

2026銀娛負責任博彩推廣計劃

GEG RESPONSIBLE GAMING PROMOTIONAL PROGRAM 2026



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，為團隊成員及社區推出各類型負責任博彩推廣活動，助力澳門持續提升負責任博彩的正面形象。自2008年至今，銀娛累計吸引逾250,000名團隊成員參與相關培訓及推廣活動。旗下的澳門銀河娛樂場及星際娛樂場於2025年更以滿分成績獲澳門特區政府評為「負責任博彩模範單位」，充份肯定銀娛於實踐及推廣負責任博彩理念方面的成效。

2026年，銀娛全力配合和支持特區政府的全新宣傳主題「認識負責任博彩 守護每一份精彩」推動宣導工作，繼續聯同社會服務機構及相關持份者，為團隊成員及社區各界量身設計合適的培訓與推廣活動。

以下為銀娛本年度之負責任博彩宣導及教育計劃方向：

- 配合2026年足球世界盃體育盛事，舉辦及支持參與相關推廣工作；
- 聯同各持份者持續深化面向社會各界的負責任博彩宣傳工作；
- 透過「銀娛僱員輔導計劃」及「負責任博彩推廣計劃」，持續鞏固團隊成員對負責任博彩的認識與了解；
- 延續「銀娛負責任博彩青年系列」及「銀娛負責任博彩社區推廣計劃」，攜手各社服機構深入社區。

展望未來，銀娛將以實際行動踐行負責任博彩理念，為澳門構建更健康、和諧及可持續發展的社會貢獻力量。



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 philosophy of “Play Responsibly”, GEG has maintained close collaboration with various stakeholders to launch a variety of responsible gaming promotional activities tailored for its team members and community, contributing to the continuous enhancement of Macau’s positive image. Since 2008, GEG has recorded over 250,000 team member participations in related training and promotional activities. Notably, GEG’s Casino Galaxy Macau and Casino StarWorld were once again recognized as “RG Model Unit” by Macau SAR Government, attaining a perfect score in the evaluation. These accolades fully reaffirm GEG’s effective efforts in practicing and promoting responsible gaming.

In 2026, GEG fully supports the Government’s new promotional theme, “Learn RG, Keep the Fun Alive” to drive advocacy efforts, and continue to work with social service organizations and related stakeholders to design customized training and promotional activities for both its team members and different community segments.

The key areas of GEG’s 2026 Responsible Gaming Advocacy and Education Plan include:

- Coinciding with the 2026 FIFA World Cup, organizing and supporting related promotional initiatives;
- Working with various stakeholders to continuously deepen responsible gaming advocacy across all sectors of society;
- Strengthening team members’ awareness and understanding of responsible gaming through the “GEG Employee Assistance Program” and “Responsible Gaming Promotional Program”;
- Continuing the “GEG RG Youth Series” and the “GEG RG Community Outreach Program” in collaboration with social service organizations to reach deeper into the community.

Looking ahead, GEG remains dedicated to translating the principles of responsible gaming into concrete actions, contributing to a healthier, more harmonious and sustainable Macau community.



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季度 Quarter	活動 Activities	類型 Type
全年 Full Year	「僱員輔導計劃」及「負責博彩推廣計劃」 "Employee Assistance Program" & "Responsible Gaming Promotional Program"	銀娛關懷 GEG Cares
第一季 Quarter 1	銀娛負責任博彩培訓 GEG Responsible Gaming Training 「馬迎新聲·理性娛樂」負責任博彩新春路演推廣 "Gallop into New Voices with Rational Play" RG CNY Roadshow 世界理財周親子理財活動 Global Money Week Family Financial Education Activities	團隊成員培訓 Team Member Training 團隊成員推廣 Team Member Promotions 青年及社區推廣 Youth & Community Promotions
第二季 Quarter 2	銀娛負責任博彩培訓 GEG Responsible Gaming Training 澳門負責任博彩指導員證書課程 Macau Responsible Gaming Ambassador Certification Program 第五屆亞洲負責任博彩論壇 The 5 th Asia Pacific Responsible Gaming Forum 「有溫度的家庭溝通」僱員輔導計劃路演推廣 "Warm and Meaningful Family Talk" Employee Assistance Program Roadshow 2026負責任博彩推廣 - 啟動禮 Responsible Gambling Promotions 2026 - Opening Ceremony 世界杯系列：負責任博彩足球邀請賽 FIFA World Cup Series: Responsible Gaming Soccer Competition 世界杯系列：齊齊踢！樂享足球FUN享日 FIFA World Cup Series: Football Fun Day 世界杯系列：負責任博彩主題綜合競技賽 FIFA World Cup Series: RG Man Competition	團隊成員培訓 Team Member Training 團隊成員推廣 Team Member Promotions 青年及社區推廣 Youth & Community Promotions
第三季 Quarter 3	銀娛負責任博彩培訓 GEG Responsible Gaming Training 銀娛負責任博彩管理團隊年度培訓 GEG Responsible Gaming Management Training 負責任博彩資訊亭培訓及社區推廣 Responsible Gaming Kiosk Training & Community Outreach 澳門負責任博彩指導員證書課程 Macau Responsible Gaming Ambassador Certification Program 世界杯系列：負責任博彩駐場活動 FIFA World Cup Series: Responsible Gaming Promotional Booths 「守護精彩 責任同行」負責任博彩路演推廣 Responsible Gaming Awareness Roadshow 第十四屆銀娛負責任博彩線上有獎問答遊戲 The 14 th GEG Responsible Gaming Online Knowledge Challenge 銀娛負責任博彩青年系列工作坊 GEG RG Youth Series Workshops 世界杯系列：世界盃論壇劇場巡演 FIFA World Cup Series: World Cup Forum Theatre Tour 世界杯系列：負責任博彩線上遊戲推廣活動 FIFA World Cup Series: Responsible Gaming Online Mini-Game Campaign 博彩業界負責任博彩推廣日 Gaming Industry Responsible Gaming Promotion Day	團隊成員培訓 Team Member Training 團隊成員推廣 Team Member Promotions 青年及社區推廣 Youth & Community Promotions
第四季 Quarter 4	銀娛負責任博彩培訓 GEG Responsible Gaming Training 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 第十四屆銀娛負責任博彩周 The 14 th GEG Responsible Gaming Awareness Week 僱員輔導計劃工作坊 Employee Assistance Program Workshop 銀娛負責任博彩青年系列工作坊 GEG RG Youth Series Workshops 「財啟未來」負責任博彩社區推廣 "Future-Oriented" RG Community Promotions 2026負責任博彩推廣 - 閉幕禮暨證書頒發儀式 Responsible Gambling Promotions 2026 - Closing Ceremony and Certificate Presentation	團隊成員培訓 Team Member Training 團隊成員推廣 Team Member Promotions 青年及社區推廣 Youth & Community Promotions



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