RGC

Powering Change Together

Responsible Gambling Council | 2024-25 Impact Report

People First
Powering Change Together

2024/25 was a year of transformation and traction for the Responsible Gambling Council (RGC). With a new CEO at the helm, a bold new strategic direction, and an expanding global footprint, we've sharpened our focus to our core mission — ensuring gambling never comes at a human cost.

As you explore this year's Impact Report, you'll see a common thread: RGC is shaping safer environments. We take a 360-degree approach, combining evidence-based insights with practical solutions to strengthen our systems and support people more effectively. Our goal is to foster communities that are healthier and more informed. We are proud to be a driving force in the ongoing evolution of the gambling landscape and beyond.

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Letter from Board Chair & CEO

A Year of Transformation & Impact

We extend our heartfelt gratitude to **Shelley White**, who recently retired as Chief Executive Officer of RGC. During her tenure, Shelley made a lasting impact on our organization through her visionary leadership and unwavering dedication to responsible gambling. Her efforts have not only strengthened our mission but have also helped create a safer and more sustainable future for players and communities.

In 2024-25 RGC entered a defining chapter, one marked by a sharpened focus and a renewed investment in our mission to reduce gambling harm. Through evidence-based prevention education, innovative programming and services, and deep collaboration with the people, partners, and communities we serve, we strengthened our position as a trusted leader in safer gambling.

2025 also marked the beginning of my tenure as Chief Executive Officer and I am honoured to join this remarkable collective. As the gambling landscape continues to evolve at an unprecedented pace – driven by 24/7 online accessibility, cultural normalization, shifting regulatory frameworks and technological advances – our work has become more urgent, with expanding layers of complexity.

We have strengthened our organizational response to a quickly evolving landscape. Our impact over the year was measurable and meaningful: across direct support and education for players and venue staff at PlaySmart Centres, the expansion of RG Check accreditation across global jurisdictions, the publication of influential, industry leading research, the rollout of innovative training and prevention programming, and a national PSA that informs and educates the high-risk younger population.

As a catalyst for progress, in May RGC invited global innovators and experts from around the world to our Discovery 2025 conference in Toronto. This dynamic event sparked dialogue across policy, public health, emerging technologies, and social equity. It reinforced RGC's position as a global thought leader in responsible gambling, while also highlighting critical prevention perspectives from those with lived experience.

To everyone who is part of RGC and our mission, we thank you.

To our staff, Board members, collaborators, funders and stakeholders – your dedication and continued partnership has strengthened RGC and empowered us to foster an agile and human-centered approach to harm prevention. Together we are advancing meaningful and sustainable progress. A special thank you to the following Board members who have completed their terms of office: Susan Olynik, Julie Nolte, Anne Elizabeth Lapointe, Jim Engel and Simo Dragicevic. We appreciate their dedication and the significant impact of their contributions to furthering RGC's mission.

Sarah McCarthy
Chief Executive Officer

Yvon Lemire
Board Chair

About Us

Start the
Conversation.
Change
the Game.
RGC
SPRITZ
SPRITZ
NOT
WANTED
over my life then it starts to hit you
don't want this
RGC

Connected by People, United by Purpose

The Responsible Gambling Council is leading the way in gambling harm prevention and minimization in Canada and globally. As an independent and respected non-profit organization with over 40 years of experience, we're committed to promoting safer gambling culture and practices through a 360-degree approach and evidence-based action.

Everything we do is informed by evidence. From our globally recognized RG Check accreditation program, RG advisory and consultation services, community and public education initiatives, to meeting players where they are by supporting behavioural change throughout PlaySmart Centres, we're proving that collaboration coupled with evidence-based best practices have the greatest impact.

RGC works with stakeholders around the world, including governments, operators, gaming manufacturers and leagues. Increasingly, we're engaging and mobilizing community partners, educators and allied health professionals. Our commitment to neutrality and independence is foundational to our mission. We aim to be purposeful in our research and recommendations to reduce the risks associated with gambling and to provide information and support to those in need.

Beliefs

We exist to ensure that gambling safeguards are in place to promote the well-being of people and communities. We influence positive change and advance responsible gambling because we believe:

- People have a right to feel safe, to live happily, and to have access to support when they need it.
- Collaborating with the gambling industry can minimize the risks to their customers, their reputations, and their business performance.
- Supporting safe, sustainable gambling behaviours benefits both players, and the industry.
- Gambling should never come at a human cost.

Vision

A world where gambling never comes at a human cost.

Mission

We unite people and organizations to minimize gambling's human impact by driving knowledge, dialogue and action.

Our 'North Star'

Our core values guide RGC's decisions and work each and every day. Collectively, these values are our 'North Star', keeping us focused on how we conduct ourselves and what we do to accomplish our purpose.

Values

Humanity

We believe in human dignity and respect. We're driven to build a positive future for everyone. We apply our knowledge to the creation of conditions that promote positive behavioural change. We embrace individual and community differences and are committed to being inclusive, equitable and respectful in all of our work.

Courage

We believe it takes courage to make real change in the world. We appreciate the confidence in others, and we are never afraid to offer honest, evidence-informed perspectives, even if they conflict with conventional wisdom.

Integrity

We strive to meet the highest standards of professionalism and impartiality. We hold ourselves responsible for all that we do.

Ingenuity

We are inventive and resourceful, curious, and inquisitive by nature. As the world keeps changing, we are always on the lookout for new ways to turn knowledge into action.

Championing Equity, Diversity, Inclusion, Accessibility and Anti-Racism

RGC is dedicated to fostering Equity, Diversity, Inclusion, Accessibility, and Anti-Racism (EDIAA) across all aspects of our organization. Our commitment to fostering a fair and inclusive workplace, which values diversity and encourages respect and dignity for all beliefs and ideas, is built on an organizational culture that embraces the ongoing importance of this work.

In 2024-25, RGC:

- **Developed a newly enhanced three-year EDIAA Strategy to include Accessibility.**
- **Engaged a variety of guest speakers on topics related to Black History Month, Pride, Mental Health, National Day for Truth and Reconciliation and shared information about International Women's Day.**
- **Launched an Employee Resource Group (ERG) focused on Mental Health Awareness to highlight resources and encourage dialogue.**
- **Expanded our reach through community ethnocultural specific programs and regional roundtables to bring together stakeholders and community partners to raise awareness and increase learning.**
- **Leveraged internal research data to further inform community programming.**
- **Focused Board recruitment on diverse backgrounds and experience in Canada and internationally.**
- **PlaySmart Centre staff represent the diversity of Ontario's communities and are able to communicate in multiple languages, allowing them to better connect with both visitors and employees at casinos and charitable gaming venues.**
- **Held Unconscious Bias Training for all Board members.**
- **Developed a Board culture manual to reflect how we collaborate, engage and build relationships with one another.**
- **Incorporated the organizational culture manual during the recruitment process to reinforce RGC's values.**
- **Revised EDIAA Key Performance Indicators to provide clear benchmarks for guiding future initiatives.**

2024-29 Strategic Priorities

We are proud of our first year of the five-year strategic plan, Paving the Way with Purpose. Every initiative and highlight in this year's annual report is intentionally aligned with our three strategic priorities, ensuring a unified and purpose-driven approach to our long-term goals.

Employ our prevention leadership & human-centred design to increase the positive impact that we have on players and communities globally.

Bolster RGC's sustainability through the expansion of global relationships, innovation and commercialized product offerings, and high-quality knowledge creation.

Continue building a high-performing organization that is committed to equity, diversity, inclusion, accessibility and anti-racism, and dedicated to the well-being and success of our team.

Impact Overview

Impact at a Glance

RGC takes a 360-degree approach to gambling harm prevention by empowering people, communities and organizations. In 2024/25 we...

Equipped Young Adults

5K+
peer to peer conversations
on realities of randomness across campuses

14.19M
digital impressions
myth-busting the illusion of control

1.9K+
educational prevention/risk kits
addressing critical needs in resource gaps for campuses and treatment centres

Click To Go To Section

Promoted Public Education & Awareness

10.7M
ads on risk reduction
practices through Plan Before You Play Campaign

9.1M
ads highlighting Unseen Costs
to spark self-reflection in people potentially experiencing gambling harm

74.6M
risk awareness messages + national broadcast coverage
through 'The Randoms' PSA

Click To Go To Section

Supported Players Through PlaySmart Centres

583,000+
players, patrons and venue staff engagements
and interactions

1,220
self-exclusion support check-in calls

9,500
venue staff knowledge boosting touchpoints

Click To Go To Section

Invested in Community

Building connections
with Indigenous communities across Sault Ste. Marie, Nipissing First Nation, and Manitoulin Island

Breaking down language, stigma, & cultural barriers
with South Asian communities

Fostering meaningful conversations
with Black communities

Click To Go To Section

RGC

2024/25 Impact

Piloted Grade 11 & 12 Student Athlete Training

92%
of students gained knowledge
on accessing help

76%
of students plan to apply
risk assessment strategies they learned

100%
of facilitators found the program effective
relevant, and recommendable

Click To Go To Section

Our Advisory Services informed review and shaping of international RG frameworks in Australia, United States and around the world

Discovery 2025 Connected Global Responsible Gambling Advocates

91%
participants satisfied

306 delegates representing 10 Countries, including Operators, Government Representatives, Treatment, Community, and Researchers

Click To Go To Section

Advancing Standards with RG Check:

56
global RG accreditations completed

31
land-based venues

25
iGaming operators

Creating safer gambling environments for players

Click To Go To Section

Prevention Education in Action

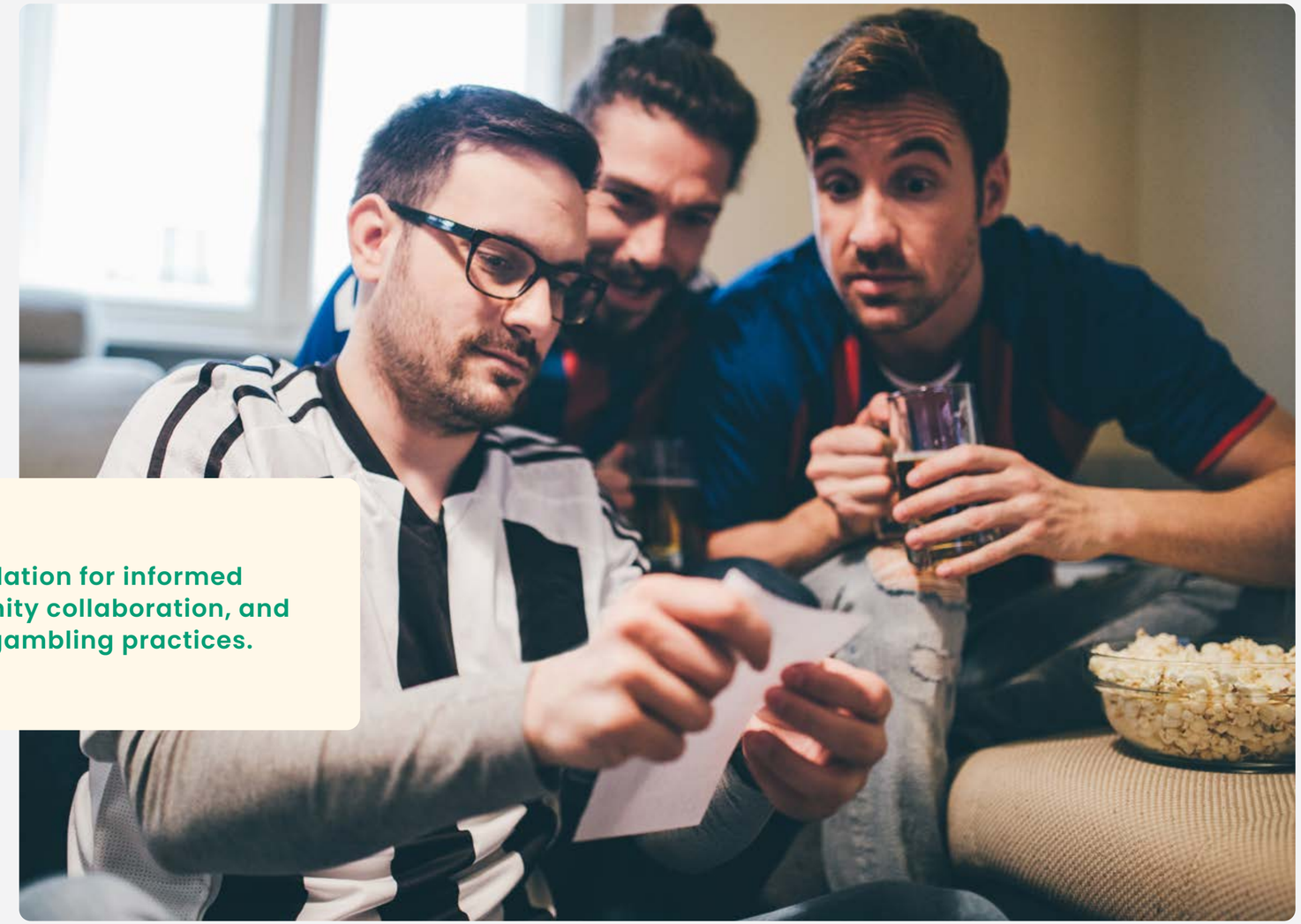
Responsible Gambling Internet Fund

The Ontario Government's commitment to protecting Ontarians amid the expansion of legalized sports betting and iGaming was reinforced through a historic $9 million, three-year investment in the Responsible Internet Gambling Fund (RIGF).

In its inaugural year, RIGF made meaningful strides in education and harm prevention. We launched a national PSA on the randomness of sports betting, and iGaming, educating people on critical risk while connecting audiences directly to support and digital tools, complemented by targeted awareness campaigns. We collaborated with Maple Leaf Sports and Entertainment to amplify messages across venues at targeted periods of high gambling activity.

The funding has laid the foundation for informed strategies, strengthened community collaboration, and increased awareness of safer gambling practices.

Entering the second year, RIGF's impact will continue to deepen understanding of harm, expanding access to tools, demonstrating the fund's power to meaningfully promote responsible play and reduce gambling-related harms for people across Ontario.



Breaking Down the Illusion of Control
PSA 2024: The Randoms

Funded through the RIGF, to directly engage with young adult males who bet on sports or participate in iGaming, our largest national prevention campaign, "The Randoms" PSA addressed the concept of randomness. The campaign tackled the illusion of control, a dangerous misconception in gambling that can lead players to overestimate their chances of winning, increasing the risk of harm.

By illustrating the principles of chance, the PSA demonstrated that experience and knowledge cannot predict a win, connecting the audience to a digital journey promoting important messages about low-risk strategies and tools for support. This comprehensive outreach strategy raised awareness for risk while encouraging behavioral shifts toward safer play strategies.

PSA Impact

National Broadcast Coverage: Aired across CTV, Global, CityTV, CBC and other Canadian networks

23.8M
Ad Views on Digital Platforms:
Extended to theScore, TikTok, YouTube, Twitch, Pelmorex

50.8M
Reached
through MLSE Partnership –Leafs, Raptors, Argo's and TFSC games

The Randoms: Sports Betting

Click To See Video

The campaign was adapted to resonate with ethnocultural populations, with versions developed in Punjabi, Cantonese, and Mandarin. This language-specific outreach provided culturally mindful engagement and enhanced connection with South Asian and Chinese communities, who face a higher risk of experiencing gambling-related harm.

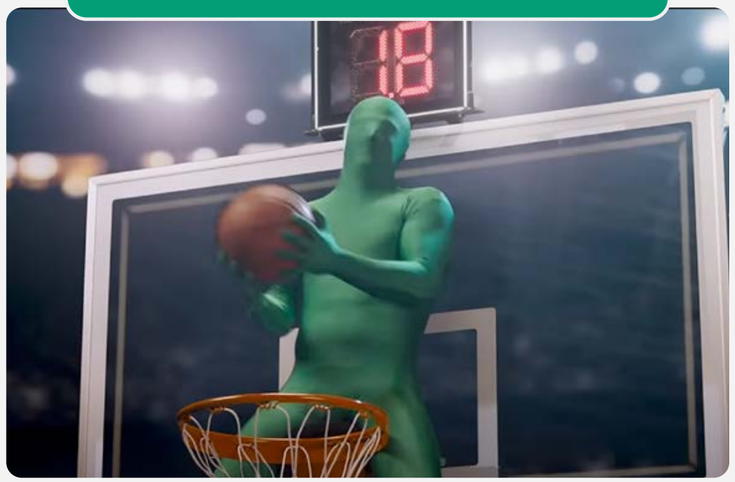
The Randoms: iGaming

Click To See Video

Post-campaign survey Insights:

65%
of respondents reported increased knowledge of gambling risks

12%
planned safer gambling behaviour



Advancing Healthy Communities

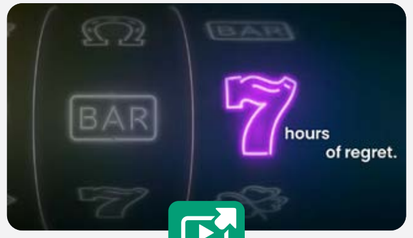
Made possible through funding by the Ontario Ministry of Health, RGC's prevention efforts go beyond awareness, they drive meaningful impact for all those connected to, affected by, or at risk of experiencing gambling harms. Our comprehensive prevention strategy is designed to address the unique prevention needs of diverse populations, whether that be educating youth, teachers and caregivers on the risks of underage gambling, sharing low-risk tools to help manage their gambling, or supporting individuals who are experiencing gambling harm with information and resources to access critical support services.

This year, the Plan Before You Play Campaign delivered 10.7M touchpoints, supporting proactive strategies to reduce risk during play. We developed targeted messages for people who had engaged in iGaming and sports betting online, educating players on the importance of using low risk gambling strategies like limit setting and being mindful when gambling. We expanded the campaign's reach by aligning messages with major sporting and cultural events—such as the Super Bowl, Diwali, and Lunar New Year—key periods of heightened gambling activity, to promote safer play when it matters most.

The campaign's ethnocultural extension aimed to equip communities to identify and reduce risk, at critical moments centered around times of high cultural celebration and increased gambling activity. The extension reached millions of Canadians through high impact channels: TikTok, culturally relevant broadcast (TV and Radio), and social ads. This dual approach — cultural tailoring through community channels paired with broad reach through mass media — allowed us to scale impact while meaningfully connect with communities. Engagement was particularly strong within South Asian and Black populations, signaling the effectiveness of culturally informed messaging.

Problem Gambling (PG) "Unseen Costs" campaign was designed to spark reflection, shining a light on the seemingly subtle but very real consequences of problem gambling — time lost, relationships strained and financial health impacted. The campaign opened the door to reflection, connecting thousands to critical supports and to consider their play habits by taking the self-assessment quiz, fostering awareness and contemplation of play habits.

This comprehensive awareness outreach strategy reached millions across general public and ethnocultural populations. Our strategy reinforced a simple truth: prevention is not a singular message or campaign, it's a continuum—from awareness to action, from education to empowerment.



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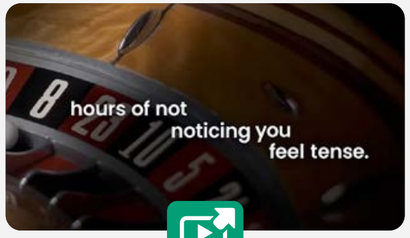

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Outreach Impact:

9.1M
impressions for the Gen-Pop Problem Gambling PR campaign

10.7M
impressions across Gen Pop and Ethnocultural Plan Before You Play Campaigns

10.5M
impressions across ethnocultural campaigns

121M+
Super Bowl media reach
(Canada, U.S., Malta, U.K.)

39M
reach during March Madness coverage with 189 feature stories

Ethnocultural Outreach
Focused Impact for Priority Communities

We know that effective prevention programming is grounded in understanding the experiences and unique needs of each community we serve. That's why our outreach extends beyond broad based education on gambling risk for the general public, it expands through delivery of tailored program offerings designed to be responsive to the distinct needs of ethnocultural communities identified as being at greater risk for gambling harms.

As part of our ongoing commitment to human centric designed programming, we prioritize supporting South Asian, Asian, Indigenous, Black, and Southeast Asian communities through our comprehensive prevention strategy focused on education and capacity building. We actively engage communities in culturally relevant ways, addressing barriers that may hinder access to vital information. Ultimately, our goal is to equip these communities with the resources, strategies and tools they need to encourage open conversations about gambling and its potential for harm, reduce stigma and foster player well-being.

Indigenous Communities:
Building Trust and Connection

- Connected with 500+ community members and stakeholders through participation in health conferences and community events across Sault Ste. Marie, Nipissing First Nation, and Manitoulin Island.
- Nearly 50% community members surveyed reported increased awareness of gambling harms following engagement.
- These efforts represent an ongoing commitment toward long-term capacity building and engagement, recognizing that effective prevention begins with a foundation of relationship building and trust.

South Asian Communities:
Bridging Language, Stigma & Culture

Visit Site

- Designed health promotion awareness and information materials in 4 South Asian languages in partnership with SOCH Mental Health, a nonprofit organization dedicated to reducing mental health stigma and improving the well-being within South Asian communities.
- Connected with 1.3K South Asian community members alongside a team of dedicated community ambassadors to spark meaningful conversation.

Black Community:
Fostering Meaningful Conversation

Visit Site

- Delivered 1.49M prevention education messages through a multi-media campaign working with Caribbean Vibrations, a Caribbean media leader, to socialize prevention education and place gambling harms in the spotlight within the Black community, an emerging community of focus for prevention outreach.
- The campaign featured panel interviews and fostered dialogue among Black community, increasing awareness, challenging stigma and creating space for open conversation.

800,000
TV impressions from Black community-focused campaign

We anchor our 360 degree approach to prevention education in connections with individuals, communities, leaders, strategic outreach partners and decision makers. Together, we ignite opportunities for connection, knowledge-sharing and meaningful action. We equip communities to break down stigma, through increased awareness and education through culturally relevant lenses.

> Meaningful prevention starts with relationships — trust, cultural relevance, and co-creation to drive real engagement.

Safeguarding the Next Generation

Engaging young adults aged 18–24 is a central priority in our gambling prevention education and awareness strategy. This pivotal life stage – defined by progressive brain development, growing independence, and evolving responsibilities, positions young adults at increased risk and susceptibility to gambling harms. Coupled with a range of new pressures, like adapting to a new environment, mental health challenges, and social pressures, the implications for well-being are significant, underscoring the importance of proactive, tailored educational awareness and prevention strategies.

Over the past year, our multi-channel approach reached millions of young Canadians in English and French:

1.9K+
educational kits
providing prevention messaging about risk, equipping needs for resource dissemination

14.19M
impressions,
286K views, 30K clicks educating on myth-busting the illusion of control across YA campaigns

Targeting High Risk Ethnocultural Young Adults

To ensure we meet the needs of young adults across Ontario, we tailor prevention education to connect with priority populations when it matters. Increased international student enrollment and immigration trends is changing Ontario's diverse population, we have responded to these changes but creating tailored, culturally relevant and timely digital campaigns like "Stick to the Plan" and "Holiday Distractions" to support International students, "Feeling in Control" for Chinese students, "Friendly Bet" for South Asian audiences and "The Impossible" for Black students.

Activating on Campus
The Randomizer Program

This dynamic program brings the realities of random outcomes to life for young adults through a tangible, video game-inspired experience. Campus ambassadors, provided education on dispelling gambling myths, unique risks to young people, tips to reduce gambling harms and channels for support. Delivered across post-secondary campuses in Ontario, the program not only educates but also financially empowers students through a scholarship contest.

5K+ students engaged
in-person across 36 campuses

Digital Engagement:

Randomizer microsite:

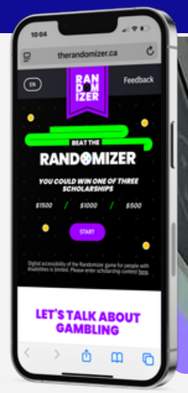
197,507 page views
in English and 2,990 in French

Young Adult homepage:

8,880 views
highlighting engagement with resources on minimizing risks and prevention education support

335K+
students reached via personalized email
scholarship strategy

87%
found the Randomizer program helped
them understand that skill or knowledge cannot guarantee a win in sports betting or online gambling



Click To Play

Equipping Youth with Knowledge to Minimize Harm

Our children are growing up in a world that is faster, more connected, and increasingly shaped by digital technologies. This generation is facing a world primed for harm, where gambling-like elements are embedded into video gaming, and gambling advertising and marketing permeates sporting events and online culture. To keep pace with the rapidly changing landscape we needed to evaluate, analyze, and redefine our strategy.

In 2024-25 we created a first-of-its-kind training module and facilitator guide, launched in conjunction with secondary school coaches and teachers. *Beyond the Game*: *Understanding the Risks of Gambling* pilot program was designed to equip high-risk student-athletes and their coaches with accurate, engaging, actionable training. The program was piloted to Grade 11 and 12 student athletes spanning 6 facilitators across 6 high schools. This training module was designed to build capacity on understanding the risks of gambling, specifically to high risk student athletes and provide connection to resources and support. Early results point to meaningful impact and will be used to improve the program before extending its offer to Ontario high schools across the province:

- **92% of students reported knowing where to go for help**
- **76% of students intend to action the strategies they learned**
- **All facilitators said the program was relevant, effective, and worth recommending**

With our commitment to best practice and offering evidence-informed programs, RGC undertook a comprehensive Youth Research Project to shape future youth programming. This involved a review of the current literature and best practices from around the world, an engagement exercise involving 50 key stakeholders working with the target age group, and conducting quantitative and qualitative interviews with youth, young adults and parents/caregivers, teachers, and coaches. Insights from this research project are advancing RGC's redesigned Youth Framework and Strategy, ensuring our awareness and prevention education program reflects the realities teens face today.

By grounding our work in research and real-world connection, we are equipping young people to better recognize risks, challenge misconceptions about video gaming and gambling, and help to support them in their decision-making processes. These insights will help RGC support parents and other authority figures by building knowledge about youth gambling risks, strengthening awareness of the unique signs of harm in children, and equipping them to facilitate open dialogue and connect to available supports.

> Our involvement shows our kids that we genuinely care about their well-being and are committed to guiding them toward positive choices.
>
> ***Coach***
> Pilot Study Participant

92%
of students reported knowing where to go for help

76%
of students intend to action the strategies they learned

All facilitators said the program was relevant, effective, and worth recommending

Strengthening Networks to Prevent Gambling Harm

A truly impactful prevention strategy is built on shared voice. Through collaborative advancement RGC united stakeholders from the gambling ecosystem and beyond, in two Regional Roundtables on the Prevention of Gambling Harm.

This initiative is designed to convene voices across Ontario, building connections across all levels of key stakeholders, allowing knowledge to mobilize, capacity to grow, and solutions to take root.

The roundtables brought together 35+ key organizations representing post-secondary institutions, public health, Indigenous organizations, mental health treatment agencies, school boards, and community non-profits in Ottawa and Southwest Ontario. Together, we explored priority themes in gambling including sector capacity building opportunities, resource development, research needs, and ongoing engagement and partnership.

The results speak for themselves with 100% of participants in the Ottawa session valuing the shared latest research findings, while 78% pointed to new insights on challenges and trends. In Southwest Ontario, 77% highlighted collaboration opportunities, underscoring RGC's role as a mobilizer across communities.

The roundtables sparked real excitement. People valued the chance to learn and connect. It'd be great if RGC could help keep the conversation going beyond the event.

Regional Roundtable Contributor

Community Impact:

2 roundtables
Ottawa & Southwest Ontario regions

35+
organizations engaged

100%
Ottawa participants: new research finding as top takeaway

77%
Southwest Ontario: found value in collaboration opportunities

PlaySmart Centres
Supporting Players and Empowering Staff

RGC proudly operates Ontario Lottery and Gaming Corporation's (OLG) PlaySmart Centres, conveniently located at Ontario casinos and Charitable Bingo & Gaming Centres. Our purpose is to empower players with the knowledge and tools they need to make smart choices, keeping their gambling experiences enjoyable and informed. Whenever gambling feels difficult to manage, RGC's team of highly skilled PlaySmart Advisors are always ready to listen, provide immediate support, and connect people with resources in their community. This year, we remained steadfast in our commitment to player well-being, ensuring support is always within reach.

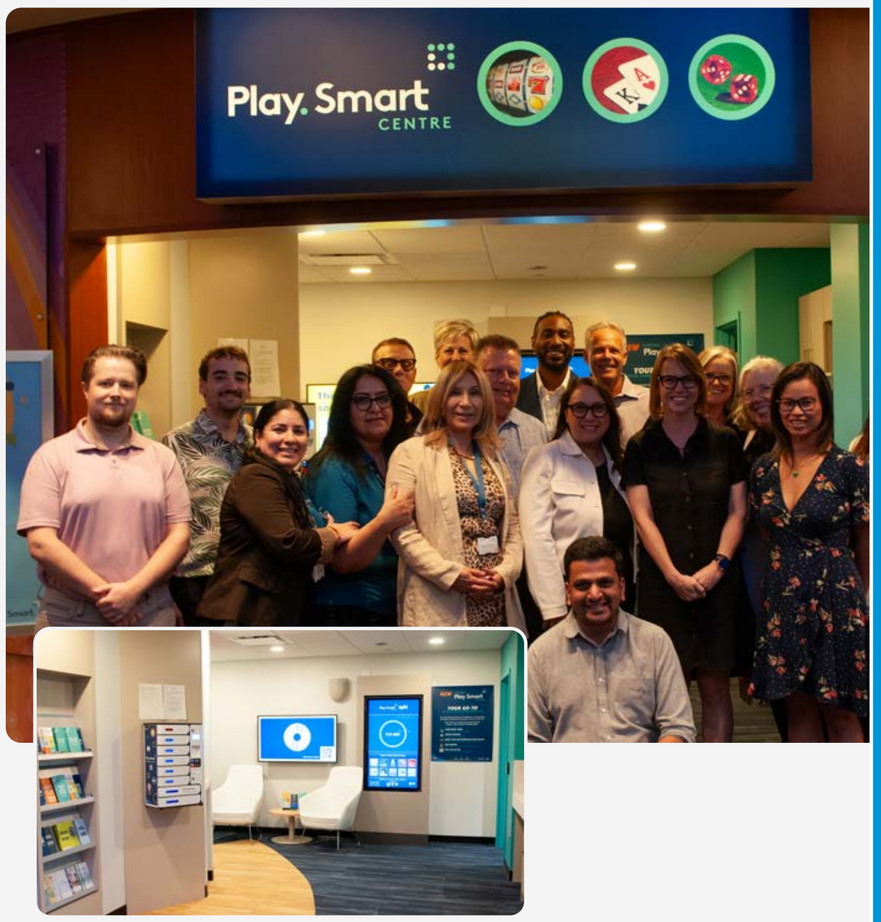
Supported by OLG, PlaySmart Centres across the province continued to build momentum—enhancing services and discovering new ways to make meaningful connections with players.

20 Years of Supporting Players.

"We're proud of how PlaySmart Centres have evolved to meaningfully integrate with the player experience. Together with players and venue staff, we're strengthening relationships and fostering healthier, safer communities."

Tyjondah Kerr
Director, Program Development and Delivery, Safer Gambling, OLG

This year, we launched the Virtual PlaySmart Centre, opened new and revitalized several centres and continued the Boost Your Knowledge reinforcement training for venue staff, which featured a year-long focus on Language Matters. Collectively, we connected with more players, patrons, and venue staff than ever.



PlaySmart Centre's Impact:

583K+
visitors engaged
with PlaySmart Centres this year accessing information, tools, and personalized support

13.7%
increase in total visits YoY
reflecting growing reach and relevance across Ontario gaming venues

1,220
successful Check-in Calls
completed by PlaySmart Advisors (up from 738 YoY), supporting players post self-exclusion across Ontario casinos, Charitable Bingo & Gaming, and OLG.ca

9,500+
venue staff conversations
through Boost Your Knowledge, reinforcing effective communication strategies and practical skills to confidently respond to player questions and concerns

Support at Every Step
For Players, for Venue Staff, for Safer Play

> Nice to know there's a place for help, if people are worried about their gambling.
>
> ***PlaySmart Centre Visitor***

New Channels for Connecting with Players

Through the launch of our new Virtual PlaySmart Centre, players can access the same trusted help found at our in-person locations, anytime and anywhere. This phone-based service offers flexible, private access to information, safer-play strategies, and connections to community resources. Every conversation is guided by trained PlaySmart Advisors who provide understanding and practical support, wherever and whenever it's needed.

Refreshed Spaces for Support

PlaySmart Centres underwent a major refresh, unveiling a new design and enhanced services to strengthen player support. Six PlaySmart Centres were refreshed, including new designs at Gateway Casinos Woodstock, Starlight Casino Point Edward, Casino Ajax, and Elements Casino Brantford. In addition, Gateway Casinos Thunder Bay and Sault Ste. Marie moved from twice-monthly visits to a dedicated team of PlaySmart Advisors onsite every day, ensuring players have consistent, in-person support.

Customized Training to Strengthen Connections

PlaySmart Advisors are always ready to share their expertise with venue staff. This past year focused on increasing awareness around player interactions through the Boost Your Knowledge: Language Matters initiative, covering everything from body language to asking clarifying questions and fostering a judgement-free zone. Our goal was to empower venue staff with practical tips to create safer, more supportive conversations with players.

Building Capacity to Create Safe Spaces – Check-in Calls

As part of our ongoing reflection on how to improve engagement, reduce stigma, and foster open conversations, we developed a customized training for a select group of PlaySmart Advisors. The training emphasized language, tone, and trauma-informed practices, equipping Advisors to adapt to each person's needs and build genuine connections, especially during phone-based interactions like the Check-in Call service. These learnings have been instrumental in creating safer, more welcoming conversations for those navigating self-exclusion.

> It [Check-in Call] offers support and demonstrates caring that they are not alone on this journey. Many have commented that they are thankful that they are remembered and not alone.
>
> ***PlaySmart Advisor***

Critical Knowledge Building for Players

Through four interactive, game-inspired events, we engaged players directly, helping build gambling literacy and empowering more informed choices:

500+
safer gambling events delivered

196,061
event participants received facts and tips

Advancing Safer Gambling Around the World

Evolving Safer Play Through Evidence-Based Advisory

Robust player protection is evolving into a globally recognized standard across gambling jurisdictions. Governments, regulators, and operators require data driven methods to support responsible gambling markets across every level of market maturity. Increasingly, stakeholders from around the world are engaging RGC's Advisory Services to translate cutting edge research into actionable, sustainable, responsible gambling practices.

In 2024–25, RGC worked across multiple countries and sectors—from major sports leagues and hospitality to higher education—helping organizations strengthen responsible gambling programs, build capacity, and minimize gambling-related harm.

Shaping International RG Frameworks

Australian Leisure and Hospitality Group (ALH) | Australia

RGC conducted a detailed evaluation of ALH's responsible gambling program, providing a 360 degree review with tailored recommendations for enhancements across program structure, policy, and training. The evaluation spanned the entirety of ALH's network with direct assessment across 24 venues, and interviews with 43 corporate and venue-level staff. RGC also administered nationwide surveys targeting both employees and customers.

Bally's Corporation | United States

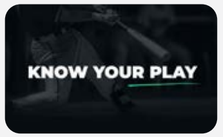
RGC conducted a comprehensive review of Bally's responsible gambling program across 13 venues throughout the United States. Analysis included qualitative and quantitative methods, spanning interviews with corporate and venue staff, and administering nationwide surveys for both employees and players. Based on this evaluation, we provided tailored recommendations to strengthen their responsible gambling practices, strategically leveraging existing strengths and identifying opportunities for RG optimization across the Bally's network.

Educating Canadian Post Secondary Student-Athletes with the NFL Foundation

RGC, with sponsorship from the NFL Foundation, developed and piloted a responsible gambling training program for Canadian post-secondary student-athletes — a group at heightened risk due to biological development, performance pressures, and peer dynamics. The program focused on informed decision-making, risk identification, and accessing support. Results showed strong impact: 87% found the training engaging, 81% said they were likely to use the strategies, and most found it informative on susceptibility to gambling risks (95%), the risks and impacts of gambling (94%), and how to access supports (88%).

Translating Responsible Gambling for Gen Z

Our work is evolving through collaboration and partnership. We partnered with the Responsible Online Gaming Association (ROGA), EPIC Global Solutions, and Kindbridge Behavioral Health to develop the Know Your Play program, designed to foster microlearning moments in young adults. We provided resources on responsible gaming, helping them better understand key concepts such as the illusion of control and chasing losses.



Visit ROGA

The program equipped students with practical strategies to manage risk, stress, and impulsive decision-making. By combining expert guidance with personal stories, the program supports informed decision-making, and fosters financial literacy, resilience, and responsible gaming behaviours. Through strong partnerships like this, we are empowering young adults to make informed choices, reducing potential harm, and promoting safe engagement with online gaming now and in the future.

Learning Modules

RGC developed 5 of 15+ micro-learning modules that were deployed across U.S. college campuses to educate students on responsible gambling, problem gambling risks, available support services, and essential financial literacy. Developed in partnership with ROGA EPIC Global Solutions, and Kindbridge Behavioral Health as part of the Know Your Play initiative.

Elevating Player Protection

The Updated RG Index

RGC released *Best Practice Made Better: Updating the RG Index*, a report informed by global research and stakeholder consultations. It identifies several critical areas—from leadership and training to marketing and player engagement—that drive safer play and continuous improvement. These insights will guide updates to the RG Index, the evidence-based standards and criteria that underpin RG Check accreditation and form the foundation of our Advisor Services training, education and assessment offerings. With its global perspective and forward-looking approach, the report reinforces RGC's leadership in harm prevention and ensures RG Check remains the industry benchmark for evaluating, monitoring, and advancing responsible gambling programs.

Beyond accreditation

RG Check pioneered the accreditation landscape as the proven, evidence-based program operators trust to support player protection. Today we remain unwavering in commitment to evolving our approaches to minimize gambling related harm within a landscape transforming at record rates.

RG CHECK

What sets RG Check apart:

Accountability:
RG Check is a clear, measurable commitment operators make to responsible gambling, not just a box to tick.

Data-driven impact:
Every accreditation is backed by rigorous evaluation—staff training, self-exclusion tools, data use, and more.

Global reach, local relevance:
From Canada to the UK, Cyprus to Singapore, RG Check adapts to cultural contexts while maintaining unwavering standards.

A catalyst for real change:
For RGC, it's a call to action - each site accredited means a safer experience and stronger industry.

Setting the Global Standard

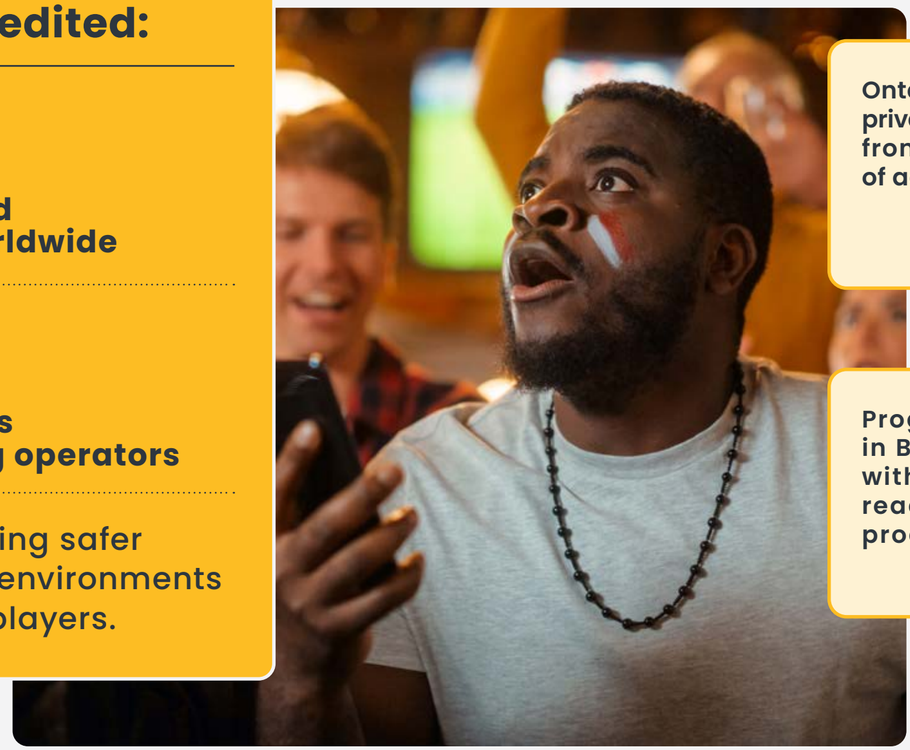
Since its inception over a decade ago, RG Check has evolved beyond compliance, empowering operators to deepen accountability, elevate standards, and build public and player trust where it counts. The program continues to extend its tenure as a leader in global standards for responsible gambling, creating safer gambling environments for players.

In 2024–25, RG Check accredited:

31
land-based venues worldwide

44
sites across 25 iGaming operators

Creating safer gambling environments for players.



Expanding RG Check - Nationally and Globally

- Crown Corporations OLG.ca and ALC.ca secured reaccreditations. ✔
- Loto-Quebec earned its first accreditation. ✔
- Ontario launched its fifth land-based casino accreditation cycle in early 2025. ✔
- Ontario iGaming's private market was the front runner in number of accreditations. ✔

- The UK welcomed its first RG Check accreditations across six Bally's iGaming sites. ✔
- Progress continued in British Columbia with 19 BCLC casinos reaccredited or in process. ✔
- Successful reaccreditations in Cyprus (Melco) and Singapore (Resorts World Sentosa). ✔
- Red Shores in Charlottetown and Summerside reaccredited with ALC partnership. ✔

Research and Knowledge Mobilization

Behind every research finding is a person, a community, a frontline worker trying to make the right call. RGC's newly established Research and Knowledge Mobilization team strengthens our role as mobilizers across the gambling industry and beyond. By leading the organization's research strategy, the team provides evidence and data that inform program development and ensures insights reach the right audiences in meaningful ways.

Gambling Marketing and Advertising Study

To better understand key challenges in the gambling space, RGC launched the independent *Gambling Marketing and Advertising* study, funded by Flutter Entertainment, with findings across six major areas of concern for operators, regulators, and the research community. This study is an important step to addressing responsible gambling challenges that operators and policy makers experience within the complexity of the gambling advertising ecosystem.

By connecting evidence with frontline realities, RGC empowers the sector to respond to emerging challenges and strengthen safer gambling practices, highlighting the need for more evolving approaches. This important work will inform decision-making for gambling research, policy and practices across the industry.

Click To See Report

6 Areas of Concern Highlighted

- ***Volume of GMA***
- ***Control over direct marketing***
- ***Aaxes of vulnerability***
- ***Micro-targeting***
- ***Online marketing***
- ***Influencers***

Meaningful Collaboration For Sector Impact

Playtech Collaboration

RGC's four-year partnership with Playtech focused on digital behaviours and well-being by advancing player education. We are building the capabilities of organizations by delivering support services, developing frontline worker skills, and catalyzing innovative digital solutions leveraging research, AI, and data.

Findings from year one and action for the next:

- *Mapping the Player Journey* study: Identified key moments to deliver timely safer gambling guidance.
- *Identifying Service Gaps and Support Needs for Emerging Digital Harms* study: Examined co-occurring risky online behaviours, identifying service gaps and information needs.
- *Frontline Support* study: Assessed resources for frontline workers and provided actionable insights to respond effectively to digital harms

Click To See Report
"Emerging Digital Harms"

Click To See Report
"Mapping Player Journey"

Charitable Gaming (Bingo Halls) Study – Ontario

To inform PlaySmart Centre programming, RGC studied charitable gaming (bingo halls) in Ontario, uncovering demographic patterns, behaviours, and responsible gambling practices. Insights highlighted strong adherence to pre-commitment strategies among suburban participants, higher interest in RG tools among urban players, and a clear need for more engaging educational approaches.

74.8%
of participants were female;
average age ~60.

50%
of all participants wanted to learn how to help someone with gambling problems

Urban participants showed higher interest in RG tools and education

74.3%
of participants were reluctant to receive responsible gambling materials, highlighting the need for more engaging approaches

Suburban participants held fewer gambling fallacies

Discovery

DISCOVERY 2025

Shaping the Future Together

RGC's Discovery Conference brings together the diverse voices driving responsible gambling forward—industry leaders, governments, regulators, researchers, treatment providers, community organizations, and people with lived experience.

In 2025, over a course of three days, 306 delegates from 10 countries shared insights, challenged assumptions, and shaped solutions that matter in practice, not just theory. Discovery provides a platform for dialogue, knowledge sharing, and collaboration that fosters meaningful change across the gambling sector and beyond.

Key themes:

- VIP & loyalty programs
- AI & technology
- Youth engagement
- Indigenous perspectives
- Lived experience

This year, the conference saw an increased presence of voices with lived experience, who contributed first-hand perspectives that grounded discussions in reality. Indigenous leaders and sports voices offered insights that ensured the dialogue reflected real-world experiences.

VIP players and loyalty programs were a key focus. Sessions examined the characteristics and potential risks of VIP players, alongside the design and implementation of loyalty programs. Delegates provided actionable guidance for responsible gambling frameworks, including nuanced risk thresholds, RG prompts integrated into loyalty touchpoints, and refined host training to balance monitoring with relationship-building.

A new digital platform and immersive set design extended participation and enabled precise tracking of engagement. Discovery 2025 demonstrated that progress happens when diverse voices come to the same table—and when the sector is willing to face uncomfortable truths in pursuit of meaningful change.

Progress happens when diverse voices come to the same table.

Event Impact

306
delegates from 10 countries

42%
operators

17%
government representatives

73%
attended in person

27%
attended virtually

43
hours of streamed sessions viewed post-event

Governance

Governance

The Responsible Gambling Council operates independently under the legal authority of two corporations, which are both non-profit organizations with their own Board of Directors. Board members include individuals with lived experience of gambling problems, treatment providers, gaming operator executives, and professionals in non-gaming industries from across Canada.

Our Boards also represent expertise from the global gaming industry, public policy, community services, responsible gambling, mental health and additions treatment sectors.

In practice, the name RGC is used as an umbrella term for all activities. The Responsible Gambling Council of Canada (RGCC) is the legal entity for research and evaluation activities in all jurisdictions, the annual Discovery Conference as well as for the delivery of programs and services outside of Ontario. It is incorporated under the Canada Corporations Act and has charitable status from the Canada Revenue Agency. The Responsible Gambling Council (Ontario) (RGCO) is the legal entity that delivers programs and services in Ontario funded through the Ministry of Health. RGC(O) also operates PlaySmart Centres in Ontario, with funding from the Ontario Lottery and Gaming Corporation (OLG). It is incorporated under the Ontario Corporations Act and has charitable status from the Canada Revenue Agency.

RGCC & RGC(O) Board of Directors

Yvon Lemire	Board Chair RGCC and RGC(O)
Bev Mehmel	Vice Chair RGCC and RGC(O) and Chair, CEO Compensation & Development Committee
Shaila Mehta	Treasurer RGCC & RGC(O) Board, Chair of Finance and Audit Committee
Jim Engel	Board Secretary and Board Member RGCC and RGC(O)
Susan Olynik	Board Member RGCC and Chair, Governance and Nominations Committee
Salim L. Adatia	Board Member RGCC
Stacy Shaw	Board Member RGCC and Chair Strategic Directions Committee
Dan Shimski	Board Member RGCC and Vice Chair Governance & Nominations Committee
Simo Dragicevic	Board Member RGCC
Peter Slater	Board Member RGCC
Anne Elizabeth LaPointe	Board Member RGCC
Julie Nolte	Board Member RGC(O) and Vice Chair, Finance and Audit Committee
Wan-Pen Sun	Board Member RGC(O) and Chair of Governance & Nominations Committee
Christine Rhodes	Board Member RGC(O)
Harry Gousopoulos	Board Member RGC(O) and Vice Chair Strategic Directions Committee
Betina G. Airoldi	Board Member RGC(O)

Executive Team

Sarah McCarthy	Chief Executive Officer
Les Horenfeldt	Chief Financial Officer
Elaine McDougall	Senior Vice President, Strategy and Programs
Tracy Parker	Senior Vice President, Accreditation, Advisory and Insights
Lorelle Muller Lumsden	Vice President, PlaySmart Centres
Robin Wilner	Director, People and Culture

Financials

Below is a snapshot of RGC funding and revenue from FY 2024-25. These critical funds enabled RGC to expand our reach and impact within our industry and in the communities we serve, in Ontario and around the world.

RGCO funding*

$ 6,195,881

PlaySmart Centres funding*

$ 8,195,677

Responsible Gambling Council of Canada revenue*

$ 4,064,801

* Before expenses

Moving Forward Together

Responsible gambling does not take a one-size-fits-all approach. Evidence, data, stakeholder collaboration, and cultural perspectives all shape effective strategies. That's why RGC collaborates closely with every partner — not to impose solutions, but to co-create approaches that endure, drive meaningful impact, and align with industry best practices.

Looking ahead, we remain guided by our North Star of human-centered responsible gambling. We will continue advancing industry-leading research and deepening collaboration with partners and communities to promote balance and safety as the gambling landscape evolves.

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ResponsibleGambling.org