

# Paving the Way with Purpose



RGC 5-Year Strategic Plan 2024–2029

**RGC**





## **RGC**

We prevent gambling harms and promote responsible gambling in Canada and around the world. All RGC programs and services are designed to be people-centric because we believe gambling should never come at a human cost.



## Our Story

Since our founding in 1983, the Responsible Gambling Council (RGC) reflects with gratitude and pride on four decades of advancing responsible gambling worldwide and a commitment to ensuring that gambling safeguards are in place to promote the well-being of all those who choose to gamble.

Our journey started with Tibor Barsony, who turned his personal struggle with disordered gambling into a mission to help others. His compassion and courage led to the creation of the Canadian Foundation on Compulsive Gambling (CFCG), which later became the Responsible Gambling Council. Tibor's determination and vision laid the groundwork for our mission to prevent gambling harms globally. Today, we honour his memory by carrying forward his commitment to reducing harms through our actions, our work and our people.

We understand the challenges ahead, and we're ready to face them with independence, compassion, and a collaborative spirit. At RGC, we're committed to evidence-based work, partnering with operators, regulators, researchers, and communities to create a

safer gambling environment. We know it takes a 360-degree approach to reduce harms—one that includes providing guidance to the industry while supporting players in making informed decisions. As the landscape evolves, we're here to turn research into action, promoting best practices and putting safeguards in place to protect everyone. We're leveraging decades of experience to lead the way through research, prevention, education, player support, and setting standards and policies that protect and empower the communities we serve.

This 5-Year Strategic Plan is our commitment to reducing the harms associated with gambling and ensuring the health and well-being of all players and communities.

Looking forward and inspired by our founder's legacy, we remain dedicated to advancing responsible gambling practices and continuing to  innovate in our approach. We value our independence and the spirit of collaboration with all stakeholders. Together, we'll foster open dialogue,  amplify diverse voices, and provide guidance that empowers individuals and organizations to make informed decisions for a safer, healthier  gambling environment.

# What Drives Us Forward







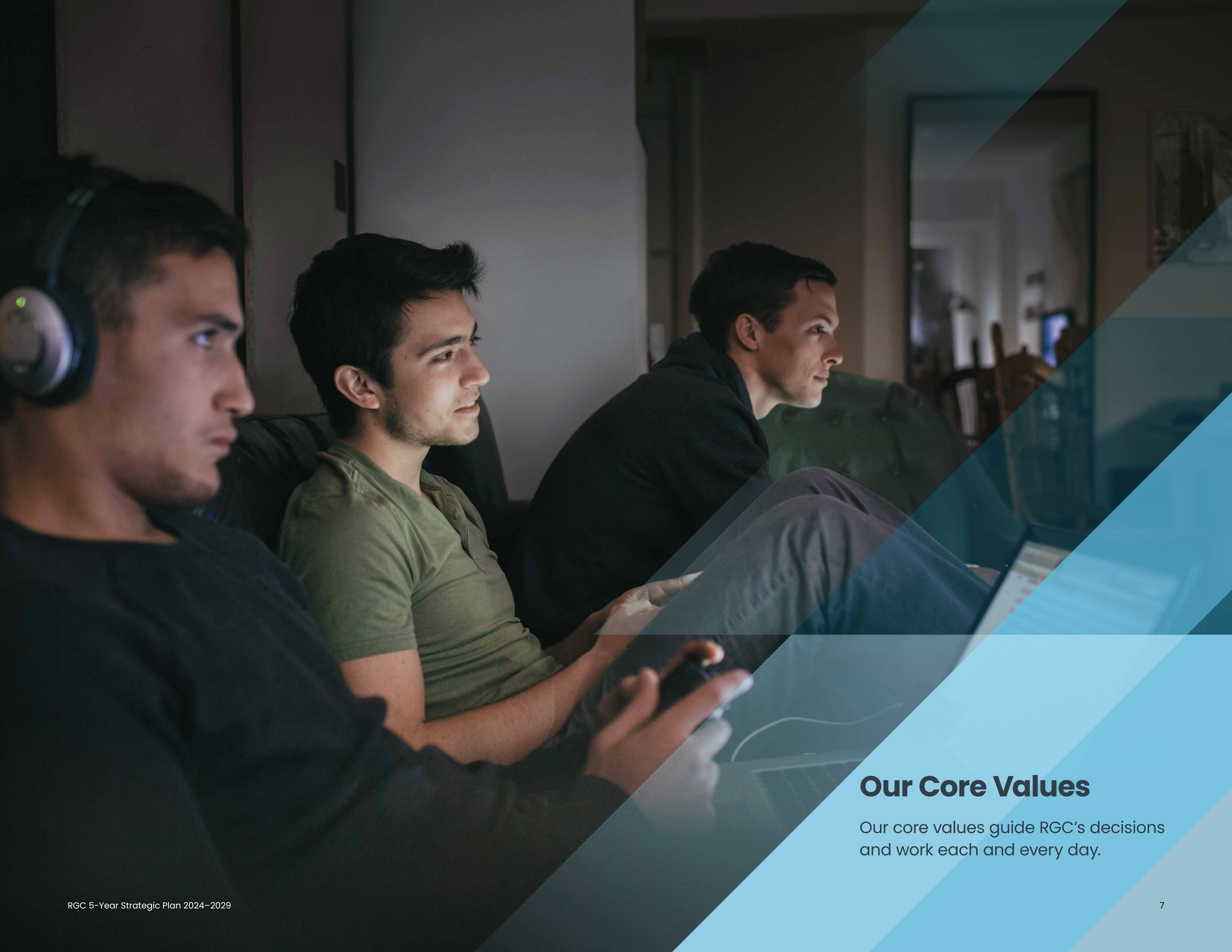
## Our Mission

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

## Our Vision

A world where gambling never comes at a human cost.





## **Our Core Values**

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.**



### **Humanity**

We believe in the dignity and respect of every individual, and that drives us to build a positive future for all. Our knowledge fuels our efforts to create conditions that promote positive behavioural change.

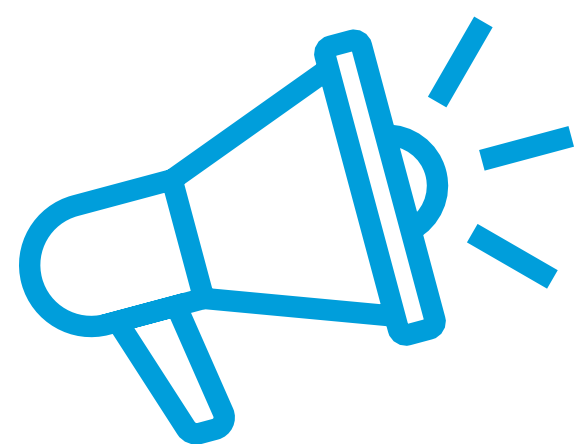
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### **Integrity**

We uphold the highest standards of professionalism and impartiality, holding ourselves accountable for all that we do.

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### **Courage**

Real change requires courage. We admire and support confidence in others, and we never shy away from offering honest, evidence-based perspectives, even when they challenge the status quo.

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### **Ingenuity**

We are naturally inventive, resourceful, and curious. As the world evolves, we continually seek new ways to turn knowledge into meaningful action.





# Our Commitment to Equity, Diversity, Inclusion & Accessibility

(EDI-A)





RGC remains deeply committed to EDI-A and ensuring it is built into the work we do in communities, and with stakeholders in Canada and internationally.

We're committed to establishing a workplace where people feel valued and respected. We celebrate diverse perspectives and strive to create a space where every person has a  voice. Our goal is to foster an environment that's not just inclusive but truly  supportive, where everyone contributes and collaborates freely and without barriers.



We live our values of Humanity, Integrity, Courage, and Ingenuity in our work and in our interactions with communities, stakeholders, vendors, and fellow team members.






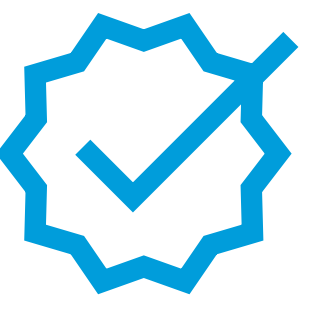

# Strategic Direction Statement





## Strategic Direction Statement

As the gambling landscape continues to evolve, RGC remains committed to fostering a more robust responsible gambling culture both in Canada and around the world. Our focus on prevention and support allows us to work holistically with both business-to-consumer (B2C) and business-to-business (B2B) stakeholders, ensuring that we address the needs of all those affected by gambling.

Delivering innovation in prevention education,  
 research,  accreditation and programming  
to support our vision of a world where gambling  
never comes at a  human cost.

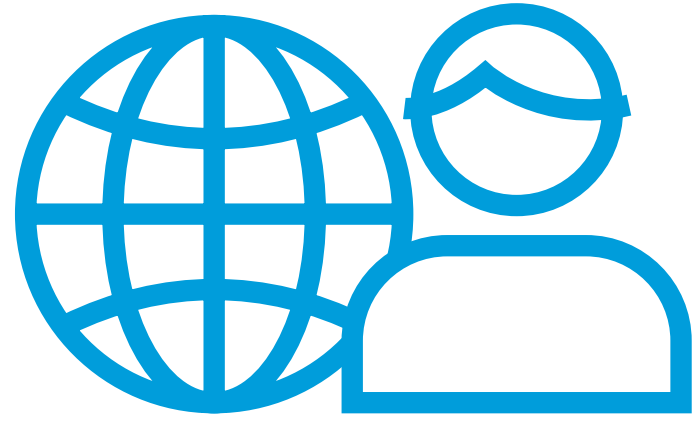




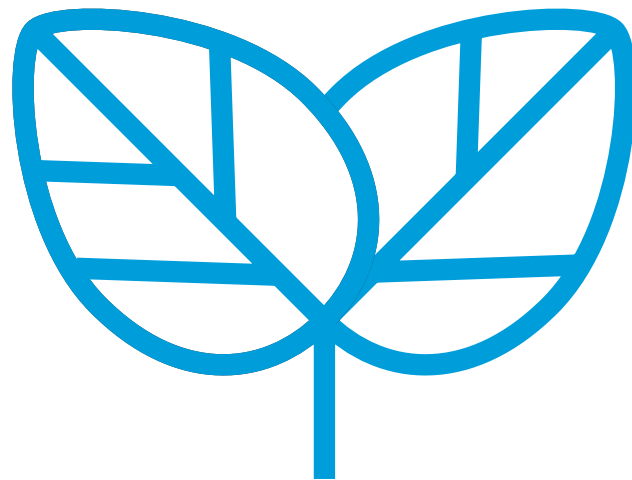
As the gambling industry continues to evolve, so must the responsible gambling support and harm minimization we provide to people, communities and the industry. We remain independent, and evidence-informed; our role as thought leaders and trusted advisors with our cross-sectoral partners is essential to advancing standards and best practices in responsible gambling and player well-being.



# As We Seek to Grow, We Strive To:



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



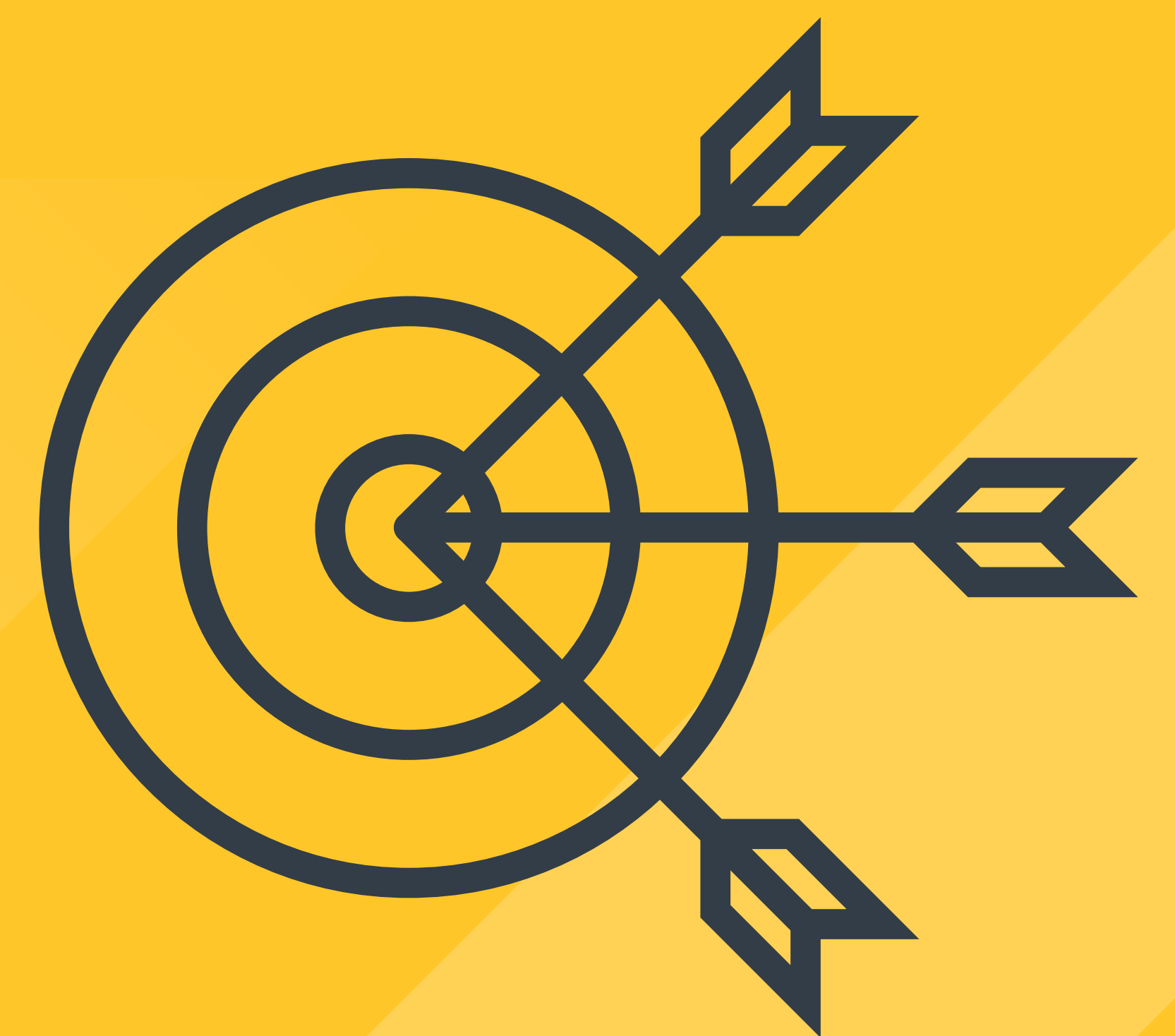
**Bolster RGC’s sustainability through the expansion of global relationships**, innovation and commercialized product offerings, and high-quality knowledge creation; and



**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.



# 3 Core Strategies







## Prevention Leadership and Impact

In a time when the gambling industry is changing rapidly, our commitment to responsible gambling remains constant. Our first priority is to lead in prevention and make a real difference. We'll do that by focusing on people through human-centred design in our advocacy, education, and partnerships. By focusing the needs and well-being of diverse players and our communities at the head, we aim to create a safer, healthier gambling environment for everyone.





## Strategic Innovation and Excellence

As a respected leader in responsible gambling, RGC has a unique role in driving innovation and excellence. Our second priority is to grow our programs and services in key markets, offering industry stakeholders cutting-edge, evidence-based responsible gambling solutions. By promoting a culture of responsible gambling worldwide, we aim to create meaningful, lasting change.





## **Organizational Sustainability and Capacity**

We are proud of our inclusive and high-performing culture. Our third priority is to make sure we have the governance, processes, resources, and financial stability to support our team's success. By investing in our organization's sustainability and capacity, we can continue to make a positive impact and advance our mission for years to come.



As we look to the future, RGC remains steadfast in our commitment to advancing player health and minimizing harm on a  global scale. We are driven and inspired by the dedication of our staff, the trust and collaboration of  our partners, and the resilience of the communities we serve.





Together, we are driving meaningful change and building a safer and more responsible gambling environment for all. With each step forward, we reaffirm our belief in the power of collective action and the positive impact we can achieve. Our shared commitment will continue to drive us towards creating a world where gambling never comes at a human cost.



# Connect with Us

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[ResponsibleGambling.org](https://ResponsibleGambling.org)

The logo for Responsible Gaming Council (RGC) features the letters 'RGC' in a bold, white, sans-serif font. The letters are positioned over a stylized white arrow that points upwards and to the right, creating a sense of movement and progress.