




REWARDS



Program Brochure

Crown Melbourne



Discover the World of Crown

From acclaimed restaurants and award-winning hotels, to world-class table games and endless entertainment, Crown Rewards helps you to discover the World of Crown – and be rewarded.

Just show your Crown Rewards Card when you pay and you could earn Points, which you can redeem for Crown experiences like shopping, dining, table games, hotel stays and much more.

Joining Crown Rewards is quick, easy and free. Plus, you could start earning Points straight away across Crown Melbourne, Crown Perth, and Crown Sydney.

It's simple to progress through the Membership Tiers, with each Tier offering you new and exclusive Privileges[^].

At Crown we are committed to creating exceptional experiences and providing Responsible Gaming with a focus on harm minimisation.

Crown Rewards helps you discover more... join today.



[^] "Privileges" means the goods and/or services that are available to Members including Benefits, Rewards, Awards, Promotional Offers and Third Party Offers.



Join

It's easy to join

There are many great reasons to join Crown Rewards. We've made the program simple to understand, from earning and redeeming Points to progressing through our Membership Tiers. Plus, joining is quick, easy and free.

You can join in the following ways:

Full Membership

- At any Crown Rewards desk
- With the help of a Crown Rewards staff member

Join Crown Rewards today.



Earn Earning Points

With Crown Rewards, you can earn Points every time you visit Crown. Stay at one of Crown's world-class hotels or dine at award-winning restaurants... simply show your Card when you pay and you could earn Points straight away.

Plus, your Card can be used at Crown Melbourne, Crown Perth, and Crown Sydney so you can make the most of your Crown Rewards Membership.

Here's how you can earn Points today:



Play on table games²

Points earned are based on game type, table minimum and time played



Dine at participating Crown Melbourne restaurants¹

\$1 spend = 5 Crown Rewards Points



Pay for purchases at participating Crown Melbourne bars and nightclubs¹

\$1 spend = 5 Crown Rewards Points



Stay at a Crown hotel

\$1 spend = 5 Crown Rewards Points



Shop at Crown's participating retail outlets¹

\$1 spend = 5 Crown Rewards Points



Book and hold an event or conference at Crown Melbourne³

\$1 spend = 5 Crown Rewards Points

It's simple to earn Points with Crown Rewards, just show your Card when you pay.



Redeem

Using Points to pay

Using your Crown Rewards Points to pay is easy. Just show your Card when you pay at participating outlets, and the Points will be deducted from your Account balance.

Points can be used to pay for almost everything at Crown Melbourne, Crown Perth, and Crown Sydney.

You can use your Points to:



Exchange for Table Play on table games²



Pay for your Crown bill at selected restaurants¹



Pay for purchases at selected Crown bars and nightclubs¹



Pay for your Crown hotel rooms and services



Shop at Crown's retail precinct¹



Pay for your event or conference at Crown³



Buy Crown Gift cards and experiences at the Crown Rewards Hub

100 Crown Rewards Points = \$1

It's easy to use your Points to pay at Crown, just show your Card.



Table Play

Redeeming Points for Table Play

With Crown Rewards, you can exchange your Points for Table Play⁴ on participating Crown table games.⁵

Here's how:

1. **INSERT** your Crown Rewards Card at any Voucher Issuance Kiosk (VIK)
2. **ENTER PIN**
3. **SELECT** the Table Play button
4. **PICK** amount to redeem and wait for Table Play voucher to print
5. **TAKE** voucher with your Crown Rewards Card to a table games dealer to exchange for cash chips.

Here's important information on redeeming your Points:

- A minimum redemption amount of \$25 in Table Play is required.
- Redemptions of Table Play must be in multiples of \$5.
- There is a maximum Table Play limit allowed per Day,⁶ which is determined by each individual Membership Tier. Please visit any VIK or Crown Rewards desk for details.

It's simple to redeem your Points for Table Play, just visit a VIK.



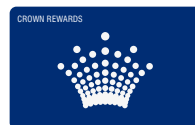
Membership Tiers

There are five Membership Tiers

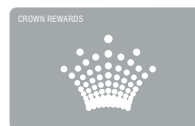
Discover Crown Rewards Membership Tiers, each with its own set of Benefits, which could include free parking, special Member offers and more.

To experience the Benefits of each Tier, you need to earn the required number of Status Credits in order to move up the Tiers.

Here's the number of Status Credits you need to progress to a new Tier and discover a new set of Benefits, or maintain a current Tier:



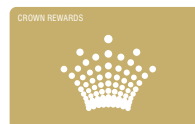
Member Tier



Silver Tier

5

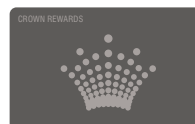
Status Credits⁷



Gold Tier

25

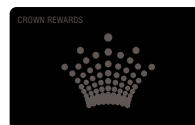
Status Credits⁷



Platinum Tier

100

Status Credits⁷



Black Tier



By Invitation Only

With Crown Rewards, you'll access new and exciting Benefits every time you move up the Tiers.



Gradi

Status Credits

The way to discover a new Membership Tier

Earning a Status Credit is simple. When you earn enough Points, you're automatically awarded a Status Credit.

Status Credits allow you to discover a new Crown Rewards Membership Tier and a range of new Privileges.

Your Status Credits will be accumulated over the course of your six-month Membership Cycle.



Table Games

500 Casino Points = 1 Status Credit*



Hotels



Restaurants



Bars



Shopping



Events & Conferences

1,500 Lifestyle Points = 1 Status Credit*

Each time you earn Points with your Crown Rewards Card you're one step closer to a new Tier and a range of new Benefits.

*Earn rates for Lifestyle Points and Casino Points may vary. See page 7 or a staff member for more information.

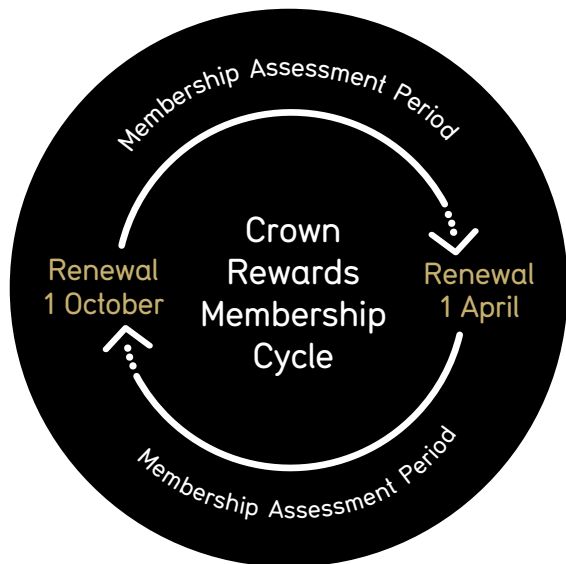
Membership Cycle

Your Crown Rewards Membership is reviewed every six months on **1 April and 1 October**.

Your Membership Tier is based on the number of Status Credits earned in the six months prior to these dates.

If you join between renewal dates you can be upgraded to the next Membership Tier at any time.

How the Membership Cycle works:








Earning Status Credits is simple.



Five Levels of Benefits

Crown Rewards recognises you with new and exclusive Benefits each time you move up to a new Tier.

Here's the range of Benefits at each Membership Tier.

					
Benefits	Member	Silver	Gold	Platinum	Black
Free multi-level parking ⁸	✓ [^]	✓ [*]	✓	✓	
Free basement parking ⁹			✓	✓	
Free valet parking (The Mahogany Room valet entrance) ¹⁰			Discounted off-peak	✓	
Birthday offer - sparkling wine and chocolates ¹¹	✓	✓	✓	✓	
Special offers and promotions	✓	✓	✓	✓	
Crown Rewards partnership offers ¹²	✓	✓	✓	✓	
Member pricing and offers at selected restaurants ¹³	✓	✓	✓	✓	
Spa discount ¹⁴		10%	15%	20%	
Hotel discount ¹⁵		10%	15%	20%	
Hotel privileges - hotel welcome gift		✓	✓	✓	
Hotel privileges - free high speed Wi-Fi			✓	✓	
Hotel privileges - express registration				✓	
Platinum Reward ¹⁶				✓	
Exclusive invitations to special events				✓	
Free Premium Wi-Fi on casino floor ¹⁷	✓	✓	✓	✓	
Complimentary beverages from the dispensers on casino floor ¹⁸	2 per Day [#]	2 per Day	3 per Day	4 per Day	
Access to member hotline - 1300 8 CROWN	✓	✓	✓	✓	
Access to VIP services line				✓	
Dedicated host (may be assigned based on criteria) ¹⁹				✓	
Riverside Room access		✓	✓	✓	
Complimentary non-alcoholic beverages		✓	✓	✓	
Teak Room access			✓	✓	
Complimentary selected beverages			✓	✓	
The Mahogany Room access				✓	
Complimentary beverages				✓	
The Mahogany Room salon access				By invitation	

Our most exclusive benefits - by invitation only

 Parking  Special Member Offers  Services  Room Access

[^] Member Tier must earn 25 Casino Points or spend \$50 at a Crown hotel, restaurant or other participating outlets to receive free 24 hour multi-level parking on same visit. ^{*}Silver Tier must earn at least one Point to receive free 24 hour multi-level parking on same visit. [#]Member Tier must earn one Point in a Day to receive two complimentary drinks.

Responsible Practices

Protecting you, protecting the community

It's Crown's responsibility to ensure Acceptable Identification, personal details and, in some cases, financial information from our customers is up-to-date. Responsible Practices aims to mitigate the risk of individuals using illicit funds at Crown. You can play an important role to help us protect the community by being aware of our processes and declaring certain information to Crown when requested.



Our commitment to Responsible Gaming

At Crown we are committed to providing Responsible Gaming services through the provision of awareness, assistance and support to our customers. This includes a dedicated Responsible Gaming Centre (RGC) staffed by Responsible Gaming Advisors 24 hours per day, 7 days per week.

Support Services Include:

Self Exclusion

Self Exclusion is a process available to customers to voluntarily ban themselves from gaming areas at Crown Melbourne, Crown Perth, and Crown Sydney.

Third Party Exclusion

Third Party Exclusion is a process whereby a family member, friend or significant other can apply to have Crown review a person's gaming behaviour.

Pre-Commitment – Play Safe Limits

Play Safe is Crown's voluntary money and time limit setting program and allows Crown Rewards Members to set voluntary money and/or time limits for their Fully Automated Table Game Play.

Player Activity Statements

Player Activity Statements provide information on each Member's FATG play, including all wins and losses for the period of the statement. Members are able to collect their Player Activity Statement on request at any Crown Rewards desk.

If you would like to speak to the team to find out more information on Crown's responsible gaming programs and services for you or someone you care about please call 1800 801 098 any time.

Additionally, information is available via the below Crown website:

www.crownmelbourne.com.au/responsible-gaming-melbourne

Support and information is also available via

www.gamblinghelponline.org.au or the

Gambling Helpline on 1800 858 858.

Please send us an email at rgc@crownmelbourne.com.au if you have any questions.



12 Hour Daily & 36 Hour Weekly Visit Policy

Our Commitment to You

12-hour daily and 36-hours in any 7-day Play Periods are in place. Remember to take breaks during play and enjoy your visits to Crown responsibly.



When time on-site at Crown is 12-hours in a day, we may ask you to take a 12-hour break.



When total time on-site at Crown is 36-hours in any 7-day period, we may ask you to take a 3-day break.

As part of our commitment to Responsible Gaming, our friendly Responsible Gaming Team or other employees may check in with you throughout your visit to the Casino.

For more information on our Responsible Gaming practices, please visit the Responsible Gaming page at crownmelbourne.com.au



AWARENESS. ASSISTANCE. SUPPORT.

Responsible Gaming Centre 1800 801 098
Helpline 1800 858 858
gamblinghelponline.org.au



Terms and Conditions:

1. For participating outlets please visit crownmelbourne.com.au/crownrewards
2. Points earning and redemption on rated table games only available to full Members of Crown Rewards and who are not excluded or prohibited from the casino or the Crown Entertainment Complex for any reason.
3. Points can be earned on food and beverage for events and conference bookings. Not applicable on cash bar sales with Crown function rooms. See event and conference agreement for more information.
4. Table games Table Play is subject to other Terms and Conditions as set out in the Crown Rewards Rules. Table Play is only available to full Members of Crown Rewards and who are not excluded or prohibited from the casino or the Crown Entertainment Complex for any reason. Table Play redemptions on a VIK (Voucher Issuance Kiosk) are only available to Members who have been issued with a PIN. Every \$5 worth of Crown Rewards Points redeemed for Table Play will result in 500 Points being automatically deducted from a Member's Points balance. Once Points have been exchanged for Table Play the transaction cannot be reversed. The minimum amount of Crown Rewards Points a Member can redeem for Table Play is 2,500 (\$25). The maximum amount of Crown Rewards Points a Member can redeem for Table Play is determined by each individual Membership Tier. Please see any Crown Rewards desk for details. Crown Rewards Points earned on gaming machines cannot be redeemed for Table Play, but all other Crown Rewards Points can be.
5. Not available on fully automated table games, semi-automated table games, poker tables, some table games during trial periods and during tournaments. Visit a Crown Rewards desk for details.
6. A "Day" is defined as a 24 hour period commencing at 6.00am and ending at 6.00am on the following day.
7. Minimum Status Credits required for Tier status. Status Credits must be earned within the six month Membership Cycle. Members will be reallocated to the appropriate Tier if a Member does not meet the minimum entry level requirements of their current Tier level at the end of the Membership Cycle of six months.
8. Parking at Crown under this offer is subject to car park Terms and Conditions (which are displayed at Crown car park entrances) and to the availability of car park spaces. Not available for basement or valet parking.
9. Parking at Crown under this offer is subject to car park Terms and Conditions (which are displayed at Crown car park entrances) and to the availability of car park spaces. Not available for valet parking.
10. Parking at Crown under this offer is subject to the car park Terms and Conditions (which are displayed at Crown car park entrances) and to the availability of car park spaces. Off-peak discount valet parking is only available at The Mahogany Room valet parking entrance and at all times

Terms and Conditions cont:

except Friday and Saturday nights from 5pm – 11pm. Valet parking is subject to the availability of car park spaces at The Mahogany Room valet entrance only. Charges apply for valet parking at alternative car parks offering valet parking.

11. In order to receive the Birthday Offer, a Member, on making a reservation at a participating Crown restaurant, must advise the attendant that they wish to receive the offer. A glass of sparkling wine is limited to a maximum of 4 guests in addition to the Member. Complimentary chocolates are limited to the birthday Member only. Restaurant bookings must be made 24 hours in advance. Each guest must order a main meal with complimentary sparkling wine to be consumed in the restaurant. A list of participating restaurants is located at crownmelbourne.com.au/birthdaybenefits or at any Crown Rewards desk.
12. Members participating in any Crown Rewards Partnerships arrangements between Crown Rewards and any Third Party are subject to Crown Rewards rule 10.1 to 10.4 (Third Party Offers).
13. Member offer available at Koko and Silks. Member of Crown Rewards will receive \$50 off their restaurant bill for any spend over \$400. A Member must advise restaurant staff at the time of reservation or on arrival of their wish to take up the offer. Members must present their Crown Rewards Card to be eligible for the offer. Crown reserves the right to amend or withdraw the offer at any time. For more information on current Member offers please visit crownmelbourne.com.au
14. Spa discount is available Monday to Thursday and is subject to availability. Not to be used in conjunction with any other offer. Advanced bookings are essential. A three hour cancellation policy applies or the full fee will be charged.
15. Hotel discount is only available on best available rate at time of booking. Crown Rewards Membership Card must be provided at check-in. Subject to availability. Not available with any other offer. Not transferable. Room only. A 24 hour cancellation policy applies. Please note a service fee of 1.2% applies to accounts settled by credit card.
16. Tier status will be reviewed every six months. Only one Platinum Reward per person. Eligibility for the full Platinum Reward (choose your preferred Reward from a Voucher Issuance Kiosk (VIK)) is subject to a Member being at the Platinum Tier for the full Membership Cycle of 6 months. Where a Member is upgraded during a Membership Cycle to the Platinum Tier and the period remaining is less than 6 months but more than 4 months, a Member is entitled to two complimentary hotel nights. When an upgrade occurs and the period remaining is 4 months or less but more than 2 months, a Member is entitled to one complimentary hotel night. When an upgrade occurs at less than 2 months, a Member is not entitled to a Platinum Reward. Complimentary hotel nights are subject to availability and may be restricted over peak periods. Members cannot carry over un-collected free hotel nights into another Membership Cycle. If Member is downgraded from Platinum Tier and has not booked their free night, they will lose their entitlement. The Platinum Reward is not transferable and cannot be sold or given as a gift. The Member must be present at check-in and be the primary guest at the hotel. The Platinum Reward cannot be exchanged for cash or another product. Any Member awarded Platinum Tier Crown Rewards Membership status without having earned the required number of Status Credits (e.g. VIP Program players), is not eligible to receive a Platinum Reward.
17. Patrons must be located on the Gaming Floor to access free Wi-Fi. Premium Wi-Fi is only available to Crown Rewards Members or patrons who have an access code. Users and Crown Rewards Members must accept the Crown Internet Access Terms of Use to access Crown Wi-Fi.
18. For the purpose of this complimentary drink offer a 'Day' is defined as a 24-hour period commencing at 6.00am and ending at 6.00am on the following day.
19. Personal hosts are assigned to Black and Platinum Members at Crown's discretion and may be determined by the Member's gaming activity.



Contact Us



Have a question? We're here to help

Contact us on the Crown Rewards hotline

1300 8 CROWN



Crown Rewards Hub



Your personalised online experience

CROWNMELBORNE.COM.AU/CROWNREWARDS



MOBILE APP



CROWNRESORTS



CROWNMELBORNE



CROWNMELBORNE

