



**RESPONSIBLE
GAMBLING
COUNCIL**

Building Knowledge Creating Solutions



BUILDING KNOWLEDGE CREATING SOLUTIONS

The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention.

RGC works to reduce gambling risks by creating and delivering innovative awareness and information programs. It also promotes the adoption of improved play safeguards through best practices research, standards development and the *RG Check* accreditation program.

RGC is committed to bringing together all perspectives in the reduction of gambling problems including those of people with firsthand experience with gambling problems, gaming providers, regulators, policy makers and treatment professionals.



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RGC HAS MADE
GREAT STRIDES
TOWARD TRANSFORMING
OUR PREVENTION TACTICS.



Letter from the Chair and CEO

The Responsible Gambling Council (RGC) continues to focus on improving the quality and reach of the responsible gambling safety net in Ontario and across Canada. The fiscal year of 2011-2012 saw a significant progression toward this goal with the launch of the *RG Check* accreditation program. With *RG Check*, a venue-based accreditation program, RGC is broadening its impact beyond prevention programs and messaging. By influencing how gaming is delivered, RGC is ensuring a higher level of consumer protection.

RG Check was created by RGC based on its Responsible Gambling Index (RG Index), a set of eight standards that define the expected elements of safety measures for slots venues and casinos. It took more than eight years of careful planning and development to create these standards and implement the program that would put them into play. A natural evolution from standards to accreditation, in 2011-2012, the *RG Check* program generated considerable interest in jurisdictions across the country and initiated the accreditation process in 13 venues across Canada.

What also stood out for us in 2011-2012 is the shift taking place in the delivery of gambling. In Ontario, OLG announced its modernization of lotteries and casinos in March, 2012. Major developments in gambling are occurring, not only in Ontario, but all over the world. Land-based casinos are being restructured and regulations around online gaming are being reassessed. This has had a cumulative effect on all of gaming and a new model is emerging. Five to ten years ago, what came to mind when you said gambling were casinos, racetracks or bingo halls. Now with micro-betting, single-game sports betting, social gaming apps and more, people have greater access to gaming, with many more options that are immediate and highly customized. This diversification will only accelerate in the future.

Looking forward, gaming will continue to change and grow, so RGC and other organizations in the business of problem gambling prevention are being challenged to modify and enhance our communications and prevention strategies. RGC has already made great strides toward transforming our prevention tactics. We are currently finalizing online gaming standards, creating new and groundbreaking approaches to social marketing and finding novel ways to communicate prevention messages to an increasingly diverse audience.

While the gambling world continues to evolve and change, RGC remains committed to staying ahead of the curve with these developments by building knowledge and creating solutions.



Terry Finn
Board Chair



Jon Kelly, PhD.
CEO

Programs and Social Marketing

RGC is recognized worldwide for its engaging and effective problem gambling prevention programs and social marketing campaigns. RGC's reputation is built on its drive to understand problem gambling and ways to reduce the risks and then using this knowledge to inform its messaging.

All programs delivered in Ontario are funded by the Ministry of Health and Long-Term Care except where indicated. Please see individual programs for more information.

Responsible Gaming Resource Centre

The Responsible Gaming Resource Centre (RGRC), located in OLG Slots and Casinos across Ontario, provides patrons with information about safer gambling, as well as assistance and local referrals for help with gambling-related problems. RGRCs provide a bridge to problem gambling agencies and resources in the community. There are two models: self-serve RGRCs, supported by regular staff visits; and full-serve RGRCs, with full-time staff.

RGRCs deliver prevention messages to patrons through conversations with its professional staff, literature from partner organizations, an interactive kiosk, a website, digital signage, educational events and RGC-produced brochures available in 11 languages. All RGRCs are independently operated and staffed by RGC, with OLG (Ontario Lottery and Gaming Corporation) providing space and funding.



2011-2012

- 158,376 visitors to RGRCs across Ontario received information about safer gambling and/or immediate support and assistance about a gambling-related problem
- 80,314 patrons participated in responsible gambling educational events
- 18,493 visitors to the RGRC website, rgrc.org
- A slot demonstration pilot was introduced at two sites to address myths surrounding slot machines. Using decommissioned slot machines as a visual aid, RGRC Service Coordinators engaged visitors by offering an inside look at how these machines operate. More than 97% of participants said the demo was informative, useful and that they would recommend it
- 47,277 patrons accessed the easy-to-use interactive kiosk MARGI, used in self-serve RGRCs as a stand-alone educational tool and used in full-serve RGRCs to enhance conversation with RGRC Service Co-ordinators. A new MARGI game called *Slot Busters* offers visitors an in-depth look at the workings of a slot machine

“It’s so great that there’s a program like this right in the casino”

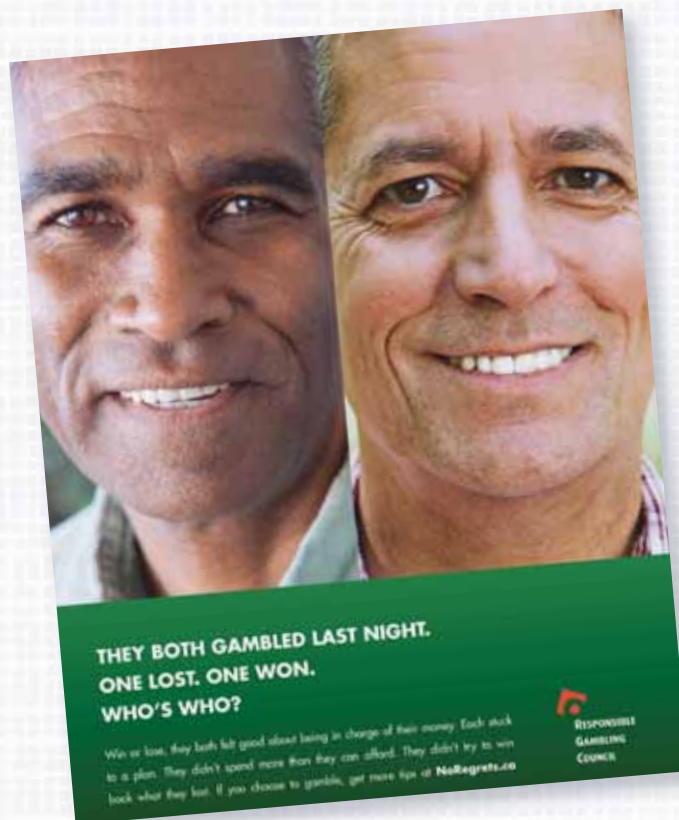
– PATRON

Fact: Since the first Ontario RGRC opened its doors in November 2005, the centres have provided information, assistance or referral to more than **550,000 patrons**.



Problem Gambling Prevention Week

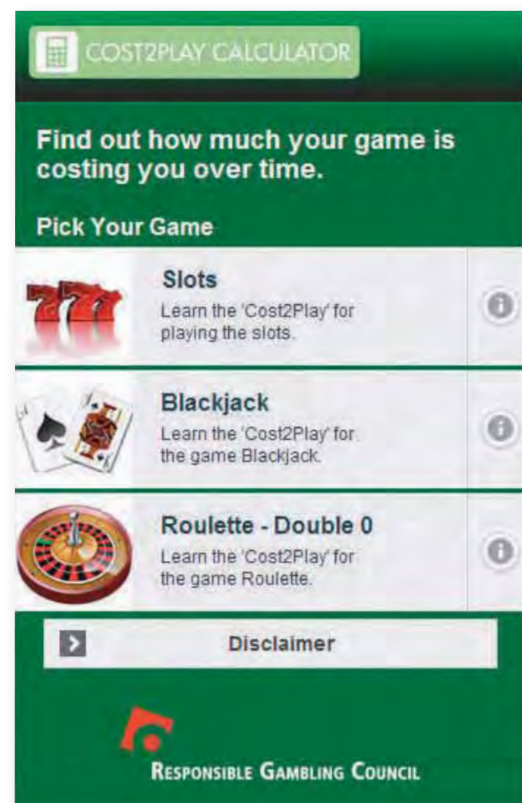
Problem Gambling Prevention Week (PGPW) is one of Canada's largest problem gambling prevention programs. It is delivered by RGC and local organizations across Ontario and brings together stakeholders—including local counselling agencies, governments and gaming providers—who want to reduce the risk of problem gambling. It reaches more than 1.5-million Ontario households through interactive awareness displays, local advertising, activities and inserts in community newspapers. PGPW is a week-long, locally-focused program that visits 18 communities and 30 associated catchment areas over a 12-week period.



2011-2012

- Developed *No Regrets* prevention week campaign to help the public recognize gambling risks. *No Regrets* focuses on money management and the overall message is: “Knowing how to minimize gambling risks is key to steering clear of potential problems. At the end of the day, it’s good to walk away with ‘no regrets,’ whether you win or lose at gambling.” *No Regrets* will run for a second year, starting Fall 2012
- Year one of *No Regrets* generated 41-million impressions through interactive awareness displays, local advertising and activities, news stories and informational inserts in community papers
- The Cost2Play Calculator was launched on **NoRegrets.ca**. This free online tool (usable on smart phones) helps people understand the cost of play for three popular games: slots, blackjack and roulette
- Almost 10,000 Ontarians directly participated in the interactive events held in their communities
- 10,559 visitors to NoRegrets.ca

THE
COST2PLAY
CALCULATOR
WAS LAUNCHED ON
NOREGRET.S.CA



Youth Drama Program

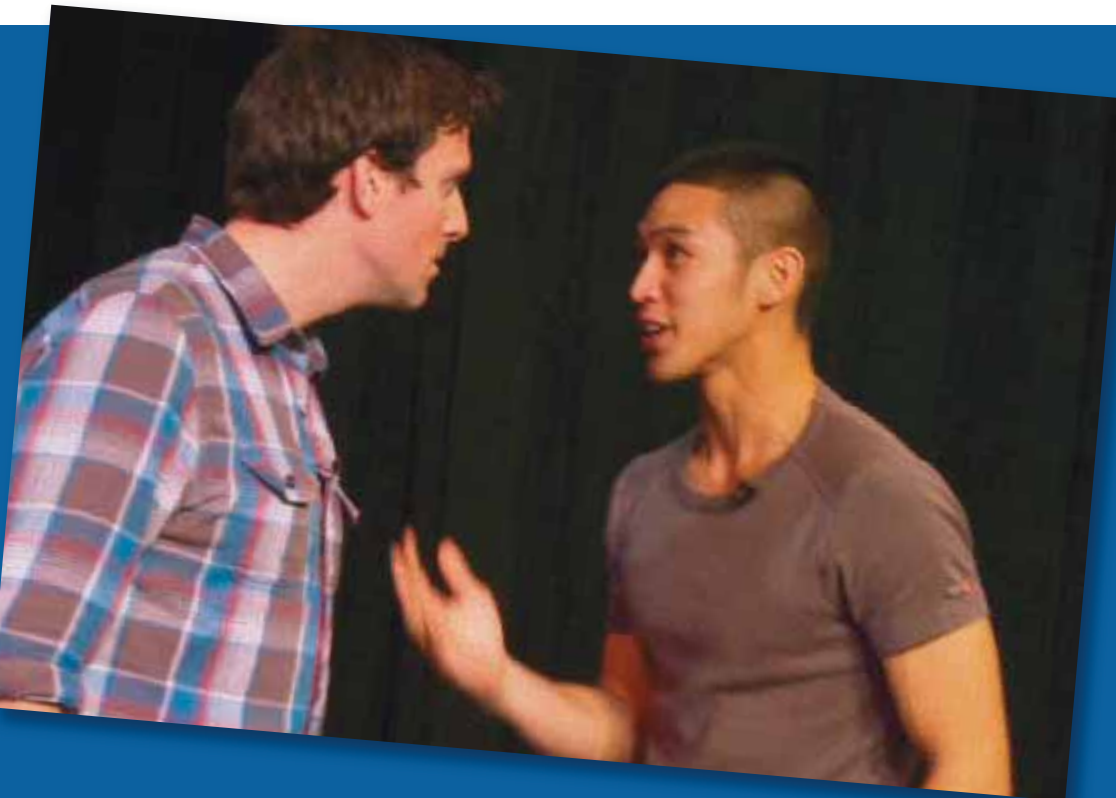
RGC's youth dramas use professional young actors and age-specific language and messaging, incorporating insights from extensive research and real-life anecdotes provided by secondary school students. The one-hour session, including a 30-minute performance followed by an interactive debrief to reinforce key messages, has proven to be a powerful tool to communicate the risks of teen gambling. Over the last decade, RGC has created, developed and delivered six drama programs to more than 237,000 secondary school students in Ontario, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador.

Did you know?

- Three to four percent of teens who gamble experience gambling problems
- Once teens reach the age of 18, the risk of developing a gambling problem almost doubles

82%

In the 2011-2012 school year, RGC's sixth drama, 82%, returned to the stage. 82% explores the personal costs that face a first-year university student, and those around him, as he becomes more and more focused on his next bet. The title refers to a strategy that the lead character, Chris, mistakenly believes will help him win.



ONCE TEENS
REACH THE
AGE OF 18,
THE RISK OF
DEVELOPING
A GAMBLING
PROBLEM
**ALMOST
DOUBLES**

2011-2012

- Reached more than 9,100 students in 17 communities in Ontario
- 35 performances in 30 schools across Ontario, plus community performances, including a First Nations community
- Reached more than 5,500 students in 29 communities across Atlantic Canada



REACHED MORE THAN
9,100 STUDENTS
IN 17 COMMUNITIES
IN ONTARIO

kts2 (Know the Score)

kts2 is an interactive problem gambling awareness program for college and university students, delivered online and on campus. *kts2* looks at the real chances of winning and losing, highlights signs of problem gambling, shares local problem gambling services and suggests ways to keep gambling safer. Since piloting the program in 2002, *kts2* has been delivered 448 times to more than 310,593 students in British Columbia, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Newfoundland and Labrador, Prince Edward Island and New York State.

2011-2012

- Visited 26 colleges and universities across Ontario and 18 in Atlantic Canada
- Interacted in-person with more than 11,500 students in Ontario and more than 5,800 in Atlantic Canada
- Employed 63 students in Ontario and 21 in Atlantic Canada
- More than 7,700 online student interactions
- 2,422 'likes' on *kts2* Facebook page
- English and French email blasts sent to more than 191,000 students



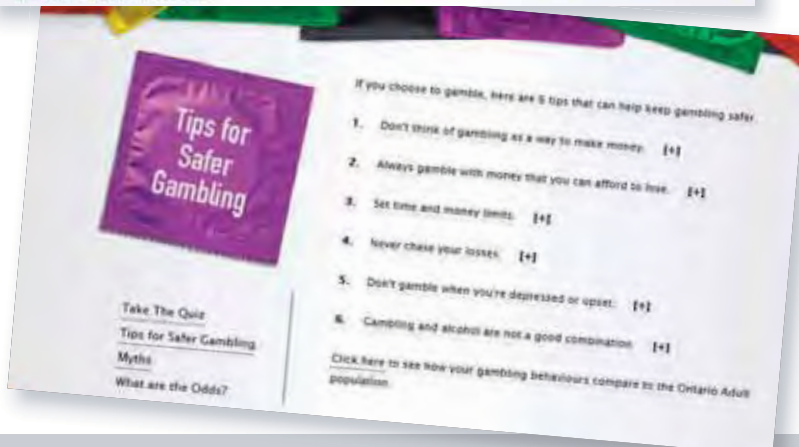
Social Marketing Campaigns

Safe or Sorry

Safe or Sorry is a prevention campaign that targets 18-24 year olds in Ontario who participate in some form of gambling, with an emphasis on males and those who participate in online gambling and poker. The campaign was in market from mid-January to the end of March 2012. Media included TV, transit (subway and buses), washroom ads on campus and in bars, 7' x 10' banners (on campuses) and online banner ads. French and English micro-sites ([SafeorSorry.ca](#) and [Mieuxvautprévenir.ca](#)) were developed to support the campaign and both included a quiz contest, with a draw. The two TV spots were also posted on YouTube. *Safe or Sorry* will return in 2012-2013.

2011-2012

- TV ads generated 10,315,000 impressions and Out of Home ads generated 40,524,140 impressions
- [SafeorSorry.ca](#) and [Mieuxvautprévenir.ca](#) received almost 48,000 visits
- Almost 10,000 contest entries submitted during campaign period
- Almost 55,000 views on YouTube of TV ads ('Awkward Talk' and 'Girl Talk') during the campaign period—all in the 18-24 age group



Responsible Gambling Standards and Accreditation Program

RG Check

RG Check is an accreditation program created by RGC based on its Responsible Gambling Index (RG Index), a set of eight standards that define the expected elements of safety measures for slots venues and casinos. The standards provide objective and independent benchmarks for the content, quality and breadth of responsible gambling programs delivered by gaming organizations at land-based venues.

RG Check accredits individual venues, acknowledging the importance of examining the actual locations where players experience responsible gambling programs. The final decision to accredit specific venues is made by independent Accreditation Boards, with reference to the standards in the RG Index and the reports and recommendations of *RG Check* staff. The boards are composed of three members chosen from the five-member Accreditation Panel, a roster of prestigious individuals who have been selected for their integrity and commitment to high standards in social responsibility and public policy.

2011-2012

- Generated considerable interest in jurisdictions across the country and initiated the accreditation process in 13 venues across Canada
- Hired seven employees dedicated to the *RG Check* program

RG Check Accreditation Panel Members

Stanley Sadinsky, QC (Chair)

- Professor Emeritus, Faculty of Law, Queen's University
- Former Chair of the Ontario Racing Commission and OLG

David A. Korn, MD

- Assistant Professor, Dalla Lana School of Public Health, University of Toronto
- Holds an affiliate position at Harvard Medical school, with a focus in the area of gambling
- Former Chief Medical Officer for Ontario

George L. Morfitt, FCA

- Adjunct Professor, University of Victoria
- Former Auditor General of British Columbia

Dan Perrins

- Executive in Residence and Senior Policy Fellow at the Johnson-Shoyama Graduate School of Public Policy, University of Regina
- Former Deputy Minister to the Premier and Head of the Public Service, Government of Saskatchewan



Providing responsible gambling standards
for industry leaders.

Events

Since its inception, RGC has provided an international platform to explore, examine and discuss issues related to problem gambling prevention.

Discovery Conference

Every year, the Discovery Conference brings together people who are committed to problem gambling prevention, treatment, research and policy analysis. *Discovery 2011* was held in Ottawa from April 5 to 8.

2011

- Welcomed speaker Laurence Gonzales, author of the bestselling book *Deep Survival: Who Lives, Who Dies, and Why*. Mr. Gonzales' engaging keynote address explored why some people manage risk successfully and others do not
- Explored the latest in technological, analytical and regulatory advancements. Sessions covered a wide range of topics, including: *Responsible Gambling Features - Policy versus Big Brother; Is There an App for That? Sports Betting Moving Forward* and *Withholding Winnings from Self-Excluders: Is It the Right Thing to Do?*
- Offered participants an inside look at a very large 'back room' at a focus group of regular sports bettors in the session, *Laying Down Bets*



RGC Centre for the Advancement of Best Practices

The RGC Centre for the Advancement of Best Practices, a division of the Responsible Gambling Council, promotes the identification and adoption of best practices to reduce the incidence of problem gambling. The Centre undertakes independent research and analysis of best practices in responsible gambling, prevention and risk reduction measures.

The Centre's research is designed to support decision makers in the pursuit of workable measures to reduce problem gambling. It also informs the direction and roll-out of RGC programs and social marketing campaigns, providing valuable information about how best to connect with the target for each program.

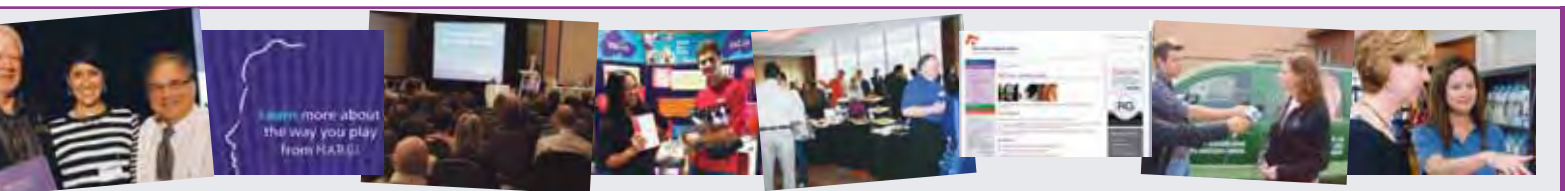
2011- 2012

Provided Organizational Support and Consultation

The Centre continued to provide reviews, analyses and advice for responsible gambling initiatives and strategies to gaming providers and governments.

Provided Analysis, Research and Evaluation

A central role of the Centre is ongoing analysis of emerging responsible gambling issues, conducting commissioned research and the evaluation of prevention programs. The Centre completed evaluations of RGC prevention programs (*Know the Risks, kts2* (Know the Score) and the youth drama *82%*). The Centre also provided a number of its key stakeholders with RG (responsible gambling)-related analysis and evaluation in various areas such as lottery products, staff training, policy and RG standards. This includes the development of Internet RG standards and the assessment of available tools to assist Internet gamblers in setting monetary limits.



Insight Project

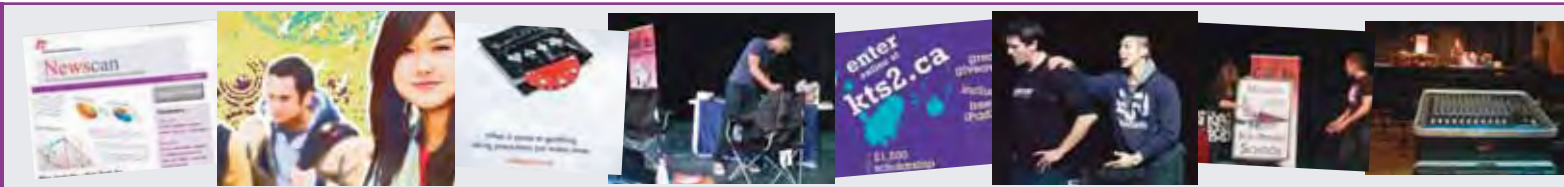
Insight Projects examine key problem gambling issues in detail, seeking shared understanding and solutions by bringing together specialists, gaming providers, researchers and people with firsthand experience of gambling problems.

Insight 2011 – Responding to Patrons

The Centre produced its fourth Insight Project and forum with a focus on *Responding to Patrons* with potential gambling problems. The goal of this Insight project was to develop a framework of best practices to help gaming providers respond to patrons who may have a gambling problem. To achieve this objective, the Centre:

- Reviewed and analyzed the literature and materials from the gaming industry (e.g., policy documents and training materials)
- Interviewed gaming venue employees for their views and experiences with responding to patrons who may be exhibiting signs of a gambling problem
- Conducted focus groups with gamblers who were currently in treatment to explore what types of interactions they had with staff, and effective ways for staff to approach and engage patrons exhibiting behaviours of concern
- Hosted an international forum in Toronto from November 30 to December 2, 2012, attended by gaming providers, regulators, government agencies, treatment providers and researchers
- Prepared a report on responding to patrons

The 2011 Insight project was made possible through the support of the Alberta Gaming and Liquor Commission, Atlantic Lottery Corporation, British Columbia Lottery Corporation, British Columbia Government Ministry of Public Safety and Solicitor General Gaming Policy and Enforcement Branch, Fondation Mise sur Toi, Loto-Québec, the Manitoba Lotteries Corporation, the Nova Scotia Gaming Corporation, the Ontario Lottery and Gaming, the Saskatchewan Liquor and Gaming Authority and Saskatchewan Gaming Corporation



Information

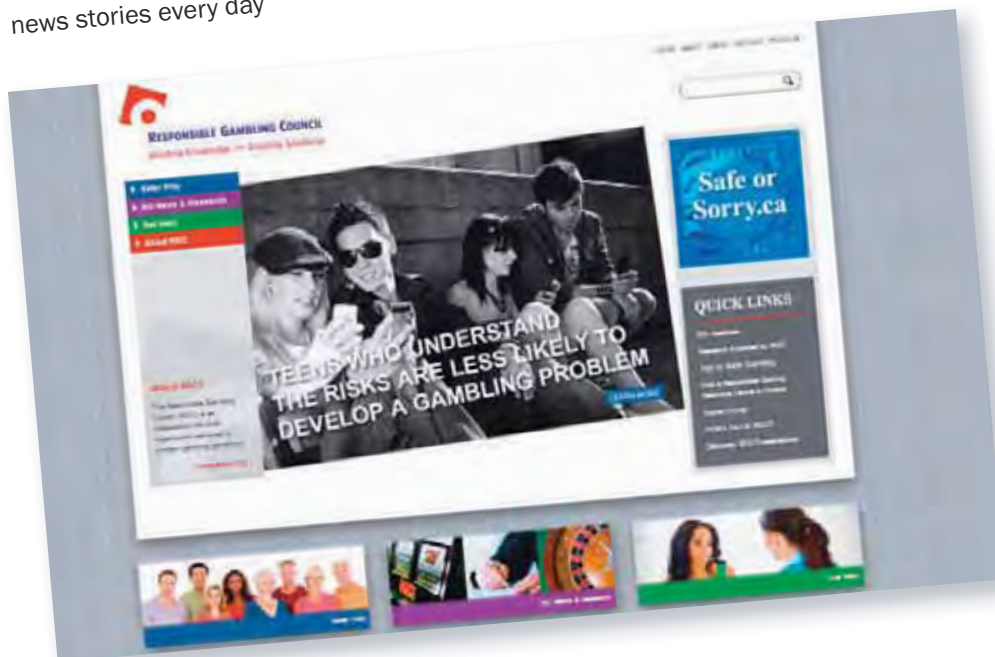
RGC provides a valuable service to a diverse audience by disseminating news, information and analysis, as well as promoting the exchange of ideas.

RGC Website

ResponsibleGambling.org provides the latest responsible and problem gambling information, tips and resources. The site is designed to be easily accessible, based on the visitor's interest (safer play, RG news and research or help with a gambling problem). ResponsibleGambling.org also provides information about RGC programs and social marketing campaigns.

2011-2012

- Launched audience-focused RGC website based on visitor expectations rather than the organization's structure, establishing three primary audiences:
 - People who want to learn more about safer gambling, either for themselves or someone they know, can explore tips, myths and other resources in the *Safer Play* section
 - Regulators, policy makers, gaming providers, researchers and treatment providers will find the latest news, research and analysis in *RG News and Research*
 - People who need a bridge to treatment or help with a gambling problem can visit the *Get Help* section
- Introduced an RG headlines newsfeed that provides links to relevant problem and responsible gambling news stories every day



Canadian Gambling Digest

The *Canadian Gambling Digest* is an annual summary of statistics related to gambling in each of the 10 Canadian provinces. The report is released on behalf of the Canadian Partnership for Responsible Gambling (CPRG) — a collaboration of non-profit organizations, gaming providers and gaming regulators working together to find and promote effective ways to reduce the risk of problem gambling.

2011-2012

- Released Ninth Digest, available at www.cprg.ca
- Featured new variables such as the number of people on self-exclusion lists per province, and the number of RG information terminals at gaming venues
- Added a glossary of terms and acronyms used in the report

NewsCan

RGC's free weekly e-newsletter for the responsible gambling sector, *NewsCan* provides responsible gambling news, insights, upcoming events, calls for papers/award nominations/RFPs and other updates of interest to stakeholders across Canada and around the world.

2011-2012

- Launched a new version of *NewsCan*, featuring a more visually appealing and accessible design and layout
- Changed how readers access news headlines, now directing them to the originating website of the news story
- Created 'What's New at RGC' to keep readers informed on new research, upcoming awareness campaigns and other relevant updates from RGC
- Made it easier for readers of *NewsCan* to suggest content for each issue
- Introduced two sections to the e-newsletter that cover new developments, emerging issues and trends in responsible and problem gambling:
 - **Viewpoint** – responsible and problem gambling issues are analyzed, with insight and opinions from RGC and guest writers
 - **Feature story** – investigates and examines responsible and problem gambling issues and ideas
- More than 1,200 international subscribers

MORE THAN
1,200
INTERNATIONAL
SUBSCRIBERS



Financial Summary

The Responsible Gambling Council (RGC) independently operates under the legal authority of three corporations, all of which are not-for-profit organizations.

The Responsible Gambling Council of Canada (RGCC) is the legal entity for best practice research and evaluation activities in all jurisdictions, as well as for the delivery of responsible gambling programs and services outside of Ontario. It is incorporated under the *Canada Corporations Act* and has charitable status from the Canada Revenue Agency.

The Responsible Gambling Council (Ontario) is the legal entity that delivers programs and services in Ontario funded through the Ministry of Health and Long-Term Care. RGC(O) independently operates the Responsible Gaming Resource Centres (RGRC) at 27 gaming venues in Ontario. It is incorporated under the *Ontario Corporations Act* and has charitable status from the Canada Revenue Agency.

The Responsible Gambling Council-Prevention (RGC-P) is the legal entity for the *RG Check* accreditation program. It is incorporated under the *Canada Corporations Act*.

In practice, the name Responsible Gambling Council is used as an umbrella term for all Council activities.

RGC's base funding for the Youth Drama Program, *kts2* (Know the Score) and *NewsScan* in Ontario, along with funding for Problem Gambling Prevention Week and social marketing campaigns, is provided by the Ontario Ministry of Health and Long-Term Care.

Funding for the independent operations of the Responsible Gaming Resource Centres is provided by Ontario Lottery and Gaming Corporation.

RGC undertakes programs, research and evaluations for other entities across all jurisdictions in Canada, funded on a project basis.



Responsible Gambling Council (Ontario)

Revenue Before Expenses 2011-2012

For the year ended March 31, 2012

Ontario – base funding	1,776,500
Ontario – <i>Problem Gambling Prevention Week</i> and social marketing	3,500,000
RGRC funding	3,442,930
Other revenue*	187,809
TOTAL	8,907,239

Responsible Gambling Council of Canada

Revenue Before Expenses 2011-2012

For the year ended March 31, 2012

Prevention programs and products	1,490,656
TOTAL	1,490,656

Responsible Gambling Council - Prevention

Revenue Before Expenses 2011-2012

For the year ended March 31, 2012

RG Check Accreditation	192,641
TOTAL	192,641

* Other revenue includes net figures from the following sources: revenue from resource kits, conference, contributions and projects.

Boards of Directors & Senior Management

The Responsible Gambling Council has three separate boards of directors—one for the Responsible Gambling Council (Ontario), one for the Responsible Gambling Council of Canada and one for Responsible Gambling Council—Prevention, the legal entity for the *RG Check* accreditation program.

In practice, the Boards of Directors for RGCC and RGC(O) consist of the same members. They are made up of individuals from across Canada and include people who have experienced gaming problems, treatment providers, gaming operator executives, gaming regulators and professionals in non-gaming industries. In 2011-2012, Terry Finn served his fifth year as Chair of both boards.

The Board of Directors for RGC-P currently has three members made up of individuals who have experienced gaming problems and non-gaming professionals. These members are also members of the other two boards. In 2011-2012, Larry Moodie served as Chair.





Responsible Gambling Council (Ontario) / Responsible Gambling Council of Canada

Prasan Balappa

Constable – Combined Forces Special Enforcement
Royal Canadian Mounted Police

Robin Boychuk

Advisor, Policy and Strategic Planning
First Nations and Inuit Health Branch
Health Canada, Atlantic Region

Peter Darke

Associate Professor of Marketing
Schulich School of Business, York University

Terry Finn, Chair

Senior Account Manager
The Computer Media Group

Hamlin Grange

President and Co-Founder
DiversiPro Inc.

Jane Holmes

VP Corporate Affairs
Woodbine Entertainment Group

Michael Hunter

Professor
School of Hospitality and Tourism, Ryerson University

Tim Hurson

President
Tim Hurson Enterprises

Yvon Lemire

Former Director, Addiction and Mental Health Services
Sandy Hill Community Health Centre

David McBride

Former Senior Policy Advisor
Government of Ontario

Larry Moodie

Detective Inspector
Private Practice

Susan Olynik

Vice President, Corporate Communications
& Social Responsibility
Manitoba Lotteries Corporation

George Sweny

Chief Strategy Officer
Alcohol and Gaming Commission of Ontario

Responsible Gambling Council – Prevention

Terry Finn

Senior Account Manager
The Computer Media Group

Tim Hurson

President
Tim Hurson Enterprises

Larry Moodie, Chair

Detective Inspector
Private Practice

Senior Management

Dr. Jon Kelly

Chief Executive Officer

Paula Antoniazzi

Program Director

Barry Koen-Butt

Director of Awareness Programs and Communications

Kevin Noel

Operations Director

Dr. Jamie Wiebe

Director, RGC Centre for the Advancement of
Best Practices



RESPONSIBLE GAMBLING COUNCIL

411 Richmond Street East, Suite 205

Toronto, Ontario M5A 3S5

Tel: 416.499.9800

Fax: 416.499.8260

Toll free: 1.888.391.1111

info@rgco.org

For information about any of our programs or services, please visit www.responsiblegambling.org