

2025銀娛負責任博彩推廣計劃

GEG RESPONSIBLE GAMING PROMOTIONAL PROGRAM 2025



銀河娛樂集團（銀娛）作為澳門首間設立負責任博彩團隊的綜合旅遊休閒企業，多年來積極響應澳門特別行政區政府的號召，一直秉持「理性博彩・明智娛樂」的理念，與各持份者保持緊密合作，為團隊成員及社區不同群體推出各類型負責任博彩推廣活動，助力宣導有關資訊，以提升社會大眾對負責任博彩的認識。

2025年，銀娛會一如既往地積極配合澳門特區政府的施政方針，持續推動負責任博彩，不僅繼續與各持份者為團隊成員及社區各界量身訂制有關的培訓與推廣，更會進一步加強青年的宣傳工作，協助普及更多本澳青年、居民及旅客認識負責任博彩行為，深化負責任博彩知識及建立正向的理財價值觀，以多維度方式增進相關正面訊息的影響力。

以下為銀娛2025年度之負責任博彩宣導及教育計劃方向：

- 透過多元化主題及平台鞏固團隊成員對負責任博彩政策、相關設施及支援服務的了解；
- 舉辦更多負責任博彩青年推廣活動；
- 以不同形式提高社會各界對負責任博彩的認知。

未來，銀娛將繼續積極支持和宣導負責任博彩理念，鼓勵大眾建立積極的生活方式和態度，支持澳門社區的和諧健康及可持續發展。

As the first integrated tourism and leisure enterprise in Macau to establish a dedicated Responsible Gaming Team, Galaxy Entertainment Group ("GEG") has been a strong supporter of the Macau SAR Government's Responsible Gaming initiatives over the years. Upholding the concept of "Play Responsibly", GEG has maintained close collaboration with various stakeholders to launch a variety of responsible gaming promotional activities aimed at its team members and the wider community, promoting relevant information and raising public awareness of responsible gaming.

In 2025, GEG will continue to actively support the Macau SAR Government's policy on advancing responsible gaming by further strengthening its collaboration with stakeholders and implementing tailored training and promotional programs for both its team members and different community segments. Additionally, GEG will also intensify its outreach efforts to engage more local youth, residents, and visitors, deepening their understanding of responsible gaming practices while fostering positive financial values and amplifying the impact of relevant messages through a multidimensional approach.

The key areas of GEG's 2025 Responsible Gaming Advocacy and Education Plan include:

- Strengthening team members' understanding of responsible gaming policies, relevant facilities, and support services through diverse promotional themes and platforms;
- Organizing more youth-oriented promotional activities to enhance awareness of responsible gaming;
- Raising awareness of responsible gaming among all sectors of society through various approaches.

Moving forward, GEG remains committed to promoting the concept of Responsible Gaming, encouraging positive lifestyle attitudes, and supporting Macau's efforts to build a healthy and sustainable community.



理性博彩 明智娛樂 | PLAY RESPONSIBLY

季度 Quarter	活動 Activities	類型 Type
第一季 Quarter 1	銀娛負責任博彩基礎培訓 GEG Responsible Gaming Foundation Training	團隊成員培訓 Team Member Training
	僱員輔導計劃及負責博彩第一季推廣計劃 Employee Assistance Program & Responsible Gaming Program Q1 Promotion	專業關懷服務 Professional Care
	「福運轉盤 • 理性博彩」負責任博彩新春路演推廣 "Fortune Wheel, Play Smart" Lunar New Year Roadshow Promotion	團隊成員推廣 Team Member Promotions
	負責任博彩社區推廣（氹仔區） RG Community Promotions (Taipa District)	青年及社區推廣 Youth & Community Promotions
第二季 Quarter 2	銀娛負責任博彩基礎培訓 GEG Responsible Gaming Foundation Training	團隊成員培訓 Team Member Training
	負責任博彩管理團隊年度培訓 Responsible Gaming Management Training	
	澳門負責任博彩指導員證書課程 Macau Responsible Gaming Ambassador Certification Program	
	僱員輔導計劃及負責博彩第二季推廣計劃 Employee Assistance Program & Responsible Gaming Program Q2 Promotion	專業關懷服務 Professional Care
	僱員輔導計劃路演推廣 Employee Assistance Program Roadshow Promotion	
	2025 負責任博彩足球邀請賽 Responsible Gaming Soccer Tournament 2025	青年及社區推廣 Youth & Community Promotions
	「復活『彩』蛋理財大富翁」親子工作坊 Easter "Money-Smart Monopoly" Parent-child Workshop	
	銀娛負責任博彩青年系列：探索工作坊 GEG RG Youth Series: Exploration Workshop	
第三季 Quarter 3	銀娛負責任博彩青年系列：技能提升工作坊 GEG RG Youth Series: Capability Building Workshop	團隊成員培訓 Team Member Training
	銀娛負責任博彩基礎培訓 GEG Responsible Gaming Foundation Training	
	銀娛負責任博彩資訊亭實務培訓 GEG Responsible Gaming Kiosk Role-Specific Training	
	2025銀娛負責任博彩線上重溫課程 GEG Responsible Gaming Online Refresher Program 2025	
	澳門負責任博彩指導員證書課程 Macau Responsible Gaming Ambassador Certification Program	專業關懷服務 Professional Care
	僱員輔導計劃及負責博彩第三季推廣計劃 Employee Assistance Program & Responsible Gaming Program Q3 Promotion	
	負責任博彩心理健康路演推廣 Health & Harmony: Responsible Gaming Awareness Roadshow Promotion	團隊成員推廣 Team Member Promotions
	銀娛負責任博彩有獎問答遊戲 GEG Responsible Gaming Knowledge Challenge	
	2025 負責任博彩推廣 – 啟動禮 Responsible Gambling Promotions 2025 – Opening Ceremony	青年及社區推廣 Youth & Community Promotions
	銀娛負責任博彩青年系列：健康理財工作坊 GEG RG Youth Series: Financial Management Workshop	
第四季 Quarter 4	負責任博彩社區推廣（路環區） RG Community Promotions (Coloane District)	團隊成員培訓 Team Member Training
	銀娛負責任博彩基礎培訓 GEG Responsible Gaming Foundation Training	
	2025銀娛負責任博彩線上重溫課程 GEG Responsible Gaming Online Refresher Program 2025	
	負責任博彩深化課程 Responsible Gaming Advanced Training	
	澳門負責任博彩導師證書課程 Macau Responsible Gaming Trainer Certification Program	專業關懷服務 Professional Care
	僱員輔導計劃及負責博彩推廣計劃第四季 Employee Assistance Program & Responsible Gaming Program Q4 Promotion	
	第十三屆銀娛負責任博彩周 The 13 th GEG Responsible Gaming Awareness Week	團隊成員推廣 Team Member Promotions
	負責任博彩社區推廣（澳門區） RG Community Promotions (Macau District)	
	銀娛負責任博彩青年系列：實踐工作坊 GEG RG Youth Series: Practical Workshop	青年及社區推廣 Youth & Community Promotions
	負責任博彩主題綜合競技賽 RG Man Competition	
	2025負責任博彩推廣 – 閉幕禮 Responsible Gambling Promotions 2025 – Closing Ceremony	



理性博彩 明智娛樂 | PLAY RESPONSIBLY