

This tip sheet provides guidance on how to integrate player health initiatives into employees' Performance Goals.

OLG's Player Health Ambition

OLG's *Game On* playbook is grounded in our commitment to deliver for communities across our province, while ensuring sustainable, responsible growth. Fundamental to enabling this growth, and a cornerstone of our success, is OLG's dedication to player health, integrated as a strategic priority in both *Game On* and OLG's Responsible Gambling Three-Year Plan. To assist with this exercise and to strengthen a culture of social responsibility across the organization, OLG has established an overarching player health value statement:

Through PlaySmart, OLG aims to be a world leader in helping players – new and seasoned – build knowledge, understand the risks, gain insights into personal playing behaviours, engage in positive play habits, and know how to obtain help if needed. To make this happen, the customer journey will be supported by enhanced choice and optionality for customized responsible gambling tools, deploying the full power of state-of-the-art technologies and education platforms, for employees and players, to maximize player health.

Player Health Individual Performance Goals

OLG encourages employees to support our commitment to player health and responsible gambling by integrating a player health initiative into their Performance Goals.

Employees can include one of the following initiatives to ensure Player Health is part of their individual performance goals:

- 1. Participate in OLG's Annual Responsible Gambling/PlaySmart Forum to strengthen knowledge base and OLG's culture of social responsibility.**
 - This PlaySmart Forum is a unique annual event and is hosted by OLG's Social Responsibility team. This enterprise-wide virtual event aims to strengthen a culture of social responsibility across the organization and create opportunities to learn, share and discuss player health and responsible gambling trends.
- 2. Support the strength of the PlaySmart program to build trust in OLG's brand and contribute to a sustainable player base.**

This can be achieved by any of the following:

- Deliver broad-based PlaySmart positive play and awareness marketing campaigns
- Increase My PlaySmart tool uptake on OLG's digital gaming platform
- Support PlaySmart centre refresh at land-based gaming sites
- Develop RG player support capacity within OLG Customer Care

3. Contribute to meeting Enterprise Player Health Index (EPHI) divisional targets by implementing specific RG operational deliverables.

- The Enterprise Player Health Index (EPHI) is an indicator of the overall health of active OLG player base across the three lines of business (Land-based gaming, iGaming, lottery) from a problem gambling risk perspective.
- EPHI is as key performance indicator used in OLG's Strategic Playbook, *Game On*, its Responsible Gambling Three-Year Plan, and is included in ELT's performance goals.
- The EPHI is a useful way to assess player health and establishes a top line indicator as part of OLG's Responsible Gambling ambition and vision.

Note: Work with your leaders to ensure that EPHI-driven performance goals cascade down from ELT to teams through defined operational goals and identify key deliverables.