

Responsible Gambling 有節制博彩



The Club has a long-standing commitment to provide betting in a socially responsible manner. On the one hand, it offers limited and regulated betting options to meet the social demand for gambling services; on the other, it implements a number of measures to minimise the negative effects of problem gambling and prevent underage gambling.

The unique Hong Kong model of regulated gambling – not-for-profit with surplus to charity; high integrity; strict regulation; limited outlets; access controls; no credit betting – has many inherent features which help to minimise problem gambling and underage gambling, and to encourage responsible gambling practices.

In addition, the Club has implemented a number of measures to further minimise those negative effects. 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.

Access controls are in place to stop the underage entering betting premises or registering as betting account holders. Over the past 12 months, the Club has carried out some 520,000 age checks at its Off-Course Betting Branches to stop underage people from accessing its premises.

An underage gambling reporting hotline has been set up to encourage community involvement in enforcing age restrictions. Award-winning training and refresher courses are provided to ensure all employees, in particular front-line service staff, understand and are able to implement the Club's Responsible Gambling Policy effectively.

In the lead-up to key football tournaments, the Club has strengthened its efforts to caution the general public against illegal gambling. For example, with the approach of the 2010 World Cup, the Club sponsored for the first time a series of educational programmes on Cable TV to alert members of the public, especially young football fans, to the dangers of illegal gambling. The series highlighted the "Do not Gamble" message to the young generation, as well as emphasised the access controls used by the Club to prevent anyone under 18 from opening betting accounts or entering betting



premises. It also illustrated the three-pronged approach that Hong Kong was taking to combat illegal gambling during the World Cup, namely public education by the Government, law enforcement by the police, and the upholding of responsible gambling policies by the Club.

During the tournament, the Club also displayed additional Responsible Gambling Policy notices and banners at all its OCBBs, and gave out souvenir ball pens containing responsible gambling messages to new account customers, with the aim of strengthening the promotion and education of responsible gambling.

In addition to these and other measures to combat problem and underage gambling, the Club has since 2003 provided financial support to the Ping Wo Fund, which supports counselling and treatment services, public educational programmes and research into problem gambling and related issues. The Club has already committed its continued support to the Ping Wo Fund until at least 2013, by which time its total contributions will have reached HK\$145 million.

一直以來，馬會致力提倡有節制博彩的政策。馬會一方面提供有限而受規範的投注項目，以迎合社會對賭博服務的需求；另一方面，亦推出一系列措施，協助減低問題賭博可能帶來的不良後果及防止未成年人士參與賭博活動。

香港擁有獨特的規範化博彩模式，就是以非牟利方式經營，將盈餘撥捐慈善、堅守高度誠信、實行嚴格規範、只提供有限的博彩機會、禁止未滿十八歲人士投注，而且不接受信貸投注。這種博彩模式有助防止問題賭博及未成年人士參與博彩活動，倡導博彩要有節制。

馬會推出連串措施，力求進一步減低問題賭博可能帶來的不良後果。馬會於各項投注設施、賽事及投注刊物、信息資料、彩票及馬會博彩網站內，均展示禁止未成年人士投注和有關問題賭博的信息，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。

馬會嚴格執行投注管制，禁止未滿十八歲人士進入投注場所及開設投注戶口。過去一年，馬會曾向轄下場外投注處的顧客進行約五十二萬次年齡證明查驗，防止未成年人士進入投注場所。

此外，馬會亦設立了未成年人士投注的舉報熱線，鼓勵公眾人士合力執行投注年齡限制的政策。馬會亦不斷為員工提供獲獎培

訓課程，確保所有員工（特別是提供前線服務的員工）能了解及有效執行馬會提倡有節制博彩的政策。

大型足球比賽舉行期間，馬會亦積極提醒市民不要參與非法賭博。例如，二〇一〇世界盃舉行前夕，馬會首次製作一連四集的公眾教育宣傳短片，提醒市民，特別是年青一代切勿誤墮非法賭博陷阱。該特輯著重向未成年人士傳遞「睇波不賭波」信息，並強調馬會嚴格執行投注管制，禁止未滿十八歲人士開設投注戶口或進入場外投注處；並且闡述香港如何透過政府的公眾教育、警方執法，以及馬會提供合法博彩途徑，三管齊下打擊非法博彩活動。

世界盃決賽週舉行期間，馬會亦於各場外投注處加強展示「有節制博彩政策」的資訊及海報，並向新開設投注戶口的客戶，致贈印有「有節制博彩政策」信息的原子筆，進一步加強宣傳及教育工作。

馬會除了積極推行以上措施防止問題賭博及未成年人士參與博彩活動，也撥款資助平和基金，藉以提供有關問題賭博的輔導及治療服務，以及推行公眾教育和進行有關的研究。馬會自二〇〇三年起捐助平和基金，直至二〇一三年累計捐款將達一億四千五百萬港元。