

THE GAME CHANGER

RGC Five-Year Strategic Plan
2019–2024



RESPONSIBLE
GAMBLING
COUNCIL



OUR STORY

'I turned my own experience into something positive...I was first and foremost a counsellor. I wanted compulsive gamblers to know that somebody understood their struggle. There are people around, today, who I know I helped.'

Tibor Imre Barsony

In 1980, Tibor Barsony embarked on the journey that would establish CFCG, which later became the Responsible Gambling Council (RGC), propelled by his inability to find information and services to help him with his own gambling problem.

What started as one man's mission to help others overcome problem gambling behaviour has since grown. Today, RGC is the largest and oldest non-profit organization dedicated to responsible gambling in the world.

RGC values our independence and our collaborative relationships. Creating a responsible gambling culture means continuously seeking ways to turn research into action as

we look to identify prevention strategies and ensure safe and sustainable gambling environments. It is a complex and challenging issue that is best tackled in partnership with likeminded parties. We provide information and resources needed to make informed decisions to the people in our communities, from players who want to learn strategies for a safe and affordable entertainment experience to those who are either at risk or have experienced problems. But we also want the safe creation and delivery of gambling, so we work with gambling regulators, operators, researchers, treatment providers, and governments to ensure the highest standard of safeguards are in place.



Our aim is to continue to promote wellbeing amidst the risks inherent in gambling. We believe that **gambling should never come at a human cost**. We seek to influence positive change and advance responsible gambling and lead standards, because we believe that:

- 1 People have a right to feel safe, to live happily and to have access to support when they need it.
- 2 Partnerships with the gambling industry can minimize the risks to their customers, their reputations and their business performance.
- 3 Creating safe, sustainable gambling behaviours benefit both players and the industry.

At RGC, our vision is

A WORLD PROBLEM

That means ensuring both pre
prevent gambling problems) and r
organizations take effective a

s a courageous one:

FREE OF GAMBLING.

vention (helping individuals to
mitigation (helping individuals and
action when problems arise).



Our mission appropriately reflects our vision:

PREVENT PROBLEM GAMBLING AND REDUCE ITS IMPACTS.

We accomplish our mission by focusing on:

- + Empowering those who choose to gamble to make informed and sensible choices.
- + Influencing and supporting decision makers – regulators, operators and others – in their efforts to integrate best practices into gambling products and player safeguards.
- + Raising public awareness to generate understanding and support for problem-gambling prevention.

OUR VALUES

RGC's core values of *humanity*, *integrity*, *courage* and *ingenuity* guide our work and decisions each and every day. Collectively, these values keep us focused on how we conduct ourselves and what we do to accomplish our purpose.

HUMANITY

We believe in human dignity and respect. We're driven to build a positive future for everyone and we work to transform our knowledge into conditions that create positive behavioural change.

INTEGRITY

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

COURAGE

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

INGENUITY

We are inventive and resourceful, curious, and inquisitive by nature. As the world keeps changing, we are always on the look-out for new ways to turn our knowledge into action.



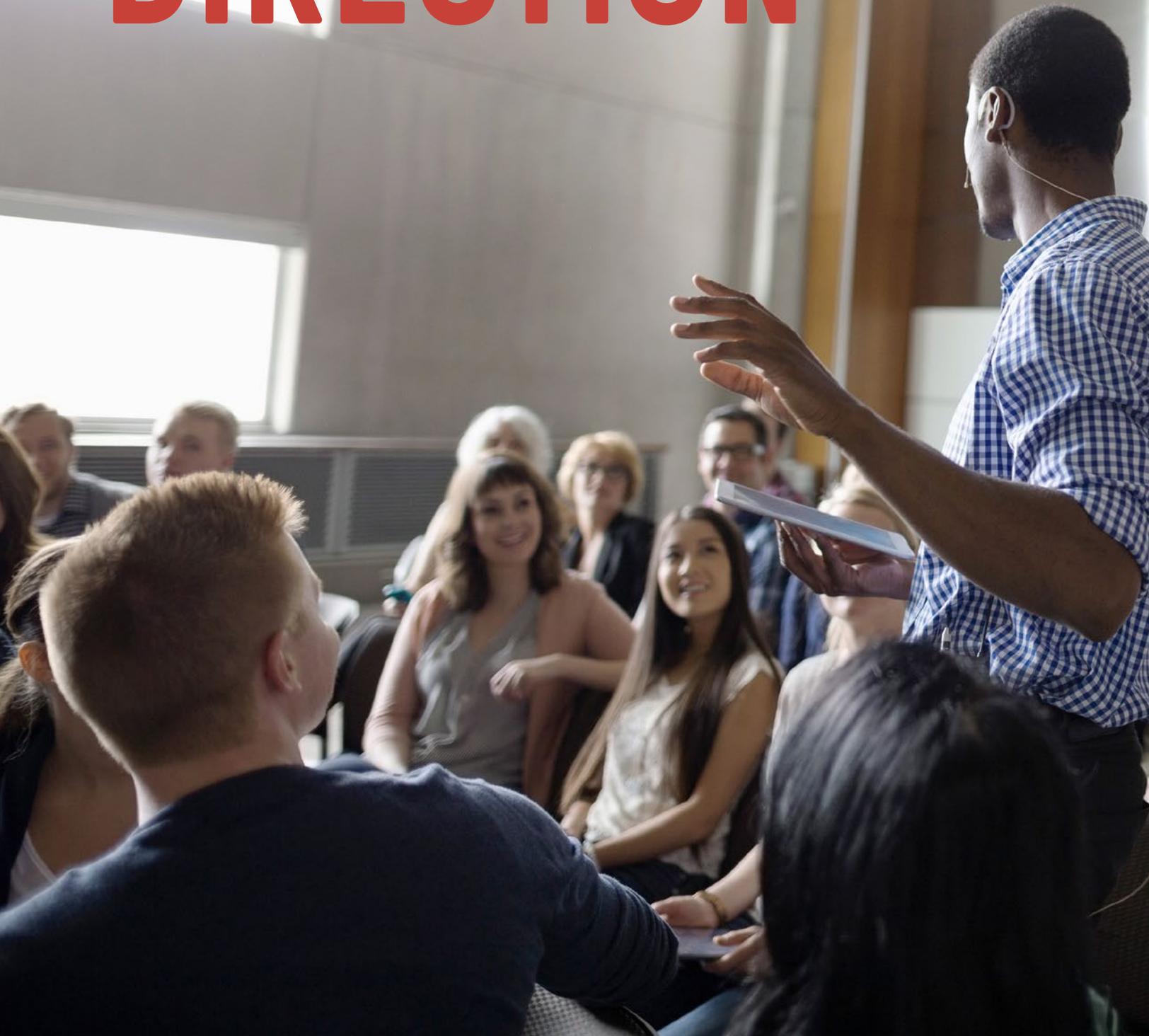
SETTING THE STAGE



For over 35 years, RGC has been a leader in problem-gambling prevention. As a result of its evidence-informed approach to developing and implementing standards and strategies to prevent problem gambling and reduce its impacts, RGC has a solid reputation as a centre of excellence in responsible gambling.

Between 2019–2024, RGC must concentrate on vital change-management processes that are necessary to provide responsible gambling strategies to vulnerable populations in both land-based and digital gambling and gaming channels, to fulfil its vision and mission. RGC works to reduce gambling risks by creating and delivering innovative awareness and information programs for specific age groups and communities including adults, parents, youth and young adults, older adults, new Canadians and Indigenous communities.

OUR STRATEGIC DIRECTION



RGC is a well-known, respected and independent non-profit organization, and a leader in the prevention of problem gambling in Canada and internationally.

We will sustainably grow and diversify the organization by implementing evidence-informed and impactful RG standards for both land-based and digital gambling and gaming.

To realize our Strategic Direction, RGC will focus on five key strategic priorities that are equally interdependent.



OUR STRATEGIC PRIORITIES

STRATEGIC PRIORITY	DESCRIPTION
<p>1</p> <p>BUILD RGC'S BRAND AND INFLUENCE</p>	<p>RGC will have a coherent brand framework that connects all of RGC's activities, while solidifying our role as the best-known provider of RG prevention messaging in the world.</p>
<p>2</p> <p>PROGRAM EXCELLENCE</p>	<p>RGC will play a leadership role in preventing harms, in Canada and internationally, by providing people who gamble and the public with relevant, evidence-informed player safeguard programs.</p>
<p>3</p> <p>RG LEADERSHIP</p>	<p>RGC will continue to be a centre of excellence and a thought leader by conducting and applying research, evaluation, training, and accreditation programs for all forms of gambling.</p>
<p>4</p> <p>REVENUE GROWTH & DIVERSIFICATION</p>	<p>RGC will grow and diversify its revenue by expanding into specific key markets, product innovation and through partnerships that will allow us to continue to invest in research and program development.</p>
<p>5</p> <p>BUILD RGC'S CAPACITY</p>	<p>RGC will build a high-performing business culture by enhancing our talent management, infrastructure, marketing and business-development capabilities.</p>

**RGC embraces the challenge with
hope, courage, confidence and
enthusiasm, as we look forward to
a world free of problem gambling.**



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