

RESPONSIBLE GAMBLING

◆◆ Progress Report 2014-15

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Player Education and Support

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2015-16
<p>Responsible Gambling (RG) Educational Marketing Promotion</p> <p>The <i>It Pays to Know</i> Responsible Gambling educational marketing campaign asks trivia questions specific to respondents' primary form of gambling. The campaign is designed to increase player awareness of key RG principles and influence player behavior. It is available across all lines of OLG's business.</p>	<p><i>Complete</i></p>	<p>Attracted 38,000 individuals, across 11 slots and casinos, and one resort venue in Ontario. Added over 6,000 new participants to the RG email database.</p> <p>Revised script and questions to be more customer-relevant and improve turn-around time for each participant.</p>	<p>Continue to expand reach of RG promotion.</p> <p>Recruit RG database members for player education research.</p>
<p>Ethno-Cultural Marketing Campaign</p> <p>OLG aims to expand its non-English RG educational efforts by offering new culturally-relevant initiatives and materials for specific ethno-cultural communities.</p>	<p><i>Complete</i></p>	<p>Developed a culturally relevant and meaningful Chinese marketing campaign and support materials designed to reach the Chinese community.</p>	<p>Launch a Chinese RG awareness campaign including an RG page on chinese.olg.ca and media campaign including print, radio, and online.</p> <p>Plan development of additional ethno-cultural campaigns.</p>
<p>New Re-brand of OLG's Responsible Gambling Program</p> <p>OLG plans to reconceive and rebrand its player education offering, to broaden the scope of messaging to a wider range of players. For example, in addition to delivering RG messages to existing casual, serious or 'at-risk' players, we will cover the entire player spectrum including; new or infrequent gamblers, serious gamblers, and problem or pathological gamblers.</p> <p>Customers will receive more relevant, focused communications that engage with them and their specific interests and needs wherever they are within the player spectrum.</p>	<p><i>Complete</i></p>	<p>Developed new Player Education RG platform across OLG.</p> <p>Developed brand positioning, communication matrix and educational content and messaging.</p> <p>RG platform will reach customers on their terms throughout their experience with OLG products, in alignment with the new Player Education RG brand and tone.</p>	<p>Launch new Player Education RG platform across OLG, including:</p> <ul style="list-style-type: none"> • Public and player awareness media campaigns • Limit and time setting tools within slot machines • New website, PlaySmart.ca • New social media channels • New digital signage content • New POS on site <p>Create a database of educational RG messages and articles that can supply communications channels for RG and all of OLG's lines of business.</p> <p>Integrate and update brand and logo across OLG products and offerings.</p>

<p>Responsible Gambling Educational Database</p> <p>The RG team has built an educational database to reinforce RG information with periodic email blasts to people who consent and want this information. These emails include information about RG education and resources and provide notification of upcoming and ongoing RG promotions.</p>	<p><i>Ongoing</i></p>	<p>Added over 6,000 new participants to the RG email database and sent a minimum of one, to a maximum of three, emails last year to participants with information on RG specific messaging including information about tools and resources on knowyourlimit.ca</p>	<p>Continue to grow RG educational email database and send regular communications.</p> <p>Explore and develop options to more fully use the RG educational database to inform and develop future player education initiatives.</p>
<p>Responsible Gaming Resource Centres (RGRCs)</p> <p>RGRCs are specially designated, on-site, stand-alone facilities that are independently run by the Responsible Gambling Council (RGC). RGRCs offer comprehensive RG information about safe gambling practices, and local referrals for help with gambling-related problems through multiple formats such as brochures, videos, posters, digital signage, interactive kiosks, and special education events.</p>	<p><i>Ongoing</i></p>	<p>Engaged 168,397 slots and casinos players in awareness promotions designed to educate gamblers about common myths and demonstrate how the games work. Attracted 43,497 more players than the previous year, representing an increase of 35%.</p> <p>Hosted 259,245 RGRC player visits including information and assistance visits and educational event participation, an increase of 52,847 more visits compared to last year, representing an increase of 26%.</p> <p>Implemented 12 new RGRCs at Charitable Gaming Centres (CGCs) across the province, bringing the total to 24. Engaged in a total of 17,950 interactions at Charitable Gaming Centres including 11,368 individuals who participated in an educational event. These figures represent an increase of 186% and 142%, respectively.</p>	<p>Ongoing support of new educational events and development of player education and support service materials.</p> <p>Continue installation of RGRCs at Charitable Gaming Centres across Ontario. Expected to have 37 RGRCs implemented at Charitable Gaming Centres by 2016.</p>

RG Training and Culture Building

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<p>RG Training for OLG Slots & Casinos Since 2005, OLG has collaborated with the Centre for Addiction and Mental Health (CAMH) to design and deliver RG training to Gaming employees. Last year, OLG and CAMH refreshed the training and built a plan to deliver RG training to all Slots & Casinos employees in Ontario.</p>	<p><i>Complete</i></p>	<p>Launched a new and enhanced RG training program for all Gaming employees. The new program includes two enhanced modules: RG Core Training and RG Advanced Training. The modules teach the “Recognize, Respond, Report” approach for assisting customers displaying RG red flag behaviours.</p> <p>Deployed the new Gaming employee RG training program to employees at Great Blue Heron Charity Casino and the privately-operated venues Casino Rama, Casino Niagara, and Fallsview Casino Resort.</p> <p>Developed new online RG Reinforcement modules to help ensure that employees build confidence applying the skills and concepts from RG training. The new RG Reinforcement modules were deployed spring 2015 and must be completed by all Gaming employees within the calendar year.</p>	<p>Evaluate responsible gambling training in Ontario casinos from multiple perspectives to contribute to the growing evidence base for current social responsibility initiatives in this context.</p> <p>Evaluate the effectiveness of the upcoming reinstatement tutorial at reducing the chance of returning self-excluders re-engaging in problematic gambling. This will provide an opportunity to collect anonymized data that can be used to improve the Self-Exclusion (SE) program and reinstatement process and also inform future player education initiatives and RG messaging.</p>
<p>RG Training for Charitable Gaming To extend RG training to multiple lines of business, OLG collaborated with CAMH to design and deliver RG training for Charitable Gaming Centre employees across the province.</p>	<p><i>Complete</i></p>	<p>Engaged over 1,200 Charitable Gaming Centre employees who completed online RG training.</p>	<p>Explore best processes and technologies to support all areas of employee training initiatives at Charitable Gaming Centres. This work will facilitate the implementation and design of RG training and reinforcement communication among Charitable Gaming Centre employees.</p> <p>A needs assessment will be completed in fiscal 2016-17 to revitalize the RG Training Program for CGCs, including classroom training for CGC managers and online training for all CGC employees.</p>
<p>RG Training for Internet Gaming OLG has developed policies and procedures to ensure that the Internet Gaming Customer Care employees who have direct contact with our online players receive appropriate training.</p>	<p><i>Complete</i></p>	<p>Collaborated with CAMH to deliver in-class reinforcement for Tiers 1 and 2. Delivered an online advanced scenario-based reinforcement module to Tier 3.</p> <p>All reinforcement reflects the key themes of RG training, including the needed skills to “Recognize, Respond, and Report”.</p>	<p>Work to continuously improve RG training for Internet Gaming Customer Care employees through a formal needs assessment evaluation.</p>
<p>RG Training and Employee Engagement for Lottery OLG continuously trains key lottery personnel to increase awareness of problem gambling (PG) signs and identify ways to support retailers and players with RG questions.</p>	<p><i>Complete</i></p>	<p>Completed a needs assessment for OLG Prize Centre RG Training. With training to be delivered in fiscal 2015-16.</p> <p>Developed and executed a new employee engagement strategy to increase awareness of RG knowledge and integration among Lottery business units.</p>	<p>Develop and implement policies and procedures to assist Lottery Marketing employees, including third-party marketing service providers, to assess their marketing from an RG perspective and produce RG-appropriate marketing materials.</p>

<p>RG Training for Lottery Retailers</p> <p>OLG provides RG information and support to approximately 10,000 retailers in Ontario who sell OLG lottery products.</p>	<p><i>Complete</i></p>	<p>Delivered RG training reinforcement document to over 9,200 retailers.</p> <p>Engaged over 600 lottery retailers and participants at the Convenience U tradeshow.</p> <p>Undertook reinforcement and engagement activities focused on the need to respond to customer questions or concerns about their lottery play and referral to the Lottery RG Brochure, <i>Know The Facts: Your Guide to Keeping Lottery Play Fun</i></p>	<p>Conduct a needs assessment for retailer RG training and develop refreshed training content that addresses the daily needs and challenges of Lottery retailers.</p>
<p>OLG Support Centre</p> <p>Being one of the main points of contact for consumers, retailers and players, Support Centre representatives provide callers with information about games, links to resources, and other RG and problem gambling related information. The OLG Support Centre also offers support for managing and containing a crisis when a player may be experiencing distress.</p>	<p><i>Ongoing</i></p>	<p>Developed and delivered an online RG Reinforcement Tool and Resource Hub for all Support Centre employees. The RG Reinforcement Tool was developed in collaboration with CAMH and allows RG information to be communicated to employees on an ongoing basis.</p> <p>Facilitators from CAMH continued to provide in-class Advanced RG Support Centre Training to newly hired employees.</p>	<p>Launch RG Reinforcement Tool to Support Centre employees.</p> <p>Survey employees to understand how RG training and reinforcement is supporting daily roles and responsibilities.</p>
<p>RG Slots & Casinos Site Teams</p> <p>These teams are comprised of five to ten employees at each Slots & Casinos gaming site. Teams meet periodically to discuss RG issues, reinforce RG training, and share tips and feedback for how to best promote RG at the site.</p>	<p><i>Ongoing</i></p>	<p>Held the first annual RG Champion Forum, at which RG representatives from across the Gaming division were recognized for their efforts in developing RG culture at their respective sites.</p> <p>Developed and implemented a new RG Gaming Site Plan template, providing an easy-to-use guide for RG Slots & Casinos teams to guide and document the placement of various RG program materials, including the distribution of RG Education and Venue Design information.</p> <p>Supported RG site teams to plan and execute RG activities at each site. Distributed monthly RG communications regarding current RG updates and/or issues to all sites.</p>	<p>Hold the second annual RG Champion Forum.</p> <p>Continue to support new site-specific initiatives and disseminate RG communications.</p>
<p>RG Interaction Database</p> <p>This database provides a hub to track Slots & Casinos employees' reports of observed RG concerns among players and documents how employees responded to the situation.</p>	<p><i>Ongoing</i></p>	<p>Reported a total of 763 RG interactions across Slots & Casinos gaming sites in 2014-2015. Previous years figures for this area have been adjusted to reflect more accurate reporting logic (Please see footnote 10 of the 2014-2015 <i>Measuring Awareness and Outcomes</i> report).</p> <p>Redesigned the objectives of the RG interaction database so that the tool is now used to log details of escalated or serious red flag behaviour interactions only.</p>	<p>Use entries to help identify which red flag behaviours are most commonly observed and what actions are taken in response to them. This information will help to shape and refine future RG training and the development of new RG program elements like employee communications or training reinforcement tools.</p>
<p>RGRC Employee Support</p> <p>OLG employees share information, provide players with referrals to RGRCs, and support RGRCs' problem gambling prevention efforts.</p>	<p><i>Ongoing</i></p>	<p>Referred 1,773 players to RGRCs in 2014-2015.</p> <p>Facilitated new relationships with RGRCs and credit counsellors to provide information about local services.</p>	<p>Continue to communicate with and support RGRC staff in employee and player support and assistance.</p>

Self-Exclusion

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<p>Gaming Self-Exclusion Individuals are able to self-exclude from OLG Slots & Casinos sites and resort casino sites.</p>	<p><i>Ongoing</i></p>	<p>Continued the promotion of Gaming Self-Exclusion. A total of 3,061 individuals registered for Gaming Self-Exclusion, including 78 individuals who registered at off-site locations.</p> <p>Provided continuous communications to off-site Self-Exclusion treatment providers regarding current events and RG-related issues.</p>	<p>Implementation of requirement that individuals who wish to reinstate complete an information tutorial.</p> <p>Consult with treatment providers on possible enhancements to Self-Exclusion based on emerging best practices.</p> <p>Refresh public material related to Self-Exclusion (brochures, websites, etc.).</p>
<p>Internet Gaming Self-Exclusion Individuals are able to self-exclude from OLG's Internet gaming website, PlayOLG.ca.</p>	<p><i>Complete</i></p>	<p>Self-Exclusion for PlayOLG offered at the time of the site's launch.</p>	<p>Implementation of requirement that individuals who wish to reinstate complete an information tutorial.</p> <p>Refresh public material related to Self-Exclusion (brochures, websites, etc.).</p>
<p>Charitable Gaming Self-Exclusion Self-Exclusion at Charitable Gaming Centres in Ontario is currently being explored.</p>	<p><i>In Progress</i></p>	<p>Conducted comprehensive Self-Exclusion review to identify potential ways in which Self-Exclusion could be implemented within the Charitable Gaming context.</p>	<p>Development of Self-Exclusion for Charitable Gaming, targeting 2016 implementation.</p>
<p>Reinstatement Tutorial A mandatory 30-minute online tutorial will be required for players to complete before becoming eligible for reinstatement. The tutorial will provide key information about gambling, game odds, safe gambling tips, and player control tools.</p>	<p><i>In Progress</i></p>	<p>Developed tutorial content and operational processes for implementation in Internet gaming and gaming.</p> <p>Contracted vendor to develop ten online interactive video modules in English and French.</p>	<p>Implementation of tutorial for Internet gaming and gaming.</p> <p>Development of Reinstatement Tutorial content for Charitable Gaming.</p> <p>Translate tutorial into additional languages.</p> <p>Evaluate the effectiveness of the Reinstatement Tutorial.</p>
<p>Facial Recognition Technology This system works to deter breach attempts by detecting self-excluded individuals who attempt to enter Slots & Casinos gaming sites in Ontario.</p>	<p><i>Ongoing</i></p>	<p>Detected a total of 2,193 breaches, demonstrating an 11% increase from the previous year.</p>	<p>Ongoing evaluation of detection rates at gaming sites.</p>

Game Design

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<p>Risk Assessment for New Games A software application, GAM-GaRD, is used to identify the fundamental structural and situational characteristics of a game, and evaluate their potential impact on players.</p>	<p><i>Ongoing</i></p>	<p>Assessed two new and/or updated lottery, charitable gaming, and Internet gaming games.</p>	<p>Ongoing use of GAM-GaRD for the assessment of new lottery, charitable gaming, and Internet gaming games.</p>
<p>RG Educational Messages at Point of Play OLG provides RG information directly on ticket vouchers or electronic game screens at gaming sites and Charitable Gaming Centres.</p>	<p><i>Ongoing</i></p>	<p>Included RG messaging such as the Ontario Problem Gambling Helpline in the help screen of electronic games, on the ticket in/ticket out vouchers, and on the electronic break open tickets at Charitable Gaming Centres.</p> <p>Developed RG educational messages for upcoming RG Gaming Management System (GMS) feature for slots.</p>	<p>Expand the reach of RG messaging across multiple games.</p> <p>Launch pilot of RG GMS feature (<i>My PlaySmart</i>) at OLG Slots at Georgian Downs.</p>
<p>Internet Gaming Play Management Tools These tools allow players to monitor and manage their play behaviour gambling online in Ontario.</p>	<p><i>Complete</i></p>	<p>Implemented RG player control tools and features at launch of Internet gaming in Ontario.</p>	<p>Undertake research to support continuous improvement for RG Internet gaming tools.</p>

Stakeholder Relations

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<p>Ontario Support Services and Community Engagement</p> <p>OLG regularly promotes RG and gambling-related information to support service centres and community groups across Ontario.</p>	<p>Ongoing</p>	<p>Presented information on the revitalization of Charitable Gaming, PlayOLG.ca, the mandatory Reinstatement Tutorial, RG's new communication platform, PlaySmart, and general RG information at over 30 problem gambling and credit counselling centres and community groups in Ontario.</p> <p>Attended annual Nishnawbe Aski Nation 3-day training and delivered 90-minute RG presentation to community members and treatment providers in Aboriginal communities in Northern Ontario.</p> <p>Attended three Métis Nation of Ontario Addictions and Gambling Networking Events for Support Services and delivered a 45-minute RG presentation to local support services in Welland, Windsor, and Sudbury regions.</p>	<p>Continue to deliver RG program updates and communications to support services and community groups.</p> <p>Cultivate new relationships with organizations that specialize in credit counselling and bankruptcy.</p> <p>Expand the reach of responsible gambling information to Aboriginal community members and treatment providers.</p> <p>Develop a quarterly email newsletter to distribute to key stakeholders and treatment providers to foster regular communication of current and upcoming issues and information.</p>
<p>Stakeholder Engagement</p> <p>OLG frequently consults, communicates, and collaborates with independent problem/responsible gambling organizations and experts.</p>	<p>Ongoing</p>	<p>Collaborated on multiple RG initiatives and research projects with CAMH, RGC, and the Gambling Research Exchange Ontario (GREO) including training initiatives, RG program evaluation, and literature reviews.</p>	<p>Continue to collaborate on RG/PG related projects and develop a strategy to benefit from GREO's new mandate of knowledge, translation, and exchange.</p>
<p>Industry Peers</p> <p>The Interprovincial Lottery Corporation Responsible Gambling Sub-Committee (ILC-RGSC) was established to advance the level, effectiveness and operational integration of RG programming within the Canadian gaming industry, and to establish Canada in a leadership role in this regard.</p>	<p>Ongoing</p>	<p>Contributed to the design and execution of a number of projects including Self-Exclusion and the use of support services, common RG training curriculum, standardized RG frameworks for National Standards and evaluation of Responsible Gaming Information Centres.</p> <p><i>Note: ILC leadership undertook a governance review of its committees, including the RGSC, which resulted in the group's workplan being suspended from November 2014 to August 2015.</i></p> <p>A new MOU and funding agreement were drafted to the satisfaction of the ILC and the RGSC and activities have resumed.</p>	<p>Continue to enhance relationships with industry peers and collaborate on national projects.</p> <p>OLG's Executive Director of Social Responsibility assumes the role of Chair for this group.</p>

<p>Community Sponsorship</p> <p>OLG supports provincial and national agencies and organizations through community sponsorships for RG and problem gambling related events and initiatives.</p>	<p><i>Ongoing</i></p>	<p>Sponsored the Responsible Gambling Council's annual RG Discovery Conference, an international event that gathers problem gambling and responsible gambling experts to explore, examine, and discuss issues related to problem gambling prevention, research, and treatment.</p> <p>Sponsored Credit Canada Debt Solutions' eighth annual Credit Education Week, an event devoted to improving financial literacy amongst individuals, families, and communities throughout Canada.</p> <p>Sponsored two Métis Nation of Ontario Addictions and Gambling Networking Events for Support Services, a local area event focusing on responsible gambling, addiction prevention and services.</p> <p>Sponsored the Silver Dinner hosted by Healthy Minds Canada, an annual gala event raising funds and awareness for mental health and addiction research across Canada.</p> <p>Sponsored the tenth annual Social Impact Summit, a conference that brings together leading academics and practitioners to discuss issues and topics in the area of social impact and responsible leadership.</p>	<p>Continue to support RG events and explore opportunities to expand engagement in other communities.</p>
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Research

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<p>RG Player Awareness Survey The RG team tracks player awareness and knowledge on RG concepts and behaviours through an annual player survey.</p>	<p><i>Ongoing</i></p>	<p>Expanded RG Player Awareness Survey to include PlayOLG content.</p> <p>Collaborated with an external research firm to administer the annual RG Player Awareness Survey to 503 slots and casinos players, 509 lottery players, 101 charitable gaming players and 100 online gamblers.</p>	<p>Increase recruitment of the number of charitable gaming and online gamblers.</p>
<p>RG Employee Survey This survey provides year-over-year tracking on employees' knowledge and perceptions of OLG's RG program.</p>	<p><i>Ongoing</i></p>	<p>Implemented the inaugural RG Employee Survey for charitable gaming employees. The survey was completed by 447 employees and 97% reported to be somewhat to very knowledgeable about RG.</p> <p>Administered the year-over-year online RG Employee Survey that was completed by 947 gaming employees and 413 non-gaming employees. Results found that 93-98% of employees considered themselves to be somewhat to very knowledgeable about RG.</p>	<p>Ongoing annual administration of RG Employee Survey to Gaming, Non-gaming, and Charitable Gaming employees.</p> <p>Assess participation rates at specific sites and develop unique strategies to increase employee participation.</p> <p>Administer RG Employee Survey to resort casino employees.</p>
<p>Slot Machine Classification The purpose of this research is to develop a coding system to identify slot machines at OLG sites based on their structural characteristics such as volatility, to enhance player experience and inform player decision making.</p>	<p><i>Complete</i></p>	<p>Facilitated a half-day consultation session with OLG Gaming departments, RGRC employees, CAMH, GREO, treatment providers and researchers, to inform them of content to be provided to players.</p> <p>Conducted a second round of focus groups to obtain perspectives from frequent players.</p> <p>Engaged an external agency to develop creative designs to classify machines based on payback percentage, volatility, and bonus round hit frequency.</p>	<p>Develop supporting materials to explain the concepts of volatility, payback percentage, and bonus round hit frequency.</p> <p>Conduct a pilot study at an OLG gaming site to investigate the effectiveness of the classification system of slot machines and the supporting materials.</p>

Support for Independent Research

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<p>Overcoming Barriers to Treatment Investigators: Michael Wohl, Andrew (Hyouon) Kim and Melissa Salmon</p>	<p><i>Complete</i></p>	<p>Provided access to recruit 100 participants at OLG Slots at Rideau Carleton Raceway, to investigate among those who experience problems with gambling, what determines who will seek professional treatment, or who will engage in self-initiated behaviour change?</p>	<p>The research seeks to:</p> <ol style="list-style-type: none"> 1. identify characteristics that facilitate and perpetuate problematic gambling behaviour 2. understand what may hinder readiness to change and treatment seeking 3. to promote willingness to engage in behavioural change and treatment seeking
<p>RGRC Evaluation Investigators: Sherene Fernando, Nadine Kauffman and Heather Ly</p>	<p><i>Complete</i></p>	<p>Facilitated access to Caesars Windsor, Casino Rama, and OLG Slots at Ajax Downs to recruit 100 participants at each location to evaluate the effectiveness of the staffed RGRCs.</p>	<p>The research will examine how the staffed RGRCs provide awareness of community resources, educate, and provide support to customers.</p>

Evaluation and Benchmarking

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<p>Public Reporting</p> <p>OLG annually releases three RG public reports:</p> <ul style="list-style-type: none"> • Measuring Awareness and Outcomes • RG Scorecard • RG Progress Report 	<p><i>Ongoing</i></p>	<p>Produced and published public reports on all aspects of OLG's RG program on knowyourlimit.ca and olg.ca.</p> <p>Revised Measuring Awareness and Outcomes document to report additional metrics related to expanded services in Charitable Gaming and Internet gaming.</p>	<p>Ongoing reporting of OLG's RG program.</p>
<p>World Lottery Association (WLA) Responsible Gaming Framework (RGF) Certification</p> <p>Gaming organizations can be certified to the WLA RGF based on their assessment by an independent panel of international experts from the field of corporate social responsibility (CSR). The WLA RGF consists of four levels of achievement, ten program elements, and outlines how gaming organizations can demonstrate their level of commitment to the WLA Responsible Gaming Principles and continuous programs improvements.</p>	<p><i>Ongoing</i></p>	<p>Awarded <i>Best Overall Responsible Gaming Program 2014</i>, representing the highest industry recognition for displaying best practices and innovations across all RG program elements.</p> <p>Achieved recertification at Level 4 across all ten program areas, with the submission and following four program areas called out as best practice examples: Research, Player Education, Remote Gaming Channels, Stakeholder Engagement, Reporting and Measurement</p>	<p>Track and monitor program activity in preparation for next submission in 2017.</p>
<p>RG Check Accreditation</p> <p>This accreditation program was developed by RGC, and is based on a Responsible Gambling Index comprised of eight specific standards to assess the RG program and initiatives at gaming sites.</p>	<p><i>Complete</i></p>	<p>All 19 OLG-operated gaming sites have achieved accreditation as of April 2014.</p>	<p>Evaluate and explore opportunities for enhancement of RG programming at OLG Slots & Casinos sites as identified by RGC's reports.</p> <p>Receive RG Check re-accreditation for OLG Casino Brantford, Slots at Mohawk Racetrack and Slots at Woodstock Raceway, as part of RGC's standard three year review cycle.</p> <p>Initiate RG Check accreditation process for PlayOLG.ca.</p>
<p>RG Program Evaluation</p> <p>OLG contracted a third-party CSR organization, Canadian Business for Social Responsibility (CBSR), to assist in identifying a reporting structure and strategic CSR opportunities.</p>	<p><i>Complete</i></p>	<p>Reviewed and explored CBSR's recommendations related to RG communications and metrics, including the development of key performance indicators (KPIs) for land based gaming.</p>	<p>Continue developing and populating the KPIs and design and develop dashboards as a means to communicate the achievements on RG.</p>
<p>Corporate Social Responsibility Report</p> <p>The report includes OLG's corporate profile; an overview of where the money goes; responsible gambling accomplishments; accomplishments in enhancing player trust; employees giving back to communities; and accomplishments in reducing environmental impacts.</p>	<p><i>Complete</i></p>	<p>Contracted a vendor to prepare the 2013-14 CSR Report in using the GRI G4 in accordance with Core Framework (Sustainability Reporting Guidelines).</p>	<p>Prepare the fiscal 2014-15 CSR Report using the GRU G4 in accordance with Core Framework and will work with the vendor on refining the CSR reporting strategic directions for the next five years.</p>

Data Analytics

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<p>Social Responsibility Data Analytics Program</p> <p>OLG seeks to support its Social Responsibility (SR) programming by identifying, managing, and analyzing various types of data using multiple sources, both internal and external to SR.</p>	<p><i>In Progress</i></p>	<p>An SR data strategy framework has been developed to support SR programming via data analytics.</p>	<p>Plan and begin building an RG player analytics program for gaming.</p> <p>Build a formal RG data access program to provide external researchers with RG-related datasets on which they can conduct their own analyses.</p> <p>Develop an SR metrics reporting architecture and tools.</p>



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