

# 有節制博彩

Responsible Gambling



香港賽馬會  
The Hong Kong Jockey Club  
NO RISK NO REWARD RIDING HIGH TOGETHER

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## Introduction

The Hong Kong Jockey Club is the sole operator authorised by the Hong Kong SAR Government to provide wagering services on horse racing and football and to operate the Mark Six lottery. Whilst offering a regulated channel to meet the public demand for gambling, the Club works closely with the Government to promote responsible gambling and to safeguard Hong Kong from the dangers of illegal gambling. This arrangement also ensures that the Club can channel any proceeds back to benefit the community as a whole, whether in the form of tax and duty to Government, contributions to the Lotteries Fund, or through the Club's own charity donations.

The Club is committed to promoting responsible gambling practices and has already established an extensive range of measures to minimize the potential impact of gambling to individuals and the community. For example, the Club does not permit credit betting and has strict protocols against underage gambling. Messages on responsible gambling, including treatment and counselling service information, are displayed prominently in all betting premises, websites and marketing materials. All betting communication materials are required to follow the principles laid down in the Club's communication guidelines. All front-line betting staff is trained to implement the Club's Responsible Gambling Policy.

## 簡介

香港賽馬會是本港唯一獲香港特別行政區政府授權營辦賽馬、足球博彩及六合彩獎券服務的機構，透過規範化的博彩渠道滿足市民對賭博活動需求之餘，同時與政府緊密合作，推廣有節制博彩以及保障市民遠離非法賭博的禍害。這個營運模式可確保馬會博彩收益透過稅收、獎券基金撥款及馬會的慈善捐款等途徑回饋社會，造福社群。

馬會致力提倡有節制博彩，並廣泛實施多項措施，務求將賭博為市民及社會帶來的潛在影響減至最低。這些措施包括拒絕信貸投注，同時嚴禁未滿十八歲人士參與博彩；在所有投注地點、網址或宣傳品的當眼位置張貼告示，提供有節制博彩指引，以及輔導中心求助熱線等資訊。任何有關博彩的客戶通訊，都必須遵從載列於傳訊指引上的準則，投注事務處所有前線員工均須接受適當培訓，確保本會「有節制博彩政策」得以貫徹執行。

## Responsible Gambling

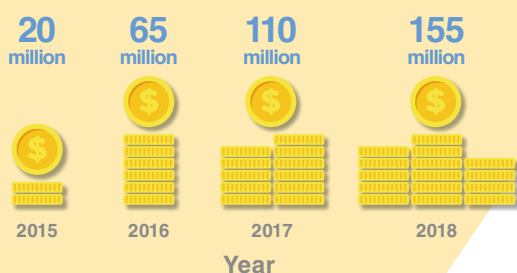
The Club attaches great importance to encouraging responsible gambling among its customers and in the community at large. In this regard, the Club has established a unified Responsible Gambling Policy, covering all aspects of its sports wagering and lottery operations.

The Club provides training to all full-time and part time employees in implanting its Responsible Gambling Policy, including through its eLearning courseware made available on-line to its 21,000 workforce for training, testing and disseminating responsible gambling messages through the Club's intranet and HR portal.

The Club has been the major contributor to the Ping Wo Fund since the fund was established in 2003. The fund is managed by the Government to support research on issues relating to gambling, to provide public education programmes and other measures to prevent or alleviate problems relating to gambling.

Starting from 2015, the Club has doubled its annual contribution to Ping Wo Fund from HK\$20 million to HK\$45 million. By 2019, the Club's total contributions to the Fund will have exceeded HK\$362 million. The additional funding is intended to support preventive and counselling services for risk-prone groups, notably for those susceptible to credit betting and junket activities. The funds have also helped to launch educational programmes targeted at families and young people.

### Donation to Ping Wo Fund (Cumulative) (HK\$ million)



## 有節制博彩

馬會一直肩負向公眾及顧客推廣有節制博彩的使命，本會因此制定一系列「有節制博彩政策」，應用於獎券業務及所有體育博彩活動。

為徹實執行馬會有節制博彩政策，我們向所有全職及兼職員工提供相關培訓，包括為多達 21,000 名員工提供網上學習教材，通過內聯網及人事部網頁，發放有節制博彩資訊，並作訓練及考核用途。

自平和基金於 2003 年成立以來，馬會一直是基金在財政上的主要支持者。平和基金由政府管理，以資助與賭博相關的學術研究，推行公眾教育活動及透過其他措施預防和緩減與賭博相關的問題。

馬會捐助平和基金的款項由 2015 年度開始倍增，由每年二千萬港元遞增至四千五百萬港元。預計至 2019 年，馬會向平和基金的捐款總額將超過三億六千二百萬港元。這些額外增撥的資源，旨在針對較易受外圍莊家及「艇仔」誘惑的高風險群組，提供預防問題賭博及輔導支援。基金亦同時開展特別為家庭及青少年而設的公眾教育活動。

## Public Education and Media Publicity

The Club proactively advocates responsible gambling practices through public education. In collaboration with government departments, community partners, NGOs and academia, special campaigns have been rolled out in the run-up to major football tournaments, propagating key messages on responsible gambling through both online and offline channels.

TV info-segments aimed at raising public awareness on responsible gambling, trends in illegal gambling and its harmful consequences have also been launched. They feature interviews with treatment centre counsellors, police representatives, clinical psychiatrists and leading researchers on gambling addiction, elaborating on the importance of responsible gambling and highlighting the dangers and consequences that result from credit betting and excessive gambling.

In conjunction with these TV info-segments, the Club has also run a series of responsible gambling advertisements in print and outdoor media. Through the Club's own customer communications materials, off-course betting branch broadcasting, mobile apps, Club owned social media and websites, players are continually reminded about the Club's Responsible Gambling policy.



Representatives from Hong Kong Police Force reminded the public on the consequences of illegal gambling during responsible gambling info-segment production.

警隊代表協助錄製馬會有節制博彩短片，呼籲市民小心非法賭博的禍害。

### 公眾教育及媒體宣傳

馬會透過公眾教育活動，積極推廣有節制博彩的訊息。針對大型足球賽事舉行期間，馬會與政府部門、社區夥伴、學者及非政府組織聯手合作，推行有節制博彩公眾教育活動，通過不同媒體宣揚有節制博彩訊息。

而有節制博彩短片就用以提升公眾在有節制博彩方面的意識，闡述非法賭博的趨勢，並呼籲市民小心非法賭博的禍害。在電視短片的訪談中，資深輔導員、警隊代表、臨床心理學家及從事研究成癮行為的學者，分別闡述有節制博彩的重要性，並指出信貸投注、問題賭博及非法外圍賭博所帶來的種種禍害，提高大眾的認知。

於電視短片播放期間，馬會亦在各大文字及戶外媒體刊登廣告，並在馬會的通訊刊物、場外投注處廣播、手機應用程式及官方網站，提醒客戶有節制博彩的措施。

The Club placed advertisements in online portals, urging the netizens not to involve in illegal bookmarking activities and reminding them on the legal consequences.

馬會於互聯網刊登廣告，呼籲網民勿參與外圍賭博，以免誤墮法網。



Several hour-long radio segments have also been introduced in various popular programmes of Radio Television Hong Kong and Commercial Radio to further reinforce the messages. Experts from different fields including social work, psychiatry, addiction behaviour and the police force take part, to share insights on the causes, psychology and behavioural patterns of gambling addiction. While exposing the myths and misconceptions surrounding illegal on-line gambling, they also seek to appeal to young people to embrace healthier lifestyles and to refrain from excessive gambling.

馬會又在香港電台及商業電台數個熱播節目，加插了主題環節，邀請不同界別的專家擔任講者，包括社會工作者、精神科專科醫生、研究成癮行為的學者及有組織罪案及三合會調查科代表，講解賭博成癮的行為病徵、心理變化及患病原因；並揭示有關非法賭博的迷思及謬誤，同時鼓勵年青人培養健康生活態度，避免沉迷賭博。



Psychiatrist Dr Tsang Fan Kwong, guest speaker of a radio programme sharing to audiences the causes of problem gambling and the tips to keep mentally healthy.

精神科專科醫生曾繁光擔任電台節目嘉賓講者，解釋賭博成癮的成因，並分享保持精神健康的心得。

### Responsible Gambling Media Publicity Programme Audience Outreach (Million)



Televisions

1.6 Million



Radios

0.6 Million



Newspapers and Magazines

4.5 Million



Online & Mobile

21.5 Million

With the commencement of 2018 FIFA World Cup, a territory-wide media publicity programme encompassing TVC, radio, printed advertising, online and social media as well as outdoor advertising was rolled out to disseminate key RG messages to different target audiences. Qualitative studies were conducted to validate core communication messages and creative concepts to enhance overall programme effectiveness.

In view of the proliferation of social media, new multi-media contents entailed educational videos and thematic animations were developed and promoted via programmatic media approach to further harness the power and impact of social media and online communities.

The club also undertook to launch public education initiatives targeted to young adult by installing RG kiosks at shortlisted OCBs during World Cup period and broadcast videos to educate players on key responsible gambling messages and gambling myths.

Being part of the Club's commitment to support every effort to promote positive values and healthy lifestyles among adolescents, this also serves as part of the preventive education. A 3-year school education programme encompassed interactive games, multi-media training, and school-based activities to promote the physical, psychosocial and mental well-being of adolescents was launched. Through the staunch support from District School Head Associations, TWGHs Youth & Family Unit and professional psychiatrists and Education Bureau, this programme will reach out over 40,000 students from 180 schools by 2019.

因應 2018 世界盃的舉行，本會推出覆蓋全港的宣傳，包括製作電視教育短片及透過電台節目、平面廣告、網上及社交媒體，以及戶外渠道向不同目標受眾發放有節制博彩訊息。為加強傳播效果，馬會並對核心宣傳標語及廣告概念創作進行質性研究。

本會同時充分利用網上社交媒體的影響力，製作多媒體教育短片及動畫，並配合推廣策略加強在主要網上平台宣傳。

特別針對年青博彩人士，馬會在世界盃期間於指定的場外投注處舉辦有節制博彩巡迴展，設立以足球場為主題的攤位，播放有關博彩迷思及正確理解的動畫短片。



另外，本會亦不遺餘力推廣青少年正向價值觀和健康生活模式以作為預防教育，推出為期三年的校本教育項目，內容包括互動遊戲、多媒體培訓及學校為本的活動，以推廣青少年建立身心健康的重要性。得到各區域校長會、東華三院青少年及家庭服務部、專業心理學家以及教育局的大力支持，此項目預計會於 2019 推廣至 180 間小學約 40,000 名學生。

## Ping Wo Fund Public Education programmes

With the same goal in mind, the Ping Wo Fund launched a number of responsible gambling initiatives over years. Supported by various social services and educational organisations, Ping Wo Fund launched a large-scale territory-wide campaign amid the World Cup fever, with the aim to publicise the scourge of addiction to gambling and the importance of seeking counselling and treatment services. In addition to full-fledged media publicity programme, the campaign entailed an array of promotional activities such as debating competition, carnival, game to break Guinness Record, school roadshows as well as football games to further propagate responsible gambling messages.



### 平和基金 公眾教育活動

與此同時，平和基金亦朝著共同目標而努力，基金於過去幾年推出了一連串的有節制博彩宣傳活動，並得到多間社會服務機構及教育團體響應支持。2018 世界盃期間，基金亦進行全港性的宣傳活動，推廣過度賭博的危害及尋求輔導及治療的重要性。除了配合不同媒體宣傳，基金同時舉辦多個地區活動，包括辯論比賽、嘉年華會、創健力士紀錄遊戲、學校巡演以及足球比賽等讓有節制博彩訊息可更深入民心。





Professional counselor shared experience on problem gambling cases during the responsible gambling training organized by the Club.  
馬會邀請專業輔導員向全體前線員工提供有節制博彩企業培訓，分享相關個案經驗。

## Employee Programmes

In addition to mandatory and job-specific training, corporate-wide trainings in responsible gambling are offered to the Club's frontline staff to equip them with the knowledge and skills required to understand and respond to customer inquiries for responsible-gambling-related information. Over 230 sessions of job-specific responsible gambling trainings were arranged since 2014.

Subject matter experts and professional counsellors have also been invited to share insights on how to identify and deal with potential problem gamblers, including directing them to counselling and treatment services.

The Club strives to further deepen an RG culture across the organisation. Responsible gambling practices are also frequently covered in employee communications, websites, newsletters and in the Club-owned social media.

Besides, to sustain the club's effort on enforcing RG policies, on-going assessment on employee's competencies on responsibility gambling was conducted through the deployment of online tailor-made eLearning courseware and knowledge tests.

## 員工培訓

馬會除了要求員工參與特定培訓外，更為前線員工提供有節制博彩企業培訓，確保他們有足夠知識及適切的應對技巧，有效地回應顧客於有節制博彩方面的查詢。自 2014 年起共舉辦逾 230 場的培訓。

另外本會更邀請相關議題的專家顧問及專業輔導員與員工分享心得，提升他們識別及處理潛在問題賭徒的能力，當中包括如何為這些人士提供輔導及治療轉介服務。

此外，我們亦經常於員工通訊、網站、刊物及馬會社交媒體內展示與有節制博彩相關的消息。

為確保員工切實執行有節制博彩政策，我們提供網上自學及測驗工具以協助員工評估對相關知識及政策的掌握。



In 2015, HKJC was again awarded the highest recognition (Level 4) of World Lottery Association. 2015年馬會再次獲世界博彩協會頒發「有節制博彩」最高級別（第四級別）認證。

## World Lottery Association Accreditation

The Club's efforts to promote responsible gambling are widely recognised. In 2011, it was granted Level 4 accreditation, the highest possible, under the Responsible Gambling Framework of the World Lottery Association (WLA). In March 2015, it was awarded Level 4 recognition for the second time, with its employee training and game design acknowledged as best practices.

### 世界博彩協會頒發國際認證

馬會在推動有節制博彩方面的努力廣受外界認同。2011年，馬會首次榮獲由「世界博彩協會」頒發的「有節制博彩」最高級別（第四級別）認證，並於2015年3月成功再次獲頒第四級別認證，其中有節制博彩員工培訓及博彩項目設計流程同時獲協會評為優良典範。





## Player Education

With responsible gambling being an integral part of the Club's corporate culture, it is deemed paramount that the highest responsible gambling standards are to be upheld through a robust player educational approach. Towards this end, the Club has developed and deployed a holistic player education framework to effectively educate existing and potential players. In addition to displaying not-to-be-missed responsible gambling messages in all channels where the Club accepts bets, it has imposed stringent underage access controls in all betting channels, including Off-Course Betting Branches (OCBBs), race courses, telephone, on-line and mobile services.

In addition, in collaboration with various government bodies, gambling care NGOs and media partners, different education initiatives are being explored to target risk-prone groups, such as those required to work on shift.

Age restriction notices posted at the prominent area of all off-course betting branches, prohibiting persons under 18 to participate in betting.  
馬會於所有場外投注站的當眼位置展示標語，嚴禁未滿 18 歲人士參與投注。

## 博彩人士教育

有節制博彩是馬會企業文化其中一項核心元素，為使機構上下都能有效實踐有節制博彩，全面的博彩人士教育亦是至關重要。有見及此，馬會制訂了一套全面的博彩人士教育總綱，分別針對經常博彩及潛在博彩人士。本會除了在所有投注渠道及通訊展示植入式有節制博彩的訊息，所有投注途徑包括場外投注處、電話、互聯網及手機應用程式，均實施嚴格年齡管制，禁止未成年人士參與博彩。

此外，馬會亦與相關政府部門、賭博關注團體及媒體伙伴合作，針對高風險群組例如需輪班工作人士，特別推出一系列的教育項目。

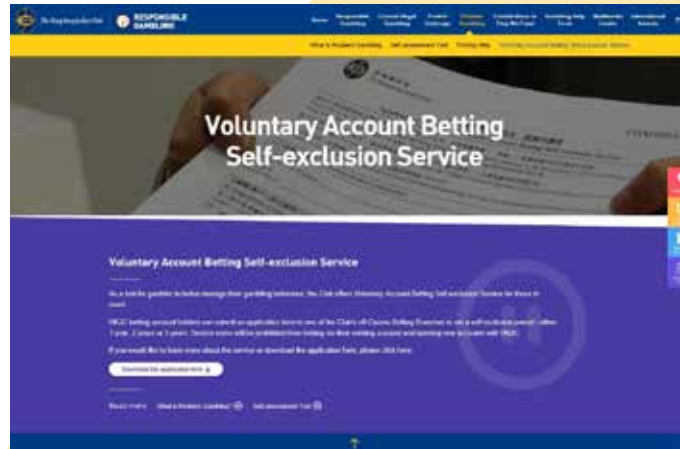


## Treatment Referral

Despite the relatively small percentage of problem and pathological gamblers within Hong Kong's population, the Club had made a conscious decision to enhance its funding support for the Ping Wo Fund, which has enabled the fund to provide support for problem gamblers through four counselling and treatment centres. The Club firmly believes that early prevention is conducive to success in treating problem gambling. Considerable efforts have been made to ensure help and treatment is readily accessible to those in need. Treatment referral information can be easily obtained at all of the Club's outlets, websites and via its customer hotline.

The Club understood that effective counselling strategy comprised a number of important and interrelated components including counselling services for those affected by problem gambling, a range of community engagement activities and also the counselling helpline and treatment referral service support. We undertook to work with problem gambling counselling & treatment centers in the provision of counselling outreach services inside OCBs to seize the opportunities for early recognition of potential problem gamblers and make available convenient treatment referral services to help-seeks during their course of visiting OCBs. The programme was successful to reach out around 5,000 customers during the pilot run period.

As a tool for players to better manage their gambling behaviour, the Club offers Voluntary Account Betting Self-exclusion Service in OCBs and responsible gambling website for those in need to set a self-exclusion period. In addition, the tool also offers referral service for help seekers to four Problem Gambling Counselling and Treatment centers.



## 治療轉介

儘管問題賭徒或病態賭徒在香港人口之中比例實屬偏低，馬會仍然銳意增加對平和基金的捐款，資助其轄下四間輔導及治療中心，以支援問題賭徒走出困局。馬會堅信及早預防是治療問題賭博最有效的良方，因此本會一直大力支持有關的輔導服務，確保有需要人士可以隨時得到協助及治療，治療轉介的資訊在馬會的所有投注處、官方網頁及顧客服務熱線都可輕易找到。

本會深明要提供有效的輔導策略包含多個重要及相互關連的元素，包括服務的提供，地區的聯繫、熱線推廣以及轉介支援。為協助服務提供機構盡早識別求助人士，本會首次於指定的投注處設立外展輔導亭，在 2018 年的先導計劃中已協助社工成功接觸約 5,000 名顧客。

為協助博彩人士管理個人賭博行為，本會於各投注處及有節制博彩網站提供「自願暫停投注戶口」服務，有需要人士可申請不少於一年的暫停投注有效期。同時本會也為有輔導及治療需要人士提供轉介服務。

## Researches and Studies

The Club commissions regular researches and studies on problem gambling issues and trends for the purposes of monitoring and public information. In-depth surveys on perceptions of responsible gambling and illegal gambling have been commissioned to collect insights, which help to refine future plans and responsible gambling strategies. Compliance studies and mystery shopping programmes are also carried out by an independent agency to review measures being implemented in line with the Club's Responsible Gambling Policy. The Ping Wo Fund has also been conducting regular studies on the gambling prevalence rate among Hong Kong residents.



Home Affairs Bureau and Ping Wo Fund commissioned university to conduct researches regularly, in order to understand the gambling prevalence trend in Hong Kong.

平和基金及民政事務局委託大學定期進行研究，了解港人參與賭博活動的趨勢。



## 調研與考察

為了監察問題賭博趨勢及提升公眾對此課題的認知，本會不時就問題賭博相關的議題及發展趨勢進行研究。同時，我們亦進行深入訪談，了解市民對有節制博彩的認知，以助未來制定有節制博彩的策略及方案。此外，馬會亦委托獨立顧問公司進行前線服務水平評估，並以神秘顧客的形式作出抽查，以檢討及確保現行的措施符合本會訂立的有節制博彩政策。此外，平和基金亦會定期進行研究，了解港人參與賭博活動的趨勢。



## Stakeholder Engagement

The Club is committed to working with the Government to provide responsible sports wagering and lottery services and to support it in combatting illegal gambling.

The Club coordinates regularly with the Home Affairs Bureau, the latter being responsible for regulating the conduct of all gambling activities in the territory. This includes supporting its work to provide treatment and counselling service to problem gamblers through the Ping Wo Fund. Besides, the Club's representatives frequently meet with major NGOs and gambling care concern groups to gather feedback and share update on the Club's latest development in responsible gambling.

The Club also maintains close liaison with the Betting and Lotteries Commission, an independent advisory body on gambling licensing issues, to exchange views on gambling policy and measures to combat illegal gambling.

## 持份者聯繫

馬會除了由政府授權提供有限的體育博彩及獎券服務外，同時亦積極配合政府進行打擊非法賭博的工作。

我們與負責監管本地博彩活動的民政事務局通力合作，包括支援局方轄下平和基金為問題賭徒提供的治療及輔導服務。馬會代表亦會定期與各大非政府機構及關注賭博團體會面，收集各方面意見，以及匯報本會在有節制博彩方面的工作進展。

馬會同時與博彩及獎券事務委員會，檢視本地博彩牌照事務的獨立諮詢組織保持密切聯繫，雙方會就博彩政策及打擊非法賭博交換意見。

To foster responsible gambling mindsets and to reduce the risk of developing addictive behaviour, especially among the younger generation, the Club has funded the establishment of the Integrated Centre on Addiction Prevention and Treatment (ICAPT) at the Tung Wah Group of Hospitals (TWGHs) in 2013. The Club also joined forces with the TWGHs to launch the On-line Volunteer Training Project for Prevention of Problem Gambling and Addictions to offer preventive education and counselling service to high-risk youths over the internet.

The Club organises frequent exchanges with overseas counterparts and other international bodies to share experience and best practice in combating illegal gambling and promoting responsible gambling measures.



為及早推廣有節制博彩的重要性，馬會於 2013 年捐助東華三院成立心瑜軒預防及治療多重成癮綜合服務中心，旨在向市民大眾特別是年青一代，推廣有節制博彩精神以減低成癮機會。另外，馬會亦支助東華三院推出「預防問題賭博及其他成癮問題」義工培訓計劃，通過互聯網向高風險年輕群組提供預防教育及輔導服務。

此外，馬會亦有與海外相關機構及其它國際組織作經常性交流，就打擊非法賭博及推廣有節制博彩方面的工作，分享心得及交流成功範例的實踐經驗。



香港賽馬會提倡有節制博彩政策，如需就問題賭博行為尋求協助，可聯絡以下輔導中心：  
明愛展晴中心 東華三院平和坊問題賭博輔導中心 錫安社會服務處－勵勵軒輔導中心 路德會青亮中心

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