

RGC ANNUAL REPORT 2022-23

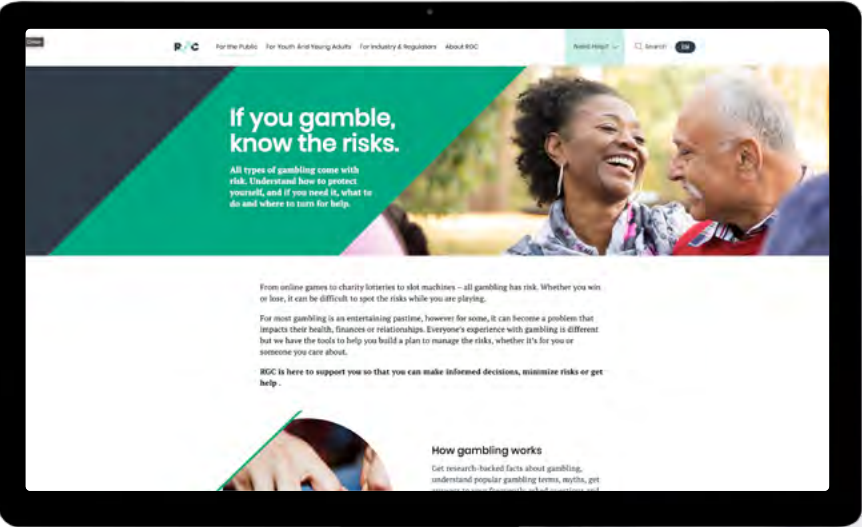
INSIGHT DRIVEN, PEOPLE CENTRIC

Who We Are

The Responsible Gambling Council (RGC) is an independent and respected non-profit organization that has been a leader in gambling harm prevention and minimization in Canada, and globally for 40 years. Our reputation as leaders is built upon our commitment to promote safer gambling culture and practices through research and expertise, as well as the development and implementation of leading-edge and impactful programs, products and initiatives, for individuals and the industry.

Today, RGC is a vertically integrated organization that ensures research and evaluation methodologies inform all our work. We know that collaboration coupled with the integration of evidence-informed best practices produces the best results. We strive to demonstrate this in everything we do – from RGC’s globally recognized RG Check accreditation program and leading RG Plus advisory and consultation services, to community and customer segmented public education initiatives.

Across the globe, RGC works with gambling stakeholders including governments, regulators and operators. We are continuing to engage and mobilize community partners and allied health professionals to ensure we are purposeful in our research and recommendations to help reduce the risks associated with gambling. This also helps to ensure we are providing the information and support to those in the community who need it.



Our Vision

A world where gambling never comes at a human cost.

Our Mission

We unite people and organizations to minimize gambling's human impact by driving knowledge, dialogue and action.



Aligned with our goals of continuous improvement, in 2023 RGC refined our Vision and our Mission statements to be more closely aligned to the ever-changing landscape of responsible gambling as well as to ensure the full scope of our work in prevention is reflected. Our people centric Vision and Mission statements speak to our prevention-first focus of RGC's work and the importance of collaboration to drive active dialogue and to create change.

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 safer, sustainable gambling behaviours benefit both players, and the industry.
- ◆ We believe that gambling should never come at a human cost.





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.

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22 2022-23 Overview

“We are committed to RGC being well prepared to lead the future of responsible gambling. By proactively addressing the emerging trends facing the gambling industry we can ensure the right safeguards are in place for players and communities everywhere gambling exists.”

SHELLEY WHITE
CHIEF EXECUTIVE OFFICER

People-Centred Prevention.

The way forward.



Every day, RGC demonstrates its mission: “a world where gambling never comes at a human cost.” This year the Board of Directors and the organization’s 100+ employees delivered on its purpose in many innovative and impactful ways. We believe that research and innovation are essential to address the ever-changing landscape of the gambling industry.

Technological advancements, legislative changes, and consumer interest are driving the expansion of igaming and sports betting with over 1.5 million registered players in Ontario. Both igaming and sports betting have unique characteristics that require innovative responsible gambling solutions. Understanding the normalization of sports betting, along with its risks, this year RGC made it a priority to increase our efforts in prevention programming specific to single-event sports betting. To achieve this, RGC initiated a global advertising and marketing research study, looking at leading practices to inform standards and practices looked at by key decision makers. We also developed new public information and education programs for youth, young adults, and ethno cultural communities to emphasize the importance of using igaming RG tools.

RG Check conducted the first round of accreditations with Ontario’s newly licensed igaming operators, providing RGC and the industry operators with valuable insights into the strengths of the operators’ RG strategies and programs. This also provided the opportunity to identify where improvements are required to optimize consumer protection.

In October, RGC launched an engaging public service announcement on broadcast (TV and radio) throughout Canada to inform Canadians about the risks of igaming and sports betting. This was a huge success for RGC as the ad garnered over 100 million impressions!

RGC’s strongly believes in and is committed to equity, diversity, inclusion and anti-racism. It is imperative to the organization that we are providing strong EDIA leadership in order to create an inclusive culture of belonging for everyone associated with RGC. It is also crucial to us that we are developing and implementing harm prevention programs and services that are culturally sensitive, in order to treat people with dignity, as well as provide them with a meaningful experience. With the assistance of Diversio, this year RGC has conducted its second EDI survey. The Board and employees achieved excellent improvements in its inclusion scores which are higher than the industry average. RGC will continue to strive for excellence in its EDIA initiatives and integrate EDIA into everything that we do.

RGC’s Board of Directors takes good governance seriously. The Board’s annual effectiveness survey concluded that it is a high functioning board with strong leadership. The Board is collaborative, engaged, informed, and valued. As a result, the organization continues to grow, diversify and strengthen its sustainability, as it makes tremendous progress on achieving its strategic priorities.

RGC looks forward to continuing to work with the industry and individuals, within Canada and globally, to provide them with humanitarian, innovative and evidence-based information and solutions, to fulfill our mission of “a world where gambling never comes at a human cost”.

YVON LEMIRE
BOARD CHAIR, RGCC AND RGC(O)

SHELLEY WHITE
CHIEF EXECUTIVE OFFICER, RGC

Equity, Diversity and Inclusion:

A continuous push to do better.

RGC is committed to building and fostering a fair and inclusive workplace which values diversity and encourages respect and dignity for beliefs and ideas. We provide a supportive workspace and organizational culture that recognizes and values diversity of thought and an atmosphere free from barriers.

In 2022-23 we continued to advance our commitment to our Diversity, Equity and Inclusion strategy by:

- ◆ Increasing awareness through engaging guest speakers on topics related to Black History Month, Pride and Mental Health.
- ◆ Enhancing our understanding of pronouns and 2SLGBTQ+ terms and definitions.
- ◆ Expanding our reach through community ethnocultural specific programs.
- ◆ The completion of a research project to better understand our knowledge of gambling behaviours in Chinese, South Asian and Indigenous youth and young adults.
- ◆ Launched a second EDI survey to staff and Board Members.
- ◆ PlaySmart Centre staff reflected the communities we serve throughout Ontario, and had the ability to communicate in a diverse set of languages to further engage with visitors and staff at casinos and Charitable gaming facilities.

“ The recognition of every individual’s unique skills, personalities and experiences makes us stronger as an organization. That in turn leads to better decisions and outcomes for everyone. Our people continue to demonstrate tremendous leadership and commitment on our journey to equity, diversity, and inclusion. ”

ROBIN WILNER
DIRECTOR, PEOPLE AND CULTURE

RG Check: The Global Leader in measuring harm minimization

As the most comprehensive responsible gambling accreditation program in the world, RG Check helps measure and assess current practices against evidence-based and industry-relevant standards and criteria.

In 2022-23, the RG Check accreditation program expanded its reach and impact globally.

- 1** 17 igaming websites/apps accredited with a particular focus on operators entering Ontario.
- 2** 31 land-based accreditations completed including the first RG Check accredited sites in Australia.
- 3** Presented insights and thought leadership, related to standards and accreditation at events across the globe including the keynote panel at the World Gaming Executive Summit (WGES) in Barcelona, Canadian Gaming Summit in Toronto and The National Association in Gambling Studies (NAGS) Annual Conference in Sydney, Australia.

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



“As online gambling and sports betting offerings continue to expand globally, RG Check’s contribution to the prevention and mitigation of gambling harm is more vital than ever. All stakeholders and at every level, appreciate its rigorous process, its ability to produce tangible results. Simply put, RG Check is the gold standard for responsible gambling accreditation.”

TRACY PARKER,
VICE PRESIDENT OF POLICY,
STANDARDS AND ACCREDITATION

RG Plus Research and Advisory: Insights that fuel action

RG Plus 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, we conduct research and provide guidance on problem gambling prevention and harm minimization to strengthen policy and practice across Canada and around the world.

In 2022-23 RG+ continued to advance responsible gambling efforts with innovative and focused initiatives:



Collaborations to Support Vulnerable Populations

Newcomers to Canada are at increased risk of experiencing gambling-related harms because of unique challenges they face when establishing themselves in a new country, such as the ease of access to gambling opportunities and the sense of belonging that can be found in casinos and through sports betting.

- ◆ RGC received a grant from Canadian Association of Mental Health (CAMH) to update a problem gambling awareness resource kit for newcomers to Canada, their families and professionals working with them, with the goal of preventing the development of problematic gambling behaviours amongst Chinese, Punjabi and Vietnamese communities.
- ◆ RGC collaborated with community organization, COSTI, to update the resource kit and translate it into four languages to provide accessibility across a diversity of communities.

Community Engagement: Emerging Areas of Need in Digital Wellbeing and Gambling

- ◆ In support of Playtech’s Sustainability Strategy, RGC conducted community engagement activities to identify emerging areas of need around mental health and healthy online behaviours.
- ◆ Community consultations were conducted with players with lived experience of problem gambling as well as international stakeholders working in the areas of mental health, digital wellbeing and safer gambling.
- ◆ The project identified areas of need as the rapid increase in the ease of access and availability of online gambling, the influx of gambling advertising, and the lack of awareness of gambling-related harms.
- ◆ Recommendations for further engagement activities include bolstering education on the signs of harms for new players; partnering with influential figures who can speak about their lived experience of gambling harms; enhancing limit-setting features to protect players in the context of rapidly increasing availability of online gambling; and developing a comprehensive evidence base around emerging risky online behaviours. [Learn more](#)

Gambling Marketing and Advertising Study- Phase 1

In 2022, Flutter Entertainment provided independent research funding to RGC to support first-of-its-kind baseline research that will inform global marketing and advertising standards in gambling for operators and regulators.

Flutter™

- ◆ In response to growing interest in developing new measures to enhance harm prevention efforts pertaining to the influence of marketing and advertising on gamblers, RGC began Phase I of a 3-part project to develop a responsible gambling marketing and advertising framework for operators and regulators.
- ◆ Phase I included key informant interviews with international operators and regulators and a research evidence review.
- ◆ The interviews and evidence review identified key areas of concern, including: the potential for illegal operators to take advantage of increased gambling marketing and advertising regulations on legal operators; use of personal data to microtarget potentially vulnerable populations; and regulations not keeping pace with the changing landscape of online gambling and online gambling marketing and advertising, particularly through social media. [Learn More](#)

Insights into Prevention Programs for Chinese, South Asian and Indigenous Youth and Young Adults

- ◆ Research shows that youth and young adults, as well Ontarians of Chinese, South Asian and Indigenous descent, are particularly vulnerable to experiencing gambling problems with high-risk gambling behaviours being associated with negative physical and mental health outcomes.
- ◆ The RGC team conducted a survey of 605 youth and young adults of Chinese, South Asian and Indigenous descent to explore gambling motivations, gambling behaviors, awareness of gambling-related advertisements, and preferred support tools and messaging to develop informed and culturally sensitive outreach and programming for these key audiences.
- ◆ More than three-quarters of young adult respondents (18-24 years of age) identified engaging in high-risk gambling behaviours.
- ◆ Websites were identified as the most helpful resource for gambling support across all three ethnocultural communities.
- ◆ The project found that targeted messages with a neutral tone are most effective at reaching specific audiences, suggesting that ethnocultural differences should be taken into consideration when developing programs to support young people.



To keep up to date on new research from RGC, subscribe to our weekly e-newsletter [Newscan](#)

PlaySmart Centre Check-In Call Service Evaluation: A Closer Look at the Performance of Check-In Call Service Since Introduction in late 2022.

This evaluation involved interviews with key staff to understand the interim outcomes and learnings from the Check-In Call Service delivery. The evaluation aims to improve the Check-In Call Service for future iterations and identify implementation barriers and opportunities.



Mindful Resilience Program Evaluation

- ◆ Mindful Resilience is a collaborative training program led by Young Gamers and Gamblers Education Trust (YGAM), Bournemouth University, and BetKnowMore to enable health care professionals to access quality training on health risks associated with gambling, digital addiction and unhealthy online behaviour.
- ◆ RG+ conducted an independent evaluation of the two-year pilot phase of the Mindful Resilience training program, which spanned 67 workshops.
- ◆ The program has shown promising results for practitioners with indications of substantial growth across several areas, including increased knowledge and confidence in supporting young people, and intention to implement learnings after participation.



EPIC Restart Foundation Program Evaluation

- ◆ RG+ conducted an independent evaluation of the EPIC Restart Foundation’s Year 1 Pilot of the EPIC Restart Program. This report outlines the final results of the Year 1 Pilot Program, as well as a brief overview of end-of-program impacts
- ◆ The EPIC Restart Program has shown very promising results for delegates after completing the Year 1 Pilot. There has been substantial growth following both the Cumbria experience and the Live Your Best Life Workshop across several areas such as increased knowledge, confidence in skills, and self-awareness. Mentoring has also had a significant impact on delegates’ journey through the program. Overall, vast majority have rated the overall program and each component as ‘very good’ – the highest possible rating.



DISCOVERY2022

360 RG: Keeping pace with the global, omnichannel experience

Discovery 2022 was held both in-person and virtually from November 8-10, 2022 with three days of sessions designed 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 and focused initiatives.

Event highlights:

- ◆ Attended by nearly 350 delegates from over 16 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 2022 was good/excellent



Successful sessions included:

- ◆ **Supporting digital wellbeing in a connected world: Exploring the intersection of digital wellbeing and online gambling.** Moderated by RGC Senior Researcher Melissa Salmon Ph.D, this highly engaged panel shared a deeper look into the role of technology in gambling. Our reliance on technology has highlighted both positives and negative outcomes of spending extensive time online. The panel shared the latest research and issues on digital health and wellness.
- ◆ **The influence of advertising and its role in the normalization of gambling.** The issue of advertising and its impact on gambling behaviour is an area of deep concern globally. Our panel of experts explored the fundamental risks we are trying to address, the meaning of "player protection" and the importance of prevention education to create a culture of safer play.



Discovery is an education series
spanning 20 years. Each year we bring together leaders in gambling harm prevention to share the latest research, best practices and discuss how we can collectively work together to reduce harms in gambling and support those in need.

Don't miss out on future Discovery Conferences and webinars.

[Sign up for Newscan](#)



RGC Prevention Programs:

Prevention education that inspires real change

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 prevention programming to the people of Ontario, in schools, on university and college campuses or at post-secondary institutions, in communities and online. All programs are evidence-based and created to reflect the unique prevention needs of the population.



RGC was proud to partner with Ontario organizations to enhance harm minimization efforts in vulnerable populations

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.

In addition to our work with the community, RGC continues to provide prevention education responsive to evolving market needs. Accomplishments from 2022-23 include:

◆ RGC x SOCH Mental Health Project

- This South Asian Problem Gambling Pilot Project was implemented through a partnership with SOCH Mental Health to increase awareness of gambling harms. Addressing stigma and increasing receptivity to accessing problem gambling support, we reached over 1,000+ people in the Punjabi community through in-person community engagement activities at South Asian places of worship (Gurdwaras and Sikh temples). We reached an additional 32,419 people through radio, television, newspaper, and a strong social media presence.



◆ Two Funded Community Projects

- **RGC x PEAPN Partnership funded through Ministry of Seniors and Accessibility**
RGC and Peel Elder Abuse Prevention Network (PEAPN) collaborated to create a poster and educational brochure campaign raising awareness and socializing safer play guidelines for Older Adults, and those who provide services, support and care to Seniors. A brochure provides further detail and information about safer gambling tips, and resources for those who may wish to access support for their gambling behaviours. During Seniors Month in June 2023, we offered public education workshops facilitated by RGC to highlight the unique challenges faced by Older Adults experiencing gambling harms, prevention best practices, and methods to open up conversation in the Older Adult population.
- **RGC x COSTI Newcomer Program Gambling Facilitators' Resource Guide funded through CAMH**
RGC and COSTI Immigrant Services partnered to revise and expand on a previous resource kit developed in 2005 entitled "New Beginnings: Problem Gambling Awareness Kit for Newcomers in Ethnocultural Communities". This prevention strategy is targeted to professionals who work with newcomers in ethnocultural communities and consists of a toolkit that includes an animated video, facilitators' guide, and English as a Second Language learning exercises. This resource kit for Ontario Chinese, Punjabi and Vietnamese newcomers over the age of 18 can be used by newcomers to Canada, their families, and professionals working with newcomers to prevent the development of problematic gambling behaviors among this high-risk group.

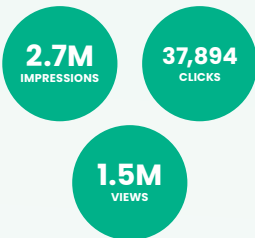
To receive your kit email Community@RGCO.org



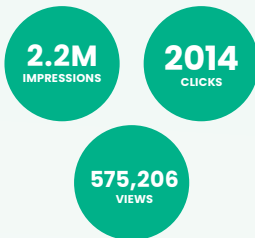
RGC Campaign highlighted the signs of a problem

The signs of gambling harms are Not Always Obvious. This campaign focused on two signs that can appear to be subtle, while also signaling that gambling is impacting an important aspect of an individual's life. Campaign key messages were released to the general population in addition to a more targeted placement to the South Asian community.

South Asian Campaign (December 12th to December 31st)



General Population (January 25th to March 31st)



The Plan Before You Play program strategy is intended to highlight the need for people to understand the importance of planning ahead prior to play as a useful tool in minimizing risks and gambling harms. Campaigns within this strategy provide thoughtful insights and tips to encourage safer play during various occasions of increased gambling through messaging placed on various social media platforms with 2 campaigns targeted to two ethno-specific populations:

◆ Diwali (South Asian Campaign)

The Diwali Campaign is targeted to the South Asian community and was released for 2 weeks (October 17th to October 30th) during the Diwali festival season.



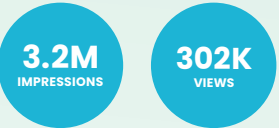
◆ Lunar New Year – Year of the Rabbit (Chinese/Asian Campaign)

In celebration of this major holiday for the Chinese/Asian community, this 3 week campaign (January 16th to February 6th) featured the 4th animal sign on the Chinese Zodiac cycle to mark the year of the Rabbit.



◆ Mindfulness Campaign

The importance of being mindful about why you are gambling and other factors that can add to excitement of gambling are highlighted in this campaign, drawing attention to how these factors can impact the ability to stay in control and reduce the likelihood of experiencing gambling harms.



Online Gambling “Know the Risks” Social marketing Campaign



◆ RGC x Think TV- iGaming PSA

In collaboration with ThinkTV – a marketing and research association representing Canada’s Broadcasters – RGC launched a critical igaming public education campaign. In an effort to balance out the influx of operator advisor coinciding with the launch of the Ontario iGaming market. The campaign, “Know the Risks”, was featured on both local media and broadcast networks through donated media placements This powerful campaign was effective in highlighting the importance of responsible play and encouraging viewers to “Know the Risks” through additional information and tools via the campaign webpage.

88% agreed the ad was very effective /effective at communicating sports betting and online gambling comes with risks

86% agreed the ad was very effective or somewhat effective at communicating that players need to be aware of the risks involved with online gambling

Digital expansion



99Million
IMPRESSIONS
ACHIEVED ACROSS
TV AND RADIO



Minimizing harms with youth and young adults

The evidence is clear – youth and young adults are at an increased risk of experiencing harms from gambling. To address this issue, RGC has set in place an extensive array of prevention programs to support this vulnerable population.

Check your (Re)flex

This evidence-informed bilingual program targeting 18–24 year olds features online and in-person delivery components, including social media campaigns and an interactive video game. Check Your (Re)flex addresses gambling issues specific 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 2022–23 include:

Audience education and engagement

- ◆ **Check Your (Re)flex** was delivered in-person for the first time since 2019 on 10 Ontario campuses
- ◆ Scholarship Awards contest had **5,755 young adults** enter
- ◆ **Distributed two issues** of the e-newsletter: The Update – Your Source for Information on Young Adults and Gambling
- ◆ **Distributed Check Your (Re)flex Educational Kits** (containing problem gambling prevention information and giveaways) to approximately 3,000 students

Focus on social media

- ◆ Promoted posts on Facebook/Instagram and Snapchat, which were delivered in English and French, **exceeded 5.35M impressions** in both the Fall and Winter semester
- ◆ Similar outreach to South Asian and Chinese young adults saw **nearly 2.2M impressions**
- ◆ For the first time, social media posts were advertised on YouTube and Google display resulting in an **additional 1.5 million impressions**, 510K of which were seen by Chinese and South Asian young adults
- ◆ **Social media post topics were expanded** to address lower risk gambling guidelines, gambling via the stock market, and the risks of gambling with family members



House of Wisdoms

An extension of GAME BRAiN, which has reached over 50,000 Ontario high school students, House of Wisdoms is a digital web-based educational game available in English and French created to raise awareness among teens about the risks of gambling. 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 shares where to get help if they need it.



Highlights from 2022-23 include:

- ◆ **Teens from 114 cities and towns** in Ontario participated in House of Wisdoms.
- ◆ For the first time, **House of Wisdoms reached Indigenous communities** in Sarnia including Aamjiwnaang First Nation
- ◆ **479,741 teenagers in Ontario were reached** through hashtag video campaigns, gifs, social posts and polling on Instagram and Facebook
- ◆ **Established a partnership with Kids Help Phone**, a national mental health resource for youth. From April 26, 2022, to March 31, 2023, the KHP webpage and social media channels promoted House of Wisdoms and invited youth to play the game to increase awareness of the risks of gambling and how to access help
- ◆ A new House of **Wisdoms Team challenge game** **was created** and is currently undergoing final testing and will launch in 2023-24



“ Overall, this interactive game was engaging and informative which I enjoyed. The games taught the stats of gambling, symptoms and the negative results of gambling. This game was super fun and educated me lots, thank you! ”

STUDENT PARTICIPANT

Parent and Caregivers Social Media campaign

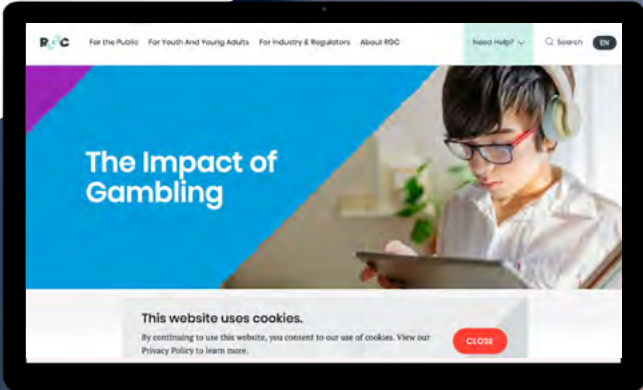
From February 15th to March 22, 2023, a social media campaign educated parents and caregivers on ways to start conversations with teens (aged 12-17) about gambling risks. The campaign highlighted the risks of sports betting and directed our audience to the RGC youth webpage for additional information on early warning signs of a gambling problem, prevalence rates of gambling for teenagers, as well as what parents can do to help their teenager avoid developing gambling problems. The results were very gratifying:

89.6%

of parents/caregivers agreed that they were more aware of the risks of gambling

83.1%

of parents/caregivers said they felt better prepared to have conversations with their teen(s) about gambling risks



PlaySmart Centres:

Expanding our reach, improving our access

PlaySmart Centres (PSC) continue to operate in 67 land-based gambling venues across Ontario, with just over 90 staff supporting player and communities. PSCs are designated spaces where players can go to get facts, tools and advice about gambling. Our team of professionally trained staff are onsite to answer questions and provide immediate support to players when needed.

Operated by the RGC, the Centres are located at land-based casinos and Charitable Gaming Centres across Ontario and are staffed by RGC employees. With Ontario Lottery and Gaming (OLG) Corporation’s continued partnership and financial commitment, we’re proud to say that PSC has supported a total of 288,606 visitors across the province.



“ We know that questions and feelings tend to arise after someone makes a decision to self-exclude, and now we can extend our support through the Check-in Call service; where people can ask questions, affirm their decision to take a break, and learn about other support resources. Our staff delivering this service all have special training in telephone support ranging from information and referral services to responding to crisis and distress. People have expressed their appreciation and felt supported by receiving a call from our team. ”

LORELLE MULLER LUMSDEN
DIRECTOR, PLAYSMART CENTRE.

2022–23 highlights include:

141,742 visitors accessed the PSC to learn about how games and gambling work and ways to keep their play fun and sustainable. When players have the information they need to make informed choices about their play, it can help create a safer and more enjoyable experience for everyone.

5,236 visitors received support and assistance from our PSC staff when they needed it most. Staff create a safe and non-judgmental space where all visitors feel comfortable seeking help and support.

65,929 visitors participated in PSC’s fun, engaging and educational events. Participants received quick gambling facts and tips so they can be armed with the information they need to keep their play safer. This year, PSC delivered its first digital-based educational event called, Bet On Your Knowledge gaining the most participation from young adult players.

This past year PSC team had 75,699 conversations with gaming staff. Collaborating with gaming operators is essential to creating a culture where gambling safeguards and responsible gambling practices are integrated in the player’s experience. Topics ranged from creating awareness of PSC services and resources, to answering questions and getting advice.

As well, PSC delivers educational initiatives tailored to gaming staff and with CAMH, supports the facilitation of OLG’s Advanced Training. These touchpoints help everyone involved to effectively respond to player questions and concerns.

Additional Supports from RGC for Players

In partnership with OLG, PlaySmart Centre expanded its support services to people involved in OLG’s My PlayBreak (self-exclusion) program through a voluntary Check-in Call service.

The Check-in Call Service is available to everyone registering for My PlayBreak and renewing their term at land-based casinos and Charitable Gaming Centres across Ontario. The service aims to provide a supportive touchpoint and help to connect people to community supports.



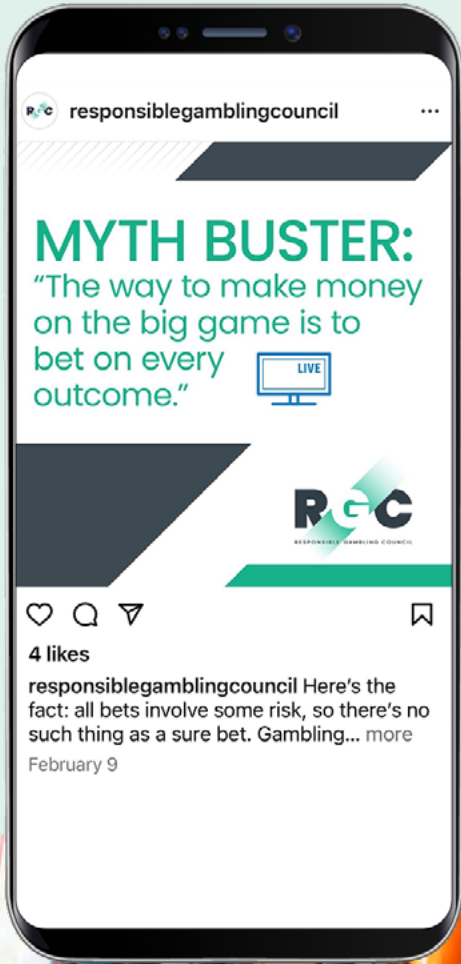
Information Services

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

RGC’s website has the latest news, information and research to support all those who work to reduce the risk of gambling harm and support players and communities with the latest prevention education, tools and resources. In 2022-23 new content was added to highlight the financial signs as sociated with problem gambling and increase the focus on financial literacy.

Information Services continued to deliver a social media strategy designed to educate and engage priority audiences including young adults, as well as the general population. RGC’s public-facing social media account saw a collective 1,889,180 impressions. Top performing campaigns included:

- ♦ **Myth-busters**
Reach surpassed our goal by almost 233%
- ♦ **Signs of Problem Gambling/Where to Get Help**
Reach surpassed our goal by almost 230%



Reaching our audiences through social media

RGC primarily uses Facebook and Instagram to communicate information to the public. Throughout the year, we shared content about lower-risk gambling strategies, as well as information and resources for those at risk.

In 2022-23, RGC delivered approximately 29 unique messages through our social media channels, across both our general population accounts (Responsible Gambling Council) and young adult accounts (RGC Gameplan). We ended the fiscal with a total of 12,790,519 social media impressions:

- ♦ **Responsible Gambling Council Facebook: 1,476,072**
- ♦ **Responsible Gambling Instagram: 413,108**
- ♦ **RGC Gameplan Facebook: 7,961,071**
- ♦ **RGC Gameplan Instagram: 2,940,268**

Follow us for prevention messaging and resources:



ResponsibleGamblingCouncil
RGCGameplan
GameBrain



Thought leadership: **Leading the way** for an entire industry

Every year, RGC generates an extraordinary level of high-quality research and insight – all of which is designed to provoke new ways of thinking and inspire action. Our thought leadership strategy includes a concerted effort to share this knowledge globally. Our achievements over the past year include:

- ◆ New content partnerships in both Canada and Europe.
- ◆ A consumer poll was conducted in January 2023 to better understand Ontarians’ plans to bet on Super Bowl LVII. Prior to the Superbowl, RGC launched a PR campaign to increase awareness of the risks and how to minimize them when wagering on the big game. This campaign leveraged traditional media outlets (newspaper and television) and garnered over 200 media hits, with a potential reach of 122 million.
- ◆ In her All In Blog, our CEO Shelley White shares 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 two corporations, both 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. We also have broad expertise in the global gaming industry, public policy, community services, responsible gambling, mental health and addictions treatment.

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) (RGC(O)) 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.

Financials

RGCO Funding before expenses

Ontario
\$3,602,055

PSC
\$2,636,267.

RGCC
\$5,198,988.

RGCC & RGC(O) Board Members

- Yvon Lemire** – Board Chair, RGCC and RGC(O)
- Hamlin Grange** – Past Chair, RGCC and RGC(O)
- Bev Mehmel** – Vice Chair, RGCC & RGC(O) and Chair, CEO Compensation and Development Committee
- Shaila Mehta** – Treasurer, Chair, Audit Committee and Board Member RGCC and RGC(O)
- Jim Engel** – Secretary, Chair, Strategic Directions Committee and Board Member RGCC and RGC(O)
- Susan Olynik** – Chair, Governance & Nominating Committee and Board Member RGCC
- Patricia Cook** – Vice Chair, Governance & Nominating Committee and Board Member RGCC
- Salim Adatia** – Board Member, RGCC
- Dan Shimski** – Board Member, RGCC
- Stacy Shaw** – Board Member, RGCC
- Stephen Moore** – Board Member, RGCC
- Vic Poleschuk** – Board Member, RGCC
- Ian Thomson** – Board Member, RGCC
- George Sweny** – Board Member, RGCC
- Simo Dragicevic** – Board Member, RGCC
- Wan-Peng Sun** – Board Member, RGC(O)
- Christine Rhodes** – Board Member, RGC(O)
- Harry Gousopoulos** – Board Member, RGC(O)
- Julie Nolte** – Board Member, RGC(O)
- Shelley M. White, MA** – Chief Executive Officer

Senior Management Team

- Shelley M. White, MA** – Chief Executive Officer
- Les Horenfeldt, BCOMM, CPA** – Chief Financial Officer
- Elaine McDougall** – Vice President, Marketing and Communications
- Tracy Parker** – Vice President of Policy, Standards and Accreditation
- Dr. Jennifer Shatley** – Consulting Partner, Research and Advisory Services
- Lorelle Muller Lumsden** – Director, PlaySmart Centres
- Robin Wilner** – Director, People and Culture



**All in for
Safer Gambling**
responsiblegambling.org

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2022-23 Overview:

Equity, Diversity and Inclusion

Invited guest speakers on topics related to Black History Month, Pride and Mental Health

Enhanced learning on the topic of pronouns and LGBTQ2S+ terms and definitions

Expanded our reach through community ethnocultural specific programs

A new strategy for older Canadians

With the Peel Elder Abuse Prevention Network, we're promoting harm prevention among older adults

83.1%

of parents/caregivers said they felt better prepared to have conversations with their teen(s) about gambling risks thanks to the Parent/Caregivers Social Media campaign

479,741

Ontario teenagers were reached through hashtag video campaigns, gifs, social posts and polling on Instagram and Facebook

96.5% of teens

said that the House of Wisdoms made them more aware of how the signs of a gambling problem



DISCOVERY2022

Attended by nearly **350 delegates** from over 16 countries

56% of attendees were virtual while 44% chose the hybrid option

Over 94% of survey respondents rated the information received as **good/excellent**



Our knowledgeable staff has supported **288,606** visitors across Ontario

141,742 visitors accessed the PSC to learn about how games and gambling work

5,236 visitors received support and assistance from our PSC staff



404,163 total users visited our site

699,396 pages viewed on our site





Accredited 17 igaming sites

31 land-based accreditations completed

Active role in key industry events
in Barcelona, Toronto
and Australia

We uncovered new actionable insights in these 5 critical areas:

- 1 Marketing and advertising in the gambling industry
- 2 Jackpot winners and how they are impacted by winning in the long term
- 3 Gambling among youth and young adults
- 4 Preventing problematic gambling behaviours among newcomers to Canada
- 5 The unique gambling risks among Senior and Older Canadians

