Australian Government

SITHGAM501 Manage gaming activities

Release 2

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.2	Correction to mapping to show equivalence.
1.0	E
	Replaces and is equivalent to SITHGAM005A Develop and manage gaming activities.
	Title simplified.
	Minor adjustments to expression of content to streamline and improve unit.
	Three prerequisite units removed. SITHGAM201 Provide responsible gambling services added as a prerequisite.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage various aspects of gaming, including development of new activities, venue design, promotion, security and compliance.

Application of the Unit

This unit applies to all gaming venues with gaming machines, Totalisator Agency Board (TAB) or Keno services, and to gaming managers who operate independently and with significant operational management responsibilities. The unit does not cover the development and management of table games.

Licensing/Regulatory Information

In many States and Territories, legislation stipulates that all gaming workers must receive training in the responsible conduct of gambling. This content is addressed in SITHGAM201 Provide responsible gambling services.

Pre-Requisites

This unit must be assessed after the following prerequisite unit:	
SITHGAM201	Provide responsible gambling services

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Develop gaming activities.	1.1 Research gaming requirements based on customer preferences, budget, location and organisational objectives.
	1.2 Identify and research information on potential *gaming activities* and products.
	1.3 Select gaming products suited to the venue and purpose.
	1.4 Establish and monitor gaming policies, *systems* and procedures according to legislative and organisational requirements.
	1.5 Investigate computer applications for gaming and set up and implement appropriate systems and records.
	1.6 Research, plan and set up data systems for safety, security and accounting purposes and put monitoring procedures in place.
	1.7 Establish resource requirements, including staffing, *furniture*, *equipment* and *fittings*, and training.
2. Develop and maintain a gaming venue.	2.1 Design a plan for the gaming floor according to venue capability.
	2.2 Analyse and select appropriate furniture, machines, equipment and fittings based on *key considerations*.
	2.3 Analyse appropriate systems where required.
	2.4 Plan pre installation, including staffing and training, and location and operation of equipment and service design.
	2.5 Negotiate terms for appropriate equipment and fittings to achieve agreed budget and requirements.
	2.6 Procure and install furniture, equipment and fittings.
	2.7 Monitor gaming location for effective operation and modify as required.
3. Monitor gaming activities.	3.1 Summarise and analyse gaming data and prepare recommendations.
	3.2 Develop reports on gaming activities and submit to appropriate personnel.
	3.3 Analyse gaming operations problems and develop strategies for enhanced performance.
	3.4 Match data against key performance indicators and benchmarks.
4. Develop promotional activities for	4.1 Conduct research to determine suitable *promotional activities*.
	4.2 Formulate promotional activities based *business and customer needs*.

	gaming.	4.3 Develop action plans and evaluation mechanisms for promotional activities.
5.	Organise and monitor security for gaming location.	5.1 Develop, implement and monitor gaming *security policies and procedures* according to legislative requirements, and confidentiality and privacy provisions.
		5.2 Ensure that appropriate security personnel are employed and trained.
6.	Ensure business compliance.	6.1 Identify and meet legal obligations for gaming activities.
		6.2 Make *information and signage* on organisational gaming activities and responsible gambling policies available to customers and employees.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and leadership skills to negotiate with suppliers
- initiative and enterprise skills to pro-actively seek new product opportunities
- literacy skills to:
    - research potentially complex information on gaming activities, requirements and trends
    - write promotional information
- numeracy skills to calculate return on gaming activities and understand probability theory
- planning and organising skills to manage the planning and implementation of new gaming activities
- problem-solving skills to respond to operational management issues
- technology skills to evaluate the operation of gaming systems.

Required knowledge

- current gaming environment and market in which the organisational operates
- sources of information on gaming products
- current gaming technology and systems
- gaming psychology in relation to the development, promotion and management of gaming activities
- ethics of gaming related to the operation of a gaming venue, including duty of care
- typical gaming reporting formats and procedures
- gaming and probability theory as it relates to the operation of a gaming venue
- purpose and requirements of:
    - federal, and state or territory legislation relating to gaming
    - relevant codes of conduct in relation to gaming and betting and responsible conduct of gambling
- roles and requirements of other authorities in relation to gaming
- taxation structures for gaming activities.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to:
	
	• plan gaming activities in a particular business context taking account of:
	  • business objectives
	  • customer needs
	• demonstrate comprehensive knowledge of:
	  • gaming products and technologies
	  • gaming promotional strategies
	  • gaming layouts, furniture, equipment and fittings
	  • current gaming legislation, regulations and compliance requirements
	  • security issues and compliance requirements.

Context of and specific resources for assessment	Assessment must ensure use of: • a real or simulated gaming business for which the individual can plan and develop facilities, systems and promotional initiatives • suppliers and promoters of gaming products with whom the individual can interact.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • evaluation of plans and promotional strategies developed by the individual for a particular gaming location • review of promotional materials and strategies developed by the individual • use of case studies to assess ability to apply knowledge to the development and management of gaming activities for specific workplace situations • oral or written questioning to assess knowledge of business compliance requirements, security issues and promotional aspects of gaming operations • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

| **Guidance information for assessment** | The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

• SITXGLC501 Research and comply with regulatory requirements. |

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Gaming activities may include:	• electronic gaming machines • Internet gaming • Keno • linked progressive jackpot systems • Multi-Terminal Gaming Machines (MTGMs) • sports betting • TAB.
Systems may include:	• cashcades • central monitoring • communication • data retrieval and promotion systems • linked progressive jackpot systems, including random and combination-specific jackpots • membership reward systems.
Furniture, ***equipment and fittings*** may include:	• cabling • change machines • lighting and signage • power • seating • security systems.

Key considerations includes:	• customer considerations:
	  • accessibility
	  • gaming preferences
	  • player comfort
	• decor
	• legislative requirements
	• noise levels
	• theming
	• traffic and work flow.

Promotional activities may include:	• cross-promotional activities with other operational areas • member reward systems • player reward systems • promotional events.

Business and customer needs includes:	• budgets • demographics • geography • industry trends • legislative requirements • player loyalty • responsible gaming • themes.
Security policies and procedures relevant to gaming activities may include:	• cash control • closed-circuit television monitoring • investigation into discrepancies in reports and accounts • key access and control systems • security clearance procedures, including security checks of staff and players • specialist security activities.
Information and signage on gaming activities to be provided may include:	• available games and game rules • available problem gambling support services • complaints resolution processes • exclusion provisions • hours of gambling services • policy and mission statement on responsible gambling • information on odds, win rates or return rates to player.

Unit Sector(s)

Hospitality

Competency Field

Gaming