

WELCOME

Welcome to the first edition of the Positive Play Periodical your monthly briefing from the team at Better Change. The year has got off to an exciting start with our CEO Victoria Reed being named as one of GBG Magazines “one to watch” in 2026, there were two major industry events and we are already out delivering our training and education programme for the year. Each month you can read about our adventures, find out more about our products and even pick up some responsible gambling advice from our regular columnist, “The Positive Player”. Thanks for reading and have a “Positive” month! Rob.

BETTER CHANGE CEO VICTORIA REED

NAMED AS INDUSTRY “ONE TO WATCH” FOR 2026 IN PRESTIGIOUS INDUSTRY LIST

NEWS

Gambling publication GBG have announced their annual list of gambling industry professionals to watch in 2026. The list has included some illustrious names in its history and this year we are proud to have our own CEO and Founder included in the list. Congratulations Vicki, from everyone here at Better Change. You can read the full article with reaction from Vicki as well as who else made this years who’s who [here](#).



EDUCATION, EMERGING MARKETS & TECH THE FOCUS FOR BETTER CHANGE AT EAG & ICE

EVENTS


It didn’t take long for 2026 event season to get into full swing starting with The EAG (Entertainment, Attractions and Gaming) Expo in London on the 13th Jan closely followed the week after by the behemoth that is the ICE trade show in Barcelona. Better Change were exhibiting at both events showcasing our training and education products as well as talking about new and emerging global markets and exploring the latest developments in tech. You can read our full event report [here](#).




BETTER CHANGE LAUNCH TRAINING & EDUCATION PROGRAMME FOR 2026

EDUCATION

Better Change are proud to release their training and education brochure for 2026 detailing the different programmes we have available to empower your teams, deliver long term sustainable growth and prevent gambling harm through Positive Play. Our Apprenticeship level 4 in regulatory compliance is in full swing with the first cohort now live and applications open for future cohorts. We have expanded our suite of e-learning beyond safer gambling covering area of compliance and marketing. Positive Play workshops are available for in person or remote skills based learning and we have our calendar of events planned for 2026 to promote Positive Play and the advancements of our industry. You can read more and download a copy of our brochure [here](#).





STRATEGIC
CONSULTING

TRAINING AND
EDUCATION

PRODUCT
INNOVATION

DATA-DRIVEN
ANALYSIS

THE POSITIVE PLAYER

FEATURE



“Whoever had the idea of adding 10 minutes added time to premier league football matches clearly hasn’t experienced the rollercoaster of emotions that is having your weekend football accumulator won or lost in the dying seconds!”

Join the Positive Player as they share their betting experiences each month to help throw some light on a topic seldom discussed... Responsible, Positive Play! In this months instalment we take a ride on the weekend rollercoaster that is the football accumulator. Late goals, dodgy selections and special offers are covered in this essential guide for the gambler who wants to play positively. Read the full article [here](#).

REGISTRATIONS NOW OPEN

LEVEL 4 APPRENTICESHIP REGULATORY COMPLIANCE OFFICER (GAMBLING)

Better Change is delighted to announce that registrations are now open for the next intake of its level 4 Regulatory Compliance Officer Apprenticeship, launching in April 2026.

For organisations based in England full or part levy funded places are available apply [here](#)

For more information read the full article [here](#)

Rest of UK or international enquiries contact David Richardson, David@better-change.org

Get In Touch

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