

CGA Responsible Gambling Guiding Principles

INTRODUCTION

The following Guiding Principles were developed based on valued input from our members, industry stakeholders and in collaboration with the Responsible Gambling Council (RGC) to unify our industry and create a common language when it comes to our collective responsibility to promote responsible play and protect our players, families and communities.

We, at the Canadian Gaming Association, along with our members take responsible play very seriously and these Guiding Principles are one of many initiatives to ensure that Canada has the safest playing environment possible.

GUIDING PRINCIPLE 1

Shared Responsibility



Description

We believe protecting and supporting players is a shared responsibility amongst industry, government agencies, policymakers, not-for-profit organizations and regulators.

Further Context

- In accepting this first Guiding Principle, we collectively acknowledge that promoting responsible gambling in Canada is a shared responsibility and we must be unified in creating a safe playing environment.
- In order to achieve this, we also need to collaborate with researchers, advocacy organizations, treatment providers, community organizations, and other like-minded organizations, working together to promote responsible gambling in Canada.

GUIDING PRINCIPLE 2

Strong Culture of Player Protection and Responsible Gambling



Description

We build a strong culture of player protection and Responsible Gambling within our organizations, via “tone from the top” and through the implementation of clear and effective programs and policies across all business units, divisions and departments.

Further Context

- Key to the success of this second Principle is our collective focus on building and emphasizing organizational cultures that understand, acknowledge, promote, and support player protection and responsible gambling.

GUIDING PRINCIPLE 3

Responsibility to Inform



Description

We are committed to informing the public and players of the risks associated with gambling, promoting informed choice, and mitigating potential harms.

Further Context

- It is important to reinforce that our collective responsibility to inform encompasses all players and extends to families, communities and society.

GUIDING PRINCIPLE 4



Education, Supports and Services

Description

We provide meaningful education to ensure that ALL players have the information they need about a broad range of gambling harm-related supports and services.

Further Context

- This involves addressing the needs of all players, not just high-risk ones.
- This also includes offering various choices, information touchpoints, and customized supports that enhance engagement and facilitate meaningful interactions.

GUIDING PRINCIPLE 5



Protecting Higher Risk Players

Description

We take action to proactively protect higher-risk players, vulnerable populations, including youth, and believe it is a fundamental responsibility of our industry.

Further Context

In protecting higher risk players, key actions will include collectively:

- Building robust systems that identify and respond to players who are at risk of experiencing harm.
- Creating opportunities for impactful and effective interactions with players that go beyond providing information.

- Fostering direct engagement and actively encouraging behavioural change.
- Protecting children, youth and young adults, those who have an increased risk of experiencing harm, such as those who have a history of mental illness, and individuals in a state where judgment is impaired.

GUIDING PRINCIPLE 6



Innovation and Continuous Improvement

Description

We create safer products and play environments by collaborating on research, advancing technology, continuous improvement, and sharing data and information.

Further Context

In order to continue to innovate and continuously improve we must collectively:

- Demonstrate accountability for our responsibilities towards players, families and communities.
- Continue to conduct innovative and cutting edge research, evaluation, monitoring, risk assessment and consultation.
- Actively share data and information with valued industry partners.
- Continue to reduce stigma around gambling and reinforce gambling as a legitimate form of entertainment in our country.
- Build public confidence in our collective ability to create a safe, responsible environment that promotes the health and wellbeing of players.