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.
Ontario Lottery and Gaming Corporation
PlaySmart Centres and resources

Spotlight on International RG Initiatives
Oregon Lottery
Direct deposit of winnings

Spotlight on International RG Initiatives
Spotlight on International RG Initiatives

Norsk Tipping
Mandatory loss limits
Singapore Pools
Care for Winners Program

Spotlight on International RG Initiatives
Association of British Bookmakers
Tracking markers of harm through Player Awareness Systems
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

What are the benefits of RG?

- For business: Social licence to operate
- For staff: Engagement, satisfaction
- For players: Player experience, harm mitigation
- For communities: Improved public health
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

- Remembering
- Understanding
- Applying
- Analyzing
- Evaluating
- Creating

Scenario-based online training
Advanced in-class training
Practice and mentorship
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!
Possible Gambling Problem

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
A player is visibly excited by his small win.

Select the right course of action from the decision pallet.
It is normal for people to celebrate their wins. Provide your usual customer service and continue looking for warning signs like chasing wins.

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.
Highly Probable Gambling Problem

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
Future Directions:

**RG Messaging: Staff**

- Sustained Behaviour Change
- Institutional support
- Ongoing refreshers

- Failure to Implement
  - Lack of feedback
  - Burnout
  - Lack of early success
**Future Directions:**

**RG Messaging: Players**

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

<table>
<thead>
<tr>
<th>Tone</th>
<th>Content</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>More positive and inviting, increase comfort publicly using materials</td>
<td>Include positive habits and prevention, not just gambling problems</td>
<td>Thoughtful approach to where and when materials are available</td>
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</tbody>
</table>
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**
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
WHAT'S NEXT 20
Future state: ROI on RG

What are the benefits of RG?

For business
- Social licence to operate

For staff
- Engagement, satisfaction

For players
- Player experience, harm mitigation

For communities
- Improved public health
Thank you!

Any questions?
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