



# *RG – What's Next*

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The gambling industry in Ontario is diversifying and growing, including c-gaming. RG is a high priority and must evolve as well in order to achieve sustainable play and positive play, for all players, on all gambling channels.



# Changes in the Industry



**iGaming & sports betting 47 operators & 70+ sites**



**The majority of cGaming sites in Ontario have EGMs onsite, some operators are now offering online gambling**



**Expansion of lottery offerings**



**Casinos continue to modernize by expanding offerings both in gaming and non-gaming amenities to attract new customers and offer existing customers different experiences.**

# Putting Player Health First.

A commitment to the well-being of players, communities and long-term sustainability.

- Comprehensive RG Policy
- Staff training & education
- Player programming/communications: Positive Play Messages; Limit Setting; Player Tools; Self-Exclusion
- Age verification
- Marketing & advertising
- Analysis and use of player data
- Collaborate with stakeholders: gambling support services; financial counselling; PlaySmart Centre; RGC
- Continuous improvement & research/innovation
- Accountability: external audits; accreditation and evaluation



# RGC responses to growth and diversification of gambling

- Our goals and aspirations – RGC’s Mission, Vision & Values and Strategic Priorities
- Increase in RG campaigns on traditional and social media
- Community outreach: ethno-cultural and Indigenous relationship building & culturally sensitive messaging, market research to understand the current situation
- Increased focus on providing RG information to youth and young adults
- Research focused on marketing & advertising, digital health, ethno-cultural messaging, etc.
- RG Check for iGaming operators, in addition to land-based accreditation





# Enhancing PlaySmart Centre Services

## Hours of Operation

Expanded hours of operation &/or new PlaySmart Centers in some casinos

## Training

Staff training & development in land-based gambling, igaming, sports betting and gambling on multiple channels

## New Initiatives

Enhancing our support to the My PlayBreak program with the introduction of Check-in Call services

## New Platform

Virtual PlaySmart Centre is coming soon

*Thank You*



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