CASE STUDY

Empowering Pubs and Clubs to meet South Australian Responsible Gaming Reforms

The Customer

In 2019 the South Australian State Government introduced reforms to the gaming industry through changes to the Gambling Administration Guidelines issued under the Gambling Administration Act 2019. Part of the reform introduced the need for gaming venues to implement a facial recognition system to detect self-excluded patrons, where the venue has 30 or more electronic gaming machines. Approximately 255 venues were required to comply with the new face recognition laws. This requirement came into force February 2021.

The Challenge

Hundreds of individual venues including venue groups in South Australia needed to quickly comply with the new laws. Vix worked with the industry to build a specialised solution, based on our Imagus product.

This solution needed to be deployed quickly and easily with little disruption to venue operations.

Vix Vizion's Imagus facial recognition technology is a good fit for the requirements of the South Australian project and was approved by the South Australian government's CBS department for use in the project, along with 7 other facial recognition providers.

As of June 2022, over 85% of venues in South Australia have Vix Vizion's Imagus Facial Recognition Software installed and operational, with over 400 camera feeds being processed. Our systems automatically alert pubs and club's staff and management if a self-excluded problem gambler attends a gaming area. This system replaces a manual system where staff had to remember photos of self-excluded problem gamblers, often attached to bulletin boards. It is more effective, accurate, works in real time and is not subject to human error.

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The Solution

Consumer and Business Services (CBS) manages the registration of self-excluded patrons, which is integrated with the Vix Vizion Imagus Responsible Gaming solution.

Vix Vizion provided our Imagus Intelligent Video Analytics software, installed and operated on standalone servers and cameras at the venues. The Imagus software is integrated by Vix Vizion with BOEN and can receive or request updates on self-excluded gamblers from BOEN on a regular basis. Imagus stores and manages the image database for each venue at a local level. It also includes a configurable alert tool that enables the venues to decide how they receive alarms when a self-excluded problem gambler is detected at their venue. Reporting and incident management tools are included in Imagus that are used by the venues for in house reporting and automated reporting back to CBS.

Vix Vizion also provides a system monitoring solution which is managed as a service for each venue. The monitoring service ensures that the facial recognition system remains active and always connected to BOEN database.

The Benefits

Since going live, the Vix Vizion Imagus Responsible Gaming solution has correctly detected self-excluded patrons, across many venues. Venue staff have commented that the solution saved time in dealing with self-excluded patrons when compared to the previous manual system and was far more accurate.

Imagus is designed to perform extremely well in uncooperative camera environments where light levels, camera angles and many moving people can be a challenge. It is an Australian developed and supported technology that allows each venue to securely process data locally.

How is privacy addressed

The Vix Vizion Imagus Responsible Gaming solution only checks for faces of patrons who have self-excluded themselves from certain venues as stored in the BOEN database. Data is securely stored at venues and any faces seen by the CCTV system that are not associated as a self-excluded patron is deleted after three days.

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