

RGC Annual Report 2021-22

The Source for Insight. The Catalyst for Change.



RESPONSIBLE GAMBLING COUNCIL

Who we are

The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention. For 40 years, RGC has worked across the globe to reduce gambling risk by creating and delivering innovative awareness and information programs. We promote the adoption of improved play safeguards through best practices research, standards development and the RG Check accreditation program.



In 2021-22 we made significant progress in achieving our ultimate goal

to drive responsible gambling forward and create positive change in the sector.

Through authoritative research, actionable insights and innovative programming, we take pride in being the catalyst for meaningful change in our industry.





What we believe:

We exist to ensure that gambling safeguards are in place to promote the wellbeing of people and communities. We seek to influence positive change and advance responsible gambling because we believe that:

- People have a right to feel safe, to live happily and to have access to support when they need it.
- Collaborating with the gambling industry can minimize the risks to their customers, their reputations and their business performance.
- Creating safe, sustainable gambling behaviours benefit both players and the industry.
- Gambling should never come at a human cost.

Our Vision

A world free of problem gambling.

Our Mission

To prevent problem gambling and reduce its impacts.

Core Values

Humanity

We believe in human dignity and respect. We're driven to build a positive future for everyone. We apply our knowledge to the creation of conditions that promote positive behavioural change. We embrace individual and community differences and are committed to being inclusive, equitable and respectful in all of our work.

Courage

We believe it takes courage to make real change in the world. We appreciate the confidence in others and we are never afraid to offer honest, evidence-informed perspectives, even if they conflict with conventional wisdom.

Integrity

We strive to meet the highest standards of professionalism and impartiality. We hold ourselves responsible for all that we do.

Ingenuity

We are inventive and resourceful, curious and inquisitive by nature. As the world keeps changing, we are always on the lookout for new ways to turn knowledge into action. Our core values guide RGC's decisions and work each and every day.

Collectively, these values are our 'north star', keeping us focused on how we conduct ourselves and what we do to accomplish our purpose.

Table of Contents

Letter from the Board Chair and CEO	10-13
Key Achievements	14-17
Our Work with Industry	18-27
Our Strategic Direction	28-31
Our Work with Communities	33-39
Information Services	40-41
RGC Social Channels	42-43
Governance & Financial Summary	44-45
Board of Directors & Senior Management	46-47



The source for insight. The catalyst for change.

The gambling industry continues to rapidly grow and diversify worldwide, making the need for responsible gambling greater than ever before. In 2021, the RGC team responded passionately and decisively to the growing need with the development and implementation of responsible gambling strategies, practices and programs to protect consumers from experiencing gambling harms.

Our vision is focused, and our scope unparalleled

Here in Ontario, across Canada and around the world, the integrity and credibility of our work is paramount to create a safer gambling culture, to meet the needs of a growing market. In response to the significant change that is underway, we have developed a multi-year research strategy to tackle the emerging responsible gambling priorities. Two studies that emerged from this strategy included 1. Prevention Insights: Gambling Harm in the Chinese, South Asian and Indigenous Communities to understand how to more appropriately and effectively increase awareness and knowledge of low risk gambling practices and 2. the first Canada-wide single-event sports betting study which identified best practices for responsible gambling across the country.

Building on our success globally

RGC continued to expand into new markets conducting its first RG Check land-based venue accreditations in Macau and the Philippines and online accreditations with new operators like theScore Bet and Rush Street Interactive in the Ontario market. Over the course of the next two years, we will conduct accreditations for all new operators entering the province. We look forward to supporting them to comply with the regulations, and augmenting their responsible gambling strategies and practices.



“When it comes to our goals, we are transparent & bold: We want to become the worldwide leader in RG, full stop. We want to be catalysts that better the lives of millions around the world, in collaboration with industry, health and community partners. With insight-rich research and industry leading programs, we will be humanitarian and courageous leaders, who have a profound impact.”

SHELLEY WHITE, CEO

RGC Discovery goes virtual for the first time

In October, RGC brought together nearly 400 delegates, from around the world, at our first virtual Discovery conference. Delegates heard from global experts, and discussed emerging issues such as technology solutions, the importance of incorporating equity, diversity and inclusion (EDI) into public information campaigns and leading practices in customer interventions. Discovery continues to play an integral role in RGC’s commitment to supporting the industry’s need for responsible gambling thought leadership and innovation.

Strong leadership fuels our mission

Over the years, RGC has benefited tremendously from its strong governance and Board leadership. This year, the Board carried out a governance restructuring to streamline its governance and increase its effectiveness. It also instigated the organization’s inaugural EDI audit in order to evaluate its performance and inform the development of an EDI strategy for the organization. RGC was pleased to receive an overall inclusion score of 76.2 out of 100, which is 16 points higher than the industry average. However, we are committed to doing better. RGC is dedicated to enhancing its equitable and inclusive culture for all Board members and employees. Going forward the organization has implemented a plan focused on increasing the Board and employees’ knowledge and understanding, its diversity and improving communication and engagement.

In closing, we would like to commend all those who have contributed to advancing responsible gambling in 2021-22 – RGC Board Members, Staff, Industry leaders and governments, community agencies and treatment providers across the globe. Together we are all in for safer gambling.

Hamlin Grange
Board Chair, RGC

Shelley White
Chief Executive
Officer, RGC



Thank you, Hamlin

In June, Hamlin Grange, RGC Board Chair for the past three years, will step down. Hamlin has led the Board of Directors with humanity, integrity, ingenuity and courage. During the pandemic, RGC faced unique challenges. Hamlin engaged the Board to boldly discuss the strategic issues the organization had to address. He always asked the tough questions and encouraged others to do the same. He reminded us of our humanity and that it was essential for us to think about and incorporate the values of the social justice movement in our work with individuals and communities.

Hamlin generously shared his passion for and knowledge of EDI and anti-racism with us so that we are an equitable, diverse, inclusive and relevant organization. As a result of Hamlin's strategic and compassionate leadership, RGC has emerged from the pandemic stronger than ever. We are grateful for Hamlin's leadership, his legacy and greatly appreciate his immense contribution to RGC.



“Hamlin is one of the most inclusive leaders I’ve ever had the pleasure of working with, and he is unflaggingly committed to RGC’s vision of a world free of problem gambling.”

JIM ENGEL,
RGC BOARD MEMBER

“Hamlin is a visionary and an inspiration to all. A genuine and caring individual who deeply cares about humanity”

LES HORENFELDT,
CFO, RGC

“Hamlin was the right person, at the right time, in the right place, doing the right thing, seeing RGC through years of unprecedented growth, constant change, a pandemic, and I’m only scratching the surface....

Hamlin Rocks!”

YVON LEMIRE,
VICE-CHAIR, RGCC AND RGCO
BOARDS OF DIRECTORS

“Hamlin, thank you for your visionary and empathetic leadership! It has been a remarkable journey to navigate the pandemic and other significant changes, with you at the helm of the Board for the past three years. You are leaving an incredible legacy. RGC has emerged a more resilient and humanitarian organization.”

SHELLEY WHITE,
CEO, RGC

“There is so much that can be said about Hamlin – strategic, collegial, a collaborative leader, etc. But for me what really stands out is: kind, thoughtful, caring of others, and empathetic. That’s what I like most about working with him.”

SAM GOODWIN,
GOODWIN CONSULTING

Equity, diversity and inclusion: Our journey forward

In 2019, the RGC Board approved a comprehensive policy articulating our commitment to embrace EDI throughout the organization. This renewed commitment is essential for us to live our purpose and values, in addition to helping us achieve our revenue growth and measurable impact goals.

Highlights of our progress:

- Refreshed our EDI Policy to reflect our current mission, vision, values, promise and strategic priorities
- Developed and implemented a Land Acknowledgement Policy
- Incorporated an EDI lens in our employee recruitment, hiring, retention and development practices, and Board recruitment plans
- Begun working towards obtaining Diversio Certification
- Started to incorporate EDI in numerous areas including:
 - A market segmentation approach to program development and implementation
 - Public education campaigns and engagement with customers
 - Delivery of GameBrain in Kenora and other First Nations communities
 - PlaySmart Centre staff reflect the communities we serve in the casinos and Charitable Gaming facilities throughout Ontario, and having the ability to communicate in a diverse set of languages
 - Ongoing partnerships with local organizations to design and implement RG strategies in PlaySmart Centres; this includes applying an EDI lens in our research

RGC and Diversio

RGC partnered with Diversio, a leading diversity data organization to perform an EDI audit which included a survey of RGC Board Members and employees. The audit also informed the analysis and recommendations to develop a three-year EDI strategy that aligns with our strategic goals and vision and is reflected throughout our FY2022-23 business plans.

DIVERSIO

“We value the uniqueness in people, and we’re proud to double down on our commitment to equity, diversity and inclusiveness. Furthering respect, dignity, opportunity, and a sense of belonging is a priority to virtually every initiative we undertake.”

SHELLEY WHITE,
CEO, RGC

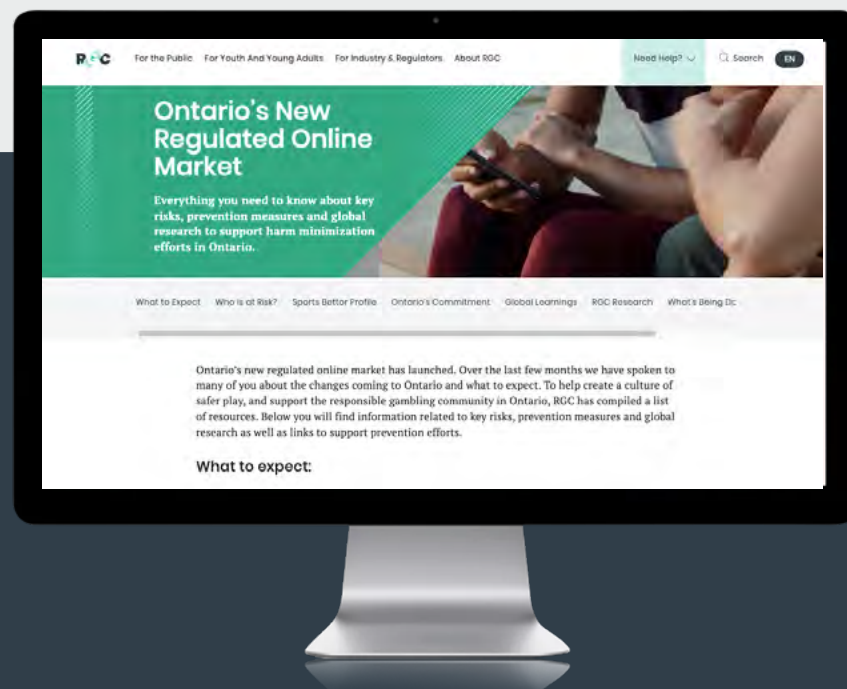


Ontario's new regulated online market: Creating a culture of safer play

To contribute to a culture of safer online play, and community in Ontario, RGC worked with all sides of the industry in preparation for the launch of Ontario's new regulated online market:

- Members of RGC's executive management team met regularly with government stakeholders, including the Ministry of the Attorney General, Ministry of Finance and Ministry of Health, Alcohol and Gaming Commission of Ontario (AGCO) and iGaming Ontario (iGO) to advocate for both consumer and platform responsible gambling safeguards.
- RGC's Centre for the Advancement of Best Practices (CABP) conducted a [provincial online Gambling and COVID-19 study](#) from April 2020 to December 2020 to understand gambling behaviours, mental health, substance use, and online behavioural risk factors. This critical study was used to inform recommendations and programming ahead of launch.
- In October 2021, CABP completed the first Canada-wide study to support the development of responsible gambling tools and resources specific to single-event sports betting, particularly in the online space.
- Published a [special edition Newscan to guide](#) stakeholders through the launch of the new market with resources to support harm minimization efforts.

View insights from the full [COVID-19 longitudinal report](#) on our website.



This Newscan guide
compiles a list of resources
that share information related
to the launch of the regulated
online market





RG Check: Made in Canada accreditation making impacts globally

RG Check is the most comprehensive responsible gambling accreditation program in the world. RG Check's thorough and comprehensive process measures and assesses current practices against evidence-based and industry-relevant standards and criteria.

RG Check's ongoing contribution to the prevention and mitigation of gambling harm is more vital than ever as online gambling and sports betting offerings continue to expand globally.

Highlights from 2021-22 include:

- RG Check was embedded into the requirements for all iGaming operators entering the Ontario marketplace by iGaming Ontario (iGO). The Ontario iGaming market, after much planning and preparation, opened to private operators on April 4, 2022.
- RG Check resumed in-person land-based accreditations, after a long period of pandemic related closures, while simultaneously expanding the reach of its iGaming accreditation program.
- In a marked increase from previous years, iGaming represented half of the total accreditations completed by RG Check in 2021-22.
- Accredited sites include venues across Canada (British Columbia, Ontario, Saskatchewan, Nova Scotia, and Prince Edward Island) and internationally (Singapore, Macau, Cyprus and the Philippines).
- Completed iGaming accreditations across multiple jurisdictions and product offerings, including, for the first-time, mobile sports betting.

RG Check maintains an ongoing [list of Accredited Venues and Sites](#).

“Increased calls for accountability, action and impact on RG performance are being heard from multiple stakeholders — employees, investors, players, regulators... We're proud that RG Check accreditation can provide a tangible way to demonstrate and communicate that action is being taken and results are being delivered. We're committed to working collaboratively, building the evidence-base and contributing to creating an RG culture that includes top-down, bottom-up strategies and accountabilities.”

TRACY PARKER,
DIRECTOR, STANDARDS
AND ACCREDITATION, RGC

A Study in Success: Rush Street Interactive

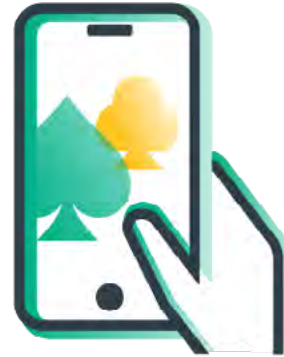
“[Rush Street Interactive \(RSI\)](#) is pleased to announce the successful accreditation of its BetRivers and PlaySugarHouse sites through the Responsible Gambling Council’s RG Check program. As a company, we pride ourselves on our ever-growing Corporate Social Responsibility strategy, and receiving this accreditation validated the fruits of our labor. This process not only opened our eyes towards achieving operational excellence, RG Check also provided us with valuable feedback as to how we can obtain it. This accreditation will allow us to continue to enhance our commitment to responsible gaming which provides a safe, enjoyable, and fun experience for our valued customers.

Most of the time, attempting an accreditation of this value and size can be a daunting process, but with constant communication, assistance, and feedback from the RG Check team, it allowed for a smooth process. RSI is incredibly grateful for the time they spent working with us and the opportunity to grow our Responsible Gaming program exponentially.”

RICHARD SCHWARTZ,
Chief Executive Officer,
Rush Street Interactive

RUSH STREET
INTERACTIVE

RG CHECK



Centre for Advancement of Best Practices: The insights that drive RG forward

RGC's Centre for the Advancement of Best Practices (CABP) supports regulators, operators and industry decision-makers to identify, implement and evaluate leading RG practices.

Through collaborations with key stakeholders, as well as public health organizations and other researchers, CABP conducts research and provides guidance on problem gambling prevention and harm minimization to strengthen policy and practice across Canada and around the world.

In 2021-22 CABP continued to advance responsible gambling efforts by developing evidence and sharing knowledge that turns insights into meaningful change across the globe. Explore CABP's work in [Research Insights](#).

Ethnocultural Study: Increasing impact with targeted research and information

- Evidence from RGC's longitudinal gambling research in Ontario (2020), revealed that people of Chinese and South Asian descents who gambled had a much greater likelihood of experiencing severe gambling problems, intoxicated gambling, mental health problems and endorsing risky gambling motives, compared to the general gambling population.
- To strengthen supports to these communities, as well as Indigenous peoples, CABP designed and completed a research project to understand how to more appropriately, and effectively, increase awareness and knowledge of responsible gambling among these groups. The report shares insights that are specific and relevant to key communities, and aims to ensure that approaches moving forward are culturally sensitive and appropriate.
- Evidence-informed priorities are identified that reflect, in part, responsible gambling needs in each community (as highlighted by factors that influence risky behaviours and encourage Positive Play) and suggest options for key messaging and prevention strategies.



Leading research in a new market: Responsible sports betting in Canada

- CABP conducted the first Canada-wide single-event sports betting study supporting the development of evidence-informed strategies and best-practices for responsible gambling across the country – particularly in the online space.
- This baseline study included a high-level assessment of regulatory and operational issues relating to the legalization of single-event sports betting in Canada and an extensive survey of player support needs and expectations. Leveraging the perspectives of regulators, industry and players, this research will help develop more effective responsible gambling tools and resources specific to single-event sports betting in Canada and beyond.



Empowering Organizations: Delivering customized RG training

CABP delivered a range of training solutions in 2021/22:

- Our specialized team supported operators in their goal to ensure their staff – from Executives, to middle – Management, to floor staff – are well-trained on RG principles and know how to appropriately respond to players across the player spectrum.
- By developing engaging, informative and dynamic training programs, CABP is able to help keep staff engaged with RG initiatives, strengthen the development of an organizational RG culture and ensure players are well supported throughout the player journey.
- In addition to a range of venue and corporate training initiatives, CABP also provided training support to designated RG staff as well as to journalists and content providers.

“Research can identify gaps and needs – and empower us to advance best practices and responsible gambling throughout our industry. CABP plays a pivotal role in the global knowledge sharing network.”

ALEX PRICE,
SENIOR RESEARCHER,
RGC



CABP:

Research Reports

CABP continues to study how changes to the industry impact players and communities. We are steadfast in remaining a trusted source of authoritative research and perspectives:

Health Inequities Among East and South Asian Gamblers During COVID-19

in the International Journal of Mental Health and Addiction

Luck Has Nothing to Do with It: Establishing Evidence to Inform Positive Play, Harm Minimization and Treatment Referral for Lottery Players in Indiana, submitted to the International Center for Responsible Gaming.

Prevention Insights: Gambling Harm Prevention in Chinese, South Asian, and Indigenous Communities.

View our full publication list [here](#).

UK Gambling Research: RET Charitable Status

In 2020, RGC was added to the United Kingdom Gambling Commission's list of approved charities to which gambling operators can direct their annual research funding. With our global perspective and practical approach to applied research, we endeavour to promote a sustainable industry built from consumer protection.

Having worked extensively with operators, regulators and community-based organizations like public health units across the globe, we understand what it takes to deliver strong, sustainable gambling operations and effective player safeguards. We are eager to continue to build on our work in the UK through impactful research.

Learn more by visiting [our website](#).

RGC Discovery Conference 2021: Exploring the *New World* of RG

Discovery 2021 was held virtually from October 19-21, 2021 with a goal to share new research and perspectives in responsible gambling. Discovery is an integral part of our industry's drive for innovation and thought-leadership and the success of this year's conference is a clear demonstration of the importance of responsible gambling the world over.

Event highlights:

- Attended by nearly 400 delegates from over 13 countries
- Delegates represented a wide range of organizations that included operators, regulators, treatment and public health units, government and researchers
- Over 94% of survey respondents agreed that the value of the information they received at Discovery 2021 was good/excellent

“It was excellent.
The platform was so
professional and easy
to use and the sessions
were outstanding.
Well done!”



“Content was extremely
relevant given the period
in time we are in and
the fast changing faces and
values of customers.”



“Interesting
sessions, well organized
(flowed smoothly, good
amount of time between
sessions, platform was
easy to use).”

REDISCOVERY
EXPLORING THE NEW WORLD OF RG

Discovery Virtual Sessions

In 2021-22 we offered a complimentary [Discovery Virtual Series](#). Much like our annual conference, these sessions present the latest research, trends and best practices in responsible gambling and problem gambling prevention.

Prevention Insights: Gambling Harm Prevention in Chinese, South Asian, and Indigenous Communities

This webinar provided community partners with a deepened understanding of the unique impacts of problem gambling on each of these communities, and insights that are specific and relevant in ensuring that approaches are culturally sensitive and appropriate.

Gambling During COVID-19 in Ontario: 3-Wave Longitudinal Results

In May 2020, RGC initiated the first of three waves of a longitudinal study to understand the impacts of COVID-19 on gambling behaviours and attitudes. This webinar shared insights from this study and what the implications are for communities and the industry as we move forward.

The Gold Standard of RG Accreditation: Understanding RG Check for iGaming

In this information session for operators and regulators, senior leaders from the RG Check Accreditation team shared information on how to plan for and what to expect during the RG Check process.

Don't miss out on upcoming webinars.
Sign up for [Newscan](#).

Newscan: The latest RG news, research and evidence delivered weekly



Newscan is your source for everything gambling related. Each week, this industry newsletter delivers news and resources to stakeholders worldwide, including responsible gambling professionals, researchers and academics, plus community and public health organizations.

Keep up-to-date on the latest research from CABP and RGC Virtual sessions by subscribing to Newscan.

Subscribe at ResponsibleGambling.org



REDISCOVERY
EXPLORING THE NEW WORLD OF RG

RGC Programs: Engaging stakeholders. Empowering communities.

For over 20 years RGC has created innovative and impactful problem gambling prevention programs that inform and inspire real change. Backed by 40 years of leadership experience, our programs are evidence-based and cross the spectrum of prevention education.

Every year, thanks to the financial support of the Ontario Ministry of Health, RGC delivers problem gambling prevention education and awareness programs to the people of Ontario, in schools, on college campuses, in communities and online. All programs are evidence-based and created to reflect the unique prevention needs of the population.



Community Outreach: Stakeholder engagement in the community

RGC is committed to exploring opportunities to build new relationships and focus on identified high-risk populations through strategic partnerships and collaboration with community stakeholders.

Our efforts enable a greater understanding of emerging community needs and trends, assist in developing targeted strategies that are inclusive and responsive, and expand the delivery and impact of enhanced problem gambling prevention, education and direct service programs.

Highlights from 2021-22 include:

- Research with treatment providers that gave insights on emerging client, community and sector trends, resource needs, and identified additional opportunities for engagement. Results demonstrated a reported increase of clients shifting to and accessing support for online gambling and single-event sports betting
- A new partnership with Punjabi Community Health Services (PCHS) to develop a community-based problem gambling prevention project focusing on the South Asian Community. By championing positive play beliefs and behaviours, we are actively reducing stigma and increasing receptivity to accessing problem gambling support
- Public education sessions – the first being a presentation to a health and wellness group at Norman Recollet Health Centre on Wahnapiatae First Nation in Sudbury, ON.
- Community Outreach and CABP are partnering with COSTI to update a problem gambling awareness project creating resources and tools for new immigrants
- Our Senior Manager, Community Outreach has assumed a Co-Chair role on the Ottawa Gambling Harms Prevention Network. This provides an opportunity to build and strengthen relationships with key stakeholders in Ottawa and build potential collaborative initiatives enabling RGC to continue supporting the development of a connected responsible gambling community across the province



Our impact was far reaching

In addition to our work with the community, RGC continues to provide prevention education responsive to evolving market needs.

Highlights from 2021-22 include:

Lunar New Year RG Campaign (Jan 28- Feb 13)

- Lunar New Year is a time of year when gambling is included as part of many celebrations in the Asian/Chinese speaking community. This campaign reminded all those celebrating to have a plan in place to minimize harms from gambling.
- The Lunar New Year campaign generated 2.5 million impressions and 3.8 thousand clicks to website across all media, including digital, radio and social.



South Asian focused Problem Gambling Campaign (Feb 18- Mar 18)

- RGC's ethnocultural research indicated South Asian gamblers are at an increased chance of experiencing gambling harms. This campaign was aimed at increasing awareness of the subtle signs of the harms that can be associated with gambling.
- Using a range of media including video billboards in condo buildings, social and connected TV the campaign generated: 2.3 million impressions and close to 4.5 thousand clicks total.



PR Campaign- Sports Betting/Super Bowl (Feb. 7 - 11)

- PR/Advertorial campaign to educate on the risks of sports betting and how to minimize risks; generated 34 million reach and 78 media hits.



Problem Gambling Campaign (Jan. 28- Apr. 30)

- This campaign, delivered in English and French, increased awareness of the signs of gambling harms among the general population.
- Over 4.8 million impressions on Facebook and Instagram, 1.8 million + on The Score's Mobile Banners with over 3.5 thousand clicks.



Plan Before You Play Campaign (Nov 2021- Mar 2022)

- Campaign targeted to men and women 35-55 to increase awareness of gambling harms and low risk strategies using various social media platforms; generated 8.9 million impressions and 14,363 clicks.



RGC Programs: Check Your (Re)flex

This evidence-informed interactive program targeting 18-24-year-olds features online and in-person delivery components, including social media campaigns and an online video game. Check Your (Re)flex addresses gambling issues related to young adults, including spending more time or money than intended, emotional and physical responses to gambling and the impact that alcohol or drug use can have on gambling behaviour.

Highlights from 2021-22 include:

Recognition and accolades

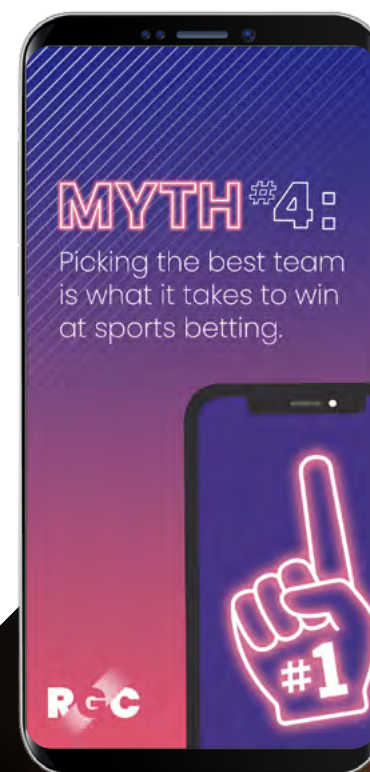
- Check Your (Re)flex was awarded the National Council on Problem Gambling Affiliate Public Awareness Award and was both an Effie Canada Finalist and NYE AME Bronze Winner for Best Use of Medium, Experiential Marketing
- The program was accepted for presentation at both the Centre for Innovation in Campus Mental Health and the Canadian Association of College and University Student Services conferences

Audience education and engagement

- Scholarship Awards contest had more than 6,300 young adults enter – our highest engagement ever
- Created and distributed two issues of the new e-newsletter: The Update – Your Source for Information on Young Adults and Gambling
- Increased the distribution of Check Your (Re)flex Educational Kits (containing problem gambling prevention information and a hand sanitizer giveaway) to 5,000 students

Focus on social media

- Promoted posts on Facebook/Instagram and Snapchat, which were delivered in English and French, exceeded 4.35 million impressions in both the fall and winter semester
- For the first time, 7 original social media posts were created specifically for South Asian and Chinese young adults
- Similar outreach to South Asian and Chinese young adults saw nearly 1.7 million impressions
- Social media post topics were expanded to address single-event sports betting, advertising and online gambling



CHECK YOUR (RE)FLEX

RGC Programs

HOUSE OF WISDOMS

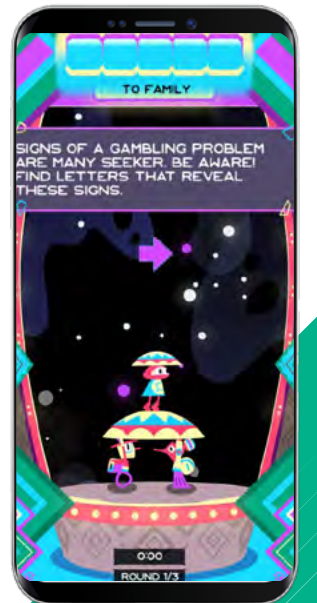


RGC Programs: House of Wisdoms

House of Wisdoms (HOW) is an innovative, digital educational game directed to teens (ages 14-17) and designed to reinforce key concepts in problem gambling prevention. Through three brain-stimulating games, House of Wisdoms invites players to learn how to recognize the signs of a gambling problem, explains the realities and misconceptions of gambling and gives information on where to get help if needed.

Highlights from 2021-22 include:

- House of Wisdoms was **awarded a global silver w3 award** for the best games and gaming-related website by the Academy of Interactive and Visual Arts, New York, US
- House of Wisdoms 2021-22 Instagram contest **connected with thousands of Ontario teens** virtually on the risks of youth gambling
- **Teens from 237 cities and towns** in Ontario participated in the House of Wisdoms contest and provided feedback
- House of Wisdoms **reached Indigenous communities** in northwestern Ontario, including White Dog FN, Whitefish Bay FN and Grassy Narrows FN
- **97% of teens** said that playing House of Wisdoms **made them more aware of** how to recognize the signs of a gambling problem
- **98% of teens** said that playing House of Wisdoms **gave them a better understanding** of where to get help for a gambling problem
- **Over 151,856 teenagers in Ontario were reached** through two hashtag video campaigns, gifs, social posts and polling on Instagram, Facebook and TikTok
- House of Wisdoms **was featured at the Ontario School Counsellors Association's (OSCA)** inaugural digital conference FORWARD21 in October of 2021
- **For the first time**, House of Wisdoms was adapted for a partnership initiative with Métis Nation of Ontario. From November 1 to December 30, 2021, we reached 31 Métis offices and all 30 councils as well as other Indigenous networks. Targeted Google ads generated over 200k impressions. 88.9% of those who played House of Wisdoms said that the content of the game was relevant to youth in their community



House of Wisdoms: Parent social media campaign

Our House of Wisdoms program also included a social media campaign targeted to parents of teens (aged 12-18).

Sponsored social posts encouraged parents (and caregivers) to visit our webpage where they would learn how to start a conversation with their teen(s) about gambling risks, including early warning signs of a gambling problem, prevalence rates of gambling for teenagers, as well as what parents can do to help their teen avoid developing gambling problems.

Survey results showed that after reading the information, 92% of participants were more aware of the early warning signs of a youth gambling problem and 81% planned to have a conversation with their teen(s) about the risks of youth gambling.



“I thought this was fun and very easy to play and it wasn’t too overbearing with the information it was trying to relay. I haven’t seen a sort of informative game like this in a while. I think this is concise and very well made.”



“Honestly the games were very fun and kept information fresh rather than pushing it onto me when I was playing. Overall it was very fun!”



RGC Programs

PlaySmart Centres: A source for information and empowerment

PlaySmart Centres (PSC) are the perfect spot for players to take a break from gambling and learn about how the games work through interactive game kiosks, videos or talking with one of the PlaySmart Centre staff. These Centres are located across Ontario at 66 land-based gambling venues and are staffed by RGC employees.

In light of the ongoing pandemic, we are proud to have supported thousands of Ontarians and their families in 2021-22, and we thank the Ontario Lottery and Gaming (OLG) Corporation for its continued partnership and financial commitment to PSCs.

PSCs started to resume operations at the end of July 2021 (after nearly four months of the province being shut down due to the pandemic) and our priorities remained unchanged. With the re-opening of casinos and Charitable Gaming Centres (cGaming), we focused on a safe return to work for our employees, and a safe return to play for Ontarians.

To help us return to our regular staffed on-site hours at PSCs, the program underwent a large recruitment initiative, and we are pleased to welcome 20 new employees to the PSC team. We're so fortunate to be able to bring together the most dynamic, knowledgeable and compassionate team who are genuinely committed to helping people.



Highlights from 2021-22 include:

38,681 visitors received information about how games and gambling work and discovered ways to keep their play fun and sustainable. We want to help players establish positive play habits and make more confident and informed choices about their play

2,208 visitors received support and assistance from one of our PSC staff. Whether they are concerned about their gambling or someone else's – we want to be there when they need us most, and help to connect them to supports and resources right in their community

PSC staff continue to be a support to anyone wishing to self-exclude or return to gamble after their self-exclusion. Our team offers a check-in call service for anyone involved in OLG's Self-Exclusion program – it's our commitment to continued customer care

On March 9th, a new staffed PlaySmart Centre opened at Cascades Casino North Bay.

The working relationship between PSC teams and gaming employees is key to creating a seamless customer experience. **This past year, PSC team members had 28,347 conversations with gaming staff while onsite.** These range from sharing information in everyday conversations, to answering questions or sharing some advice. These touch-points help our teams learn from each other, and in turn, helps us all to effectively respond to player questions and concerns. Alongside CAMH, PSC continues to support the delivery of OLG's Advanced Training designed for venue staff to recognize and respond to problem gambling indicators.

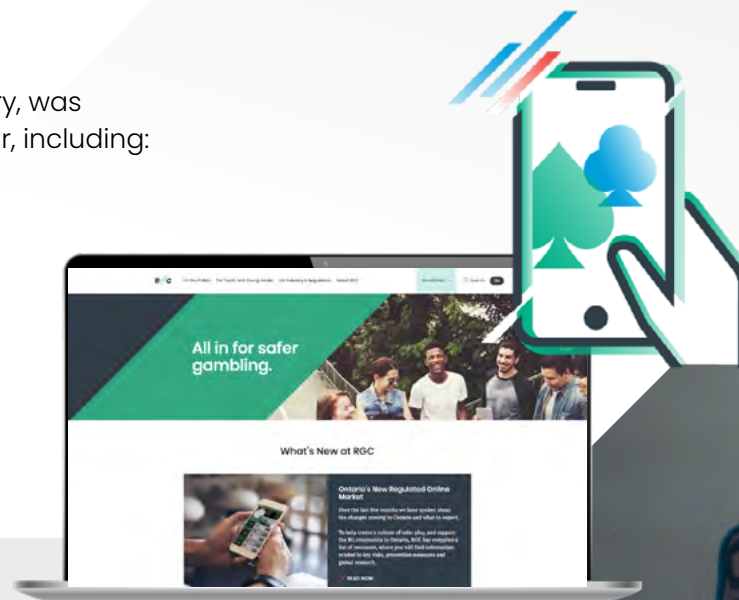
RGC will continue to work with OLG to re-introduce services and amenities, like educational events for players and gaming staff, and coffee service at PSCs to encourage taking frequent breaks when gambling. We look forward to the year ahead – building on the program's success and working to make enhancements and create opportunities that will help us respond to the changing gambling landscape in Ontario.

Information Services

ResponsibleGambling.org: A trusted source for the latest in RG and PG information

RGC's website ResponsibleGambling.org – a resource for both the public and the industry, was updated with the latest evidence-informed content and information throughout the year, including:

- The Canadian Centre on Substance Abuse and Addiction's [Lower-risk Gambling Guidelines](#) within our Safer Play section
- Information about the financial signs of gambling harm and where to access help
- [A new youth and young adult website](#) section and interactive quiz
- The latest research, RG blog series written by RGC CEO Shelley White and RGC News



RGC social: Sharing knowledge

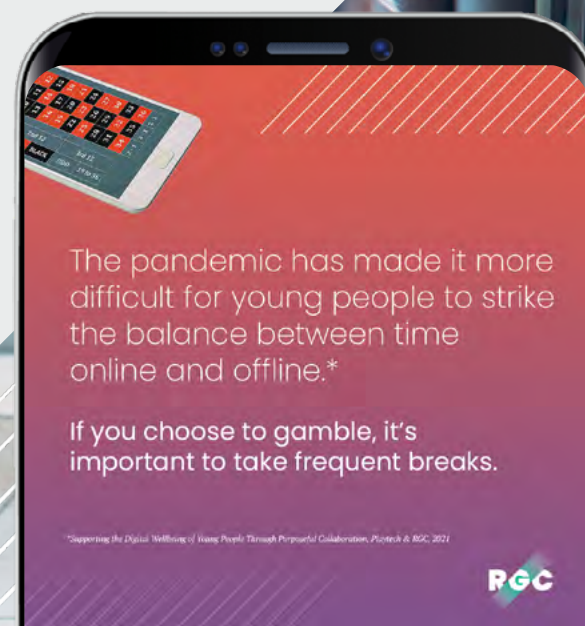
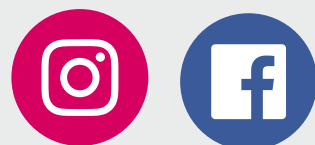
Education and awareness are key foundational prevention strategies to mitigate problem gambling. RGC shares information, resources and tools to support young people through two social accounts: RGC Gameplan for content appropriate for young adults, and RGC for all those 18+.

Through Facebook and Instagram, we offer strategies for safer play habits by showcasing four key pillars: education, research, dialogue and events.

In 2021-22 we reached nearly 3 million people through our social ads, organic strategy and campaigns.

Follow us for prevention messaging and resources:

- RGC Instagram • RGC Facebook
- Gameplan Instagram • Gameplan Facebook

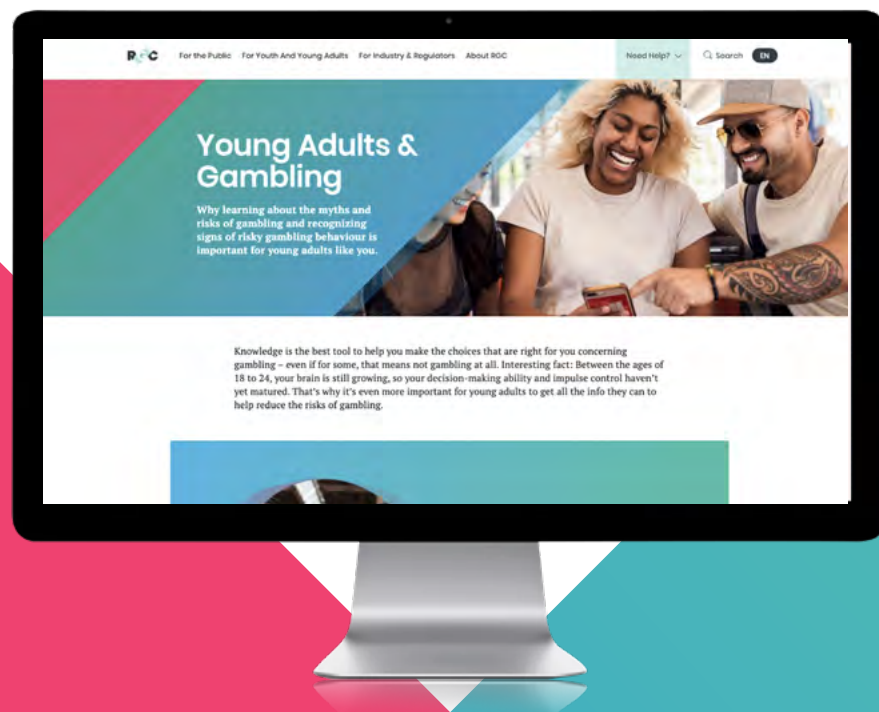


The launch of interactive content for youth and young adults

In the Fall of 2021, RGC's prevention team updated the [youth and young adults content on our website](#). This new section makes important prevention messages accessible, appropriate and engaging for both audiences.

Here, youth and young adults will find a range of information, intending to increase the understanding and knowledge of how gambling works and the risks involved, while also making the information accessible and non-stigmatizing. We share information on:

- All things gambling, such as how odds work, chance vs skill and myths
- Signs of problematic gambling and gaming
- What happens when someone gambles
- What makes young adults at higher risk of experiencing harms from gambling
- Harm prevention strategies
- Where to access confidential and free supports



What Kind of Gambler Are You: An engaging quiz for youth and young adults

[What Kind of Gambler/Gamer Are You?](#), a quiz customized for younger audiences, shares how one's personality can affect playing style, and provides young people with tips on what to look out for if they choose to game or gamble.

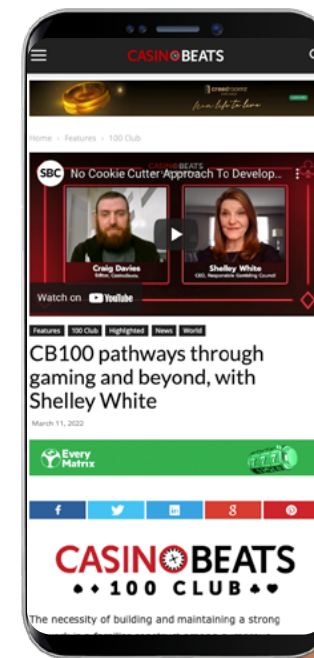


Thought leadership: Sharing knowledge, inspiring change.

Every year, RGC generates an extraordinary level of high-quality research and insight from our work in the sector – all of which provokes new ways of thinking and inspires action.

Highlights from 2021-22 include:

- New content partnerships in both Canada and Europe. Work in new jurisdictions helps us expand our brand awareness and reach new priority markets with responsible gambling information and resources
- RGC's partnership with Inside Asian Gaming (IAG), Asia's biggest B2B digital and print media brand for the gaming, resort and entertainment industry, is still going strong with regular content being published on their site.
- RGC CEO Shelley White completed CasinoBeats' first-ever [multimedia interview](#) for their 100 Club Pathway Series, a monthly series dedicated to informing industry stakeholders around the world on a variety of key topics
- Canadian Gaming Business is one of our newest content partnerships. Find a sample article [here](#)
- In Shelley White's [All In Blog](#), Shelley provides her experience, knowledge and unique point of view on emerging themes in the industry, current affairs, leadership and other engaging topics



Governance

The Responsible Gambling Council (RGC) operates independently under the legal authority of three corporations, all of which are non-profit organizations with their own board of directors. Board members include individuals who have experienced gambling problems, treatment providers, gaming operator executives and/or professionals in non-gaming industries from across Canada.

In practice, the name RGC is used as an umbrella term for all activities. The Responsible Gambling Council of Canada (RGCC) is the legal entity for research and evaluation activities in all jurisdictions, as well as for the delivery of 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) (RGCO) is the legal entity that delivers programs and services in Ontario funded through the Ministry of Health and that operates the annual Discovery Conference. RGC(O) also independently operates PlaySmart Centres in Ontario, with funding from the Ontario Lottery and Gaming Corporation (OLG). It is incorporated under the Ontario Corporations Act and has charitable status from the Canada Revenue Agency.

In 2021 the board of directors of RGCC approved a restructuring plan for the organization with the objective of streamlining the corporate governance of the legal entities that currently exist within the group.

The purpose of the reorganization is to:

- More effectively support the overall integration and cohesion of the organization;
- Optimize the use of time and other resources devoted to organizational governance;
- Ensure that governance expectations and guidance in the organization is clear and transparent;
- Improve the management of conflicts of interest inherent in the organization's operations; and
- Support the organization's mission and strategic objectives.

Financial Summary

RGCO

Funding Before Expenses

Ontario

\$3,546,500

PSC

\$2,738,577*

*Total amount below the initial approved funding due to casino closures arising from Covid-19

RGCC

Revenue Before Expenses

\$1,032,101

RGCO Prevention (RG Check)

Revenue Before Expenses

\$671,481



RGC Board Members and Management Team

RGCC & RGC(O) Board Members

Hamlin Grange – Board Chair, RGCC and RGC(O)

Yvon Lemire – Chair, CEO Compensation and Development Committee and Vice-Chair, RGCC and RGC(O)

Carolyn Marcotte – Board Member, RGCC and RGC(O) and Secretary

Patricia Cook – Vice-Chair, Governance & Nominating Committee and Board Member RGCC

Jim Engel – Chair, Strategic Directions Committee and Board Member, RGCC

Susan Olynik – Chair, Governance and Nominating Committee and Board Member, RGCC

Joseph Coltson – Board Member, RGCC and RGC(O)

Shaila Mehta – Chair, Audit Committee and Board Member, RGCC and RGC(O)

Bev Mehmel – Board Member, RGCC

Wan-Peng Sun – Board Member, RGCC & RGC(O)

Dan Shimski – Board Member, RGCC & RGC(O)

Salim Adatia – Board Member, RGCC

RGCP Board Members

Paula Festas – Board Chair

Harry Gousopoulos – Board Member

Christine Rhodes – Board Member

Julie Nolte – Board Member

Senior Management Team

Shelley M. White, MA – Chief Executive Officer

Les Horenfeldt, BCOMM, CPA – Chief Financial Officer

Elaine McDougall – Director, Marketing and Communications

Lorelle Muller Lumsden – Director, PlaySmart Centres

Tracy Parker – Director, Standards and Accreditation

Janine (Jay) Robinson, M.Ed. – Outgoing Director, Centre for the Advancement of Best Practices and Managing Director, RG Plus Inc.

Robin Wilner – Associate Director, Human Resources



2021–22 Overview: Actions that fuel change

Equity, diversity and inclusion

Launched a new three-year EDI strategy
will better reflect our values –
and those of all Canadians

•
Developed and implemented a Land
Acknowledgement Policy

•
Began work on Diversio Certification

**RG
CHECK**

Almost 50%

iGaming represented half of the
total accreditations completed
by RG Check in 2021–22

7 new accredited sites

including both land-based
and iGaming operators

**First European land-based
accreditations completed
in Cyprus**

**Supported the launch
of Ontario iGaming market**

RG C
RESPONSIBLE GAMBLING COUNCIL

SUPPORTING OPERATORS TO ENSURE
THEIR STAFF AT ALL LEVELS ARE
WELL-TRAINED ON BASIC RG PRINCIPLES



COMPLETED RESEARCH PROJECT
TO BETTER UNDERSTAND GAMBLING
BEHAVIOUR IN CHINESE AND
SOUTH ASIAN COMMUNITIES



TAKING A LEADERSHIP ROLE IN
UNDERSTANDING OF SINGLE-EVENT
SPORTS BETTING



STRENGTHENED OUR SUPPORT
OF INDIGENOUS PEOPLES



MULTI-AWARD WINNER

Check Your (Re)flex was awarded the National Council on Problem Gambling Affiliate Public Awareness Award and was both an Effie Canada Finalist and NYE AME Bronze Winner for Best Use of Medium, Experiential Marketing



50,000 HIGH SCHOOL STUDENTS
reached through GAME BRAiN



97% OF SURVEYED TEENS
who said playing House of Wisdoms helped them recognize the signs of a gambling problem



CREATED A YOUTH & YOUNG ADULT WEBSITE SECTION

REDISCOVERY

EXPLORING THE NEW WORLD OF RG

Discovery 2021 was RGC's **first virtual event**

400 delegates from over 13 countries

Over 94%
Percentage of surveyed delegates who rated the event **good/excellent**



38,681

number of visitors who learned more about how games and gambling work

2,208

number of visitors who received support and assistance from PSC staff

28,347

number of conversations with gaming staff while onsite

Expanded our focus

to South Asian, Asian and Chinese audiences

2.5 million

total number of impressions to 2021's Lunar New Year RG Campaign

2.3 million

total number of impressions to our South Asian focused Problem Gambling Campaign

Over 4.8 million

number of impressions on Facebook, Instagram and through digital banners for our Problem Gambling Campaign

1.8 million+

impressions on The Score's Mobile Banners

RGC Annual Report 2021-22

All in for Safer Gambling

responsiblegambling.org

411 Richmond Street East, Suite 205
Toronto, ON, Canada M5A 3S5
Phone: +1 (416) 499-9800
Fax: +1 (416) 499-8260

RGC
RESPONSIBLE GAMBLING COUNCIL