

RE: VIX VIZION & AHA NSW – TRIAL OF FACIAL RECOGNITION in HOTELS

The Australian Hotels Association (AHA) NSW is a registered industrial association representing employers of labour – the peak industry body for hotels across NSW.

During 2021/2022, AHA NSW in collaboration with a limited number of trusted industry partners conducted trials of facial recognition in hotels. The purpose of these trials was to assess the efficacy of using facial recognition technology to detect persons attempting to enter gaming rooms.

The evidence was unequivocal. Facial recognition is by far the more effective method of quickly identifying persons than a reliance on manual identification of patrons from photographs. The trial results were even more impressive as they were undertaken during Covid restrictions where the wearing of masks in gaming areas was a requirement. **Vix Vizion** was an important contributor throughout the trials, both their systems which performed to a high standard, and their staff.

AHA NSW and Clubs NSW have now entered into a Memorandum of Understanding to enhance the current Multi-Venue Self Exclusion (MVSE) database to support Facial Recognition Technology (FRT) and then roll out MVSE FRT to all member hotels and clubs across the State.

Whilst the parameters, privacy requirements and technical specifications of the MVSE FRT are still being developed, it remains AHA NSW's intent to continue to support those associates and partners that worked with us to validate the viability of this program.

Should you wish further information on the trial, please contact me via email john.green@ahansw.com.au , or alternatively Director Government and Industry Affairs Chris Gatfield via email chris.gatfield@ahansw.com.au



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