

# OLG Responsible Gambling Three-Year Plan Fiscal 2023–2025

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# A Message from our President and CEO

On behalf of the OLG team, I am pleased to share our new Responsible Gambling (RG) plan, which highlights our commitment to promoting safe and secure gaming entertainment to all players through our globally recognized RG program, PlaySmart.

OLG has been developing and implementing RG policies and programs for more than 25 years, and we are proud to have launched one of the first voluntary self-exclusion programs in Canada. We have remained focused on engaging players and promoting harm prevention and reduction efforts across all our offerings and products – and our commitment to making player health a top priority will always be a cornerstone of our business.

We take a collaborative approach to RG and are proud of the partnerships we have forged in this field. Our program is co-designed and co-delivered with a range of independent expert groups, including the Centre for Addiction and Mental Health, the Responsible Gambling Council, and the Gambling Research Exchange

of Ontario. We also partner with local treatment providers to help players easily access community services when needed. We are excited to expand our network of partners in the coming years.

Empirical evidence is the foundation of our program. We use key performance indicators, metrics, and predictive analytics to continuously improve our efforts in a measurable way and we are proud of the global recognition this evidence-based approach to RG programming has received. OLG was twice awarded best overall RG program by the World Lottery Association (WLA) – first in 2014 and again in 2018 – and we have been WLA certified at the highest level (level 4) since 2010. In February 2022, we also earned a three-year re-accreditation status from the Responsible Gambling Council (RGC) for OLG.ca. RGC's RG Check is the most comprehensive and rigorous RG accreditation program in the world.

We will continue to improve our program through emerging research and best practices – because we want our players to enjoy our games in an informed and responsible way while our employees remain confident in the vital role they play in supporting players.

This new three-year plan demonstrates our commitment to remaining a leader in RG. It will be a critical framework for us as we focus on the responsible growth of our business, consistent with our GameON Strategy, while strengthening a culture of social responsibility within our organization.



**Duncan Hannay**  
President and  
Chief Executive Officer



# Overview

Starting in 2019, OLG has tabled a new Responsible Gambling Plan for approval by the Board on a triennial basis. These Plans contribute to strong governance and alignment with OLG business strategy as set out in GameON. They also establish a clear and transparent framework enterprise-wide to embed RG in our business performance and outcomes.

This Fiscal 2023-2025 Plan is integral to OLG's aspiration to remain an industry leader on a global scale in RG, while continually enhancing OLG's RG programming in sync with evolving customer needs.

OLG's RG Commitment is to promote safe and secure gaming entertainment and to integrate player health and positive play supports into all aspects of the customer journey.

The Plan sets out OLG's ambition and intention to grow the impact of our RG programming while fostering trust and confidence in OLG's purpose-led brand.

OLG spends over \$10 million annually on RG program delivery, marketing and education, compliance efforts, research, training and the operations of PlaySmart Centres located in 29 casinos and 37 charitable gaming (cGaming) centres. This level of investment will support the objectives of this RG Plan as well as OLG's objective to deliver best-in-class RG programming.

# RG Program Objectives

## OLG's RG program has two primary goals:

### 1. Preventing harm, through:

- Providing foundational player education; and
- Embedding RG programming, tools and supports into the play experience.

### 2. Mitigating potential harm and problem gambling, through:

- Identifying and reducing problem gambling risk; and
- Supporting and referring players for help, professional services and community-based treatment.

## Through the successful achievement of these goals, the RG Plan seeks to positively influence:

- **Long-term revenue generation:** By maximizing positive play and minimizing problematic play across a broader player base, the lifetime value of sustainable play is superior both financially and from a values perspective.
- **OLG's higher purpose:** By making gambling safer through its RG program, OLG is taking meaningful action consistent with its purpose-led brand in support of people and communities across Ontario.

To achieve these goals, OLG's RG program focuses on two key impact metrics tracked over time across all lines of business (i.e., lottery, cGaming and casino gaming – both land-based and digital):<sup>1</sup>

- The level of **player engagement** with PlaySmart, OLG's award-winning RG approach, focusing on player education, prevention and harm mitigation.
- The degree of **player health** as reflected in self-reported or empirical modelling of player wagering/play.

<sup>1</sup> Note: RG related to pari-mutuel wagering at Ontario racetracks remains the accountability of Ontario Racing. OLG has developed marketing campaigns in support of an accurate understanding of pari-mutuel wagering to contribute to player literacy/positive play at racetracks. In addition, OLG actively shares information with the horse racing industry to encourage culture-building within that industry consistent with RG principles and best practices.

# Responsible Gambling & an Entertainment Industry at an Inflection Point

Significant changes in the gaming marketplace, consumer trends and regulations, as well as changes in OLG's organizational priorities and strategic direction, amplify the need for RG programming that is fit for purpose and can support players and OLG business effectively.

In the three years since the last RG Plan was developed, both the Ontario gaming landscape and the global RG space have undergone rapid and dramatic change.

In Ontario, land-based casinos and cGaming centres were closed due to pandemic restrictions for much of 2020 and 2021, with more players turning to OLG.ca and lottery retail for entertainment. In August 2021, the federal government enacted amendments to the *Criminal Code of Canada* that permitted single-event sports wagering, and OLG launched the first legal sports betting platform that same month. In April 2022, Ontario implemented a new policy change in the digital marketplace enabling eligible "grey" operators to offer products to Ontarians following the acquisition of a licence from the Alcohol and Gaming Commission of Ontario (AGCO). The AGCO published new standards for iGaming and Sports Betting applicable to new market entrants as well as OLG, many of which codified OLG's long-standing RG practices.

At the same time, RG efforts around the world remain a priority focus, particularly in leading gaming jurisdictions. Gaming regulators such as the UK Gambling Commission have raised the bar with new RG protections that anticipate or respond to stakeholder pressure. Regulators in the United States, Europe and Australia have acted to ban specific game features, citing inadequate RG performance, and have threatened to impose more stringent legal requirements on operators to meet RG objectives. Some operators have responded by strengthening their RG programs with better use of analytics to identify risk, targeted treatment and supports for high-risk players, and have taken proactive steps to exclude players who exhibit extreme play patterns.

OLG has also made advances in RG over the last three years. In addition to producing diverse player education campaigns under the PlaySmart brand, OLG worked on enhancing the Self-Exclusion program for all players, piloted successful targeted communications to digital casino players, introduced electronic limit-setting tools as part of slot machine play in casinos, and integrated dynamic risk ratings into its new digital gaming platform. In July 2021, the World Lottery Association recognized this progress by reaccrediting OLG at the highest level attainable.

OLG will continue to invest, innovate and act decisively to improve its RG program, leveraging new technologies, customer preferences and the best available science as well as focusing on key activities and impact through PlaySmart. It is this approach that enables OLG to protect players and to preserve OLG's competitive advantage as a world leader in RG.



# PlaySmart: OLG's RG Approach

Awarded Best Overall Responsible Gaming Program by the World Lottery Association in 2014 and 2018, PlaySmart is OLG's unique approach to helping players – new and seasoned – build knowledge, understand the risks, gain insights into personal playing behaviours, engage in positive play habits, and learn how to obtain help if needed. The customer journey will be supported by enhanced choice and optionality for customized RG tools, deploying the full power of state-of-the-art technologies and education platforms to maximize player health.

## **OLG's RG pledge includes four commitments to our players, each backed by an understanding of contemporary RG research:**

- **Informed Choice:** To provide clear, straightforward and relevant information on the games we offer and how to play them safely. Players who are well informed about gambling are less likely to experience gambling harms.
- **Positive Play:** To embed RG programming into the play experience, enabling players to engage in positive play, including by setting an appropriate game plan and placing limits on their play if they choose. Players who engage in these positive play behaviours are less likely to experience harm, and more likely to be satisfied with their experience and remain loyal to OLG in the long term.
- **Harm Minimization:** To mitigate the potential risk of harm by identifying and reducing problem gambling risk, keeping play fun for as many players as possible. Differentiating players based on their level of risk is a regulatory requirement in Ontario and has been shown to be an effective way of minimizing harm.
- **Player Support:** To listen, respond and offer assistance when players do experience problems, including by providing options to take breaks, self-exclude from gambling, or seek a referral to an appropriate treatment provider.

## **Each commitment also contributes to OLG's ability to deliver on its corporate strategic priorities:**

- Instill an understanding of RG best practices in order to support players, which is critical to building a performance-driven culture.
- Provide high-quality information to new players, which contributes to customer acquisition and retention, especially in growing and evolving lines of business.
- Improve the customer experience, which supports long-term retention and secures OLG's competitive advantage in diversifying markets through positive play.
- Identify player risk, which is key to improving our understanding of our customers, and mitigate risk, which further contributes to retention by preventing self-exclusions from eroding the player base.

In these ways, OLG's performance against its RG goals supports the growth of new and existing revenue streams for the business and protects OLG's reputation as a market leader in RG with a high degree of care for its players.

# RG Three-Year Plan Strategic Priorities

This Plan sets out OLG's strategy and tactical rollout to take RG to its next level of performance, healthy customer engagement and growth. To realize our aspirations, we have identified five strategic priorities for our business during the three-year period of this RG Plan.

- 1. Strengthen OLG's internal culture of social responsibility across the organization**, by increasing RG awareness and integration across enterprise and with partners, refreshing our approach to employee training, and reinforcing key RG educational and industry developments
- 2. Increase our understanding of OLG customers to maximize player health and develop culturally relevant programming**, by leveraging our strong data capabilities and technology where possible, increasing research, and driving PlaySmart engagement to support positive play that contributes to a sustainable player base and long-term revenue facilitation

- 3. On OLG's digital gaming platform including sports, enhance player support and promote the adoption of positive play behaviours**, by increasing player awareness and use of award-winning My PlaySmart tools, and developing targeted communication approach and risk-based messaging to digital players
- 4. For land-based casino and charitable gaming, refresh in-person services, educational offerings and PlaySmart tools**, by refreshing PlaySmart Centres, enhancing self-exclusion, employee training and materials at land-based gaming sites, and improving players' gambling literacy
- 5. Contribute to lottery players' positive play experience, including for sports bettors, and support lottery channel expansion**, by ensuring PlaySmart tools and player education opportunities are integrated, and by leveraging RG offerings as a competitive advantage as lottery expands to new products, new customer segments and new channels (subject to approvals)



# STRATEGIC PRIORITY 1

## Strengthen culture of social responsibility across the organization

All of OLG's employees and service providers share responsibility for supporting our players. AGCO standards require that all staff, from senior management to the gaming floor, understand RG concepts, policies and procedures, and their own role in protecting players. As the business expands into new offerings, and the external environment becomes more competitive, the Community, Sustainability & Social Responsibility (CSSR) team will play a lead role by enhancing RG training for staff and partners to protect players while fostering a culture of RG across the organization.

OLG is investing in a dynamic culture, and in 2021, we launched the OLG Truths. These five guiding principles define who we are and what we stand for.

Through the WE CARE FOR ONTARIO and WE ARE PLAYER-OBSSESSED Truths, OLG will continue to invest in and build a healthy, sustainable player base and strengthen that culture of social responsibility across the entire organization.

Additionally, there is a growing network of stakeholders and partners that OLG can work with to enhance that culture of social responsibility and add value to its RG programming. OLG has established partnerships with 28 treatment providers to support the administration of My PlayBreak, OLG's Self-Exclusion program and provide RG resources to players, and is expanding this network.

### KEY INITIATIVES

1. Integrate and cascade player health objectives in performance goals across the organization
2. Refresh the employee RG training program aligned with industry best practices
3. Expand partnerships with treatment providers and RG organizations





# STRATEGIC PRIORITY 2

## Increase our understanding of OLG customers to maximize player health and develop culturally relevant programming

A 2018 prevalence study undertaken in Canada shows that a total of 0.6% of the Canadian adult population was estimated to be problem gamblers in 2018 (roughly 156,000 people).<sup>2</sup> In the meantime, research also indicates that – consistently – only between 5% and 20% of problem gamblers seek help for problem gambling.<sup>3</sup>

It is for this reason that OLG has invested effort and resources in developing a branded educational platform called PlaySmart that is intended to resonate with customers, enhance gambling literacy, spark curiosity, and empower customers to take control of their gambling.

We also draw insights about what our customers need and want through data and analytics collected and interpreted by OLG. OLG also relies on high-quality data to help achieve optimal value for money in its RG investments.

OLG analyzes player behaviour and levels of risk across all lines of business and offers RG resources and tools to players wherever they play. This comprehensive support structure is a source of pride and central to OLG's status as an industry leader. To increase the value of these data capabilities, OLG will continue to deepen its understanding of player needs through research, analytics and customer segmentation, and design and implement improvements to its programs and resources accordingly.

Another key objective for OLG is to strengthen understanding of gambling impact across specific communities that may be more at risk (Indigenous communities, specific socio-demographic groups, etc.) in order to develop a range of more targeted, culturally responsive RG services and supports, developed in collaboration with affected communities and people with lived experience of gambling harm.

### KEY INITIATIVES

1. Deliver engaging PlaySmart Education Campaigns to enhance gambling literacy and encourage positive play behaviour
2. Conduct and commission research on key areas of interest to support RG program delivery
3. Incorporate a range of more targeted, culturally responsive RG services and supports

### PLAYER HEALTH & POSITIVE PLAY

As part of OLG's commitment to making player health a top priority, PlaySmart focuses on increasing positive play behaviours for all players and OLG has developed an index to assess player health.

The Enterprise Player Health Index (EPHI) is a measure of problem gambling risk in our player base. OLG is a leader in a growing practice among gaming operators to measure the problem gambling risk in their player bases.

The EPHI is a useful way to assess player health, establishing a top-line indicator as part of OLG's RG ambition and vision. The EPHI is an indicator of the overall health of the active OLG player base across the three lines of business from a problem gambling risk perspective: i.e., land-based casino and charitable gaming, lottery, and digital.

The Positive Play Scale (PPS) is a standardized tool to measure players' gambling beliefs and behaviours, which provide important indicators of healthy play.

Through PlaySmart, OLG focuses on two key positive play indicators to support all players: gambling literacy (how gambling games work) and pre-commitment (amount of time and money they spend gambling).

<sup>2</sup> Williams RJ, Leonard CA, Belanger YD, et al. Gambling and Problem Gambling in Canada in 2018: Prevalence and Changes Since 2002. *The Canadian Journal of Psychiatry*. 2021;66(5):485-494. doi: [10.1177/0706743720980080](https://doi.org/10.1177/0706743720980080).

<sup>3</sup> Bijker R, Booth N, Merkouris SS, Dowling NA, Rodda SN. Global prevalence of help-seeking for problem gambling: A systematic review and meta-analysis. *Addiction*. 2022 Jul 13. doi: [10.1111/add.15952](https://doi.org/10.1111/add.15952). Epub ahead of print. PMID: 35830876.



# STRATEGIC PRIORITY 3

## On OLG's digital gaming platform including sports, enhance player support and promote the adoption of positive play behaviours

**Drawing from best practices across Canada and the world, OLG has embedded RG and safe play mechanisms into all aspects of OLG.ca.**

OLG's digital offering, and the player base engaging with it, grew rapidly over the course of the previous Plan cycle. In 2020/21 alone, the COVID-19 pandemic drove many land-based gaming players to access digital play from home, and the launch of the new OLG.ca platform heralded a broader and more sophisticated digital gaming offering. While the growth of OLG's digital business is welcome, the level of RG risk to digital players has increased as the wider online gambling market has matured, and as OLG has added games, products and promotions to its own platform. In the next three years, CSSR will be instrumental in matching this sophistication by expanding its own offering of educational and compelling resources to digital players, as well as by assessing their individual level of risk and responding with tailored interventions to prevent escalation, unsustainable play and self-exclusions.

Digital is a significant area of growth and business development investment at OLG. With digital expansion comes a greater need for support, awareness and engagement with PlaySmart.

Research confirms our current understanding of risk in a digital environment, that digital casino play is higher risk than land-based and digital lottery. For this reason, we will continue to leverage technology and analytics to enable OLG to take proactive steps to interact early enough and in the right way to offer protective tools and harm reduction.

### KEY INITIATIVES

1. Operationalize a new virtual PlaySmart Centre to support digital players
2. Deploy a targeted customer intervention strategy and tools for at-risk digital players
3. Increase the impact of My PlaySmart tools on OLG.ca
4. Develop leading-edge educational resources for online sports betting and new products

### PLAYSMART TARGETED CUSTOMER INTERACTIONS

OLG has embarked on a journey to enhance and measure the effectiveness of its interactions with players from a responsible gambling and positive play perspective.

We want to become more proactive with our interactions with digital players, including those identified as high-risk, and develop a suite of targeted approaches and tools to communicate and interact with at-risk digital players.

Social Responsibility has set up a project to evaluate current and new approaches to communicating with digital players and create a targeted interactions framework that will support in:

1. Identifying customers on digital gaming platforms who may be at risk of experiencing harms associated with gambling
2. Interacting with customers who may be at risk of experiencing harms associated with gambling
3. Understanding the impact and effectiveness of these interactions on customer behaviour and risk profile

The intended outcome is to be able to reach the right customers, at the right time, with the appropriate messaging that can create positive change in people's gambling attitudes and behaviours, including increased use of My PlaySmart tools.



# STRATEGIC PRIORITY 4

## For land-based casino and charitable gaming, refresh in-person services, educational offerings and PlaySmart tools

Land-based gaming (LBG) and charitable gaming (cGaming) also underwent significant change and stress during the life of the previous Plan. During the COVID-19 pandemic, Ontario casinos and cGaming sites were closed to patrons for a total of 13 months, sending many players to other channels and necessitating drastic remodelling by operators. At the same time, the number of sites in Ontario continues to expand, with Pickering Casino Resort opening in July 2021 and North Bay Casino opening in March 2022. As sites return to full capacity, OLG will ensure that RG supports in LBG and cGaming remain sufficient to support players across the spectrum, from casual to at-risk. This means completing upgrades to PlaySmart Centres and kiosks, resetting the implementation of limit-setting tools at Electronic Gaming Machines (EGMs), and ensuring that service providers and delivery partners remain fully equipped to fulfil their role in supporting players.

PlaySmart Centres are a flagship component of the RG program, with 303,660 visitors resulting in 5,075 RG interactions with customers (F19 pre-COVID19 pandemic data). There is a need to explore and implement opportunities for PlaySmart to be refreshed to continue being recognizable and useful, and to meet player expectations (centres, materials, terminals/slot machines, etc.). The Responsible Gambling Council remains a key partner in managing PlaySmart Centre operations.

### KEY INITIATIVES

1. Refresh RG messaging and PlaySmart materials at land-based gaming sites
2. Execute refresh of three PlaySmart Centres per year
3. Implement My PlayBreak, OLG's new Self-Exclusion program

### MY PLAYBREAK

OLG is continuing to expand its globally recognized RG program, PlaySmart, with the launch of My PlayBreak. Our new enhanced and rebranded Self-Exclusion program offers customers more flexibility and choice – whether they want to take a break from play at an Ontario casino, a Charitable Gaming Centre, or on OLG.ca.

My PlayBreak is just one of the RG tools in OLG's sophisticated and unmatched PlaySmart portfolio that is integrated across multiple product lines to help customers create and maintain healthy habits that enable a lifetime of sustainable play.

The enhanced Self-Exclusion program responds to personal preferences and facilitates stronger connections to treatment and support services. My PlayBreak also reinforces and clarifies participant responsibilities, while removing barriers to register in the program. More information about My PlayBreak can be found at [playsmart.ca/myplaybreak](https://playsmart.ca/myplaybreak).



# STRATEGIC PRIORITY 5

## **Contribute to lottery players' positive play experience, including for sports bettors, and support lottery channel expansion**

Over the next three years, the business is set to expand by offering new products and providing more opportunities to play at retail locations.

Each of these changes expands the potential player base of OLG's lottery products, and thereby presents new types of program gambling risk. CSSR will ensure that the RG program keeps pace with these changes by providing each of these new player types with the resources and tools they need to play positively at the point of delivery. By ensuring that the expansion of the lottery business is accompanied by robust RG features, we will seek to maintain or decrease rates of risk and self-exclusion as the player base grows.

We will continue our investment in social marketing efforts to enhance gambling literacy – specifically for sports bettors – which contributes to positive play and prevention efforts, with the aim of increasing impact across the sports category both at retail and digital.

We will also support the business to establish policies and strategies to help prevent underage gambling. In addition, our new training program will equip staff to prevent access by minors. Research indicates that teens and young adults (10 to 24 years old) have higher rates of problem gambling than adults.<sup>4</sup>

### **KEY INITIATIVES**

1. Improve the effectiveness of OLG's RG Lottery Retailer Training
2. Implement relevant and impactful RG messaging and tools to support Lottery channel expansion
3. Develop and implement RG supports – including age-gating to help prevent access by minors – and PlaySmart educational resources for self-serve terminals in lottery retail locations

<sup>4</sup> Calado F, Alexandre J, Griffiths MD. Prevalence of Adolescent Problem Gambling: A Systematic Review of Recent Research. *J Gamb Stud.* 2017;33:397-424. <https://doi.org/10.1007/s10899-016-9627-5>.



# Key Performance Indicators

## **OLG has developed a robust RG Program Monitoring and Evaluation Framework to assess the impact of its RG program and continuously improve its RG offerings and deliverables to support players**

In 2018, to support OLG's vision of socially responsible growth, a long-term project was initiated to enhance its RG program evaluation by incorporating more impact metrics to help determine whether the RG program is effective (i.e., how we measure success). The RG Program Monitoring and Evaluation Framework provides a cohesive, rational framework to monitor key RG metrics over time and enable collection of diagnostic, data-driven evidence for RG program effectiveness and areas of improvement.

### **The Framework enhances OLG's ability to evaluate the RG program in the following ways:**

- Aligns with the most recent RG program strategy and is designed to comprehensively evaluate it from a multi-impact perspective.
- Incorporates new metrics that reflect emerging and standard areas in the field of RG (e.g., Positive Play and Problem Gambling harm) and form the foundation of the impact-based evaluation.
- Offers multiple levels of program monitoring and metrics that serve different levels of need across OLG's lines of business. For example, at the operational level, where there is interest in specific program elements across different lines of business, all the way up to Executive Management and the Board of Directors, who set the broad goals.

The objective of the RG Program Monitoring and Evaluation Framework is to offer a comprehensive reporting and measurement capacity of the RG program and bring an unprecedented level of insight into Program operation, performance and effectiveness in terms of coherence, quantification and practicality (i.e., results to inform practical, feasible changes to the program).

### **Social Responsibility has enhanced its program evaluation approach by incorporating more impact metrics and better overall metrics. This inclusion helps to:**

- More clearly define and prioritize metrics and key performance indicators.
- Provide a stronger link between programming initiatives and strategy.
- Monitor the program in a more systematic and strategic way.

This new approach to program evaluation links all RG programming to main program impacts that underpin the two RG Primary Goals of this Plan. It is driven by, and seeks to monitor, metrics measuring key aspects of the general program strategy underlying the RG Three-Year Plan.

### **The focus for Fiscal 2023–2025 is on two key impact metrics that are integrated across all five strategic priorities:**

1. PlaySmart engagement and Positive Play – a measure of the extent of various responsible gambling beliefs and behaviours amongst players
2. Player Health – a measure of the extent of problem gambling risk amongst players

### **The following key performance indicators and targets will be used throughout the lifecycle of this plan:**

1. PlaySmart Awareness: Increase percentage of players who are aware of PlaySmart (baseline: 62%)
2. Gambling Literacy (Positive Play Scale indicator): Increase percentage of gambling literate players (baseline: 52%).
3. Pre-Commitment (Positive Play Scale indicator): Maintain the percentage of players who set a budget (baseline: 73%)
4. My PlaySmart Tools: Benchmark and increase meaningful tool use for at-risk digital players
5. Enterprise Player Health Index (EPHI): EPHI threshold set at 92% or higher (baseline: 92%–95%)



# RG Plan Key Objectives, Fiscal 2023–2025

At a high level, from those five strategic priorities, OLG has identified 16 key objectives to achieve before the end of the Three-Year Plan. This will be a key part of realizing OLG's ambition and vision to be a globally recognized leader in RG programming and achieve a world-best RG program.

## **Strengthen OLG's internal culture of social responsibility across the organization**

1. Integrate and cascade EPHI in performance goals across the organization
2. Relaunch the partner/stakeholder PlaySmart Forum
3. Refresh the employee training program
4. Expand partnerships with treatment providers and RG organizations

## **Increase our understanding of OLG customers to maximize player health and develop culturally relevant programming,**

5. Refresh and actively market PlaySmart materials to enhance gambling literacy
6. Deliver educational campaigns that drive engagement with PlaySmart content
7. Incorporate a range of more targeted, culturally responsive RG services and supports
8. Enhance data quality to inform RG programming and program effectiveness

## **On OLG's digital gaming platform including sports, enhance player support and promote the adoption of positive play behaviours**

9. Operationalize a new virtual PlaySmart Centre to support digital players
10. Deploy a customized intervention strategy and tools for at-risk digital players
11. Increase impact of My PlaySmart tools on OLG.ca

## **For land-based casino and charitable gaming, refresh in-person services, educational offerings and PlaySmart tools**

12. Upgrade/rebrand a minimum of three PlaySmart Centres in casinos per year
13. Launch My PlayBreak: OLG's enhanced Self-Exclusion program
14. Increase RG messaging and supports at cGaming sites

## **Contribute to lottery players' positive play experience, including for sports bettors, and support lottery channel expansion**

15. Improve effectiveness of Lottery Retailer Training
16. Implement relevant and impactful RG messaging and tools to support Lottery channel expansion





**PLAY** FOR  
**ONTARIO**