



Interprovincial Lottery Corporation  
La Société de la Loterie Interprovinciale



Saskatchewan Gaming Corporation



## Owning the RG Podium in Canada

Canadian Gaming Summit  
Calgary, Alberta

**Paul W. Smith, Chair**  
**Bev Mehmel, Vice-Chair**

# Speaker Introductions

**Paul Smith,**  
Chair, ILC RGSC

Director, Social Responsibility



**Bev Mehmel,**  
Vice-Chair, ILC RGSC

Director, Responsible Gaming,  
Communications & Public Affairs





# Agenda

**Evolution of Canadian Responsible Gaming**

**National RG Strategy & Group**

**The National Program & Standards**

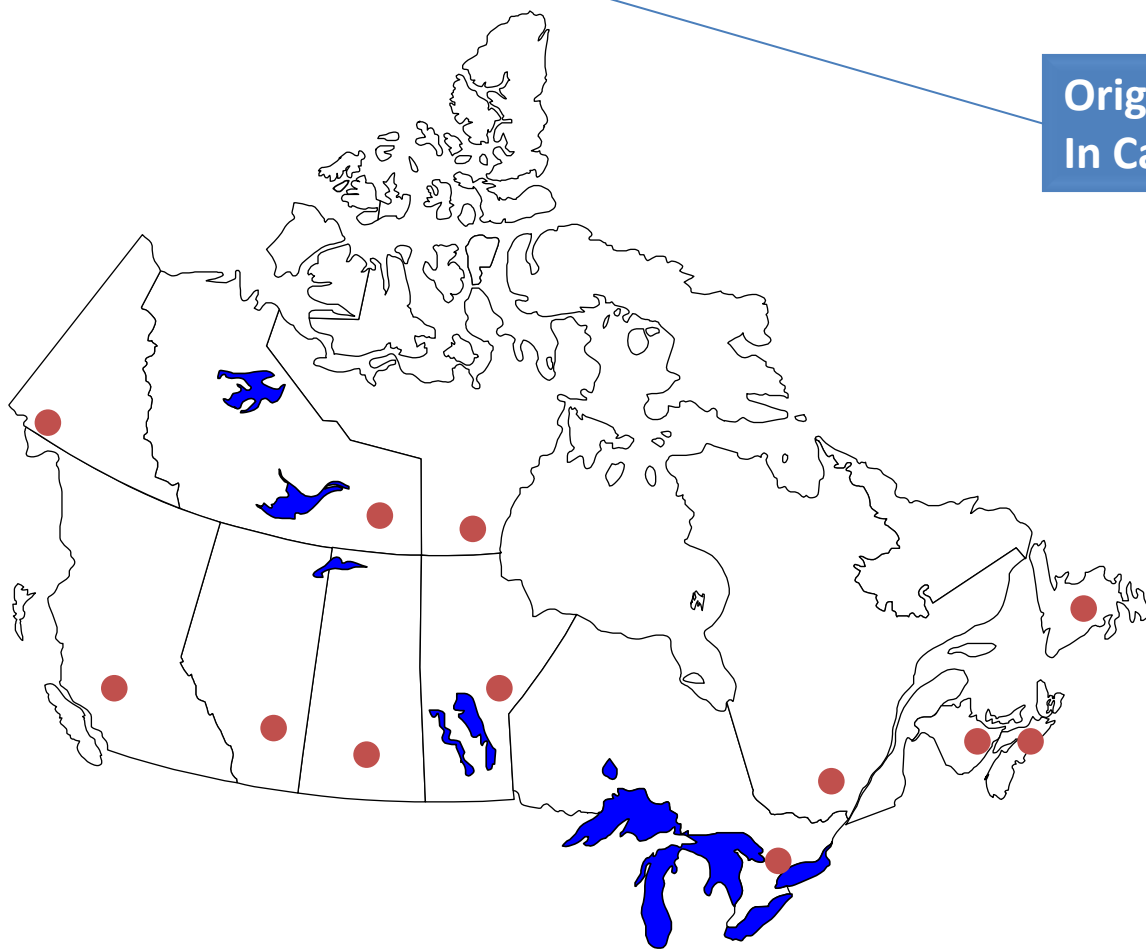
**Conclusion**

# **Evolution of Canadian Responsible Gaming**

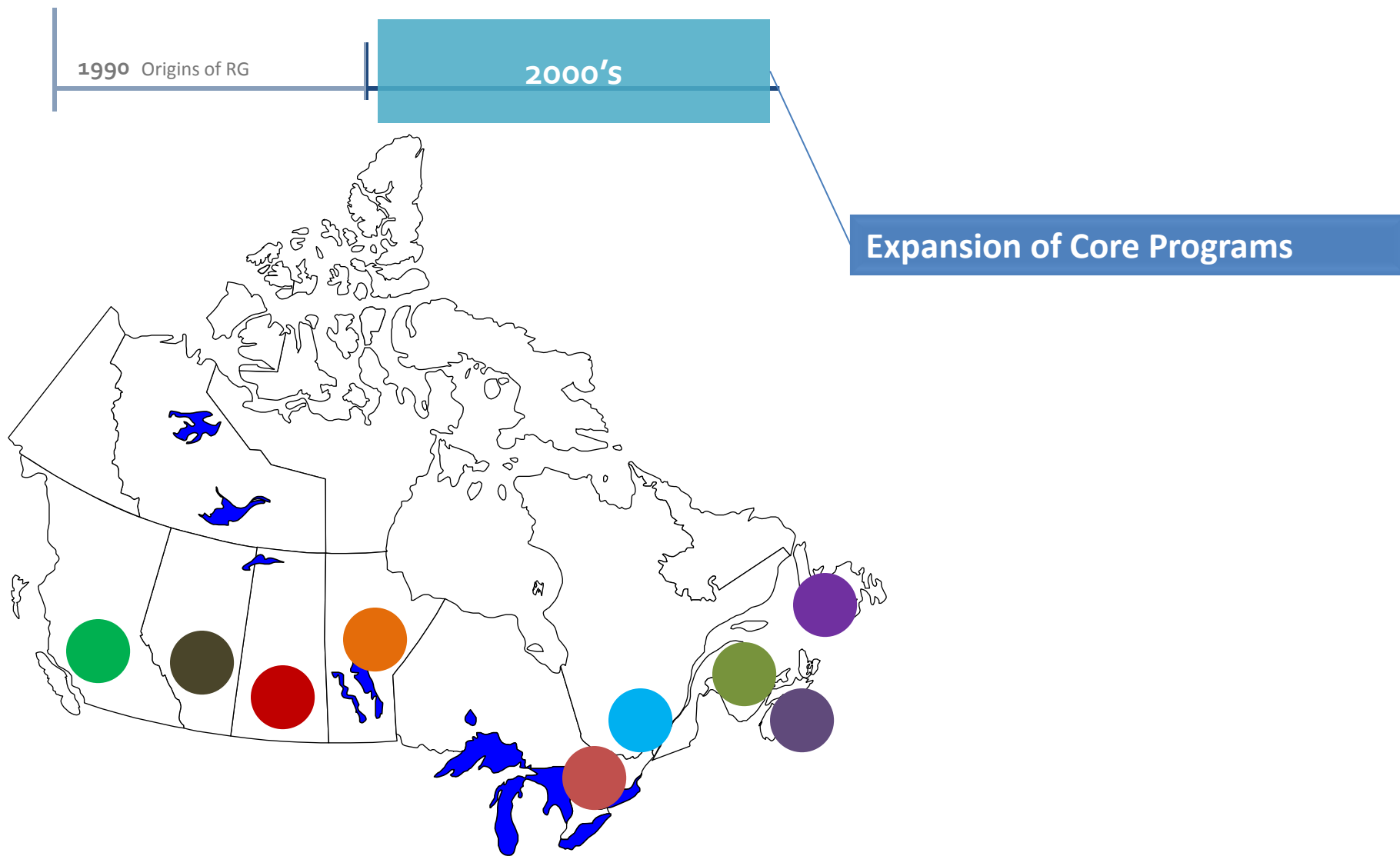
# Evolution of Canadian Responsible Gaming

1990's

Origins of Responsible Gaming  
In Canada



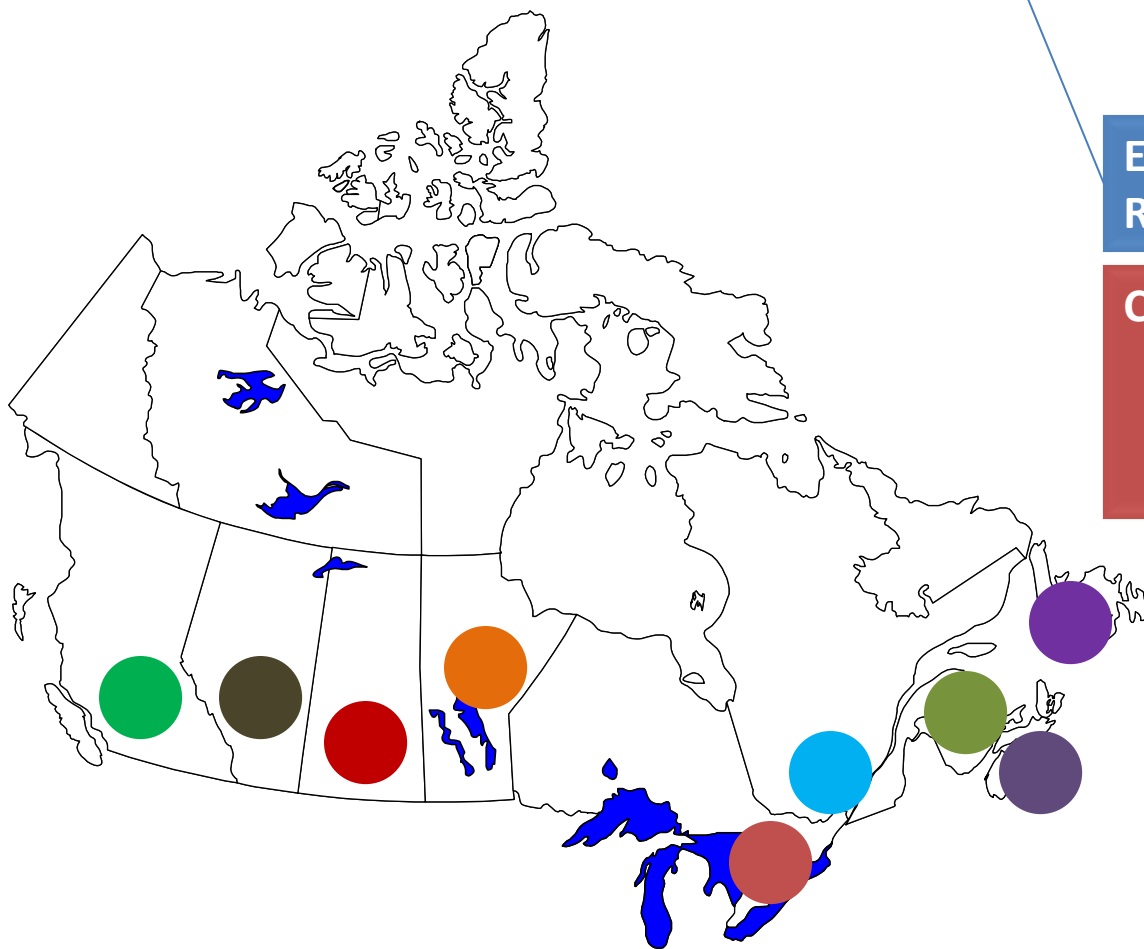
# Evolution of Canadian Responsible Gaming



# Evolution of Canadian Responsible Gaming

1980 Origins of RG

2000-2007



**Exponential Growth in Canadian RG**

**Challenges:**

- Duplication of effort
- Parallel Programs
- Re-inventing the wheel

# Evolution of Canadian Responsible Gaming

1980 Origins of RG

1990 Exponential Growth in RG

2008

*Discussions Begin –*  
**National Responsible Gaming Strategy**



**National Strategy...?**



# Agenda

**Evolution of Canadian Responsible Gaming**

**National RG Strategy & Group**

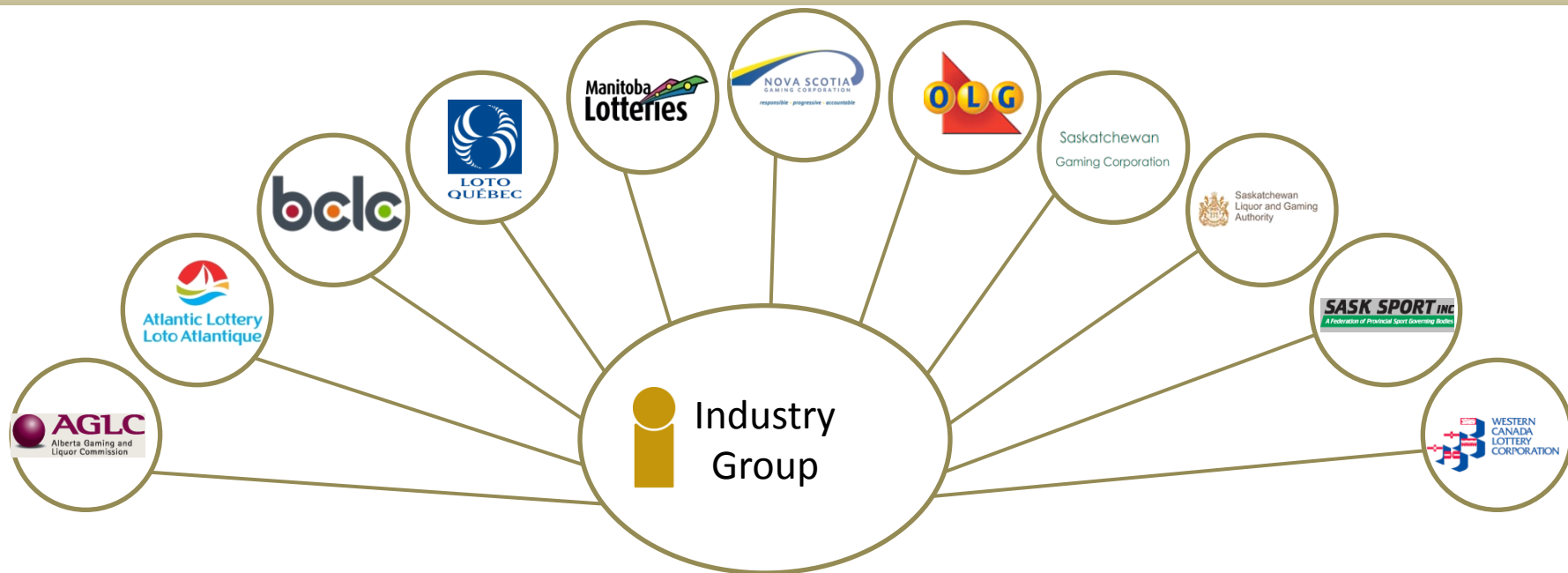
**Members & Benefits**

**Formation of ILC Responsible Gaming Group**

**The National Program & Standards**

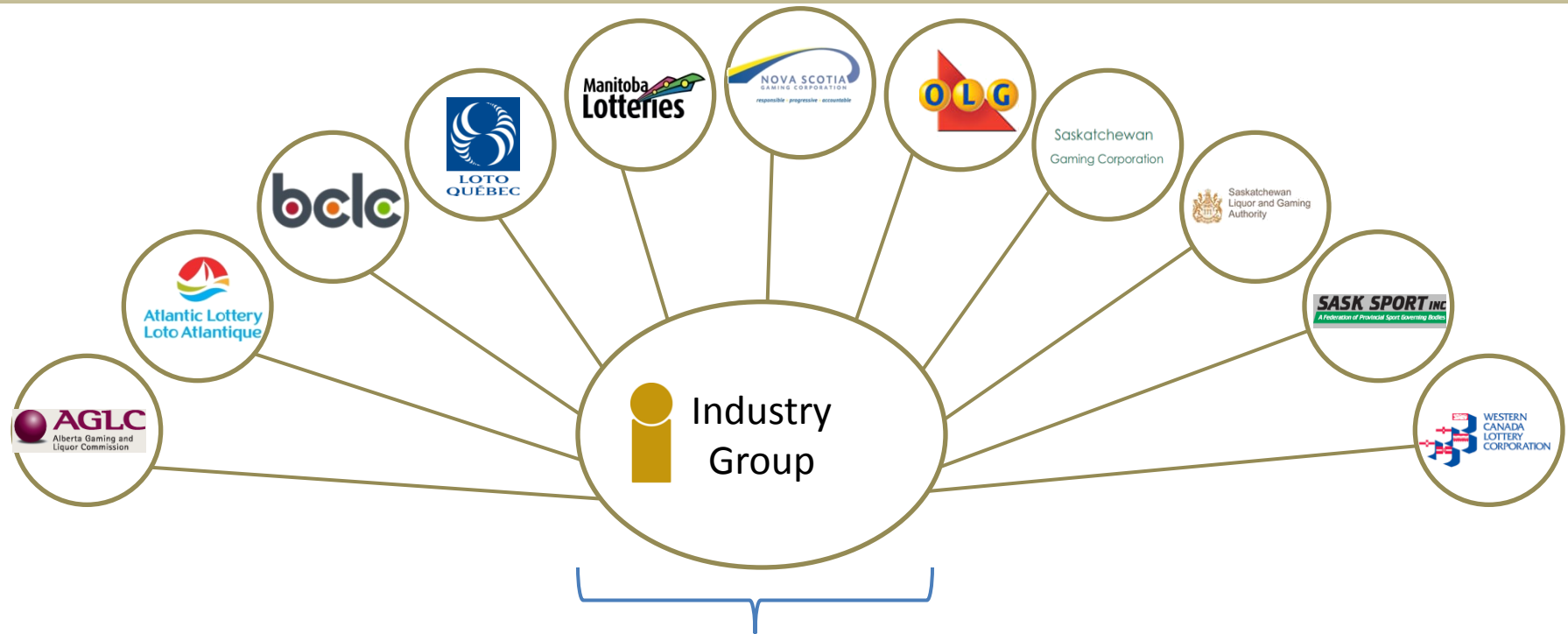
**Conclusion**

# Formal Industry Group: Members



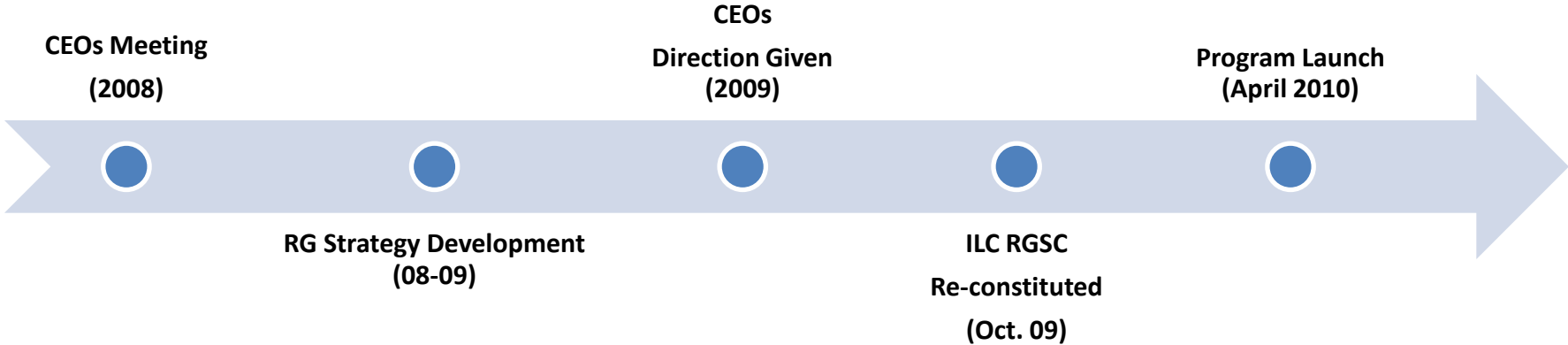
## Represented Operators

# Formal Industry Group: Benefits



- Benefits:**
- Expanded & Enriched Program
  - Economies of Scale
  - Higher production values
  - Leveraging of Skills/Knowledge
  - Develop Mindset for RG Best Practices

# National RG Strategy





# Agenda

**Evolution of Canadian Responsible Gaming**

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**Conclusion**

# National RG Program



# National RG Program



# Projects: Research



*Project:* \_\_\_\_\_ *Description:* \_\_\_\_\_ *Lead(s):* \_\_\_\_\_

## **Account Based Gaming Player Public Acceptance**

•Sharing current and future research with respect to public acceptance of technologies that involve the collection of data at the individual level including player aids such as player cards.



## **Social Economic Impact of Gaming (SEIG)**

•Liaising with the CCSA Social and Economic Impact of Gambling (SEIG) group to remain current of the developments, and to provide input as a group, as the SEIG group has planned.



## **VSE Effectiveness and Opportunities**

•Identifying RG opportunities for Canadian operators through a review of the current status and effectiveness of different Voluntary Self Exclusion program approaches.



## **RGIC Evaluation Methodologies & Approaches**

•Developing a common approach and methodology for an outcome-based program evaluation of Responsible Gaming Information Centres in order to ensure comparability of result.



## **VSE Brief Motivational Interviewing Project (OPGRC)**

•Participating in the testing by the Ontario Problem Gambling Research Centre of a brief RG motivational intervention (video) re VSE.





# Projects: Player & Public Communications

*Project:* \_\_\_\_\_ *Description:* \_\_\_\_\_ *Lead(s):* \_\_\_\_\_

## **RG Player-Public Communications: Core Content**

- Defining and developing common public and player education/information content and tools for RG programs and services.

- Desired outcome is to forge the existing separate but similar approaches into common, consistent suite of tools that would reflect best practices and current research.



## **Parent-Focused Youth Gambling Awareness**

- Developing consistent core communications messages and tools related to youth gambling that are focused on communicating with and raising the profile of youth gambling issues with player-parents.

- Will include developing a better understanding of how to engage with those player-parents in order to raise the level of interest and knowledge.





*Project:* \_\_\_\_\_ *Description:* \_\_\_\_\_ *Lead(s):* \_\_\_\_\_

## **Player Interaction – Intervention Training Core Elements**

•Developing the common core elements of an effective player interaction/intervention training program for the casino environment, including analyzing existing programs, reviewing various past evaluations, identifying best practices in Canada and internationally, and identifying new opportunities.



## **VLT Retailer Core Content and Ticket Lottery Training Core Content**

•Developing common core content for ticket lottery & (where applicable) VLT retailer training programs including analyzing existing programs, reviewing various past evaluations, identifying best practices in Canada and internationally, and identifying new opportunities.



# Projects: Program Development



*Project:* \_\_\_\_\_ *Description:* \_\_\_\_\_ *Lead(s):* \_\_\_\_\_

## **VSE Program Design: Core Elements & Program Design**

- Defining, developing and to the extent possible/practical implementing a common, core Voluntary Self Exclusion program design, including: consistent policies, practices, messages, communications tools, and monitoring/effectiveness measurement, etc.
- Note: This project would be informed by the results of the VSE effectiveness research project identified previously in the Research & Evaluation section.



## **RG Player Information Tools: Gap analysis & Core Elements**

- Liaising with the CCSA Social and Economic Impact of Gambling (SEIG) group to remain current of the developments, and to provide input as a group, as the SEIG group has planned.



## **Internet/Digital RG Policies**

- Identifying RG opportunities for Canadian operators through a review of the current status and effectiveness of different Voluntary Self Exclusion program approaches.



# National RG Standards

# National RG Program





# Agenda

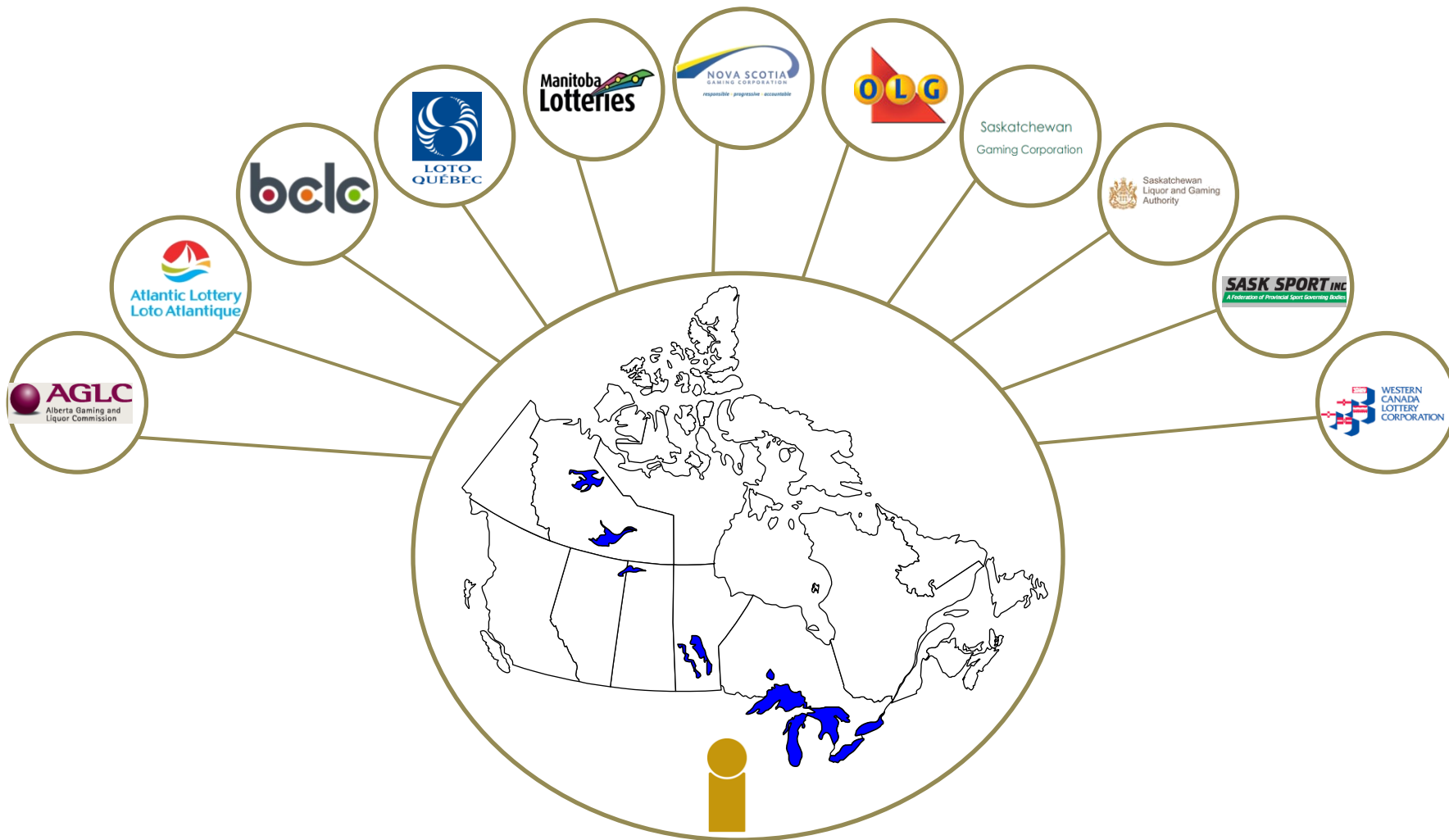
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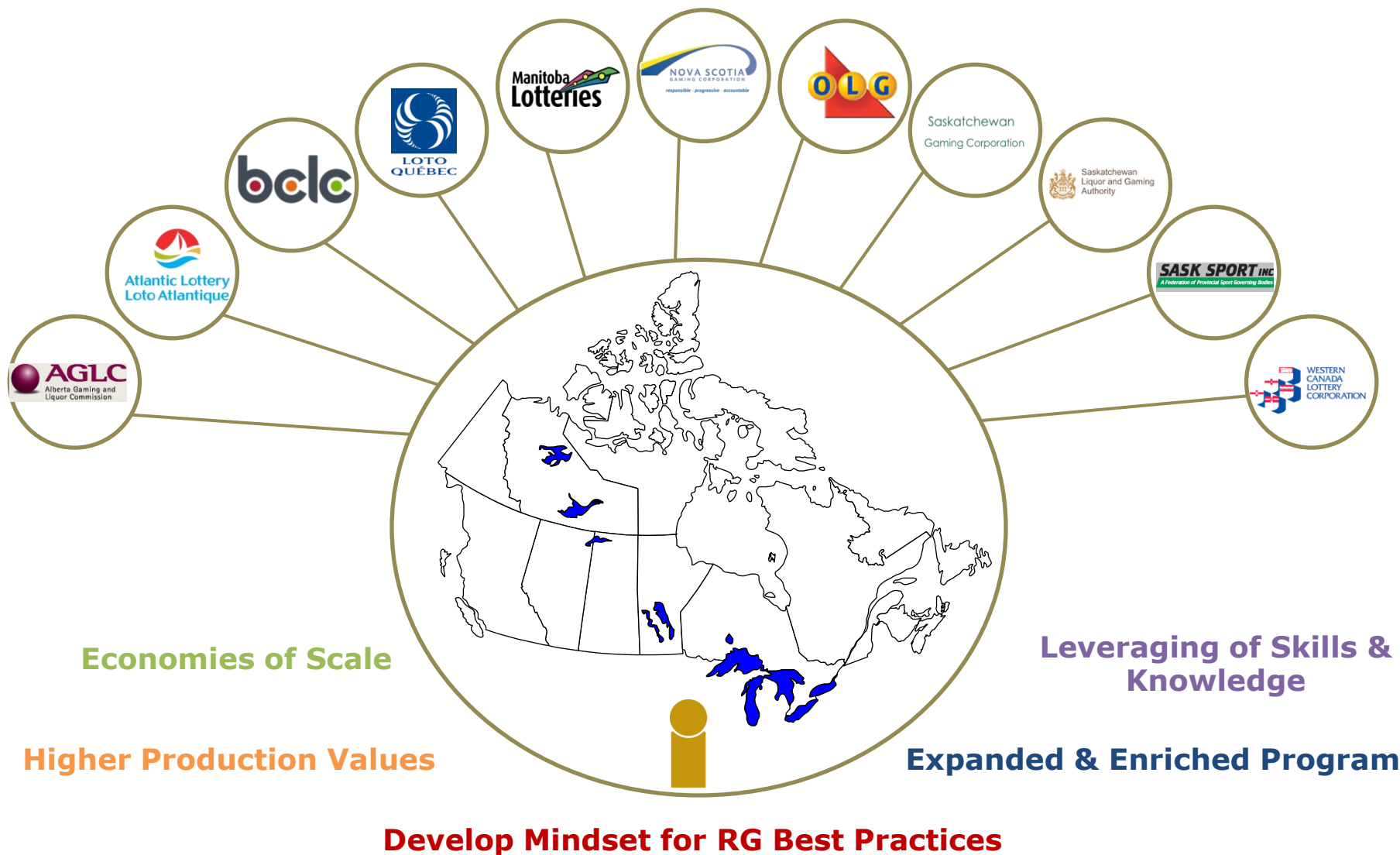
**The National Program & Standards**

**Conclusion**

# Responsible Gaming – has Evolved



# Responsible Gaming – has Evolved



# Thank You – Merci



Interprovincial Lottery Corporation  
La Société de la Loterie Interprovinciale



Saskatchewan Gaming Corporation



Saskatchewan  
Liquor and Gaming  
Authority



## Owning the RG Podium in Canada

Canadian Gaming Summit - Calgary, Alberta

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