

28.04.2021

FUTURE OF RESPONSIBLE GAMBLING IN CANADA

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Overview

Eric Baich & Jamie Wiebe

To discuss the future, our focus today will be on some critical areas of the present:

My focus:

- Multiple landscapes (that impact gambling)
- Stigma
- Navigation and support

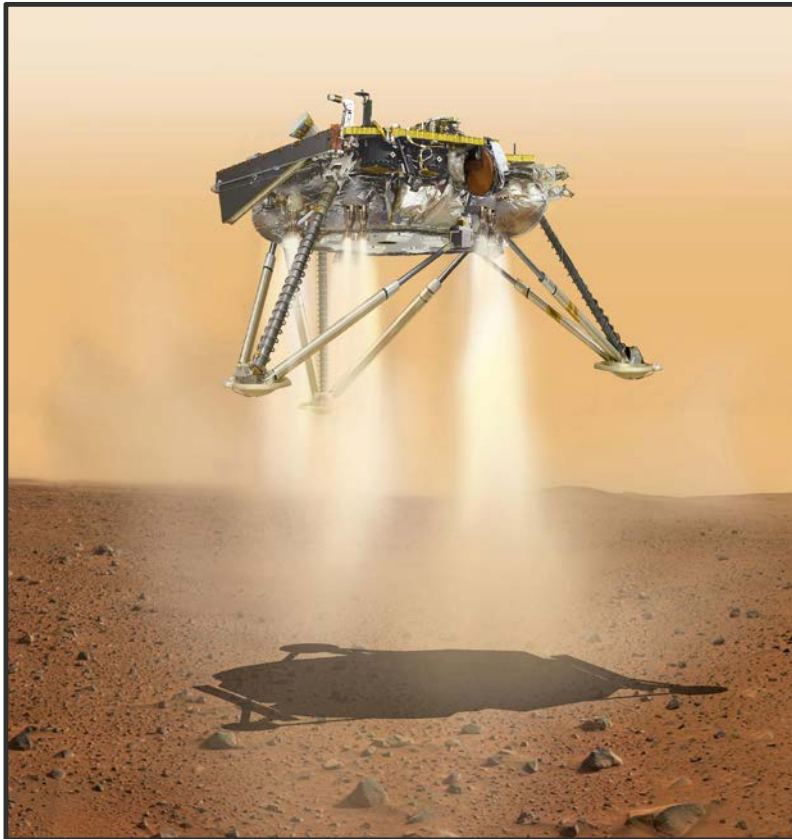


Landscape

1. Business/customer landscape
2. Wellness landscape



Business/customer landscape



Faster , Easier and Accessible

- Business trends (pressure to keep up)
- Technology
- Savvy customer demands
- Customer service and convenience
- Sustainability

Challenges of a modern society: customer service and convenience

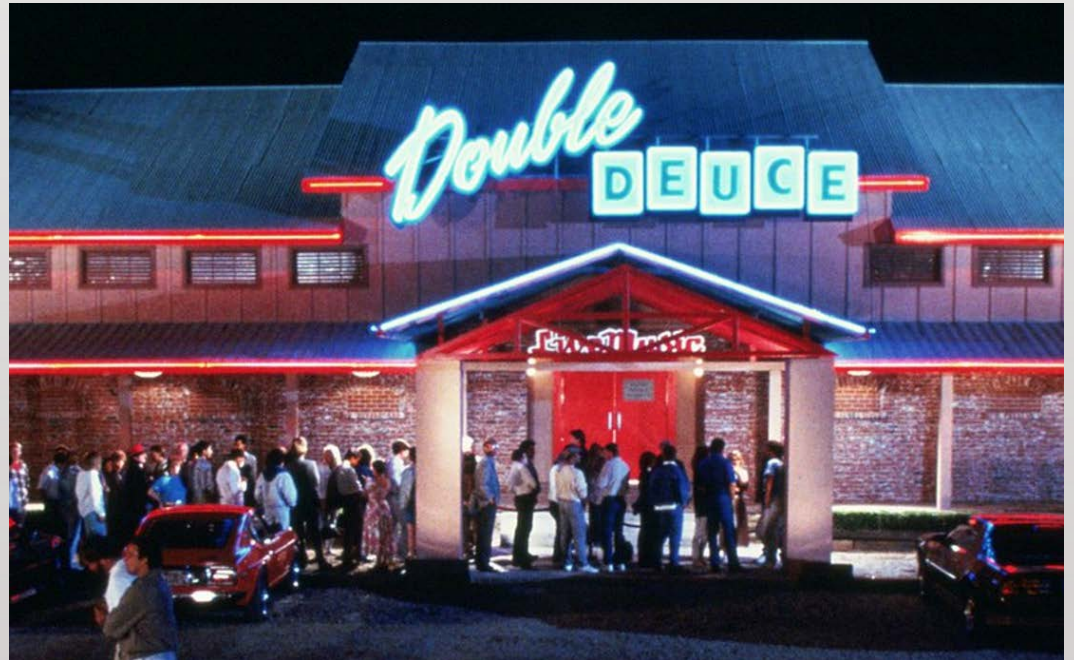
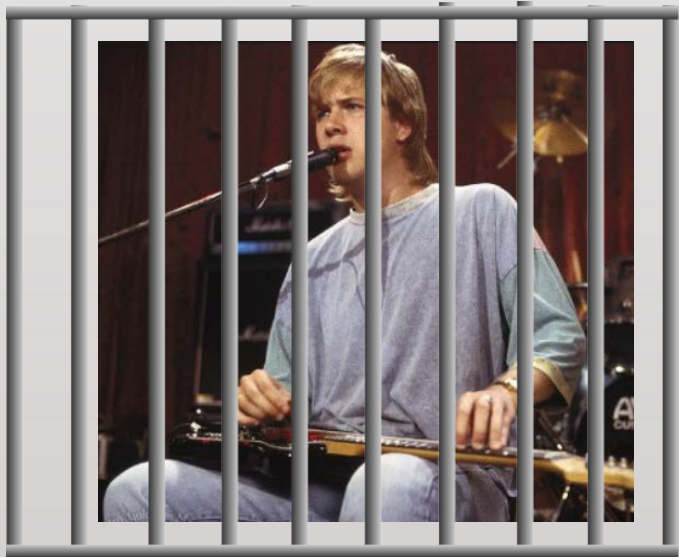
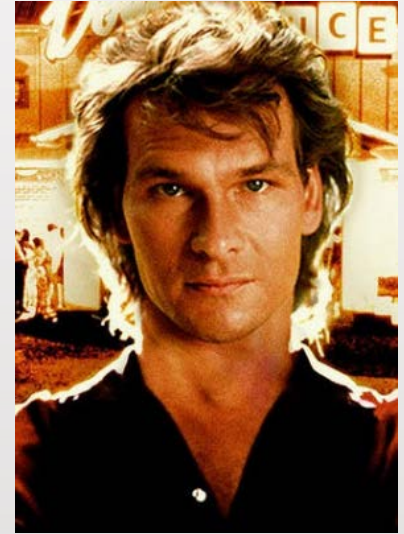


OUR POLICY

RULE 1
THE CUSTOMER IS
ALWAYS RIGHT !

RULE 2
IF THE CUSTOMER
IS EVER WRONG,
REREAD RULE 1.

Customer
sustainability....



Business/customer landscape takeaways

-
- The business landscape seeks to meet customer demands and patron needs
 - The world compares more now than ever. Harder to limit in one jurisdiction what other jurisdictions are doing
 - Technology is making everything easier and more convenient, but that can make it more difficult for those who struggle
 - It is a challenge to balance business freedom and how to effectively provide support and information

Wellness landscape



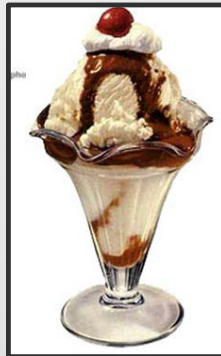
Constant skills required

- Navigation skills (actions & reactions)
- Emotional stability & awareness
- Feeling in control (calm over chaos)
- Making consistent/good choices
- Setting limits/finding balance
- Coping skills (internal/external stress)

Constant skills required --- the joys and dangers of:



Setting limits on everything...



Setting limits (skilled navigators)...positive experiences



Generally accepted and more normalized positive experiences

Some newer and less normalized images (stigma foreshadowing)

Not setting limits (wellness issues/navigators in distress)....



Wellness landscape takeaways

-
- It is easier to see the specific issues a person may have than comprehend the deeper underlying state of their wellness
 - It is difficult to comprehend the scope and variance on wellness for a large population (people are so different)
 - Difficult for many organizations and businesses to understand and support the complexity of wellness (i.e. do retail stores in a shopping mall worry about the financial wellness of the shopper?)



Stigma













Stigma takeaways

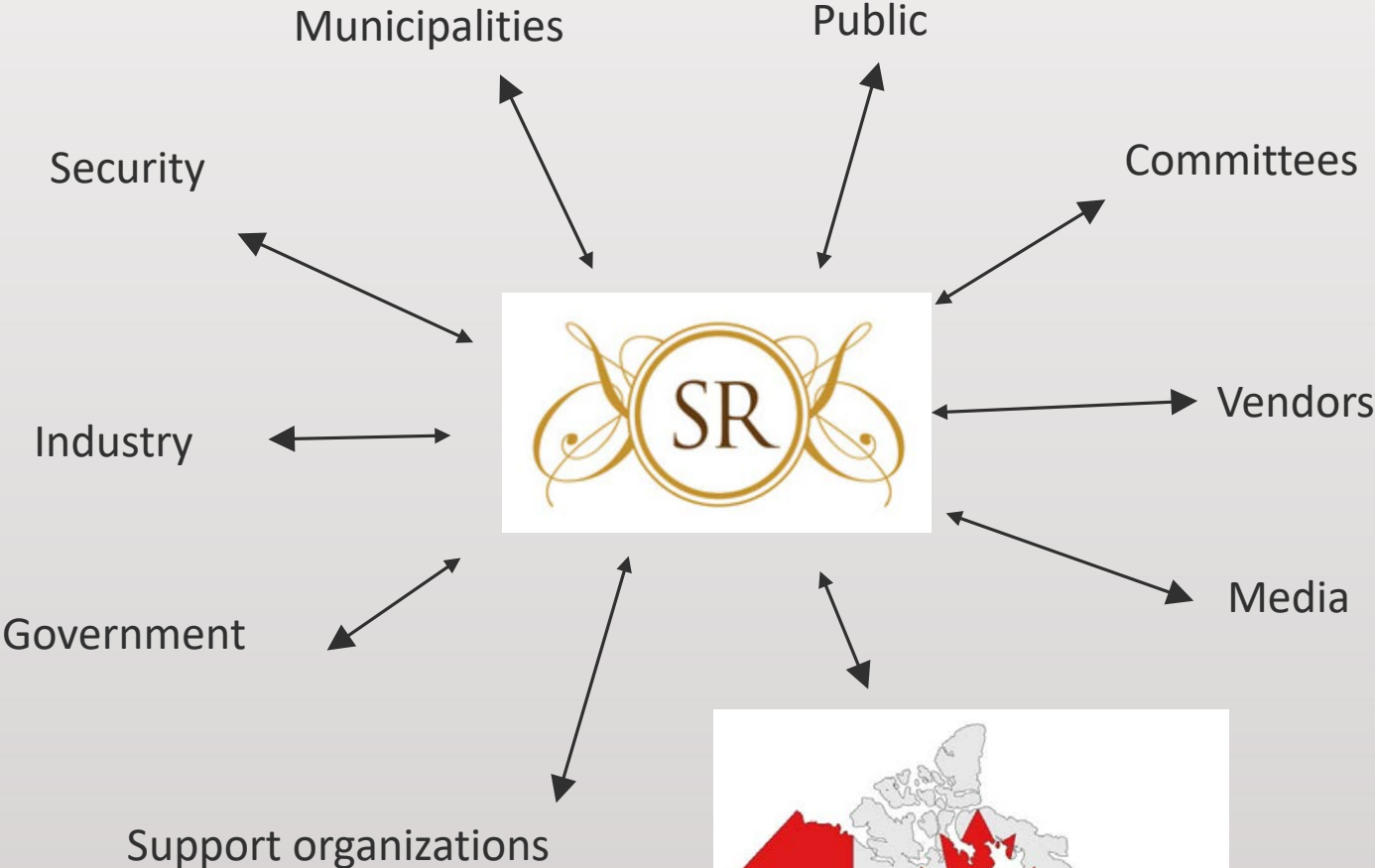
- It is clear stigma is very complex and powerful
- Need to have a solid understand and awareness of this (at all levels)
- At AGLC and BCLC, we do have a dedicated focus on reducing stigma through our ongoing partnerships and consistent information sharing



Navigation & support



Many partnerships....



GameSense

Constant

Current

Collaborative



MULTI-FACETED



Information sharing



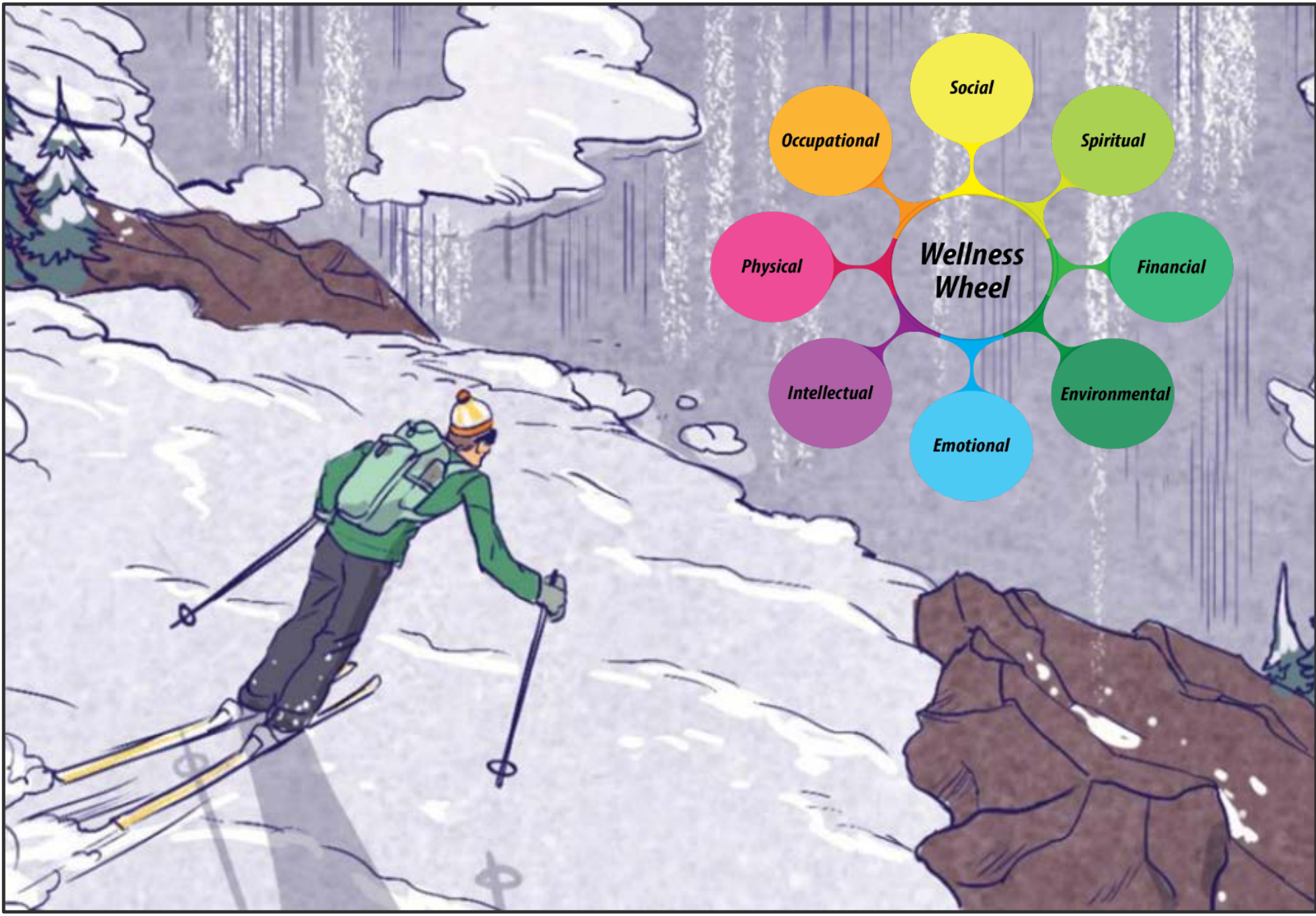
Connection



Seed planting



Consistency







Navigation and support takeaways

- There may be limits to how much we can stop the ever changing and progressive business landscape, but we can always focus on how best to adapt and provide the most effective/supportive information and resources at the best time. AGLC/BCLC GameSense initiatives (with front line GSAs) strive to do this with our ongoing online, public and face to face initiatives
- We must better understand what a person needs to be able to know what information will best support them
- Challenge is that spectrum of wellness for people has such a wide range and depth (from severe mental health diagnoses to more subtle short term issues of awareness and skill gaps)

Overall summary

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Thank you

