

# RESPONSIBLE GAMBLING

## ♦♦ Progress Report 2013-14

# Player Education and Support

| INITIATIVE                                                                                                                                                                                                                                                                                                                                                                                                                              | STATUS   | OUTCOME                                                                                                                                                                                                                                                                                 | PLANS FOR FISCAL 2014-2015                                                                                                                                                                            |
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| <b>Responsible Gambling Educational Marketing Promotion</b><br>The <i>It Pays to Know</i> Responsible Gambling (RG) educational marketing campaign asks trivia questions specific to respondents' primary form of gambling. The campaign is designed to increase player awareness of key RG principles and influence player behaviour and is available across all lines of OLG's business.                                              | Complete | Attracted 35,661 individuals, across 15 slots and casinos, and resort venues in Ontario and 6,175 individuals at community events across Ontario. The total number of 41,836 participants represents a participation increase of 18% from last year's <i>It Pays to Know</i> promotion. | Develop a culturally relevant and meaningful marketing campaign and support materials designed to reach multicultural communities.                                                                    |
| <b>New Re-brand of OLG's Responsible Gambling Program</b><br>OLG plans to reconceive and rebrand its player education offering, to broaden the scope of messaging to a wider range of players. For example, in addition to delivering RG messages to existing casual, serious or 'at-risk' players, we will cover the entire frequency spectrum including new/infrequent gamblers, serious gamblers, and problem/pathological gamblers. | Complete | Extensively reviewed our existing player education platform, to assess its strengths and weaknesses, followed by an exploration of creative strategies to maximize and advance OLG's player education efforts.                                                                          | Develop branding design logos and launch new Player Education RG branding.<br><br>Create educational messages that connect more strongly as part of the gambling experience.                          |
| <b>Responsible Gambling Educational Database</b><br>The RG team has built an educational database to reinforce RG information with periodic email blasts to people who consent and want this information. These emails include information about RG education and resources and provide notification of upcoming and ongoing RG promotions.                                                                                             | Complete | Grew the RG email database to 60,000 participants and sent three emails last year with information on RG specific messaging including information about tools and resources on <a href="http://knowyourlimit.ca">knowyourlimit.ca</a> .                                                 | Continue to grow RG educational email database and send regular communications.<br><br>Develop innovative methods to effectively use RG educational database for future player education initiatives. |
| <b>Print Advertising Campaign - GamTalk.org</b><br>OLG partnered with GamTalk, an independent non-profit organization, to promote a print campaign about the GamTalk.org website, an online community that chronicles "Stories of Hope" – tales of problem gambling, their consequences and the journey to recovery.                                                                                                                    | Complete | Reached over 5.7 million Ontarians with a half-page full colour external advertisement in June 2013, that raised public awareness of GamTalk and OLG's association with it, and to encourage problem gamblers to submit their own "Stories of Hope."                                    | Plan for future external advertisements promoting RG information and upcoming events.                                                                                                                 |

## Player Education and Support

| INITIATIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                              | STATUS   | OUTCOME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                                                                |
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| <b>Online Promotion on knowyourlimit.ca</b><br>At the end of March 2013, an online contest was launched that included a trivia game that provided RG information in a fun and interactive way.                                                                                                                                                                                                                                                                          | Complete | Attracted over 42,000 online participants who engaged in the contest and answered a series of RG trivia questions.<br><br>Advertised knowyourlimit.ca and the promotion through a province wide paid online media campaign and through existing marketing channels including: printed materials and digital signage at OLG slots and casinos, an email blast to Winner's Circle Rewards and RG educational database members, and online at OLG.ca.<br><br>Increased overall visits to knowyourlimit.ca by 132% from the previous fiscal year.                                                                                                                                                                                                                                                         | Hold future annual online RG promotions, that will help inform players to gamble responsibly.<br><br>Develop a robust presence in popular social media sites and use this as a means to drive traffic and increase repeated visits to knowyourlimit.ca.                   |
| <b>Responsible Gaming Resource Centres (RGRCs)</b><br>These centres are specially designated, on-site, stand-alone facilities that are independently run by the Responsible Gambling Council (RGC). RGRCs offer comprehensive RG information about safe gambling practices, and local referrals for help with gambling-related problems through multiple formats such as brochures, videos, posters, digital signage, interactive kiosks, and special education events. | Ongoing  | Engaged 124,900 slots and casino players in awareness promotions designed to educate gamblers about common myths and demonstrate how the games work. Attracted 9,400 more players than the previous year.<br><br>Hosted 206,400 RGRc player visits including information and assistance visits and educational event participation, an increase of 14,640 more visits compared to last year.<br><br>Last year, service performance at RGRCs at gaming sites increased across ten key metrics (Please see the 2013-2014 Measuring Awareness and Outcomes report).<br><br>Implemented 12 self-serve RGRCs at Charitable Gaming Centres across the province. Engaged in a total of 6,278 interactions at Charitable Gaming Centres including 4,690 individuals who participated in an educational event. | Ongoing support of new educational events and development of player education and support service materials.<br><br>Continue installation of RGRCs at Charitable Gaming Centres across Ontario. Expected to have 37 RGRCs implemented at Charitable Gaming sites by 2015. |
| <b>Translation of RG Material</b><br>The RG team translated a number of its <i>It Pays to Know</i> player education brochures in multiple languages to offer players RG information in a language of their choice.                                                                                                                                                                                                                                                      | Complete | Translated four <i>It Pays to Know</i> brochures into seven different languages: Chinese Simplified, Chinese Traditional, French, Italian, Portuguese, Punjabi, and Spanish. All brochures are available for download on knowyourlimit.ca and OLG.ca.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Continue to translate RG materials in additional priority languages.                                                                                                                                                                                                      |

## RG Training and Culture Building

| INITIATIVE                                                                                                                                                                                                                                                                                                                     | STATUS   | OUTCOME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                                                                               |
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| <b>RG Training for Slots and Casino</b><br>Since 2005, OLG has collaborated with the Centre for Addiction and Mental Health (CAMH) to design and deliver RG training to gaming employees. Last year, OLG and CAMH refreshed the training and built a plan to deliver RG training to all Slots and Casino employees in Ontario. | Complete | Developed a new and enhanced RG training program for all Gaming employees. The new program includes two enhanced modules: RG Core Training and RG Advanced Training. The modules teach the “Recognize, Respond, Report” approach for assisting customers displaying RG red flag behaviours.<br><br>Refreshed Red Flag Guidelines that now identify five broad categories of red flag behaviours in the ‘Recognize’ section and provide direction for general employee responses.<br><br>Enhanced the model by introducing the ‘continuum approach’, which helps employees recognize the nature of red flags through the lens of frequency, complexity, and intensity.<br><br>Developed two new e-learning modules, RG Core Reinforcement and RG Advanced Reinforcement, to help refresh and reinforce learning.<br><br>Conducted RG Training Needs Assessment of resort casinos to determine employees’ perspectives on the delivery and content of advanced RG training. | Launch RG training program for all OLG Gaming employees.<br><br>Deploy the RG training program to the privately-operated Great Blue Heron Charity Casino and Casino Rama resort casinos.<br><br>Work to implement e-learning modules to be available to employees by calendar year 2015. |
| <b>RG Training for Charitable Gaming and Bingo</b><br>To extend RG training to multiple lines of business, OLG collaborated with CAMH to design and deliver RG training for Charitable Gaming employees across the province.                                                                                                   | Complete | Engaged 302 Charitable Gaming employees who completed online RG training.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Explore best processes and technologies to support all areas of employee training initiatives at Charitable Gaming Centres. This work will facilitate the implementation and design of RG training and reinforcement communication among Charitable Gaming Centre employees.             |
| <b>RG Training for Internet Gaming</b><br>In preparation for the upcoming launch of Internet Gaming in Ontario, OLG has developed policies and procedures to ensure that the Internet Gaming Customer Care employees who have direct contact with our online players receive appropriate training.                             | Complete | Developed in collaboration with CAMH, an RG training program for Internet Gaming Customer Care employees was created that centres on the <i>Responsible Gambling Red Flag and Escalation Guidelines for Internet Gaming</i> . Similar to the Red Flag Guidelines for gaming, these guidelines detail protocols for recognizing, responding to, and reporting signs of red flag behaviours during customer interactions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Work to continuously improve RG training for Internet Gaming Customer Care employees through a formal needs assessment evaluation.                                                                                                                                                       |

## RG Training and Culture Building

| INITIATIVE                                                                                                                                                                                                                                                                                                                                                                                | STATUS   | OUTCOME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                                                                                                                                                  |
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| <b>RG Training for Lottery</b><br>OLG continuously trains key lottery personnel to increase awareness of problem gambling signs and identify ways to support retailers and players with RG questions.                                                                                                                                                                                     | Complete | Provided RG training to Lottery Sales Operations (including field sales, corporate and key accounts) to create awareness of RG as a core business strategy and communicate RG information to the retail network on a regular basis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Develop and implement policies and procedures to assist Lottery Marketing employees, including third-party Marketing service providers, to assess their marketing from an RG perspective and produce RG-appropriate marketing materials.<br><br>Develop specialized RG training for Lottery employees responsible for game design and business development. |
| <b>RG Training for Lottery Retailers</b><br>OLG provides RG information and support for over 10,000 retailers in Ontario who sell OLG lottery products.                                                                                                                                                                                                                                   | Complete | Updated two job aids:<br>1) <i>Responsible Gambling</i> - provides retailers with an overview of RG, what their role should be, and includes guidelines for handling different problem gambling and RG-related issues;<br>2) <i>Age Control, It's the Law</i> - provides retailers with an overview of provincial regulations prohibiting selling to minors and outlines OLG's expectations to ensure all retailers ask for photo ID if a customer appears under the age of 25.<br><br>Reviewed the ID25 policy with over 4,900 retailers to support continuous improvement and reinforcement of RG related policies.<br><br>Provided RG reinforcement to approximately 600 retailers at the Convenience U tradeshow. Engaged the Responsible Gambling Council (RGC) to provide retailers with RG messaging via an interactive game. | Explore new ways of communicating key RG training and reinforcement information with retailers.                                                                                                                                                                                                                                                             |
| <b>OLG Support Centre</b><br>Being one of the main points of contact for consumers, retailers, and players, Support Centre representatives provide callers with information about games, links to resources, and other RG and problem gambling related information. OLG Support Centre also offers support for managing and containing crisis when a player may be experiencing distress. | Ongoing  | Refreshed RG training for OLG Support Centre in collaboration with CAMH.<br><br>Facilitators from CAMH provided in-class Advanced RG Support Centre Training to employees that leverages the model of "Recognize, Respond, and Report."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Explore the development of an online RG Reinforcement Tool and Resource Hub focused on providing practice to Support Center employees. This reinforcement tool and resource hub will allow for updated RG information to be communicated to employees on an ongoing basis.                                                                                  |

## RG Training and Culture Building

| INITIATIVE                                                                                                                                                                                                                                                               | STATUS         | OUTCOME                                                                                                                                                                                                                                                                                               | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                                                                                             |
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| <b>RG Slot and Casino Site Teams</b><br>These teams are comprised of five to ten employees at each Slots or Casino gaming site. Teams meet periodically to discuss RG issues, reinforce RG training, 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 RG activities at each site.<br>Distributed monthly RG communications regarding current RG updates and/or issues to all sites.                                                                                                                             | Continue to support new site-specific initiatives and disseminate RG communications.                                                                                                                                                                                                                   |
| <b>RG Interaction Database</b><br>This database provides a hub to track slots and casino employees' reports of observed RG concerns among players and documents how employees responded to the situation.                                                                | <i>Ongoing</i> | Reported a total of 1,685 RG interactions across slots and casino gaming sites in 2013-2014, an increase of 13% from last year.<br>Redesigned the objectives of the RG interaction database so that the tool is now used to log details of escalated or serious red flag behaviour interactions only. | Use entries to help identify which red flags are most commonly observed and what actions are taken in response to them. This information will help to shape and refine future RG training and the development of new RG program elements like employee communications or training reinforcement tools. |
| <b>RGRC Staff Support</b><br>OLG employees share information, provide players with referrals to the centres, and support RGRC's problem gambling prevention efforts.                                                                                                     | <i>Ongoing</i> | Referred 1,564 players to RGRCs in 2013-2014.<br>Facilitated new relationships with RGRCs and credit counsellors to provide information about local services.                                                                                                                                         | Continue to communicate with and support RGRC staff in employee and player support and assistance.                                                                                                                                                                                                     |

# Self-Exclusion

| INITIATIVE                                                                                                                                                                                                                                                                     | STATUS             | OUTCOME                                                                                                                                                                                                                                                                                                     | PLANS FOR FISCAL 2014-2015                                                                                                                                                                  |
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| <b>Off-site Self-Exclusion</b><br>Allow people to register for Self-Exclusion at the offices of participating problem gambling support centres and credit counsellors in Ontario.                                                                                              | <i>Complete</i>    | Continued the promotion of Off-Site Self-Exclusion. A total of 79 individuals registered for Self-Exclusion at an off-site location, an increase of 32% from the previous year.<br><br>Began planning for establishing additional treatment centres to participate in off-site Self-Exclusion registration. | Provide continuous communications to off-site treatment providers regarding current events and RG-related issues.                                                                           |
| <b>Facial Recognition Technology</b><br>This system works to deter breach attempts by detecting self-excluded individuals who attempt to enter slots and casino gaming facilities in Ontario.                                                                                  | <i>Ongoing</i>     | Detected a total of 1,977 breaches, demonstrating a 4% increase from the previous year.                                                                                                                                                                                                                     | Ongoing evaluation of detection rates at gaming sites.                                                                                                                                      |
| <b>Charitable Gaming Self-Exclusion</b><br>A Self-Exclusion program at Charitable Gaming Centres in Ontario is currently being explored.                                                                                                                                       | <i>In Progress</i> | Conducted a Self-Exclusion feasibility review to identify potential ways in which a Self-Exclusion program could be operated within the Charitable Gaming context.                                                                                                                                          | Confirm a model for a Self-Exclusion program that will fit within the operating context of Charitable Gaming while still meeting the standards for Self-Exclusion expected by OLG and AGCO. |
| <b>Internet Gaming Self-Exclusion</b><br>Individuals will be able to self-exclude from Internet Gaming in Ontario.                                                                                                                                                             | <i>Complete</i>    | Developed policies and procedures for Internet Gaming Self-Exclusion to be implemented at launch of PlayOLG.ca.                                                                                                                                                                                             | Launch online registration for Internet Gaming Self-Exclusion via PlayOLG.ca and knowyourlimit.ca.                                                                                          |
| <b>Reinstatement Tutorial</b><br>A mandatory 30 minute online tutorial will be required for players to complete before becoming eligible for reinstatement. The tutorial will provide key information about gambling, game odds, safe gambling tips, and player control tools. | <i>Complete</i>    | Completed Request for Proposal to select a vendor to develop the creative.<br><br>Consulted with CAMH to develop tutorial content.                                                                                                                                                                          | Launch reinstatement tutorial for Slots and Casino and Internet Gaming Self-Exclusion.                                                                                                      |
| <b>Translation of Self-Exclusion Materials</b><br>OLG has translated two Self-Exclusion brochures into seven languages for individuals to obtain RG information in the language of their choice.                                                                               | <i>Complete</i>    | Translated two Self-Exclusion brochures into seven additional languages: Chinese Simplified, Chinese Traditional, French, Italian, Portuguese, Punjabi, and Spanish. All brochures are available for download on knowyourlimit.ca and OLG.ca.                                                               | Translate Self-Exclusion registration and reinstatement forms into additional languages.                                                                                                    |

## Game Design

| INITIATIVE                                                                                                                                                                                                          | STATUS          | OUTCOME                                                                                                                                                                                                                  | PLANS FOR FISCAL 2014-2015                                                                               |
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| <b>Risk Assessment for New Games</b><br>A software application, GAM-GaRD, is used to identify the fundamental structural and situational characteristics of a game, and evaluate their potential impact on players. | <i>Ongoing</i>  | Assessed 67 new and/or updated Lottery, Charitable Gaming, and Internet Gaming games.                                                                                                                                    | Ongoing use of GAM-GaRD for the assessment of new Lottery, Charitable Gaming, and Internet Gaming games. |
| <b>RG Educational Messages at Point of Play</b><br>OLG provides RG information directly on ticket vouchers or electronic game screens at Charitable Gaming Centres.                                                 | <i>Ongoing</i>  | Included RG messaging such as the Ontario Problem Gambling Helpline in the help screen of electronic games, on the ticket in/ticket out vouchers, and on the electronic break open tickets at Charitable Gaming Centres. | Expand the reach of RG messaging across multiple games.                                                  |
| <b>Internet Gaming Play Management Tools</b><br>These tools allow players to monitor and manage their play behaviour gambling online in Ontario.                                                                    | <i>Complete</i> | Worked with Internet Gaming vendor to develop play management tools including setting time and money limits, a self-assessment check, breaks, a personalized risk profile, and Self-Exclusion.                           | Implement RG player control tools and features at launch of Internet Gaming in Ontario.                  |

# Stakeholder Relations

| INITIATIVE                                                                                                                                                                                                                                                                                                         | STATUS  | OUTCOME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <b>Ontario Support Services and Community Engagement</b><br>OLG regularly promotes RG and gambling-related information to support service centres and community groups across Ontario.                                                                                                                             | Ongoing | Presented information on the revitalization of Charitable Gaming and Bingo, future Internet Gaming in Ontario on PlayOLG.ca, and general RG information at over 30 problem gambling and credit counselling centres and community groups in Ontario.                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Continue to deliver RG program updates and communications to support services and community groups.<br><br>Cultivate new relationships with organizations that specialize in educating parents with responsible gambling information and how it may impact their children.<br><br>Develop a stakeholder communication strategy to foster regular communication of current and upcoming issues and information with key support services. |
| <b>Stakeholder Engagement</b><br>OLG frequently consults, communicates, and collaborates with independent problem/responsible gambling organizations and experts.                                                                                                                                                  | Ongoing | Collaborated on multiple RG initiatives and research projects with CAMH, RGC, and the Ontario Problem Gambling Research Centre (OPGRC) including training initiatives, Self-Exclusion projects, and player education research.<br><br>Consulted with academic researchers from Carleton University, University of Waterloo, McGill University, and the University of Nevada, Las Vegas, to discuss OLG's RG program and the RG measures implemented for PlayOLG.ca.                                                                                                                                                                                                                                   | Continue to collaborate on RG/PG related projects and develop a strategy to benefit from OPGRC's new mandate of knowledge, translation, and exchange.                                                                                                                                                                                                                                                                                    |
| <b>Industry Peers</b><br>The Interprovincial Lottery Corporation Responsible Gambling Sub-committee (ILC-RGSC) was established to advance the level, effectiveness and operational integration of RG programming within the Canadian gaming industry, and to establish Canada in a leadership role in this regard. | Ongoing | Contributed to the design and execution of a number of projects including Self-Exclusion and the use of support services, common RG training curriculum, standardized RG frameworks for National Standards and evaluation of Responsible Gaming Information Centres.                                                                                                                                                                                                                                                                                                                                                                                                                                  | Continue to enhance relationships with industry peers and collaborate on national projects.                                                                                                                                                                                                                                                                                                                                              |
| <b>Community Sponsorship</b><br>OLG supports provincial and national agencies and organizations through community sponsorships for RG and problem gambling related events and initiatives.                                                                                                                         | Ongoing | Sponsored the Responsible Gambling Council's annual RG Discovery Conference, an international event that gathers problem gambling and responsible gambling experts to explore, examine, and discuss issues related to problem gambling prevention, research, and treatment.<br><br>Sponsored Credit Canada Debt Solutions' 7th annual Credit Education Week, an event devoted to improving financial literacy amongst individuals, families, and communities throughout Canada.<br><br>Sponsored the 25th annual Family Wellness Medicinal Banquet of Chinese Family Services of Ontario, a non-profit, accredited professional counselling agency that offers problem gambling counselling services. | Continue to support RG events and explore opportunities to expand engagement in other communities.                                                                                                                                                                                                                                                                                                                                       |

| INITIATIVE                                                                                                                                                                                                                                                             | STATUS             | OUTCOME                                                                                                                                                                                                                                                                                                                                        | PLANS FOR FISCAL 2014-2015                                                                                                                                                                                                 |
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| <b>RG Player Awareness Study</b><br>The RG team tracks player awareness and knowledge on RG concepts and behaviours through an annual player survey.                                                                                                                   | <i>Ongoing</i>     | Expanded RG Player Awareness Survey to include Charitable Gaming and Internet Gaming players.<br><br>Collaborated with an external research firm to administer the Annual Player Awareness Study to 501 slot or casino players, 508 lottery players, 101 Charitable players and 100 online gamblers.                                           | Increase recruitment of the number of charitable and online gamblers.                                                                                                                                                      |
| <b>Employee RG Survey</b><br>This survey provides year-over-year tracking on employees' knowledge and perceptions of OLG's RG program.                                                                                                                                 | <i>Ongoing</i>     | Administered an online Employee RG Survey that was completed by 1,045 gaming employees and 400 non-gaming employees. Results found that 95-98% of employees considered themselves to be somewhat to very knowledgeable about RG.                                                                                                               | Ongoing annual administration of employee RG survey. Develop strategies to increase employee participation.<br><br>Administer RG employee survey to resort employees.                                                      |
| <b>Slot Machine Classification</b><br>The purpose of this research is to develop a coding system to identify slot machines at OLG sites based on their structural characteristics, such as volatility, to enhance player experience and inform player decision making. | <i>In Progress</i> | Conducted focus groups that examined players' perspectives on the preference, usefulness and communication of information around volatility, odds of winning and payback percentage.<br><br>Collaborated with OPGRC and academic researchers from the University of Waterloo to develop research design.                                       | Work with academic researchers to develop communication materials about structural characteristics of slot machines and conduct a pilot study to investigate the effectiveness of the materials.                           |
| <b>Cultural Gambling Focus Groups</b><br>A number of small focus groups with men and women representing a variety of cultures were conducted to provide their perspectives on gambling in general, responsible gambling, and problem gambling.                         | <i>Complete</i>    | Conducted focus groups among Aboriginal, Chinese, and South Asian men and women to examine their perspectives and experiences of gambling and their knowledge on what resources are useful and available to problem gamblers.                                                                                                                  | Develop an ethno cultural player education strategy and deepen stakeholder relationships with multiple ethnic groups to assist in formulating messaging that will resonate with specific cultural groups.                  |
| <b>Player Advisory Panel</b><br>This panel typically consists of a small focus group of problem gamblers and/or recreational gamblers to describe their perspectives on gambling and their individual gambling experiences.                                            | <i>Complete</i>    | Conducted two player advisory panels: an online panel hosted by GamTalk that was comprised of a chat group of former gamblers who volunteered their perspectives on RG and internet gaming; and an in-person one on one interaction with Chinese gamblers who had experienced problems and were clients of Chinese Family Services of Ontario. | Continue to conduct player advisory panels and expand topic selection. Future topics may include sessions with family members of youth gamblers, women gamblers and other ethno cultural groups such as Aboriginal groups. |

## Support for Independent Research

| INITIATIVE                                                                                                                                                                                                                  | STATUS   | OUTCOME                                                                                                                  | PLANS FOR FISCAL 2014-2015                                                                                                  |
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| <b>Seniors' Gambling in Ontario: An Assessment of Gambling and Problem Gambling among Older Adults Who Patronize Ontario Casinos</b><br><b>Investigators:</b> John McCready, Robert Mann, Nigel Turner, and Hayley Hamilton | Complete | Provided access to recruit 300 participants at seven OLG slots and casino facilities, for a total of 2,100 participants. | Use research findings to inform policies and procedures of the impact of slot and casino gambling among seniors in Ontario. |
| <b>Individual Differences in Slot Play</b><br><b>Investigators:</b> Mike Dixon, Jonathan Fugelsang, Karen Collins, Kevin Harrigan                                                                                           | Complete | Provided access to recruit 132 participants at OLG Slots at Ajax Downs.                                                  | Research will be used to inform what might make slot machines more problematic for some players but not others.             |
| <b>Erroneous Cognitions and Near Misses</b><br><b>Investigators:</b> Mike Dixon, Jonathan Fugelsang, Jeff Templeton                                                                                                         | Complete | Provided access to recruit 132 participants at Brantford Casino.                                                         | Research will inform whether or not players believe near misses are reflective of their skill.                              |

## Evaluation and Benchmarking

| INITIATIVE                                                                                                                                                                                                                                                                                                        | STATUS          | OUTCOME                                                                                                                                                                                                                                                                                                                                                                                                                 | PLANS FOR FISCAL 2014-2015                                                                                                                  |
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| <b>Public reporting:</b><br>OLG annually releases three RG public reports: <ul style="list-style-type: none"> <li>Measuring Awareness and Outcomes</li> <li>RG Scorecard</li> <li>RG Progress Report</li> </ul>                                                                                                   | <i>Ongoing</i>  | Produced and published public reports on all aspects of OLG's RG program on knowyourlimit.ca and OLG.ca.<br><br>Revised Measuring Awareness and Outcomes document to report metrics of all lines of business as a result of the expansion of the Player Awareness Survey to Charitable Gaming and Internet Gaming players.                                                                                              | Ongoing reporting of OLG's RG program.                                                                                                      |
| <b>RG Check Accreditation</b><br>This accreditation program was developed by RGC, and is based on a Responsible Gambling Index comprised of eight specific standards to assess the RG program and initiatives at gaming sites.                                                                                    | <i>Complete</i> | Achieved RG Check accreditation at the remaining 16 OLG gaming sites:<br>Casino Sault Ste. Marie<br>Casino Thunder Bay<br>Ajax Downs<br>Casino Point Edward<br>Dresden Raceway<br>Western Fair District<br>Sudbury Downs<br>Georgian Downs<br>Kawartha Downs<br>Thousand Islands Casino<br>Flamboro Downs<br>Grand River Raceway<br>Clinton Raceway<br>Hanover Raceway<br>Woodbine Racetrack<br>Rideau Carleton Raceway | Evaluate and explore opportunities for enhancement of RG programming at Ontario slots and casino facilities as identified by RGC's reports. |
| <b>RG Program Evaluation</b><br>OLG contracted a third-party CSR organization, Canadian Business for Social Responsibility (CBSR), to assist in identifying a reporting structure and strategic Corporate Social Responsibility opportunities.                                                                    | <i>Complete</i> | Contracted CBSR to conduct in-person and phone interviews with 12 stakeholders representing treatment providers, NGO partners, RG experts, government agencies and local municipalities. External stakeholders were consulted on a wide range of social and environmental issues with RG being identified by stakeholders as an area of particular importance and significance.                                         | Review and explore CBSR's recommendations related to RG communications and metrics.                                                         |
| <b>Corporate Social Responsibility Report</b><br>The report includes OLG's corporate profile - an overview of where the money goes; responsible gambling accomplishments; accomplishments in enhancing player trust; employees giving back to communities; and accomplishments in reducing environmental impacts. | <i>Complete</i> | Completed OLG's first Corporate Social Responsibility Report.<br><br>Contracted Canadian Business for Social Responsibility (CBSR) to help OLG develop an improved CSR reporting framework including report structure, content and metrics as well as to identify ways to improve alignment across CSR areas.                                                                                                           | Implement the recommended reporting framework for the 2013-2014 report to be based on the Global Reporting Initiative (GRI-G4).             |



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