



***Creating and Implementing Effective
Responsible Gambling Measures***

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Responsible Gambling Council**

Responsible Gambling

Responsible gambling occurs through the collective actions and shared responsibility among a number of stakeholders, including government, gaming operators, regulators, treatment providers, community groups and individual gamblers.



**RGC
works in
Collaboration
with...**



RGC's Mission, Vision & Values

OUR VISION

- “A world free of problem gambling”

OUR MISSION

- “To prevent problem gambling and reduce its impacts”

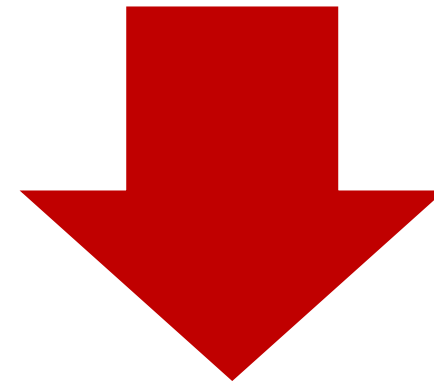
OUR CORE VALUES

- ▣ Humanity
- ▣ Integrity
- ▣ Courage
- ▣ Ingenuity



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.

RG Check for Venues



8 Standards:

- 47 Criteria
- 230 Metrics











Scoring system assesses all criteria and indicators to create an overall score

- Must achieve a minimum of 70% overall and a minimum of 50% in each standard

8 Standards for Venues



-  Responsible Gambling Policies
-  Employee Training
-  Self-Exclusion
-  Assisting Patrons Who May Have Problems With Gambling
-  Informed Decision Making
-  Advertising and Promotion
-  Access to Money
-  Venue and Game Features

RG Check for iGaming

7 Standards:

- 48 Criteria
- 267 Metrics



Scoring system assesses all criteria and indicators to create an overall score

- Must achieve a minimum of 70% overall and a minimum of 50% in each standard



7 Standards for iGaming



Responsible Gambling Policies



Employee Training



Self-Ban



Assisting Players Who May
Have Problems With Gambling



Informed Decision Making



Advertising and Promotion



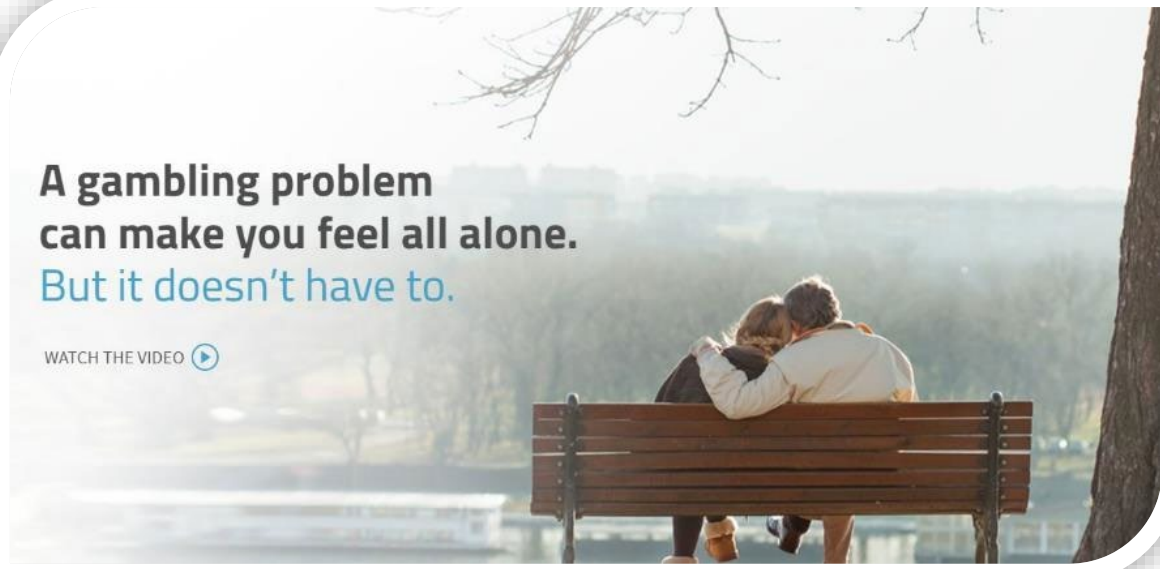
Game and Site Features



赌博问题可令您倍感孤独。
但您不必独自面对。

“Isolation” Social Marketing campaign helped those struggling with gambling with information and resources to get help.

In 2018, Isolation was adapted for Chinese, Vietnamese and Filipino populations.



A gambling problem can make you feel all alone.
But it doesn't have to.

WATCH THE VIDEO 

55% of those who recalled seeing at least one of the *Don't Suffer Alone* ads took action as a result of the campaign

100K+ visits to dontsufferalone.com

Thank You

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