December 3, 2008

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Jean Jorgensen, Executive Director
World Lottery Association
500, Sherbrooke West
Montréal, Québec H3A 3G6

Dear Mr. Jorgensen,

On behalf of British Columbia Lottery Corporation (BCLC), I am pleased to submit our official application for Level 3 accreditation in the World Lottery Association.

Because BCLC has already implemented many Responsible Gambling initiatives, some parts of our application reflect the Level 4 (Continuous Improvement) format. In addition, we have provided implementation plans for those RG initiatives scheduled to be rolled out in the near future.

One of BCLC's top 4 corporate goals is to demonstrate social responsibility in all of our activities by ensuring that our games are provided in a socially responsible manner.   One way we accomplish this is by improving responsible gambling strategy and the delivery of programs. In the past 12 months, we have made substantial progress in advancing our RG strategy and achieving our goals. Corporate Social Responsibility will continue to grow and have a significant influence on the future direction of BCLC. I am a strong proponent of CSR and will do whatever is required to support efforts in this area.

Regards,

Michael Graydon
President and CEO

**British Columbia Lottery Corporation
Submission for Accreditation**

World Lottery Association: Level 3

**Implementation Plan &
Continuous Improvement Resources**

Submitted December 15, 2008

Table of Contents

Introduction

Introduction

British Columbia Lottery Corporation (BCLC) is an agent of the British Columbia (BC) Government mandated to conduct and manage gaming in the Province of BC. On behalf of the Government, BCLC has responsibilities to:

- Conduct, manage and operate lottery gaming, including the marketing of nationwide and regional lottery games in association with other provinces of Canada;
- Conduct, manage and operate casino gaming;
- Conduct manage and operate commercial bingo gaming;
- Conduct and manage Internet gaming.

The vast majority of BCLC's product sales and operational services are contracted through private sector business service providers. Lottery, Casino and Bingo gaming networks include about 4,300 Lottery Retailers, 15 Casinos, 14 commercial Bingo Halls, 13 Community Gaming Centres (CGCs) and two Racetrack Casinos.

Gaming Policy and Enforcement (GPE), of the Ministry of Housing and Social Development, regulates all gaming in BC, ensures integrity of gaming industry companies, people and equipment, and investigates allegations of wrongdoing. GPE's responsibilities include regulatory oversight of BCLC, all gaming service providers, companies and gaming employees, licensed gaming events, and the BC horse racing industry.

Since 1985, BCLC has remained steadfast in its mission to provide socially responsible gaming entertainment that generates net income for the Government of BC for health care, education, social, community, charitable and municipal programs. BCLC's Board of Directors and Executive Committee have identified Responsible Gambling and Corporate Social Responsibility as a priority strategic initiative and provided $1.2 million for programs[1] in FY 2008/2009.

BCLC products and services are provided in a socially responsible manner and its social objectives – to reduce the incidence of problem gambling, to reduce the harmful impacts of excessive gambling, and to deliver gaming in a manner that encourages responsible gambling and healthy choices – align with the BC government's Responsible Gambling Strategy.

BCLC works in concert with GPE, Gaming Service Partners (GSP) and municipal governments that host our major gambling facilities to achieve a balanced approach to the delivery of gaming. BCLC's responsible gambling activities focus on player communication, lottery retail and gaming facilities.

See the Attachments following this section for more information.

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[1] Funding is for BCLC initiated responsible gambling programs focused on BCLC facilities and players only. BCLC also provides $7 million annually to GPE for funding of problem gambling and community focused (schools, colleges, universities and general public) prevention and awareness programs. BCLC has no mandate to extend programming beyond its known players.

Attachment 1 – List of Acronyms

Attachment 2 – Organizational Chart: Gaming in British Columbia

Attachment 3 – Organization Chart: BCLC's Business Channels

Attachment 1

List of Acronyms

1. ART - Appropriate Response Training

2. BC - British Columbia

3. BCCSR - British Columbia Center for Social Responsibility

4. BCLC - British Columbia Lottery Corporation

5. BCPRG - British Columbia Partnership for Responsible Gambling

6. CGC - Community Gaming Centre

7. CSOM - Casino Site Operations Manager

8. CSR - Corporate Social Responsibility

9. FY - Fiscal Year (April 1st – March 31st)

10. GPE – Gaming Policy and Enforcement

11. GSP - Gaming Service Partner

12. ILC - Interprovincial Lottery Corporation

13. PG - Problem Gambling

14. RG - Responsible Gambling

15. RGC - Responsible Gambling Council

16. RGO - Responsible Gambling Officer

17. RPIC - Responsible Play Information Centre

18. VSE - Voluntary Self-Exclusion

19. WLA - World Lottery Association

Attachment 2

Gaming in British Columbia

Attachment 3

BCLC's Business Channels

Program Element: Commitment

The following positions are responsible for the development of an implementation plan for integrating the WLA RG principles into BCLC's day-to-day operations:

- BCLC's Board of Directors, and the Board's Governance and Corporate Social Responsibility Committee review annually with management the Corporation's corporate social responsibility management program and the steps taken by the Corporation to ensure the Corporation is engaging in a socially responsible approach to business practices.

- BCLC's Executive Committee (CEO and vice presidents) is responsible to ensure BCLC's vision, values and commitments to socially responsible gaming are understood and integrated into the way it conducts its business.

- Vice President, Corporate Affairs is responsible for corporate social responsibility and responsible gambling (RG) related policies and programs in addition to his other areas of responsibility.

- Director, Corporate Social Responsibility is directly responsible for the development of policies, programs and standards that support the integration of responsible gambling practices into BCLC's business systems.

- Responsible Gambling Managers (2) are responsible to develop an implementation plan for integrating RG principles into BCLC's day-to-day operations.

- RG Specialists (3) are responsible for tracking and documenting progress related to the implementation plan for integrating RG principles into BCLC's day-to-day operations.

- RG Coordinator (1) is responsible for the administration of the Appropriate Response Training (ART) program.

- Regional RG Team Leaders (4) manage a network of Responsible Gambling Officers (30+) who staff Casino and Community Gaming Centre Responsible Play Information Centres. In addition they provide ART for frontline gaming workers, execute responsible gambling promotional programs, and monitor facilities to ensure operating practices comply with BCLC responsible gambling standards.

- Business Unit (i.e. Casino and Lottery) vice presidents, directors and managers are responsible to ensure adherence to all responsible gambling policies, standards and program procedures within BCLC's operations and through its retail product delivery network of Gaming Service Partners (GSP).

Program Element: RG Activity

RESEARCH POLICIES

BCLC policies and procedures require that when internal research subject lists are developed, participants must be screened against voluntary self-exclusion and/or barred lists. Individuals identified through this process as self-excluded or barred are subsequently removed from the "research participant list". For example, initial screening against Voluntary Self-Exclusion Program lists for BCLC's online research e-Panel is conducted at the time of recruitment from a database of customers who agree to participate in BCLC surveys.

For subject lists developed by independent researchers, no screener is applied. Corporate Research is currently developing a policy around how best to include such a screening function as part of all gambling-related surveys conducted by BCLC.

RESEARCH PROGRAMS

Player Awareness

The ongoing Gaming Watch study measures awareness of Responsible Gambling (RG) initiatives among the portion of the public engaged in any form of gambling, not just those who visit Casinos, Bingo Halls or Community Gaming Centres (CGCs).

In addition, BCLC's Corporate Research department is responsible for implementation of a research program that includes RG questions as part of surveys conducted onsite at Casinos, Bingo Halls and Community Gaming Centres (CGCs).

Responsible Person(s)
Assistant Manager of Corporate Research

Program Objectives
To test patron awareness of responsible/problem gambling programs in BC

Stakeholders consulted in the development of the program
- BCLC Managers from Casino, Bingo and CGC divisions
- Responsible Gambling Manager

Audiences
Patrons of Casinos, Bingo Halls and CGCs

Tactics
Annual onsite Customer Satisfaction surveys among patrons of Casinos, Bingo Halls and CGCs include two questions to test awareness of problem gambling programs:

- "Are you aware of any programs or initiatives by BCLC to encourage or promote responsible gambling?"

- "Are you aware of a voluntary self-exclusion program that offers players the option to exclude themselves from entering BC Casinos, Bingo Halls and Community Gaming Centres for a set period of time?"

Additionally, because Casinos typically have more RG resources than other sites, a third question is asked on the Casino survey:

"Are you aware of information booths at BC Casinos that have pamphlets, a touch-screen information kiosk, and a desktop computer linked to BCLC's website?"

Budget requirements
Combined, the annual budget for onsite surveys is $125,000.

Timelines
These are annual surveys.

Evaluation
This research, in fact, serves as the evaluation tool to measure the success of the player awareness program.

GameSense

To increase player awareness of RG programs and resources, BCLC developed *GameSense*, a new RG "brand".   Focus groups were conducted to assess the reaction of the players and the general population to the *GameSense* concept. A total of six groups were convened over three nights; four of the groups represented players (Lottery and e-gaming, Bingo and Casino).

Based on the response of focus group participants, there is support and endorsement for the direction BCLC has chosen.

Public Awareness

Gaming Watch

This public opinion tracking program, conducted continuously throughout the year, measures awareness of RG initiatives among the general public. Results are reported on a quarterly basis.

GameSense

Focus groups were conducted to assess the reaction of players and the general public to the *GameSense* concept. A total of six groups were convened over three nights; two of the groups represented the general population – one included people age 18-34, the other covered age 35+.

Based on the response of focus group participants, is support and endorsement for the direction BCLC has chosen.

Public Acceptance of Gaming as Entertainment (P.A.G.E)

The Interprovincial Lottery Corporation (ILC) sponsors a comprehensive research project focused on the Canadian public's attitudes toward gaming and the corporations responsible for its management.

This national study has included both qualitative and quantitative research with sufficient participants to allow regional as well as national data to be reported. The study has been conducted in 2005, 2007 and 2008.

Specific areas explored in the research include:

- Public understanding of problem gambling and related issues
- Opinions on the availability of gaming products
- Identification of key drivers related to public support/opposition for gaming
- Assessment of the degree to which gaming is delivered in a socially responsible manner
- Appreciation of how active BCLC is engaged in preventing/reducing problem gambling

Parents as Partners

BCLC led the development of what has become a national research project, undertaken by DECODE (a national research firm specializing in attitudes of Canadian youth) and Dr. Jeff Derevensky, Director of McGill University's International Centre for Youth Gambling Problems and High Risk Behaviours.

Responsible Person(s)
Director, Corporate Social Responsibility

Program Objectives
- To enhance understanding and knowledge of parental awareness and attitudes toward youth gambling
- To generate fact-based direction for the development of communications, support materials, services and programs to effectively engage parents as partners in youth-centered responsible gambling awareness and problem gambling prevention

Stakeholders consulted in the development of the program
- Lead project consultant: Dr. Jeff Derevensky, Director of McGill University's International Centre for Youth Gambling Problems and High Risk Behaviours
- Lead research agency: DECODE

Funding Partners
- BCLC
- Alberta Gaming & Liquor Commission
- Nova Scotia Gaming Corporation
- Saskatchewan Health

Audiences
Canadian parents

Tactics
This is a 3-phase project:

1. *Interim National Quantitative Summary Report:* This phase (which has been completed) involved surveys conducted with more than 2700 Canadian parents.
2. *Custom Province-specific Qualitative Research:* Focus groups will be done within each participating jurisdiction within the next few months.
3. *Final Report:* Intended to be a resource for stakeholders and practitioners involved in youth-related prevention initiatives and programs.

Budget requirements
$55,000 (BCLC's estimated share)

Timelines
The final report is expected to be released in spring of 2009.

Voluntary Self-Exclusion (VSE) Program

BCLC was an active participant in a recently published review of best practices conducted by the Ontario-based Responsible Gambling Council[2] (RGC) relating to the gaming industry's self-exclusion programs. The RGC's review is now being used as an assessment tool to review and improve the effectiveness of BCLC's Voluntary Self-Exclusion (VSE) program.

See the "Retailers Programs" section for more information on BCLC's VSE program.

VSE Longitudinal Study

BCLC commissioned the BC Centre for Social Responsibility (BCCSR) in association with the University College of the Fraser Valley to conduct an independent four-year longitudinal evaluation of voluntary self-exclusion in BC. The study, which began in June 2007, will provide a scientific, empirically-based assessment of VSE in BC from the perspective of the client.

Responsible Person(s)
- BCCSR
- Manager, Responsible Gambling
- Director, Corporate Security
- Gaming Service Partners

Program Objectives
- To evaluate, from the client's perspective, the effectiveness of VSE in the province of BC
- To determine if VSE supports recovery and plays a role in helping participants manage problem gambling behaviours
- To learn what tactics might be used to reduce the number of participants who violate their commitment

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[2] "From Enforcement to Assistance: Evolving Best Practices in Self-Exclusion" Responsible Gambling Council (www.responsiblegambling.org), May 31, 2008.

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Stakeholders consulted in the development of the program
- BCCSR
- BCLC RG department and BCLC Corporate Security
- Gaming Service Partners
- Responsible Gambling Information Officers (RGOs)

Audiences
Anyone participating in the BCLC VSE program

Tactics
The following represent key areas of focus for the project:

- What factors support compliance with the program?
- What elements of VSE programs could be changed to promote a greater compliance?
- What factors contribute to non-compliance with the program?
- Is there a way to reduce the number of people who violate their agreement?
- What role does VSE play in the management of an individual's overall gambling behaviour?
- After the VSE period has expired, what tools would help manage an individual's gambling behaviour?
- Did the individual receive any gaming marketing materials while excluded?
- How do clients find out about the program?
- What factors contribute to the requests for enrolment in the program?
- Do those who enrol in VSE understand what counselling and other services are available to them?
- Do those who enrol in VSE understand how counselling services work?
- Was referral to counselling encouraged when signing the VSE form?
- Did the individual feel they were treated with respect?
- How many times did the individual think about excluding before registering with the program?
- How many times have they entered into a VSE agreement?

The process to recruit study participants begins with the security staff involved in VSE sign up. When a patron asks to participate in VSE, security staff will show them a video that describes the study. If they wish to participate, they are asked to sign a consent form and are contacted at a later date by the study group (BCCSR).

Budget requirements
$88,000

Timelines
This study of the VSE program will take approximately 4 years, after which a full report will be issued by the BCCSR. The study is currently expected to end in mid-2011.

Evaluation
BCLC believes VSE is effective in helping those experiencing gambling-related difficulties manage problem gambling behaviour. However sufficient data is not yet available to support this hypothesis. This research project will provide valuable insight into the benefits of the program, how it is perceived by clients, and how VSE may be improved to be even more effective.

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Appropriate Response Training (ART) Evaluation

BCLC has an on-going effort to ensure all gaming staff (front-line, supervisory, management, security) are trained to deal appropriately with signs of distress from patrons, and to provide referral to the many resources available for help should problem gambling be an issue. Currently BCLC offers the ART Level 1 program for frontline staff and the ART Level 2 program for managers and supervisors. Staff are required to complete the level of training appropriate to their positions.

The program was launched in 2003, and in 2007 underwent an extensive review and evaluation which led to a redesign of the curriculum and related evaluation process.

See the "Retailers Program" section for descriptions of the ART Level 1 online program and the ART Level 2 classroom-based program.

As part of the ART Level 2 curriculum redesign, a complete evaluation plan was created. The following objectives were set for ART program evaluation:

- To determine what RG knowledge participants have before they take the ART program
- To elicit feedback from ART program participants about the training process
- To determine whether participants retain information taught in the session

Continuous evaluation is also part of the ART Level 2 classroom-based program:

1. *Pre-ART survey:* assess participant knowledge of RG prior to ART session
2. *ART quiz:* participants are required to achieve 70% on this quiz to pass the program
3. *Post-ART feedback:* participant evaluation of the facilitator, the course content, etc.
4. *Follow-up ART survey:* one-time survey to assess participant knowledge retention after taking the redesigned ART Level 2 training

Evaluation tools 1 - 3 are used each time an ART session is held. An outside research vendor is used to tally these evaluations. For the ART quiz, the vendor sends a report to BCLC on a monthly basis. For the Pre-ART survey and Post-ART feedback, the vendor sends a quarterly aggregate report.

The Follow-up ART survey is a one-time tool to determine retention of information among the first group of gaming staff who participated in the redesigned ART Level 2 classroom-based program.

Reports from the research vendor are reviewed on a monthly and quarterly basis. Results are used to inform continuous quality improvement.

See the Attachments following this section for copies of the evaluation tools.

Gaps and Opportunities
Initially, the process of data transfer and analysis between Corporate Research and RG was time intensive and introduced a potential for errors in recording test scores.

Priorities in this area
After an initial analysis and review identified an inefficient system, the process was changed and the format of test score recording was standardized so as to eliminate the potential for error.

Responsible Play Information Centre (RPIC) evaluation

By the end of 2008 BCLC will have installed staffed RPICs at all 15 Casino locations and both Horseracing facilities that include Casino gaming. The program was started as a pilot project at two Casinos in 2005, and the following year a comprehensive expansion program was launched.

Research into the effectiveness of the RPIC program includes:

- Onsite guest survey to determine patron awareness of the RPICs and of various RG-related topics. The first survey was conducted in the fall of 2006, with a follow-up survey planned for spring of 2009.
- Responsible Gambling Information Officers (RGOs) staff the RPICs. They use a newly developed web-based data collection system to collect information recorded on the RGO Customer Interaction Log Sheets, including:

  - Number of significant[3] interactions with patrons
  - Reasons for the interaction
  - Number of referrals to the Problem Gambling Help Line
  - Number of assisted voluntary self-exclusions
  - Other actions taken by RGOs

In addition, a reporting tool allows access to report options, such as detailed information about interactions, based on activity within a specific user-defined reporting period.

Gaps and Opportunities
Increasing the number of RG interactions with players and customers is an ongoing challenge.

Priorities in this area
Programs and promotions (e.g., contests) are in development to increase awareness among customers of the RPICs and to encourage player visits.

ReGie Interactive Terminal

In 2006, BCLC's RG department developed "ReGie", a self-service touch-screen interactive terminal housed in the RPICs. ReGie was designed to provide gaming facility customers with self-serve access to responsible play information such as how the games work and odds of winning. In addition, direction on accessing problem gambling services and obtaining referrals is available. ReGie is also used by Responsible Gambling Officers (RGOs) as a customer engagement and teaching tool. In early 2008, the RG department conducted a study to gather feedback on the current generation of ReGie, including:

- Patron awareness
- Patron & staff perception
- Usability of ReGie
- Reactions of patrons and staff to content

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[3] A "significant" interaction refers to any interaction with a player or customer that involves responsible play content.

Phase 1 of the study involved interviews with a cross-section of patrons at Casinos and CGCs. Phase 2 was a general usability test, involving patrons selected from the awareness sample. In addition, there was a qualitative phase involving one-on-one interviews with patrons and staff, and a focus group of RGOs.

Gaps and Opportunities

Study results showed that patron awareness of ReGie was very low. In addition, some thought the ReGie was for problem gamblers and stayed away to avoid stigma. Patrons want easier and more consistent navigation and more detailed and relevant content including more information on how the games work and odds of winning. In short, RG needs to remove any perceived stigma around the ReGie and give patrons a reason to visit.

Priorities in this area

The study results are driving a current redesign of ReGie. A new script is complete and includes more information on how the games work and odds of winning, along with other important sections including myths versus facts and how to obtain help when gambling isn't fun anymore.

The design phase is beginning in December 2008 and will focus on changing ReGie to be more user-friendly and to fit in better in gaming venues. The redesigned ReGie will be viewed as fun, helpful and approachable. The first pilot locations will be up and running in the first quarter of FY 09/10.

Research Programs: Attachments

Attachment 1 – ART Training Participant Information

Attachment 2 – Pre-ART survey

Attachment 3 – Post-ART feedback

Attachment 4 – ART Quiz

Attachment 5 – Follow-up ART survey

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ART Training
Participant Information

Today's Date: _____

First Name: _____   **Last Name:** _____

Place of work: _____

Current Position (i.e. Job title): _____

GPEB Number: _____

Email: _____

Phone number: (____) _____ - _____

Length of time in current position:
            _____   Months   or   _____   Years

Length of time working in the gambling industry:
            _____   Months   or   _____   Years

Pre-ART Survey

Today's Date: _____

First Name: _____ **Last Name:** _____

Instructions
Please complete the following survey regarding responsible gambling practices and resources. If you cannot answer a question, please leave it blank. Thank you.

RG Policies and Practices

1. Please list as many responsible gambling (RG) policies, practices and resources at your venue as you can.

_____

_____

_____

_____

_____

2. Where in the casino can you find pamphlets on how casino games work?
(Please check all that apply)

☐ Cashier's cage

☐ Main entrance

☐ Restaurant

☐ Responsible Play Information Centre (RPIC)

☐ Other location (please specify) _____

3. Which of the following is TRUE about your venue's customer credit/loan policy?
(Please select one)

☐ A) A financial assessment of assets is required before the venue will extend credit to customers

☐ B) Credit is only extended to high rolling customers

☐ C) The venue does not extend credit or make loans to customers

☐ D) Credit up to $10,000 may be extended to approved customers

☐ E) Both A and D

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4. Name 4 main RG resources or support services which are available when a customer requires assistance.

1. _____

2. _____

3. _____

4._____

5. The job of a Responsible Gaming Officer (RGO) is to…
(Please check all that apply)

☐ Talk to customers in distress about their gambling or the gambling of someone close to them

☐ Intervene with customers who are causing a disruption

☐ Provide back-up for Level 2 staff when dealing with distressed customers

☐ Provide security for the casino

☐ Give referrals to the Help Line and support customers while they make the call

☐ Explain how games work

6. The goals of the Responsible Play Information Centre (RPIC) are to increase awareness of…
(Please check all that apply)

☐ Responsible gambling practices

☐ Casino services and shows

☐ On- and off- site resources for customers

☐ Gold Card program

☐ How games work (e.g., randomness, house edge, payouts, etc.).

7. The purpose of the 1-888 Help Line is to…
(Please check all that apply)

☐ Connect callers to the BC Problem Gambling Program

☐ Provide toll-free, multilingual service 24/7

☐ Tell callers how various games work

☐ Give information about the BC Gold Card program

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8. What is Voluntary Self-exclusion (VSE)?
(Please select one)

☐   A) A process whereby someone asks to have a friend or family member excluded from a gambling venue

☐   B) A process whereby an individual asks to be excluded from a gambling venue

☐   C) A process whereby a gambling venue decides who should be excluded from the venue

☐   D) A process whereby a person enters a treatment program for their gambling problems

☐   E) All of the above

☐   F) Both A & B

☐   G) None of the above

9. If someone is in the casino VSE program, from which of the following venues are they banned?
(Please select one)

☐   Only the casino where they registered for the program

☐   All casinos in the province but no other gaming venues

☐   All gaming venues within 100 kilometres of their home

☐   All casinos and other gaming venues with slot machines in the province

☐   None of the above

Myths

10. You would talk to patrons about gambling myths when…
(Please check all that apply)

☐ They say something you know to be wrong (e.g., they can predict where the roulette ball will land)

☐ They sign up for their Gold Card

☐ They win a lot of money

☐ They ask for information (e.g., how a slot machine works)

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Responding to Customer Distress

11. If you hear or see a customer doing things that might cause harm to themselves, it is important that you… *(Please check all that apply)*

☐ Get their first and last name—try to keep them talking

☐ Keep the situation light by telling jokes

☐ Take all threats seriously and act immediately

☐ Find out if they have a gambling problem and only intervene if they do

☐ Try to get their license plate number if they leave before help arrives

☐ Contact security staff

☐ Try to solve their problem. If that fails, refer them to the suicide hotline

☐ Don't hesitate to call 911 if you feel the person is in immediate danger

Creating an Opening

12. In which of the following situations would it be appropriate to initiate a conversation with a customer about RG resources?
(Please check all that apply)

☐ If someone who knows the customer expresses concerns (e.g. 3rd party requests)

☐ If you think a customer is playing over their limit

☐ If a Level 1 staff member tells you they are concerned about a customer's gambling

☐ If you notice changes in a regular customer's behaviour or communication over time

Providing Information and Support to Customers

13. If the situation arises, how likely would you be to do each of the following…

If the situation arises…	Definitely would not	Probably would not	Might or might not	Probably Would	Definitely Would
a) Tell customers about the main responsible gambling resources?	1	2	3	4	5
b) Dispel gambling myths for customers?	1	2	3	4	5
c) Assist customers in distress?	1	2	3	4	5
d) Initiate a conversation with a customer about RG resources?	1	2	3	4	5

Thank you for taking the time to complete this survey!

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Attachment 3

Post-ART Feedback

Today's Date: _____

First Name: _____ **Last Name:**_____

Facilitator(s): _____

In order to assist us in improving future sessions, please complete all sections.   Thank you.

1. Using the scale from *Excellent* to *Poor* please rate each of the following aspects of the ART program.

	Excellent	Very Good	Good	Fair	Poor
a) The organization and flow of the lessons and materials	5	4	3	2	1
b) The quality of the *Pocket Guide*	5	4	3	2	1
c) The quality of the learning activities	5	4	3	2	1
d) The quality of the visual aids (e.g., the PowerPoint presentation)	5	4	3	2	1
e) The methods presented for handling situations	5	4	3	2	1

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2. Using the scale from *Excellent* to *Poor*, please rate the ART Facilitator on each of the following…

How would you rate the Facilitator on…	Excellent	Very Good	Good	Fair	Poor
a) Effectiveness of the presentation/communication style	5	4	3	2	1
b) Knowledge of the subject	5	4	3	2	1
c) Time allocation for participation & practice	5	4	3	2	1
d) Ability to answer questions	5	4	3	2	1

3. Please provide any comments you have regarding the ART Facilitator.

_____

_____

_____

4. Using the scale from *"Completely Prepared"* to *"Completely Unprepared"*, please indicate how prepared you feel to use the knowledge and skills you learned in this ART training if the situation arises.

	Completely Prepared	Somewhat Prepared	Somewhat Unprepared	Completely Unprepared
a) To tell customers about the four main responsible gambling resources	4	3	2	1
b) To dispel gambling myths for customers	4	3	2	1
c) To assist customers in distress	4	3	2	1
d) To initiate a conversation with a customer who you believe may have a problem	4	3	2	1
e) Overall, how prepared do you feel you are to use the skills and knowledge you learned in ART should the opportunity arise?	4	3	2	1

5. **Using the scale from *Very* to *Not at all*, please answer the questions below regarding your overall opinion of ART.**

	Very	Somewhat	Not very	Not at all
a) Overall, how satisfied are you with the ART learning experience?	4	3	2	1
b) Overall, how applicable to your job do you find the content of ART?	4	3	2	1

6. Do you have any suggestions for improving ART?

_____

_____

_____

_____

Thank you for taking the time to fill out this survey!

ART Quiz

Today's Date: _____

First Name: _____ **Last Name:** _____

Please answer the following questions based on what you learned in today's training. Successful completion of the program requires a total test score of at least 70%. You may use your ART Pocket Guide if you wish.

RG Policies and Practices

1. Please list as many responsible gambling (RG) policies, practices and resources at your venue as you can.

_____

_____

_____

_____

_____

_____

2. Where in the casino can you find pamphlets on how casino games work?
(Please check all that apply)

☐ Cashier's cage

☐ Main entrance

☐ Restaurant

☐ Responsible Play Information Centre (RPIC)

☐ Other location (please specify) _____

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3. Which of the following is TRUE about your venue's customer credit/loan policy? *(Please select one)*

☐ A) A financial assessment of assets is required before the venue will extend credit to customers

☐ B) Credit is only extended to high rolling customers

☐ C) The venue does not extend credit or make loans to customers

☐ D) Credit up to $10,000 may be extended to approved customers

☐ E) Both A and D

4. Why is your venue's credit/loan policy an RG strategy?

_____

_____

_____

RG Resources

5. Name 4 main RG resources or support services which are available when a customer requires assistance.

1. _____

2. _____

3. _____

4._____

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6. The job of a Responsible Gaming Officer (RGO) is to…
(Please check all that apply)

☐ Talk to customers in distress about their gambling or the gambling of someone close to them

☐ Intervene with customers who are causing a disruption

☐ Provide back-up for Level 2 staff when dealing with distressed customers

☐ Provide security for the casino

☐ Give referrals to the Help Line and support customers while they make the call

☐ Explain how games work

7. The goals of the Responsible Play Information Centre (RPIC) are to increase awareness of…
(Please check all that apply)

☐ Responsible gambling practices

☐ Casino services and shows

☐ On- and off- site resources for customers

☐ Gold Card program

☐ How games work (e.g., randomness, house edge, payouts, etc.).

8. The purpose of the 1-888 Help Line is to…
(Please check all that apply)

☐ Connect callers to the BC Problem Gambling Program

☐ Provide toll-free, multilingual service 24/7

☐ Tell callers how various games work

☐ Give information about the BC Gold Card program

9. Which of the following is TRUE about the BC Problem Gambling Program?
(Please select one)

☐ It provides community-based free counselling services

☐ The counselling is for anybody dealing with problem gambling (e.g., customers, casino staff, 3rd parties)

☐ Once the counsellor is contacted, they will attempt to contact the person within 24 hours

☐ It provides referral to credit counselling, anger management, and stress management supports

☐ All of the above

☐ None of the above

bclc

10. What is Voluntary Self-exclusion (VSE)?
(Please select one)

☐ A) A process whereby someone asks to have a friend or family member excluded from a gambling venue

☐ B) A process whereby an individual asks to be excluded from a gambling venue

☐ C) A process whereby a gambling venue decides who should be excluded from the venue

☐ D) A process whereby a person enters a treatment program for their gambling problems

☐ E) All of the above

☐ F) Both A & B

☐ G) None of the above

11. What are the ban length options for VSE?
(Please check all that apply)

☐ 3 months

☐ 6 months

☐ 1 year

☐ 2 years

☐ 3 years

☐ 5 years

12. If someone is in the casino VSE program, from which of the following venues are they banned?
(Please select one)

☐ Only the casino where they registered for the program

☐ All casinos in the province but no other gaming venues

☐ All gaming venues within 100 kilometres of their home

☐ All casinos and other gaming venues with slot machines in the province

☐ None of the above

bclc

13. Which of the following statements about VSE registration are TRUE?
(Please check all that apply)

☐ The customer will need to show proper identification

☐ The whole process takes half a day to complete

☐ The customer will automatically be referred to a problem gambling counsellor

☐ Numerous pictures of the customer will be taken

☐ The customer's name will be removed from direct mailing lists and their Gold Card will be
    cancelled

☐ The customer's VSE file will be sent to the police in case the customer breaks the ban

Myths

14. You would talk to patrons about gambling myths when…
(Please check all that apply)

☐ They say something you know to be wrong (e.g., they can predict where the roulette ball will
land)

☐ They sign up for their Gold Card

☐ They win a lot of money

☐ They ask for information (e.g., how a slot machine works)

15. What makes the outcomes of casino games unpredictable?

_____

_____

_____

16. What does House Edge mean?

_____

_____

_____

bclc

Responding to Customer Distress

17. What are the three categories of customer distress you should be able to respond to?

    1. _____

    2. _____

    3. _____

18. Which of the following should you do when dealing with customers in distress? *(Please check all that apply)*

☐ Contact security

☐ Ask what the problem is

☐ Mention or ask if they have a gambling problem

☐ Try to get their first and last name

☐ Call the Responsible Gaming Officer

☐ Offer your opinion on the situation

☐ Offer information about the 1-888 Help Line

☐ Counsel them and try to solve their problem

☐ Contact the person's significant other (e.g., friend, spouse) and tell them the person is in distress

19. If you hear or see a customer doing things that might cause harm to themselves, it is important that you… *(Please check all that apply)*

☐ Get their first and last name—try to keep them talking

☐ Keep the situation light by telling jokes

☐ Take all threats seriously and act immediately

☐ Find out if they have gambling problem and only intervene if they do

☐ Try to get their license plate number if they leave before help arrives

☐ Contact security staff

☐ Try to solve their problem. If that fails, refer them to the suicide hotline

☐ Don't hesitate to call 911 if you feel the person is in immediate danger

Creating an Opening

20. In which of the following situations would it be appropriate to initiate a conversation with a customer about RG resources? *(Please check all that apply)*

☐ If someone who knows the customer expresses concerns (e.g. 3rd party requests)
☐ If you think a customer is playing over their limit
☐ If a Level 1 staff member tells you they are concerned about a customer's gambling
☐ If you notice changes in a customer's behaviour or communication over time

Thank you for taking the time to complete this survey!

In October 2008, we would appreciate you participating in a follow-up survey. Upon completion of the survey, you will be eligible for a prize package.

We will use either the email or phone number you provide to reach you.

Attachment 5

Follow-up ART Survey

Today's Date: _____

First Name: _____   **Last Name:** _____

Place of work: _____

Current Position (i.e. Job Title): _____

Length of time in current position:
    _____ **Months   or** _____ **Years**

Length of time working in the gambling industry:
    _____ **Months   or** _____ **Years**

Instructions

Please answer the following survey. It is based on the Appropriate Response Training (ART) you received three months ago. You may use your ART *Pocket Guide* if you wish. For the multiple choice questions, select the best answer(s) unless stated otherwise. If you cannot answer a question, please leave it blank. Thank you.

RG Policies and Practices

1. Please list as many responsible gambling (RG) policies, practices and resources at your   venue as you can.

_____

_____

_____

_____

_____

2. Where in the casino can you find pamphlets on how casino games work?
(Please check all that apply)

☐ Cashier's cage

☐ Main entrance

☐ Restaurant

☐ Responsible Play Information Centre (RPIC)

☐ Other location (please specify) _____

bclc

3. Which of the following is TRUE about your venue's customer credit/loan policy?
(Please select one)

☐ A) A financial assessment of assets is required before the venue will extend credit to customers

☐ B) Credit is only extended to high rolling customers

☐ C) The venue does not extend credit or make loans to customers

☐ D) Credit up to $10,000 may be extended to approved customers

☐ E) Both A and D

4. Why is your venue's credit/loan policy an RG strategy?

_____

_____

_____

RG Resources

5. Name 4 main RG resources or support services which are available when a customer requires assistance.

       1. _____

       2. _____

       3. _____

       4._____

6. The job of a Responsible Gaming Officer (RGO) is to…
(Please check all that apply)

☐ Talk to customers in distress about their gambling or the gambling of someone close to them

☐ Intervene with customers who are causing a disruption

☐ Provide back-up for Level 2 staff when dealing with distressed customers

☐ Provide security for the casino

☐ Give referrals to the Help Line and support customers while they make the call

☐ Explain how games work

bclc

7. The goals of the Responsible Play Information Centre (RPIC) are to increase awareness of…
(Please check all that apply)

☐ Responsible gambling practices

☐ Casino services and shows

☐ On- and off- site resources for customers

☐ Gold Card program

☐ How games work (e.g., randomness, house edge, payouts, etc.).

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(Please check all that apply)

☐ Connect callers to the BC Problem Gambling Program

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☐ F) Both A & B

☐ G) None of the above

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(Please select one)

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☐ All casinos in the province but no other gaming venues

☐ All gaming venues within 100 kilometres of their home

☐ All casinos and other gaming venues with slot machines in the province

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(Please check all that apply)

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☐ They ask for information (e.g., how a slot machine works)

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_____

_____

_____

13. What does House Edge mean?

_____

_____

_____

Responding to Customer Distress

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1. _____

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15. Which of the following should you do when dealing with customers in distress?
(Please check all that apply)

☐ Contact security

☐ Ask what the problem is

☐ Mention or ask if they have a gambling problem

☐ Try to get their first and last name

☐ Call the Responsible Gaming Officer

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☐ Offer your opinion on the situation

☐ Offer information about the 1-888 Help Line

☐ Counsel them and try to solve their problem

☐ Contact the person's significant other (e.g., friend, spouse) and tell them the person is in distress

16. If you hear or see a customer doing things that might cause harm to themselves, it is important that you… *(Please check all that apply)*

☐ Get their first and last name—try to keep them talking

☐ Keep the situation light by telling jokes

☐ Take all threats seriously and act immediately

☐ Find out if they have a gambling problem and only intervene if they do

☐ Try to get their license plate number if they leave before help arrives

☐ Contact security staff

☐ Try to solve their problem. If that fails, refer them to the suicide hotline

☐ Don't hesitate to call 911 if you feel the person is in immediate danger

Creating an Opening

17. In which of the following situations would it be appropriate to initiate a conversation with a customer about RG resources? *(Please check all that apply)*

☐ If someone who knows the customer expresses concerns (e.g. 3rd party requests)

☐ If you think a customer is playing over their limit

☐ If a Level 1 staff member tells you they are concerned about a customer's gambling

☐ If you notice changes in a regular customer's behaviour or communication over time

Use of ART

18. a) How often do you use the knowledge or skills you learned in ART?

Never	Rarely	Sometimes	Often	Always
1	2	3	4	5

18 b) If you NEVER or RARELY use the knowledge or skills learned in ART, please explain why.

_____

_____

_____

_____

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19. If the situation arises, how likely would you be to do each of the following…

	Definitely would not	Probably would not	Might or might not	Probably Would	Definitely Would
a) Tell customers about the main responsible gambling resources?	1	2	3	4	5
b) Dispel gambling myths for customers?	1	2	3	4	5
c) Assist customers in distress?	1	2	3	4	5
d) Initiate a conversation with a customer about RG resources?	1	2	3	4	5

20. During the course of your day-to-day work, how often do the following situations arise?

	Never	Rarely	Occasionally	Often	Always
a) Tell customers about the main responsible gambling resources?	1	2	3	4	5
b) Dispel gambling myths for customers?	1	2	3	4	5
c) Assist customers in distress?	1	2	3	4	5
d) Initiate a conversation with a customer about RG resources?	1	2	3	4	5

21. Please explain in more detail how you use the knowledge or skills learned in ART.

_____

_____

_____

_____

_____

_____

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22. Do you ever encounter difficulties using the knowledge or skills learned in ART? If yes, please explain.

_____

_____

_____

_____

_____

23. Did you use the ART *Pocket Guide* to complete this survey?

☐ Yes

☐ No

Thank you for taking the time to fill out this survey!

Please return your completed survey to:

BC Lottery Corporation
Corporate Research Department
10760 Shellbridge Way
Richmond, BC
V6X 3H1

Attention: Raymond Lee

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EMPLOYEE TRAINING POLICIES

All new BCLC employees must participate in "First Impressions", a 1-day orientation session that provides new employees with an overview of BCLC and its departments, policies and procedures.

Furthermore, BCLC policies require that all gaming staff must complete the Appropriate Response Training (ART) program within four months of receiving their Gaming Policy and Enforcement (GPE) registration number[4].

EMPLOYEE TRAINING PROGRAMS

First Impressions

These sessions are a one day event held quarterly. An overview is presented by BCLC Senior Management, including the President and CEO, on personnel policies and procedures, the organization's structure and BCLC's corporate mandate. BCLC's culture and vision are reinforced through various department presentations.

"First Impressions" provides a platform for introducing Responsible Gambling to new employees through a presentation on RG priorities and initiatives provided by the Director, Corporate Social Responsibility.

Appropriate Response Training (ART)

ART was created to develop and enhance responsible gambling-related knowledge, awareness and skills for all gaming personnel, in order to enable employees to respond appropriately to guests who may be in distress within gaming facilities. To date nearly 9,000 people in the gaming industry have completed the BCLC ART program.

For more detailed information on the ART program, see the "Retailer Programs" section of this document.

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[4] To ensure the integrity of BC's gaming operations, all BCLC and service provider staff must be registered with GPE. GPE grants registration only after background checks, including criminal record checks, are completed.

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Employee Communications

EMPLOYEE COMMUNICATIONS: RESPONSIBLE GAMBLING

Demonstrating social responsibility in all of our activities is one of BCLC's four corporate goals. Although there is significant work being done in the area of responsible gambling awareness and programs, there is a need to further engage players and the public in the meaning of responsible play.

To increase awareness of Responsible Gambling (RG) programs and resources, and to reduce the stigma associated with accessing responsible and problem gambling information, BCLC developed *GameSense*, a new RG "brand" aimed at unifying print, video and other communication tools under a common visual identity. *GameSense* will connect with our audiences in a way that the term "responsible gambling" cannot.

See the Attachment following this section to see a comparison between the current RG materials and draft versions of materials which represent the GameSense look and feel.

A plan is underway to communicate this new way of looking at RG to BCLC staff:

Responsible Person(s)
- Director, Corporate Social Responsibility
- Manager, Responsible Gambling
- Communications Officer, Corporate Communications

Program Objectives
- To promote responsible gambling and problem gambling awareness among BCLC staff
- To increase the awareness of the *GameSense* brand among BCLC staff and Service Partners
- To increase awareness of the roles and responsibilities of the Responsible Gambling department

Stakeholders consulted in the development of the program
- BCLC's Responsible Gambling team members
- Corporate Communications
- Governance & Social Responsibility Committee
- BCLC Board
- BCLC Executive

Audiences
- All BCLC employees
- Casino and CGC staff

Tactics
- Information sessions were held in Richmond and Kamloops in early December to introduce *GameSense* to employees.
- A *GameSense* section will be written and posted on the BCLC Intranet for staff.
- A permanent *GameSense* booth or kiosk will be part of the lobby in Richmond and Kamloops.
- Both main offices will receive a *GameSense* wall wrap.

Budget Requirements
FY 2009-2010: $100,000 (estimated)

Timelines
GameSense is expected to be launched to BCLC staff and Gaming Service Partners in January 2009.

Evaluation
An employee awareness survey will be conducted to see if the communications objectives have been met.

Attachment 1 – Brand comparison

- *Current BCLC responsible gambling materials are on the left side of the page.*

- *Mock-ups of materials representing the GameSense look and feel are on the right side of the page.*

Attachment 1
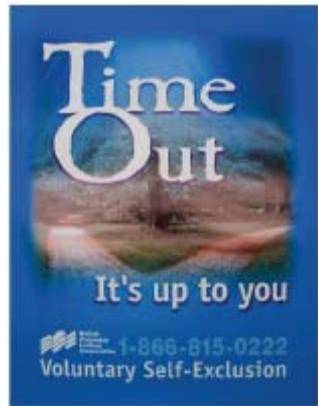
Current RG   *GameSense*
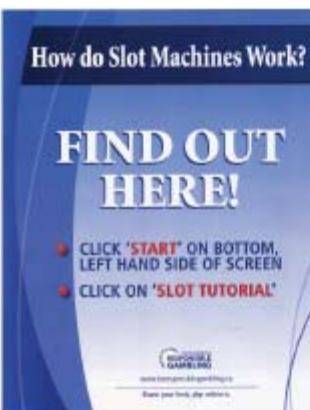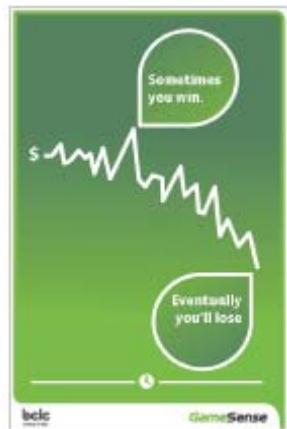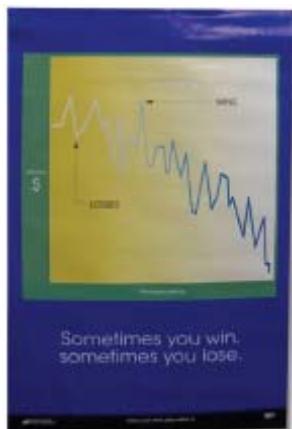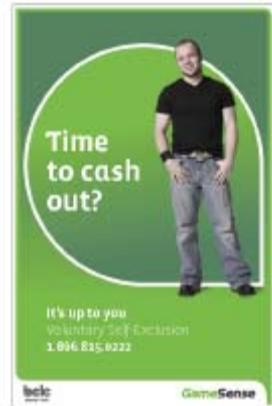
LOTTERY RETAIL NETWORK

Responsible Gambling Messaging and Information

The Lottery Retail Network encompasses a variety of initiatives designed to promote greater RG awareness through effective messaging. Responsible Gambling (RG) messaging and information is relayed through the following initiatives:

- Appropriate Response Training (ART) is one module in the Lottery Retailer certification program, offered in both face-to-face training and online. The e-learning version of the program was updated in 2008.

- Problem Gambling Help Line number is printed on all Lottery products.

- "Know your limit, play within it." tagline is placed on marketing and advertising products.

- "19+" age restriction logo is placed on marketing and advertising products, and at point-of-sale locations.

- A binder called "Putting the Player First", which contains information on responsible and problem gambling and on the odds of winning, is supplied as reference material to every Lottery Retailer.

- Printed material on problem gambling and available help is located in Lottery Retail outlets.

- Information on odds of winning Lottery games is available at bclc.com.

- The number-display units for Lottery games in the hospitality network carry the RG tagline.

- Product brochures and how-to-play material include the RG tagline, the "19+" logo and the Problem Gambling Help Line number.

Gaps and Opportunities
Due to the large number of Lottery Retail locations and the unique nature of these venues, it can be difficult to make sure all retailers are following the RG standards and policies required.

Priorities in this area
Two new Responsible Gambling Specialists were recently hired onto the RG team to monitor compliance with RG messaging standards. In addition, an audit is currently underway to assess RG messaging throughout the Lottery Retail network and provide opportunities for more effective RG messaging.

CASINO, BINGO AND COMMUNITY GAMING SERVICE PROVIDERS (AS APPLICABLE)

Appropriate Response Training (ART)

The ART program has streamlined curricula with content that is relevant to all gaming channels (Casino, Community Gaming Centre, Bingo and Lottery). Training is available through online and classroom formats for venues with slot machines and for commercial Bingo Halls.

In 2007, the Gaming Policy and Enforcement (GPE) division of the Ministry of Housing and Social Development commissioned a review of BCLC's ART program curriculum and materials, which resulted in recommendations for changes. BCLC engaged an independent contractor, the Ontario-based Responsible Gambling Council (RGC), to integrate the suggested changes into the existing curriculum. The first group of changes involved the Level 2 classroom program which targets supervisors and managers in gaming venues. Changes largely focused on ensuring that:

- Current responsible gambling research is reflected in programming
- Teaching format incorporates adult learning theory and techniques
- Evaluation methods are enhanced

In 2008, a new Level 2 facilitator's guide, presentation and participant materials were developed, and facilitators were retrained in delivery. *See the Attachments following this section to view the PowerPoint presentation used by ART program instructors.*

In addition, a complete evaluation plan was created and has been implemented for Level 2 classroom training programs. Learnings and recommendations will now inform the redesign of the Level 1 ART program, and e-learning training for front line staff.

ART Level 2 Program

ART certification is required within four months of a gaming venue staff member receiving a GPE registration number. Level 2 classes are facilitated by a professional in the RG field (Responsible Gambling Officer) and delivered in a one day, 8-hour session. Participants receive written materials including handouts and a Quick Reference Pocket Guide.

This course requires a minimum grade of 70% or greater on a quiz which is given at the end of the program. If the trainee fails to obtain 70%, he/she must re-write the exam as soon as possible.

Upon completion of the ART Level 2 program, staff should:

- Understand general venue RG policies and practices
- Know when and how to tell a customer about responsible gambling resources
- Know when to dispel myths about gambling and what to say
- Be able to identify and appropriately respond to a variety of situations of customer distress

A new comprehensive ART Level 2 program evaluation plan was implemented in 2008 to allow for data tracking and ongoing program improvement. Elements of the evaluation plan also allow RG to respond to audit requests. *See the "Research Programs" section to review each evaluation piece currently in use.* The evaluation tools include:

- Participant Contact Information Sheet
- Pre-ART survey
- Post-ART feedback
- ART quiz

The BCLC corporate research department will conduct a follow-up survey before the end of FY 08/09. Survey participants will be chosen randomly from registration lists of ART sessions held during the four months following implementation of the redesigned curriculum. This one-time study is designed to gauge the effectiveness and relevance of the new curriculum, and the retention of information.

Gaps and Opportunities
The current ART database management system is old and ineffective. An interim system was created to better meet immediate needs, but does not address program database needs moving forward. An integrated, improved tracking and reporting system is needed.

Priorities in this area
Planning is underway for the development of a new integrated data tracking and reporting system for the ART programs. This implementation is a priority for the RG Department in FY 09/10.

ART Level 1 Program

The ART Level 1 program is currently offered online to Casino and Bingo front line staff, and via a training manual to front line staff at Community Gaming Centres (CGCs). The RG department is in the process of streamlining these programs into one online (e-learning) course that will allow all front line staff to access the training, take a quiz, and print a completion certificate once they score 70% or higher on the quiz. In addition, a new online program will allow the RG department to track participants and keep an accurate, up-to-date database.

As with ART Level 2, the development of this program is driven by the recommendations of the Responsible Gambling Council and Gaming Policy and Enforcement (GPE) following the 2007 review of BCLC ART programming.

Responsible Person(s)
- Responsible Gambling Manager
- Responsible Gambling Coordinator
- IT Specialist

Program Objectives
- To streamline multiple existing programs/versions into one comprehensive e-learning course
- To incorporate RGC and GPE recommendations into the curriculum
- To create a program that will equip front line staff with the knowledge and skills they need to respond appropriately and confidently in a variety of customer situations, including assisting customers interested in RG information and helping customers in distress
- To create a database that allows for participant tracking and reporting capabilities

Stakeholders consulted in the development of the program
- Responsible Gambling Council (RGC)
- Gaming Policy and Enforcement (GPE)
- BCLC Responsible Gambling Department
- BCLC IT Department

Audiences
All front line staff in gaming venues

Tactics
A business requirements document has been created, which will drive the technology aspects of the project. Included is development of a new system for data collection, tracking and reporting to allow for accurate record keeping.

An ART Level 1 program script has been drafted and will be finalized to reflect updates and changes made to the Level 2 program (based on GPE and RGC recommendations). Next, a content management vendor will be chosen to build the e-learning program around the script.

Budget requirements
$135,000

Timelines
Completion of this project is expected during the first quarter FY 09/10.

Evaluation
Redesign of ART Level 1 will include an evaluation component that will allow participants to offer feedback on the program.   As with the Level 2 evaluations, this information will be used to make program improvements and adjustments.

Voluntary Self-Exclusion

BCLC manages a Voluntary Self-Exclusion (VSE) program for gaming venues with slot machines, commercial Bingo Halls and for *PlayNow*, BCLC's Internet play site. The objective of BCLC's VSE program is to help individuals who experience difficulties associated with gambling by providing them with the opportunity to voluntarily ban themselves from gaming for a period of time if they believe this is in their best interest. The VSE program is detailed in policy to ensure Gaming Service Partners adhere to all program requirements.

BCLC has established the following three VSE program options. Individuals are able to sign up for one or all of these programs at their discretion:

- self-exclude from venues with slot machines
- self-exclude from commercial Bingo Halls
- self-exclude from the PlayNow site

Key VSE program elements include:

- Individuals are excluded from all like facilities in the province (all Casinos, for example) and are not permitted to exclude themselves only from specific venues.

- The exclusionary period commences immediately upon the individual signing the VSE form.

- Once initiated, a self-exclusion cannot be lifted by BCLC (or a Gaming Service Partner) until the expiration of the exclusionary period. An individual is not permitted to modify (i.e. reduce the length), revoke, withdraw, or rescind their self-exclusionary period prior to the expiry.

- Upon signing up for the VSE program, an individual has the option to consent to or decline referral to a Problem Gambling Counsellor. If referral is requested, the information is sent directly to the Problem Gambling Help Line to arrange counselling.

- Loyalty card (BC Gold) reward points balances are paid out immediately to the patron and the account suspended. The card is confiscated if it is available.

- If an individual wishes to remain self-excluded after their initial exclusionary period expires, they may do so with written notification to BCLC.

- All BCLC and service partner direct marketing mailing lists are purged of names and addresses of individuals who are in the VSE program to prevent them from getting mail at home promoting gambling venues, events and special promotions (e.g., discount coupons).

- Centralized security systems allow for access to VSE digital data (including photographs) at all Casino facilities in the province, and similar access is being introduced at the Community Gaming Centre sites.

- In October 2008, BCLC completed a trial of a new automobile license plate recognition technology. The pilot was designed to test Casino Security's ability to spot VSE individuals before they enter a Casino. The trial was a success, so this new technology will be rolled out permanently to all Casino facilities beginning in January 2009.

Gaps and Opportunities
Unlike many jurisdictions, BCLC hosts a centralized security system that allows for immediate access of photos and relevant data for self-excluded patrons at all Casino facilities in British Columbia. However, associated broad use facial recognition technology has not been sufficiently successful to ensure high identification rates for self-exclusion violators. Newer technology to help improve Casino Security's ability to detect VSE violators is needed.

Patrons who sign up for VSE are often emotional and once they leave the venue may forget the details of or be confused about their self-exclusion. They may not understand the commitment they have made. VSE program participant information, including available resources, needs to be reinforced.

Although patrons have a choice of attending a Casino or one of two BCLC offices (Kamloops or Richmond) to sign up for the self-exclusion program, no system is currently available to arrange sign-ups in other locales (i.e. home, counseling office, etc.).

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Priorities in this area

Currently, a test of new facial recognition software and higher end camera hardware is underway at the Kelowna Casino. The results of this pilot will determine next steps for upgrading this technology in all Casinos.

BCLC is in the process of developing a new VSE Participant Kit that will be provided to individuals who have signed up for the VSE program. This kit will provide patrons with information to help them better understand the commitment they have made.

Furthermore, a VSE training program is in development to support staff involved in the sign-up of new patrons into the VSE program. This focused training is designed to equip participants with the skills and tools needed to provide patrons with the information and resources necessary to make an informed decision. More information on each of these priorities follows.

BC has ordered new equipment from its security systems vendor to allow for portable off-site sign up for self-exclusion by BCLC Security staff.

VSE Participant Kit

The decision to enter the Voluntary Self-Exclusion (VSE) program is a difficult and often emotional one. When a customer makes this decision, they may be distracted and unable to remember and digest all of the information provided during the registration process. To make sure all VSE program participants have the information they need once they leave a venue, a VSE Participant Kit is in development. The kit will include answers to commonly asked questions about VSE, as well as resources on the following topics:

- Where to get help and support
- What to expect from counseling
- The role of family members in helping gamblers make positive changes
- Debt and/or financial counseling

Policy that supports the program
BCLC's VSE policy covers all venues including Casinos, CGCs and Bingo Halls

Responsible Person(s)
- Responsible Gambling Manager
- Responsible Gambling Specialist
- Corporate Security

Program Objectives
To ensure that participants of the VSE program understand the commitment they have made and the support available to them

Stakeholders consulted in the development of the program
- Gaming Policy and Enforcement (GPE)
- BCLC Responsible Gambling Department

bclc

Audiences
- VSE program participants
- Service Partner staff
- Responsible Gambling Officers

Tactics
Develop a VSE participant kit that contains the following materials:
- FAQ reference with answers to commonly asked questions
- Brochures on topics such as, "Getting Help with Gambling Problems", "Family: Their Role in Helping Gamblers Make a Change", and "Debt Counselling"

Budget Requirements
$5,000

Timeline
A draft kit is complete and will be produced and distributed during the last quarter of FY 08/09.

Evaluation
The success of the VSE Participant Kit will be determined via customer/participant feedback. Once the program is in place, additional evaluation methods will be considered.

VSE Training Program

BCLC is currently developing a program designed to re-train all individuals involved in the sign up of new participants in the VSE program. The training program will provide facilitators with the resources necessary to deliver VSE information effectively, with greater emphasis on participant support while maintaining strong messaging around ban enforcement.

Policy that supports the program
BCLC's VSE policy covers all venues including casinos, CGCs and bingo halls

Responsible Person(s)
- Responsible Gambling Manager
- Responsible Gambling Specialist
- Responsible Gambling Officers
- Responsible Gambling Regional Team Leader

Program Objectives
- To move away from a primarily "ban enforcement" approach to one that expresses greater understanding and empathy toward patrons experiencing problems with gambling
- To provide all those involved in the sign up of participants into the VSE program with the resources, skills and knowledge to effectively relay information about the VSE program to others
- To provide greater clarity around the distinction between what the VSE program is and is not, and the goals and objectives of the VSE program

Stakeholders consulted in the development of the program
- BCLC Responsible Gambling department
- BCLC Security, Legal and Casino Gaming departments
- Service Partners (security staff, managers)
- Gaming Policy and Enforcement (GPE)

Audiences
- Responsible Gambling Regional Team Leaders
- Responsible Gambling Officers (RGOs)
- Venue supervisors, managers, security and anyone else who will be involved in the sign-up of participants into the VSE program

Tactics
- Develop a training program to include information on what VSE is and why the program is in place.
- Teach basic communication skills, such as how to de-escalate any problems that may arise.
- Implement the program effectively using various methods of teaching, such as role playing, group discussion, etc.

Budget Requirements
$2,000

Timeline
The new training program will be given to RGOs and RG Regional Team Leaders during the last quarter of FY 08/09.

Evaluation
Success will be determined via pre- and post-program assessments and a process feedback survey. These evaluation tools will also drive continuous program improvement.

Unattended Children

Through policy, BCLC ensures that unsupervised children are not allowed on Casino property.

- If the parent(s) or guardian(s) are not identified in a reasonable period of time (5 to 10 minutes), the police and the Province's Children and Family Services staff are notified.

- The parent(s) or guardian(s) of abandoned children may be barred from all Casinos or other gaming venues in the province, typically for a one-year period.

RG and PG Collateral Materials

BCLC takes its responsibility to deliver commercial gaming in the province seriously, and never without considering the impact on the people and the communities of British Columbia.

BCLC is focused on delivering responsible gaming information and messaging standards uniformly throughout all Service Partner channels (Casino, CGC, Bingo and Lottery). We provide brochures, video programming, posters, decals and plaques promoting the responsible play message.

Responsible Gambling (RG) and Problem Gambling (PG) materials are also produced by Gaming Policy and Enforcement (GPE) and complement RG materials distributed by BCLC in gaming facilities. Most messaging is delivered in multiple languages.

P/G and RG signage and brochures are subject to the approval of BCLC's Manager of Responsible Gambling. This includes layout, content, language and location for distribution.

A Policies & Procedures document is in place for Casinos, Community Gaming Centres and Bingo Halls. Part of the document outlines the suite of materials available and suggested placement of PG and/or RG signage and brochures within Service Partner facilities.

RG/PG signage, brochures and messaging are visible in all gaming areas (i.e. slot area, table game area, screen-savers on electronic bingo machines, eating area, etc.) as detailed in the Policies & Procedures document. The following table is a representation of this:

Signage/Brochure	Placement
Problem Gambling Help Line posters	• Interior of all washroom stall doors
Voluntary Self–Exclusion posters	• Visible from urinals or sink area in all washrooms
"Know your limit, play within it" poster	• At entrance to ATM areas or above the ATM machine • Cash Cage • At the entrances to the casino • Concession area
Voluntary Self-Exclusion brochures	• Customer Service area • Cash Cage • In concession areas, either on the tables or in a literature stand • At Responsible Play Information Centre (RPIC) • Voluntary Self-Exclusion interview room
Problem Gambling brochures	• Customer Service area • Beside Cash Cage • In concession areas, either on the tables or in a literature stand • At Responsible Play Information Centre
Yellow Problem Gambling Help Line stickers	• At end of each bank of slot machines
Slot Machines brochures	• Customer service desk • At Responsible Play Information Centre
Game brochures	• Customer Service desk • At Responsible Play Information Centre
Financial transaction policies	• Customer Service area • Cash Cage

In addition:

- The Problem Gambling Help Line phone number and the Responsible Gambling tagline scroll through an LED display on all slot machines.

- Clocks are placed strategically in Casinos, Community Gaming Centres and commercial Bingo Halls to ensure patrons can note the time of day. Newer slot machines also include digital clocks.

- The RG tagline and "19+" logo are used by GSPs in all advertising and marketing. Graphic standards were created by BCLC and provided to all GSPs to ensure consistent application.

Gaps and Opportunities

The look and feel of brochures and poster currently in use in gaming venues is not consistent across the entire suite of materials, so RG has no consistent "face" or identity. There is a need to establish a consistent presence for RG across all venues and materials.   In addition, the content of some materials needs to be updated and/or refreshed.

Although RG materials are distributed and displayed throughout the Lottery Retail network and the Province's RG standards are adhered to, there are currently no formal Policies & Procedures documents specific to Lottery Retailers.

Problem gambling materials, frames and brochure holders have been easy targets for removal by patrons in certain locations (i.e., washroom stalls). This leaves the venue out of compliance regarding placement of RG/PG materials.

Priorities in this area

A new branding initiative will see all BCLC responsible gambling initiatives and materials identified as elements of "*GameSense.*" *GameSense* promotes a new way of thinking about responsible gambling and is meant to clarify the RG message and ensure messaging is more accessible to players.

Aside from look/feel, *GameSense* will contain language and imagery that is less authoritarian and more friendly and approachable. The *GameSense* rollout process will include a review of all RG materials to bring them up to date and make sure they reflect the new brand and a strong RG message. Final focus group research was conducted to ensure public/player reaction to *GameSense* aligns with the objectives for the program. Public launch begins in March 2009 with Casinos and Community Gaming Centres.

The RG department is currently working on a Lottery Retailer Policies & Procedures document to clarify and reinforce the requirements of RG/PG materials and messaging at the point-of-sale. This document is expected to be completed and distributed to all Lottery Retailers beginning in January 2009.

New areas for display of RG/PG materials are being explored. Poster frames and brochure holders will be BCLC/*GameSense* branded so that they are less vulnerable to "misappropriation".

Attachment 1 – ART Program Facilitator PowerPoint presentation

Activity: Brainstorming

- Come up with as many RG policies and practices as you can.
- The group with the most correct responses wins a prize.

ART Objective 2

Know *when* and *how* to tell a customer about the Responsible Gambling resources

Responsible Gambling Resources

- Responsible Play Information Centre
  - Responsible Gaming Officers (RGOs)
- Problem Gambling Help Line
  - Counselling
- Voluntary Self-Exclusion (VSE)

Use RG resources when a customer:

- Asks for information
- Makes an overt disclosure
- Makes an indirect comment

Responsible Play Information Centre (RPIC)

- Increases player and venue staff awareness of RG resources and practices
- Provides resources for dealing with customers in distress

When can you use the RPIC?

Whenever a customer asks for information related to:

- How the games work
- Responsible gambling strategies
- Voluntary Self-Exclusion program
- Problem Gambling Help Line
- Problem Gambling counselling

Responsible Gaming Information Officers (RGOs)

The RGO can help you when:

- A customer asks for information
- You want feedback on how customer situations were handled
- You are assisting customers in distress

Problem Gambling Help Line
1-888-795-6111
(in British Columbia)

Problem Gambling Counselling

- Free counselling services
- Service for anyone dealing with problem gambling including players, gaming staff, 3rd parties, etc.
- Referral to other helpful services (i.e. credit counselling, mental health services, etc.)

Voluntary Self-Exclusion

A helping tool for those who want to be excluded from a gambling venue

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What to do if asked about VSE:

- Provide the VSE pamphlet
- Explain how the program works
- Ask the player if they want to know more
- Ask if they would like to register
  - If so take them to security
  - Contact RGO, if on site

What to say about VSE:

- Program is voluntary
- Program covers all related gaming venues in the province
- Player chooses the length of the ban
- Registration is carried out by security
- Connection to counselling is offered

Other VSE points

- Proper ID is required
- Process takes about 20 - 30 minutes
- Venue staff will read form to player
- Numerous pictures will be taken
- A copy of signed VSE contract will be given to player
- VSE information will be circulated to all related venues
- Player is removed from direct mailing lists
- Player card will be cancelled
- Contract cannot be revoked

Small Group Activity

When and how to tell customers about Responsible Gambling resources

What are some things to keep in mind when speaking with customers?

Recap

Objective 2:

Know *when* and *how* to tell a customer about Responsible Gambling resources

ART Objective 3

Know *when and how* to dispel myths

Heard any good myths lately?

What are some popular gambling myths?

Debunk myths when …

- A customer says something you know to be wrong
- A customer asks you for information

Messages that can dispel myths

- House Edge
- Randomness
- Random number generator
- Risk
- Odds of winning

What do you do when?

A player says, "Show me the slot machine that has recently paid out."

1. "Sorry I'm not permitted to give out that kind of information."
2. Talk about "randomness" and then direct them to an RPIC if they want more information.
3. Point them to any slot machine.
4. Tell them "I'm busy" and point out that the RGO can offer that information.

ACTIVITY:
Mythical Hat

Recap

Objective 3:

Know *when* and how to dispel myths

ART Objective 4

Be able to respond to a variety of
customer distress situations

When a customer is in distress…

What would you do?

Situation arises

Recap

Objective 4:

Be able to respond to a variety of
customer distress situations

ART Objective 5

How to assess a situation and create an opening for discussion to determine what assistance is necessary

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When to proactively respond

- 3rd party request
- L1 staff tell you they are concerned about a customer
- You notice changes in a customer's pattern of play or comments, over time

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Responsibility to Level 1 staff

- Model good customer service
- Provide feedback to Level 1 staff about how you responded to the customer

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Role Play

Finding a pretext for discussion

Recap

Objective 5:

How to assess a situation and create an opening for discussion to *judge* what assistance is necessary

Final Quiz

Do you remember what we did today?
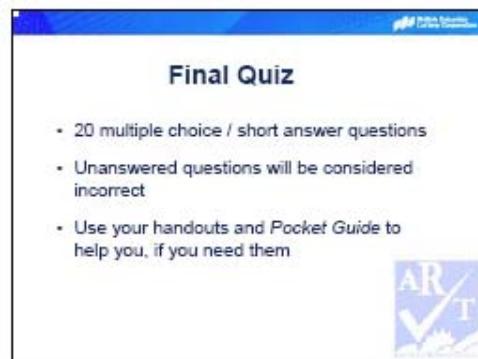
Final Quiz

- 20 multiple choice / short answer questions
- Unanswered questions will be considered incorrect
- Use your handouts and *Pocket Guide* to help you, if you need them

Thank you for participating

Any Questions?

GAME DESIGN POLICIES AND PROGRAMS

Corporate: As a public body, BCLC is committed to our responsibility to conduct our operations in the best interests of the public, including our players. To demonstrate this, the BCLC Responsible Gambling department is taking the lead in the development of a Corporate Social Responsibility (CSR) Charter. A primary focus of the charter is Responsible Gambling and BCLC's efforts and commitments in this area. A final charter is expected to be complete by the end of FY 08/09 (March 31, 2009).

In order to provide all business units with a process guide by which the CSR and RG aspects of new initiatives are evaluated in the early planning stages, work has begun on a customized social responsibility assessment template[5]. The BCLC Executive Committee has endorsed the principal that a planning tool is needed to help ensure the Corporation's values in the area of CSR are widely understood and integrated into its routine business practices.

Lottery Business Unit: A process map called the Product Development Launch Process Map is currently being used to ensure all required steps are followed in the planning and launch of new products. From the initial conception to the launch phase for new products, the RG department is consulted at two different stages to ensure all RG considerations are incorporated.

Casino and Community Gaming Business Units: BCLC and Gaming Service Partners adhere to the terms and conditions of the Gaming Policy and Enforcement's *Responsible Gambling Standards for the BC Gambling Industry*.

Gaps and Opportunities
Currently there is no universal application of a RG screening process for BCLC's product business units (Lottery, Casino, Bingo and Community Gaming).

Priorities in this area
A customized social responsibility assessment template is currently under development, and specialized RG staff (2) have been hired to oversee assessment activities.

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[5] BCLC is basing its approach on templates developed for other jurisdictions including the Nova Scotia Gaming Corporation and the Atlantic Lottery Corporation.

PLAYNOW

BCLC is one of only two jurisdictions in North America to provide legal online gaming options for players through the *PlayNow* website.

Policies that Support the Remote Gaming Channel Program

BCLC's Internet Gaming Code of Conduct & Responsible Play is available in full at bclc.com. The main elements of that code are:

- **Respect privacy:** BCLC complies with the BC Freedom of Information and Protection of Privacy Act which reinforces a player's privacy rights by restricting use of player data. A player's account is protected by a secure user name and password.

- **Restrict play to adults:** To play, a player must be 19 years of age or older. Players must register and prove legal age before receiving access to the site. This is independently verified using one of Canada's major credit bureaus.

- **Set weekly limit:** A maximum weekly limit (currently $120) is set on the amount a player may transfer into their online account. Players can also set limits for themselves within the overall maximum. This is the only gaming channel in BC that sets financial limits on play.

- **No participation by out-of-province players:** This residency requirement is verified by one of Canada's major credit bureaus, which ensures that a player is a BC resident. This occurs during the registration process. If a player is identified as out-of-province, the system will not allow game purchases to take place.

- **Fairness and honesty:** *PlayNow* games are subject to the same level of scrutiny and regulatory review/oversight as those of other traditional gaming operations. In addition, *PlayNow* utilizes the Verified by Visa program to ensure players are protected from credit card fraud while utilizing the site.

The *PlayNow* website uses a wide variety of industry-leading responsible play strategies to help minimize problem behaviour. All games are designed to align with the Province's RG Standards and BCLC's internal Internet Gaming Code of Conduct & Responsible Play.

- A Voluntary Self-Exclusion (VSE) program, created specifically for *PlayNow,* is in place for those who feel they want to exclude themselves from this type of play. Like other VSE patrons, players who enlist in the VSE program have their mailing information purged from marketing lists.

- A real-time log of a player's play session is displayed at all times. A clock shows the length of play for the current session. A tally also shows the amount of money spent during the current session. This information is visible on each web page.

- A 52-week account summary shows a player's historical spending and play activity is available at all times. This includes tickets purchased and amount spent.

- Odds and randomness information is readily accessible for all games.

- RG messaging rotates throughout the *PlayNow* site.

- *PlayNow* provides links to RG information and problem gambling help resources.

- The province's Problem Gambling Help Line phone number is listed on *PlayNow*.

Gaps and Opportunities
Currently players can play trial or demo games without being logged onto the site as a player. This may allow someone under 19 to access a demo game. Removing demo or trial games from the general website and putting them behind the player login would eliminate this issue.

Priorities in this area
To ensure that only those 19 years of age and older are playing online games, the game demos will be moved "behind" the login. This will allow only registered users to play online games. This change is scheduled to be completed in FY 09/10.

ADVERTISING AND MARKETING COMMUNICATIONS POLICIES AND PROGRAMS

In May 2003, Gaming Policy and Enforcement (GPE) released Advertising and Marketing Standards. The Standards apply to BCLC, all Gaming Service Partners (GSPs), and all gaming event licensees. S*ee the Attachment that follows this section for the GPE standards in their entirety.*

Among other things, the Standards state, "Advertising and marketing materials, whenever reasonable and appropriate, must contain a responsible gambling message." The RG message, "Know your limit, play within it" is required on all gaming advertising and marketing products developed by the Province, BCLC and GSPs.

In addition to the GPE Marketing and Advertising Standards, BCLC developed its own Advertising Code that applies to all lines of business and covers issues such as use of humour and appearance of alcohol.

<div align="center">

BCLC Code of Advertising Practices

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Introduction

Gaming products (Lottery, Bingo, Casino, Internet) are acceptable and popular forms of adult entertainment. Eight in 10 British Columbia adults participate in or purchase BCLC products on at least a periodic basis. Resulting revenues not only generate local economic benefits to retailers, Service Partners, and local governments, but profits produced by BCLC flow through government for public benefit, including health care, education, and community charities.

BCLC and its Service Partners use advertising to generate awareness of products and facilities. We face a continuing challenge to ensure advertising is entertaining, that messages break through the clutter of competing advertisers, and that, particularly in the field of consumer products/services, that messages are fresh, entertaining and relevant to today's marketplace. BCLC is also aware of our role as a public Service Partner and our responsibilities to govern our activities in a way that is socially responsible and well within acceptable community standards.

We also recognize that controlling gambling behaviour can be a problem for some people, and that a decision to gamble is an individual one. The primary purpose of our advertising is to create awareness of our products, but advertising should not encourage unreasonable expectations of winning, nor create an impression that a decision not to gamble is somehow inappropriate. All product or venue advertising will comply with the public interest standards defined by Gaming Policy and Enforcement (GPE) and BCLC's responsible gambling department. BCLC will also seek out opportunities to advertise or promote responsible gambling by our players.

Scope

This Code of Advertising Practices applies to all gambling advertising undertaken by, or on behalf of, BCLC or its Service Partners in support of its Lottery, Casino, Bingo, Community Gaming Centre, and Internet gambling activities.

This advertising code reflects current standards developed by GPE, BCLC's Responsible Gambling department, and NASPL (North American Association of State and Provincial Lotteries), as well as standards developed for and used by BCLC's Casino and Bingo divisions.

Core Principles

- *Advertising should be consistent with principles of respect, integrity and BCLC's mission and values.*
- *Advertising should not degrade the image or status of persons of any ethnic, minority, or religious group or other group identified by the British Columbia Human Rights Code.*
- *Advertising should appropriately recognize diversity in both audience and media.*

Tone

- *Gambling advertisements should not be designed so as to imply urgency (quickly make a decision to gamble in order to avoid disappointment), and should not make false promises. While players may gamble to win, advertising should not present winning as the probable or likely outcome.*
- *Advertising should not denigrate a person who does not buy a gambling product nor unduly praise a person who does.*
- *Advertising should emphasize the fun and entertainment aspect of playing our games and not imply a promise of winning.*
- *Advertising should not exhort the public to wager by directly or indirectly misrepresenting a person's chance of winning a prize.*
- *Gambling should not be promoted in derogation of, nor as an alternative to, employment, nor as a financial investment, nor a way to achieve financial security.*
- *Advertising should not portray product abuse, excessive play, or a preoccupation with gambling.*
- *Advertising should not encourage people to play excessively or beyond their means.*
- *Product or venue advertising and marketing materials must include responsible play messaging consistent with standards published by Gaming Policy and Enforcement and BCLC Responsible Gambling department.*
- *Advertising should not present, directly or indirectly, gambling as a potential means of relieving any person's financial or personal difficulties.*
- *Advertising should not imply that BCLC products are games of skill or are primarily dependent on skill.*
- *Advertising should not knowingly be placed in or adjacent to media or programming that dramatize or glamorize inappropriate use of gaming products.*
- *Advertising should not portray or imply any illegal activities.*

Minors

- *Actors used in advertising to promote awareness of gambling products must be, and appear to be, 25 years of age or older.*
- *Age restrictions should be, at a minimum, posted at the point of sale.*
- *Advertising should not appear in media directed primarily to those under 19 years of age.*
- *Gambling should not be advertised or marketed at venues or through media where the audience is primarily expected to be under 19 years of age.*

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- *Advertising should not contain language or symbols that are primarily intended to appeal to those under 19 years of age.*
- *The use of animation should be monitored to ensure that characters are not associated with animated characters on children's programs.*
- *Celebrity or other testimonials that would primarily appeal to persons under the age of 19 should not be used.*

Sexual Content

- *Marketing communications should respect the principle of the equality of men and women.*
- *Marketing communications should avoid sex stereotyping and any exploitation or demeaning of men and women.*
- *Advertisements should not employ sexual appeal in a manner that is exploitative and degrading of any individual or group of people in society to promote the sale of products or services.*

Humour

Humour and satire are natural and accepted features of the relationship between individuals and groups within the community. Humorous and satirical treatment of people and groups of people is acceptable, provided that, taking into account generally prevailing community standards, the portrayal is not likely to cause widespread offence, hostility, contempt, abuse or ridicule.

Game Information

- *Odds of winning must be readily available to the public (i.e. back of tickets, brochures on site and through bclc.com or other public communications). They must be clearly stated, and be accessible without assistance from BCLC or its Service Partners and Retailers.*
- *Advertising must state alternative cash and annuity values where reasonable and appropriate.*

Alcohol or Drugs

- *Advertising must not include images that depict or suggest that players consume alcohol while they are gambling. Gambling paraphernalia (dice, cards, gaming tables, etc.) must not appear in any images that include alcoholic beverages. Where alcohol beverages are depicted, persons must not be consuming the products.*
- *Language or imagery used in advertising gambling products will not contain reference to drug culture or illegal drugs.*

Direct Marketing

BCLC and its Service Partners will make every effort to ensure any player who has voluntarily self-excluded from gambling in British Columbia will not receive marketing materials. Direct marketing activities will comply with BCLC's direct marketing policy.

Gaps and Opportunities
BCLC is committed to ensuring its advertising and marketing adheres to the Standards and has provided graphic standards and templates for RG messaging consistency. Standards require that a "black bar" containing RG messaging appear at the bottom of all advertising. The application of the bar is limiting on odd-size advertisements.

Priorities in this area
Continue to diligently monitor all advertising and marketing material to assure compliance with Standards. The RG Standards Manual needed updating and was revised in late 2008.

Attachment 1 – GPE Advertising and Marketing Standards

Attachment 1

Gaming Policy & Enforcement (GPE)
Advertising and Marketing Standards

Objectives

- *To ensure gambling is represented in a responsible manner in all advertising and marketing.*

- *To pursue opportunities to partner with the BC Lottery Corporation and service providers to develop and deliver specific, targeted media campaigns that enhance public awareness of problem gambling issues and services.*

Authority and Application

Section 27(2)(d) of the Gaming Control Act authorizes the general manager to establish public interest standards for the gambling industry. The following advertising and marketing standards apply to products and/or gaming facilities promoted by BC Lottery Corporation, BC's gaming service providers, and gaming event licensees. These standards do not apply to corporate advertising which does not include references to, or promote, products and/or gaming facilities.

Advertising and Marketing Standards

Responsible Gambling

- *Advertising and marketing materials, whenever reasonable and appropriate, must contain a responsible gambling message.*

- *The Province's responsible/problem gambling materials, and information about how a problem gambler may obtain help, must be readily visible in high traffic areas in gaming facilities, at locations where gaming products are being sold, or (when requested) at licensed gaming events.*

- *Advertising and marketing materials must not:*
  - *Encourage people to play beyond their means.*
  - *Imply the certainty of financial reward or alleviation of personal and financial difficulties.*
  - *Present gambling as an alternative to employment or as a financial investment.*
  - *Encourage play as a means of recovering past gambling or other financial losses.*
  - *Imply that chances of winning increase the longer one plays.*
  - *Suggest skill can influence the outcome.*
  - *Knowingly be placed in, or adjacent to, other media that depict inappropriate use of the product(s).*
  - *Depict a pre-occupation with gambling.*

Odds of Winning

- *Information on the odds of winning must be clearly stated and made available to the public upon request, through relatively accessible means.*

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- *When provided, information on the odds of winning must factually report the chances of winning in various gambling activities.*

- *Advertising and marketing materials must:*
  - *Not present winning as the most probable outcome, nor misrepresent a person's chance of winning a prize.*
  - *Describe prize amounts accurately, indicating where necessary if prizes are in the form of annuities.*

Protecting Minors

Minors are defined as youth and/or children under the legal purchase age of 19.

- *Advertising and marketing materials must not:*
  - *Use individuals who are, or appear to be, minors to promote gambling.*
  - *Appear in media directed primarily to minors, or where most of the audience is reasonably expected to be minors.*
  - *Appear on billboards or other outdoor displays that are directly adjacent to schools or other primarily youth-oriented locations.*
  - *Appear at venues where the primary audience is reasonably expected to be minors.*
  - *Be based on themes, or use language, intended to appeal primarily to minors.*
  - *Promote gambling during television or radio programming where the primary audience is expected to be minors.*
  - *Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors.*

PLAYER EDUCATION POLICIES AND PROGRAMS

BCLC supports a broad range of responsible gambling player education initiatives at Lottery Retail locations, and in Casinos, Bingo Halls and Community Gaming Centres. In addition:

- Many BCLC products, facilities and advertising carry responsible gambling messages including:

    o The Problem Gambling Help Line number (1-888-795-6111) to ensure players know that help is available and how to access help
    o The cautionary "Know your limit, play within it" tagline
    o The "19+" age restriction warning

- The Corporation's website, bclc.com, has a section called *Play Responsibly* that outlines RG programs, gives tips on how to play responsibly, includes a section on myth busting, and provides details about odds of winning Casino, Bingo and Lottery games. Links to other websites for more information and/or help are also located here. *See the Attachment following this section for a snapshot of the responsible play information available on bclc.com.*

- Advertising and marketing materials do not present winning as the most probable outcome, nor do they misrepresent a person's chance of winning a prize. Prize amounts are described accurately, indicating if prizes are in the form of annuities.

Programs: Lottery Retail Locations

All Lottery Retailers are equipped with a player-facing digital display screen that, when not displaying ticket transaction information contains responsible gambling information that rotates with other corporate or brand messaging.

"ReGie" Pilot

In mid-2009, BCLC will pilot the placement of self-service touch screen interactive terminals (ReGie) at select Lottery kiosks in shopping mall locations. The Lottery ReGie will provide general information on responsible play including gambling myths and facts, and specific information on how Lottery games work and odds of winning the various Lottery games. In addition, onscreen help and referral information will be provided for individuals who are having difficulty with gambling-related issues.

Responsible person(s)
- Manager, Responsible Gambling
- Lottery Business Unit

Program Objectives
To reach a broader audience with the responsible gambling message

Stakeholders consulted in the development of the program
Lottery Sales division

Audiences
Lottery players

Tactics
A script for the Lottery ReGie has been written and design is currently underway to create an interface that is easily navigated and provides information in a way that is relevant to patrons and appropriate for the setting. The new ReGie will include data collection software to track user information (number of people using ReGie, time of day, day of week, etc.) and will allow for analysis of users habits while on the ReGie (pages visited most frequently, etc.).

Budget requirements
$200,000

Timelines
The first pilot locations will be up and running in the first quarter of FY 09/10. Other installations will follow in FY 09/10 once the pilots are evaluated and adjustments have been made.

Evaluation
All ReGie users have the opportunity to provide their feedback by completing a short evaluation about their experience. These evaluations will be used to improve the player experience while on the ReGie. In addition, user analytics will be gathered, reviewed and used to improve the program.

Programs: Casinos, Bingos and Community Gaming Centres

- BCLC's Casino Business Unit publishes a quarterly newsletter which goes out to BC Gold Player Card members. This newsletter is primarily a marketing vehicle. However, every issue contains an article on an aspect of RG to help inform this player base.

- Large plasma video screens are used to convey important messages to patrons. These signs are programmed to display the RG messages at regular intervals.

Responsible Play Information Centres (RPIC)

The aim of the RPIC is to increase customer knowledge and understanding of how games of chance work, and to provide onsite information (and referrals where appropriate) for customers about responsible play strategies, problem gambling resources and voluntary self-exclusion (VSE). This is all done in an open, approachable environment. The RPIC is located on, or immediately adjacent to, the gaming floor in high traffic areas. Resources (posters, brochures, pamphlets, DVDs, online content and software) that provide gaming odds, "how-to-play" info, as well as responsible play tips and myths are available at all RPICs.

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While some programming is in place to respond to problem gamblers (i.e. VSE), this is not the primary focus. Ultimately, the objective is to discourage "at risk" players from developing problem gambling behaviours. This has implications for how we have approached RPIC development.

BCLC in partnership with Gaming Policy and Enforcement (GPE) developed two versions of the RPIC: a staffed model for Casinos and Racetracks, and a self-serve booth version at the smaller Community Gaming Centres (CGCs). All Centres are equipped with a computer which provides an Internet link to a variety of RG-related websites, and houses an educational software slot tutorial program. As well, there is a DVD player and monitor on which RG-related programs are displayed in a continuous loop fashion.

The staffed models offer Responsible Gambling Officers (RGO) whose primary focus is responsible play awareness and education. The RGO is also trained and equipped to assist patrons in need of information and/or referral to problem gambling resources. The RPICs are staffed in a flexible manner to reach as broad a base of regular players at the facility as possible.

RPICs were launched in two Vancouver-area Casinos in October 2005 as a pilot project. Staffed versions of the RPIC are now operational in all Casino and Racetrack/Casino locations, and self-serve booths are installed in 13 CGC locations, with plans to expand with each subsequent CGC location.

Gaps and Opportunities
There are always opportunities to develop and improve resources designed to encourage players to learn about responsible gambling strategies.

Some patrons attach negative connotations to visiting an RPIC and see it as a place where only people with gambling problems go for help. The challenge is to keep the center open, approachable, fun, and free from negative perceptions.

Additionally, some gaming facilities are open 24 hours each day and there is a need for staffing hours beyond the current level.

Priorities in this area
In November 2008, a Demonstration Slot Machine pilot initiative began. A slot machine specifically designed for demonstration purposes was installed in a Casino RPIC, allowing customers to view the inner components and understand how the machine works. The RGOs were given a presentation guideline focusing on the history and evolution of the slot machine, the Random Number Generator, house advantage, hit frequency and pay-out. If successful, slot demos will be introduced into other Casino RPICs in 2009. This is an example of proactive education in the area of responsible play.

The RPICs will be redesigned in March 2009 to reflect the *GameSense* brand. The new brand will balance the fun element of play with the need to exercise a sense of control and stay within one's boundaries when participating in games of chance. The redesign will help to create a more open and friendly environment, removing the perception of the RPIC as a place where people go if they have a problem.

In early 2009, the number of RGOs, who staff Casino and CGC Responsible Play Information Centres, will increase from 13 to 33. This will allow for more schedule flexibility and improved ability to cover more hours.

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Responsible Gambling Officers (RGO)

RGOs are trained to provide education (but not counselling) services, and staff the existing RPIC locations on a rotating basis at peak times. They interact with Casino patrons and gaming facility staff at opportune moments to provide information on responsible play, offer information, support and referral for problem gambling. They build and maintain key relationships between the RG Department and Gaming Service Partners management.

Under the direction of BCLC's RG department, RGOs are expected to:

- Provide information on how games work (including randomness and house advantage), odds of winning, payouts and on responsible gambling strategies.

- Offer information, support and referrals as appropriate to customers who may be experiencing problems.

- Provide assistance to those interested in the Voluntary Self-Exclusion program.

- Consult with Casino staff as needed to resolve situations where customers may be in distress.

- Track and report customer interaction and other data as specified by the BC Partnership for RG.

With the expansion of the RPIC program in 2007/08, a corresponding increase in the RGO complement took place. By early 2009, there will be 33 RGOs (contracted through GPE) and four BCLC Regional Team Leaders in place. BCLC and GPE work in partnership to manage the ongoing operation of the RPICs.

Gaps and Opportunities
BCLC is reviewing opportunities to expand the role of RGOs in a number of areas.

Priorities in this area
Most recently, the RGOs have been trained as Appropriate Response Training (ART) Level 2 program facilitators. In this role, the RGO becomes the "face" of RG, visible to new gaming staff as an onsite resource for RG questions and information.

RG Interactive Terminals (ReGie) – Redesign

In 2007, BCLC unveiled the RG information interactive terminal (nicknamed ReGie), similar to those found at airline check-in counters. The touch screen interface provides users an opportunity to access RG tips, interactive quizzes, information on how games work, odds of winning and other RG-related information.

The original ReGie concept was to provide players with a contact point when Responsible Gambling Officers (RGOs) are not on site. However, they have also been useful as both a teaching tool used by the RGOs in their player interactions, and as an educational opportunity for players.

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ReGies have been deployed at all Casino locations and all CGCs as part of the RPIC installation. Opportunity also exists to install additional units at larger gaming facilities for use as stand-alone tools and at select Lottery Retail locations.

Research on the ReGie was conducted in early 2008 to gather feedback on patron awareness, staff perception, usability and reaction to content. The results are currently being used to drive the redesign of the ReGie interactive terminals.

Responsible Person(s)
- Manager, Responsible Gambling
- Creative, Multimedia Specialists

Program Objectives
- To provide a more intuitive user interface/improved navigation
- To make content more robust and relevant to customers (including multilingual capabilities)
- To improve ReGie's value as a tool that RGOs can use when interacting with patrons
- To provide access to more extensive RG information when customers need/want it most

Stakeholders consulted in the development of the program
- Responsible Gambling Council (RGC)
- BCLC Research Specialist and RG Manager
- Gaming Service Partners
- Casino patrons

Audiences
Customers in gaming venues

Tactics
A revised script has been written and design is underway. The redesign will create an interactive touch screen terminal that:
- Is approachable, visible and non-threatening
- Offers smooth navigation and a logical, easy-to-use interface
- Provides RG information on topics relevant to patrons including how games work, odds of winning, myths vs. facts
- Offers resources to those in need of problem gambling information for themselves or a loved one
- Allows customers to offer feedback and evaluate their experience with ReGie

Budget requirements
$100,000

Timelines
The new ReGies will be rolled out starting in the first quarter of FY 09/10.

Evaluation
All ReGies are currently linked to BCLC through an Internet connection allowing network-wide implementation of programming changes. During 2007/08 software analytics were developed to allow tracking of how the ReGies are being used. The data will provide insight into user preferences and will guide further updates and development. In addition, the new ReGie will include an evaluation to allow users an avenue to provide feedback about their experience.

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Attachment 1

Screen snap of responsible play information on bclc.com

Attachment 1

Responsible Play Information on bclc.com

Program Element: Learning

BCLC KEY STAKEHOLDERS

- Gaming Policy and Enforcement/GPE (Ministry of Housing and Social Development)
    - Problem Gambling and Prevention Specialists (under contract to GPE)
- Gaming Service Partners and their staff
- Host municipalities/local governments where gaming facilities are located
- Local community representatives
- BCLC staff
- BCLC customers
- General public

Stakeholder Engagement Policies and Programs

BC Gaming Control Act

This Act requires that prospective and current host municipalities approve any new -- or substantial changes to existing -- gaming facilities. The Act also requires that the host municipality conduct information/consultation sessions that include opportunities for public input into the decision on whether or not to approve such changes.

BCLC initiates gaming facility proposals for municipal approval and then provides information to the municipal staff, council and the public in order to ensure informed decision-making. BCLC input is typically offered in a neutral fashion, focused on factual information regarding both the benefits and potential risks associated with hosting a gaming facility. BCLC will only endorse proposals for introduction of/changes to existing gaming facilities once the required municipal approvals are in place.

BC Partnership for Responsible Gambling (BCPRG)

The BCPRG is a strategic alliance of key stakeholders dedicated to promoting responsible gambling. It was established by government under the Ministry of Housing and Social Development's Gaming Policy and Enforcement (GPE) and the British Columbia Lottery Corporation (BCLC), in the belief that the best solutions to issues related to gambling lie in shared action.

The BCPRG aims to coordinate efforts to develop and implement responsible gambling and problem gambling strategies and programs to:

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

Since its inception, both BCLC and GPE have shared in the responsibility of developing and executing all BCPRG initiatives.

In 2006 the Partnership was expanded to include both host municipalities and Gaming Service Partners (GSPs). Current membership includes 10 municipalities and six GSPs. Recruitment is ongoing.

In 2007 a representative steering committee was established and a broad strategic plan is in development. Two sub-committees (municipalities and GSPs) are also being established which will provide opportunity to more fully engage each group in developing/implementing RG initiatives.

The BC Partnership for RG has held two one-day Responsible Gambling Forums. The most recent (October 2007) focused on Youth Gambling and generated a number of ideas for educational initiatives that are being reviewed by the Steering Committee. One result of discussions held at the Forum was an advertisement in which parents were discouraged from purchasing Lottery tickets as Christmas gifts for minors. Participants are surveyed after each Forum to collect feedback on the value of the meeting and the information discussed to inform future programs.

Additionally, BCLC sends representatives to a variety of local government conferences, municipal meetings, and council meetings where gaming is likely to be a topic. This is to ensure accurate information is available for discussion. Briefing books are provided to stakeholders who require information on gaming, related research, and/or other items that may help inform.

Our ongoing goal is to continue to grow membership and develop programming for the BC Partnership.

Gaps and Opportunities
The Partnership has struggled to find areas of common interest among the participants, and to develop an agenda of activities that a diverse participant group can truly "own". The recent focus on "youth" and "youth education" has provided one area of potential focus, but programming opportunities have not yet been articulated, and more energy devoted to the Partnership is required in order to drive momentum. Changes in steering committee membership have also made it difficult to ensure consistency in leadership among the four member streams.

Priorities in this area
Renew steering committee membership; identify specific programming opportunities to enhance youth RG education by GSPs (at facilities) and by municipalities.

Public Engagement Forums

BCLC has initiated a series of community engagement forums. Invitations are sent to elected officials, municipal staff, and representatives from police, health authorities, chambers of commerce and charities. A moderated discussion is held on how BCLC manages and operates gaming.

The forum attendees discuss a wide variety of gaming-related topics, including how gaming is administered, BCLC's social obligations in the local community, and the benefits/risks of gaming.

To date BCLC has held 16 forums in 14 communities around the Province. Through the Revisit Program, which started in 2008, seven communities have received "second visits". The objective is to stay in touch with BC communities and keep them informed. Presentations and summary engagement reports are produced for each meeting and posted to bclc.com.

Gaps and Opportunities
A database of engagement forum attendees who have expressed interest in hearing more from BCLC has been developed. However a follow-up program has not yet been formalized to take advantage of this interest.

Priorities in this area
BCLC needs to develop a communication plan to maintain contact with this group of key influencers.

Appropriate Response Training (ART)

RG training was identified a few years ago as an essential program for gaming industry workers. The ART program was designed with the help of Gaming and Policy Enforcement and Gaming Service Partners. Through a collaborative approach, the program elements were determined and the curriculum was built. It was determined that BCLC would develop a train-the-trainer program to teach selected gaming stakeholders to facilitate the ART program.

To date GPE Prevention Coordinators, Responsible Gambling Officers and a selection of Casino staff have been given this training. This collaboration of key stakeholders was innovative and allowed nearly 9,000 gaming industry staff to complete the ART program.

For detailed information about the ART programs, see the "Retailers Programs" section of this document.

Participation in Industry Initiatives

BCLC has been an active participant in cross-jurisdictional RG committees and initiatives for many years.

Senior members of BCLC's RG team have taken leadership roles on the Interprovincial Lottery Corporation (ILC) RG sub-committee, currently lead the ILC's Communications sub-committee, participate as founding members of the Canadian Partnership for RG, and the groundbreaking national ILC research project to assess public attitude towards gaming and gaming jurisdictions (P.A.G.E. 2005).

BCLC is also leading a national initiative among other Canadian "conductors/managers" of gaming to increase collaboration in the development of RG programs and materials. One national forum was held in October 2008, with another planned in January 2009.

BCLC's RG Department staff attend national and international conferences to ensure continuous learning and to further develop expertise in the area of RG. Past and current conferences at which BCLC has been represented have included:

- WLA conferences on Corporate Social Responsibility
- Responsible Gambling Council (RGC) biannual conferences
- Nova Scotia Responsible Gambling Forums
- Canadian Partnership for Responsible Gambling Technology and RG Forum

BCLC will continue to pursue opportunities to share "best practices" with other jurisdictions, and to promote collaboration between Canadian jurisdictions. BCLC actively participated in the Responsible Gambling Council's efforts to establish best practices in Voluntary Self-Exclusion programs, and in 2008 led the development of, or co-sponsored, ground breaking research projects, including:

- Use of player loyalty cards in promotion of RG practices
- "Parents as Partners" research study to promote the role parents can play in promoting RG attitudes among youth
- Four year study of BCLCs Voluntary Self-Exclusion program
- Benchmarking national research into public attitudes towards gambling (P.A.G.E.)

BCLC will incorporate learnings from national research initiatives into local RG programming.

Industry initiatives on RG attended in the past 12 months:

- Canadian Gaming Jurisdictions RG Collaboration Forum, Winnipeg
- WLA Corporate Social Responsibility Seminar, Ottawa
- BC Business Council: CSR in BC
- RGC Experts Forum on Player Cards and Pre-Commitment, Toronto
- RGC International RG Conference, "Discovery 2008", Ottawa
- Nova Scotia RG Forum, 2008
- BC Partnership for Responsible Gambling Forum, Kelowna, November 2007

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Case Studies

BCLC's first case study submission, entitled *Player Education Policies & Programs: Responsible Play Information Centres*, is included with this application. *See Attachment 1 immediately following.*

See Attachment 2 following this section for a letter confirming that both case studies currently on the WLA website/database have been reviewed by the RG department at BCLC.

BCLC case studies in progress

The RG Department is currently in the process of developing the following case studies, which will be completed and submitted to the WLA by March 31, 2009.

Player Education Policies and Programs: The Responsible Gambling Officer

 BCLC has had great success with the use of Responsible Gambling Officers (RGOs) in the Responsible Play Information Centres (RPIC). This unique resource is the result of a coordinated effort between BCLC and Gaming Policy and Enforcement. This case study will provide details on objectives, tactics and evaluation of this program along with challenges faced during and since implementation. Priorities in this area will also be discussed.

Player Education Policies and Programs: "ReGie", the RG Information Interactive Terminal

The ReGie has proven to be a useful resource within the RPIC, as both a teaching tool for RGOs and as a self-service interactive tool for patrons. This case study will review the history of the ReGie and will describe the initial implementation as well as the current redesign which resulted from research completed earlier this year.

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Attachment 1

Player Education Policies and Programs: Responsible Play Information Centres

Attachment 2

Letter to affirm review of WLA case studies

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British Columbia Lottery Corporation
Case Study

Player Education Policies and Programs: Responsible Play Information Centres

Submitted December 15, 2008

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Introduction

The British Columbia Lottery Corporation (BCLC) has a strong commitment to Corporate Social Responsibility. The responsibility to deliver commercial gaming and lottery services in the province of British Columbia (BC) is taken seriously and never without considering its impact on the people and communities of B.C. Through the innovation of policies and programs focusing on player education and support, BCLC consistently strives to promote healthy gambling behaviours.

BCLC's Responsible Gambling programs target primarily those who may be at risk for developing problem gambling behaviours. Our objective is to provide information and education to players in an open, approachable environment, in order to foster healthy choices with regards to gaming entertainment. Ultimately, our goal is to take a proactive approach by preventing problem gambling behaviours from developing.

The following case study will describe the history and implementation of the "Responsible Play Information Centre" (RPIC), an integral component of our proactive approach to player education at BCLC. RPICs are a BC Partnership for Responsible Gambling initiative managed by BCLC, and by the Ministry of Housing and Social Development through Gaming Policy and Enforcement (GPE), with ongoing feedback and contributions from gaming facility Service Partners.

RPIC Background

What is an RPIC?
An RPIC is an interactive kiosk, located on or near the gaming floor, which provides customer education, support and information related to responsible play and problem gambling. There are currently two versions of the RPIC in use: an unstaffed version and a staffed version (please refer to the appendix for images of both versions).

Staffed model RPICs offer Responsible Gambling Officers (RGO) who are trained in prevention education. Their primary focus is on patrons who are looking for information about responsible play, and/or need referral to problem gambling resources. RGOs also build and maintain key relationships between the RG Department and Service Partner management staff at the venues. The RPICs are staffed by RGOs in a flexible manner to reach as broad a base of regular players at the facility as possible.

All Centers are equipped with a computer which provides an internet link to a variety of responsible gambling-related web sites, and houses an educational software slot tutorial program. As well, there is a DVD player and monitor on which programs related to responsible play are displayed in a continuous loop fashion.

Resources (posters, brochures, pamphlets, DVDs, online content and software) that provide gaming odds, "how-to-play" information, as well as responsible play tips & myths are available at all RPICs.

Purpose
RPICs are intended to increase customer knowledge and understanding of how games of chance work by providing information on concepts such as randomness, house advantage, and odds of winning. Through our service partners, we are able to provide accessible onsite materials and education for customers, and/or other interested parties who are seeking information on responsible gambling strategies, problem gambling programs and voluntary self-exclusion. The staffed RPICs provide consultation services to Service Partners and BCLC staff.

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Objectives of the RPIC Program

Short-term Objectives
- To increase customer knowledge and understanding of how games of chance work;
- To provide onsite information and referral for customers and any other interested party who is seeking information on responsible gambling strategies, problem gambling programs and voluntary self-exclusion;
- To provide consultation services to gaming facility staff and managers.

Long-term Objectives
- To increase public awareness of problem gambling issues, services, and risk management strategies;
- To improve skills and knowledge about responsible gambling within the gaming industry;
- To inform gamblers about the risks, their limits and to play within their means;
- To continuously improve the effectiveness and efficiency of assistance to individuals experiencing problems with gambling;
- To improve gambling delivery by increasing the promotion and delivery of responsible gambling practices.

Development and Implementation Background

RPICs were first launched in October 2005 as a BC Partnership for Responsible Gambling pilot project. The first two RPICs were located at Edgewater Casino in Vancouver and River Rock Casino in Richmond. In developing the RPICs, BCLC's RG Department:

- Contacted the Casino Site Operations Manager (CSOM) for on-floor site recommendations and provided them with RPIC program information;

- Conducted on-site visits and obtained floor plans, photos and measurement of proposed sites;

- Obtained site approval from the Vice President of Gaming and notified management at each venue of site approval, next steps and timeline for RPIC development and implementation;

- Engaged creative displays for counter and signage design and obtained artist rendering of site design;

- Determined site-specific needs, such as poster sizes, electrical, data, furniture etc;

- Provided artist rendering and site specific preparations to members of management (Regional Manager, CSOM etc.) at each venue;

- Ordered RPIC materials such as posters, frames, furniture, brochure holders etc;

- Informed CSOM of materials delivery and expectations for installation of creative displays;

- Hired and trained RGOs;

- Planned staff orientation with CSOMs and RGOs and prepared communication materials for orientation;

- Announced opening of RPIC to BCLC staff and met with BCLC Media Relations to determine external plans for communication.

During the pilot year, RGO's recorded more than 6500 customer interactions, providing information on how games of chance work and responsible gambling strategies. They also provided assistance with the Voluntary-Self Exclusion program. Following the success of the RPIC pilot project, a comprehensive expansion program was launched the following year.

Staffed versions of RPICs with RGOs are operational at all casino and racetrack/casino locations, and self-serve booths are installed in 13 CGC locations. Plans are underway to complete installs at all CGC locations by the end of 2009.

RPICs are now a well-established tool in use at Casinos across British Columbia, Canada and other jurisdictions. The specific model used for service delivery in various jurisdictions reflects varying philosophies and approaches.

BCLC RG programming targets primarily those gamblers who may have a propensity to develop problem gambling behaviours. Our objective is to inform and educate in order to prevent those behaviours from developing. While programming is in place to respond to problem gamblers (i.e. VSE, communication of Problem Gambling Help Line information, etc.), this is not our primary focus. However it does have implications for how RPIC implementation has been approached at BCLC. For example:

- The RPIC is located on, or immediately adjacent to, the gaming floor in high traffic areas.

- Because our purpose is not counselling-oriented, there are no associated private offices or similar amenities. In addition, the décor of the RPICs matches existing facility standards thus minimizing any appearance of a clinical environment.

- Although Responsible Gambling Officer (RGO) staff may come from a counselling background, they understand their role is NOT to provide counselling, but education and referral as required.

- We do not staff exclusively to peak hours, but vary scheduling to reach as broad a base of regular players at the facility as possible.

Program Evaluation

The effectiveness of the RPIC program is assessed through the following research:

- An onsite guest survey to determine patron awareness of the RPICs and of various RG related topics. The first survey was conducted in the fall of 2006, with a follow-up survey planned for the spring of 2009.

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- RGOs, who staff the RPICs, use a newly developed web-based data collection system to collect information recorded on the RGO Customer Interaction Log Sheets, including: the number of significant interactions with patrons; reasons for the interactions; the number of referrals to the Problem Gambling Help Line; the number of assisted voluntary self-exclusions; other actions taken by RGOs.

In addition, a reporting tool allows access to report options such as detailed information about interactions based on activity within a specific user-defined reporting period.

Challenges and Priorities

RPICs have been perceived by some patrons as a place where problem gamblers go. Our ongoing challenge is to create an open, friendly and approachable space where any patron/customer can go for information. This is currently accomplished in a variety of ways including through the RPIC location in venues, the look and feel of the RPIC, and through RGO interaction. Plans are underway to redesign the RPIC to further meet this challenge. This will include implementing the new RG brand, *GameSense*, to clarify the message of responsible play, reinforce our focus on keeping things fun, and improve our players' knowledge and awareness regarding responsible gambling.

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Unstaffed RPIC booth

Wall Mount Unit

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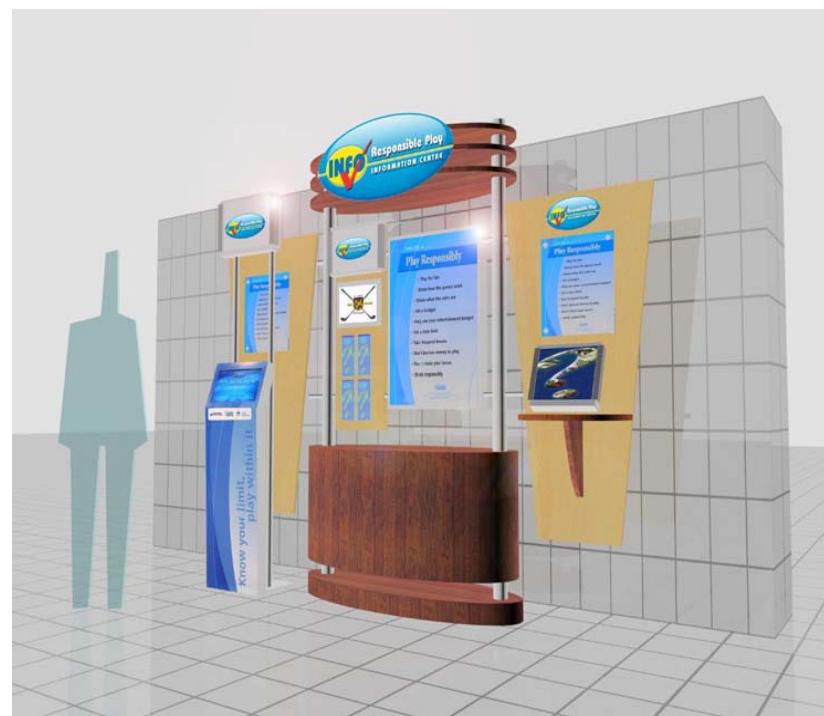
Staffed RPIC booth

Boulevard Casino
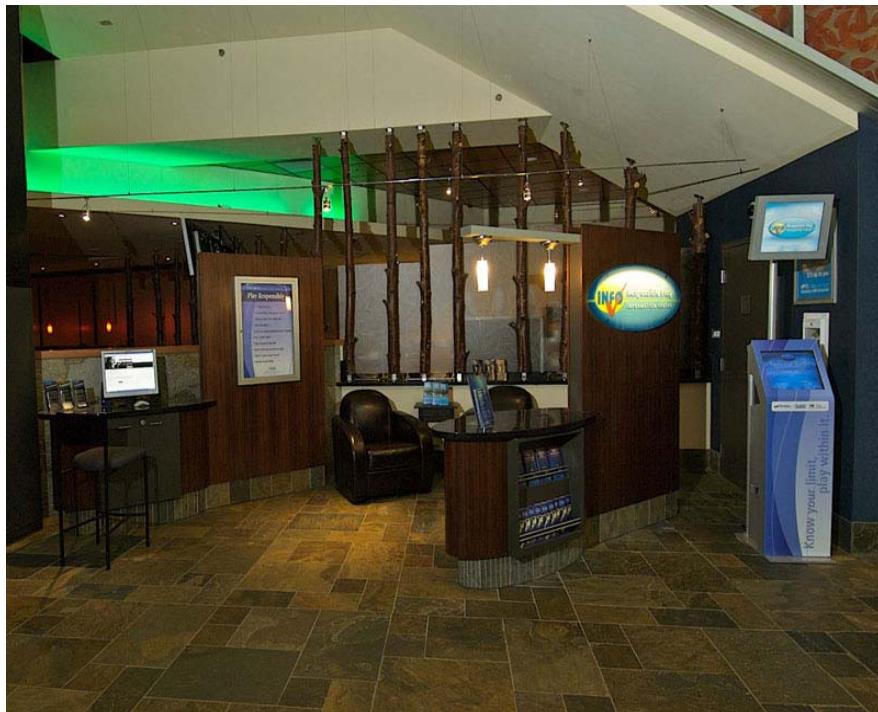
Cascades Casino
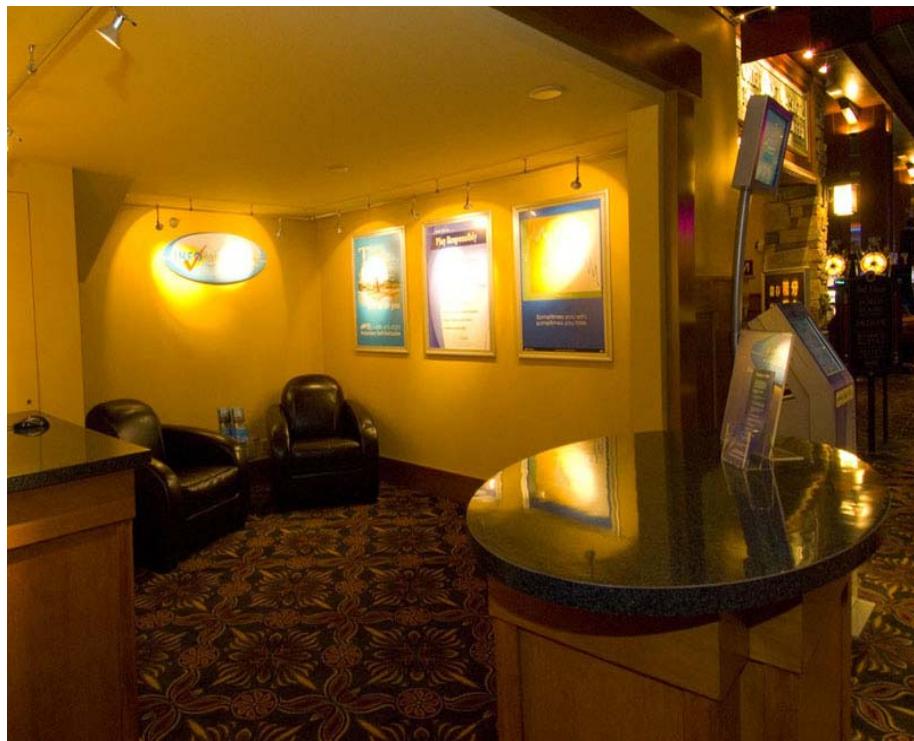
River Rock Casino

Attachment 2

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playing it right

January 6, 2009

To Whom It May Concern:

In application to the World Lottery Association (WLA) for certification to Level 3, we hereby declare that the two case studies posted on the WLA website have been read and reviewed within the past 12 months by members of the BCLC RG department.

The Atlantic Lottery Corporation and the Camelot Group Plc. documents on Stakeholder Engagement inspired us to share our success story *Player Education Policies and Programs: Responsible Play Information Centres*. Included in our application for Level 3 accreditation is a case study describing our program.

As you will see, the Responsible Play Information Centre program is an integral component of our proactive approach to player education at BCLC and with our Service Partners. We are excited to present this case study for your review and to share our success with other jurisdictions.

Regards,

Candice May
Responsible Gambling Specialist

Program Element: Reporting

PUBLIC REPORTING POLICIES AND PROGRAMS

As a Crown Corporation, BCLC adheres to all reporting requirements prescribed by the provincial government through the Budget Transparency and Accountability Act. BCLC's practices and policies meet the Best Practice Guidelines on Governance and Disclosure for public sector organizations[6], issued by the government in February 2005.

Shareholder's Letter of Expectations

Each year, BCLC plans and updates the business requirements that are important to its Government Shareholder. A key component of BCLC's governance framework is the *"Shareholder's Letter of Expectations"* which is an agreement between the Minister responsible for gaming in BC (on behalf of government), and the Board of BCLC. The Letter establishes BCLC's mandate and identifies the government's strategic priorities and performance expectations for BCLC. This includes government's expectations around the delivery of gaming in a socially responsible manner. This document is posted for public view on bclc.com.

Service Plan

BCLC prepares an annual Service Plan which is delivered to government and addresses the Shareholder Expectations Letter of Expectations. This Plan sets out a high-level overview of the Corporation's Strategic Plan including:

- Governance
- financial forecasting
- comparative overview of Canadian gaming jurisdictions
- trends, opportunities and challenges
- risk analysis
- a three-year plan; and
- key performance measures (as well as other relevant information).

BCLC's annual Service Plan is available on bclc.com.

PlayerFirst Report

On May 29, 2007, the B.C. Ombudsman issued a report on BCLC's Lottery business with 23 recommendations for improvements to our player protection and ticket validation procedures: Winning Fair and Square: a Report on the British Columbia Lottery Corporation's Prize Payout Procedures.

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[6] See http://www.lcs.gov.bc.ca/brdo/governance/index.asp

BCLC accepted all of the Ombudsman's recommendations and developed *PlayerFirst*, a comprehensive response to implementing a program of change in the way BCLC's lotteries are administered. *PlayerFirst* goes beyond the recommended actions of the Ombudsman to make sure we are putting the player first in all we do.

BCLC is reporting on its progress in this initiative through publicly released quarterly report on bclc.com.

Annual Report

BCLC publishes its Annual Report each year to provide the public with a complete overview of its performance for the previous fiscal year. Current and previous years' reports are available on bclc.com.

BCLC will continue to report on both its operational performance as specified by the Province.

Key Indicators for public reporting

Based on the RG Principles, the following are key indicators to be used by BCLC for public reporting:

- Gaming is delivered in a socially responsible manner that encourages responsible play and healthy choices.

- Player awareness of gaming issues and services is increased.

- BCLC has a positive affect on communities where we operate our business.

While BCLC's public reporting is well-established, it has not yet undertaken reporting against its RG goals. To date, BCLC's Annual Reports have provided the mechanism to report on its progress in developing its RG Strategy. By the end of the current FY (March 31, 2009), BCLC will develop a Corporate Social Responsibility Charter that will include a public reporting plan.

The Corporation will also establish a new performance measure this year. "Player Awareness of Responsible Gambling Activities" will assess the percentage of BCLC's customers who are aware of the symptoms of problem gambling and how to access help. The results will help BCLC assess whether or not its RG programs are successfully reaching players. BCLC can then adjust programs and their delivery based on the evidence gathered.

BCLC continues to monitor public support for gaming via a continuous tracking study called "Gaming Watch". This allows us to measure the effect on communities as we operate our business.

BCLC is currently working with other Canadian jurisdictions through the Interprovincial Lottery Corporation (ILC) on a national approach to independent verification. Through this approach, one supplier will be chosen and all ILC member lotteries will use this firm.

Each supplier under consideration by the ILC will be required to submit a plan outlining how they will approach the audit, who will be involved, etc. This second party assuror must adhere to all WLA standards.