

Open for Business: RGC Strategic Plan

April 1, 2018 to March 31, 2019

Background

As the Responsible Gambling Council (RGC) continues in its fourth decade of operation, there is much to be proud of in terms of past accomplishments and ongoing successes. Building on our reputation and credibility as a leader in problem gambling prevention, RGC is uniquely positioned to play a vital role in the area of responsible gambling. With recent organizational and staff changes, RGC continues to evolve in order to help realize our vision (A world free of problem gambling), to deliver our mission (To prevent problem gambling and reduce its impacts), and to move purposefully to stay ahead in a changing environment. During the 2018-19 Fiscal Year, a new perspective focused on the following six key strategic areas will lead the organization:

- 1 High Performing Culture
- 2 Build RGC's Brand + Influence
- 3 Grow + Diversify **RG+** Revenue & Partnerships
- 4 Grow and Diversify  **RG**
- 5 Innovation + Leading Practice
- 6 Program Excellence

Looking forward to a strong future, RGC welcomes these upcoming changes with enthusiasm. This confidence – born out of a history of accomplishment and the advancement of responsible gambling practices – is the base on which we build. It is our successes and lessons learned that inspire and compel us to grow and to make an even greater difference in the field of responsible gambling locally, and around the world!

So what will this look like?

Strategic Focus	Outcomes
<p>1. High Performance Culture</p> <p>RGC will build on its high performance culture, infusing transparency, collaboration, and a customer service orientation to enhance performance and fuel growth.</p>	<ul style="list-style-type: none"> • Organizational structure will utilize the competencies and skill sets of staff, while increasing overall collaboration and information sharing. • Cross-functional teams will tap into the knowledge and skills of frontline staff to enhance decision making.
<p>2. Build RGC's Brand and Influence </p> <p>RGC will have a single coherent brand that connects all of RGC's activities, while solidifying our role as the most effective and well-known provider of RG prevention messaging in the world.</p>	<ul style="list-style-type: none"> • Develop a brand strategy that clearly articulates RGC's commitment and contributions to responsible gambling. • Create a comprehensive marketing plan that engages the gambling industry and addresses market realities. • All public/stakeholder messages, such as websites and LinkedIn profile (s), will reflect a consistent brand.
<p>3. Grow and Diversify RG Plus (RG+) Revenue and Partnerships</p> <p>Focused on securing new partnerships and major projects, RG+ will become a high profile and successful international consulting business dedicated to delivering high-quality results to industry leaders.</p>	<ul style="list-style-type: none"> • RG+ will continue to provide expertise to the industry and expand our services internationally. • We will provide the industry with current information on leading practices through engaging them with more research, papers and presentations.
<p>4. Grow and Diversify RG Check </p> <p>RG Check will remain the preeminent standard for assessing an operators' responsible gambling safety net, with a focus on increasing the programs international presence and on accrediting new organizations.</p>	<ul style="list-style-type: none"> • RG Check will grow the number of gaming operators who use the accreditation program, in Canada and internationally. • New levels will be introduced to the venue and online program to inspire and impact gaming operators to continuously improve their safety net. • Areas where new standards are needed will be explored.
<p>5. Innovation and Leading Practice</p> <p>RGC will maintain its enhanced role in policy and thought leadership, cementing its reputation as the go-to source of the most current and accurate evidence-based RG related evaluations and research.</p>	<ul style="list-style-type: none"> • The Centre for the Advancement of Best Practices (CABP) will continue to do research and evaluation of projects in Canada and internationally, including Insight 2018. • RGC will develop a 3-year research agenda that meets practical needs of RG and PG field and advances knowledge, debate and public policy. • Key staff will present and attend international conferences to build collaborative partnerships and highlight RGC's thought leadership.
<p>6. Program Excellence</p> <p>RGC will continue to reach gamblers and the general public with rigorously evaluated programs and information in order to create lasting change and real impact on gambling behaviours.</p>	<ul style="list-style-type: none"> • Evaluations of our programs and events will be enhanced to ensure that they remain relevant, incorporate technology and new platforms and are informed by the latest gambling research and marketing best practices. • Messaging opportunities for people partaking in new forms of gambling, such as online, e-sports, skill based casino games and the blurring of gaming and gambling will be explored.