

2024年金沙中國負責任博彩推廣計劃

SANDS CHINA RESPONSIBLE GAMING PROMOTIONS PLAN 2024



金沙中國於2023年在負責任博彩推廣方面繼續取得豐碩成果，有接近10萬人次參與金沙中國舉辦的推廣和培訓活動，並獲得大部份參與者的正面反饋，為公司來年開展負責任博彩15週年的各項相關舉措，持續推動行業的可持續發展奠定穩健基礎。

2024年，金沙中國將一如既往地堅定支持澳門特別行政區政府的各項負責任博彩推廣舉措，並會透過舉辦一系列負責任博彩的推廣活動，持續增強團隊成員對負責任博彩的認知及理解，積極協助有需要的客人，維護團隊成員及其家人的身心健康。與此同時，我們亦會繼續支持本澳社會服務機構，向本澳市民及旅客推廣負責任博彩。

In 2023, Sands China Ltd. continued to achieve noteworthy results in promoting responsible gaming. Nearly 100,000 people participated in the promotion and training activities organized by Sands China Ltd. this year, and received positive feedback from most participants, providing strong momentum for continuing the company's long-standing responsible gaming work in the community in 2024.

In 2024, Sands China Ltd. will remain firm in our determination to continue supporting the Macao SAR government's responsible gaming promotion and initiatives. In focusing on promoting the government's responsible gaming initiatives to our team members, our aim is to actively assist guests in need, and support team members and their families by conducting a series of responsible gaming activities and events. These serve to enhance team members' responsible gaming knowledge and understanding while strengthening the protection of families from gambling disorder. And as we do each year, we will continue to support local NGOs in their efforts to promote the message of responsible gaming to local residents and tourists.



金沙中國2024年負責任博彩推廣計劃

SANDS CHINA RESPONSIBLE GAMING PROMOTIONS PLAN IN 2024

季度 Quarter	活動 Activities	類型 Type
第一季 Quarter 1	負責任博彩捐款 Responsible Gaming Donations	社區推廣 Community Promotion
	負責任博彩推廣 — 「主動求助，贏得未來」微電影 Responsible Gaming Promotion — "Seeking Help for Winning the Future" Microfilm	社區推廣 Community Promotion
	負責任博彩推廣 — 「主動求助，贏得未來」口號設計創作比賽 Macao Responsible Gaming Promotion — "Seeking Help for Winning the Future" Slogan Design Competition	社區推廣 Community Promotion
	RG捉「迷」藏 RG Hide & Seek	社區推廣 Community Promotion
	負責任博彩一問 RG Questioning	社區推廣 Community Promotion
	預防沉迷賭博/理財教育工作坊 Prevention of Gambling Addiction/Financial Management Education Workshop	培訓 Training
	負責任博彩攤位日 RG Awareness and Family Service Promotion Day	社區推廣 Community Promotion
	負責任博彩培訓 RG Training	培訓 Training
	金沙中國負責任博彩 - 香港培訓團 SCL Responsible Gaming - Hong Kong Training Tour	培訓 Training
	「主動求助，贏得未來」負責任博彩嘉年華 "Seeking Help for Winning the Future" RG Carnival	社區及旅客推廣 Community and Tourist Promotion



季度 Quarter	活動 Activities	類型 Type
第二季 Quarter 2	負責任博彩推廣 — 「主動求助·贏得未來」口號設計創作比賽 Macau Responsible Gaming Promotion – "Seeking Help for Winning the Future" Slogan Design Competition	社區推廣 Community Promotion
	負責任博彩推廣 — 「主動求助·贏得未來」微電影 Responsible Gaming Promotion – "Seeking Help for Winning the Future" Microfilm	社區推廣 Community Promotion
	RG捉「迷」藏 RG Hide & Seek	社區推廣 Community Promotion
	負責任博彩推廣 — 短片及有獎問答遊戲 Macau Responsible Gaming Promotion – Video and Quiz Game	社區推廣 Community Promotion
	RG迷賭後果圈出來 RG Pointing Out Gambling Addiction	社區推廣 Community Promotion
	RG快問快答 RG Q&A	社區及旅客推廣 Community and Tourist Promotion
	澳門歡迎你·負責任博彩嘉年華 Welcome to Macao, RG Carnival	旅客推廣 Tourist Promotion
	負責任博彩一問 RG Questioning	社區推廣 Community Promotion
	負責任博彩培訓 RG Training	培訓 Training
	預防沉迷賭博 / 理財教育工作坊 Prevention of Gambling Addiction/Financial Management Education Workshop	培訓 Training
	負責任博彩推廣15周年 - 啟動禮 Responsible Gambling Promotion 15th Anniversary - Kick Off Ceremony	
	「助你臂。鬆口氣」中醫輔助介入活動 "Help You & Relax" with Chinese Doctor Assistance Activity	社區及員工推廣 Community and Team Member Promotion
	親子零距離歷奇體驗日 Parent-child Adventure Experience Day	社區推廣 Community Promotion
	負責任博彩推廣 — 短片及有獎問答遊戲 Macau Responsible Gaming Promotion – Video and Quiz Game	社區推廣 Community Promotion
	負責任博彩推廣 — 「主動求助·贏得未來」口號設計創作比賽 Macau Responsible Gaming Promotion – "Seeking Help for Winning the Future" Slogan Design Competition	社區推廣 Community Promotion
第三季 Quarter 3	RG迷賭後果圈出來 RG Pointing Out Gambling Addiction	社區推廣 Community Promotion
	負責任博彩一問 RG Questioning	社區推廣 Community Promotion
	負責任博彩培訓 RG Training	培訓 Training
	負責任博彩推廣 — 「勇敢求助·重新出發」線上遊戲 Responsible Gaming Promotion – "Seek Help Bravely, Start Again" Online Game	社區推廣 Community Promotion
	預防沉迷賭博 / 理財教育工作坊 Prevention of Gambling Addiction/Financial Management Education Workshop	培訓 Training
	負責任博彩微信遊戲制作及相關社區活動 RG WeChat Game Production & Related Community Activities	社區及員工推廣 Community and Team Member Promotion
	舒壓香薰噴霧工作坊 Stress Relief Aromatherapy Spray Workshop	社區及員工推廣 Community and Team Member Promotion
	戳戳繡制作舒壓工作坊 Stitching and Stress Relief Workshop	社區及員工推廣 Community and Team Member Promotion
	香薰蠟燭制作舒壓工作坊 Aromatherapy Wax Making and Stress Relief Workshop	社區及員工推廣 Community and Team Member Promotion
	負責任博彩大使培訓 RG Ambassadors Training	培訓 Training
	負責任博彩推廣15周年 - 澳門博彩業發展及負責任博彩歷程展覽 Responsible Gambling Promotion 15th Anniversary - Macau Gambling Development & Responsible Gambling Exhibition	社區及旅客推廣 Community and Tourist Promotion
	金沙中國負責任博彩眾樂樂嘉年華 Sands China Responsible Gaming Happy Carnival	社區及員工推廣 Community and Team Member Promotion
	負責任博彩推廣 — 短片及有獎問答遊戲 Macau Responsible Gaming Promotion – Video and Quiz Game	社區推廣 Community Promotion
	負責任博彩推廣 — 「勇敢求助·重新出發」線上遊戲 Responsible Gaming Promotion – "Seek Help Bravely, Start Again" Online Game	社區推廣 Community Promotion
	「主動求助·贏得未來」負責任博彩嘉年華 "Seeking Help for Winning the Future" RG Carnival	社區及旅客推廣 Community and Tourist Promotion
第四季 Quarter 4	RG室內攀岩體驗 RG Indoor Rock Climbing	社區推廣 Community Promotion
	負責任博彩培訓 RG Training	培訓 Training
	負責任博彩攤位日 RG Awareness and Family Service Promotion Day	社區推廣 Community Promotion
	負責任博彩推廣15周年 - 閉幕禮 Responsible Gambling Promotion 15th Anniversary - Closing Ceremony	
	負責任博彩微信遊戲制作及相關社區活動 RG WeChat game production & related community activities	社區及員工推廣 Community and Team Member Promotion
	負責任博彩快閃街訪計劃 Responsible Gaming Flash mob	社區及旅客推廣 Community and Tourist Promotion
	負責任博彩路演 (澳門義務青年會, 澳門基督教青年會, 聖公會澳門社會服務處, 鮑思高青年服務網絡, 博彩職工之家) Responsible Gaming Roadshows (Youth Volunteers Association of Macau, YMCA Macau, Sheng Kung Hui Macau Social Services Coordination Office, Bosco Youth Service Network, Macao Gaming Industry Employees Home)	員工推廣 Team Member Promotion
	每月 Every Month	

