

Title	Manage stakeholder relationships for a casino		
Level	5	Credits	5

Purpose	People credited with this unit standard are able to: establish relationships with casino stakeholders; develop casino stakeholder management plan; and implement casino stakeholder management plan.
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Classification	Tourism > Casino Gaming
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Available grade	Achieved
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Guidance Information

Definitions

Stakeholders are individuals and groups that have some direct interest in the organisation and its products or services. Examples are – owners, customers, employees, Department of Internal Affairs, Gambling Commission, New Zealand Police Services, Emergency Services, City Councils, players, members, staff, suppliers, community organisations, government agencies.

Contribution can be financial or non-financial, such as contributing to the reputation of the casino and its role in the community.

Performance indicators are criteria established by the planning process of the casino and are specified in its planning documentation.

Industry procedures refer to all workplace requirements in operation in casinos. These may include, but are not limited to, relevant statutory and regulatory requirements, Minimum Operating Standards, Gazetted Rules, Licence Conditions, and procedures described in training courses for the conduct of games, as approved by the Department of Internal Affairs or the Gambling Commission respectively. Industry procedures may also include procedures specific to an enterprise involved in the casino gaming industry. These additional enterprise procedures may include, without limitation, quality assurance, documentation, security, communications, health and safety, and personal behaviour.

Outcomes and performance criteria

Outcome 1

Establish relationships with casino stakeholders.

Performance criteria

- 1.1 An analysis of identified stakeholders determines their contribution to the casino.
- Range stakeholders include – directors, employees, contractors, customers, and the community.
- 1.2 Stakeholder service standards developed address identified requirements and are fully communicated to affected staff in a manner which secures their commitment and support, in accordance with industry procedures.
- Range service standards may include but are not limited to – the organisation’s definition of quality service; implementation and monitoring of quality service.

Outcome 2

Develop casino stakeholder management plan.

Performance criteria

- 2.1 Plan contains stakeholder service standards in accordance with industry procedures.
- 2.2 Methods used for acquiring stakeholder feedback on quality of service provide information which can improve relationships.
- Range examples of methods include – customer surveys, complaints handling, audit reports.
- 2.3 Stakeholder feedback is clarified in sufficient detail to enable it to be converted into specific criteria.
- 2.4 Strategies to improve stakeholder relationships are developed on the basis of information gained, and as a result of comparing actual performance with performance indicators.
- Range strategies include – preventing problems from occurring, establishing systems to identify when problems exist.

Outcome 3

Implement casino stakeholder management plan.

Performance criteria

- 3.1 Strategies implemented are consistent with stakeholder management plan.
- Range strategies include – preventing problems from occurring, establishing systems to identify when problems exist.

3.2 Methods used to review implementation establish the extent to which stakeholder requirements are being met.

Range examples of methods include – benchmarking, stakeholder perception, competitor surveys, customer satisfaction measures.

3.3 Changes to strategies as a consequence of reviews at defined intervals meet emerging requirements.

Planned review date	31 December 2023
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 July 1999	N/A
Revision	2	24 February 2003	N/A
Review	3	23 January 2009	N/A
Revision and Rollover	4	1 November 2018	N/A
Revision and Rollover	5	29 July 2021	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.