

A photograph of three men on a basketball court. The man on the left is wearing a blue t-shirt and has his arm around the man in the middle. The man in the middle is wearing sunglasses and a grey hoodie. The man on the right is wearing a light blue t-shirt and is smiling at the camera. A basketball hoop is visible in the background.

# Impact

Action Drives Change

CONSEIL DU JEU RESPONSABLE

**RGC**

RESPONSIBLE GAMBLING COUNCIL

2023 – 24  
Impact Report



## Leading Responsible Gambling Globally

This past year was an important one for the RGC team, as we worked together with industry partners, players and communities to enhance player protection globally. The need for an evolved and impactful approach to responsible gambling has never been more important to keep pace with the accelerated expansion of the gambling landscape. RGC is spearheading the responsible gambling movement throughout the local and global communities we serve.

In 2023/2024 we continued our commitment to driving responsible gambling through strategic partnerships, outreach and prevention programs built for people, and powered by industry leading research.

*We're excited to share our impact with you from this past year and beyond.*

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# Letter from our Board Chair and CEO

*We are building for people. Our human-centric design lives as the heart of our programs and services, empowering us to create meaningful prevention education outreach campaigns.*

RGC continues to be a global leader in gambling harm minimization and prevention. We've made tremendous strides in implementing initiatives that drive the advancement of responsible gambling throughout Ontario and around the world. As the gambling industry continues to rapidly expand, we are working in lockstep to methodically build our partnerships, teams and technologies, so we can extend our reach and create meaningful connections and ensure the evolution of responsible gambling in a truly integrated way.

We're expanding our community partnership initiatives to help support organizations as they navigate the changing gambling landscape. We have partnered closely with Indigenous, ethnocultural, education, health-based, and young adult organizations to increase knowledge and to build tools tailored to specific community needs. In partnership with OLG, we have deepened our connection to players by helping to evolve the PlaySmart Centre program through modernized centers and the introduction of the Virtual PlaySmart Centre.

Our Discovery Conference continues to grow. This year, we welcomed a record number of industry leaders, stakeholders and organizations

from around the world to join the conversation and discuss the advancement of harm prevention efforts and to help drive change in responsible gambling.

Rapidly evolving technology, media, politics, and culture are driving change in the industry. In response, we are working with stakeholders to raise responsible gambling standards and produce evidence-based recommendations to guide the strategic development of policies and regulations. The momentum of these efforts is resulting in meaningful impact. Last year, more online and land-based operators successfully completed the RG Check accreditation than ever before.

Industry leaders have contributed increased funding to RGC to advance evidence-informed recommendations for gambling marketing and advertising and digital health policy – an impact which will result in ripple effects throughout our industry.

We would like to thank the Board of Directors and RGC staff for their passion and ongoing commitment to advancing safer gambling in Ontario and around the world. We thank the following Board members who have completed their terms of office and will be stepping down: Patricia Cook, Hamlin Grange, Vic Poleschuk, George Sweny, and Ian Thomson. We greatly appreciate their passion, and the incredible contributions that each of them made to the advancement of RGC's mission.



**Yvon Lemire**  
Board Chair



**Shelley White**  
CEO



# Who We Are

# At the Heart of Who We Are

*We are global  
leaders in gambling  
harm prevention*



The Responsible Gambling Council (RGC) 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' experience, we're committed to promoting safer gambling culture and practices through evidence-based action.

Everything we do is informed by research. From our globally recognized RG Check accreditation program, RG advisory and consultation services, to community and public education initiatives, we're proving that collaboration coupled with evidence-based best practices have the greatest impact.

RGC works with gambling stakeholders around the world, including governments and operators. Increasingly, we're engaging and mobilizing community partners and allied health professionals. 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 wellbeing 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.

Creating safe, sustainable gambling behaviours benefits both players, and the industry.

---

## *Vision*

A world where gambling never comes at human cost.

## *Mission*

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

# Values

*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 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.

Our core values guide RGC's decisions and work each and every day.



# Equity, Diversity, Inclusion - Accessibility Grounding Our Values

RGC remains deeply committed to EDI-A (Equity, Diversity, Inclusion - Accessibility). To ensure this commitment, we have extended our partnership with Diversio to help guide organizational strategy, policies, procedures and practices grounded by an EDI-A lens. Together, we have launched an annual EDI-A survey for all our Board and staff to ensure we have visibility and are gaining insights into areas of opportunity for development.

Our commitment to fostering a fair and inclusive workplace, which values diversity and encourages respect and dignity for beliefs and ideas, is built on an organizational culture that embraces the ongoing importance of this work.

In 2023/24 RGC has:

- Expanded our reach throughout ethnocultural community programs, working in partnership to raise RG awareness and respond to specific community needs.
- Implemented EDI-A parameters in the Board recruitment process to broaden our search to reach more candidates from diverse communities to continue to increase our Board's diversity.
- Provided staff training on gender inclusive language and anti-bias awareness.
- Enhanced collective staff knowledge through guest speaker sessions on Black History Month, Pride, Mental Health, National Indigenous Month and International Women's Day.
- Collectively developed a culture manual that reinforces our shared commitment to equity, diversity, inclusion, respect, and dignity.
- Deployed the third annual EDI-A survey to staff and Board Members.
- Ensure PlaySmart Center staff reflect the communities we serve and are multilingual through a diverse set of languages to provide cultural connection at casinos and Charitable Gaming facilities.

# Impact at a Glance

Throughout 2023/24 RGC worked closely alongside industry leaders, regulators and treatment providers to advance player health and reduce harms from gambling. Together, we're able to drive meaningful change for the communities we serve:

## 253 M

**PSA Impressions across digital & traditional media**



## 6,000+

**youth reached through** interactive risk and awareness experience – Game BRAiN

**Comprehensive gambling marketing & advertising research & advisory report was completed.**

This important report will provide evidence-informed recommendations for regulators and operators.

## 512,896

**players, patrons and gaming staff reached through PlaySmart Centers**

**410,915** visitors

**738** My PlayBreak check-in calls



## 44

**new RG Check Accreditations**

**12** land-based

**32** iGaming



## 3,600+



**meaningful young adult interactions**

through 25 in-person activations across Ontario from the Randomizer Prevention Campaign

## 368

**delegates from over 13 countries**

representing the entire spectrum of the gambling industry were united at the Discovery Conference





**Investing**  
**in Communities**

# Funding New Possibilities

## Ontario Government Commits \$9 Million to Responsible Internet Gambling Fund

The Ontario Government has long been a champion for responsible gambling. This past spring, they deepened their commitment to promoting online gambling safety and consumer protection with a historic \$9 million investment to the Responsible Internet Gambling Fund (RIGF) over three-years.

*This increased funding is a meaningful response to the accelerated gambling landscape and the ministries' commitment to continuing to support Ontario through safer play and minimizing the associated harms.*

We are excited about the potential this investment has to create lasting impact and to shape the sector. RGC recognizes the trust this investment symbolizes. The RIGF will empower RGC to reach more people across Ontario with an evolved prevention strategy focused on holistic consumer education and resources tailored to better support priority populations and people at risk of experiencing harm through gambling. This investment will help to increase our reach and will support education campaigns and tools. It will allow us to advance partnerships at the local level and will provide the resources to support, build and educate based off the specific needs of communities across Ontario.

# Provincial Roundtable

## Prevention of Gambling Harms



Toronto Council Fire Native Centre's Indigenous Elder, Andrew Wesley opens inaugural Provincial Roundtable with teachings, smudging and blessings, alongside RGC CEO Shelley White, Melissa Toney-Williams and Lisa Couperus.

RGC remains committed to building new relationships and focusing on at-risk populations through strategic partnerships and in collaboration with community stakeholders. This past year, we hosted the first Provincial Roundtable focusing on the Prevention of Gambling Harm bringing together 13 stakeholder organizations to explore opportunities for collective visioning and developing key partnerships.

We invited provincial representatives who are connected to the pulse of their local communities and who provide services to priority populations who are not typically visible at gambling industry events.

***We were pleased to have representation from such important organizations including the Ontario Athletic Association, SmartServe and CMHA to discuss issues of importance. These groups provided critical perspectives and unique insights around diverse prevention needs across the province.***

The discussions uncovered important insights which will guide RGC as we continue to foster relationships between community and campus stakeholders. The need for frontline/direct service-level capacity-building initiatives and system-level coordination and collaboration was identified as a key priority and RGC will continue supporting this work and serving as a connector and hub to unite priority stakeholders for discussion and capacity building.

# PlaySmart Centres: Supporting Players Where it Matters

This past year [PlaySmart Centres](#) (PSC) served over five hundred thousand players, patrons and gaming staff through 67 land-based gambling venues across Ontario. These designated spaces provide players with facts, tools and advice about gambling by the highly trained PlaySmart Centre staff. Our teams are strategically positioned onsite to answer questions and provide immediate support to players in need.

Powered by the partnership and commitment of the Ontario Lottery and Gambling Corporation (OLG) and staffed by RGC experts, PlaySmart Centres can thrive as critical responsible gambling support hubs in land-based casinos and Charitable Gaming Centres across Ontario. Together, we have made meaningful change across the gambling sector of Ontario.



*PlaySmart Centres have reached*

# 512,896

**players, patrons and gaming staff across the province**

*“I feel safe each time I enter and speak to staff members at the Play Smart Center [...] And I really enjoy the complimentary coffee. Thank you!”*

–PlaySmart Centre visitor



# 410,915

**players and patrons** accessed information and support

# 218,728

**visitors** received responsible gambling information, supporting positive play practices

# 5,411

**visitors** received support and assistance related to gambling concerns

# 186,776

**visitors** participated in a PSC interactive educational event series



# Engaging the Next Generation

# Youth and Young Adults Program Outreach



Gambling harms do not discriminate. They can be experienced at any age, income level, gender or cultural background. However, some demographics such as [youth and young adults](#), can be at higher risk due to the developmental stage of their brains. Complex emotions including logic and decision-making aren't yet mature, which results in an increased likelihood for young people to act impulsively and use risk-seeking behaviour.

*This cohort has been part of digital places and spaces their entire lives.*

Their exposure to gambling concepts is wide ranging in form, from loot boxes in video game play, casino-style games on social networks, hyper-realistic eSport video games, in person peer group betting through dares or challenges for money to the increasingly popular fantasy sport movement. These seemingly harmless activities can make young people less likely to interpret gambling as having the potential to lead to problems later in life.

RGC is ensuring we are meeting this priority population where they are through thoughtful and strategically positioned education and awareness campaigns and support services.



**Youth Intervention**

# Game Brain: Gamifying Awareness of Gambling Harms

**GAME BRAIN** is an interactive, educational gameshow-style presentation built to raise awareness of the risks associated with gambling. The show tours secondary schools across Ontario covering topics that address the realities of gambling including financial losses, signs of a problem, avoiding the risks and available support resources, through friendly team competition. Sessions were so well received, they received high praise from participants, facilitators and earned media coverage from CTV and CBC Radio Windsor.



**GB's 2023 Fall tour  
reached over**

**6,000** students

through **18 performances** across Ontario including Indigenous communities in northwestern Ontario and Sarnia.



*“The show was amazing and very engaging for students. I look forward to booking it again in the future.”*

*– Educator, St Anne CHS, Belle River, ON*



*“Game Brain rocked - I had a great time playing the games and learning about gambling problems, effects, the signs, and who to talk to for help”*

*– Student, Birchmount Park CI, Toronto, ON*

## Young Adult Awareness

# The Randomizer: Reinforcing Random Outcomes

In Fall 2023, RGC debuted [The Randomizer](#) – an interactive, bilingual program designed to break down beliefs about the ‘**illusion of control**’ often associated with sports betting or gambling online.

The program was built around a video game kiosk, which incorporates a player’s smartphone as the game controller. Gameplay mimics a typical coin collection challenge which allows for an initial familiarity and knowledge of play, however, between each game level there is an unexpected change with the controller arrows swapping positions at randomized intervals. This highly experiential lesson mimics the unpredictability of gambling outcomes, underscoring the message that no level of skill can guarantee a win in a tangible and engaging method which resonated with 18-24-year-olds across Ontario.

## RANDOMIZER



**Illusion of Control:**  
A phenomenon that causes individuals to experience an exaggerated sense of their ability to predict a win based on knowledge or skill.



## Tangible Impact

Randomizer drove **3,600+** meaningful interactions across **25 in-person activations**:

**9,986** entries to the incentive scholarship awards contest, a **58% YoY increase**

**400%** increase YoY page traffic to the RGC young adult pages

We also engaged **Young Adults** across a **multichannel approach**:

Delivered **2 community awareness webinars** resulting in high satisfaction (both reaching over 95%)

**16%** YoY increase in e-newsletter subscriptions

Reached the target demographic, 18-24-year-olds, with social awareness campaigns resulting in 8.1M impressions, including targeting at-risk South Asian and Chinese communities

**2,000** educational problem gambling and prevention kits distributed to college and university students

A woman with long dark hair is looking down at a smartphone she is holding in her hands. She is wearing a purple and blue patterned top. The background consists of purple horizontal blinds. The text "Driving Responsible Gambling Globally" is overlaid on the image in a bold, yellow and white font.

**Driving Responsible  
Gambling Globally**

# RGC on the Global Stage

*Our vision of a world where gambling never comes at a human cost is the driver for the work that we do at home and on a global scale.*

*We have broadened our international influence by building collaborative partnerships and building best practices and research for organizations around the world.*



# Guiding the Future of Responsible Gambling Worldwide

RG Check continues to be the most comprehensive responsible gambling accreditation program in the world. Throughout 2023-24 our team worked with land-based gambling and iGaming operators to provide them with increasingly meaningful and relevant recommendations. These recommendations act as roadmaps to guide them through the ever changing world of gambling. In 2023-24 the RG Check continued to expand on a global scale:

## 32

iGaming sites across 20 operators were accredited with a particular focus on operators entering Ontario



RG Check welcomed additional analysts, bringing the department to twelve and redesigned the team to include new management roles aimed at enhancing delivery and customer service capacity

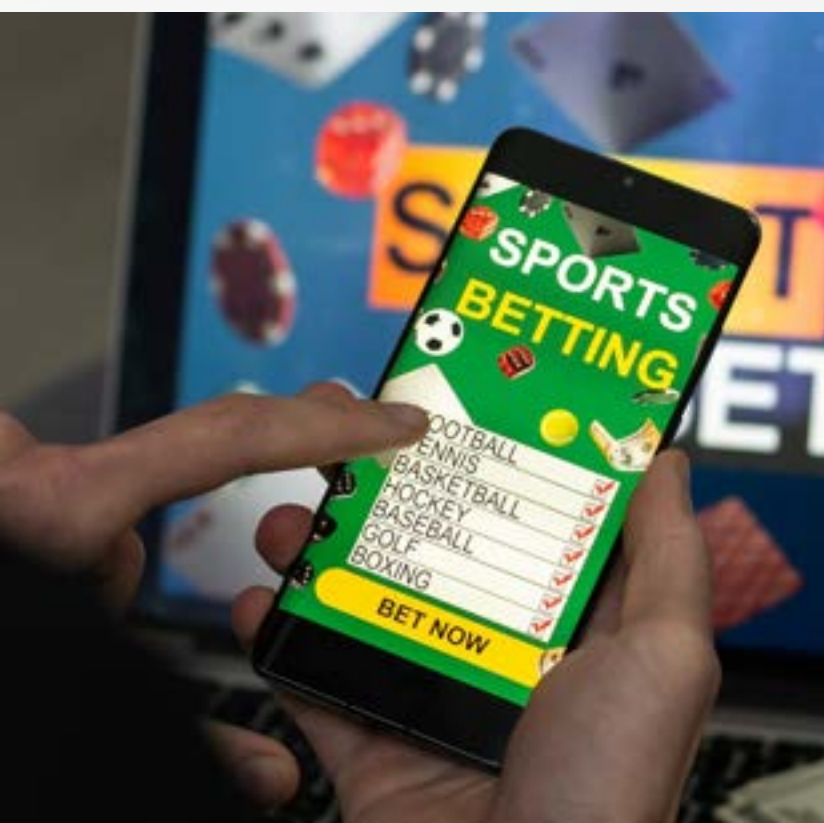


## 12

Land-based accreditations were completed including the first RG Check accredited venue in Malaysia



The RG Check team presented insights and thought leadership at events around the world including panels at the Canadian Gaming Summit in Toronto, the European Gaming Congress in Poland, and the International Casinos Exhibition (ICE) in London



# Connecting Our Industry:

## DISCOVERY2024

RGC's Discovery Conference is the only one of its kind that brings together stakeholders from every part of the gambling landscape including industry, government, education, treatment and community services. In 2024, we brought together delegates from over 13 countries, fostering a collaborative environment for the global RG community to discuss recent research, emerging issues and trends aimed at furthering harm reduction efforts.



*We invite you to join us for future Discovery Conferences. Click [here](#) to sign up for upcoming conference details and the latest responsible gambling news.*

### Event highlights:

**368** delegates from **13** countries attended

Delegates represented a wide range of organizations including operators, regulators, treatment and public health units, community agencies, government and researchers

Topics ranged from Gen Z and sports betting, the importance of community engagement & collaborating and a discussion on developing impactful responsible gambling messaging

Representatives from Gen Z joined the conference for a highly insightful live panel to discuss their individual experience with sports betting





**Uncovering Insights**  
**That Drive Action**

# Research and Advisory Services

Research is fundamental to our understanding of the complexities of gambling behaviour. It plays a crucial role in guiding the development of effective policies and interventions and ensures ongoing evaluation and improvement of harm prevention strategies.

Our [Research and Advisory Services](#) (RAS) team brings a global perspective to our projects, grounded in our work with stakeholders across four continents. We amass perspectives from all corners of the gambling sector, from regulators, problem gambling specialists, gaming providers, researchers and people who gamble. These insights empower us to guide industry decision makers through identification, implementation and evaluation of responsible gambling practices and harm minimization. RAS allows us to be uniquely positioned to strengthen policies and practices across Canada - and around the world. In 2023-24 RAS continued to propel the industry forward with a priority focus on the evolution of advertising within the gambling sector and mental health impacts:



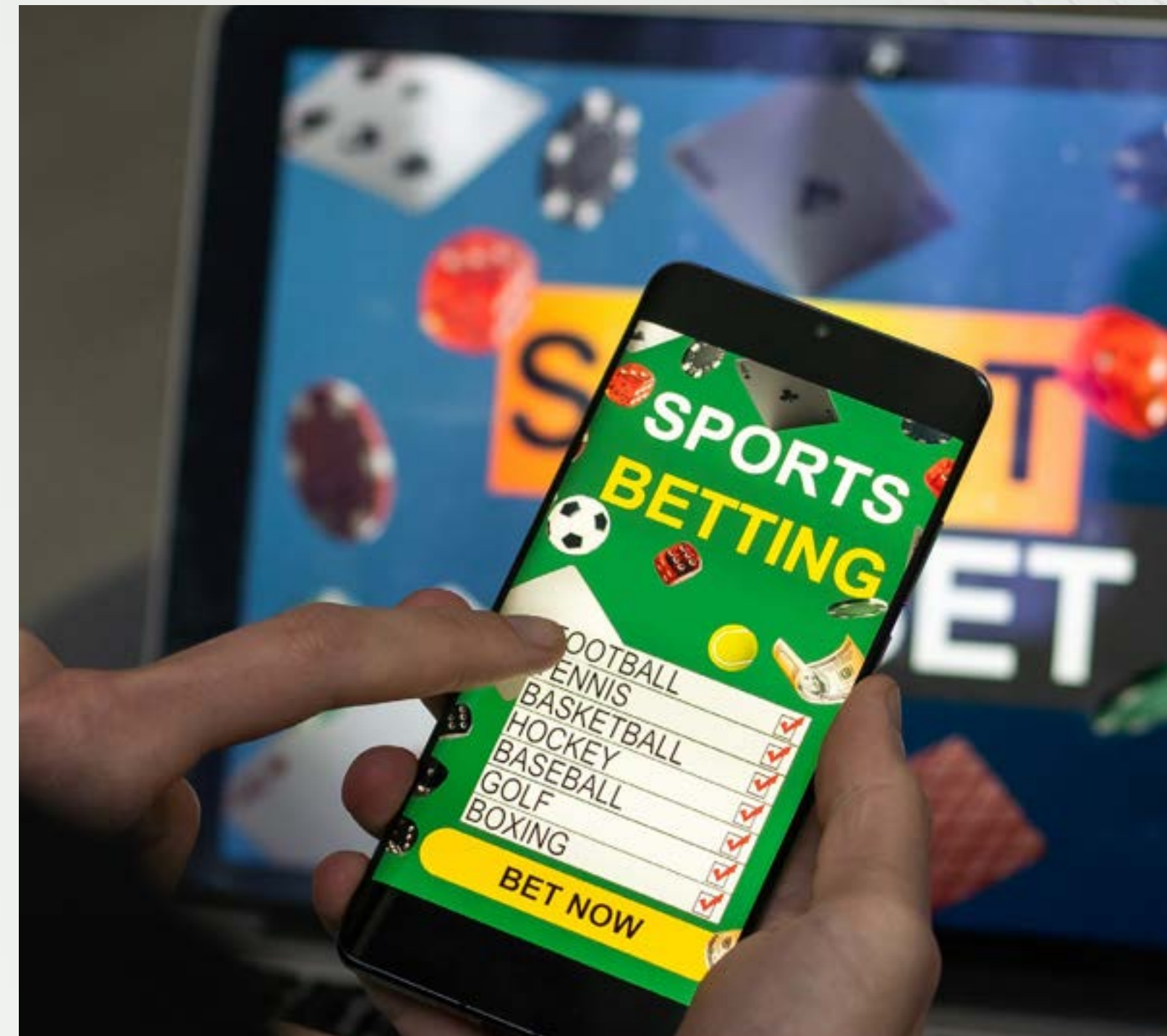
# Emerging Areas of Need in Digital Wellbeing & Gambling

Through RGC's continued collaboration with [Playtech](#), a partnership we are extremely proud of, we continue to evolve our knowledge and understanding of the links between mental health, digital wellbeing and gambling.

This ongoing partnership continues to help strengthen industry insights to inform and shape safer gambling practices and mental health. This is one of the first deep dives into safer gambling alongside digital wellbeing.

Supporting Playtech's Sustainability Strategy, RGC conducted research to generate practical insights on new opportunities for technology to deliver information and support across the player continuum. This work builds on past RGC research identifying the value of a standard suite of digital tools to support tool awareness, uptake and impact.

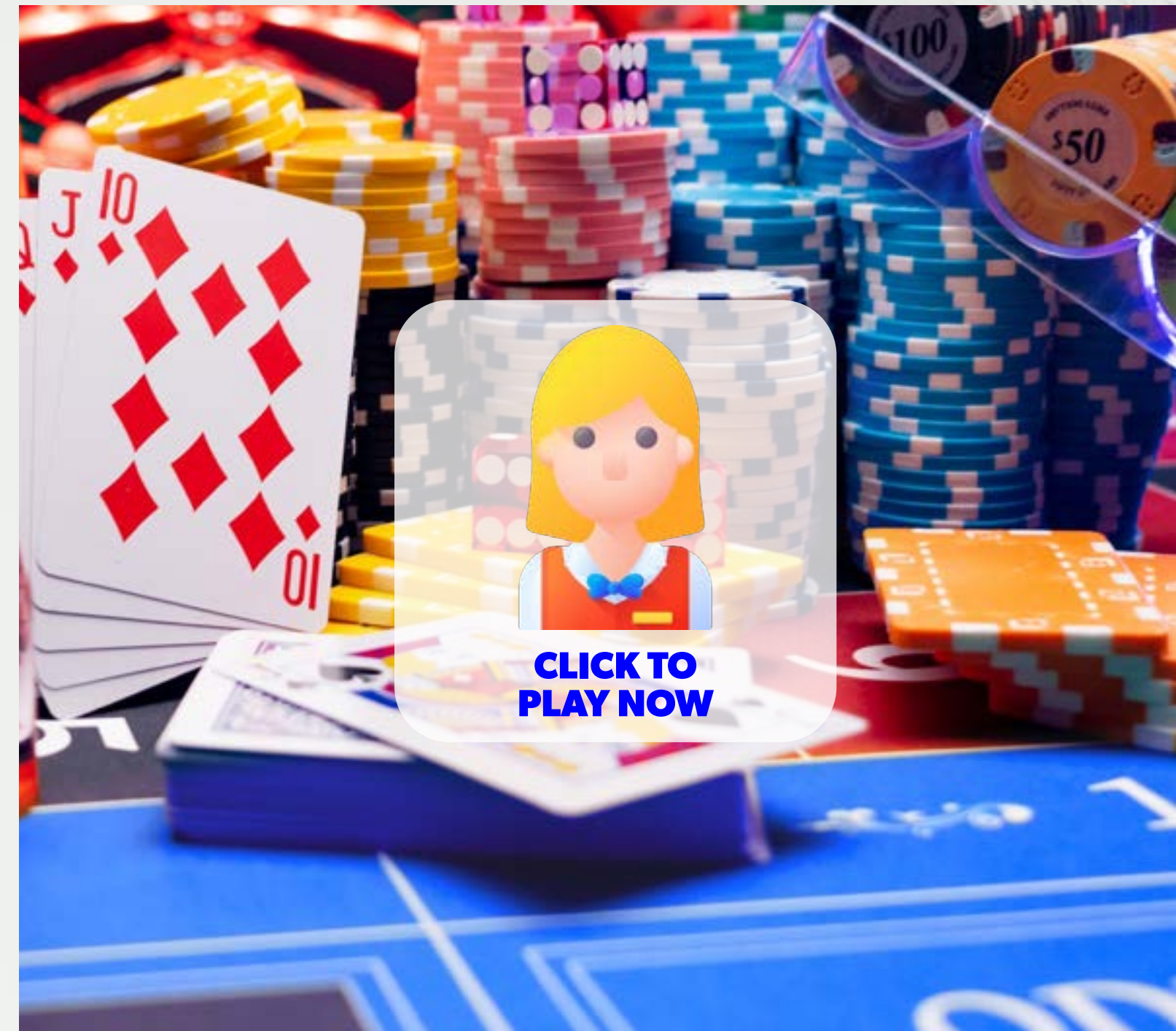
Recommendations from this work identified offering personalized tools that are tailored by player segment, to destigmatizing tool usage, and generating operator buy-in to facilitate the development and implementation of a standard suite of digital tools as key areas for impact.



# Gambling Marketing and Advertising Report

The increasing presence of gambling marketing and advertising in Canada has become a significant public issue, fueled by the rise of online iGaming and sports betting. Live sport broadcasts including the NBA and NFL are inundated with gambling-related messages. Social media platforms extensively feature gambling ads with high visibility for vulnerable audiences including youth. The normalization of gambling is steadily increasing, which can pose potential risks for gambling harms. This also means that the need for greater regulations for consumer protection.

In 2024, RGC completed a multiphase project on the [impact of gambling marketing and advertising](#). This research was independently funded by Flutter Entertainment. The final report highlighted the critical need for regulations on gambling and advertising to continue to evolve with emerging trends to keep pace with the industries rapid expansion and for further incorporation of EDI-A visibility.



# Betting on Safety with Sports Partnerships

RGC is developing strong relationships within the sports industry to support the layering of responsible gambling practices within the rapidly evolving sector. This past year we developed a workshop for Maple Leaf Sports Entertainment (MLSE), to equip staff with the foundational knowledge of sports betting harm prevention.

The workshop provided staff with an overview of sports betting, the sports bettor risk profile, prevention messages and considerations for developing prevention education for fans. This helped empower employees to develop better responsible gambling-focused communications and respond to customer inquiries.





# **Expanding** **Prevention Messaging**

# RGC Prevention Programs

RGC works across provincial, local and community levels to encourage and promote initiatives built to prevent gambling harms, encourage safer play and support those at risk. Our evidence-based programs deliver [prevention education](#) to the people of Ontario, in schools, on college campuses, in communities and online.



*Thanks to the ongoing financial support and commitment from the Ontario Ministry of Health, we're able to deliver highly impactful prevention education and awareness campaigns and programs that are grounded in leading-edge research and data, developed to reflect the unique needs of the populations we serve.*

# PSA: Gambling School Debunking the “Illusion of Control”

In 2023 RGC launched a new Public Service Announcement aimed at debunking the gambling fallacy known as the “Illusion of Control” which causes individuals to experience an exaggerated sense of their ability to predict a win based on knowledge or skill. Viewers were prompted by a call to action to learn more about the risks of gambling and safer play strategies by visiting a custom campaign landing page.

Click [here](#) to watch *Gambling School*



We targeted a wide media mix spanning digital and traditional channels to release “Gambling School”. We secured visibility widely across digital through key social platforms including Facebook, Instagram & TikTok and strategically placed websites including The Score. We partnered with ThinkTV to broadcast our message across Canada, resulting in significant reach:

*Impressions:*

**5M**  
*Digital*

**234M**  
*Television*

**14M**  
*Radio*



# Plan Before You Play: Minimizing Gambling Harms

We know that planning ahead is a highly useful tool for minimizing risks and gambling harms. The [Plan Before You Play](#) campaign was developed to promote thoughtful insights and tips that encourage safer play. The [social media campaign](#) focused on 2 priority ethnocultural communities released at key occasions of increased gambling.

## South Asian Community Diwali Campaign

The 2-week long Diwali campaign ran during the festival season, from October 30th to November 12th. The campaign had a tremendous impact, resulting in:

**3.25 M**

*impressions*

**10,520**

*landing page click throughs*



## Chinese/Asian Community Lunar New Year Campaign

In partnership with PlaySmart Centers, the 2-week campaign ran from January 29th to February 19th. Ads were featured on digital displays in 30 OLG casino locations across the province resulting in:

**4.2 M**

*impressions*



# Super Bowl LVIII: A Touchdown for Safe Play Practices

*The Super Bowl is one of the biggest sporting events of the year with bets totalling more than \$16 billion in the US alone.*

The increased levels of the possibility for people to experience gambling harms make it a critical period for RGC visibility. Our Super Bowl LVIII campaign focused on mainstream media channels, which reinforced safer play practices by having a plan in place for those who choose to gamble.

Campaign messaging was rooted in Ontario player behavioral data, which uncovered first party insights on betting and safer play. Results indicated that 4 in 10 Ontario sports bettors would place a bet on Super Bowl LVIII with most bets placed online.

The campaign was a success resulting in:

**59 M**  
*earned media segments*

**24.5 M**  
*people reached*



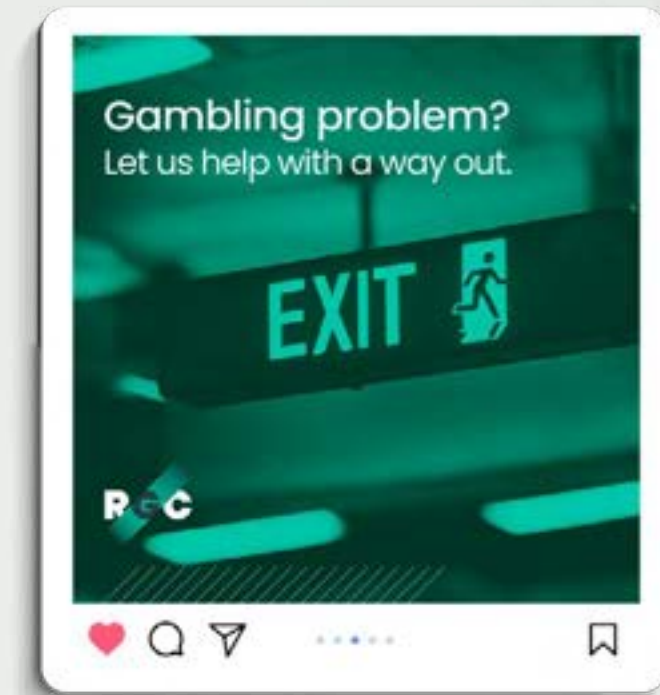
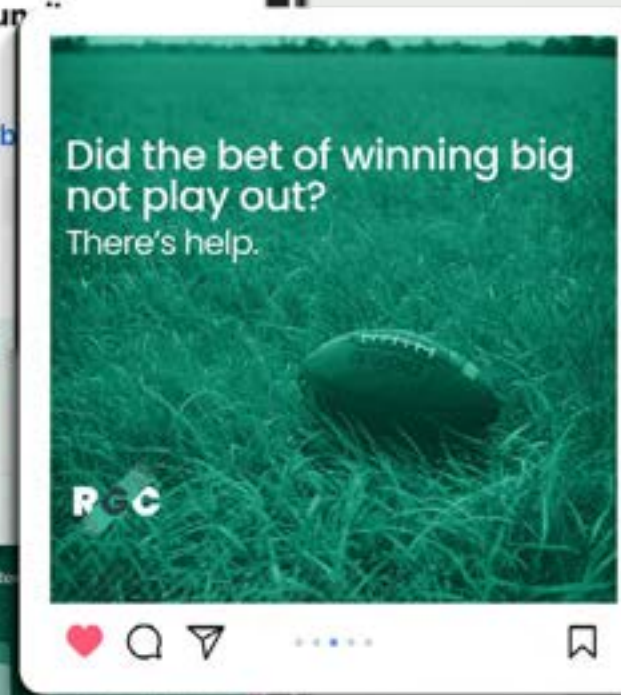
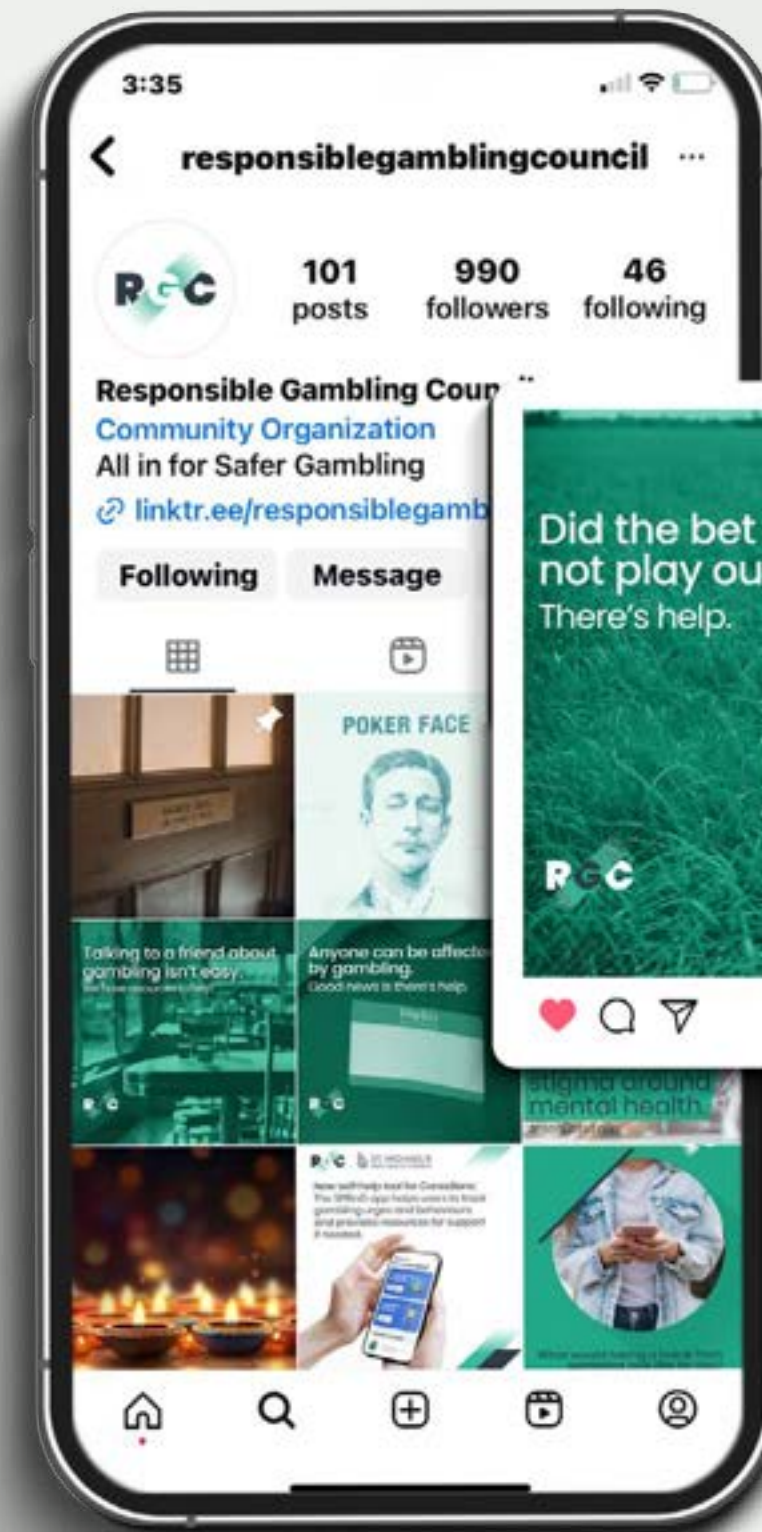


# Connecting People to Help: Using Social to Support Those in Need

The Problem Gambling Campaign aimed to educate high-risk populations on how to identify the signs that indicate gambling harms and provide direction on how to seek further information and support. The social [campaign](#) resulted in:

**47,475**  
*clicks*

**1.9M**  
*reach*



# Parent/Caregiver Campaign: Promoting Education Through Conversation

This campaign aimed to assist parents and caregivers in supporting their youth to safely navigate the changing gambling landscape. The multitouch campaign was built to inspire and support conversation starters for parents to talk to youth about gambling risks and harms.

*Over 7,000 parents/caregivers were reached and equipped with meaningful tools:*

**86%**

learned about the risks of gambling

**83%**

felt more prepared to have a conversation with their children about gambling risks

**76%**

planned to initiate a conversation with their children about gambling risks





# 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 who have experienced gambling problems, treatment providers, gaming operator executives and/or 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 addiction treatment sectors.

## ***RGC in Canada***

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.

## ***RGC in Ontario***

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 independently 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)

**Hamlin Grange, C.M.**

Past Chair, RGCC and RGC(O)

**Bev Mehmel, ICD.D**

Vice Chair, RGCC & RGC(O) and Chair,  
CEO Compensation and Development Committee

**Shaila Mehta, CPA, CA**

Treasurer, Chair, Audit Committee and  
Board Member RGCC and RGC(O)

**Jim Engel, MA**

Secretary, Chair, Strategic Directions Committee and  
Board Member RGCC and RGC(O)

**Susan Olynik**

Chair, Governance & Nominating Committee and  
Board Member RGCC

**Patricia Cook, MBA, C.Dir**

Vice Chair, Governance & Nominating Committee and  
Board Member RGCC

**Salim Adatia**

Board Member, RGCC

**Dan Shimski**

Board Member, RGCC

**Stacy Shaw**

Board Member, RGCC

**Vic Poleschuk**

Board Member, RGCC

**Ian Thomson**

Board Member, RGCC (*retired Dec. 2023*)

**Simo Dragicevic, MBA**

Board Member, RGCC

**Anne Elizabeth Lapointe**

Board Member, RGCC

**George Sweny**

Board Member, RGC(O)

**Wan-Peng Sun, CPA, CA, CMA**

Board Member, RGC(O)

**Julie Nolte, CPA, CA, CMA**

Board Member, RGC(O)

**Harry Gousopoulos, LL.B**

Board Member, RGC(O)

**Christine Rhodes, CFA**

Board Member, RGC(O)

# Senior Management Team

**Shelley M. White, MA, ICD.D**

Chief Executive Officer

**Les Horenfeldt, BCOMM, CPA**

Chief Financial Officer

**Elaine McDougall**

Vice President, Marketing and Communications

**Lorelle Muller Lumsden**

Vice President, PlaySmart Centres

**Tracy Parker**

Vice President, Policy, Standards and Accreditation

**Robin Wilner**

Director, People and Culture

# Financials

Below is a snapshot of RGC funding and revenue from FY 2023-24. 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\*

**\$ 3,485,899**

PlaySmart Centres funding\*

**\$ 6,779,136**

Responsible Gambling Council of Canada revenue\*

**\$ 2,932,141**

## *Impact for the future*

The world of gambling will continue to change at an unprecedented rate. We must be vigilant, resourceful, agile and prepared to take action to continue impactfully aligning responsible gambling practices within the market.

As we look to 2024-25, we're committed to our North Star of human-centered responsible gambling. We will continue to advance industry leading research, collaborating closely with partners and communities to ensure balance as the industry continues to accelerate. We are looking ahead to continuing our commitment to the people that we serve.

CONSEIL DU JEU RESPONSABLE

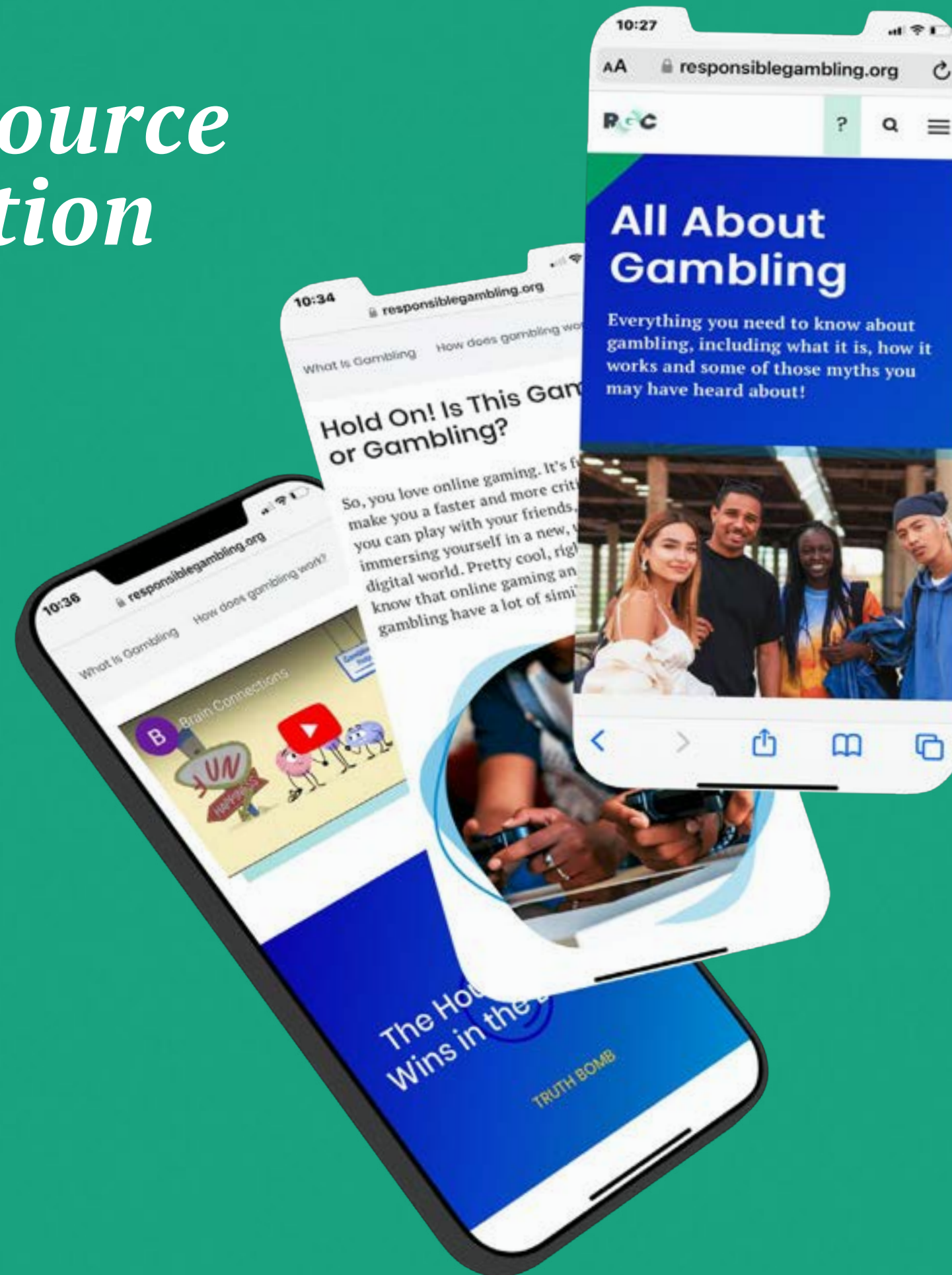
**RGC**

RESPONSIBLE GAMBLING COUNCIL

# ResponsibleGambling.org

*A Trusted Source  
for Information*

**RGC's website** has the latest news, information and research to support all those who work to reduce the risk of gambling harm and support players and communities with the latest prevention education, tools and resources.



Stay connected  
to the latest in RG

RGC  
Facebook



RGC  
Instagram



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