



## 永利負責任博彩宣傳活動計劃2023 Wynn's Responsible Gaming Promotional Activities 2023

作為企業社會責任的重要舉措之一，永利秉持着「負責任博彩—適可而止」的理念進行一系列對內及對外的教育推廣，檢視年度宣傳計劃並推陳出新，積極配合澳門特區政府推行的負責任博彩政策及宣傳工作，以提高團隊成員、本澳市民及旅客對負責任博彩的認知，並與各持份者保持緊密交流及合作，促進行業可持續的健康發展。

為響應特區政府「主動求助，贏得未來」的新推廣主題，我們一如既往與非牟利機構合作舉辦一系列富趣味且具挑戰性的互動路演、問答遊戲、工作坊和專題研討會等，探討問題賭博中主動求助及拒絕被動的重要，並鼓勵有需要人士及其家人向專責單位尋求協助，預防及堵截賭博失調對社區和家庭的影響。此外，永利深明鞏固負責任博彩知識的重要，我們為團隊成員編製線上培訓課程，內容涵蓋現行的負責任博彩政策和法規、賭博失調徵狀、正確參與賭博態度及行為等，讓每位團隊成員在迎新會後，都能定期獲得負責任博彩相關資訊及加強對問題賭博的抵禦能力，提升防治意識。

另外，為多方面推動負責任博彩工作，我們繼續與本地青年創作團隊聯手，於社區及校園推出以家庭、理財和求助為主軸的繪本劇場路演，以宣傳特區政府全新的負責任博彩活動主題及口號。

As one of the key initiatives among its corporate social responsibility efforts, Wynn has launched a series of internal and external educational activities on Responsible Gaming while upholding the motto, "Responsible Gaming – Know Your Limits". We proactively support the SAR Government's policies and promotional strategies by infusing new elements into our annual Responsible Gaming promotion plan. With the ultimate goal of facilitating the sustainable and healthy development of Macau's gaming industry, we continuously work with various stakeholders to strengthen team members', citizens' and tourists' understanding of Responsible Gaming.

In response to the SAR Government's Responsible Gaming campaign themed "Seek Help to Win the Future", Wynn regularly partners with non-profit organizations to host a variety of interesting and challenging roadshows, quizzes, workshops and seminars. Hoping to prevent and eliminate the societal influence of gambling disorders, these activities help team members to further understand how help-seeking behavior works, as well as the importance of being active in encouraging those in need as well as their family members to reach out to dedicated units for support. In addition, recognizing the significance of building a solid foundation of knowledge on Responsible Gaming, Wynn provides team members with e-learning courses covering topics on existing Responsible Gaming policies, the symptoms of gambling disorders, as well as positive attitudes and behaviours toward gambling. These courses offer updates to team members and enable them to strengthen their resilience on gambling problems, building on our comprehensive introduction about Responsible Gaming upon orientation when they first join the company.

This year, we continue to collaborate with a local young creative team to initiate a series of interactive theatre shows featuring family, financial management and help-seeking, along with the indispensable element, Responsible Gaming. With the objective of driving responsible gaming through multiple aspects, the theatre shows aim to promote the SAR Government's latest theme and slogan in the community and campuses.



負責任博彩大使專題研討  
Responsible Gaming Ambassador Workshop

月份 Month

活動 Event

形式 Type

一至六月  
January – June

負責任博彩桌遊工作坊  
教員培訓計劃  
Responsible Gaming Board Game Workshop  
Train the Trainer Program

專題研討或工作坊  
Seminar or Workshop

二至十一月  
February – November

主動求助，贏得未來  
Seek Help for Winning the Future

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負責任博彩知識知多少  
Let's Test Your Knowledge about  
Responsible Gambling

推廣路演  
Roadshow at Back of House

二至十一月  
February – November

解決賭博問題有辦法  
There's a Way to Solve Problem Gambling

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預防網上博彩小貼士  
Tips for Preventing Online Gambling

有獎問答遊戲  
Quiz at Back of House

六至九月  
June – September

負責任博彩線上課程  
Responsible Gambling E-learning Course

線上培訓課程  
Online Learning

九月  
September

負責任博彩「主動求助，贏得未來」工作坊  
"Proactively Seeking Help, Winning the Future"  
Responsible Gambling Ambassador  
Training Workshop

專題研討或工作坊  
Seminar or Workshop

九至十一月  
September – November

繪本《夢醒樂園—適可而止》互動劇場  
Interactive Theatre Shows  
Based on Picture Book  
"Dream Paradise – Know Your Limits"

社區或學校路演  
Roadshow in Community  
or Campuses



負責任博彩推廣路演  
Responsible Gaming Roadshow



負責任博彩桌遊工作坊  
Responsible Gaming Board Game Workshop