

**CONNECTION AND CARE:  
BUILDING A CULTURE OF RG AT  
PARQ VANCOUVER**

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HOW CAN CONNECTION AND CARE BECOME  
THE SUSTAINABLE STANDARD?

## AN ANSWER!

Five Hallmarks of RG Integration:

1. The company knows what it wants—and says it
2. The leaders lead
3. Great intentions are translated into great strategies
4. Staff members are engaged—not just compliant
5. Recognize that RG culture promotes the positive player experience

Dr. Jon Kelly

'RG & Corporate Culture - It's All About the Customer'

(RGC's 'Perspective' Series)

An aerial, black and white photograph of Vancouver, British Columbia, Canada. The image shows a dense urban landscape with numerous high-rise buildings, interspersed with green spaces and waterfront areas. In the foreground, there are large marinas filled with sailboats. The city is surrounded by a large body of water, and in the background, a range of rugged mountains is visible under a clear sky. The overall scene is a panoramic view of the city and its natural surroundings.

THE COMPANY KNOWS WHAT IT WANTS  
— AND SAYS IT

## WHAT WE WANTED...THE RG 'WHY?'

Everything we do fosters a culture of connection, care, responsibility and sustainability with our players, our people and our community.

# SAYING IT...EVERYWHERE



## Response to 'Red Flag' Behaviours

### HR 1 – 'Red Flag' Gambling Behaviours

BCLC SPP REF	POLICY OWNER RG/CSR
RELEVANT FORMS	RELEVANT DEPARTMENTS Slots, Cage, Surveillance, Security,
EFFECTIVE DATE Oct 1, 2018	LAST REVISION DATE N/A

### SCOPE

Parq Vancouver is committed to fostering a culture of connection, care, responsibility and sustainability with our players, our people and our community. Central to this commitment is the identification, address and resolution of 'red flag' gaming behaviours.

# OUR WHY...EVERYWHERE



# OUR WHY...EVERYWHERE

The screenshot displays the Parq Vancouver website interface. On the left is a dark blue sidebar with the Parq Vancouver logo at the top. Below the logo is a 'DIVISIONS' menu with three color-coded options: PARQ (light blue), Blau (yellow), and Marriott (pink). At the bottom of the sidebar are 'News' and 'Calendars' links, each with a dropdown arrow. The main content area has a white header with a navigation menu: SUGGESTION BOX, NEWS, CALENDAR, FAQs, EMERGENCY RESPONSE PLAN, and SOCIAL RESPONSIBILITY (with a dropdown arrow). In the top right corner of the header are 'Profile' and 'Logout' buttons. The main content area features a large heading 'Responsible Gaming' with a small icon to its right. Below this heading is a white box containing the text: 'Our RG Purpose' followed by 'We foster a culture of connection, care, responsibility and sustainability with our players, our people, and our community.' and 'Our RG Approach'.

# OUR WHY...EVERYWHERE

## WHY ARE WE HERE?

- Refresh Appropriate Response Training (ART) Level 2
- Re-affirm your practice and expertise
- Emphasize Parq as an RG leader and innovator



PURPOSE

## OUR RG MISSION

*“Everything we do fosters a culture of connection, care, responsibility and sustainability with our players, our people and our community.”*

## SESSION OBJECTIVES

1. Reminder of why and what.
2. Reiterate range of observable ‘green flag’ and ‘red flag’ behaviours.
3. Establish a clear guideline of RG connection for green flag, red flag and patron distress interactions.
4. Collaboratively implement RG connection in response to a range of flagged behaviour scenarios.

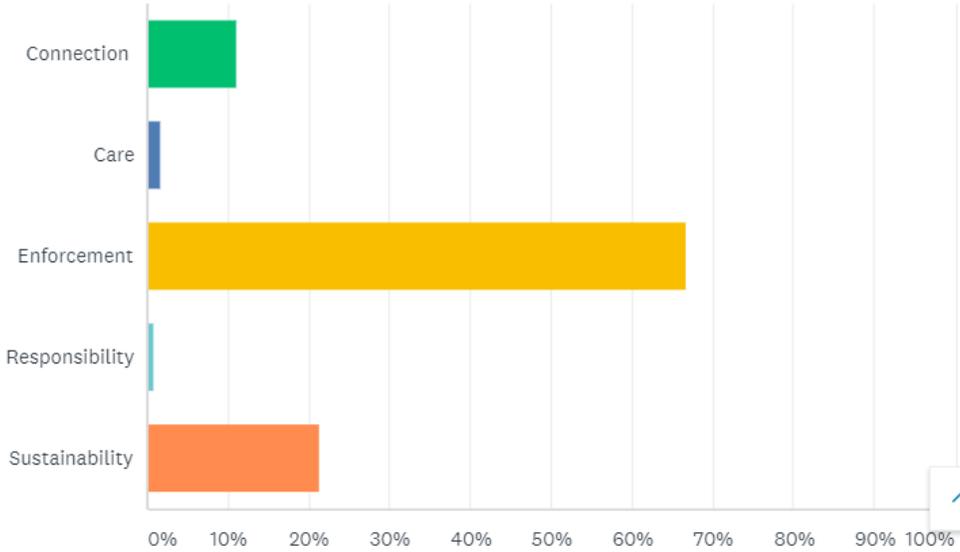
# OUR WHY...EVERYWHERE



# ARE OUR PEOPLE HEARING IT?

Which of the following is not a goal of Parq's RG mission?

Answered: 243 Skipped: 3





STAFF MEMBERS ARE ENGAGED  
— NOT JUST COMPLIANT

# AVENUES OF ENGAGEMENT

- Policy
- Training / Evaluation
- Communication
- Feedback
- Partnership

# ENGAGEMENT - POLICY



## Customer Support in Voluntary Self- Exclusion

Associates 1

### RESPONSIBILITIES

- **Associates:** To fulfil customer information requests and sign-up referral with efficiency, discretion, respect, compassion and free of judgement.
- **Security Officers:** To conduct all VSE customer support scenarios with efficiency, discretion, respect, compassion and free of judgement.
- **Supervisors/Managers/Director:** To model best practice and mentor team members.

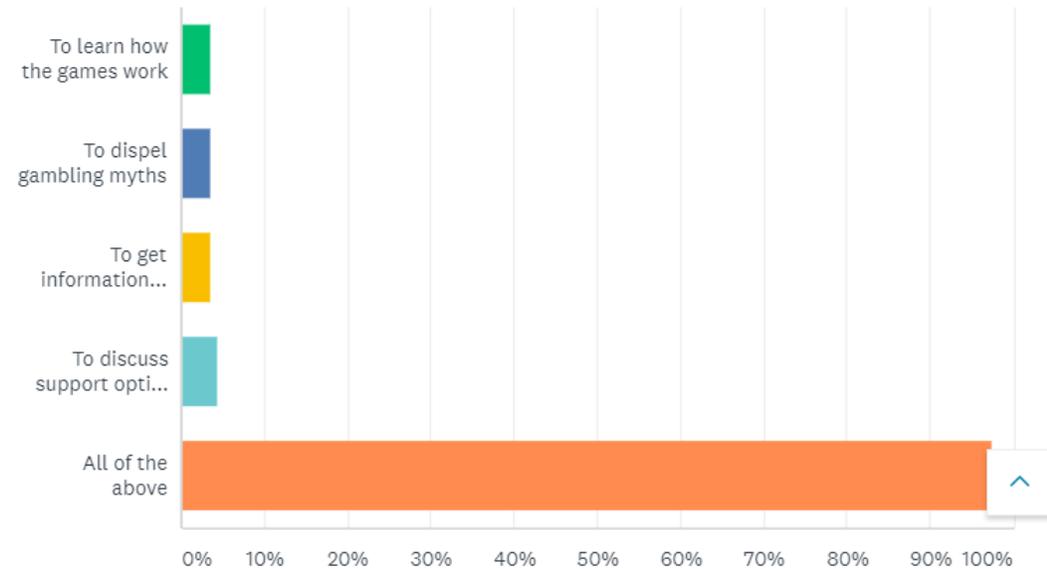
Associates who receive a request for VSE sign-up should immediately refer the customer to Security. Prior to hand-over, the customer is to be congratulated for their decision and assured that they are taking a positive step forward.

# ENGAGEMENT - TRAINING / EVALUATION

Associate RG Check Up

In what situation would you bring a customer over to the GameSense Advisor and the GameSense Info Centre?

Answered: 246 Skipped: 0



# ENGAGEMENT - COMMUNICATION

**parq**  
vancouver

**WEDNESDAY - FEBRUARY 13, 2019**

**SNAP**

SMILE & GREET      NAME & MEET      ANTICIPATE, ACT & FOLLOW THRU      POSITIVE PARTING COMMENTS

Every company's greatest assets are its employees and customers, because without employees and customers there is no company.

**RESPONSIBLE GAMING**      In games of skill, there are still elements of randomness that are beyond a player's control.

# ENGAGEMENT - COMMUNICATION



## Responsible Gaming Quiz Corner

What is an appropriate first response to someone wanting to sign-up for Voluntary Self Exclusion (VSE)?

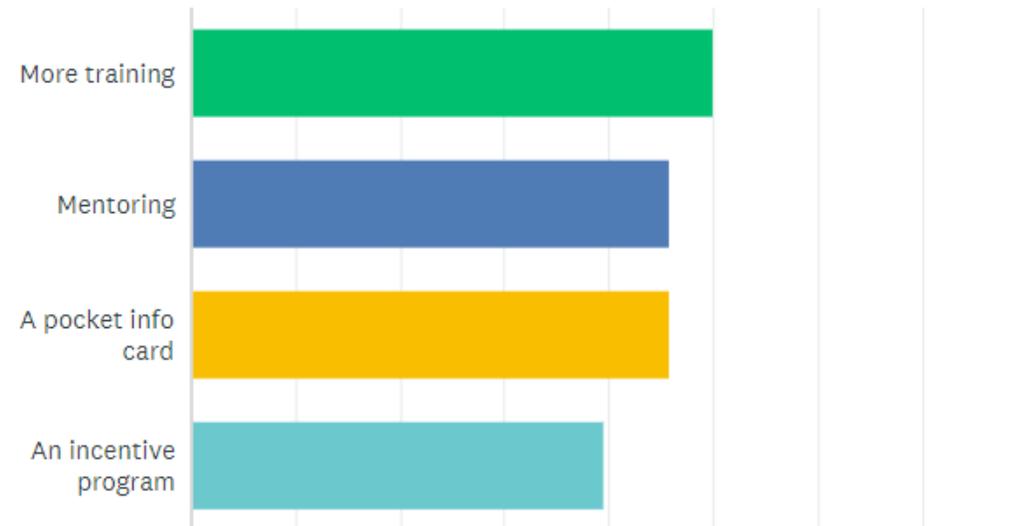
- a) "Wassup?"
- b) "I'll just let my Instagram followers know."
- c) "How about those Canucks?"
- d) "Congratulations for taking this positive step forward."

# ENGAGEMENT - FEEDBACK

## RG Connection Training - Check-In

What would help increase the confidence and competence of you and your team's red flag responses (choose all that apply)?

Answered: 48 Skipped: 0



# ENGAGEMENT - FEEDBACK

RESPONSIBLE GAMING  
YOUR RESPONSE GUIDE

**RED FLAG PARQ**  
(ART 2)

**P** – PREPARE TO CONNECT

**A** – APPROACH WITH CARE

**R** – RESPOND TO NEED

**Q** – QUERY FOR CLARITY

**Your Support Resources:**

**GameSense Advisor**  
**GameSense Info Centre**  
**Gam Info Line – 1-888-795-6111**  
**Voluntary Self-Exclusion**

REMEMBER: EVERY FLAG IS AN OPPORTUNITY TO MAKE A POSITIVE DIFFERENCE

## ENGAGEMENT - PARTNERSHIP

# Associate Wellness Fair

Join us on October 12<sup>th</sup>, from 1pm-4pm for our first annual Wellness Fair! Hosted in the Parq Ballroom on the 4<sup>th</sup> Floor, local health and wellness vendors will be there to answer questions surrounding physical, mental, and financial wellness. Attend for the opportunity to get free samples, promotional discounts and for your chance to win a Wellness door prize!

**GameSense**

**British Columbia Responsible  
& Problem Gambling Program**





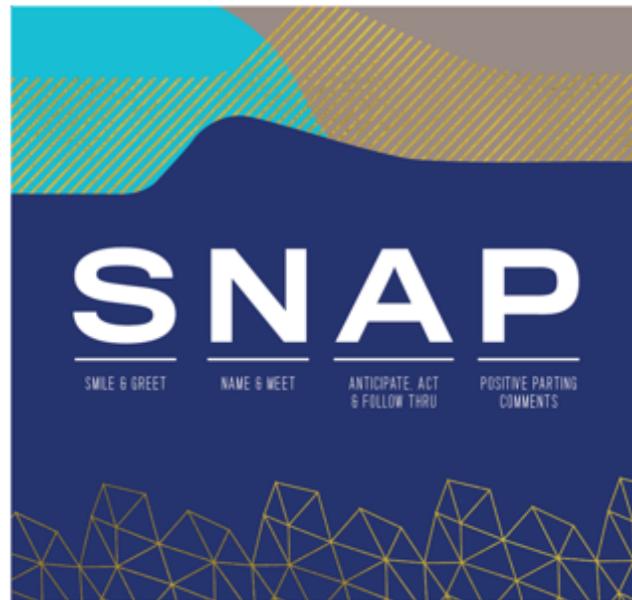
RECOGNIZE THAT RG CULTURE PROMOTES  
THE POSITIVE PLAYER EXPERIENCE

## BUILDING THE RECOGNITION

- Speaking the language of customer service
- Reducing the “otherness” of RG
- Seeking evidence that RG benefits bottom line
- Identifying and sharing RG success narratives

# SPEAKING THE LANGUAGE OF CUSTOMER SERVICE

## RED FLAG S-N-A-P (ART 1 ASSOCIATES)



*But with two tiny tweaks...*

**'A'**: Anticipate, act and follow through in offering support resources.

**'P'**: Positive parting comments include handing over to Security / Management / GSA.

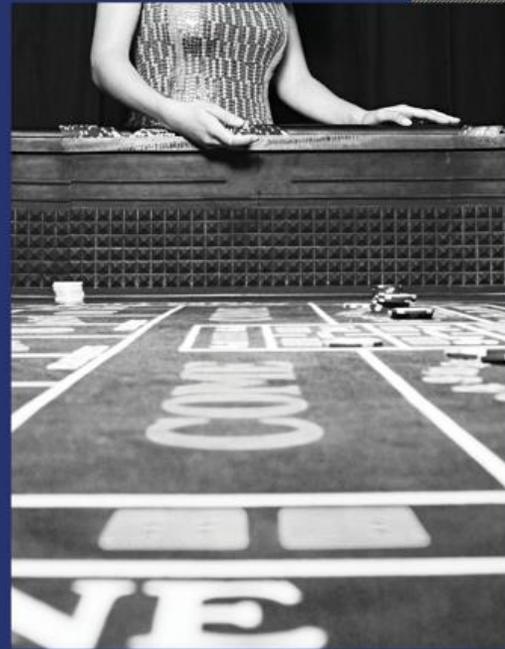
# REDUCING THE “OTHERNESS” OF RG

LEARN YOUR FAVOURITE  
TABLE GAME

ON THE 3<sup>RD</sup> FLOOR

EVERYDAY  
3PM - 5PM

ASK A PIT MANAGER FOR MORE DETAILS.



# SEEKING EVIDENCE THAT RG BENEFITS BOTTOM LINE



# IDENTIFYING AND SHARING RG SUCCESS NARRATIVES



## A FINAL WORD

“The evolution of responsible gambling—perhaps into something that doesn’t even call itself RG—is, and will continue to be, a critical piece of the social responsibility foundation that underpins the gaming industry’s social license to operate.”

Dr. Jon Kelly

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An aerial, grayscale photograph of Vancouver, British Columbia, Canada. The image captures the city's dense urban core, including numerous high-rise buildings and residential structures, situated along the waterfront. The city is surrounded by water, with several marinas and yachts visible. In the background, the rugged, snow-capped peaks of the Vancouver Mountains rise against a clear sky. The overall scene is a panoramic view of the city and its natural surroundings.

THANK YOU