

SAFER GAMBLING IS A MATTER OF COURSE



Partners RG24seven and Better Change on the launch of their new UK safer gambling training courses

In partnership with industry experts Better Change, RG24seven Virtual Training has launched a free safer gambling programme for UK employees.

InterGaming caught up with RG24seven Virtual Training CEO Wendy Anderson and Better Change founder and CEO Victoria Reed to learn more about their new project.

What was the vision behind launching your series of Safer Gambling Virtual Training courses?

Wendy Anderson: RG24seven Virtual Training has been providing responsible, effective and free video-based virtual training systems for gambling employees in the United States since 2022.

We chose Better Change as our UK Safer Gambling partner because of our like-minded goals towards the protection of the gambling industry and its consumers in the UK and worldwide. Our aim is to empower those working in the UK to be advocates for consumers of gambling, the companies they work for and the wider gambling industry.

Victoria Reed: We want to help those people build great careers in an industry they are proud to work in and education is the



Wendy Anderson, CEO, RG24seven Virtual Training



Victoria Reed, founder and CEO, Better Change

foundation. Gambling is a legitimate pastime enjoyed safely by many people around the world and employs over 76,000 in the UK alone.

Our partnership represents a joint commitment to bring a new, innovative approach to safer gambling training for everyone working in the UK market.

What is covered in the courses? And what regulations are these courses in line with?

WA: Our Safer Gambling training is best-in-class training specifically created for UK land-based and online gaming company employees. We provide a virtual suite of free-to-use, compliance-grade courses and educational tools. The training balances compliance, player protection and commercial objectives to ensure that the gaming industry is safe, sustainable and fun.

How did you set about creating the courses?

VR: Creating the courses was the best part! We knew that the content had to be exemplary; even though it is a free product, we want it to feel like a premium offering.

We brought together industry-leading experts encompassing operators, regulators, researchers, treatment specialists and individuals with lived experience to create safer gambling courses exclusive to the UK. By bringing the industry together, we are sharing the combined knowledge, experience and expertise from UK gambling industry professionals.

A huge thank you must go to the various operators and stakeholders who took part for giving up their time in planning the scripts and filming.

WA: Our best-in-class virtual training is effective and free to all UK gambling employees. It transforms the way employees learn about safer gambling through engaging and interactive videos presented by the best minds in the industry.

Presenters represent a range of gambling operators and industry organisations including, 17:10 Gaming, Entain, Flutter, Kindred, Leisure Electronics, Les Ambassadeurs, Luxury Leisure, Metropolitan Gaming, Midnite, Mindway AI, The Betting & Gaming Council, Tombola, Viral Interactive and William Hill.

How did the partnership with Better Change come about?

VR: We met the RG24seven team in March 2023 and loved their ethos about training and how it can be made engaging and effective for gambling operators.

Our vision has always been to do things a little differently in the safer gambling space and we felt that a video-based training option for UK operators and their staff might be interesting, especially if we could give it to them for free and ensure the content was first class whilst always working to our vision of positive play.

How can UK operators access and make use of these courses?

WA: We invite all UK gaming organisations to get in touch with either ourselves or Better Change to schedule a short demo of our completely free, world-class training for all of their employees.

What feedback have you been getting since the courses launched?

VR: The industry's overwhelmingly positive response to the creation of this training demonstrates not only how much it is needed, but also how willing the industry is to collaborate on important topics such as safer gambling.

The feedback on the courses has been fantastic; not only have we had comments about the high-quality of the product and content but also the philosophy behind it all. The most common question we have had is "What is the catch?" The answer is that there isn't one; this is genuinely a product by the industry, for the industry. □



Christina Thakor-Rankin, Principal Consultant - 1710 Gaming