

For Immediate Release

FOCAL'S CEO, DIRECTOR OF SAFER GAMBLING TO DISCUSS THE FUTURE OF GAMBLING PREVENTION AT AGLC SYMPOSIUM

Halifax, NS: September 19th, 2022– Focal Research Consultants Limited announced today that Dr. Tony Schellinck and Jay Robinson would present at the Alberta Gaming and Liquor Control Commissions “New Opportunities” Insight Symposium, on September 27th, 2022.

CEO of Focal Research, Dr. Tony Schellinck will present Focal's Affordability Model that uses technology to help identify customers spending more than they can afford. Jay Robinson - Focal's new Director of Safer Gambling, will present the keynote address, “Engaging Players and Communities in the Ever-changing Gaming Landscape.” Both will focus on the ways in which gambling safeguards can be enhanced, through a combination of creativity, rigour, and good evidence.

Jay says, “The keynote address will signpost some strategies for the future, encouraging all who work in the field of reducing gambling harms -regardless of their role - to build on what works for players and communities, while also thinking creatively and collaboratively about ways we can increase our impact in these uncertain times.”

Tony will share research Focal conducted from 2016 – 2019 where Focal interviewed 10,304 regular electronic machine gamblers in land-based casinos globally that they then used to create new models which identify those players who are gambling beyond their means. Research revealed that the extent of their gambling is less than other at-risk gamblers and they are therefore referred to as the hidden problem gamblers. He says, “Finding and helping those who are spending beyond their means is a critical issue worldwide and I would like to thank the organizers for taking an interest in this important research.”

The symposium is a virtual event that brings together 300-400 government, community and industry stakeholders who are committed to expanding their perspectives and discovering solutions to reduce gambling related harms.

The AGLC regulates gaming, liquor and cannabis products in Alberta and their gaming mandate is to maintain the integrity of gaming activities, while maximizing the financial return to the programs and services that support Albertans.

###

About Focal Research Consultants Limited:

[Focal Research](#), a Canadian data analytics company, uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. For three decades, Focal has worked with stakeholders worldwide, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

About ALeRT BETTOR Protection:

[ALeRT](#)[™] offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT[™] System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

For more information:

Laura Watts
Communications & Project Management
(T) +1 902-454-8856
laura.watts@focalresearch.com