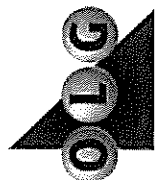


Item 1

OLG Responsible Gambling Strategy: Presentation to the City of Vaughan

January 22, 2013

c2
Communication
CW(W3) Jan 22/13
Item: _____



Responsible Gambling in Ontario

OLG POSITION

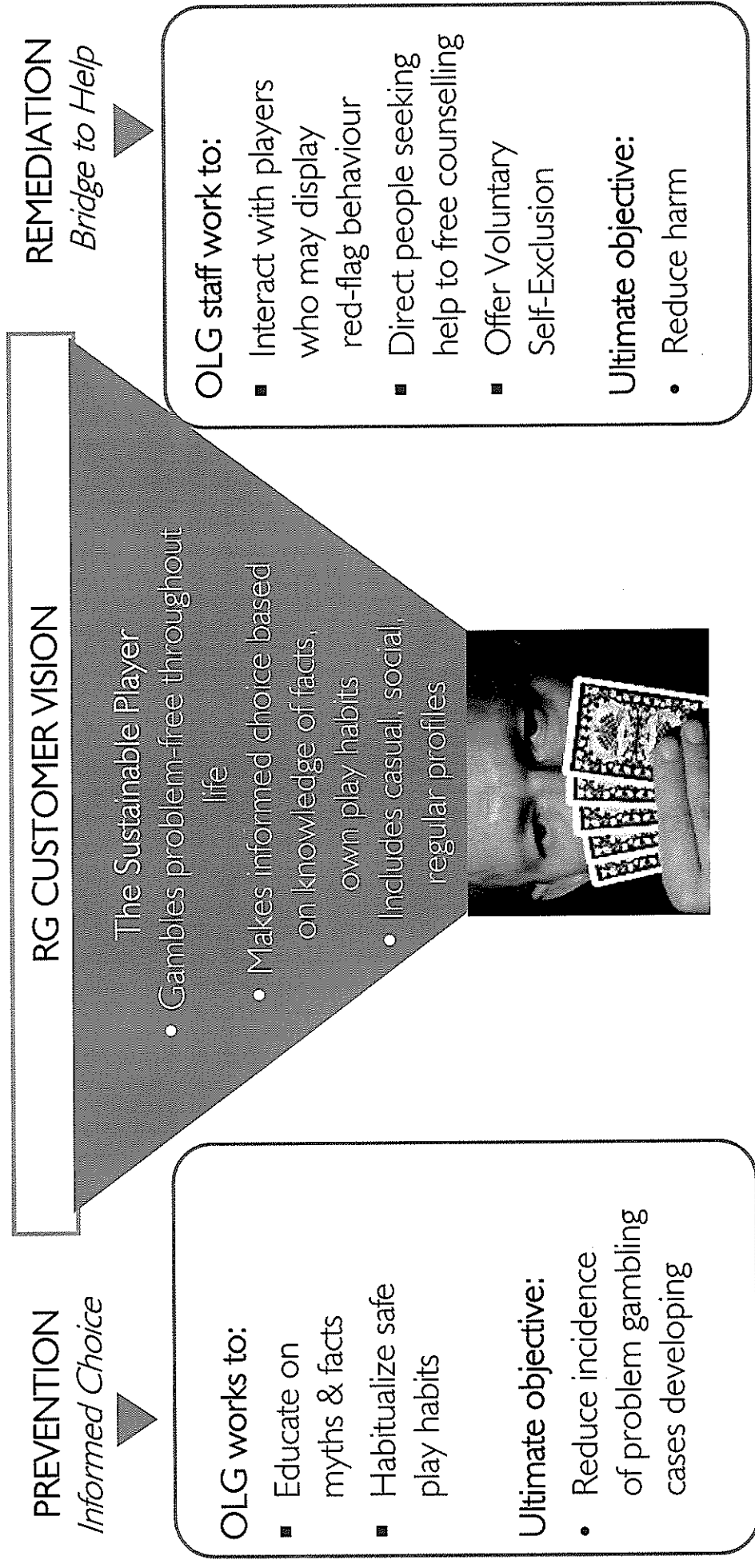
We don't want problem gamblers playing our games - Responsible Gaming is a top business priority

Responsible Gambling (RG) has grown up dramatically since gambling expansion of 1990s:

- Ontario has one of best Responsible Gambling structures in the world
- OLG's role is now well defined, strong supports are part of the plan.
- OLG designs and delivers RG program with independent agencies
- No new forms of gambling are being introduced, and Ontario's population is experienced with lottery and slots/casino gambling:
 - Dramatic increase in problem gambling cases are unlikely – this would not be anticipated if, for example, VLTs in hospitality environments were being introduced

OLG Strategy: Integrate Responsible Gambling into Business Model

Operator's role is defined by points of contact with players: staff interactions, marketing, data



Managing Risk of Social Costs – Current & Future Requirements

Training and RG Culture of Care

- OLG provides training on how to identify red-flag behaviours and is supported by reinforcement actions such as RG leaders and teams at all sites, and support from RG Resource Centre staff at casinos
- The World Lottery Association has awarded OLG its highest certification for RG, and included OLG's employee training program as part of Responsible Gaming Framework's global best practices

Technology

- OLG is building in precommitment tools into the gambling experience: time and money limits for online gambling, and the slot machine of the future, supported by a data analytics program
- Facial recognition technology is implemented at all OLG sites to effectively identify self-excluders

Support Services

- RG Resource Centres are available at all OLG gaming sites; Addictions counseling services are available in every casino site community
- *Off-Site Self-Exclusion* support, allows people to enroll at a treatment centre other than an OLG gaming facility

Informed Choice

- OLG has increased awareness and knowledge by directly educating gamblers on risks, safe play and where to get help
- 117,664 patrons used interactive learning tools, while 158,376 visited RGRCs for information or event participation in 2011-12

Standards

- OLG will follow AGCO regulations to ensure gaming is conducted responsibly.
- OLG sites will adhere to "RG Check", an accredited program assessing venues on eight standards.
- OLG attained the highest level of accreditation by the WLA for its RG program

OLG and Responsible Gambling in the GTA

Toronto Public Health Report – *The Health Impacts of Gambling Expansion*

- Examined the prevalence of problem gambling rates in the Greater Toronto Area, the health-related impacts of gambling and offered recommendations to mitigate risks associated with gambling.

Recommendations

Limit gambling availability by:

- limiting the number of gambling venues
- restricting the number of electronic gaming machines (EGMs) and features that promote false beliefs
- situating gambling venues away from vulnerable communities
- reducing casino hours of operation

Implement harm reduction measures by:

- strengthening self-exclusion programs
- eliminating casino loyalty programs and access to casino credit and holding accounts
- prohibiting ATMs on gaming floor; reducing maximum bet size and mandating a daily loss maximum
- prohibiting alcohol service on gaming floor

Provide access to gambling data by:

- issuing monthly individual patron statements
- implementing a mandatory play card system

OLG and Responsible Gambling in the GTA

OLG's Current RG Program

- Lowest number of EGMs per 100,000 adults in Canada
- Slot machine features are regulated by the Alcohol and Gaming Commission of Ontario (AGCO)
- RG messages on slot machines with a "stop" button
- Eight OLG sites close for up to six hours; 16 sites are 24-hours; Clocks are present on gaming floors
- OLG's Fatigue Impairment Policy allows gaming staff to trespass players demonstrating signs of fatigue
- Employee training on recognizing and responding to red flag behaviours
- Real-time alerts, facial recognition technology, and off-site self-exclusion registration support Self-Exclusion program
- Gaming sites adhere to Ontario's liquor laws; all gaming staff are Smart Serve certified
- Winner's Circle members' past year's carded slot play history is available online

OLG's Consideration for Future RG Program

- Location of venues determined by market demand
- Slot machines will have time and money limits, supported by data analytics to track play behaviour
- A business case for operating 24-hours will be required through OLG's Request for Proposal (RFP)
- Innovative solutions to floor design including location of ATMs will be required through OLG's RFP
- Creation of a video that motivates self-excluders to seek gambling treatment
- Implementation of mandatory reinstatement tutorials for self-excluders wanting to return to gambling
- Exploration of ways to expand reports and improve access to players' play history

Considerations for Local Support Services

- More data is required to definitively understand the precise impact on problem gambling caseloads that would result from a potential new casino
- Caseloads province-wide for treatment range 5,910 to 6,132 over last 3 years

Agencies working on problem gambling should look to verify the following:

- Since slot/casino style gambling has been in GTA for over a decade, how specifically will caseload demand for counseling services change if new location built?
- Where should new treatment offices be located? How does this impact existing services?
- OLG works to integrate its Responsible Gambling program with allied services offered in the community. For example, Self-Exclusion registration and support now occurs at over 20 gambling treatment offices and credit counselors across the province. RG centre staff (from RG Council) have procedures for referring patrons seeking help to local treatment providers.
- What other opportunities should be pursued?

Questions and Answers

