

Flutter Entertainment provides support to Canada's Responsible Gambling Council (RGC) in 'first-of-its-kind' baseline research into responsible marketing and advertising

Flutter Entertainment has provided independent research funding to RGC in Canada to support first-of-its-kind baseline research to inform global marketing and advertising standards in gambling for Operators and Regulators.

The RGC's research project comes just months after Canada's legalisation of single-event sports betting and the launch of Ontario's new regulated online market.

This multi-phase independent research study, led by researchers at RGC's Centre for the Advancement of Best Practices (CABP), will explore the current landscape of marketing and advertising on a global scale and provide policy recommendations that address key operating environments such as Ontario and New Jersey. This multi-phase project will assess evidence from research featuring best-practice potential for responsible marketing and advertising practices as well as insights from regulators and operators that will help identify opportunities for quality improvement. Through these processes, RGC will contribute to building a world class responsible gambling framework in Ontario and influence responsible gambling policies and practices around the globe. The completion date for this comprehensive research is set for early 2024.

George Sweny, Vice President of Regulatory Affairs, Flutter International said: "We saw an opportunity to provide cutting edge thought leadership to the industry. There is a need to better understand the impacts of increased marketing and advertising on all stakeholders. This foundational research will help us all make necessary strides towards bridging the gap between best and better practices in an area of significant importance. Leading progress is one of the key pillars of our global Play Well strategy and we are delighted to be working with the RGC to support this important research."

Shelley White, CEO, RGC said: "Through this research, we not only have the ability to affect necessary changes to our marketing and advertising standards here in Ontario, but also the ability to make great impacts to the harm minimization efforts of jurisdictions all around the world. This comprehensive study truly highlights the culture shift that the industry is currently undergoing, and by leveraging our research partners, we can make greater impacts in protecting players and communities."

For further information, please contact: communications@flutter.com

To learn more about RGC, visit <https://responsiblegambling.org>

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