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## **Responsible Gaming Practices Earn Top Level International Certification**

Manitoba Liquor & Lotteries has earned the highest level of certification from the World Lottery Association (WLA) for achieving a best practices approach for the development and continuous improvement of responsible gaming strategies and programs in Manitoba.

The *Level 4 Responsible Gaming Framework* certification is granted only after rigorous evaluation across ten program areas by an independent panel of experts from around the globe.

“It’s gratifying to see Manitoba Liquor & Lotteries recognized for the hard work it has done to ensure that gaming is a form of entertainment that Manitobans can enjoy responsibly,” said Ron Lemieux, minister responsible for Manitoba Liquor & Lotteries. “This long-standing commitment to social responsibility was affirmed in a new law that came into effect in April allocating two percent of Manitoba Liquor & Lotteries’ net income to responsible gaming and responsible liquor consumption initiatives.”

The WLA considered Manitoba’s approach to treatment referral as a best practice and will use it as a model in its online library for other jurisdictions. Key highlights in this area include ongoing funding support to the Addictions Foundation of Manitoba (AFM); a strong relationship with the treatment community; and exemplary evaluation programs. Manitoba Liquor & Lotteries was also recognized for strong effort in the areas of responsible gaming advertising and marketing communications, research, and player education.

“Level 4 certification looks at all of our successes to date, while also demanding continuous improvement and leadership in responsible gaming practices,” said President and CEO Winston Hodgins. “Our pursuit of this certification is a demonstration of our commitment to the integration of social responsibility in all of our business operations.”

While a significant achievement, a hallmark of the Level 4 Responsible Gaming Framework certification is that it requires ongoing and demonstrated improvement. Over the coming years, Manitoba Liquor & Lotteries will continue to take a leadership role in developing and implementing strategies and initiatives around the area of responsible gaming. The Level 4 Responsible Gaming Framework certification is valid for three years.

For complete information on what is involved in becoming Level 4 certified, please visit the World Lottery Association website ([world-lotteries.org](http://world-lotteries.org)).

*Manitoba Liquor and Lotteries Corporation is responsible for the distribution and sale of liquor, and for providing gaming and entertainment experiences in a socially responsible manner. We operate Manitoba Liquor Mart and Liquor Mart Express stores, Club Regent Casino, McPhillips Station Casino, Video Lotto and PlayNow.com, and also distribute and sell Western Canada Lottery products through our network of lottery ticket retailers.*

-30-

Manitoba Liquor & Lotteries was evaluated by the World Lottery Association (WLA) in ten program areas.

	<b>Level 4 Certification means that we:</b>
1. Research*	Support, conduct, integrate and disseminate responsible gaming related research.
2. Employee Program	Ensure and support the efficient and effective application of responsible gaming principles by all relevant employees.
3. Retail Program	Ensure and support the efficient and effective application of responsible gaming principles by retailers and their front-line staff.
4. Game Design	Apply evidence-based responsible gaming considerations to the design selection and introduction of new lottery and gaming products.
5. Remote Gaming Channels	Ensure that interactive, remote gaming platforms have safeguards in place that protect the player.
6. Advertising & Marketing Communications*	Ensure continuous improvement of marketing/communications practices and application of regulatory codes.
7. Player Education*	Support, integrate and disseminate information related to good practices in responsible play (“informed player choice”) and treatment referral.
8. Treatment Referral*	Offer customers with potential or actual addiction problems support, guidance and referral to specialized services if needed.
9. Stakeholder Engagement	Identify, understand and integrate the interests of decision-makers, decision-influencers and other members of society into key responsible gaming-related business decisions.
10. Reporting & Measurement	Measure and report on commitments, actions and progress on responsible gaming to relevant internal and external stakeholders.

*\*Areas in which Manitoba Liquor & Lotteries was identified as being at a substantial or best practice level.*

Both Manitoba Liquor & Lotteries and the WLA’s independent assessment panel identified opportunities for further enhancements. Recommendations include developing processes to:

- Implement a process and schedule for evaluating social responsibility programs
- Embed responsible gaming considerations, including risk assessment, into game design/selection
- Review training materials and consumer awareness resources regularly
- Formalize the integration and standardization of responsible gaming across all marketing efforts
- Further share reporting on responsible gaming programs in ways that are usable and understandable
- Increase engagement with relevant community groups