

'10-11

ANNUAL REPORT



[Setting the Standard]



RESPONSIBLE
GAMBLING
COUNCIL

Responsible Gambling Council

The Responsible Gambling Council (RGC) is an independent, non-profit organization committed to problem gambling prevention. RGC designs and delivers highly effective awareness programs. Through the RGC Centre for the Advancement of Best Practices, the Council also promotes the identification and adoption of best practices in problem gambling prevention.

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Message from the Chair

For more than 25 years, the Responsible Gambling Council (RGC) has set the standard for excellence in responsible gambling initiatives and problem gambling prevention. In 2010-2011, RGC stepped up its commitment to standard setting with the release of its Responsible Gambling (RG) Index, a comprehensive set of standards for casinos and slots venues.

To bring the standards to life, RGC also launched the *RG Check* accreditation program, which places the spotlight squarely on consumer protection. In this way, we can ensure that people become aware of the risks related to gambling and reduce the risk that anyone will have a gambling problem in the future. 2010-2011 marked the first formal meeting of the *RG Check* panel, a group of individuals who have been selected for their integrity and commitment to high standards in social responsibility and public policy.

Looking back over the past four years as Chair, I am proud of RGC's accomplishments, which include developing innovative and engaging ways to capture the public's attention, expanding our Responsible Gaming Resource Centre (RGRC) to all OLG Slots and Casinos across Ontario and launching *RG Check*.

I would like to thank my fellow board members for their hard work during this last, very demanding year, which saw a major restructuring of the corporation. I would also like to acknowledge and thank the Ontario government, and governments across Canada, for the investment they have put into problem gambling prevention and for supporting the important work of RGC.



Terry Finn
Board Chair

A handwritten signature in dark ink that reads "Terry Finn". The signature is written in a cursive, flowing style.

Message from the CEO

Throughout its history, RGC has created prevention and awareness programs delivered to students on college and university campuses, to gamblers on site at gaming venues and to the general public through extensive TV and web campaigns. RGC focused on the potential or current gambler. In 2010-2011, with the creation of the RG Index of standards and the *RG Check* accreditation program, RGC looked at problem gambling prevention from another perspective: how gaming is provided. The standards acknowledge that it's not just about an informed gambler. The way gaming is provided can undoubtedly have an influence on whether someone gets into trouble or not.

RGC understands that awareness programs are a two-way street. People aren't actively seeking out responsible gambling tips, so we have to ask the question, "What is it that people want?" and customize the messaging in a way that attracts the audience. This understanding guided the development of our campaigns and programs in 2010-2011.

Another important influence on problem gambling prevention in 2010-2011 was technology. With online gambling, gaming apps and enhancements to electronic gaming machines, technology is impacting gambling in a major way. Technology must also be put to work in the field of responsible gambling, ensuring that safeguards are built in and that consumer protection is a priority.

But just as important as mass advertising and technology is direct contact with the public. In 2010-2011, RGC communicated directly with more than 300,000 people through visits to the RGRCs, *kts2* and *Within Limits* displays and website visits.

In 2010-2011, RGC also added self-exclusion to the Responsible Gaming Resource Centre role. This positive step is a valuable and logical extension to the service provided.

Underlying all of these developments this year, and every year, is a commitment to bringing together a wide range of perspectives to guide what we do and how we do it.

Jon Kelly, PhD.
CEO, Responsible Gambling Council



Programs and Social Marketing

RGC is a recognized leader in the creation of engaging and highly effective problem gambling prevention programs and social marketing campaigns. RGC has built a reputation on its drive to understand problem gambling and ways to reduce the risks, carefully formulating the content of its prevention messages and the strategies to deliver them.

All programs delivered in Ontario are funded by the Ministry of Health Promotion and Sport except where indicated. Please see individual programs for more information.

Prevention Programs

Responsible Gaming Resource Centre

The Responsible Gaming Resource Centre (RGRC), located on-site in OLG Slots and Casinos across Ontario, provides patrons with information on safer gambling practices, as well as assistance and local referrals for help with gambling-related problems. The RGRC is a bridge to problem gambling agencies and resources in the community.

There are two models: 19 self-serve RGRCs, supported by regular staff visits; and eight full-service RGRCs, with full-time staff, for a total of 27 locations. The RGRC delivers prevention messages to patrons through conversations with its professional staff, literature from partner organizations, interactive kiosk, website, digital signage, events and RGC-produced brochures available in 11 languages.

All RGRCs are independently operated and staffed by RGC, with OLG (Ontario Lottery and Gaming Corporation) providing space and funding.



RGRC [2010-2011]

- Introduced Enhanced Self-Exclusion service in all full-service locations, offering assistance and support to patrons who: request information about self-exclusion, need assistance with registration, have breached their contract or are being reinstated
- Introduced *It's Your Call*, a new educational tool for the *M.A.R.G.I.* interactive kiosk
- Interacted with more than 170,000 people online, in person, via *M.A.R.G.I.* interactive kiosk and through RGRC educational events including *Fact or Fiction*, *Inside Spin* (new this year), *Spotlight on the Games* and *Take a Break*



“ In Ontario alone, problem gambling affects one in 10 families and at least 331,000 individuals experience a moderate to severe problem with gambling. ”

Prevention Programs (continued)

***Within Limits* Problem Gambling Prevention Week**

One of Canada's largest problem gambling prevention programs, *Within Limits* is organized by RGC, in conjunction with local organizations across Ontario. With financial support from the Government of Ontario, Ministry of Health Promotion and Sport, it brings together stakeholders who want to reduce the risk of problem gambling, including local problem gambling agencies, governments and gaming providers.

Within Limits [2010-2011]

- Reached more than 1.7-million Ontario households through interactive awareness displays, local advertising and activities, news stories and informational inserts in community papers
- Created an estimated 18.6-million impressions through three 30-second radio spots, 8.2-million impressions through the web and 14-million impressions through 54 newspaper articles and 150 TV and PSA radio broadcast segments
- Interacted with more than 21,000 patrons at RGC-staffed displays
- Public awareness of *Within Limits* has almost doubled since the introduction of its weeklong format and *Check Your Blindspot* messaging (Source: Ipsos Reid survey)



“I believe that *Within Limits* is a fantastic program to help people understand problem gambling.”

Casino Patron

Prevention Programs (continued)

High School Projects

RGC sponsors an annual contest within Ontario's high school system that challenges students to use their creative talents in various mediums to raise awareness about the risks of teen gambling. Selected entries have been incorporated into RGC's youth drama program.

***Stand up to the Mic* Radio Ad Contest**

In Fall 2010, RGC challenged students to use their creativity and writing skills to create a 30 to 60-second radio ad to raise awareness about the risks of teen gambling. RGC awarded two scholarships:

1st place - \$1,000 scholarship: Jake Tryon,

H.B. Beal Secondary School, London, Ontario

2nd place - \$500 scholarship: Tristan Hernandez,

North Park Collegiate-Vocational School, Brantford, Ontario



Youth Drama Program

This interactive program, which features young actors and age-relevant messaging, has proven to be a powerful tool to communicate the risks of teen gambling. Since piloting the program in 2000, RGC youth dramas have reached more than 223,000 high school students.

82%

In the 2010-2011 school year, RGC launched *82%*, its sixth drama about youth gambling. *82%* explores the personal costs that face a first-year university student, and those around him, as he becomes more and more focused on his next bet. The dramatic performance is inspired by creative contributions by Ontario high school students and is followed by an interactive student debrief designed to reinforce the drama's messages. The title refers to a strategy that the lead character, Chris, mistakenly believes will help him win.

82% [2010-2011]

- Reached more than 9,815 students in Ontario
- Visited 32 schools in 22 communities

Did you know?

RGC's 2007 Teen Gambling in Ontario study found that:

- More than 10% of teens that reported playing poker said that they sometimes spent more money than they could afford



“You guys did an awesome job. It was interesting, entertaining and cool. Keep up the good work. I want to watch the play again that’s how good it was!”

Student, O’Gorman High School, Timmins

Prevention Programs (continued)

R U UP?

2010-2011 marked the return of *R U UP?*, RGC's fifth drama about youth gambling. This drama, which incorporates submissions from RGC's annual high school contest, poignantly explores some of the consequences facing a young adult when her gambling gets out of control.

R U UP? [2010-2011]

- Reached more than 5,885 students in New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador
- Visited 30 schools in 29 communities



In 2010-2011, *R U UP?* reached smaller communities like Churchill Falls, Labrador and Hermitage, Newfoundland

“Your team of five actors and sound crew were very professional and performed an excellent drama. The message was very clear and the audience appreciated the performance.”

Teacher, McAdam High School, New Brunswick

“More than one third of Ontario students gambled for money in the past year.”

Prevention Programs (continued)

kts2 (Know the Score)

kts2 is an interactive problem gambling awareness program targeting college and university students, both online and on campus. *kts2* looks at the real chances of winning and losing, highlights signs of problem gambling, shares local problem gambling services and suggests ways to keep gambling safer. Since piloting the program in 2002, *kts2* has been delivered 404 times to more than 285,604 students in Ontario, British Columbia, Manitoba, Newfoundland and Labrador, New Brunswick, Nova Scotia, Prince Edward Island, Saskatchewan and New York State.

kts2 [2010-2011]

- Interacted with 24,119 students in Ontario, Newfoundland and Labrador, New Brunswick, Nova Scotia, and Prince Edward Island—online and in person
- Increased focus on extending social media to reach college and university students via kts2.ca and mj2.ca, *kts2* Facebook page, texting and email blasts
- 400% increase in online participants
- 43 on-campus visits
- Introduced iPad giveaway contest to increase student involvement in gambling-related quiz



In Ontario, 6.9% of young adults aged 18-24, have moderate to severe gambling problems, which is more than double the provincial average.



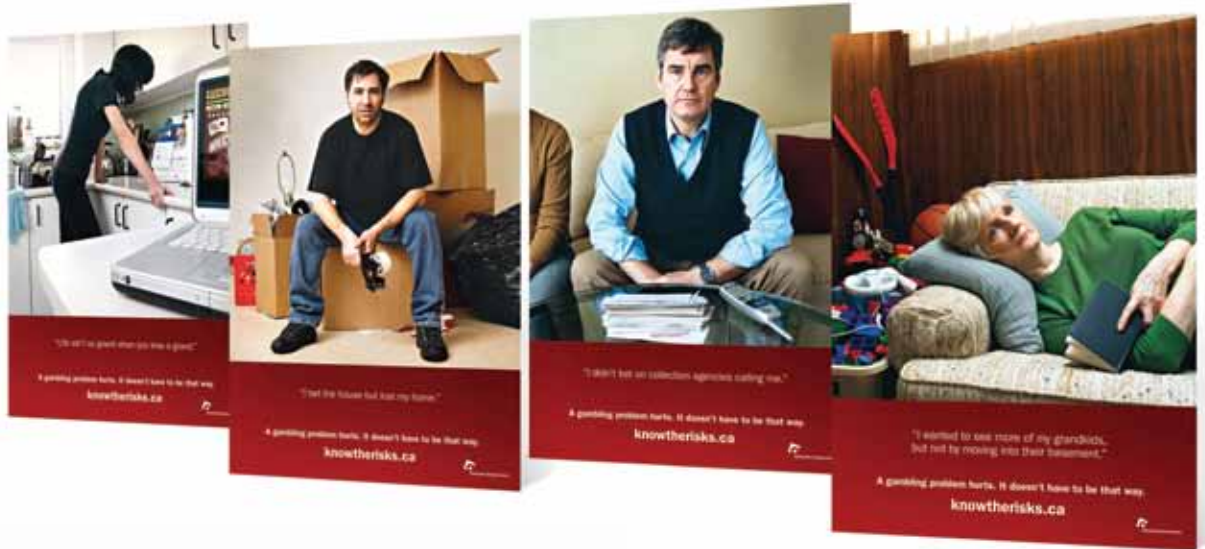
Social Marketing Campaigns

Know the Risks

2010-2011 saw the return of *Know the Risks*, a social marketing campaign targeting mature adults. The campaign used mass media to highlight the potential consequences of a gambling problem and knowtherisks.ca to provide tips on how to prevent a problem from developing. Campaign advertising included four different 15-second TV spots, online advertising, out of home advertising (transit shelters) and print ads in targeted publications.

Know the Risks [2010-2011]

- Reached +90% of the target on +20 occasions
- Total number of impressions exceeded 251,017,404
- Knowtherisks.ca received more than 10,250 visits during the campaign period
- Increased reach of messaging when campaign was adapted by National Responsible Gambling Programme for the South African market (scheduled to be released in August 2011)



RGC's *Know the Risks* campaign was adapted by the National Responsible Gambling Programme for the South African market.

Responsible Gambling Standards and Accreditation

RG Check

RG Check is an accreditation program created by RGC based on its Responsible Gambling Index (RG Index), a set of eight standards by which slots venues and casinos are measured. The standards provide objective and independent benchmarks for the content, quality and breadth of responsible gambling programs designed and delivered by gaming companies, providing a high standard of consumer protection.



Providing responsible gambling standards
for industry leaders.

RG Check accredits individual venues, acknowledging the importance of examining the actual locations where players experience responsible gambling programs. The final decision to accredit specific venues is made by Accreditation Boards, with reference to the standards in the RG Index and the reports and recommendations of *RG Check* staff. The boards are composed of three members chosen from the five-member Accreditation Panel, a roster of prestigious individuals who have been selected for their integrity and commitment to high standards in social responsibility and public policy.

RG Check [2010-2011]

- Launched program and website February 2011, receiving national media coverage
- Established *RG Check* corporation
- Met with representatives from gaming venues from multiple jurisdictions across Canada, generating serious interest in the program

RG Check Accreditation Panel Members

Stanley Sadinsky, QC (Chair)

- Professor Emeritus, Faculty of Law, Queen's University
- Former Chair of the Ontario Racing Commission and OLG

David A Korn, MD

- Assistant Professor, Dalla Lana School of Public Health, University of Toronto
- Holds an affiliate position at Harvard Medical school, with a focus in the area of gambling
- Former Chief Medical Officer for Ontario

George L Morfitt, FCA

- Adjunct Professor, University of Victoria
- Former Auditor General of British Columbia

Dan Perrins

- Executive in Residence and Senior Policy Fellow at the Johnson-Shoyama Graduate School of Public Policy, University of Regina
- Former Deputy Minister to the Premier and Head of the Public Service, Government of Saskatchewan

Jane Purves

- News Analyst, CBC
- Former Minister of Health and Minister of Education for the Province of Nova Scotia



“Gamblers usually lose. Just over 10% of Ontario adults disagreed with this true statement.”



Events

Since its inception, RGC has provided an international platform to explore, examine and discuss issues related to problem gambling prevention.

Discovery Conference

Every year, the Discovery Conference brings together people who are committed to problem gambling prevention, treatment, research and policy analysis. *Discovery 2010* was held in Toronto, from April 13 to 16.

Discovery [2010]

- Welcomed speakers such as Mark Laver, Associate Vice-President, Ipsos Reid (*'Social Media and Other Internet Trends: How They are Shaping Our World'*), Dr. Jerome Wakefield (*'Conceptualizing Problem Gambling: Cautionary Lessons from the Over-Pathologization of Depression'*) and Dr. Lia Nower (*'Differences in Attitudes to Money Among Recreational and Problem Gamblers'*)
- Featured presentations such as *'Payday Loans/Bookies/Bankruptcies - Looking for Prevention and Early Intervention Opportunities Before the Crisis Hits'*, *'Poker - Is It Really a Game of Skill?'* and *'Gambling and the Aboriginal Experience - Has It Helped or Hurt?'*
- Offered participants an inside look at a very large 'back room' at a focus group of regular traders in *'A Moving Target? Where is the Line Between Investing and Gambling?'*



RGC Centre for the Advancement of Best Practices

The RGC Centre for the Advancement of Best Practices, a division of the Responsible Gambling Council, promotes the identification and adoption of best practices to reduce the incidence of problem gambling. The Centre undertakes independent research and analysis of best practices in responsible gambling, prevention and risk reduction measures.

The Centre's research is designed to support decision-makers in the pursuit of workable measures to reduce problem gambling. It also informs the direction and rollout of RGC programs and social marketing campaigns, providing valuable information about how to best connect with the target for each program.

RGC Centre for the Advancement of Best Practices 2010-2011

Provided Organizational Support and Consultation

The Centre continued to provide reviews, analyses and advice for responsible gaming initiatives and strategies to gaming providers and governments.

Provided Analysis, Research and Evaluation

A central role of the Centre is ongoing analysis of emerging responsible gambling issues, conducting commissioned research and the evaluation of prevention programs. The Centre completed evaluations of RGC prevention programs, including a longitudinal study of the Responsible Gaming Resource Centre and its full-serve and self-serve models. The Centre also provided a number of its key stakeholders with RG-related analysis and evaluation in various areas such as advertising, self exclusion, lottery products, staff training and policy development. This includes an assessment of the 'My Play' marketing strategy for Nova Scotia Gaming Corporation, which is a part of a larger, on-going, longitudinal evaluation that the Centre is conducting on the impact of 'My Play' on video lottery activity in Nova Scotia.

Initiated first phase of 2011 Insight Project

The Insight Projects examine key issues in detail, bringing together problem gambling specialists, gaming providers, researchers and people with firsthand experience of gambling problems to seek a shared understanding and solutions to gambling-related problems.

Informed Decision Making

Insight 2011 examines best practices for gaming providers in responding to patrons who exhibit signs that they may have a gambling problem.

Insight 2011 will collect information from multiple sources: literature review, stakeholder training and procedures review, interviews with key informants, focus groups and Insight Forum.

The logo for the Insight Project, featuring the word "Insight" in a bold, red, sans-serif font. The letter "i" is lowercase and has a red arc above it that extends to the right, underlining the word.

Information

RGC's information programs provide a valuable service to a diverse audience by offering reliable and timely responses to information requests, disseminating leading edge information, promoting the exchange of ideas through presentations and workshops and making resource information easily available for diverse groups across the province.

RGC Website

The RGC website provides visitors with access to the latest information about responsible gambling and problem gambling, including: tips to keep gambling safer, contact information for treatment centres in Canada and around the world, information about RGC programs and services and recent research from RGC and other organizations.

RGC Website [2010-2011]

- Reached 175 countries and territories
- More than 86,220 visits to the site and more than 208,000 page views from over 51,000 individuals across the globe
- Almost 3,000 visits to RGC's e-Library, which contains a comprehensive collection of problem gambling and responsible gambling resources with over 15,000 news articles, research papers, reports and links



NewsScan

NewsScan is a free, weekly electronic publication distributed by RGC, featuring recent news, new research, calls for papers, grant proposals, RFPs, award nominations and upcoming events related to problem gambling and responsible gambling.

NewsScan [2010-2011]

- *NewsScan* had more than 1,300 subscribers from around the world, including researchers, practitioners and policy makers from health, academic and government backgrounds
- The *NewsScan* web page on RGC's main website received more than 1,370 visits

Canadian Gambling Digest

The *Canadian Gambling Digest* is an annual summary of statistics related to gambling in each of the 10 Canadian provinces. In 2010-2011, RGC released the eighth digest on behalf of the Canadian Partnership for Responsible Gambling (CPRG)—a collaboration of non-profit organizations, gaming providers and gaming regulators working together to find and promote effective ways to reduce the risk of problem gambling. For the most recent digest, visit www.cprg.ca.

“On average, gamblers without problems spend 1.5% of their personal income on gambling. People with severe gambling problems spend 21% of their personal income.”

Financial Summary

The Responsible Gambling Council (RGC) operates under the legal authority of two corporations, both of which are non-profit. The Responsible Gambling Council (Ontario) is the legal entity that delivers Ontario programs and services. The Responsible Gambling Council of Canada (RGCC) is the legal entity for all programs and services of the Council outside of Canada, as well as research and evaluation activities in all jurisdictions. In practice, the name Responsible Gambling Council is used as an umbrella term for all Council activities.

Base funding and funding for *Within Limits* and social marketing provided by the Ontario government, Ministry of Health Promotion and Sport. Funding for the RGRC is provided by OLG (Ontario Lottery and Gaming Corporation).

Responsible Gambling Council (Ontario)

Revenue 2010-2011

For the year ended March 31, 2011

Ontario - base funding	1,776,500
Ontario - <i>Within Limits</i> and social marketing	3,298,000
RGRC funding	3,291,000
Other revenue*	173,215
Total	\$ 8,538,715

Responsible Gambling Council of Canada

Revenue 2010-2011

For the year ended March 31, 2011

Prevention programs and products	\$ 1,186,975
Total	\$ 1,186,975

*Other revenue includes net figures from the following sources: revenue from resource kits, conference, contributions and projects.

Board of Directors & Senior Management

The Responsible Gambling Council has two separate Board of Directors—one for the Responsible Gambling Council (Ontario) and one for the Responsible Gambling Council of Canada. Both meet five times a year. Board membership includes those with business backgrounds, treatment and research specialists, gaming providers and individuals with firsthand experience of gambling problems. In 2010-2011, Terry Finn served his fourth year as Chair of both boards.

Responsible Gambling Council (Ontario)

Prasan Balappa

Constable - Combined Forces Special Enforcement Royal Canadian Mounted Police

Terry Finn CHAIR

Senior Account Manager
The Computer Media Group

Jane Holmes

VP Corporate Affairs
Woodbine Entertainment Group

Michael Hunter

Professor - School of Hospitality and Tourism Ryerson University

Tim Hurson

President
Tim Hurson Enterprises

Robin MacArthur

Advisor, Policy and Strategic Planning
First Nations and Inuit Health Branch
Health Canada

David McBride

Former Senior Policy Advisor
Government of Ontario

Larry Moodie

Detective Inspector
Private Practice

Susan Olynik

Manitoba Lotteries Corporation
Vice President, Communications
& Public Affairs

Terri St. Onge

Senior Manager - Risk Based
Supervision Credit Union Deposit
Guarantee Corporation

Lisa Panetta

Clinical Supervisor
Community Addiction
Services - Niagara

Howard Shearer

President & CEO
Hitachi (Canada) Ltd.

George Sweny

Executive Lead, Centre of Gaming
Excellence Alcohol and Gaming
Commission of Ontario

Responsible Gambling Council of Canada

Prasan Balappa

Constable - Combined Forces Special Enforcement Royal Canadian Mounted Police

Terry Finn CHAIR

Senior Account Manager
The Computer Media Group

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George Sweny

Executive Lead, Centre of Gaming
Excellence Alcohol and Gaming
Commission of Ontario

Senior Management

Dr. Jon Kelly

Chief Executive Officer

Paula Antoniazzi

Program Director

Laurie Bell

Director of Prevention Programs

Kevin Noel

Operations Director

Dr. Jamie Wiebe

Director, RGC Centre for the
Advancement of Best Practices

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For information about any of our programs or services, please visit www.responsiblegambling.org



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