

NSGC Responsible Gambling Programs

Responsible gambling programs are initiatives created and / or supported by the Nova Scotia Gaming Corporation (NSGC) for Nova Scotian adults who have reached the age of majority. These programs communicate responsible gambling messages in an effort to ensure that those who choose to gamble have the necessary information to make informed decisions.

Halifax Casino in 2005-06, and in Sydney in 2006-07. The purpose of the Centre is to provide relevant and useful information about responsible gambling, as well as linkages to treatment and services in the community.

1. Responsible Gambling Awareness Week

- In 2001-02, Nova Scotia became the first jurisdiction in North America to launch a *Responsible Gambling Awareness Week (RGAW)*. RGAW is one of the largest of NSGC's initiatives that works to foster responsible gambling across the province and includes the delivery of numerous community events and programs.
- From 2005 to 2011, NSGC held a two-day Responsible Gambling conference which featured world-renowned guest speakers and focused on responsible gambling and social responsibility within the gaming industry.
- Other events that have taken place during the week include Community Education Activity, and events surrounding the Responsible Gambling Resource Centres at the Halifax and Sydney casinos.
- 2018-19 Results: 47% of Nova Scotian players felt the message was important and relevant; 51% of Nova Scotians felt the campaign made them think about their own or someone else's gambling; and, 89% of Nova Scotian players felt the campaign topic was important for people to think about.
- RGAW took place on October 1-7, 2018. The awareness campaign remained in market throughout the month.

- As of September 30, 2019, the Responsible Gambling Resource Centre welcomed approximately 1,320 visitors, bringing total visitation since 2005-06 to approximately 55,000.

3. Ticket Lottery Retailer Responsible Gambling Training Program

- NSGC created a program for employees of the more than 1,000 businesses that offer ticket lottery products. This biennial education program provides retailers with information to support players in making informed decisions when playing ticket lottery products.
- In 2013-14, NSGC transferred the daily management of this training program to Atlantic Lottery.
- In 2018-19, 100% of ticket lottery retailers completed training as required.

4. Video Lottery Retailer Responsible Gambling Training Program

- NSGC created the Video Lottery Retailer Responsible Gambling Training Program in 1999-2000 and updated it in 2008-09. The program educates video lottery retailers and their staff about responsible gambling and how to support players in making informed decisions when playing video lottery.
- In 2013-14, NSGC transferred the daily management of this training program to Atlantic Lottery.
- In 2018-19, 100% of video lottery retailers completed the training as required.

2. Responsible Gambling Resource Centre

- NSGC started the province's first on-site Responsible Gambling Resource Centre at the

5. Casino Responsible Gambling Training Program

- NSGC also provides annual responsible gambling training to the employees of both Casino Nova Scotia locations.
- This online training was most recently updated in 2018 and included expert reviews.
- In 2018-19, 100% of Casino Nova Scotia employees completed training.

6. RG Features on VLTs

- VLTs in Nova Scotia offer the following responsible gambling features on the machines and in sites:
 - ▶ *Pop-up reminder* – This advises the player how long they have been playing and asks the player if they wish to continue. The reminder first appears after 60 minutes and then at 30 minute intervals.
 - ▶ *Displaying amount wagered in dollars* – The amount wagered shows as an actual dollar amount instead of credits.
 - ▶ *Mandatory cash out* – This feature requires the player to cash out their money after 150 minutes of play time.
 - ▶ *Maximum Bet* – \$2.50 per spin.
 - ▶ *Permanent clock* – This clock is always available on the player screen and reminds the player of the time of day.

7. Mobile Access to Responsible Gambling Information

- In 2006-07, the *Mobile Access to Responsible Gambling Information (MARGI)*, developed by the Responsible Gambling Council, became a Canadian first in both Casino Nova Scotia locations: Halifax and Sydney. *MARGI* is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gambling decisions.
- As of March 31, 2019, approximately 5,300 casino visitors used *MARGI* to learn about responsible

gambling, bringing total number of users to over 50,500 since 2006-07.

8. GamTalk

- Through its financial support, NSGC led the introduction of *GamTalk* in 2008-09, the first national online peer-based support service in Canada for those who gamble. *GamTalk* was developed by Dr. Richard Wood and is supported by a team of moderators and technical experts. It is a free forum operated as an independent non-profit organization within Canada.
- As of March 31, 2019, there are approximately 41,921 hits on *GamTalk* webpage within Canada, approximately 2,138 are from Nova Scotia.

9. Responsible Gambling Resource Website

- In 2008-09, NSGC launched yourbestbet.ca, a world-first responsible gambling website dedicated to providing the public and players with important information to make informed decisions and help prevent gambling problems before they start. The detailed informational and educational content was developed by independent experts. The website can also be viewed through gamingns.ca. As of June 30, 2019, there has been approximately 9,670 unique visitors to <https://yourbestbet.ca/>

10. Responsible Gambling Information Program

- In 2008-09, a new Responsible Gambling Information Program was developed to replace the existing Play by Play brochure series, which was developed in 2005-06. The program consists of five brochures, available at Casino Nova Scotia locations, and ticket and video sites. The brochures are intended to dispel myths, provide are intended to dispel myths, provide factual information and offer tools and tips to facilitate responsible gambling choices.
- In 2016-17, NSGC reviewed and updated the program to ensure it is still relevant and effective in helping Nova Scotians make informed decisions

about their gambling. In addition, NSGC added a brochure on the Voluntary Self-Exclusion program.

- Since 2008, approximately 196,000 brochures related to responsible gambling have been distributed in Nova Scotia.
- NSGC recently translated the brochures into French, Mi'kmaq, Arabic and Mandarin.

- The goal was to empower players with information about their play, so they could make informed decisions that are appropriate for them.
- On April 1, 2012, enrolment in the My-Play System became mandatory with two enrolment options.
- On August 20, 2014, Government announced its decision to remove the My-Play System from all VLTs in Nova Scotia as it was not meeting objectives.

11. Responsible Gambling Assessment Program

- In 2006, NSGC created the first Social Responsibility Assessment Program, which is designed to serve as an input into the decision-making process about whether or not a new product should be introduced, a new marketing approach undertaken, or a new project initiated.
- In 2012, the program was updated and renamed to Responsible Gambling Assessment in order to reflect more accurately the scope of the program.
- Pursuant to the Social Responsibility Charter, the program is used by NSGC and its two operators, Atlantic Lottery and Casino Nova Scotia, to standardize Nova Scotia's approach to social responsibility within the Province's gaming industry.
- The program goes through a biennial review process which typically involves Advertising Standards Canada and the Responsible Gambling Council.
- In 2018, NSGC introduced an audit-based assessment of submitted projects. 100% of all Responsible Gambling Assessments are compliant with the program.

12. My-Play System

- NSGC created the My-Play System, a responsible gambling system to provide real-time information and tools to video lottery players.