



Australian Government

SITHGAM014 Manage gaming activities

Release: 1

SITHGAM014 Manage gaming activities

Modification History

Not applicable.

Application

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

The 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.

In many states and territories, legislation stipulates that all gaming workers must receive training in the responsible conduct of gambling. This is covered in SITHGAM001 Provide responsible gambling services.

Pre-requisite Unit

SITHGAM001 Provide responsible gambling services

Competency Field

Gaming

Unit Sector

Hospitality

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
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 gaming.
 - 4.1. Conduct research to determine suitable promotional activities.
 - 4.2. Formulate promotional activities based on business and customer needs.
 - 4.3. Develop action plans and evaluation mechanisms for promotional activities.
 5. Organise and monitor security for gaming venue.
 - 5.1. Develop, implement and monitor gaming security policies and procedures according to legislative requirements, and confidentiality and privacy provisions.
 - 5.2. Ensure that appropriately trained security personnel are employed.
 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.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	research potentially complex information on gaming activities, requirements and trends.
Writing skills to:	- prepare promotional information on gaming activities - oversee the development of plain English policies and procedures.
Oral communication skills to:	negotiate with suppliers.
Numeracy skills to:	- calculate return on gaming activities - understand probability theory.
Problem-solving skills to:	respond to operational management issues.
Initiative and enterprise skills to:	proactively seek new product opportunities.
Planning and organising skills to:	manage the planning and implementation of new gaming activities.
Technology skills to:	evaluate the operation of gaming systems.

Unit Mapping Information

SITHGAM501 Manage gaming activities

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITHGAM014 Manage gaming activities

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- research and develop a plan for a gaming venue, featuring at least three of the gaming activities listed in the knowledge evidence and taking into account:
 - customer needs and business objectives
 - available products and technologies
 - promotional strategies
 - compliance with gaming legislation and regulation, and work health and safety requirements
 - venue design and layout (where venue is a physical amenity)
 - organisational policies and procedures
 - resource requirements including staffing
 - security policies and procedures
 - reporting processes and procedures.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- current gaming environment, trends and market in which the gaming organisation operates
- factors to consider when determining a business or customer's needs with regard to a gaming venue:
 - budget
 - demographics of potential customers
 - legislative requirements
 - player loyalty
 - responsible gaming
 - themes
- variety of gaming systems:
 - cashcades
 - central monitoring
 - communication

- data retrieval and promotion systems
- linked progressive jackpot systems:
 - random jackpots
 - combination specific jackpots
- membership reward systems
- gaming activities:
 - electronic gaming machines
 - internet gaming
 - Keno
 - linked progressive jackpot systems
 - multi-terminal gaming machines (MTGMs)
 - sports betting
 - Totalisator Agency Board (TAB)
- factors to consider when designing a gaming facility:
 - customer considerations:
 - accessibility
 - gaming preferences
 - player comfort
 - decor
 - furniture, equipment and fittings
 - legislative requirements
 - noise levels
 - theming
 - traffic and work flow
- information and signage on gaming activities and responsible gambling:
 - available games and game rules
 - available problem gambling support services
 - complaints resolution processes
 - self-exclusion and exclusion provisions
 - hours of gambling services
 - policy and mission statement on responsible gambling
 - information on odds, win rates or return rates to player
 - venue code of conduct
- common promotional activities for gaming venues:
 - cross-promotional activities with other operational areas
 - member reward systems
 - player reward systems
 - promotional events
- sources of information for, and key features of, current gaming products, technology and systems

- gaming psychology in relation to developing, promoting and managing gaming activities
- duty of care ethics of gaming related to the operation of a gaming venue
- typical gaming reporting formats and procedures
- gaming and probability theory as it relates to the operation of a gaming venue
- purpose and requirements of:
 - current federal, and state or territory legislation, regulations and compliance requirements relating to gaming
 - relevant codes of conduct in relation to gaming, betting and responsible conduct of gambling
- roles and requirements of other authorities in relation to gaming
- security policies and procedures relevant to gaming activities:
 - cash control
 - closed-circuit television monitoring
 - investigating discrepancies in reports and accounts
 - key access and control systems
 - security clearance procedures, security checks of staff and players
 - specialist security activities
- taxation structures for gaming activities.

Assessment Conditions

Skills must be demonstrated in an operational gaming environment for which the individual can plan and develop gaming facilities, systems and promotional initiatives. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- a real or simulated gaming business with associated organisational budget for gaming activities
- physical and human resources required to establish a gaming venue
- suppliers and promoters of gaming products with whom the individual can interact; these can be:
 - in an industry workplace who are assisted by the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

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