

Research into Action

OLG undertakes formal, structured methods to inform planning, design and construction

Evidence-informed

- Building research into policy/program development
- Literature review & benchmarking
- Specialist stakeholders consultation
- Player research

Data-driven RG:

- Tracking behaviour
- Building-in supports

Continuous Improvement

- Formal evaluation of program performance
- Use a variety of perspectives

Profiles and Interventions

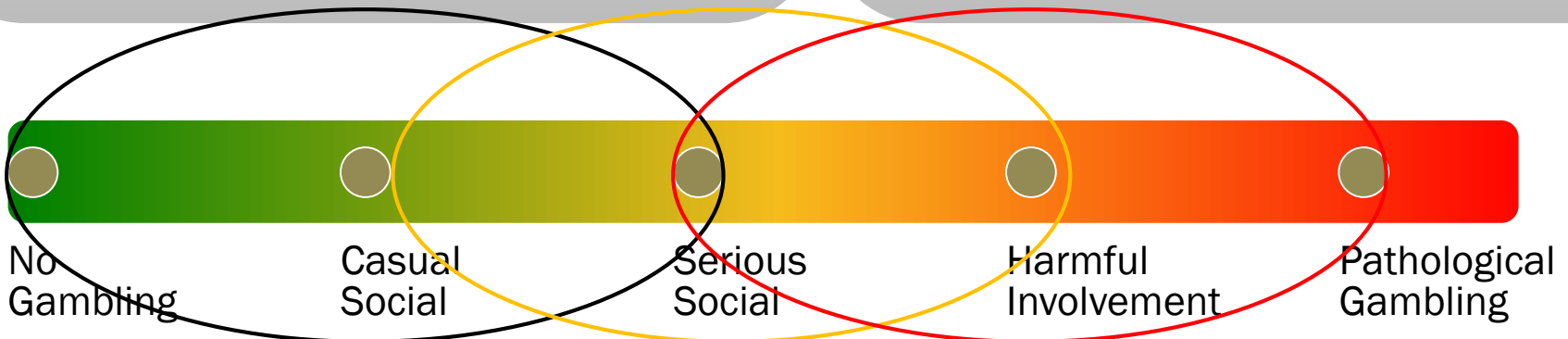
Reaching a broader player spectrum

INSIGHTS

- Current focus is too narrow
- Focused primarily on serious social gamblers
- Low-focus on: casual gamblers (before bad habits start) and at-risk chronic gamblers (better bridge to supports)
- Message overlap with stakeholders
- RG awareness high among “serious social gamblers”, lower at start of customer lifecycle

GOALS

- Make information/interactions with players relevant/engaging/ compelling to each profile
- Reach new infrequent gamblers before bad habits are developed
- Build on current suite of communications to make materials more compelling for serious gamblers
- Offer more to support at-risk chronic and problem gamblers and their families





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Research Access

- Collaboration with Researchers
- Access to Data
- Systems approaches