

Corporate Social Responsibility

Best Practices

*Lessons Learned From Casino-Based
Responsible Gambling Programs*

Kevin Gass
Vice President,

Corporate Communications and Marketing



*British Columbia
Lottery Corporation*

British Columbia Lottery Corporation

- 18 Casinos
- 10 Community Gaming Centres
- 16 Bingo Halls
- 4,300 Lottery Retail Outlets
- 80,000+ E-Gaming Players

Responsible Gambling Strategy

The Province's Responsible Gambling Strategy, established in 2003, aims to:

- Reduce the incidence of problem gambling
- Reduce the harmful impacts of excessive gambling
- Ensure delivery of gambling in a manner that encourages responsible gambling and healthy choices

Responsible Gambling at Gaming Facilities



Responsible Gambling Awareness



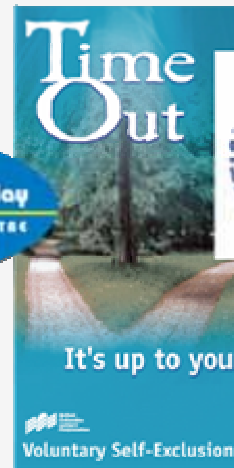
Know your limit, play within it.



BC Partnership for Responsible Gambling

- 10 Municipalities
- 6 Casino and Bingo Companies
- Province of British Columbia
- BCLC

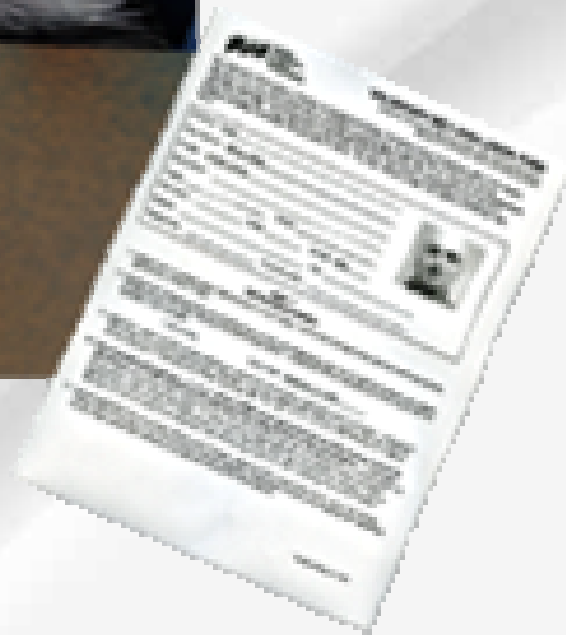
Player Education & Information



Industry Training



Voluntary Self-Exclusion



Problem Gambling Treatment



Assessment

- Prevalence tracking
- Socio-economic Impact Study
- Program Evaluation
 - Voluntary Self Exclusion

Facility-based Gaming vs Lottery Gaming



Gambling Prevalence Rates in BC

- 4.6% of all gamblers in BC are at risk for Problem Gambling

At risk rates among past year gamblers of:

- Sports lottery – 12.9%
- Bingo – 10.9%
- Horseracing – 10.4%
- Casino – 8.8%
- Lottery – 5.8%

Retail Responsible Gambling Awareness



Retail Responsible Gambling Awareness



Appropriate Response Training

- ***Responsible Retailing*** – Responsible retailers must care about all customers, not only those who participate without problems, but also those who may have impaired control.
- ***Respect and Respond*** – An adult has the right to make their own choices. Be prepared to respond quickly and appropriately.
- ***Informed Choice*** – Relevant information about games, associated risks and risk management strategies should be readily available for all customers.

Responsible Gambling Initiatives in Facilities and at Retail

		Facility	Retail
Public	RG in Advertising	✓	✓
Community	BC Partnership for RG	✓	✗
Facility Staff	Training	✓	✓
Player			
- Education	RG Info & RG Centres	✓	✓
- Intervention	Voluntary Self Exclusion	✓	✗
- Treatment	Confidential Counselling	✓	✓
Assessment	Research Gambling Impacts And Program Effectiveness	✓	✗

Key Learning

Assume you are at risk for problem gambling with your products.