

Continuing Our Responsibility in an Era of Mistrust

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Outline

1. International leading practices in RG
2. Characteristics of RG leaders
3. Reviewing RG in ClubsNSW venues
4. Strengths of ClubSAFE
5. Opportunities for growth and innovation

Who We Are: RGC

- The **Responsible Gambling Council** (RGC) is an independent non-profit organization dedicated to problem gambling prevention.
- Our mission is to **prevent problem gambling** and reduce its impacts.
- We have **35+ years** in research and education.
- **360 perspective**: gamblers, operators, regulators, policy makers and treatment professionals.

Who We Are: RG+

- RG+ is a social purpose enterprise primarily offering **research and development** services to the gaming industry.
- We uncover cutting-edge evidence and use it to inform and develop **industry leading RG services** worldwide.
- We're advisors to gaming operators and regulators, delivering **practical** and **impactful** program reviews, evaluations, training, and strategy development.

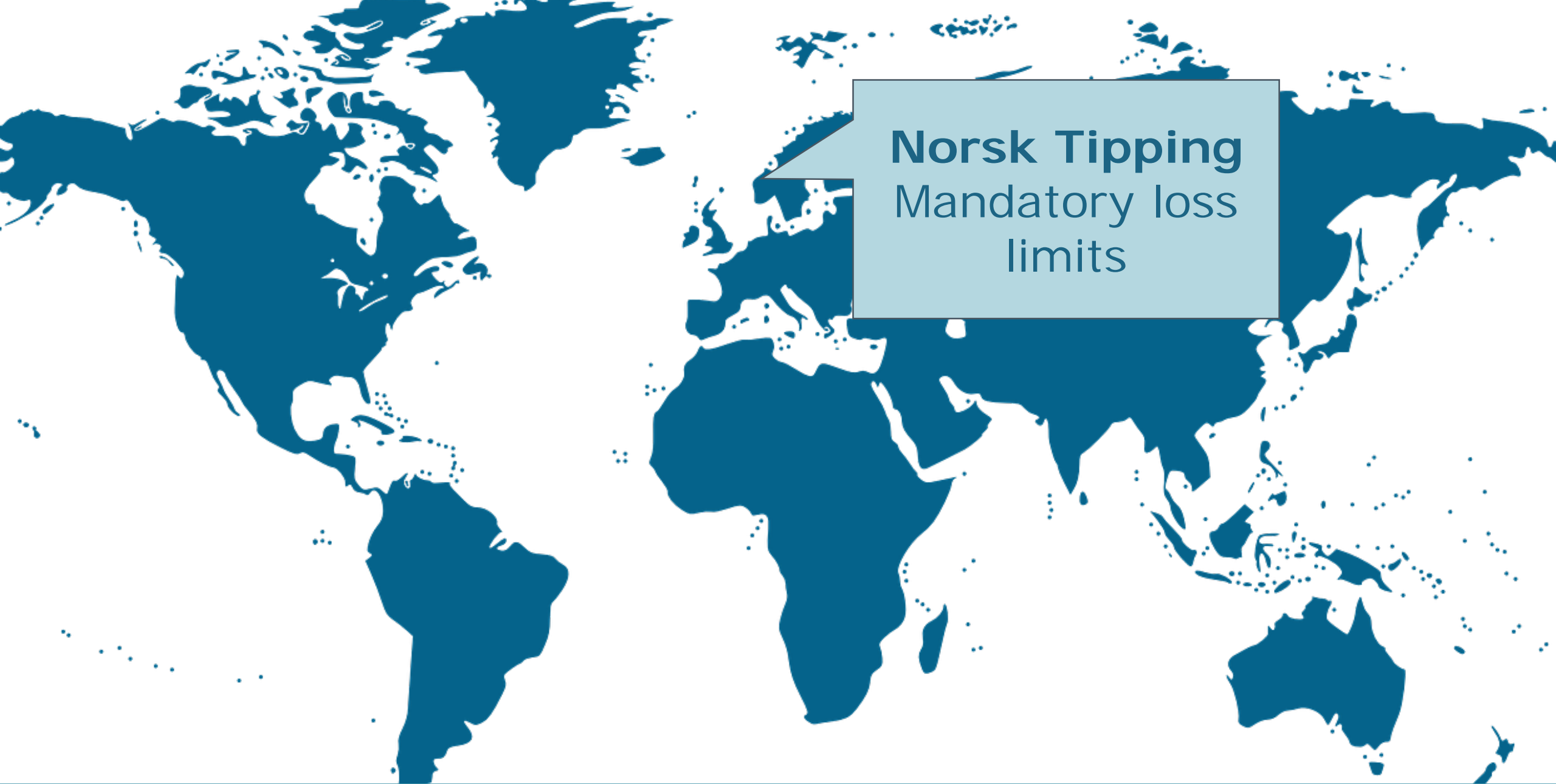
A world map in shades of blue and teal. A callout box with a white background and a blue border points to the province of Ontario in North America. The text inside the box is in a dark blue font.

**Ontario Lottery and
Gaming Corporation**
PlaySmart Centres
and resources

Spotlight on International RG Initiatives

A world map with a light blue background and dark blue landmasses. A callout box with a white background and a dark blue border points to the state of Oregon. The text inside the box is in dark blue.

Oregon Lottery
Direct deposit of
winnings




Norsk Tipping
Mandatory loss
limits

Spotlight on International RG Initiatives



Singapore Pools
Care for Winners
Program

Spotlight on International RG Initiatives



**Association of
British Bookmakers**
Tracking markers of
harm through Player
Awareness Systems

Spotlight on International RG Initiatives

Characteristics of RG Leaders:

Understanding of RG

RG leaders know that RG minimizes risks for **all players**, and have **clear goals** and **strategies** to help players:

- **Learn** about how games work
- Make **informed decisions**
- **Monitor** and **manage** their play
- Access **information, resources** and **support**

Characteristics of RG Leaders:

Culture of RG



Board members: Passionate RG advocates

Executive team: RG champions and innovators

Management: RG ambassadors who provide mentorship, coaching, feedback

Staff: Enthusiastic, knowledgeable, and confident

Characteristics of RG Leaders: **Responding to Changing Needs**

- Understand the **impact** of RG initiatives through ongoing **evaluation**
- Stay **ahead of the curve**, rather than reacting to legislative requirements
- **Adapt** to new developments in gambling **technology** and **trends**

Characteristics of RG Leaders:

Understanding of ROI on RG



Characteristics of RG Leaders: **Focus on Social Licence**

- **Proactive** about seeking out social licence to operate
- Responsive to community **concerns** and **expectations**
- Open to **change** and **collaboration**
- **Transparent** about RG practices

RG in ClubsNSW Venues

- Over 950 ClubsNSW members have adopted the **ClubSAFE** RG program
- RG+ assessed ClubSAFE against current **leading best practices**
- Goals:
 - Identify **strengths**
 - Suggest opportunities for **enhancement**

Jurisdictional Scan: Review of international best practices to serve as benchmarks



Document Review: ClubSAFE's policies, procedures, and strategy documents



On-Site Venue Assessment: 27 site visits, varied club sizes and locations

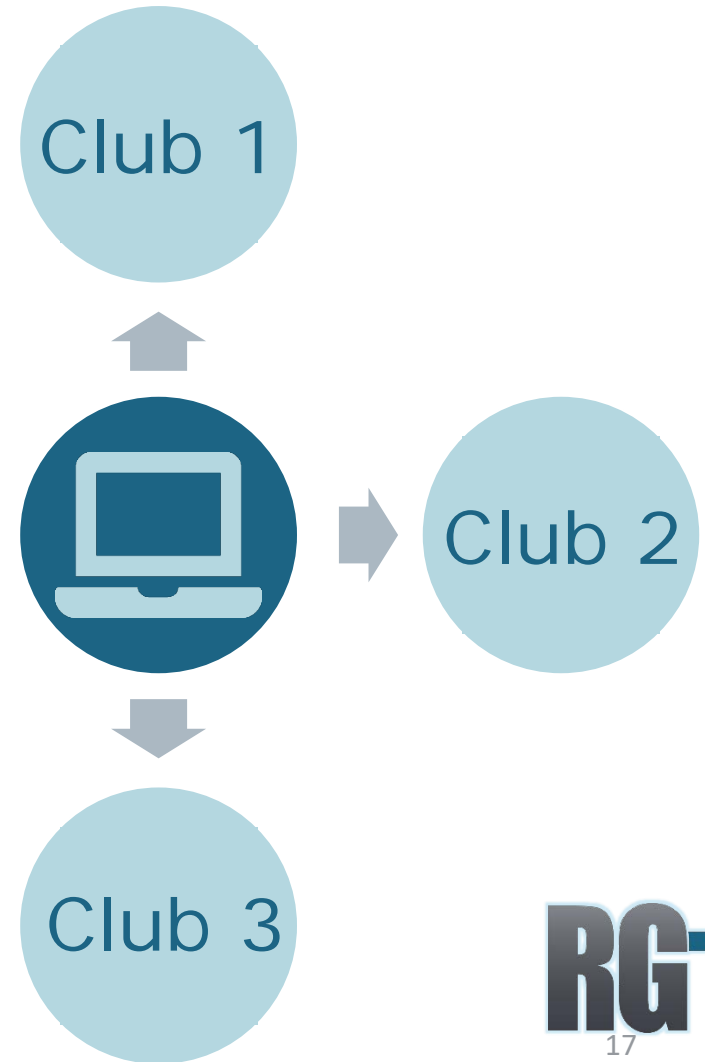


Interviews: At least one executive at each site visited, head office staff members

Strengths:

Multi-Venue Self-Exclusion

- **Online system** to help players self-exclude from **multiple venues**
- They can do so at their **local club** or with the help of a **gambling counsellor**
- Makes it **quick** and **easy** for players to self-exclude where they live, work, and socialize
- **Centralized** and **user friendly** system for clubs



Strengths:

Self-Exclusion Follow-Up

- Self-exclusion breaches are tracked across **multiple venues**
- The Responsible Gambling Services Manager follows up with customers after multiple breaches to **check in** and **refer to services**
- Prioritizes **ongoing customer safety** and adds a **personal** and **caring** response to the self-exclusion process

Strengths: **ClubSAFE Line**



- Helpline that staff can contact for **guidance** and **support** on how to approach a customer who may be struggling with their gambling
- Provides staff with the **knowledge** and **confidence** they need to support customers

Strengths:

Enhanced Services

Premium ClubSAFE memberships include enhanced opportunities for support including:

- Additional staff training: **RG & Harm Minimization**
- **Crisis intervention** counselling for staff
- ClubSAFE **Ambassador**
- Quarterly **audits**

Case Study:

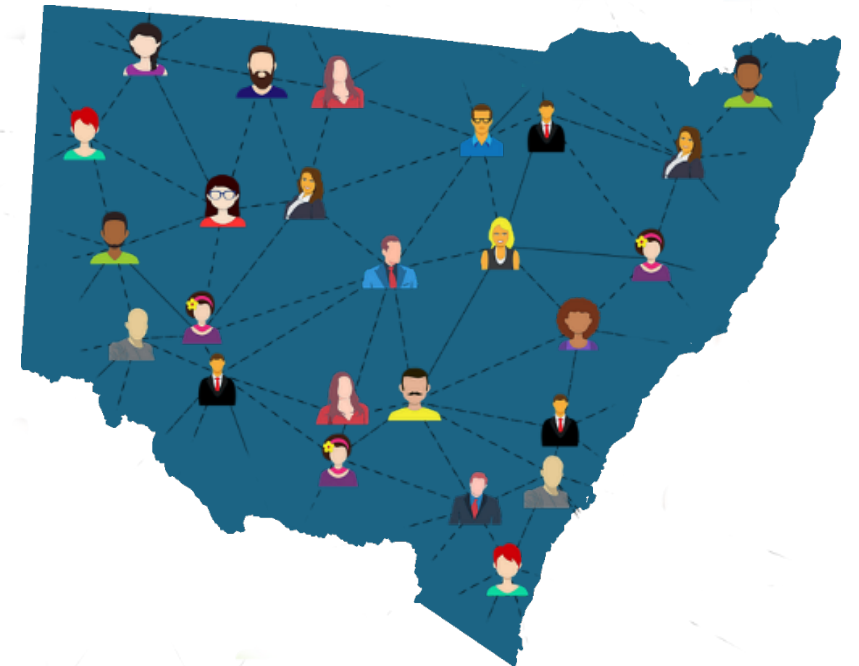
Bankstown Sports Club

- **Top-down support** for RG programs and innovation
- **Early adopters** of new initiatives
- **Charitable contributions** are made for research into gambling harm minimisation, counselling and support services
- **Welfare Checks** on customers who may be experiencing gambling problems
- A **Salvation Army Chaplain** provides support and advice

Challenges

ClubsNSW serves a vast and **complex system** of clubs:

- Various locations, sizes, clienteles, offerings, and purposes in the community
- Varying levels of **buy-in** and **understanding** of RG
- Applying ClubSAFE across the board while catering to **varying needs**



Challenges

Smaller Venues

- May have **implementation challenges** due to smaller staff
- **Cost** of premium membership may be prohibitive

Rural or Remote

- Connections with **local treatment providers** may be limited
- Less **face to face** time with ClubsNSW

Future Directions:

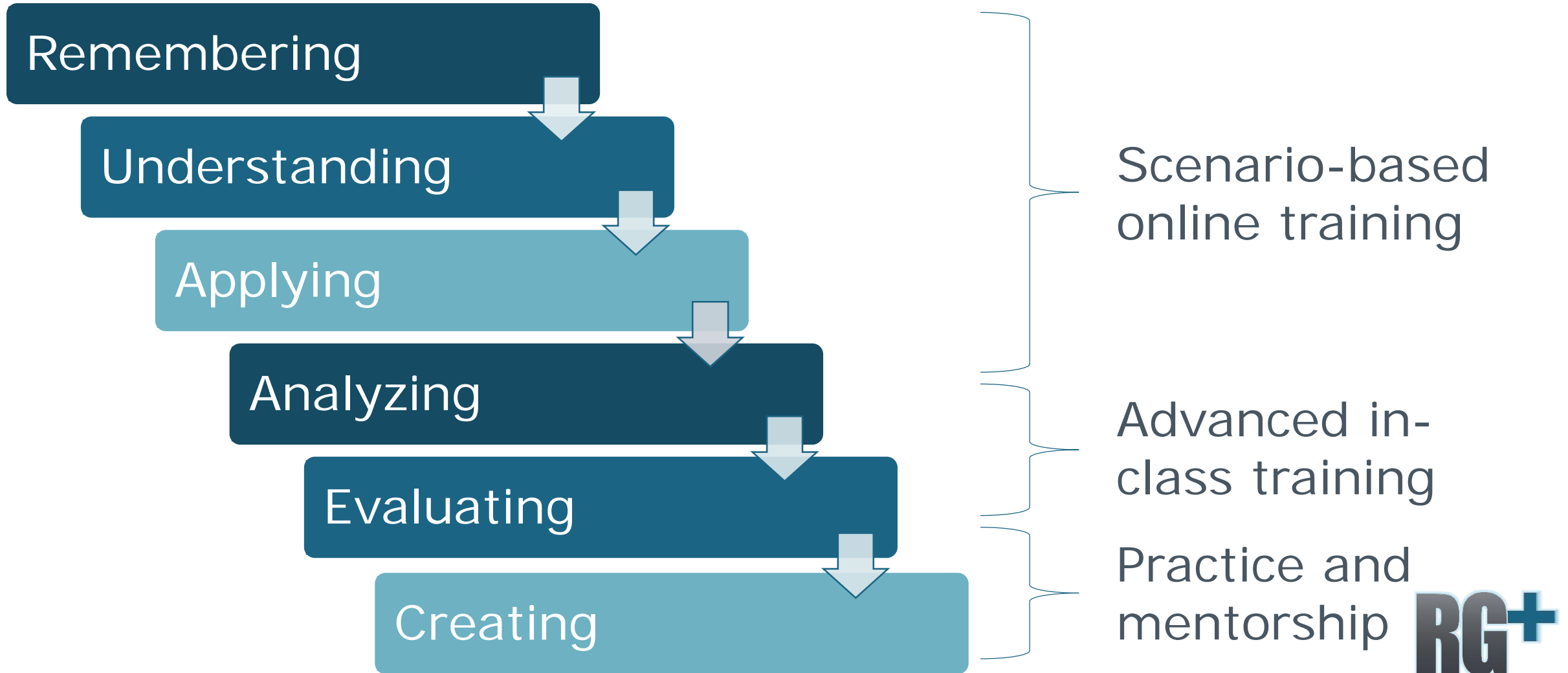
RG Messaging: Staff



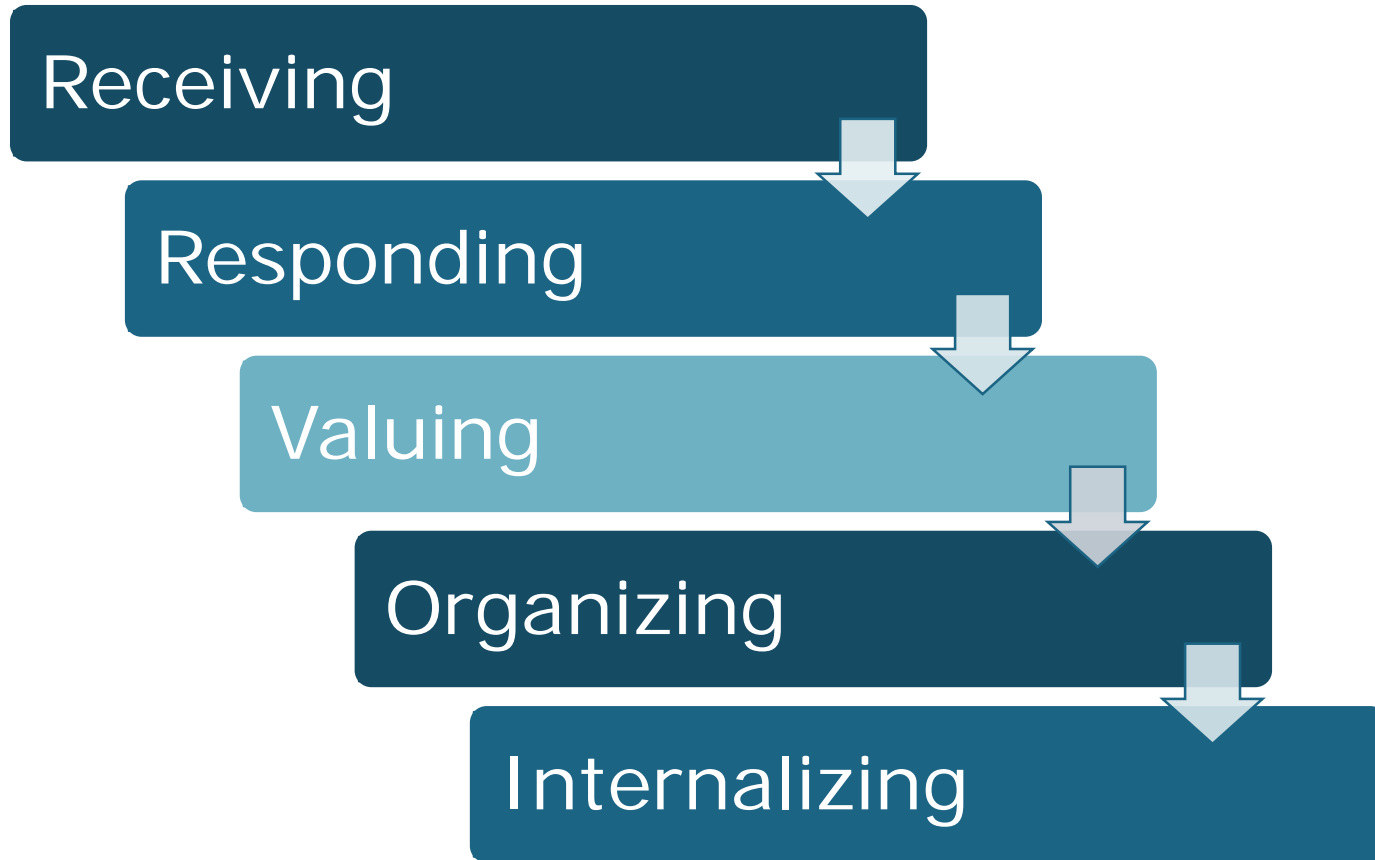
Practical RG content to help staff **implement** programs and improve **buy-in**

- All staff should receive training that is interactive, practical, and engaging
 - Allow staff to develop and practice **skills**
 - Demonstrate the **value of RG**
- Training should be **reinforced** with regular communications and tools in a variety of formats

Training: Cognitive Domain

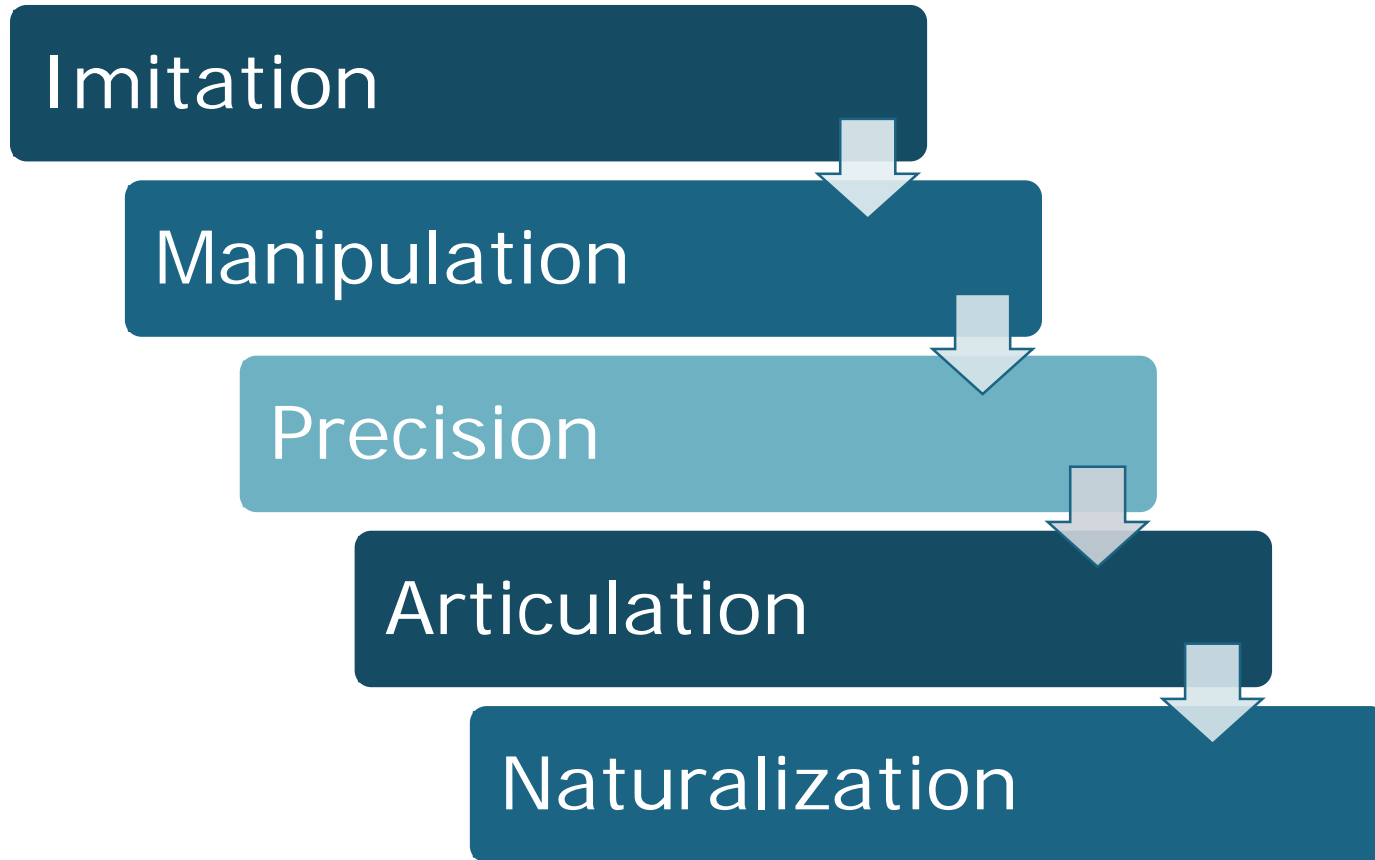


Training: Affective Domain



Experiencing the feeling of uncertainty or anxiety in a safe space can increase buy-in and motivation.

Training: Psychomotor Domain



Immersive VR and AR experiences allow staff to engage in physical learning.





You notice a player with a good luck charm that she rubs before each spin.

Select the right course of action from the decision pallet.





You continue with your regular duties and do not approach the player.

That is Incorrect.
This player could use additional information, and should not be ignored.

Try Again!



Monitor



Investigate



Engage



Escalate

Possible Gambling Problem



Investigate

Approach the player to start a friendly conversation about how games work and to see if they are demonstrating any other warning signs.

That is correct!

Continue



Monitor



Investigate



Engage



Escalate

MAJOR
\$250.44
MYSTERY JACKPOTS
\$20.70



3 OR MORE SCATTERED FIGGERS FREE GAMES WITH BONUS REEL FEATURE!



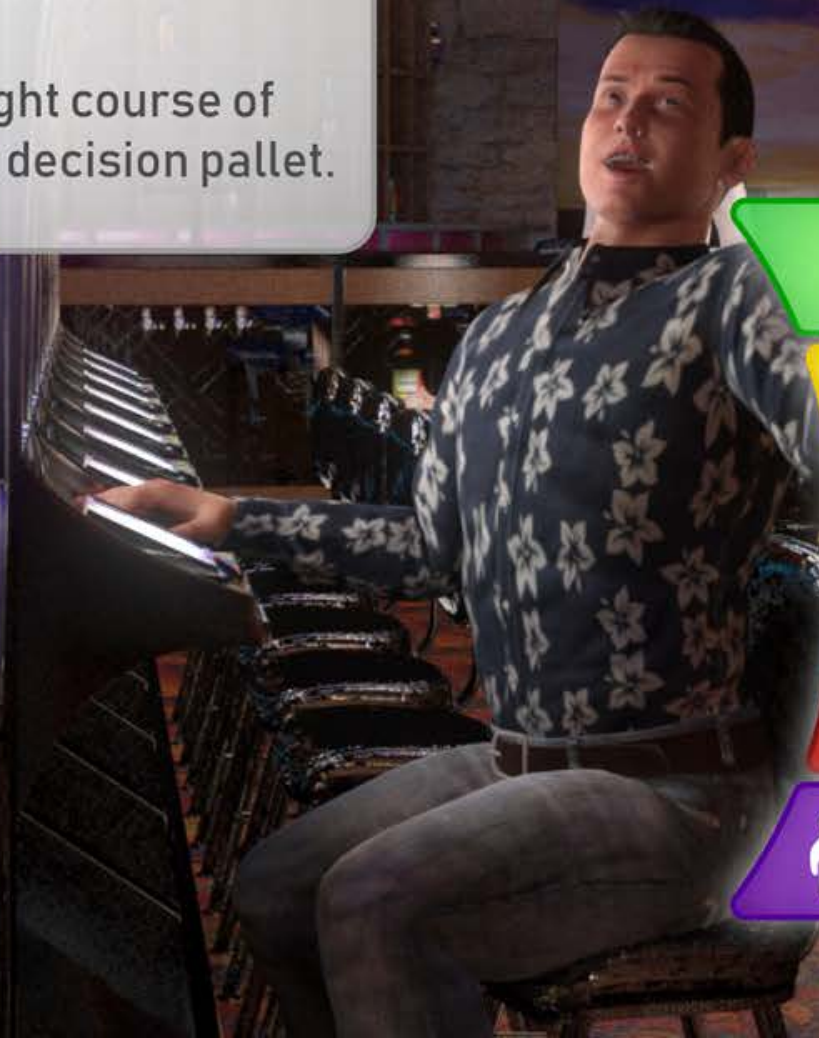
6 Credits Per Line
CASH \$74.18 BET 1.00 WIN 1000



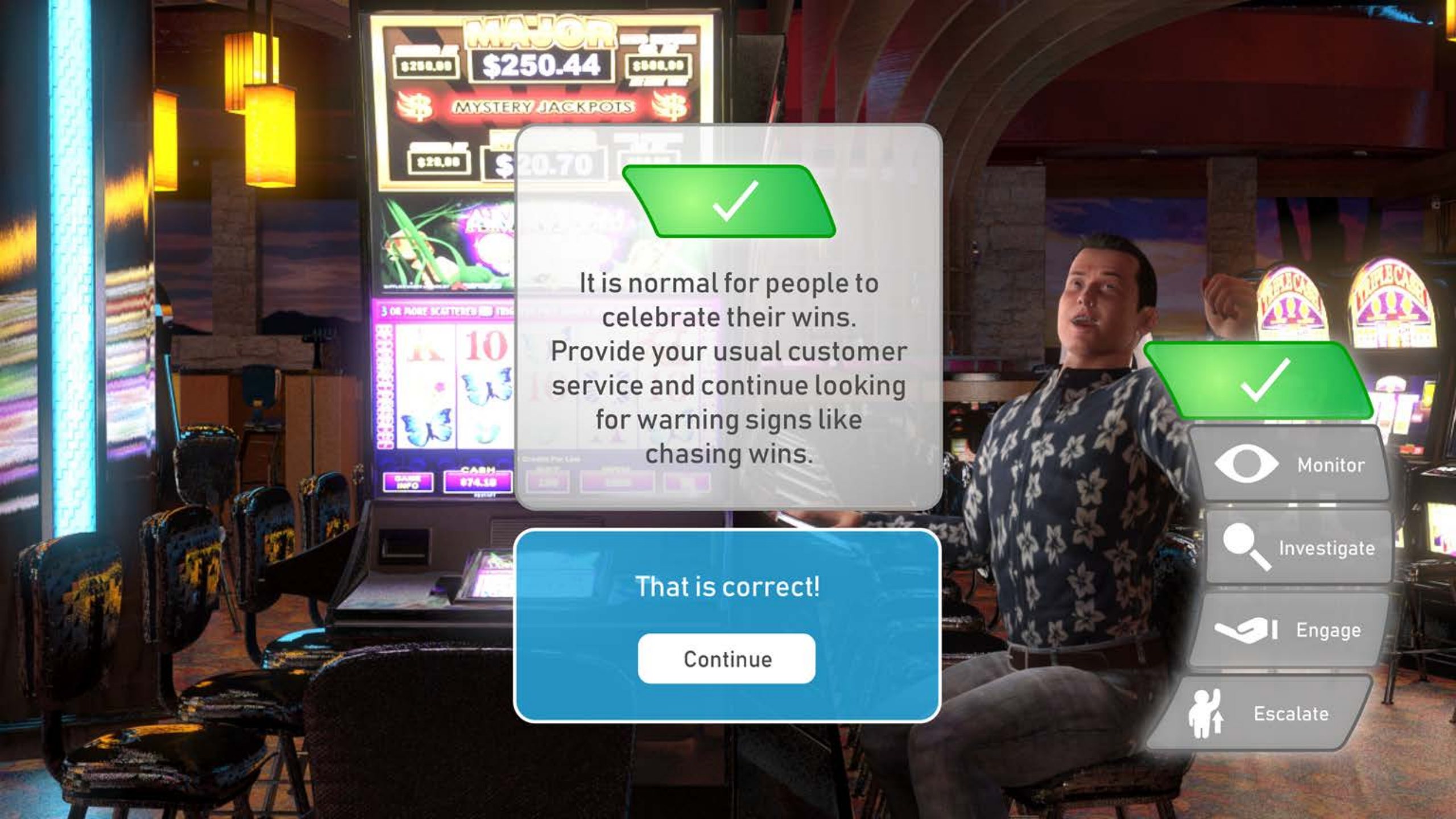


A player is visibly excited by his small win.

Select the right course of action from the decision pallet.



- 
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It is normal for people to celebrate their wins. Provide your usual customer service and continue looking for warning signs like chasing wins.



 Monitor

 Investigate

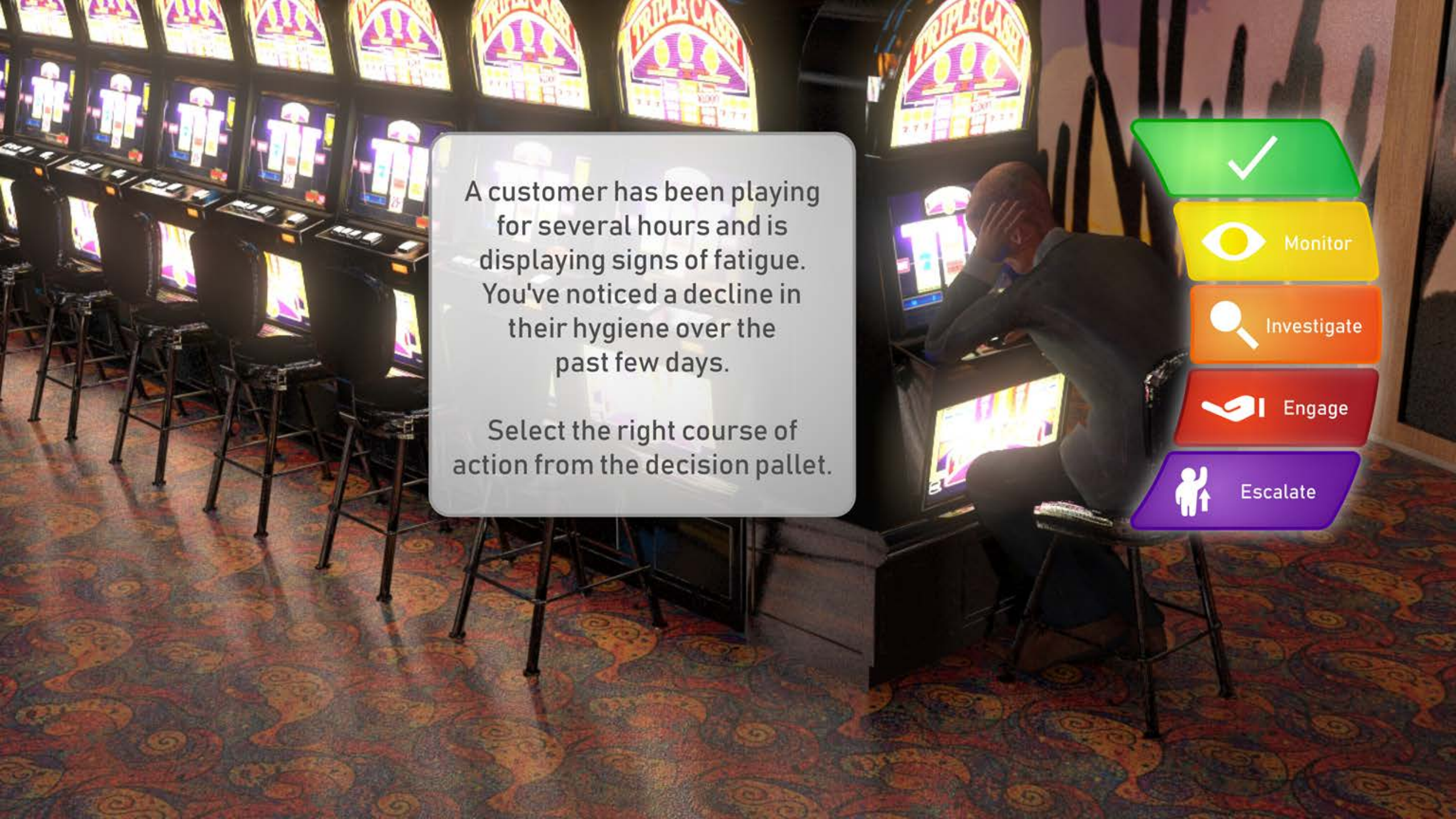
 Engage

 Escalate

That is correct!

Continue





A customer has been playing for several hours and is displaying signs of fatigue. You've noticed a decline in their hygiene over the past few days.

Select the right course of action from the decision pallet.



Monitor



Investigate



Engage



Escalate

Highly Probable Gambling Problem



Escalate

The situation requires escalation to a manager. The player will need to be asked to leave and the manager can offer help resources.

That is correct!

Continue



Monitor



Investigate



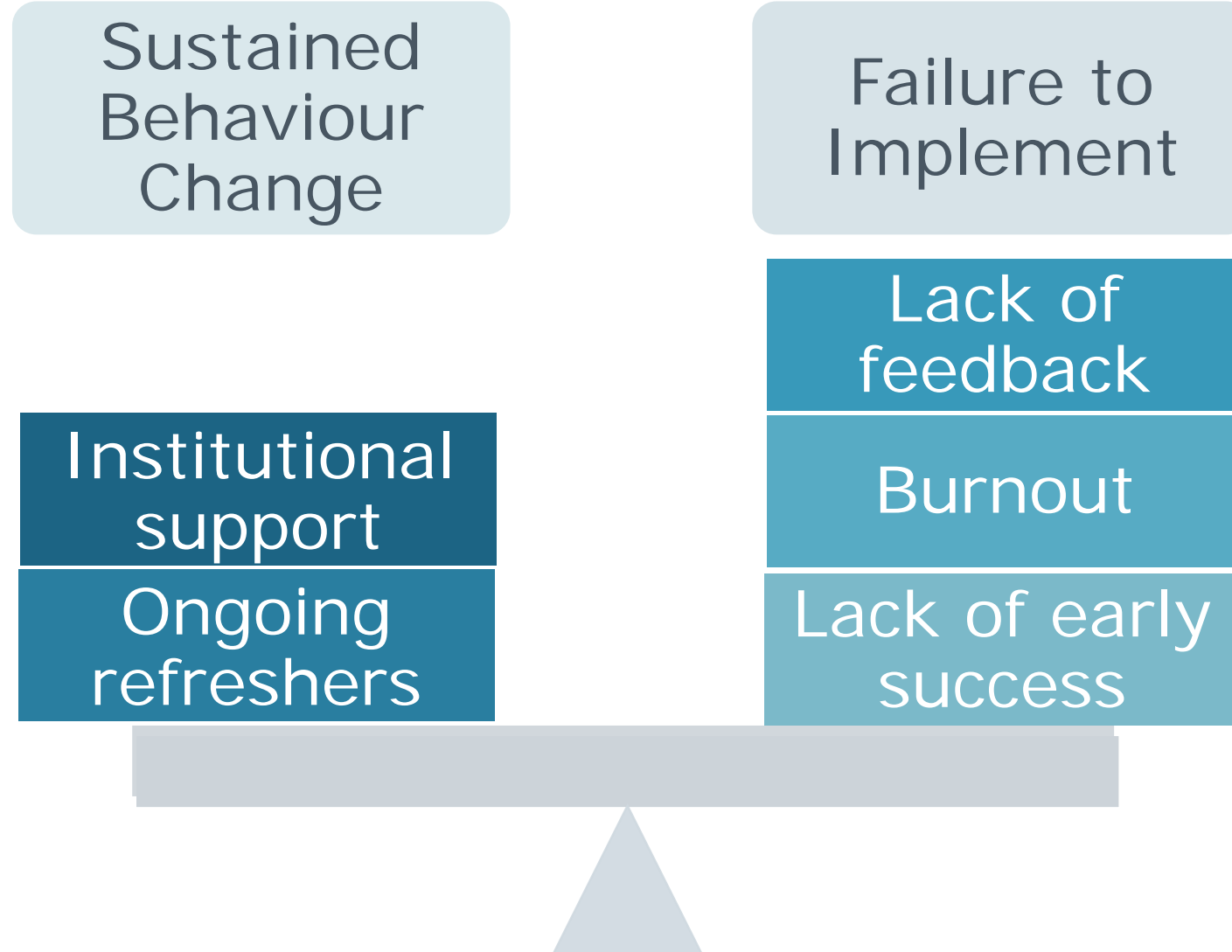
Engage



Escalate



Future Directions: **RG Messaging: Staff**



Future Directions:

RG Messaging: Players

Player facing materials that are appealing to a **broad range** of players:

Tone

More positive and inviting, increase comfort publicly using materials

Content

Include positive habits and prevention, not just gambling problems

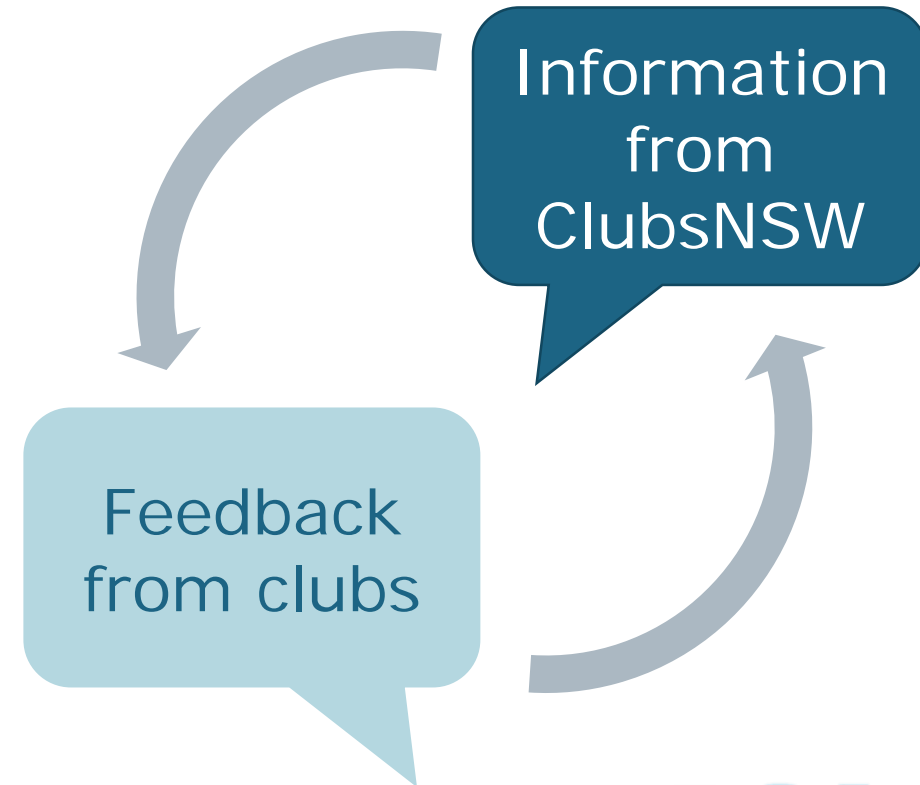
Delivery

Thoughtful approach to where and when materials are available

Future Directions: Enhanced Communication

Increased two-way communication between ClubsNSW and clubs:

- **Updates** and **information** from ClubsNSW
- **Feedback** from clubs to help keep ClubSAFE relevant
- More **face to face** time with all members (e.g., live online training)
- Simple **information package**



Future Directions:

Enhanced Communication

Consistent information dissemination to all staff within clubs:

- RG **strategy**: trickle down
- Easily accessibly **policies and procedures**
- **Practical, easily implemented** tips and resources
- Clear method for staff to **ask questions** and **get support** (e.g., encouraging use of the ClubSAFE line)

Future Directions: **Culture Shift**

- **Top-down** commitment to RG
 - **Board** buy-in and involvement in RG strategy
 - Training for **owners and executives** on the importance of RG and how to implement programs
- Understanding of importance of **communicating down**
 - Clear message to all staff that **RG is valued** at all levels of the organization
- Focus on **benefits** to players, staff, communities, and the organization, rather than **compliance**

Future Directions: **RG Accreditation**

- The **most rigorous** RG accreditation program in the world, designed to meet or exceed all existing RG **regulatory requirements**.
- Benefits include:
 - Recognizing the **achievement** of high standards in RG
 - Providing effective ideas for **improvement**
 - Increasing public **confidence**



Future Directions: **RG Accreditation**

- **Objective** and **independent** assessment.
- A concrete **roadmap** for gambling operators to implement **achievable** responsible gambling initiatives.
- International recognition as the **gold standard** for responsible gambling evaluation.



RG in Your Community



- Clubs have **strong ties** with their customers and their communities, and these can be **enhanced** with RG
- A social licence to operate means gaining and maintaining the **trust** and **respect** of your community, and working to **meet their needs** as well as yours

Becoming RG Leaders

- RG initiatives can help all players, leading to better **player experiences** and **reduced risk** of harm
- Being an RG leader means:
 - Being committed to **customer and community wellbeing**
 - **Staying ahead** of the curve
 - Becoming an RG **advocate** and **champion**



Future state: ROI on RG



Thank you!

Any questions?

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