

BCLC Player Health Strategy

at-a-glance

PLAYER HEALTH STRATEGY

BCLC PURPOSE AND PLAYER HEALTH VISION

We exist to generate win-wins for the greater good.

BCLC Players demonstrate the safest gambling behaviours in the world.

PLAYER HEALTH STRATEGIC GOALS

Better Understand Our Players

Personalize Player Health Experiences

Foster A Recognizable Player Health Culture

PLAYER HEALTH PRIORITIES

Understand the factors and contexts in which people make decisions about their gambling

Strengthen relationships that support the health of our players, and ensure consistent services are available.

Better understand player health issues affecting Indigenous peoples and how we engage with those communities in an impactful way

Programs developed to support player health that are evidence-based, culturally safe and based on best/promising practices

Encourage all BCLC players to engage in healthy play through incentivization and rewards

Develop targeted approaches to address the marketing and environmental impacts on player behaviours across all lines of business

Evolve the GameSense brand to enhance awareness and ensure continued value to players and GameSense Partners

Evolve our industry leading approach to assessing our products, marketing and environments from a player health approach

Embed a culture of player health approaches and considerations into our work at BCLC as well as with our service providers and retailers

To be seen as an international leader in convening and catalyzing conversations around new approaches to player health

OUR PLAYER HEALTH VISION:

“BCLC’s players **demonstrate** the **safest gambling behaviours** in the world.”

“When we envision player health in the future, we see an environment in which BCLC offers exceptional gambling entertainment experiences with the least amount of harm possible.

We ensure safer experiences while responsibly growing our business to enable continued investment into communities across our Province.”

- Ryan McCarthy, Director Player Health



OUR PLAYER HEALTH APPROACH

At BCLC, our player health approach is driven by four key pillars that guide all our work in this area. These pillars will continue to frame the work of our new strategy as it represents our holistic outlook to healthier play and helps us create products, environments and services that are safer for players. These pillars are:



Informed Decisions

Ensuring players have the information needed to make healthy decisions about their gambling.



Positive Play

Providing enhanced tools to help players adopt safer behaviours.



Referral & Support

Training employees to provide knowledgeable and sensitive support to players who show signs of a problem.



Safer Products & Environments

Always seeking ways to improve products, environments and marketing so it is simpler for players to keep within their limit.

OUR STRATEGIC GOALS

Our aim with BCLC's Player Health Strategy is to achieve the outcome that our players demonstrate the safest gambling behaviours in the world as we focus on the following three goals over the next five years.

We have identified three strategic goals to guide us to this outcome:



Better Understand Our Players

Better understand the behaviours that underlie why people make certain choices in efforts to support our players in the best way possible.



Personalize Player Health Experiences

Personalize the player health experience for all players by delivering the best information, interactions and services to adopt safer gambling behaviours.



Foster Player Health Culture

Embed a player health culture that recognizes the wellbeing of players is key to the sustainability of our business.

Goal #1 | BETTER UNDERSTAND OUR PLAYERS



We need to better understand the behaviours that underlie why people make certain choices in order to support our players in the best way possible.

Why this goal:

There are many contexts in which people make choices about their gambling and this is driven by several factors including culture, gender, community.

Understanding our players means we can cater our messages, programs and interactions through our GameSense programs and brand as well as the additional resources we offer to create safer gambling experiences. This will enable us to support our players in the most effective way by reaching them where they are at.

This goal will be achieved by executing these player health priorities:

Understand the factors and contexts in which people make decisions about their gambling

Strengthen relationships that support the health of our players, and ensure consistent services are available.

Better understand player health issues affecting Indigenous peoples and how we engage with those communities in an impactful way

Our approach:

- Cater our messages, resources, programs and interactions through our GameSense programs and brand to create safer gambling experiences.
- Offer tailored, customized information and education to players.
- Make our approach to player interactions and marketing culturally safe and targeted.
- Ensure our program and marketing metrics reflect a better understanding of the GameSense brand and programs.

Goal #2 | PERSONALIZE PLAYER HEALTH EXPERIENCES



We personalize the player health experience for all players to support the adoption of safer gambling behaviours.

Why this goal:

Understanding our players lays the foundations to better determine how to personalize their player health experience with BCLC. Knowing how to best interact with people, in what ways and at what times during their player experience with BCLC helps us support people in adopting safer gambling behaviours.

Tools like artificial intelligence, behavioural analytics will help us interact with, and incentivize players in real time during key moments in their play journey to promote safer gambling behaviours.

This goal will be achieved by executing these player health priorities:

Programs developed to support player health that are evidence-based, culturally safe and based on best/promising practices

Encourage all BCLC players to engage in healthy play through incentivization and rewards

Develop targeted approaches to address the marketing and environmental impacts on player behaviours across all lines of business

Evolve the GameSense brand to enhance awareness and ensure continued value to players and GameSense Partners

Our approach:

- Leverage the right play management tools available for all BCLC product channels.
- Interact with our players throughout their player experience to support them in adopting safer gambling behaviours.
- Evaluate progress through the monitoring of PGSI scores and the increase in GameSense metrics.

Goal #3 | FOSTER A RECOGNIZABLE PLAYER HEALTH CULTURE



We embed a player health culture – from BCLC to service providers to retailers – meaning we recognize the well-being of players is key to the sustainability of our business.

Why this goal:

Being socially responsible is not enough. To truly create the impact we want to see for our players, community and business, we need to foster a player health culture that prioritizes the well-being of our players. This goal requires that the understanding that everyone at BCLC has collective responsibility to influence player health – from daily operations to enterprise priorities.

Player health needs to be embedded into the collaborative, integrated work inside and outside our organizations – including our collaborative partnerships with our vendors, service providers and retailers, in efforts to drive sustainable growth for our business and industry.

This goal will be achieved by executing these player health priorities:

Evolve our industry leading approach to assessing our products, marketing and environments from a player health approach

Embed a culture of player health approaches and considerations into our work at BCLC as well as with our service providers and retailers

To be seen as an international leader in convening and catalyzing conversations around new approaches to player health

Our approach:

- Review all products, environments and marketing through a player health lens to reduce or mitigate risks and encourage safer gambling.
- Continue to evaluate and improve our programs to be seen as leaders in player health.
- Foster pride through continual communication, training and development of BCLC staff, casino workers and retailers to advance understanding of player health.
- Grow our sphere of industry influence through communities such as New Horizons and the GameSense Community of Practice.

ACCOUNTABILITY & MEASUREMENT

Our comprehensive, evidence-based player health programs are focused on providing safer gambling and support for players, including those who are at risk of developing a gambling problem. Here are the metrics that will help us evaluate our impacts:

Problem Gambling Severity Index (PGSI)

The Problem Gambling Severity Index (PGSI) is a self-reported, standardized measure of assessing at-risk gambling behaviours.

It is a tool used globally based on research of common signs and consequences of problematic gambling.

Players who score eight or higher are considered to be at high risk for problem gambling. Measuring PGSI allows us to monitor the proportion of high-risk players in our player base.

Our objective is to utilize PGSI measures to understand to how our players engage with our products.

The scale provides insights into problematic areas and pin-points high-risk products by product channel and player segments. This evidence helps prioritize our focus and supports business decisions.

Positive Play Scale

The Positive Play Scale (PPS) is a standardized tool to measure players' gambling beliefs and behaviours, which provide important indicators of safer play.

BCLC focuses on Gambling Literacy and Pre-Commitment assessment measures so that we can develop and continue to offer complementary initiatives that support positive and safer gambling behaviours amongst players.

Our objective is to increase the percentage of players who score high on the PPS scales through GameSense programming and marketing initiatives that support BCLC play management tools, such as PlayPlanner and PlayNow's time limits.

The intended result is that more players understand how the games work and exhibit healthy play behaviours.