

RESPONSIBLE GAMBLING

♦♦ Progress Report 2012-13

Player Education and Support

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2014
Responsible Gambling (RG) Education Promotion Engage players with RG information, and collect market research data through interactive kiosk trivia promotion.	Complete	Attracted over 29,000 individuals, across a total of 12 OLG Slots and Casinos, and Resort Casinos. Attracted a total of 6,190 individuals at four community events across Ontario. Built an email database of 20,000 promotion participants who consented to receive RG information and materials on an ongoing basis.	Continue to expand reach of RG promotion. Grow RG email database to 40,000. Recruit RG database members for player education research.
Responsible Gaming Resource Centres (RGRCs) Independently operated by the Responsible Gambling Council (RGC), the centres provide players with information about safe gambling practices and local referrals for help with gambling-related problems.	Complete	Engaged over 115,000 slots and casino players in awareness promotions designed to educate gamblers about common myths and demonstrate how the games work. Event participation increased by 44 per cent from the previous fiscal year. RGRCs attracted a total of 191,758 player visits including information and assistance visits and educational event participation, a 21 per cent increase compared to last fiscal year. Finalized a contract to implement Responsible Gambling Resource Centres at Charitable Gaming and Bingo centres across the province.	Ongoing development of new educational events offered by RGRCs. Introduce RGRCs at Charitable Gaming sites across Ontario.
RG player tools on KnowYourLimit.ca Inform players how games work and provide tips for healthy play.	Complete	Launched three new player educational tools: - Your Gambling Profile - Lotto Draw Simulator <i>The Slot Machine: What Every Player Needs to Know</i> (shortened version)	Ongoing introduction of new interactive tools and RG information and promotions.
RG educational material Provide new, up-to-date content for print materials, to be available at gaming sites and online at KnowYourLimit.ca.	Complete	Updated content and design for four new OLG RG brochures: <i>Concerned About Someone's Gambling?</i> <i>Self-Exclusion: A Chance for Change</i> <i>What Next? Getting the Most from Self-Exclusion</i> <i>Your Guide to Playing Slots</i>	Disseminate new brochures to slots and casino facilities, and clinical support services. Translate brochures into multiple languages and make available on KnowYourLimit.ca

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Charitable Gaming and Bingo Collaborate with the Centre for Addiction and Mental Health (CAMH) to design and deliver RG training for Charitable Gaming employees.	Complete	Trained over 400 Charitable Gaming employees who completed online RG training. Over 75 supervisors and managers completed in person RG training.	Ongoing RG training of Charitable Gaming employees.
Slots and Casino Collaborate with CAMH to design and deliver RG training for slots and casino employees.	Ongoing	Conducted an RG Training Needs Assessment to inform areas of improvement in training sessions and initiatives. Clarified RG guidelines for gaming employees when interacting with players, to better assist employees when responding to players exhibiting at-risk behaviours.	Ongoing training of new employees and reinforcement activities. Enhance RG training to focus on further developing employee skills to sensitively, appropriately, and confidently interact with players displaying at-risk behaviours.
Lottery Train key lottery personnel to increase awareness of problem gambling signs and ways to support retailers and players with RG questions.	Ongoing	Provided RG training to sales employees through multiple channels.	Continue to develop relevant and effective RG training and reinforcement activities for lottery personnel.
Lottery retailers Provide RG information and support for over 10,000 retailers in Ontario who sell OLG lottery products.	Ongoing	Created a link between lottery retailer intranet sites to a lottery retail page on KnowYourLimit.ca.	Evaluate the use and effectiveness of linking lottery retailer intranet sites to KnowYourLimit.ca.
Internet gambling Collaborate with CAMH to develop training content for Internet Gambling Customer Support staff.	Ongoing	Identified training needs including content, method of delivery, and tracking for Internet Gambling Customer Support staff.	Execute Internet Gambling training to employees.

RG Culture Building

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OLG Support Centre Offer support for managing and containing crisis when a player is experiencing distress.	<i>Ongoing</i>	Enhanced support materials for OLG Support Centre. Developed new support materials specific to Internet Gambling players.	Continue to provide support and updated materials to OLG Support Centre employees to assist players across all lines of business.
RG Slots and Casino site teams Comprised of five to ten employees at each Slots and Casino facility, teams reinforce RG training, discuss RG issues, and share tips and feedback for how to best promote RG at the site.	<i>Ongoing</i>	Supported RG Site teams to plan and execute a minimum of two RG activities at each site. Examples of site initiatives in 2012-2013 included: - Increased reporting of RG customer/employee interactions - Increased RG knowledge through an open house, an RG fair, and an RG scavenger hunt Distributed monthly RG Communications across all OLG Slots and Casino facilities.	Continue to support new site-specific initiatives and disseminate RG communications.
RG Interaction Database Track slots and casino employees' reports of observed RG concerns among players and how employees responded to the situation.	<i>Ongoing</i>	Reported a total of 1,488 RG interactions across Slots and Casino facilities in 2012-13, a 50 per cent increase from last fiscal year. Used interaction reports to inform RG messaging and initiatives and to develop response strategies for gaming employees.	Develop a stronger, systematic method for reporting interactions.
RGRC staff support Share information and support RGRC's problem gambling prevention efforts and referrals to players.	<i>Ongoing</i>	Referred 1,652 players by OLG Slots and Casino staff to RGRCs, an increase of 60 per cent from the previous fiscal year.	Continue to communicate with and support RGRC staff in employee and player support and assistance.
Mystery Shop Approximately 10 to 12 times per month, a mystery shopper visits a Slots or Casino facility and poses a series of customer service questions to gaming employees including two RG related questions.	<i>Ongoing</i>	Completed a total of 2,132 Mystery Shop interactions. Demonstrated high level of RG knowledge with 99-100 per cent of employees successfully responding to a question or concern regarding RG myths or Self-Exclusion.	Ongoing execution of Mystery Shop program.

Self-Exclusion

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Off-site Self-Exclusion Allow people to register for Self-Exclusion at the offices of participating problem gambling support centres and credit counsellors in Ontario.	<i>Ongoing</i>	Assisted 60 individuals to register for Self-Exclusion at an off-site location.	Renew agreements with off-site support centres and credit counsellors to continue delivery of off-site Self-Exclusion registration. Establish additional support centre locations across the province to participate in off-site Self-Exclusion registration.
Facial Recognition Technology Deter breach attempts by detecting self-excluded individuals who attempt to enter Slots and Casino facilities in Ontario.	<i>Complete</i>	Staff and technology detected a total of 1,933 breaches. Caesars Windsor installed security cameras to capture images of licence plates to detect vehicles of individuals who are self-excluded.	Ongoing evaluation of detection rates at gaming sites, using technical reviews and research.
Translation of Self-Exclusion materials Translate OLG's Self-Exclusion materials into multiple languages.	<i>Complete</i>	Completed assessment to select languages to be translated.	Translate Self-Exclusion materials including brochures, registration and reinstatement forms. Host translated Self-Exclusion brochures on KnowYourLimit.ca.
Online Self-Exclusion Individuals will be able to self-exclude from Internet Gambling in Ontario.	<i>In Progress</i>	Developed policies and procedures surrounding Self-Exclusion for Internet Gambling in Ontario.	Launch online registration for Internet Gambling Self-Exclusion via PlayOLG.ca and KnowYourLimit.ca.

Game Design

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Risk assessment for new games Use a software application to identify the fundamental structural characteristics of a game, and evaluate their potential impact on players.	<i>Ongoing</i>	Assessed ten new and/or updated lottery and Charitable Gaming products.	Ongoing use of software for the assessment of new lottery, charitable gaming, and future Internet Gambling games.
Internet gambling play management tools Provide tools for players to monitor and set limits on the amount of time and money they spend gambling online in Ontario.	<i>Complete</i>	Defined detailed requirements for money and time limits. Developed RG messaging to accompany play management tools.	Implement RG play management tools and features at launch of Internet Gambling in Ontario.

Stakeholder Relations

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Ontario support services engagement Promote RG and direct customers with gambling-related problems to the appropriate treatment services across Ontario.	<i>Ongoing</i>	Presented information on the revitalization of Charitable Gaming and Bingo at over 20 problem gambling and credit counselling centres. Administered an online survey to support service centres to evaluate how successful OLG is in communicating its RG Program to support services.	Continue to administer the annual survey to support service centres and develop new content to effectively measure awareness, understanding, and accessibility of OLG's RG programming across the province.
Stakeholder engagement Consult, communicate, and collaborate with external problem/responsible gambling organizations.	<i>Ongoing</i>	Participated in several employee meetings, phone calls, and email communications with external collaborators including, CAMH, Responsible Gambling Council (RGC; including RGRC staff), Ontario Problem Gambling Helpline (OPGH), and Ontario Problem Gambling Research Centre (OPGRC) to update on current RG activities and programs and to plan and execute future initiatives.	Continue to expand and strengthen relationships and collaborations with important problem gambling and RG stakeholders.
Community engagement Promote RG and problem gambling treatment services to the general public and local community groups.	<i>Complete</i>	Presented RG information at 37 community events and conferences, and 46 presentations provided to support OLG's modernization	Promote the RG Spotlight In Your Community feature via conference give-aways and mail outs to community groups across the province. Deepen and expand community outreach and engagement.

Research

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2014
RG Player Awareness Study Track player awareness and knowledge on RG concepts and behaviours.	Ongoing	Collaborated with a research firm to administer the Annual Player Awareness Study to 502 slot or casino players and 500 lottery players. Incorporated language changes to existing questions to improve accuracy of capturing players' attitudes and perceptions.	Inform RG messaging and program development based on results.
Employee RG Survey Provide year-over-year tracking on employees' knowledge and perceptions of OLG's RG program.	Ongoing	Completed online Employee RG Survey that reported 95-99 per cent of gaming and non-gaming employees consider themselves knowledgeable about RG.	Continue to administer employee RG survey on an annual basis. Look for opportunities to improve accuracy of capturing employees' perceptions on areas related to RG.
CEO's Gambler Advisory Panel A small focus group consisting of problem gamblers describing their experiences.	Ongoing	Completed first gambler advisory panel to gain first-hand information of the experiences of problem gamblers.	Conduct additional gambler advisory panels. Inform future RG initiatives, policies, practices, and procedures based on players' experiences.

Support for Independent Research

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<i>A Test of Transferability of Findings of Casino Design Effects from the Lab to the Casino Floor</i> Researchers: Karen Finlay & Harvey H.C. Marmurek, University of Guelph Examine how casino design effects generalize from a laboratory setting to an actual casino floor.	Complete	Provided site access for researchers to recruit a total of 223 players.	Apply results to the development of future RG elements that may be incorporated in casino floor design.
<i>Identifying Problem Gamblers in Gambling Venues in Ontario, Canada</i> Researchers: Lena Quilty & Janine Robinson, Centre for Addiction and Mental Health Explore casino employee experiences in identifying and responding to players exhibiting at-risk gambling behaviours.	Complete	Supported research by distributing study advertisements to casino managers regarding participation in the study. Casino managers displayed these advertisements in employee areas and informed employees of the opportunity to participate. A total of 130 OLG casino employees participated in the research study.	Use findings to develop content for future gaming employee training sessions.
<i>Reality to practice: Linking Self-Exclusion to treatment</i> Researchers: Alex Blaszczyński (University of Sydney), Robert Ladouceur (Université Laval), and Scott Maitland (University of Guelph) Investigate the effectiveness of an educational video that motivates individuals enrolled in Self-Exclusion to seek treatment.	In progress	Facilitated communications between Interprovincial Lottery Corporation (ILC) and OPGRC. Collaborated with ILC members and provided feedback regarding study design and procedure. Provided site access at OLG Casino Brantford to film video.	Researchers to recruit participants, complete data collection, and analyze findings.

Evaluation and Benchmarking

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Public reporting: - Measuring Awareness and Outcomes - RG Scorecard - RG Progress Report	Ongoing	Produced and published public reports on all aspects of OLG's RG program.	Ongoing reporting of OLG's RG program. Establish targets and benchmarks for initiatives.
RG Check Accreditation Developed by RGC, an accreditation program based on a Responsible Gambling Index comprised of specific standards.	Ongoing	Achieved RG Check accreditation at four gaming sites (Casino Brantford, Slots at Mohawk Racetrack, Slots at Woodstock Raceway, and Caesars Windsor). Completed RG Check audit at four additional gaming sites.	Evaluate the quality of RG programming at Ontario Slots and Casino facilities based on RGC's reports. Ongoing RG evaluations of remaining gaming sites. All sites to receive accreditation by 2014.



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