



Singapore Symposium on Gambling Regulations

Game Changers: The Evolution of Responsible Gambling Initiatives and Practices for Consumers

**Shelley White, CEO
Responsible Gambling Council**

August 30th, 2019

AGENDA

1

Global Industry Trends Impacting RG

2

RG 3.0 - The Next Generation

- ▣ Cultural Considerations
- ▣ ROI on RG
- ▣ Technology Solutions
- ▣ Consumer Engagement
- ▣ Player Information Centres
- ▣ RG Check Accreditation and Evaluation





RESPONSIBLE GAMBLING COUNCIL

- Mission is to **prevent problem gambling** and reduce its impacts
- **30+** years in research, education
- **360 perspective:** gamblers, operators, regulators, policy makers and treatment professionals

 **Humanity | Integrity | Courage | Ingenuity** 

For Industry & Regulators

For the Public



Gambling Industry in a State of Disruption

1 Technology

2 Economic

3 Demographic

4 Political

5 Cultural

6 Social





Holistic Approach

Regulators, government,
operators and RG experts are
collaborating to identify issues and
create solutions

- ❏ **Cultural considerations are vital to developing regulations, standards, programs and messaging that resonates with the audience.**
- ❏ **This is vital from both a hospitality industry and public health perspective.**
- ❏ **The approach must be aligned with cultural values, religious and other beliefs, language, and history.**
- ❏ **Leading RG practices should be adapted to be culturally appropriate.**
- ❏ **Must conduct research and evaluation to ensure standards and programs are effective and resonating.**

Cultural Considerations



Culturally Sensitive Social Marketing





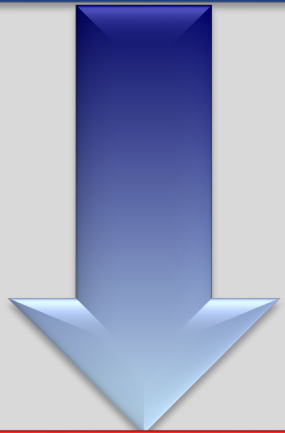


YUKI

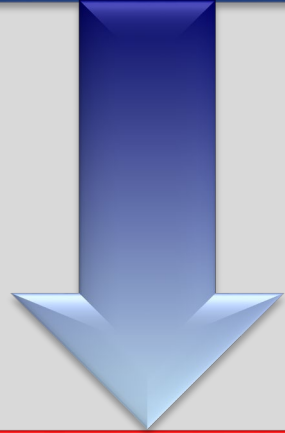




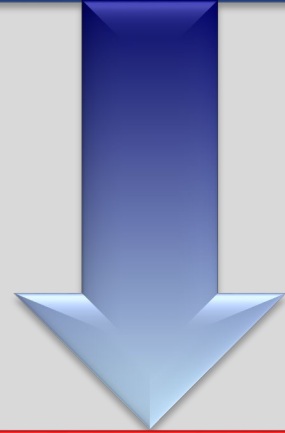
Cultural Sensitive Practices Incorporated Into:



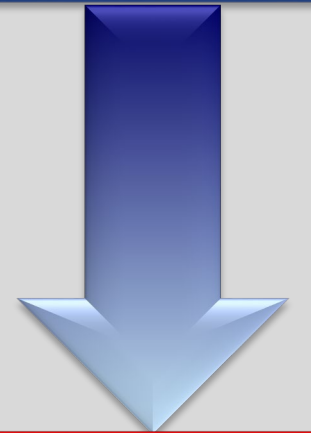
**Dissemination
of Information**



**Customer
Interactions**



**Self
Exclusion**



**Regulations &
Standards**

The ROI on RG

**Increasingly,
operators are
prioritizing RG
to enhance their
reputation and
results.**

- ▣ Gambling corporations have CSR reports or report on CSR in their annual reports
- ▣ Environment, people, social & community
- ▣ Attract, motivate and retain talented employees
- ▣ Meeting society's expectations for good corporate behavior
- ▣ Role that operators play in preventing harms
- ▣ Leadership role: do more than set the standards
- ▣ Walk the talk - employees and customers see it
- ▣ Measure & Communicate it



OLG - 2015-16 CSR Report

Scorecard with metrics:

1. Building public trust: **70%**
2. Address Social responsibility: **75%**
3. Supporting employees: **99%**
Gaming; **94%** Non gaming
4. Strengthening employees
5. Reducing footprint, reducing greenhouse gases and paper usage

Caesar's International

3 Pillars in their CSR Program: People, Planet and Play

- 1. People:** 42% management roles are women; health & wellness; training & development; PD; diversity & inclusion; 1.6 M Hero Hours between 2011-2017; 57K employees training in RG.
- 2. Planet:** 58K tons of waste diverted from landfill; energy & water savings; 30% decrease in emissions by 2025.
- 3. Play:** RG, self exclusion; BetSmart - 25 years, Know When to Stop Before you Start which formally trains employees on the importance of RG and Caesar's RG policies and procedures, RG Ambassadors in all of their properties; Project 21 – We Care, We Card; Unattended Children, NCPG funder, National Help line.

PEOPLE PLANET PLAY REPORT 2017-2018



Technology



- Artificial Intelligence & algorithms
- Limit setting tools for players
- Player reports
- Building RG features into machines
- Regulatory intervention

Focus on Youth Information Education & Intervention

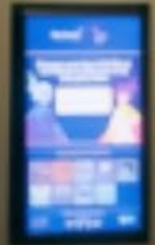
- Take a proactive stance
- Programs focused on youth: start early, include interactive and social media component
- Parent/guardian and teacher resources
- Research on the impact of the blurring of the lines between gaming & gambling
- E-sports, sports wagering, table games



Play. Smart CENTRE



JOIN US
FOR COFFEE
AND A BREAK



WELCOME

Play Smart Centre is a place where you can play, learn and have fun. We have a range of activities for all ages and abilities. We also have a cafe where you can get a drink and a snack. We are open every day from 10am to 5pm. For more information, please visit our website.



Player Information Centres (PIC)

- Best practice: PIC incorporated into operator licence agreements.
- Regulator or Crown agency pays for the development and implementation of them.
- To be optimally successful, they must be operated by trained staff and open during key hours of operation
 - i.e. 11:00 AM –11:00 PM Sunday through Thursday and 11:00 AM -2:00 AM Friday, Saturday and holidays.
- Staff are present in the centre and on the gaming floor.
- PIC staff interact with venue staff daily.

PlaySmart Centre Process Report 2018-2019

PlaySmart was introduced in 2016 to promote responsible gambling and provide support and service referrals for those with gambling concerns.

Features of the PlaySmart Centres Include:

- ❖ Lounge like environment
- ❖ Interactive audio-visual elements
- ❖ Training staff
- ❖ Brochures
- ❖ Complimentary hot beverages
- ❖ Televisions
- ❖ Charging station



Key Findings

- **58%** of surveyed players were familiar with the PSC and half of them had visited the center 1-5 times
- **78%** of players agreed the PSC was actively raising awareness of its purpose and features
- **82%** of surveyed players agreed that PLSC helped people become more informed about gambling and games
- Young adults were more likely to be interested in some PSC features such as staff referrals, brochures and special events with giveaways.
- High risk gamblers had over 2 times the probability of using the phone charging stations
- The most popular forms of interaction took place during slot machine demonstrations, educational events and conversations on the PSC staff walk arounds
- Venue staff benefit positively from their interactions with the PSC staff.
- Positive Play = Player Sustainability

What is

RG

CHECK

**Global leader in RG
accreditation**

**Evidence-informed
responsible gambling
standards and criteria
for both land-based and
internet gaming sites**

**A concrete roadmap for
gambling operators to
implement achievable
responsible gambling
initiatives.**

By the Numbers

8 Years

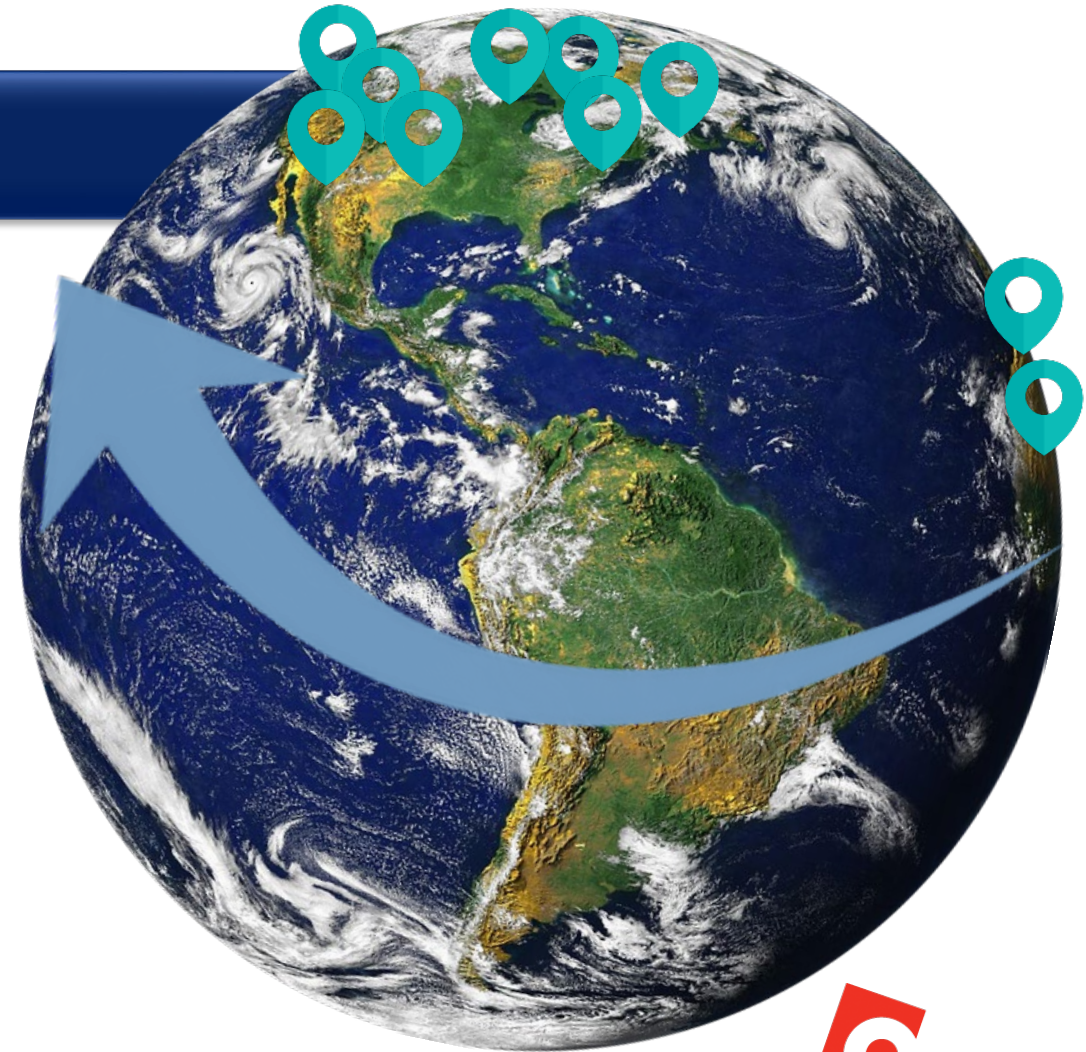
8 Markets

135 Accreditations / Re-accreditations

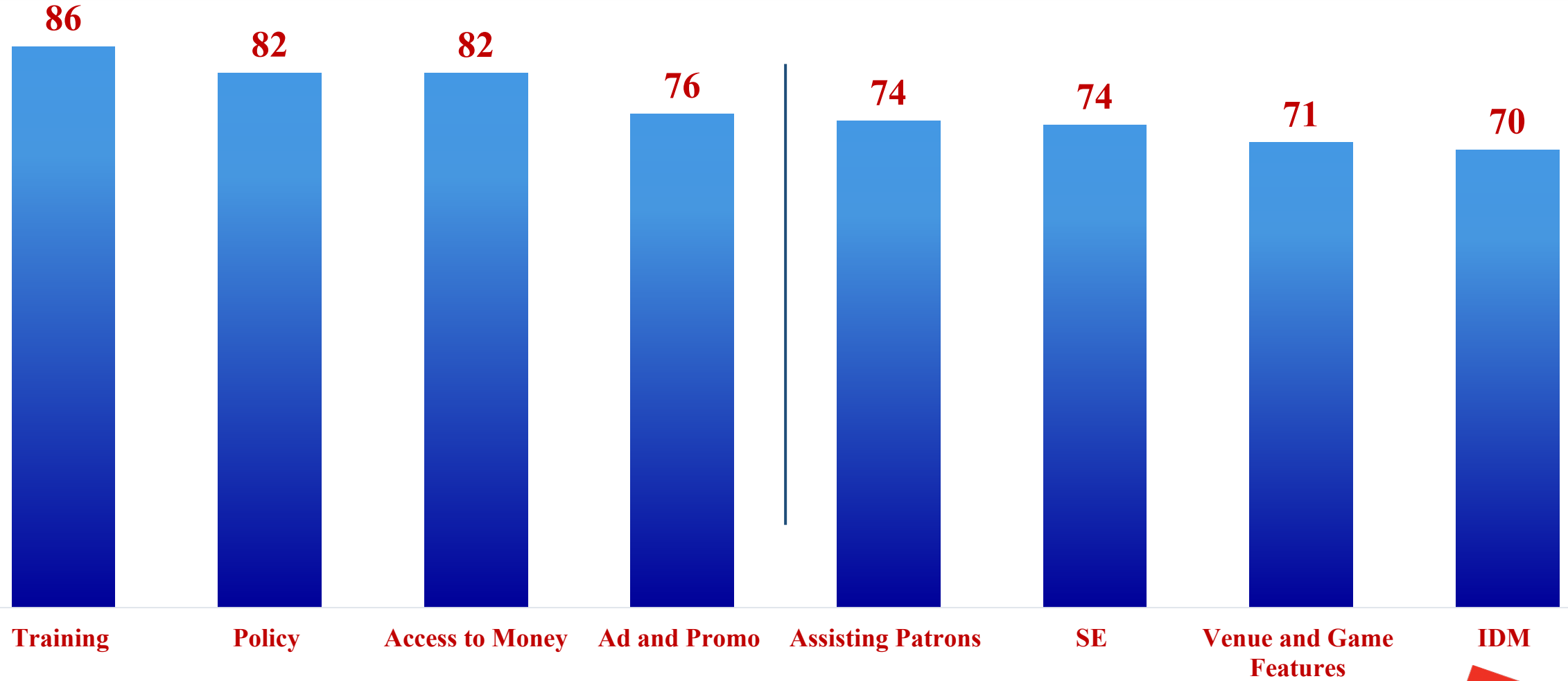
39 Scheduled in 2019/20

72 Casinos

3 iGaming sites

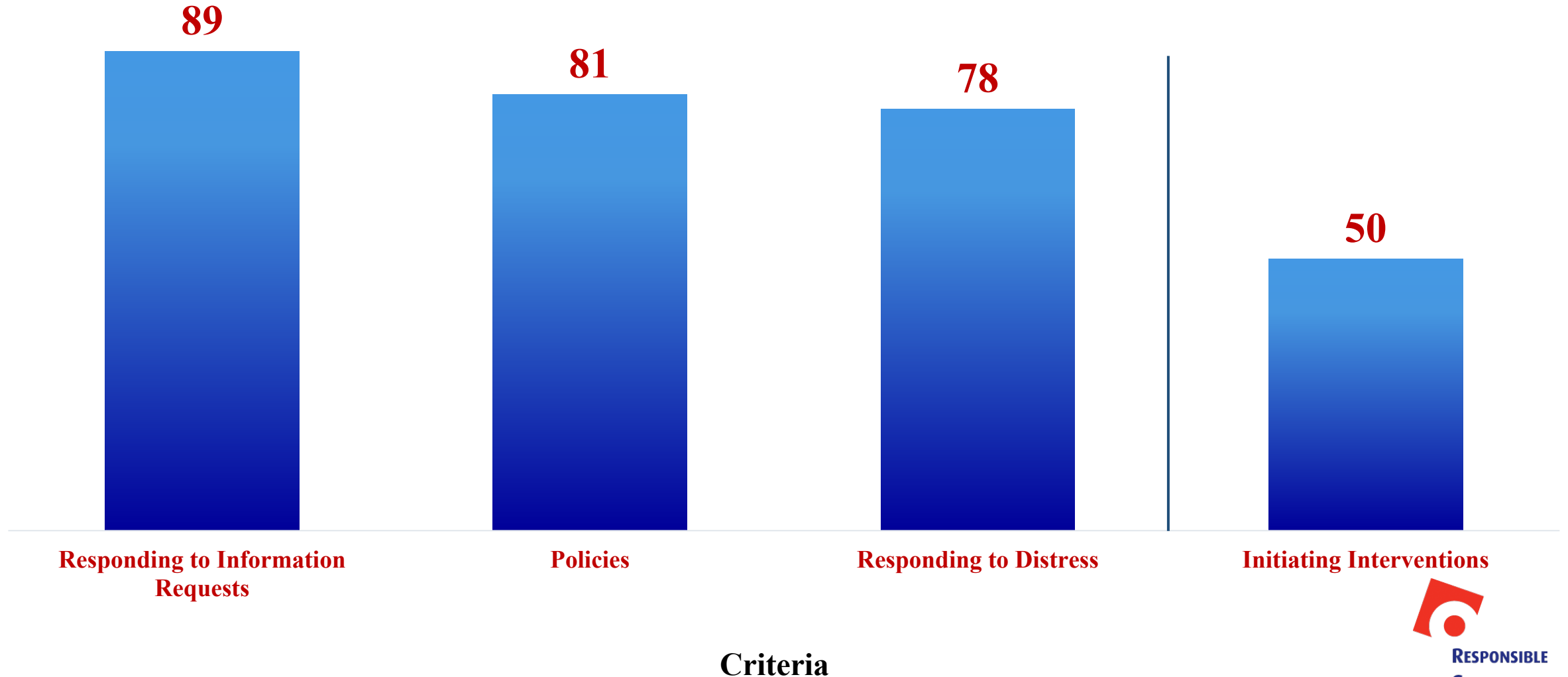


Overall Average Scores (%)

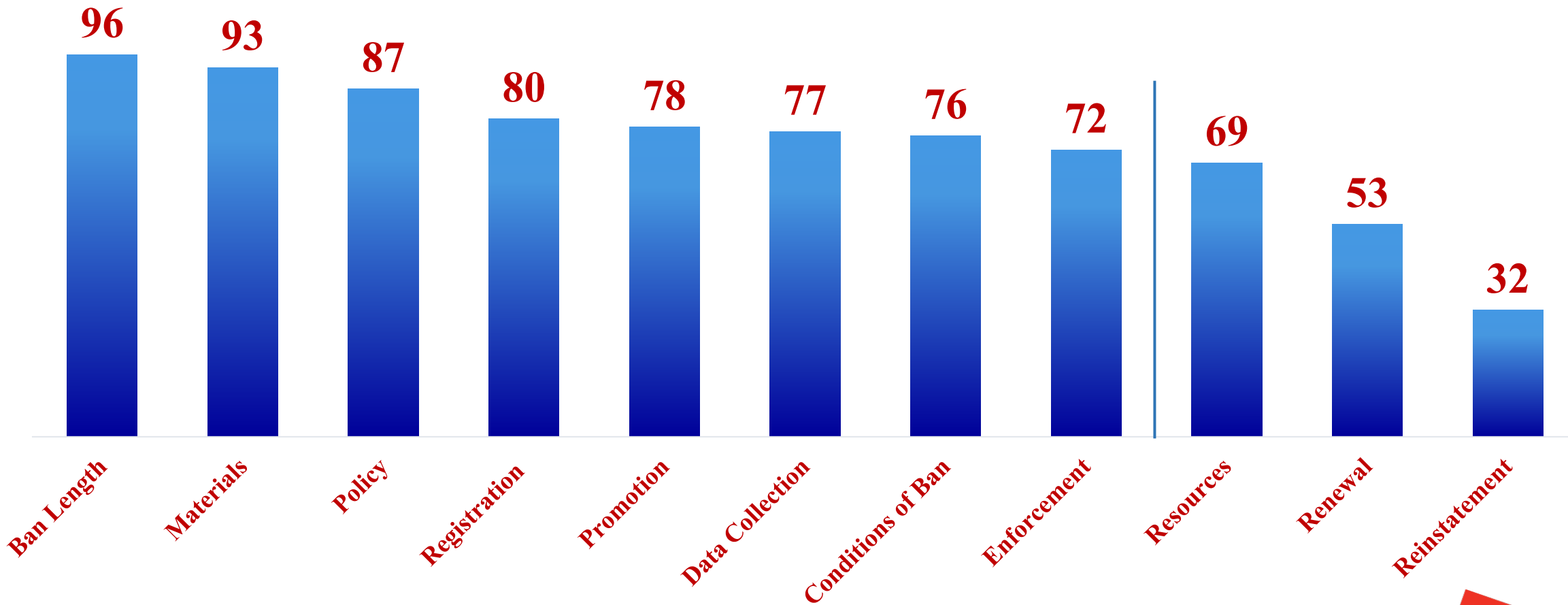


Standards

Assisting Patrons (%)

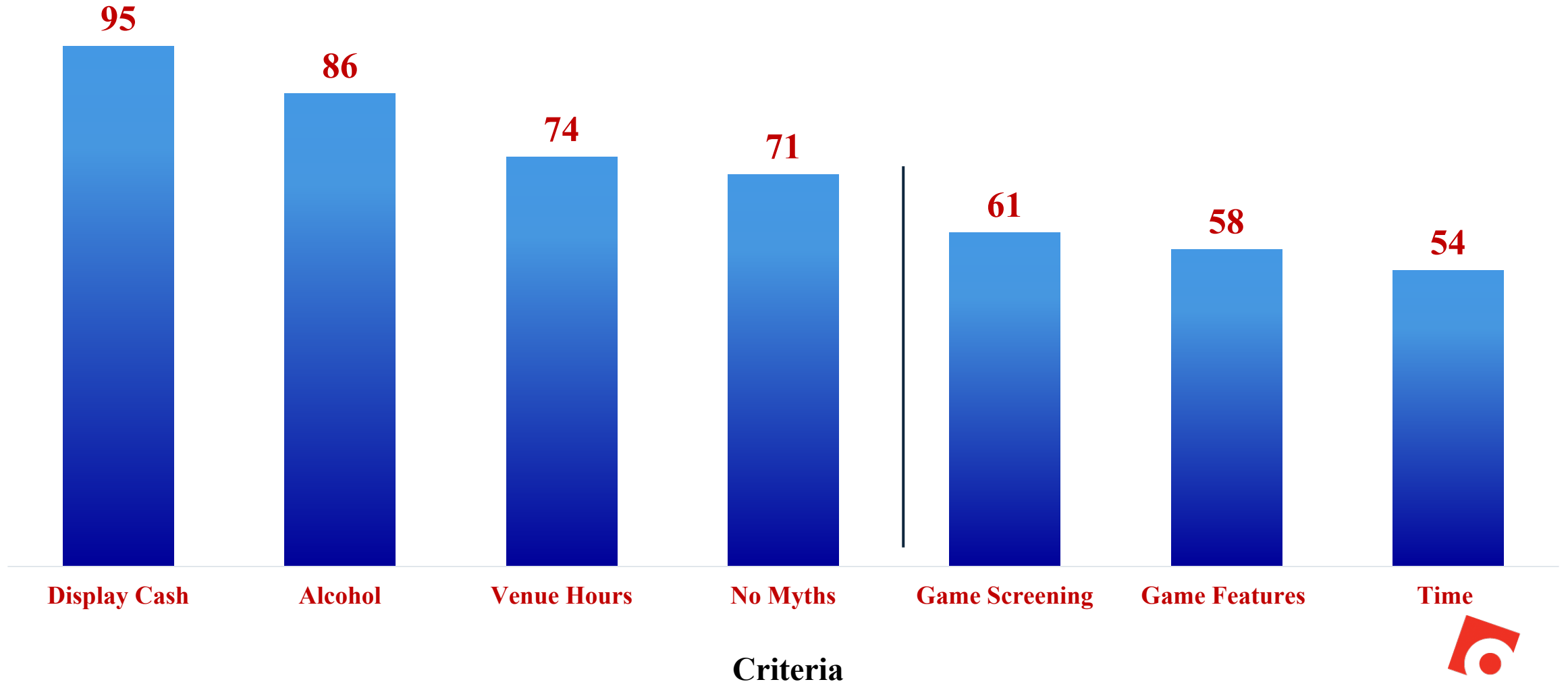


Self-Exclusion Scores (%)

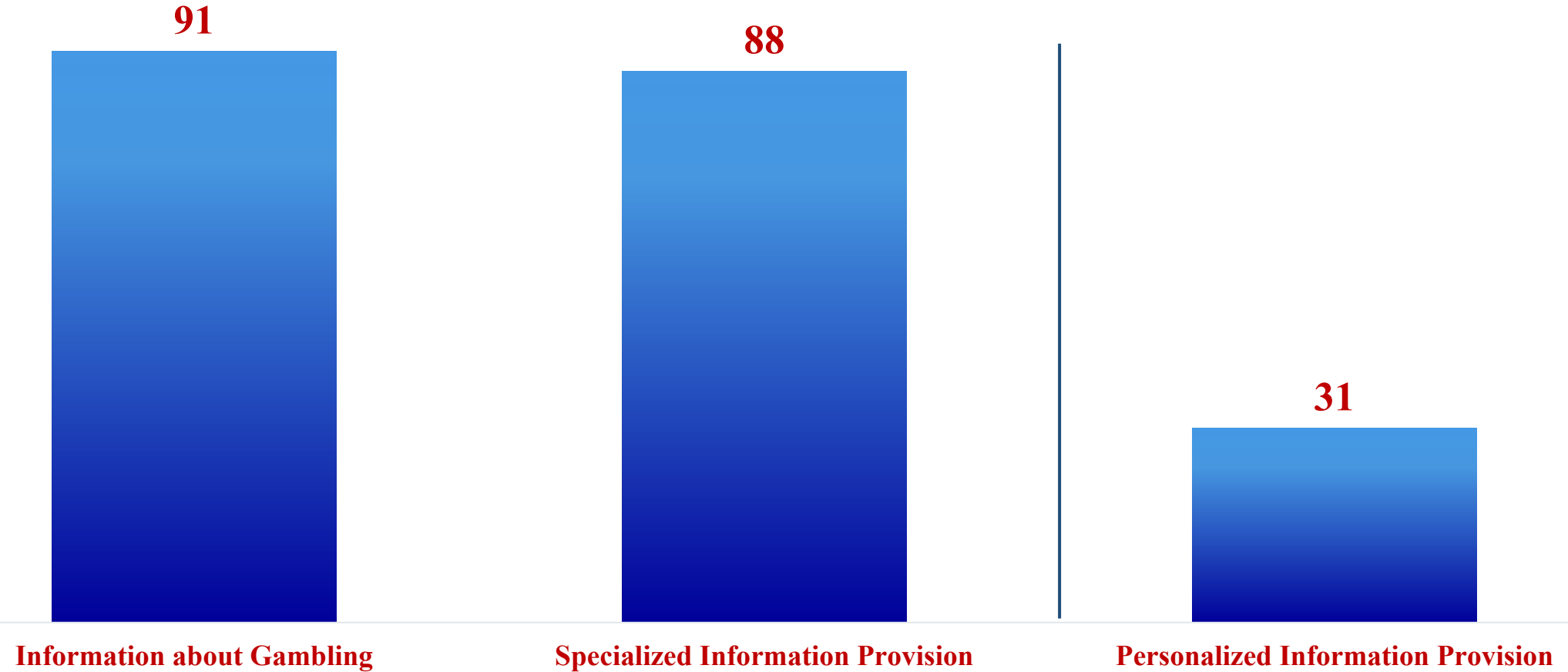


Criteria

Venue & Game Features Scores (%)



Informed Decision Making Scores (%)



Criteria

Advancing to RG 2.0



1. RG is a priority throughout the organization from top to bottom.
2. Integrate RG across core operations, with all staff and with the Board of Directors.
3. Utilize a culture competency framework to develop & deliver RG.
4. The key stakeholders work collaboratively to develop, implement, measure and evaluate a holistic and dynamic RG program.
5. Focus on informing and educating youth.
6. Optimize technology solutions to provide ongoing information and education to players.
7. Player Information Centres are built into the venue.
8. RG Check is used by operators as a roadmap to achieve RG excellence.
9. Train staff to identify red-flag behavior. Actively encourage them to approach players exhibit this behavior.
10. As part of the SE process, give patrons ban length options and establish an active reinstatement process that includes education and other supports.
11. RG screen of new games, make RG information easily accessible at the venues, and enable patrons to track the passage of time.
12. Provide easy access to information on money spent, win/loss statements, and time spent gambling.



Thank You

Shelley White, CEO

shelleyw@rgco.org



**RESPONSIBLE
GAMBLING
COUNCIL**