



parq

vancouver

A FIELD PERSPECTIVE ON
ELEVATING HARM PREVENTION
NARRATIVES TO HELP CREATE A
STRONG PLAYER HEALTH CULTURE

LET ME TELL YOU A QUICK STORY (OR THREE)...

ANALOG SLIDO POLL

Close your eyes and raise your hand if:

YOU THINK THE STORIES ARE TRUE...

YOU THINK THE STORIES ARE A ONE-OFF...

YOU THINK THE STORIES ARE WORTH SHARING...

MY STORY ARC

- Teacher for 13 years in Australia
- Worked at BCLC / GameSense for a decade+
- Manager Player Health & ESG at Parq since 2018

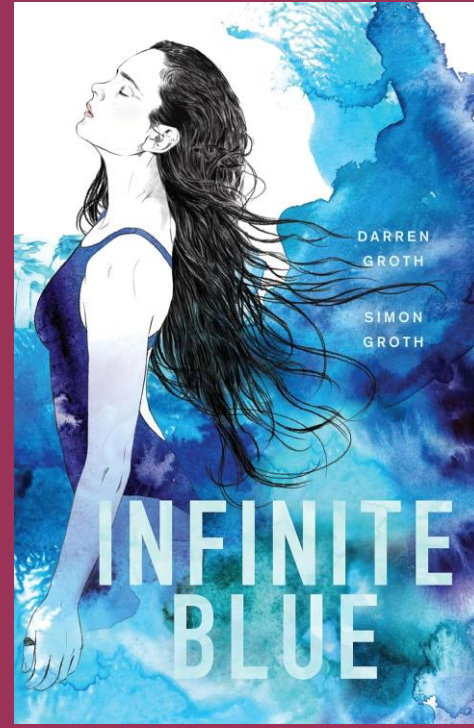
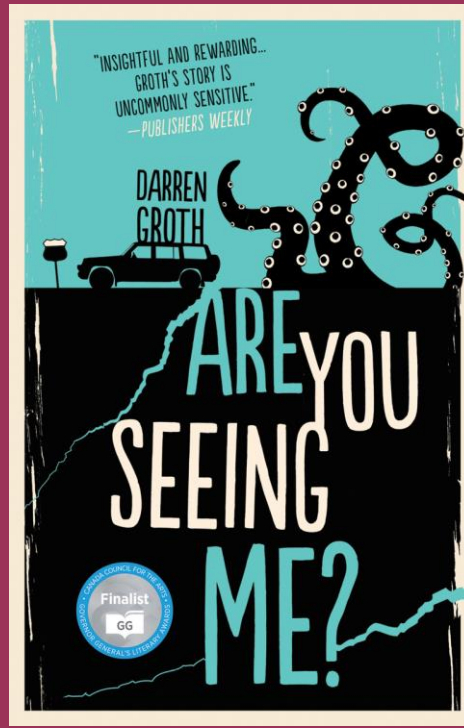
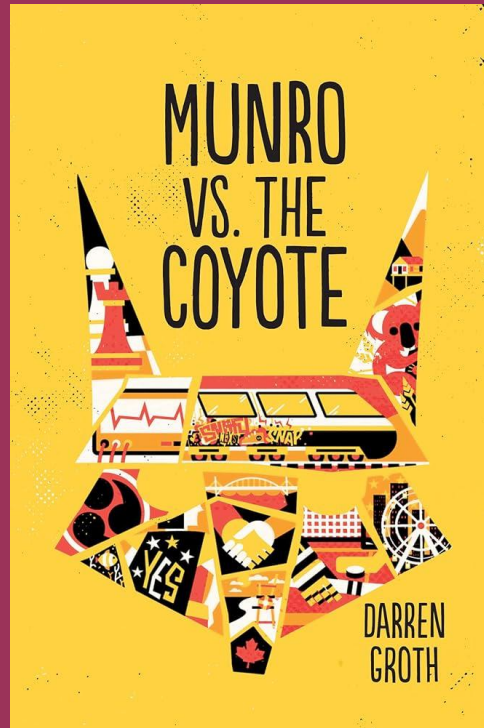
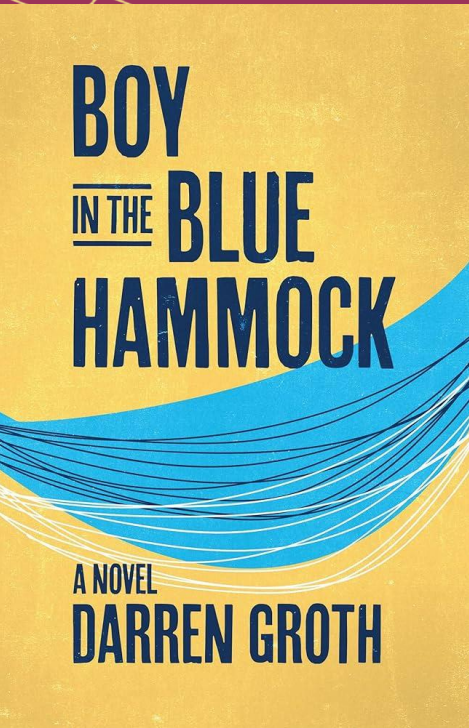
THE PARQ CASINO STORY ARC

- Opened in 2017
- PH key in our partnership with City of Vancouver
- 2023 PH culture #1 in Canada, as per RG Check
- Ongoing ethos of PH innovation and improvement

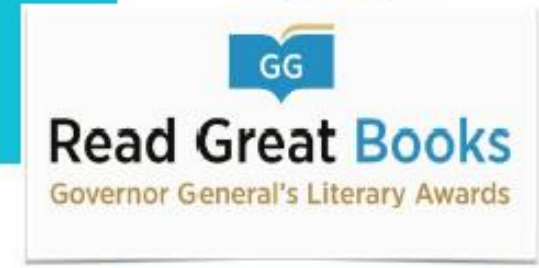
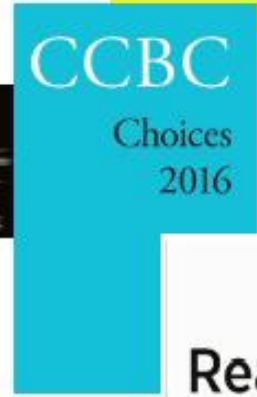
A SURPRISE TWIST!

- My moonlight career is writing
- Author of 9 novels, 10th book in 2025
- Winner Adelaide Festival Award for Literature; nominated for Governor-General's Literary Awards, BC & Yukon Book Prizes, CBCA Book of the Year (Australia), Prime Minister's Literary Awards (Australia)
- Shared a panel with Diana Gabaldon and Hallie Ephron on the weekend!

NOVELS



NODS



WHY FOCUS ON STORY?

- A passion of mine (obviously)
- Makes data digestible and experience relatable
- Brings a real-life context to impersonal science
- Essential for capturing hearts as well as minds

TWO TYPES OF PH DIFFERENCE-MAKING STORY

1. The Harm Reduction Narrative
2. The Harm Prevention Narrative

HARM REDUCTION NARRATIVES

- Negative impact of gambling incurred, often to a significant degree
- Reactive response
- Large cast of characters (floor, back of house, GSA, leadership...)
- Definitive ending (e.g. commitment to SE/Game Break)
- Happens infrequently, but very memorable

HARM PREVENTION NARRATIVES

- Negative impact of gambling not yet incurred, potential present
- Proactive response
- Fewer characters, often 1-1
- More ambiguous ending (player-driven postscript)
- Happens often, but not as memorable

A QUICK EXPERIMENT

Think of a difference-making player health story
you've experienced or heard

Share it with the person beside you

Is it harm reduction or harm prevention?

WHY IS HARM REDUCTION THE DEFAULT?

- “If it bleeds, it leads”
- Higher immediate stakes
- The difference-making tends to be more tangible, measurable and dramatic
- They fall into line with stereotypes that dominate media and cultural narratives

THE PROBLEM

- If harm reduction narratives dominate your PH storytelling:
 - It won't accurately reflect overall player and staff experience
 - It may reinforce industry stereotypes
 - It can drive a culture geared towards 'putting out fires'

THE CHALLENGE

Elevate the presence and profile of harm prevention narratives in your storytelling to help build a strong PH culture

(and a competitive advantage?)

ADDRESSING THE CHALLENGE AT PARQ

New Employee Training

Employee Recognition

Player Health Committee

Player Health Tool Activation in Cash Advance

Performance Assessment

NEW EMPLOYEE TRAINING

- Dedicated session to Parq's Player Health values and program (says harm prevention is key to Parq's story)
- Links Parq's service excellence approach with harm prevention
- Prioritizes harm prevention in learning scenarios
- Invites new employees with past casino experience to share harm prevention knowledge and skills

EMPLOYEE RECOGNITION

- Player Health is a stated criteria in monthly recognition submissions (again, says harm prevention is essential to Parq story)
- Again, links Parq service excellence with harm prevention
- GSAs are encouraged to submit prevention stories recognizing difference-making Parq floor colleagues
- A few examples!

PLAYER HEALTH COMMITTEE

- Recognized forum for sharing harm prevention narratives (at times, it has been a mandatory agenda item)
- Committee's composition of reps from all Parq channels and GameSense team – expands scope and reach of harm prevention narratives in the organization
- An example from Happie!

PH IN CASH ADVANCE

- Activation at site of the 'pause' option for cash advance – players can 'exclude' their card for a period of time ranging from 1 hour to 1 year
- Analyzing usage data allows us to form a prevention narrative not often told in land-based casino space
- Further elevates focus and value given to prevention stories

PERFORMANCE ASSESSMENT

- Mystery Shop program to assess service performance of floor staff
- Harm prevention was among a suite of narratives employed by shopper (doesn't know how the games work, offers a mythical belief such as persistence pays off)
- Briefly instituted prior to the pandemic, re-introducing in 2025

OTHER POTENTIAL OPPORTUNITIES TO EXPLORE

- Formalized mentorship of new floor employees (structured sharing of prevented harm stories and skills)
- ‘Shadow for a Day’ initiative (chance to ‘walk in the prevention shoes’ of floor colleagues)
- Positive Play promotion (survey of players to self-assess use of positive play/‘green flag’ behaviours; create a player-led narrative about prevented harm)

HOW'S IT WORKING OUT?

- 2023 PH culture #1 in Canada, as per RG Check
- From RG Check Assessment:
 - 97% staff awareness of site GSIC/GSAs
 - 90% staff know player support resources
- 2024 Staff Survey:
 - PH efforts are a top 2 priority to share in our messaging to community and stakeholders
 - 81% feel very positive or positive about working at Parq due to ESG / PH efforts

2 QUOTES TO FINISH

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come.” – Steve Jobs

“Purposeful storytelling isn’t show business; it’s good business.” – Peter Guber



parq

vancouver

THANK YOU!
QUESTIONS?