of Conduct.

An Action-Based Code of Conduct will help consolidate good intentions and broad, generic Codes into concrete policy and visible actions. The Action-Based Code of Conduct will list the specific actions undertaken, or to be undertaken at the venue or proposed venue. Vague statements of good intention are to be kept to a minimum. A suggested Code of Conduct is provided to assist applicants.

#### **Document 6: Cover Sheet and Checklist**

A checklist coversheet to ensure all required documentation is included in the permit application.

## Documents Required

The following documents are to be filled out and submitted as part of the application process.

### **DOCUMENT 1: LOCATION**

What is the physical address of the EGM venue or proposed venue?

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Is the location in a prohibited or discouraged area? Please refer to the maps contained in the Gaming Policy Framework and indicate yes or no in the following table.

<b>Prohibited Area</b>	<b>Yes</b>	<b>No</b>
<b>A permit <u>will not</u> be granted for new gaming venues or additional pokie machines if they are proposed to be located:</b>		
▪ within a shopping strip:	<input type="checkbox"/>	<input type="checkbox"/>

<b>Discouraged Areas</b>	<b>Yes</b>	<b>No</b>
<b>Council will look unfavourably on applications for permits for new gaming venues or additional pokie machines if they are proposed to be located:</b>		
1. in a 'discouraged area';	<input type="checkbox"/>	<input type="checkbox"/>
2. close to shops and/or in locations central to where people go about their normal daily activities' such as shopping and accessing services;	<input type="checkbox"/>	<input type="checkbox"/>
3. in locations of major community congregation such as transport centres and community centres;	<input type="checkbox"/>	<input type="checkbox"/>
4. near to/or in a location with a comparatively low SEIFA Advantage/Disadvantage score;	<input type="checkbox"/>	<input type="checkbox"/>
5. in a location that is not a major urban centre;	<input type="checkbox"/>	<input type="checkbox"/>
6. in a location that has few comparable non-gaming venues which have similar services and opening hours; or	<input type="checkbox"/>	<input type="checkbox"/>
7. where there are likely to be negative impacts on the amenity of the area .	<input type="checkbox"/>	<input type="checkbox"/>

<b>More Desirable Areas</b>	<b>Yes</b>	<b>No</b>
1. a location a relatively high SEIFA 'Advantage/Disadvantage' score;	<input type="checkbox"/>	<input type="checkbox"/>
2. a location that is a 'major urban centre';	<input type="checkbox"/>	<input type="checkbox"/>
3. a location where there will be few or no negative impacts on the amenity of the area;	<input type="checkbox"/>	<input type="checkbox"/>
4. in a location that is not;		
a. central to where people go about their normal daily activities;	<input type="checkbox"/>	<input type="checkbox"/>
b. where there is major community congregation; or	<input type="checkbox"/>	<input type="checkbox"/>
c. prohibited or discouraged.	<input type="checkbox"/>	<input type="checkbox"/>

## **DOCUMENT 2: IMPACT ASSESSMENT**

Council considers there to be an onus on applicants to demonstrate that their proposal will not have negative health, social or economic outcomes for the community. Proposals are to be explicit about how and to what extent, the broader town community will benefit from having a pokie venue (or additional machines) in its midst. To this end Council requires applicants to provide a rigorous and methodologically sound Impact Assessment of the proposal. Health, social and economic factors and the extent to which they have been adequately covered, will be assessed by Council. The impact assessment's focus must be on the local community who reside in and/or work, within a radius of approximately five kilometres of the venue, or proposed venue (the patron catchment area). The impact assessment required by Council is in addition to any requirement of the Victorian Commission for Gambling Regulation.

<b>Factors to be covered in the Impact Assessment</b>	
Location features	<input type="checkbox"/> Description of the gaming venue and its location including whether it is in a discouraged area, its proximity to major areas of community congregation and proximity to areas of normal daily activity such as transport, shops, schools, early childhood centres, health services, welfare services.
Patron profile	<input type="checkbox"/> Social and demographic profiles of current and/or anticipated patrons of the gambling venue including how the profile and conclusions about patrons were reached. Rationale for the patron catchment based on established patterns of movement. <input type="checkbox"/> Supporting evidence (such as analysis of attendance records) of current patronage and anticipated patronage.
Social profile	<input type="checkbox"/> Detailed profile of the population in the catchment area (5km radius of the venue), including SEIFA scores, projected growth, housing affordability and housing stress, income levels, unemployment rates, educational retention and attainment levels, social security recipients and levels of demand for financial aid / social support services. Appropriate comparative measures to be provided to assess the relative vulnerabilities and strengths of the local community.
Vulnerability and supports	<input type="checkbox"/> Description of current available social support services including specific problem gambling services, financial counselling and location in relation to the venue and the patron catchment area. <input type="checkbox"/> Description of currently available passive and active leisure and entertainment services and opportunities in the catchment area. <input type="checkbox"/> Description of clubs and hotels without pokie gambling in the patron catchment area and which are open for similar hours. <input type="checkbox"/> Level of current demand for gambling help services, financial counselling, material and financial aid. Provision of de-identified incident/self exclusion data.
Community and stakeholders	<input type="checkbox"/> A representative survey of the community living within five kilometres radius of the venue.
Revenues, Losses and Winnings	<input type="checkbox"/> An economic assessment including expected commercial costs to current retailers located within the venue catchment area. This would be based around the estimated losses to players and its affect in expenditure elsewhere in the area.

	<ul style="list-style-type: none"> <li><input type="checkbox"/> Provide estimated annual gross and net machine revenue and a detailed explanation of where the revenue is to be distributed including taxation payments.</li> <li><input type="checkbox"/> Provide an estimation of the payouts (winnings) per year paid to patrons by the machines.</li> <li><input type="checkbox"/> Provide an estimation of the losses to players per year and details of how this was calculated.</li> </ul>
Direct financial and other benefit to the broader community	<ul style="list-style-type: none"> <li><input type="checkbox"/> Provide details about previous direct financial contributions made to the local community and the criteria used to determine where the contributions are made.</li> <li><input type="checkbox"/> Provide details of the anticipated financial contributions to be made to the local community.</li> <li><input type="checkbox"/> List any additional effective full time (EFT) employment directly associated with the proposed gaming activity, excluding bar or waiting staff.</li> <li><input type="checkbox"/> List any additional EFT employment that is indirectly associated with the proposed gaming activity e.g. catering staff.</li> <li><input type="checkbox"/> Any other direct benefit to the wider community?</li> </ul>
Harm prevention and product safety measures	<ul style="list-style-type: none"> <li><input type="checkbox"/> Outline the measures that are or will be applied to strengthen consumer safety</li> </ul>

## **DOCUMENT 2a: IMPACT ASSESSMENT COVERSHEET**

Please complete this 'Document 2a: Impact Assessment Coversheet' and attach to the front of the impact assessment.

<b>CONTENT OF THE IMPACT ASSESSMENT</b>	<b>CONDUCTED</b>	
Description of the proposal	<input type="checkbox"/>	<input type="checkbox"/>
Description of the location of the site	<input type="checkbox"/>	<input type="checkbox"/>
List of documents and data reviewed, and the findings	<input type="checkbox"/>	<input type="checkbox"/>
Description of the process that was followed	<input type="checkbox"/>	<input type="checkbox"/>
List of stakeholders and others that were involved in the impact assessment.	<input type="checkbox"/>	<input type="checkbox"/>
Description of the methodology and findings of the representative survey of the 'catchment' community.	<input type="checkbox"/>	<input type="checkbox"/>
Details of any other community and stakeholder consultations and findings.	<input type="checkbox"/>	<input type="checkbox"/>
Description of the identified impacts and which sectors of the community will be affected.	<input type="checkbox"/>	<input type="checkbox"/>
All the factors listed in the table: 'Factors to be Covered in the Impact Assessment' have been included.	<input type="checkbox"/>	<input type="checkbox"/>
Description of the prevention and amelioration measures in the venue.	<input type="checkbox"/>	<input type="checkbox"/>
All references cited within a bibliography and within the body of the report.	<input type="checkbox"/>	<input type="checkbox"/>
Description of the limitations and assumptions.	<input type="checkbox"/>	<input type="checkbox"/>
Name and contact details of the person(s) and company(s) that conducted the impact assessment and, or the various components of it.	<input type="checkbox"/>	<input type="checkbox"/>

**DOCUMENT 3: HARM PREVENTION**

The following measures have been identified as measures that would prevent or ameliorate the negative consequences experienced by some patrons and their families.

Please indicate (  ) which, if any, of the following measures will apply to your proposal.

- The venue will be closed for eight (or more) out of every twenty-four hours.
- Players will be able to pre determine their spending before the start of play.
- The pokie machines will limit an individual's losses to (insert amount) per hour.
- The pokie machines will clearly show an individual's spending rates, including a progressive total.
- Each pokie machine will display at the front of the machine in clear sight of the player, the odds of winning and losing.
- The pokie machines will not have note receptors.
- The venue will have an ATM that has a daily withdrawal limit.
- The ATM will not be within 50 metres of the entrance to the gaming area.
- No inducements will be offered to attend the gaming venue.
- Inducements and 'freebies' for patrons of the pokie machines will be minimal.
- Advertising for the gaming venue will be minimal.
- Gaming venue staff will have attended a recognised course in responsible gaming and responsible serving of alcohol.
- Gaming venue staff will attend regular operator training provided by Gamblers Help.
- The venue will have a Code of Conduct clearly visible at the venue and protocols and strategies in place to prevent harm.
- Other additional measures that will be implemented. Please list:

\_\_\_\_\_

Signature(s) .....

Name.....

Position held..... Date.....

Please attach any additional pages or material as appropriate.

**DOCUMENT 4: COMMUNITY BENEFIT**

EGM venues have a responsibility to contribute directly and substantially into the wider local community to prevent and ameliorate any negative consequences arising from pokie machines in the local community. The distribution of 'community benefit' funds needs to be fair, equitable and transparent.

*I acknowledge that it is the responsibility of the venue owner/managers/other associates to contribute directly, generously and equitably to the local community in which the venue is located.*

Yes             No

*I agree to contribute an agreed percentage (to be negotiated) of community benefit funds or other revenue to the Darebin Community Grants Program on an annual basis for community benefit.*

Yes             No

*I agree to provide Council with an annual, independently audited and publicly accessible, 'Statement of Community Benefit Distribution' for display on the Council website.*

Yes             No

*If 'No' to the above what alternative is proposed?*

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Signature(s) .....

Name.....

Position held..... Date.....

## **DOCUMENT 5: SUGGESTED CONTENTS, ACTION-BASED CODE OF CONDUCT**

### **Objective**

An Action-Based Code of Conduct for responsible pokie gambling practices is required to be submitted by applicants.

Council wishes venues' Codes of Conduct to be explicit, action-based and tailored to local needs while also being consistent with the VCGR's 'approved' Code of Conduct.

An Action-Based Code of Conduct that is freely available for anyone to read at any time will benefit the venues, pokie gamblers and the wider community. Vague statements of good intention are to be kept to a minimum. Instead the Action-Based Code of Conduct requires a listing of specific actions undertaken or to be undertaken, at the venue or proposed venue.

A list of suggested activities is provided below but this is not an exhaustive list. The list comprises those activities that can be easily observed by a visitor without disruption to the venue or venue staff.

### **1. Harm Minimisation within the Pokies Room**

Provision of information to cause the gambler to assess the true nature of his/ her pokie gambling, to be more aware of potentially addictive behaviour and to know where to find help.

#### ***Signs and Brochures***

- The venue's Action-Based Code of Conduct is advertised in the venue and made freely available for view of anyone interested.
- 'You Cannot Win' talkers will be placed on the pokie machines (Section 17 of the Gambling Regulation Regulations). These are placed fully opposite the animated reels and not on the top of or bottom edge of the machine.
- 'You Cannot Win' wall posters. The number of posters depends upon the number of pokies at the venue (Section 16 of the Gambling Regulation Regulations). Double sided signs will be avoided. All signs should be prominently displayed. Posters should not be placed behind plants, in dark corners or grouped together.
- The colours on talkers and posters will contrast with the room so that they assume greater prominence in the pokie room. (Subtle colours fade into the background).
- Talkers and posters will be changed regularly (minimum monthly).
- Eliminate posters that imply that the premises may be 'lucky'. This includes posters that advertise past jackpot winnings.
- Promotion of pokies and pokie-related contests are restricted to 25% of the posters.
- "Reserved" signs are replaced with harm minimization promotions.
- Signs should clearly and prominently indicate that reserving a machine or playing longer does not affect the chances of winning.
- Signs are in car parks and other prominent locations warning parents about not leaving children in cars or unattended in the venue.

#### ***Player Information brochures***

- Information brochures will be equal to the number of pokies in the venue and available at the cashier area. Two brochures, one produced by the State government, another produced by the gaming operators. Both will be provided

#### ***Notices on ATMs***

- ATMs are not in the pokie room nor visible from it.

- Notices of how to contact Gambler's Help are prominently placed on each ATM.

### ***Self Exclusion***

- Information about the concept of Self-Exclusion and how Self Exclusion can be invoked is prominently displayed in the venue.

### ***Gambler's Help***

- Information about Gambler's Help services is prominently displayed.

### ***Clocks***

- Clocks are visible at the cashier and ATM areas as well as a small time read out appearing on each pokie screen. (Part 3 Division 1 of the Gambling Regulation Regulations).

### ***Daylight***

- Daylight is visible from the gambling room and windows are not obscured (Part 3 Division 2 of the Gambling Regulation Regulations. Section 14.) at the same time as not allowing the pokie room to be visible externally.

## **2. Conduct that discourages more frequent and longer gambling**

- The venue takes every opportunity to develop other 'non-pokie' sources of revenue from the premises.
- The venue does not conduct activities that encourage return visits or longer visits.
- The venue focuses on promoting the other commercial activities at the hotel or club.

### ***Loyalty Schemes***

- As loyalty schemes may inadvertently promote more frequent gambling. Loyalty schemes should involve rewards to purchase other services at the venue. That is, vouchers for services at the venue which are not connected to the pokies room.

### ***Pokie Room Contests***

- No contests will be conducted that require presence at the pokies room.

### ***Public Address Announcements***

- A public address system is installed and is used to promote harm minimisation services, government talker messages and to promote the other activities available in the venue.

### ***Refreshments***

- Active promotion of out-of-pokies room bar, food and coffee services is conducted and coming entertainment events are conducted.
- Bar, coffee and food services are not provided to gamblers while they remain at their pokies and complimentary coffee and tea service is not offered in the pokie room in order to encourage gamblers to take a break.
- Bar, coffee and food services take place in an area where there are no gambling activities including KENO and where nothing can be seen or heard from the pokie room. These areas promote the other non-gambling services offered by the venue.

### ***Entertainment***

- No live entertainment is provided in the pokies room.

### ***Reduce hours***

- Pokies room operation corresponds to the venue's full bistro trading hours.

### **3. Children**

- Children at the venue are not visually or audibly exposed to pokies or other forms of gambling.
- Non-violent games of skill are provided and not games of chance such as coin operated games.
- The venue does not promote the provision of children's entertainment as a form of child minding while the parents gamble.
- No child is admitted to a pokie venue entertainment event without their parent.
- Venue staff ensure parents are present at all times in play areas.
- Children do not pass by the pokie area on their way to the play or bistro areas.
- Nutritionally sound meals are offered to children.
- No promotion, advertising or activity is aimed at minors.

**DOCUMENT 6: COVER SHEET AND CHECKLIST**

Please complete the following Check List and submit as the coversheet to your application

**Applicant Name(s)** \_\_\_\_\_

**Physical address of the pokies venue**  
\_\_\_\_\_

**Application is for:**

- New gaming venue - number of machines: \_\_\_\_\_
- Additional Pokie machines - number of additional machines: \_\_\_\_\_

**Attached documents**

I have attached the following documents:

- Application for Planning Approval.
- Document 1: Location
- Document 2: Impact Assessment
- Document 3: Harm Prevention
- Document 4: Community Benefit
- Document 5: Action-Based Code of Conduct

\_\_\_\_\_

Tick if the Darebin City Council Electronic Gaming Machine Policy and Strategic Plan 2009 (draft) has been consulted as part of this application

Tick if a planning permit from Darebin City Council is being sought prior to submission of a gaming application to the Victorian Commission for Gambling Regulation.

Signature (s) .....

Name.....

Position held.....

Date.....