Play. Smart

Progress Report

OLG

Player Education and Support

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
Launch of the New PlaySmart Gambling Education and Support Program In February 2016, OLG launched PlaySmart. PlaySmart expands OLG's education efforts to reach players of all types, and provides facts, tools and advice to keep gambling safe and enjoyable. PlaySmart broadens the scope of messaging from the previous *It Pays To Know* platform to a wider range of players, delivering educational messaging and resources to newer and infrequent players, and support resources to those presenting greater risk.	*Complete*	Launched full public and player awareness campaigns (print, radio, digital, social media, on-site and retail POS) in market with results that exceeded expectations - 155,796 page views - 1,522,639 YouTube views - 12% engagement rate across all social media (industry benchmark 10%) All former It Pays To Know resources (e.g. brochures, posters, digital signage) converted to PlaySmart. Implemented of the new My PlaySmart time and money tracker for slot machines. As of March 31, 2016 there were 860 players registered.	Launch a second phase PlaySmart campaign aimed at players experiencing gambling problems. Add new and updated website content, including learning tools and multimedia. Update and add new learning tools. Develop a PlaySmart booth and activation for sponsorship events. Refine the PlaySmart player segmentation system.
Ethno-Cultural Marketing Campaigns OLG aims to expand its non-English Responsible Gambling (RG) educational efforts by offering new culturally-relevant initiatives and materials for specific ethno-cultural communities.	*Ongoing*	Planned the launch of the Chinese PlaySmart public and player awareness campaign, including the translation and development of Chinese brochures, a Chinese version of PlaySmart.ca, and other print, radio and digital advertisements.	Launch the Chinese PlaySmart campaign, scheduled for Fall 2016. Plan development of additional ethno-cultural campaigns.
Responsible Gaming Resource Centres (RGRCs) 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.	*Ongoing*	Engaged 162,696 slots and casinos players in awareness promotions designed to educate gamblers about common myths and demonstrate how the games work. Hosted 283,632 RGRC player visits including information and assistance visits and educational event participation, an increase of 24,387 more visits compared to last year.. Implemented 6 new RGRCs at Charitable Bingo and Gaming Centres (CGCs) across the province, bringing the total to 31. Engaged in a total of 26,072 interactions at Charitable Bingo and Gaming Centres including 15,592 individuals who participated in an educational event. These figures represent an increase of 45% and 37%, respectively.	Conversion of RGRCs into PlaySmart Centres, to provide more engaging, relevant forms of on-site education and support. Ongoing support of new educational events and development of player education and support service materials.

RG Training and Culture Building

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
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. In 2014, OLG and CAMH refreshed the training and launched RG training to all Slots & Casinos employees in Ontario.	*Complete*	The enhanced RG training program for all Gaming employees remained in market for newly hired employees. The 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. Launched the new online RG Reinforcement modules to help ensure that employees build confidence applying the skills and concepts learned their initial RG training. The new RG Reinforcement modules were deployed spring 2015 and must be completed by all Gaming employees within the calendar year, or within a year from the date of hire and completion of the enhanced RG training	Complete re-evaluation of responsible gambling training in Ontario casinos from multiple perspectives, with the aid of CAMH, to contribute to the growing evidence base for current social responsibility initiatives in this context. Initiate consultations with CAMH to begin development of new RG training modules, scheduled to launch in the next fiscal year. 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.
RG Training for Charitable Bingo and Gaming To extend RG training to multiple lines of business, OLG collaborated with CAMH to design and deliver RG training for Charitable Bingo and Gaming Centre employees across the province.	*Complete*	Completion of Core and Advanced training for all 31 Charitable Bingo and Gaming Centres. Delivery of RG Advanced "Makeup" training sessions by CAMH to approximately 60 staff at 21 Charitable Bingo and Gaming Centres in the final quarter. Completion of Training Needs Assessment by CAMH.	Revitalize RG Core and Advanced Training programs for Charitable Bingo and Gaming to be more effective and incorporate key messaging for OLG's new gambling education program PlaySmart. Training will help employees deliver their roles and respond to the range of player behaviours seen daily. Revitalization will be based heavily on findings from the F16 Training Needs Assessment completed by CAMH. All employees will be required to complete online Core training while Managers and select designated staff will be required to attend Advanced classroom training. Core online training will launch in Q4 (Advanced training to launch in F18)
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.	*Complete*	Collaborated with CAMH to deliver in-class training to Prize Centre employees. Developed and executed a new employee engagement strategy including the creation of a Social Responsibility Committee to foster business integration and culture building.	Develop a strategy to encourage integrated marketing campaigns that incorporate core RG messages.

RG Training for Lottery Retailers OLG provides RG information and support to approximately 10,000 retailers in Ontario who sell OLG lottery products.	*Complete*	Launched PlaySmart platform at all retail locations and provided reinforcement materials to all lottery retailers. Used focus groups and surveys to help identify the issues and daily challenges faced by Lottery Retailers.	Develop and deliver new RG training content for Lottery Retailers. Content will be developed in collaboration with CAMH.
OLG Support Centre 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.	*Ongoing*	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. Facilitators from CAMH continued to provide in-class Advanced RG Support Centre Training to newly hired employees.	Conduct needs assessment to better understand how reinforcement can assist Support Centre representatives in responding to RG interactions.
RG Slots & Casinos Site Teams 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.	*Ongoing*	Held the second annual RG Forum, at which RG representatives from across all lines of business, Ministry of Finance (MOF), Executive Leadership, researchers, and community support groups were recognized for their efforts in developing RG culture in Gaming. Updated 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. Circulated was the Quarterly Reporting Template to Gaming sites to enhance and guide site level RG reporting for analysis and comparison in areas such as SE, Site initiatives and Serious Red Flag Reporting. The information provided is source for the newly launched in 2015 RG Dashboard that provides comparative RG reporting information both at a site level and province wide. Supported RG site teams to plan and execute RG activities at each site. Distributed Quarterly RG Meeting content and monthly RG communications regarding current RG updates and/or issues to all sites.	Hold the third annual RG Champion Forum, re-named as the PlaySmart Forum, with additional resources and educational activities. Continue to support new site-specific initiatives and disseminate RG communications. Engage and provide support for sites transitioning to new Service Providers (SPs).
RGRC Employee Support OLG employees share information, provide players with referrals to RGRCs, and support RGRCs' problem gambling prevention efforts.	*Ongoing*	Site Staff referred 2,050 players to RGRCs in 2015-2016. Facilitated new relationships with RGRCs, Youth Gambling Awareness Program (YGAP), problem gambling and credit counsellors to provide information about local services.	Continue to communicate with and support RGRC staff in employee and player support and assistance. Recognition of opportunities for RGRC participation in Back of House events for sites to action.

RG Marketing Communication			
Developed a new RG marketing review process across all lines of business that consists of an online training, a mandatory assessment tool, and optional resources including a risk evaluation guide and RG marketing reference database	*Complete*	Produced and delivered an online 30 minute RG training module to all employees involved in marketing across all lines of business and with Service Providers. Developed a mandatory assessment tool for marketing employees to validate and confirm all marketing materials and communications comply with Alcohol and Gaming Commission (AGCO) and OLG Advertising and Marketing Standards. Crafted a risk evaluation guide that aids Marketing staff in making good RG decisions. The guide assists employees in identifying risk, assessing the likelihood and impact of the risk, identifying potential changes, and reassessing the risk. Created a RG marketing reference database that provides "grey area" examples of creative where there could be a potential RG risk. Employees are to use the database as a reference during the creative development phase.	Distribute training to external marketing agencies commissioned by OLG Share RG marketing reference database with all lines of business and external marketing agencies.

Self-Exclusion

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
Gaming Self-Exclusion Individuals are able to self-exclude from all Gaming Sites in Ontario (slots, casinos, and resort casinos).	*Ongoing*	Continued the promotion of Gaming Self-Exclusion. A total of 3,444 individuals registered for Gaming Self-Exclusion, including 113 individuals who registered at off-site community treatment providers. Provided continuous communications to off-site community treatment providers regarding improvements to Gaming Self-Exclusion.	Implement program improvements, including requirement that individuals whishing to return to gaming complete an online information tutorial to help inform them of gambling myths and facts. Consistent with international best practice, implement prize disentitlement for self-excluded individuals to help support their commitment. Continue consultation with community treatment providers on possible enhancements to Self-Exclusion based on emerging best practices. Refresh PlaySmart.ca content to improve communication of program..
Internet Gaming Self-Exclusion Individuals are able to self-exclude from OLG's Internet Gaming website (PlayOLG.ca).	*Ongoing*	Continued promotion of Internet Gaming Self-Exclusion. A total of 771 individuals registered for Internet Gaming Self-Exclusion. This is the first year of its availability. Implementation of requirement that individuals who wish to reinstate complete an online information tutorial.	Continue consultation with community treatment providers on possible enhancements to Self-Exclusion based on emerging best practices. Consistent with international best practice, implement prize disentitlement for self-excluded individuals to help support their commitment. Refresh PlaySmart.ca content to provide improved communication of program.
Charitable Bingo and Gaming Self-Exclusion OLG is working to allow individuals to self-exclude from all Charitable Bingo and Gaming Sites in Ontario (electronic bingo halls).	*Ongoing*	Developed new Charitable Bingo and Gaming Self-Exclusion program in conjunction with Service Providers and other stakeholders.	Implementation of Charitable Bingo and Gaming Self-Exclusion, scheduled for May 2016. Implement program with prize disentitlement for self-excluded individuals. Continue consultation with community treatment providers on possible enhancements to Self-Exclusion based on emerging best practices. Create new public content, including brochures, and PlaySmart.ca content to inform public of program.

Self-Exclusion Reinstatement Tutorial A mandatory 30-minute online tutorial is required for players to complete before becoming eligible for reinstatement. The tutorial will provides key information about gambling, game odds, safe gambling tips, and player control tools.	Complete	Launched tutorial in English and French for all slots and casinos and PlayOLG	Develop Reinstatement Tutorial content for Charitable Bingo and Gaming.

Game and Venue Design

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
Risk Assessment for New Games A web-based software application, GamGard, is used to identify the fundamental structural and situational characteristics of a game, and evaluate their potential impact on players.	*Ongoing*	Assessed one Charitable Bingo and Gaming game. A new version of the software (GamGard 3.0) was launched in March 2016.	Ongoing use of GamGard for the assessment of new lottery, Charitable Bingo and Gaming, and Internet Gaming games.
RG Educational Messages at Point of Play and in Gaming Environments OLG provides RG information as part of the playing experience or at various on-site player touch points.	*Ongoing*	Piloted new RG Slots budgeting tool (My PlaySmart) at OLG Slots at Georgian Downs. My PlaySmart allows players to receive on-screen alerts notifying them of time and money spent. Piloted the use of PlaySmart Automatic Teller Machine (ATM) messages at Woodbine Slots and Casino, which provided responsible gambling messages to players. Continue planning of a Slots Classification System to help provide players with a better understanding of which machines suit their play styles and desired experiences. Plan the conversion of RGRCs in gaming and Charitable Bingo Environments to PlaySmart Centres, including more resources for education and support.	Evaluate the effectiveness of the My PlaySmart tool and it's perception among players. Evaluate the effectiveness of PlaySmart ATM messages at Woodbine Slots and Casino. Pilot and evaluate the Slots Classification system in late 2016 at Slots at Grand River. Launch the phased conversion of RGRCs beginning November 2016.
Internet Gaming Play Management Tools These tools allow players to monitor and manage their play behaviour gambling online in Ontario.	*Ongoing*	Conducted research to understand the impact of play management tools on player experience. Results demonstrated that RG tools and features led to greater player trust.	Use research results to inform continuous improvement plan with the goal of increasing integration into the player experience.

Stakeholder Relations

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
Ontario Support Services and Community Engagement OLG regularly promotes RG and gambling-related information to support service centres and community groups across Ontario.	*Ongoing*	Presented information on the newly implemented mandatory Reinstatement Tutorial, RG's new gambling education program, PlaySmart, the Self-Exclusion program at Charitable Bingo and Gaming Centres and general RG information at 39 problem gambling and credit counselling centres and community groups in Ontario. Organized problem gambling responsiveness and skills building educational training to 20 credit counsellors at Credit Canada Debt Solutions, delivered by CAMH. Presented OLG RG program information at two Metis Nation of Ontario gambling and addictions networking events and for the Nishnawbe Aski Nation and Association of Iroquois and Allied Indians annual training events.	Continue to deliver RG program updates and communications to support services and community groups.
Stakeholder Engagement OLG frequently consults, communicates, and collaborates with independent problem/responsible gambling organizations and experts.	*Ongoing*	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.	Continue to collaborate on RG/PG related projects and develop a strategy to benefit from GREO's new mandate of knowledge, translation, and exchange.
Industry Peers The Canadian Responsible Gambling Association (originally called The Interprovincial Lottery Corporation (ILC) Responsible Gambling Sub-Committee (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.	*Ongoing*	Contribute to the design and execution of common initiatives, including research training curriculum, creating a frameworks for National RG Standards . The group also provides a national industry voice for engaging gaming service providers and stakeholders. Note: *ILC leadership undertook a governance review of its committees in November 2014, including the RGSC, which resulted in the need for the group to redefine its governance and mandate. Full operations resumed May 2016.* The organization is no longer a sub-committee of the ILC, but receives administrative support from ILC. A new Memorandum of Understanding (MOU) and funding agreement were drafted and the group was reconstituted as the Canadian RG Association.	Continue to enhance relationships with industry peers and collaborate on national projects. OLG's Executive Director of Social Responsibility to assume the role of Chair for this group.

Community Sponsorship	Ongoing	Sponsored the following events:	Continue to support RG events and explore opportunities to expand engagement in other communities and important causes.
OLG supports provincial and national agencies and organizations through community sponsorships for RG and problem gambling related events and initiatives.		The Responsible Gambling Council's (RGC) 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. Credit Canada Debt Solutions' eighth annual Credit Education Week, an event devoted to improving financial literacy amongst individuals, families, and communities throughout Canada. Two Métis Nation of Ontario Addictions and Gambling Networking Events for Support Services, local area events focusing on responsible gambling, addiction prevention and services. The Silver Dinner hosted by Healthy Minds Canada, an annual gala event raising funds and awareness for mental health and addiction research across Canada. The eleventh 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. The Centre for Addiction and Mental Health (CAMH) Foundation Transforming Lives Awards, celebrating individuals who face mental illness and addiction with dignity and perseverance.	

Research

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
RG Player Awareness Survey The RG team tracks player awareness and knowledge on RG concepts and behaviours through an annual player survey.	*Ongoing*	Expanded RG Player Awareness Survey to include PlaySmart content. Executed two waves of surveys (pre and post PlaySmart launch) across all four lines of business. Collaborated with an external research firm to administer the Annual Player Awareness Study to 503 slot or casino players, 509 lottery players, 101 online gamblers, and 100 Charitable Bingo and Gaming players.	Explore possibility of administering player survey online to increase cost and time efficiencies.
RG Employee Survey This survey provides year-over-year tracking on employees' knowledge and perceptions of OLG's RG program.	*Ongoing*	Implemented the inaugural RG Employee Survey for Charitable Bingo and Gaming employees. The survey was completed by 447 employees and 97% reported to be somewhat to very knowledgeable about RG. 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.	Ongoing annual administration of RG Employee Survey to Gaming, Non-gaming, and Charitable Bingo and Gaming employees. Assess participation rates at specific sites and develop unique strategies to increase employee participation. Administer RG Employee Survey to resort casino employees.
PlayOLG Play Management Tools Evaluation A quantitative and qualitative assessment of the awareness, usage, and perception of play management tools.	*Complete*	Surveyed 150 PlayOLG players who use at least one play management tool. Results found 92% consider the tools to be an important component of the website and 97% reported that the tools were helpful in managing their personal gambling behaviors. Conducted two focus groups that demonstrated further support of the Play Management Tools with some saying they were the reason for joining or staying with PlayOLG. It created trust in OLG as a company that cares, and it gave players confidence to play on the site knowing that they would not overspend.	Continue to evaluate the effectiveness of PlayOLG's play management tools

MyPlay Survey A survey conducted to inform and incent Winner Circle Rewards members to learn more about their slot wins and losses, and provide them with feedback about their actual play patterns.	*Complete*	Invited 1,500 eligible randomly selected Winner's Circle Rewards (WCR) members to participate in a survey and estimate their time and money spent gambling at OLG slots and casinos. Immediately following, participants received feedback about their actual play patterns based on available WCR data. A three month follow-up was administered to measure any changes in play behaviour since receiving feedback on their play. Results indicated almost all players indicated an intention to reduce or maintain their gambling behaviour after receiving feedback.	Apply findings to future play management tools.
Responsible Gambling Public Perception Research A qualitative and psychoanalytic exploration of public perceptions of controlled product sectors with inherent risk, specifically beverage alcohol, legal marijuana, and gambling.	*Complete*	Conducted twelve focus groups of gamblers, alcohol users, and medical marijuana users to understand the legitimacy and effectiveness of current controls in place, the perceptions of risk management, and the relative acceptability, morality, and harmfulness of each product. Findings showed that alcohol was the most socially acceptable and the most dangerous, yet regulations are seen to be more than adequate. Gambling was considered the next most acceptable, however, was associated with addiction and some regulation but not much was known.	Inform future marketing and communication campaigns about OLG's RG program.
ABM RG Messaging A pilot project at OLG Slots at Woodbine to test the impacts of three new PlaySmart messages on ABMs on the gaming floor.	*Complete*	Completed a pre and post analysis research pilot at OLG Slots at Woodbine with a total of 300 participants to assess the impacts of RG messaging on ABMs on the gaming floor. Implemented new PlaySmart digital messages on one attract screen, PIN screen, withdrawal screen, and a decal on the exterior of 21 ABMs. Results found new PlaySmart messages to be more helpful, attractive, and educational to players. The PlaySmart messages also increased players' favourability of OLG.	Execute plans to implement PlaySmart messages on ABMs across all OLG Slots and Casinos.

Self-Exclusion Reinstatement Tutorial Evaluation A collaborative project with CAMH who will compare play behaviours of those who reinstated prior to the mandatory tutorial requirement (did not complete tutorial) and those who completed the tutorial. Gambling patterns and behaviours will be assessed six and twelve months later.	*In Progress*	Completed initial Phase 1 data collection. Collaborated with CAMH to recruit 115 participants who reinstated prior to the mandatory reinstatement tutorial requirement.	Begin recruitment of Phase 2 data collection. Collect six and twelve month follow up data from both Phases. Findings will measure the effectiveness of the reinstatement tutorial on future gambling behaviour.
RG Training: An Integrative Evaluation An evaluation of responsible gambling in Ontario casinos using: a) prospective records of responsible gambling employee interactions and player resource use; b) employee self-reported responsible gambling knowledge, attitudes, and experience; and c) player self-reported problem gambling, gambling behaviours, and employee interactions.	*Complete*	Collected 250 employee self-reported surveys on employee RG knowledge, and perspectives on detection and response to red flag behaviours.	Analyze prospective records of RG employee and customer interactions.
Gambler and Family Advisory Panel Multi-formatted panels to gain feedback and input on the responsible gambling program from people experiencing problems with gambling, and their family members.	*Complete*	Conducted three panel sessions with an individual who self-identified as a problem gambler. Feedback was compiled on the Self-Exclusion program, the gaming environment, and supports from employees, RGRCs, and external support services.	Learnings from the pilot project will be applied to continuous improvement of RG program and the design of future Gamblers and Families Advisory panel.

Evaluation and Benchmarking

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2016-17
Public Reporting OLG annually releases three RG public reports: • Measuring Awareness and Outcomes • RG Scorecard • RG Progress Report	*Ongoing*	Produced and published public reports on all aspects of OLG's RG program on PlaySmart.ca (formerly KnowYourLimit.ca) and olg.ca.	Ongoing reporting of OLG's RG program.
World Lottery Association (WLA) Responsible Gaming Framework (RGF) Certification 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.	*Ongoing*	Maintained Level 4 recertification which was achieved in 2014, in addition to being awarded Best Overall Responsible Gaming Program 2014.	Track and monitor program activity in preparation for next submission in 2017.
RG Check Accreditation 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.	*In Progress*	Achieved RG Check re-accreditation, which is required after three years, for seven gaming sites. Achieved accreditation for PlayOLG.ca.	Complete RG Check re-accreditation for remaining 12 gaming sites. Review results and identify areas for program enhancements based on RG Check reports.
RG Program Evaluation OLG contracted a third-party CSR organization, Canadian Business for Social Responsibility (CBSR), to assist in identifying a reporting structure and strategic CSR opportunities.	*In Progress*	Reviewed and explored CBSR's recommendations related to RG communications and metrics, including the development of key performance indicators (KPIs) for land based gaming.	Continue developing and populating the KPIs and design and develop dashboards as a means to communicate the achievements on RG.
Corporate Social Responsibility Report 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.	*Ongoing*	Contracted a vendor to prepare the 2014-15 CSR Report in using the Global Reporting Initiative (GRI) G4 in accordance with Core Framework (Sustainability Reporting Guidelines).	Prepare the fiscal 2015-16 CSR Report using the GRI G4 in accordance with Core Framework and will work with the vendor on refining the CSR reporting strategic directions for the next five years.

Data Analytics

INITIATIVE	STATUS	OUTCOME	PLANS FOR FISCAL 2015-16
Social Responsibility Data Analytics Program 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.	*In Progress*	Completion of Player Risk Analytics Options and Recommendations Report. Completion of Proof of Concept and Pilot Project for Player Risk Analytics, leading to the development of several player risk models for land-based gaming. Completion of RG Data Access Program Report. Completion of reporting dashboards for Gaming, Internet Gaming, and Sustainability areas. Sustainability dashboard in development	Validate Player risk models from Pilot project and identify technological solution for implementation in land-based Gaming Develop Risk Response System for Model outputs Build and launch RG Data Access program Update Gaming Dashboard 2.0 and build Corporate RG dashboard

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