



Safer by Design: Safeguarding an Expanding Market



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Session Overview

- **Overview of Gambling Legislation and Legal Framework- Canadian Context**
- **Provincial Approach to Gambling Oversight- Ontario Model**
- **Ontario Prevalence Data- Who are we trying to reach... and why?**
- **Responsible Gambling Council (RGC)**
 - **Ontario Prevention Strategy**
 - **Programs and Services**
- **Future Directions for Prevention in Ontario**



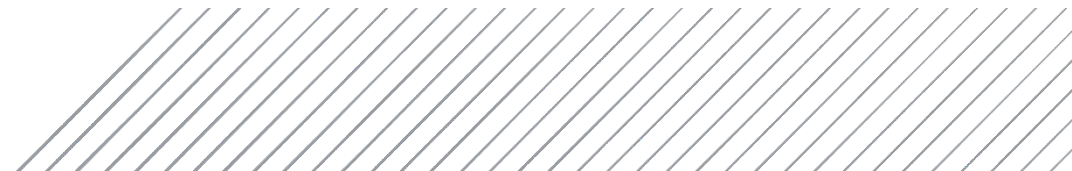
Gambling In Canada

Defined Nationally

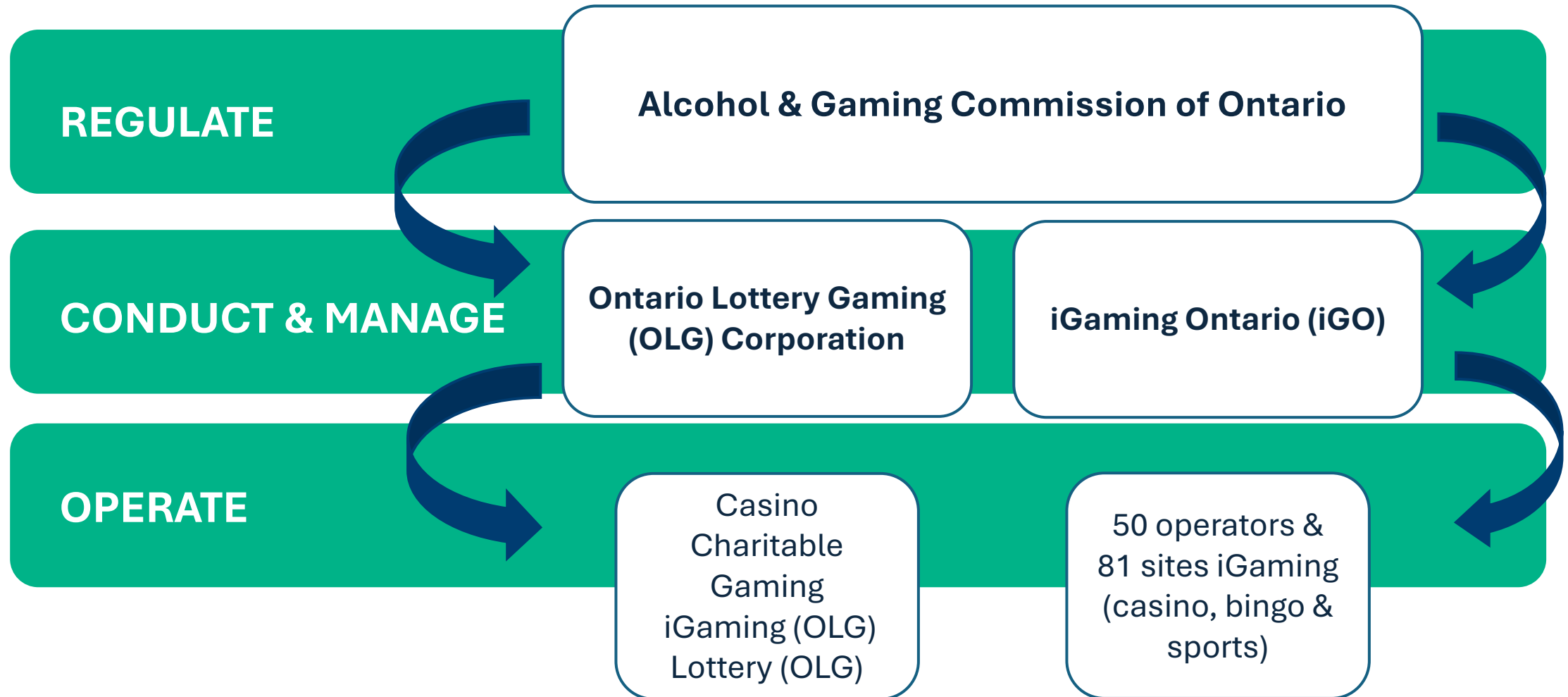
- In the Criminal Code of Canada gambling is defined as illegal (Part VII) **except** as assigned when it is operated, licensed and regulated by each province (section 207).
- Criminal code change to legalize single event sports betting

Controlled Provincially

- Provincial government agencies set policies, regulations, and taxation rates
- Maintain control over key aspects such as licensing, responsible gambling initiatives, and the distribution of revenues generated from gambling activities.

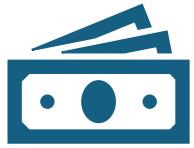


Ontario Model





Prevention Funding in Ontario



Over 20 years ago, the Ministry of Health established a fund for land-based problem gambling prevention which currently allocates funds across 10 organizations.



In 2021 Ministry of Finance established a transfer of funds from the province's iGaming revenues to the Ministry of Health aimed at addressing the unique risks of online gambling.

This was split among ~10 organizations including RGC in 2022.



With the size of the market today, and as the impacts become clear, increased funding has been allocated to RGC to support continued planning and development of prevention safeguards in this new online gambling environment.



Participation

- **64.5%** of Canadians 15 years or older reported gambling in the past year
 - **1.6%** of past year gamblers were at a moderate to severe risk of gambling problems
- **43.9%** 15-24 years (Youth & Young Adults)
- **64.6%** 25-44 years
- **72%** 45-64 years
- **65.4%** 65 years and older (Seniors)





Participation

Ethnocultural Populations

- Indigenous Peoples 72.4%
- South Asian 39.8%
- Chinese 45.6%
- Black 56.6% *(RGC Identified Emerging Pop)
- Immigrants 51.9%



Prevalence

Gambling Activity and Behaviour	Chinese	South Asian	Indigenous
Youth (15-17 years old)			
Gambled online 2-3 times per month or more	51%	48%	71%
High-risk	71%	70%	77%
Young Adults (18-24 years old)			
Gambled online 2-3 times per month or more	80%	73%	92%
High-risk	73%	78%	88%
General Population			
Gambled online in the past 16 months	76.1%	88.4%	71.1%
High-risk	18.6%	32.3%	15.7%



- respected, independent non-profit organization
- leader in the prevention of problem gambling in Canada and globally for 40 years
- 4 main areas of focus:
 - ✓ [Prevention](#)—since 2001 RGC has been creating prevention and awareness programs for specific demographics.
 - ✓ [Information](#)—RGC offers educational conferences, training, and e-newsletters to keep individuals and organizations informed about the latest gambling information.
 - ✓ [Research](#)—RGC has a research and advisory department who provides consultancy services and thought leadership.
 - ✓ [RG Check](#)—RGC offers both a land-based and online RG accreditation program worldwide, and is the accreditation program that all gambling operators must undertake in Ontario before offering gambling



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.



RGC plays a key role in preventing harms in Ontario, by:

1. Providing people and communities with **evidence informed education programs** to help them make informed decisions about gambling.
2. **Building capacity** with community partners, treatment providers, school and university support networks with a goal to advance harm minimization at a systems level.
3. Sharing our **knowledge and expertise** with the global prevention community.

Prevention Strategy



RGC



Target Audiences

**Adult
Population
25+
&
Seniors 65+**

**Community
Stakeholders**

**Young
adults
18-24 yrs**

**Youth
14-17
yrs**





Youth Offerings:

Prevention programs that meet youth where they are

- Online:
 - Web-based educational awareness game
 - Social media content and plan
 - Targeted messages for youth, parents
 - Youth-specific web pages
- In-person:
 - High school activations



RGC

+376k
social media
campaign
reach

+96%
learned
something
new about
gambling risks

+56k high
school
students have
participated in
GAMEBRAiN



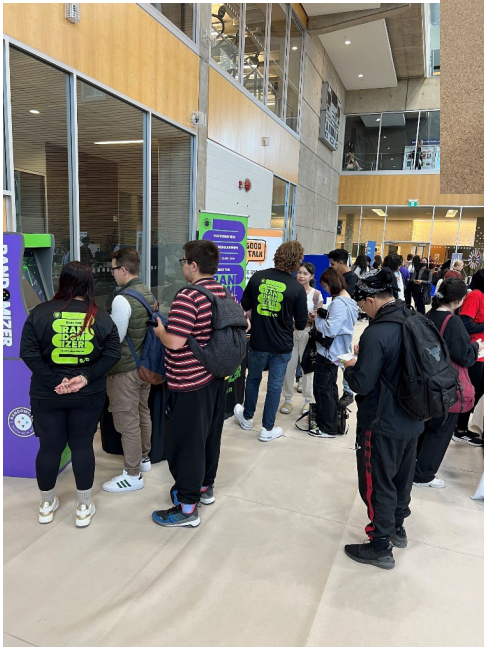
Young Adult Offerings

✓ 25 campus visits
✓ 3,420 meaningful, face-to-face engagements
*2023-24 school year

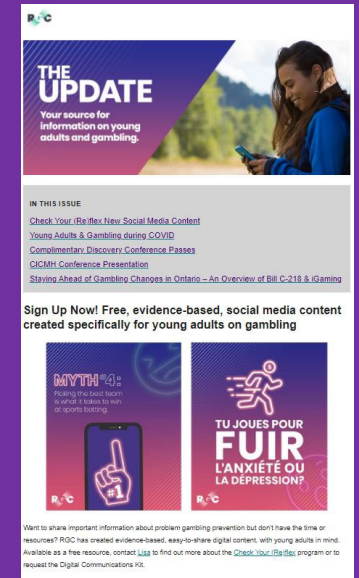
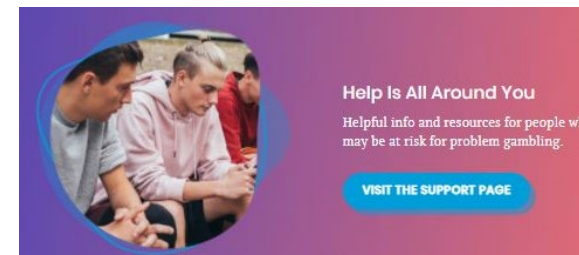
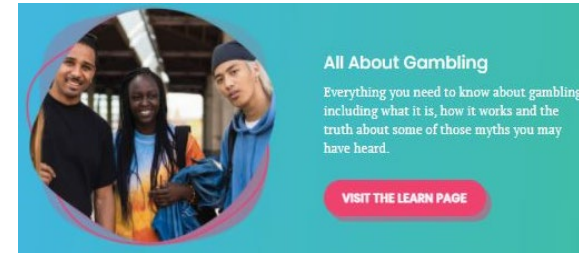


10,000+ Online interactions & entries
18 treatment agency touchpoints
*2023-24 school year

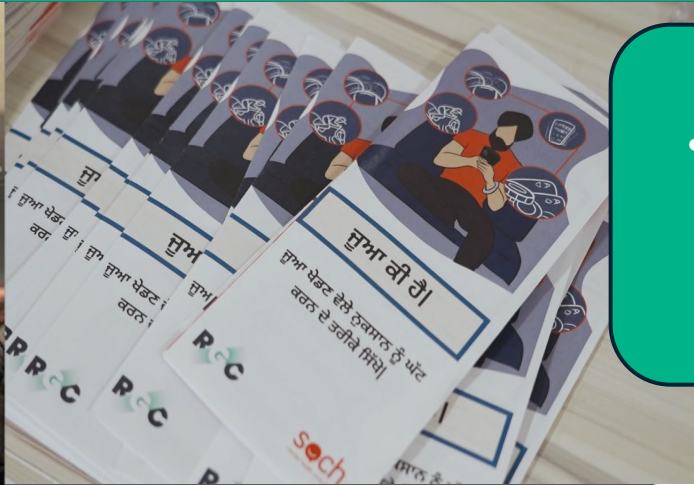
RANDOMIZER
theRandomizer.ca



responsiblegambling.org/for-youth-and-young-adults/for-young-adults/



Community Outreach and Engagement Offerings:



- Public Education
- Social Media Campaigns
 - Public Service Announcements
- Market Research/PR



- Collaborative Partnerships with Community Stakeholders
 - Workshops/Training
 - Resource Development
 - Capacity Building Initiatives



RGC and thinktv Partnership



2022 iGaming Public Education Campaign

- 70 Million Impressions
- 15,000 clicks to KnowtheRisks.ca
- 75% of those surveyed, reported an increase in awareness of risks of gambling



2023 iGaming Public Education Campaign

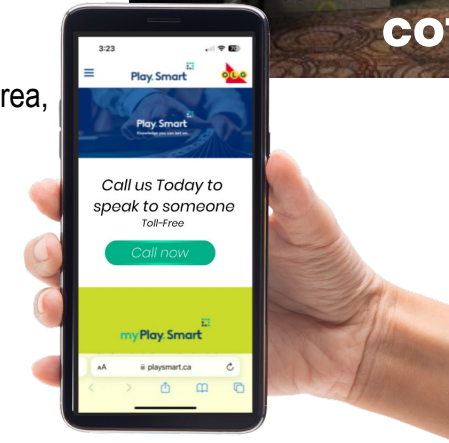
- 200 Million Impressions
- 37,400 clicks to GamblingisRandom.ca
- 76% of those surveyed, reported an increase in awareness of risks of gambling





PlaySmart Centres: An OLG and RGC Partnership

- 2005 OLG and RGC commitment that everyone who gambles, those affected by gambling, and venue staff have direct access to:
 - ✓ information to help make informed decisions about gambling;
 - ✓ immediate assistance and support; and
 - ✓ referral information about where and how to access ongoing professional support in the community
- 2 Options for PSC's:
 1. A player-designed space located in land-based casinos and charitable gaming centres with:
 - ✓ professionally trained staff onsite to support players and venue staff;
 - ✓ provide information, assistance and referral information to visitors;
 - ✓ something for everyone i.e spark curiosity and conversation, learn how slot machines work, coffee and lounge area, activities while remove barriers and stigma around info and help seeking
 2. An online space that offers the same services and trained staff but virtually



Play. Smart
CENTRE

RGC
RESPONSIBLE GAMBLING COUNCIL

+410k
conversations
with players

+101k
conversations
with venue
staff

73%
awareness
rate among
players



Prevention is a critical underpinning of an expanding market



- **17%** moderate or high-risk gamblers
- **6%** of iGamers and **4%** of Sports bettors report spending more than what they can afford
- **13%** have gambled while intoxicated/high; higher among higher risk gamblers
- **4 out of 10** say they generally gamble alone
- **40%** of young adults who gamble place multiple bets per game

RGC Market Research, 2022

Prevention mitigates risk:

PSA:

- **83%** reported ads increased their awareness to take precautions when gambling
- **44%** indicated they took precautions like reducing alcohol intake while gambling

Campus Visits:

- **89%** of young adults reported increased understanding of the risk of mixing alcohol and gambling.
- **92%** committed to setting time and money limits in the future

Youth:

- **83%** of parents felt better prepared to talk to children about risk



Global Leader in RG Accreditation



**RG Check is a concrete roadmap for
gambling operators to implement effective
responsible gambling initiatives.**

RG Check's mission is to support the adoption of meaningful responsible gambling initiatives through the creation and implementation of measurable, evidence-informed standards.

The RG Check accreditation process helps to strengthen the relationship between regulators, operators and players and provides guidance, establishes accountability and demonstrates transparency.



Gaming Industry Accreditations

- NCPG's Internet Compliance Assessment Program (iCAP)
- RGC's RG Check Program – Canada
- GamCare's Safer Gambling Standard – the UK
- Global Gambling Guidance Group (G4) – the Netherlands



RG Check ✓



Aligned with compliance, audit and risk management objectives

Experienced & Relevant

- Comprehensive set of **industry-relevant and evidence-based standards**
- More than **250 accreditations** have been completed to date
- Currently active in **many jurisdictions** across Canada and internationally

Independent, Efficient and Effective

- Available for both land-based venues and online gambling sites
 - Land-based launched 2011-12; updated 2020
 - Online launched 2013-14; updated 2021 (also to include Sports Betting)



RG Check Standard Areas

Venue

RG Policy, Strategy and Culture

Employee Training

Self-Exclusion

Assisting Players

Informed Decision Making

Marketing Communications

Access to Money

Venue and Game Design



iGaming

RG Policy, Strategy and Culture

Employee Training

Self-Exclusion

Assisting Players

Informed Decision Making

Marketing Communications

Accounts and Payment

Site and Product Design

Stakeholder Engagement

RG Check Accreditation Process



RG Check Score Summary

Standard	#	Criterion	Score (/4)	Points Obtained	Points Available	Score	Weight	Weighted Score
RG Policy, Strategy and Culture	1.1	Commitment to Responsible Gambling	3.85	18.67	20	93%	20%	18.67
	1.2	Strategy for Responsible Gambling	4.00					
	1.3	Responsible Gambling Culture	3.63					
	1.4	Responsible Gambling Integration	3.31					
	1.5	Employee Awareness	3.88					
Employee Training	2.1	Reflecting Corporate Commitment	3.56	29.77	32	93%	15%	13.95
	2.2	Understanding Key PG and RG Concepts	3.46					
	2.3	Understanding Job Skills and Procedures	3.44					
	2.4	Avoiding Misleading Information	4.00					
	2.5	Training Requirements	3.50					
	2.6	Training Execution	4.00					
	2.7	Key Learning Principles Applied	3.81					
	2.8	Training Evaluation	4.00					
Self-Exclusion	3.1	Self-Exclusion Policy	3.85	36.54	44	83%	15%	12.46
	3.2	Promotion of the Self-Exclusion Program	2.67					
	3.3	Registration Process	3.59					
	3.4	Ban Length	3.75					
	3.5	Advertising Restrictions	3.33					
	3.6	Access to Support Resources	2.79					
	3.7	Conditions of Ban Explained	3.83					
	3.8	Registration Materials Provided	3.50					
	3.9	Data Collection	2.90					
	3.10	Enforcement	3.33					
	3.11	Return to Play	3.00					
Assisting Players	4.1	Policies and Procedures	4.00	13.06	16	82%	20%	16.33
	4.2	Responding to Help Requests	3.83					
	4.3	Responding to Players Experiencing Harm	2.79					
	4.4	Identifying and Responding to High-Risk Behaviour	2.44					
Informed Decision Making	5.1	Information about Gambling	3.49	7.92	12	66%	10%	6.60
	5.2	Dedicated Resources	3.77					
	5.3	Play Feedback	0.66					
Marketing Communications	6.1	Marketing Policy	4.00	18.75	20	94%	5%	4.69
	6.2	Screening Process	4.00					
	6.3	Not Misleading	4.00					
	6.4	At-Risk Players and Minors	4.00					
	6.5	Marketing Controls	2.75					
Access to Money	7.1	ATMs	0.75	10.13	16	63%	10%	6.33
	7.2	Credit	1.88					
	7.3	Cheque Cashing	3.50					
	7.4	Player Accounts	4.00					
Venue and Game Design	8.1	Passage of Time	0.38	19.39	28	69%	5%	3.46
	8.2	Breaks in Play	2.75					
	8.3	Alcohol Restrictions	2.63					
	8.4	Display Credits as Cash	4.00					
	8.5	Gaming Machine Features	2.50					
	8.6	New Game Screening	4.00					
	8.7	Gambling Literacy Features	3.13					
Total Weighted Score							81.96%	



History of Accreditation in Ontario

October 2011

RGC launches RG Check beginning work with Ontario & B.C.

October 2014

RG Check expands offering to iGaming accreditation

Spring 2021

Standards Updated – notably to include sports betting within iGaming

July 2024

Currently **50** private-companies licensed **81** online sites in Ontario's iGaming market



All Land-based venues across Ontario since 2012



Accreditation requirement of all operators (within 2 years of commencement)





iGaming Ontario:

Four Requirements for Ontario Operators



1. Accreditation requirement for responsible gambling
2. Promote responsible gambling and balance marketing
3. Participation in a centralized self-exclusion program
4. Sharing anonymized player data for research purposes.





Casino Days

bet365



BETVICTOR



bwin Sportwetten



betway



POINTS BET CANADA



RUSH STREET INTERACTIVE



Casumo



ROYAL VEGAS ONLINE CASINO



888 casino



SPIN CASINO



CAXINO



FITZDARES SPORTS BETTING & CASINO



ROYAL PANDA



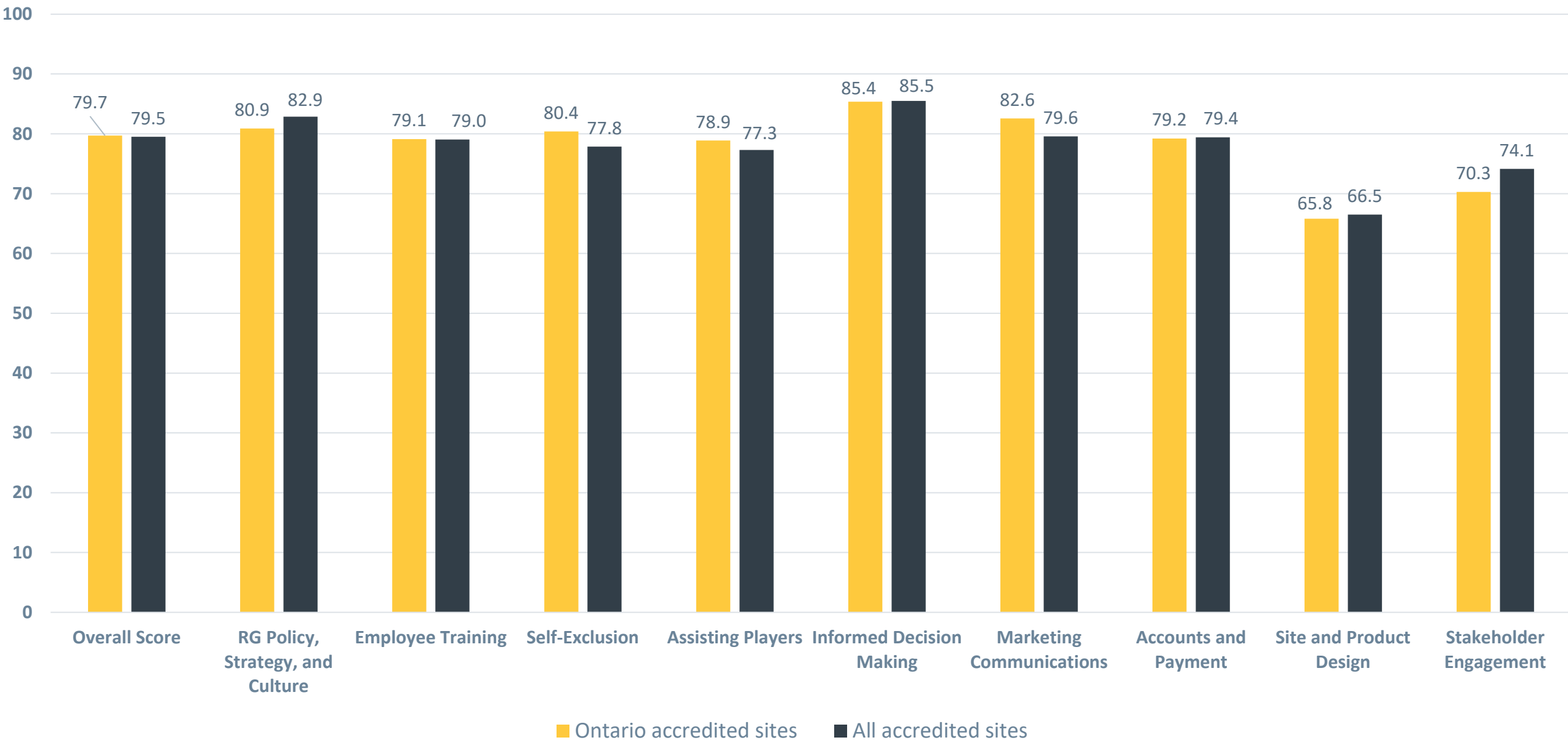
LeoVegas



comeon! NEO.bet

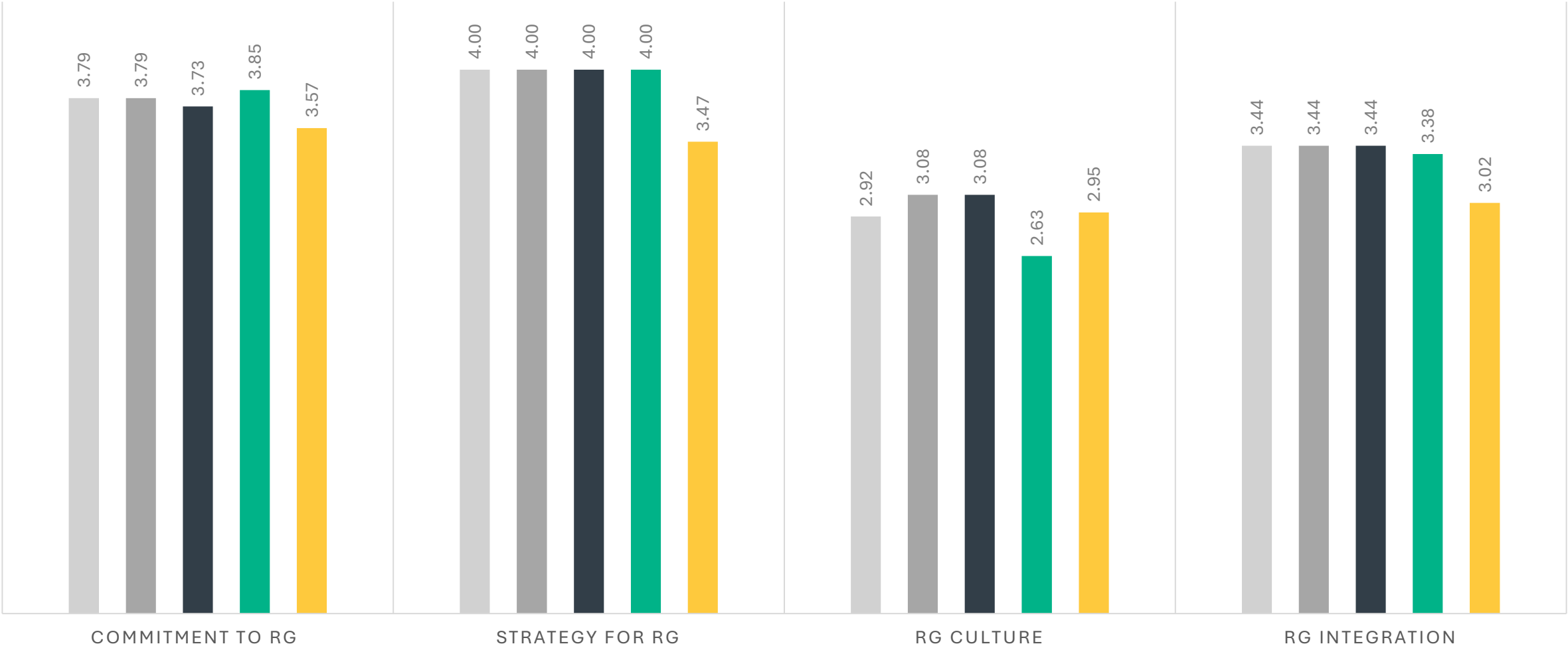


Average Score per Standard Area



STANDARD 1: RG POLICY, STRATEGY AND CULTURE

Casino A Casino B Casino C Casino D Overall Average



Why provide this information?

- Monitoring and reporting provides independent assurance.
- Facilitates the sharing of best practice among sites/venues.
- Highlights venue-level indicators and initiatives that take jurisdictional programs into account.
- Provide RG data and insights that can be combined with other performance data.



Affecting Meaningful Change with Standards & Accreditation




1. Standards are everywhere
2. Standards are based on common foundational principles
3. Standards address key risks
4. Value lies in monitoring, measuring and sharing info
5. Standards themselves evolve over time



A serene background image of a beach at sunset. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon. The ocean is calm with gentle ripples, and the sandy beach is visible on the left side of the frame.

Future Priorities:

1. **Prevention**
2. **PlaySmart Centres**
3. **RG Check**



For further information about RGC, our programs or work, please reach out.

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<https://www.linkedin.com/company/responsible-gambling-council/?viewAsMember=true>

