

ONTARIO LOTTERY AND GAMING CORPORATION

2010–2011 Progress Report

► RESPONSIBLE GAMBLING

1 Player Education and Support

This document reports on OLG's progress delivering key Responsible Gaming initiatives in 2010 — 2011.

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
Social Marketing Campaign Integrate a player-focused RG marketing campaign, <i>It Pays to Know</i> , and related collateral across Gaming and Lottery division. Educate players on: • Myths and facts • Safe gambling tips • Available support services	Complete	Introduced <i>It Pays to Know</i> posters, digital signage and printed materials across all gaming sites, e-Bingo, lottery retail locations, and treatment providers. Research results showed: • Belief that winning on some slot machines is easier than others fell from 51% to 36% • Belief that a slot machine that hasn't won recently is due for a jackpot fell from 40% to 29% • Number of individuals likely to gamble to win back losses fell from 38% to 24% • Awareness of the <i>It Pays To Know</i> campaign on the digital displays increased from 19% to 35% • 47% of respondents were aware of the campaign either from the TV displays or other media (brochures, messaging, etc.).	Expand the reach of <i>It Pays to Know</i> marketing campaign across all lines of business, including Charitable Bingo.
Pilot RG Marketing Promotion Engage players with RG knowledge through interactive touch screen kiosks at selected gaming sites.	Complete	Attracted over 7,000 customers, more than tripling the campaigns targets.	Roll out kiosk promotion to more OLG Slots & Casino sites, and expand the promotion to Lottery Prize Centre and specific Charitable Bingo sites.
Responsible Gambling Resource Centre (RGRC)	Complete	Organized and implemented at all gaming sites to educate patrons about RG in an informative and interactive way. In a 12-month period, 119,786 individuals participated in a RGRC educational event, and 170,048 individuals interacted with an RGRC.	Ongoing educational events.
Fatigue Impairment Policy Policy developed to help gaming staff assess patrons for signs of fatigue and respond according to escalation procedures.	Complete	Implemented policy across all OLG gaming sites.	Ongoing enforcement of fatigue impairment policy.
Treatment Provider Engagement Plan Promote RG and direct customers with gambling-related problems to the appropriate treatment services across Ontario.	Complete	Introduced gaming sites to local treatment service and provided information about OLG RG projects and practices.	Ongoing engagement with treatment providers.

2 Research

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
RG Council Study of Self-Exclusion (SE) Experience	<i>Complete</i>	Examined participants' experiences with SE, the role of SE in the management of gambling concerns, and parts of SE.	RG Council to submit final report.
RG Control and Feedback Features on Player Cards	<i>Complete</i>	Explored the opinions, attitudes, and potential uptake of 'Informed Choice Card' concepts (i.e. limit setting).	Use results to inform the RG business requirements for the Gaming Management System.
Problem Gambling Among Ontario Casino Employees: Prevalence and Contributing Factors	<i>Complete</i>	The study provided insight about potential risk factors that may lead casino employees to develop gambling problems, and informed OLG's RG training program.	Use results to inform the development of effective prevention and support resources for gaming employees.
RGRC Evaluation	<i>Complete</i>	Commissioned RG Council to conduct an evaluation of the RGRC self-serve and full-serve resource centre models at gaming facilities.	RG Council to submit report. Use results to determine the evolution of the RGRC program.

Site Access for Independent Researchers

Supported the following studies from 2009-2011:

	INITIATIVE	STATUS	COMPLETED IN 2009 — 2010	CARRY OVER TO 2011
1	Educating Slot Players on Spending & Evaluating ATM use. Researchers: Dixon and Harrigan, U of Waterloo	<i>Still pending</i>	Provided site access at Western Fair and Flamboro	Researchers to complete final reports.
2	Understanding Wins, Losses, Near Misses: Researchers: Harrigan and Dixon, U of Waterloo	<i>In progress</i>	Provided site access at Grand River	
3	Impulse and reward dependence in pathological gambling. Researchers: Stead, Wohl, Anisman, Matheson of Carleton University	<i>In progress</i>	Provided site access at Rideau	
4	Gambling Risk Assessment Screen for Slot Machines. Researchers: Schellinck and Schrans, Focal Research Consultants Ltd	<i>Complete</i>	Provided site access at Western Fair	None.

3 Employee Engagement

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
RG Site Teams Comprised of 5 to 10 employees at each site, teams reinforce RG training, discuss RG issues, and share tips and feedback for how to best promote RG at the site.	Complete	Established an RG Champion at each gaming site to lead the RG teams and be the primary RG point of contact. Formed in January 2010, the RG Site teams held meetings on a bi-monthly basis, and monthly RG communications were shared with the teams. Created over 50 site specific initiatives - 25 of which were completed in fiscal 2011.	Continue bi-monthly meetings. Support RG Training reinforcement tactics. Completion of site specific initiatives.
RG Training for Gaming Employees Work with Centre for Addiction and Mental Health (CAMH) to design and deliver training for gaming employees in recognizing, responding and reporting on red-flag player behaviour.	Complete	Trained 6,800+ frontline and supervisory employees. 99% of gaming employees reported satisfaction with RG training and being either somewhat or very knowledgeable about RG.	Ongoing training of new hires, and development of new reinforcement strategies.
Support Centre Training Increase employees' general problem gambling awareness, and demonstrate ways to provide callers with accurate game information, and support options.	Complete	Developed a series of initiatives, including interactive games and quarterly RG informational meetings to educate and engage employees on an ongoing basis.	Schedule dates for refresher training, including more formal objectives based targets for evaluation.
Prize Centre Training Build on 2009-10 training: • Dealing with player complaints about losses • Understanding problem gambling behaviours • Building awareness of help resources and tools.	Complete	Provided to 21 OLG Prize Centre Staff.	Reinforcement activities to continue.
Lottery Sales Training Lottery Sales Specialist, Key Account teams and Corporate Lottery sales support trained to increase employees' general problem gambling awareness and demonstrate ways in which to provide training and support to retailers and consumers with RG questions or concerns.	Complete	Trained 117 Sales Staff.	Retailer Online RG Training module to be developed in 2011-2012.
RG Interaction Database New database enables gaming employees to report observed RG concerns and indicate how they respond to the situation.	Complete	Ongoing tracking of front-line employee experiences and RG interactions on gaming floor starting July 2010. Used interaction data to inform topics for monthly communications to all gaming employees.	Use interaction reports to inform RG messaging and reinforcement strategies for gaming employees.
RGRC Employee Engagement	Complete	RGRC staff participated in 18 all-employee meetings, a number of preshift meetings, and RG Site Team meetings, totaling over 190 points of contact. Gaming site employee referrals to RGRC has increased by 21% over the past year.	Encourage ongoing participation by RGRC staff in employee support and assistance.

4 Self-Exclusion

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
Off-Site SE Registration Enable people to register for SE at the offices of treatment providers and credit counselors.	<i>Complete</i>	Launched Off-Site SE across Ontario.	Ongoing delivery of SE registration at the offices of treatment providers and credit counselors. Establish additional locations across the province to participate in off-site registration.
Disentitlement Policy Disentitle prizes for SE patrons who return to sites and are detected, as a method of discouraging self-excluders from attempting re-entry.	<i>Partially Complete</i>	Developed policy and internal procedures.	Awaiting Government regulatory change before implementation. Launch communications for disentitlement policy. Begin disentitling winnings from SE persons.
Facial Recognition Technology that works to detect SE patrons who attempt to enter OLG facilities as a method of deterring breach attempts.	<i>Complete</i>	Installed Facial Recognition technology at most OLG gaming sites by May 2011.	Ongoing evaluation of detection rates at gaming sites, using a mystery shop program and technical reviews.
Translation of SE Information	<i>Complete</i>	Translated OLG's printed material on SE into Italian and Chinese (simplified and traditional).	Translate the contents of SE materials into additional languages.
Do-Not-Contact Lottery, Bingo, and Corporate Marketing databases that manage direct marketing communications to players receive a flag to avoid marketing to people in SE.	<i>Complete</i>	Created policy, processes, and technical specifications for Gaming, Bingo, and Lottery. Completed Support Centre processes and communications. Implemented processes to apply do-not-contact flags.	Ongoing service delivery.

5 Game Design

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
GAM-GaRD Evaluation of Lottery Products Use software application to identify the fundamental structural and situational characteristics of a game, based on a weighted scoring system that evaluates potential risk for a vulnerable player.	Complete	Tested all new lottery products using GAM-GaRD software.	Ongoing use of software for the assessment of new lottery games.
Lottery Product Risk-Assessment Framework Assess new lottery products using: • RG Guideline for Game Design • RG Guideline for Marketing Communications • RG Guideline for Lottery Experiential Events	Complete	Introduced a risk-assessment framework for lottery employees to identify potential risks associated with new lottery games.	Monitor the design assessment process to ensure ongoing success and ease of use.
RG Player Control Features on Winner Circle Cards Provide software tools for players to monitor and set limits on the amount of time and money they spend gambling, and provide access to RG information.	Complete	Included RG business requirements in the Gaming Management System RFP, in collaboration with British Columbia Lottery Corporation.	Select vendor and begin work defining features.
Clocks on the Gaming Floor	Complete	Introduced clocks on the gaming floor of all OLG gaming facilities. Idea driven out of myth debunking exercise with the RG Site Teams.	None.

6 Evaluation and Benchmarking

INITIATIVE	STATUS	OUTCOME	CARRY OVER TO 2011
Public Reporting: • RG Scorecard and Metrics • RG Policies and Programs • RG Progress Report	Complete	Produced and published first ever public reports on all aspects of RG program. Adapted an RG Scorecard from OLG's larger RG metrics document. This is a new method for reporting key indicators across all lines of business.	Ongoing reporting on all aspects of RG program.
Obtain WLA Level 4 Accreditation	Complete	Completed first ever second-party assessment of RG program by KPMG. Achieved WLA Level 4, the highest level of accreditation of WLA's RG Framework.	Ongoing program evaluation against objectives.

