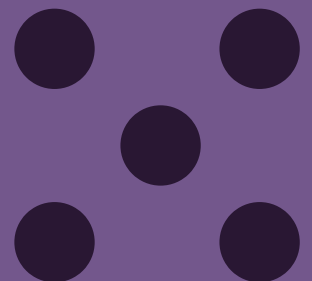
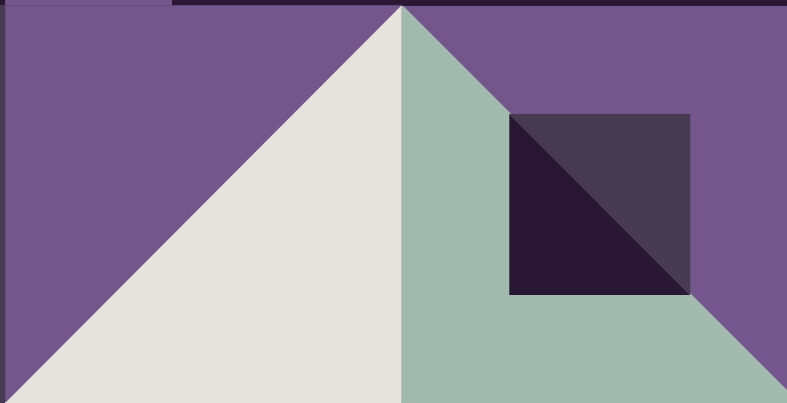
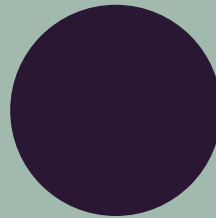
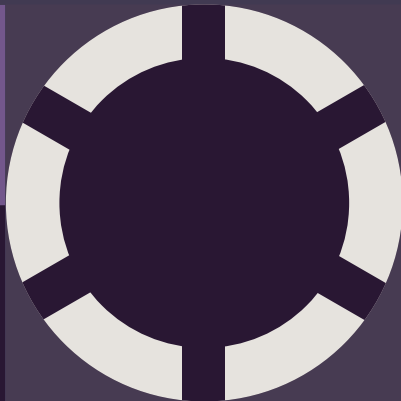
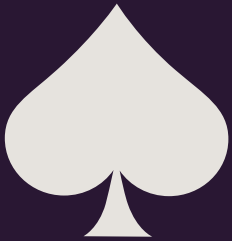




SENET
ASSURE

Discover how Senet Assure can
**advance responsible gambling
outcomes and help shield your
venue against financial crime.**



Senet Assure sets the benchmark internationally for rigorous compliance accreditation and certifies operators are vigilant in responsible gambling and hardened against financial crime.

Senet Assure accreditation distinguishes industry leaders and demonstrates commitment to meeting and exceeding regulatory obligations, cultivating compliance orientation, and helps shield your organisation against financial crime and gambling related harm.

Senet Assure has been developed by Senet - Australia's leading specialist gambling law, regulatory and compliance advisory and is underpinned by our extensive gambling regulatory and legal experience and deep knowledge and expertise across the gambling sector and anti-money laundering and counter-terrorism financing regulation.



ACCREDITATION PROCESS

Senet Assure accreditation involves a thorough assessment of an organisation's gambling and AML/CTF related policies, performance, and compliance orientation. As part of the accreditation process Senet will review and assess the organisation's:

Regulatory strategy, risk appetite and governance arrangements

Responsible gambling obligations and related policies, and procedures

AML/CTF obligations and related policies, and procedures

Implementation of policies and procedures

Staff training and development

Compliance culture

Marketing and promotions

WHAT TO EXPECT

The Senet Assure assessment process initially involves gathering information and documents to help build an understanding of the organisation's strategy, governance arrangements, policies and procedures, compliance culture and performance.

We then analyse all the documents collected, survey employees and conduct targeted assurance activities to test the effectiveness of implementation of gambling and AML/CTF related policies and procedures.

We also conduct site visits and speak with senior managers and employees to obtain information and insights, assess awareness of responsible gambling and AML/CTF obligations and associated organisational policy and procedures, and observe team practices around key responsible gambling and AML/CTF functions.


Senet prepares a comprehensive assessment report including our findings and recommendations and a determination regarding Senet Assure eligibility.


Should an assessment identify any shortcomings in existing policies or practices, Senet will also prepare a thorough remedial plan to assist the organisation meet Senet Assure eligibility requirements.


BENEFITS OF SENET ASSURE


Achieving Senet Assure accreditation allows an organisation to display the Senet Assure certification badge at its venues, on its website and social media, as well as on its communications and marketing material.


Senet Assure accreditation demonstrates an organisation's commitment to best practice and underscores the following achievement and benefits:


 International benchmark for responsible gambling and AML/CTF compliance accreditation


 Meet and exceed regulatory obligations and safeguard corporate reputation

 Helps shield your organisation against irresponsible gambling and financial crime risks

 Distinguishes industry leadership and best practice

 Alignment with compliance-oriented, socially responsible culture

 Contribute to sustainable industry and preserve social licence

 Demonstrate your commitment to safer gambling culture and outcomes

Senet Assure is underpinned by leading expertise and a comprehensive appreciation of the regulatory, public policy, legal and compliance environment, and the strategic and operational challenges the gambling sector confronts.



**DISTINGUISHED.
RIGOROUS.
LEADERSHIP.
SAFEGUARD.**

Senet Assure signals an organisation meets the highest standards of responsible gambling and AML/CTF compliance and is focused on player protection and preventing and minimising the risk of gambling harm and financial crime.

Senet Assure Premium

Senet Assure Premium is an additional optional service available to accredited organisations and provides advice and support across gambling, liquor and AML/CTF related regulatory obligations including:

- Regulatory advice and support
- Representation with regulators
- Routine legal inquiries
- Routine investigative advice
- Whistle-blower portal, investigative triage and support
- AML/CTF Program independent review
- Exclusion policy and practices independent review
- Player rewards/VIP program independent review
- Senior management and board legal and regulatory training
- Access to Senet's Compliance Academy suite of online compliance courses
- Gambling, liquor and AML/CTF assurance support
- Support reviewing relevant policies and procedures



PAUL NEWSON

Senet Assure and Senet Assure Premium are designed and directly overseen by Paul Newson, Principal, Senet Advisory and supported by Senet Legal and the Senet Compliance Academy.

Paul is the Immediate past President and a Patron of the International Association of Gaming Regulators. Paul was the former Deputy Secretary within the NSW Department of Industry, responsible for gambling, liquor and racing public policy and regulation in NSW and a former Trustee of the NSW Responsible Gambling Fund.

Paul has extensive experience stewarding public policy and regulatory oversight including highly sensitive and complex issues and inquiries, enhancing regulatory governance arrangements, removing undue regulatory burden, and prioritising risk-based supervision.

Paul regularly speaks at Australian and international gambling and regulatory conferences and is a graduate of the Executive Development Program - Confronting Challenges and Embracing Opportunities — Strategic Leadership in the Gaming Industry (A joint program of the University of Nevada, Reno College of Business and Extended Studies and the University of Nevada, Las Vegas International Gaming Institute.)

Paul holds a Bachelor of Arts (Politics), a Bachelor of Laws, a Master of Legal Studies, and a Master of Law & Management.

CONTACT US

Contact paul@senetadvisory.com or on **0428 563 376** for more information and to take the first steps towards Senet Assure accreditation and discover how Senet Assure Premium can help secure your venue against financial crime risks, advance responsible gambling outcomes and support your organisation effectively navigate regulatory issues and challenges.

