



# PROGRAM BROCHURE

CROWN MELBOURNE



**CROWN REWARDS**



## EXPERIENCE MORE WITH CROWN REWARDS

From acclaimed restaurants and award-winning hotels, to world-class table games and endless entertainment, Crown Rewards means you can earn points for doing the things you love.

Just show your Crown Rewards Card when you pay or play and you'll earn Points. Points that are redeemable for even more Crown experiences like shopping, dining, table games, hotel stays and much more.

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

With every Tier you achieve, you'll enjoy new Benefits and exclusive Privileges<sup>^</sup>.

At Crown, we're committed to creating exceptional experiences and providing safer gambling behaviours, with a focus on harm minimisation.

**Crown Rewards helps you discover more.  
SIGN UP TODAY**

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



## **JOIN TODAY IT'S QUICK, EASY & FREE**

We've made the program simple to understand, from earning and redeeming Points, to progressing through our Membership Tiers.

### **YOU CAN SIGN-UP FOR FULL MEMBERSHIP IN THE FOLLOWING WAYS:**

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

## **EARN POINTS FOR DOING THE THINGS YOU LOVE**

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

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



### Dine at participating Crown Melbourne restaurants<sup>1</sup>

\$1 spend = 2 Crown Rewards Points



### Pay for purchases at participating Crown Melbourne bars and nightclubs<sup>1</sup>

\$1 spend = 2 Crown Rewards Points



### Stay at a Crown hotel

\$1 spend = 5 Crown Rewards Points



### Play on table games<sup>2</sup>

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



### Shop at Crown's participating retail outlets<sup>1</sup>

\$1 spend = 5 Crown Rewards Points



### Book and hold an event or conference at Crown Melbourne<sup>3</sup>

\$1 spend = 2 Crown Rewards Points

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



## REDEEM POINTS TO PAY, YOUR WAY.

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:



Pay for your Crown bill at selected restaurants<sup>1</sup>



Pay for purchases at selected Crown bars and nightclubs<sup>1</sup>



Pay for your Crown hotel rooms and services



Exchange for Table Play on table games<sup>2</sup>



Shop at Crown's retail precinct<sup>1</sup>



Pay for your event or conference at Crown<sup>3</sup>



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.

\*Points earned at Crown Sydney can only be redeemed at Crown Sydney. Points earned at Crown Melbourne or Crown Perth cannot be redeemed at Crown Sydney.



## TABLE PLAY REDEEMING POINTS

With Crown Rewards, you can exchange your Points for Table Play<sup>4</sup> on participating Crown table games.<sup>5</sup>

### 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 SOME 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<sup>6</sup>, 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

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

Simply earn the required number of Status Credits for each Tier to start enjoying the Benefits.

## MEMBERSHIP TIER STATUS CREDIT REQUIREMENTS



### MEMBER TIER



### SILVER TIER

**10**

Status Credits<sup>7</sup>



### GOLD TIER

**40**

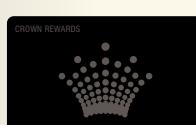
Status Credits<sup>7</sup>



### PLATINUM TIER

**170**

Status Credits<sup>7</sup>



### BLACK TIER



**By Invitation Only**

With Crown Rewards, you'll access new and exciting Benefits every time you attain a new Tier.



## STATUS CREDITS

### DISCOVER EVEN MORE REWARDING MEMBERSHIP TIERS

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

Status Credits allow you to discover higher Crown Rewards Membership Tiers and a range of exciting new Privileges. Your Status Credits will be accumulated over the course of your twelve-month Membership Cycle.

### IMPORTANT INFORMATION ABOUT EARNING STATUS CREDITS:

Earn Points when you dine or pay for a purchase at Participating Facilities



Restaurants



Bars



Shopping



Events &  
Conferences

1,500 F&B AND RETAIL POINTS = 1 STATUS CREDIT\*

Earn Points when staying at Crown Hotels



Hotels

1,000 HOTEL POINTS = 1 STATUS CREDIT\*

Earn Points when playing Casino Games at Crown



Table Games

500 CASINO 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 Food & Beverage and Retail Points, Hotel 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 twelve months, on the 1st of October.

Your Membership Tier is determined by the number of Status Credits you've earned in the twelve months leading up to that date.

If you joined mid-cycle, you can still be upgraded to a higher Tier at any time based on your Status Credits.

### HOW THE MEMBERSHIP CYCLE WORKS:



# FIVE LEVELS OF BENEFITS

Crown Rewards recognises you with new and exclusive Benefits each time you attain a new Tier.

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



BENEFITS	MEMBER	SILVER	GOLD	PLATINUM	BLACK
Free multi-level parking <sup>8</sup>	✓ <sup>^</sup>	✓	✓	✓	
Free basement parking <sup>9</sup>			✓	✓	
Free valet parking (The Mahogany Room valet entrance) <sup>10</sup>				✓	
Birthday offer - sparkling wine and chocolates <sup>11</sup>	✓	✓	✓	✓	
Special offers and promotions	✓	✓	✓	✓	
Crown Rewards partnership offers <sup>12</sup>	✓	✓	✓	✓	
Discounted movie tickets with Choovie <sup>13</sup>	✓	✓	✓	✓	
Spa discount <sup>14</sup>		10%	15%	20%	
Hotel discount <sup>15</sup>		10%	15%	20%	
Hotel privileges - hotel welcome gift <sup>16</sup>	✓	✓	✓		
Hotel privileges - free high speed Wi-Fi		✓	✓		
Hotel privileges - express registration				✓	
Platinum Reward <sup>17</sup>				✓	
Exclusive invitations to special events				✓	
Free Premium Wi-Fi on casino floor <sup>18</sup>	✓	✓	✓	✓	
Complimentary beverages from the dispensers on casino floor <sup>19</sup>	2 per Day <sup>#</sup>	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) <sup>20</sup>				✓	
Teak Room access		✓	✓		
Complimentary selected beverages		✓	✓		
The Mahogany Room access				✓	
Complimentary beverages				✓	
The Mahogany Room salon access					By invitation

Parking    Special Member Offers    Services    Room Access

<sup>^</sup> Member Tier must earn 250 Lifestyle Points at a Crown hotel, restaurant or other participating outlets or earn 25 Casino Points to receive free 24 hour multi-level parking on same visit. <sup>#</sup>Member Tier must earn one Point in a Day to receive two complimentary drinks.

OUR MOST EXCLUSIVE BENEFITS - BY INVITATION ONLY

## **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.



Crown is committed to providing a safe and enjoyable gambling experience for all guests and minimising the risks of gambling harm. This includes a dedicated Crown PlaySafe Centre (CPC) open 24-hours a day, seven days a week. The Centre provides a range of free and confidential services to assist guests, their family members and friends, including:

- Crown PlaySafe Information
- Self-Exclusion
- Third-Party Exclusion
- Referral to external support services

Crown PlaySafe has a diverse team who speak multiple languages. They are available to help bridge the language gap to ensure understanding and inclusivity. Interpreters can also be arranged.

### **PRE-COMMITMENT – PLAY SAFE LIMITS**

Play Safe Limits 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 (PAS) provide information on electronic gaming activity, including play on Electronic Gaming Machines (EGM) and Electronic Table Games (ETG). They show days played, time spent, bets placed, and wins and losses for the statement period – helping you stay informed and in control of your gaming.

To play an electronic game at Crown Melbourne, guests must agree to receive Player Activity Statements. Player Statements are issued in the first week of the month for the month prior. You'll receive a statement if you've played in the last month.

Members will receive their Player Activity Statement via their chosen collection method: email, onsite (VIK or Crown service desk), or the Crown Resorts mobile app.

Regularly obtaining and reviewing your Player Activity Statement is a way to stay informed of your gaming.



If you would like to speak to the team to find out more information on Crown's PlaySafe 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/crownplaysafe](http://www.crownmelbourne.com.au/crownplaysafe)**

Support and information is also available via **[www.gamblinghelponline.org.au](http://www.gamblinghelponline.org.au)** or the Gambling Helpline on 1800 858 858.

If you have any questions, please send us an email at **[cps@crownmelbourne.com.au](mailto:cps@crownmelbourne.com.au)**

## OUR COMMITMENT TO YOU

3 Hour Continuous Play, 12 Hour Daily and 36 Hour Weekly visit policies are in place at Crown Melbourne.



If your visit spans 3 hours of cumulative play without a 15-minute break, you will be required to take a break of at least 15 minutes.



If your visit spans 12 hours or more of cumulative play in a 24-hour period, you will be required to take a 24-hour break.



If your visits amount to 36 hours or more of cumulative play in a week, you will be required to take a break for the rest of that 7-day period.

As part of our commitment to safer play, our friendly Crown PlaySafe team will check in with you throughout your visit to the Casino.

For more information, please visit our Crown PlaySafe page at **[crownmelbourne.com.au/crownplaysafe](http://crownmelbourne.com.au/crownplaysafe)**



## TERMS AND CONDITIONS:

1. For participating outlets please visit:  
[crownmelbourne.com.au/crownrewards](http://crownmelbourne.com.au/crownrewards)

Points earned at Crown Sydney can only be redeemed at Crown Sydney. Points earned at Crown Melbourne or Crown Perth cannot be redeemed at Crown Sydney.

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. Points earned at Crown Sydney can only be redeemed at Crown Sydney. Points earned at Crown Melbourne or Crown Perth cannot be redeemed at Crown Sydney.
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. Points earned at Crown Sydney can only be redeemed at Crown Sydney. Points earned at Crown Melbourne or Crown Perth cannot be redeemed at Crown Sydney.
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. "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 twelve 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 twelve months.

## TERMS AND CONDITIONS CONTINUED:

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. 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](http://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. Choovie is a third-party offeror and is a separate entity to Crown Resorts. Movie tickets purchased via Choovie's online portal is subject to Choovie's terms and conditions located at <https://crownrewards.movie-vouchers.com.au/terms>. Please refer all enquiries to Choovie's customer service center at [whatsup@movie-vouchers.com.au](mailto:whatsup@movie-vouchers.com.au). Goods and services offered by Choovie is subject to the terms and conditions listed in section 10 of the Crown Rewards Rules.
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 1.15% applies to accounts settled by credit card.
16. The hotel welcome gift is subject to change at Crown's discretion. Reward available to paid hotel nights only and excludes complimentary night stays and stays booked on promotional rates.
17. Tier status will be reviewed every twelve months. Only one Platinum Reward per person. Eligibility for the full Platinum Reward (choose your preferred reward via a VIK) is subject to a Member being at the Platinum Tier for the full Membership cycle of 12 months. Where a Member is upgraded during a Membership cycle to the Platinum Tier and the period remaining is less than 12 months but more than 8 months, a Member is entitled to 4 complimentary hotel nights. When an upgrade occurs and the period remaining is 8 months or less but more than 4 months, a Member is entitled to 2 complimentary hotel nights. When an upgrade occurs at less than 4 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.
18. 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.
19. 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.
20. Personal hosts are assigned to Black and Platinum Members at Crown's discretion and may be determined by the Member's gaming activity.

## HAVE A QUESTION? WE'RE HERE TO HELP

Contact us on the Crown Rewards hotline:

**1300 8 CROWN**

For a more personalised online experience, visit the Crown Rewards Hub:

**[crownmelbourne.com.au/crownrewards](http://crownmelbourne.com.au/crownrewards)**



**Crown PlaySafe**

A more enjoyable way to play

Crown PlaySafe Centre 1800 801 098

Gambler's/Gambling Help 1800 858 858

[gamblershelp.com.au](http://gamblershelp.com.au)

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Version: January 2026

V4CR\_1148756 FEB25