

GOVERNANCE FOR GOOD

Sustainable Frameworks to Elevate RG

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The Challenge



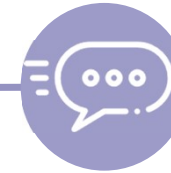
**Navigating the
inherent tension of
responsible growth**



**Equipping key decision
makers with sufficient
RG knowledge**

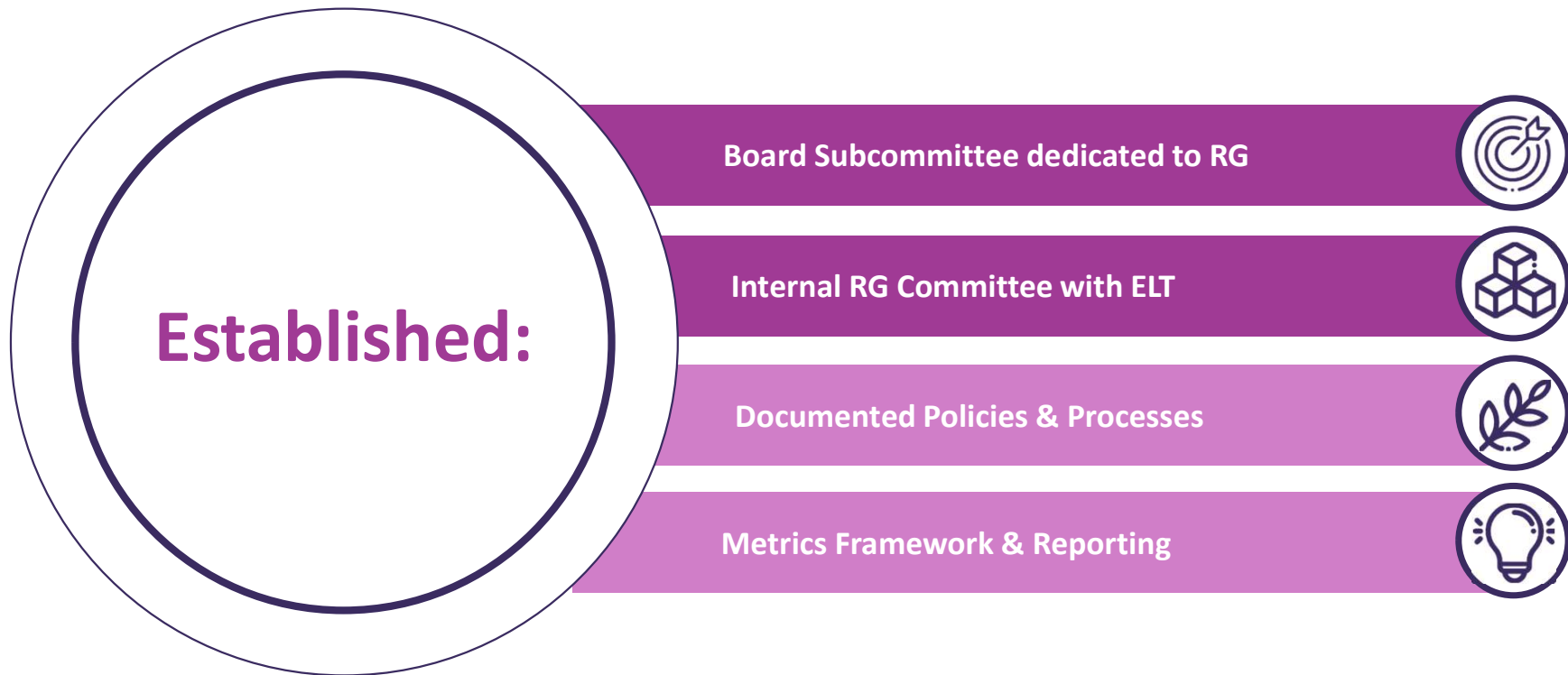


**RG people and
processes not in place
to enable informed
decisions**



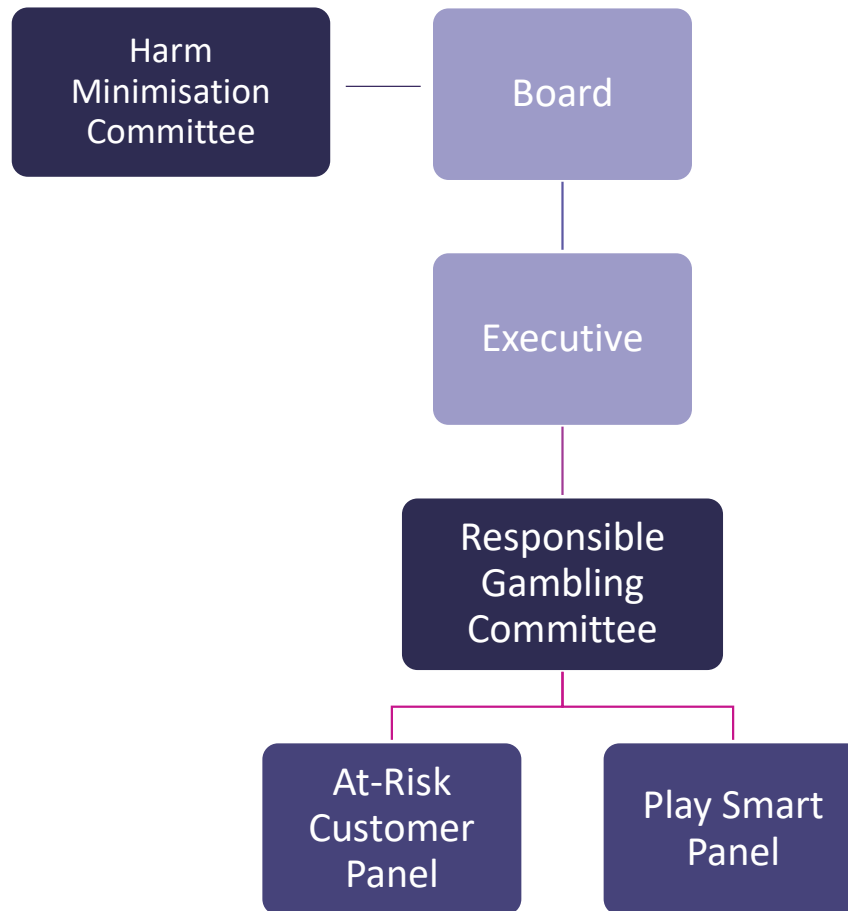
**Increasing RG visibility
and accountability**

The Frameworks



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The Committees



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Board Committee

- **Members:** 3 Board members
- **Purpose:** To assist the Board in fulfilling its oversight responsibilities including:
 - a) Compliance with RG-related regulation
 - b) Maintaining an aspirational focus on best practice
 - c) Define & monitor approach to RG
 - d) Assess trends or emerging data
 - e) Monitor emerging risks

RG Committee

- **Members:** 4 ELT, 3 SLT & RG Lead
- **Purpose:** Provide internal oversight and governance over RG commitments, including:
 - RG policy governance
 - RG strategy and work programme
 - WLA certification accountability
 - Monitoring RG performance
 - Approval of initiatives impacting RG
 - Consider stakeholder feedback



QUARTERLY



MONTHLY

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The Policies & Procedures

Why

Overarching principles with statement of intent and scope

Policy
(Board)

RG Policy

Retail Purchase Policy

Board Subcommittee Charter

RG Committee Charter

Player Care Charter

What

Key Objectives

Standard

(Governing Authority or
Appropriate Approver)

Harm Minimisation
Marketing Standard

Age verification
Standard

Exclusion Standard

Under 18 Mystery
Shop Standard

How

*Instructional and
operational steps to be
taken*

Procedure

(Document Owner / SLT)

Marketing Approvals
Procedure

Product
Development RG
Procedure

Safer Play Instore
Procedure

High Jackpot
RG Procedure

Safer Play Online
Procedure

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The Results



Dedicated forums that elevate RG

Knowledge doesn't just stay within the RG team – a place to surface risks and opportunities



Processes that build in RG considerations

A framework to ensure RG is woven into decision-making



Equipped & informed decision makers

Regular information sharing, insights and stakeholder feedback

The Learnings



Retain strategic focus

Adjust frequency & agenda



Include RG team members

Not just senior leaders



Share accountability

Ownership shared among departments

Summary



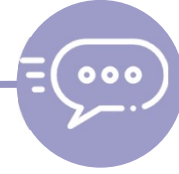
Governance frameworks help navigate the inherent tension of responsible growth



Dedicated time has increased Board & Exec members understanding of RG



Equipped decision makers and formal processes allow for the right questions to be asked in the right places



RG has more visibility at a senior level, with shared accountability

THANK YOU

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