

## Better Change to promote Positive Play at EAG Expo

EAG EXPO: BETTER CHANGE

Amongst the challenge of rising business costs and the implementation of a seemingly disproportionate levy to fund research, prevention and treatment of gambling harm, **Better Change** is one organisation looking forward to offering some positivity and encouragement for the year ahead.

**D**avid Richardson, Head of Strategic Partnerships at Better Change, has described EAG Expo as providing the 'perfect platform' to start what he believes will be a major year for the organisation whose philosophy is 'positive play not restrictive play'.

Better Change will be exhibiting at EAG with the mission of promoting Positive Play, a refreshing outlook on safer gambling and social responsibility that represents the masses of people that play safely as opposed to focussing solely on the small minority that experience gambling harm.

As part of their offer at EAG, Better Change will be promoting their free training for industry operators. Created in partnership with US training provider RG24Seven and presented by industry professionals from leading brands, the program is created 'by the industry, for the industry' providing learners with the assurance that the content has come from experts on the subject matter.

Better Change has announced that courses on AML and Data Protection will be launched in January to add to the Safer Gambling course that is currently available and which offers compliance grade reporting.



Further to exhibiting at the expanded EAG Better Change is teaming up with Bacta to present what it is describing as a 'not to be missed' industry panel focussed on positive play and sustainable business growth.

Richardson confirmed: "The gambling entertainment and amusements industry is the very epitome of Positive Play where the vast majority of people enjoy their products without issue."

"We are grateful to Bacta for the initiation of the Safer Gambling Hub which has gone from strength to strength. This is a period of exciting growth

for EAG with the addition of the Social Immersive Entertainment Expo and the London Casino & Gaming Show which will elevate what is already a standout event in the Better Change calendar."

He added: "The stigma associated with safer gambling has grown in recent years because of a narrative that has been driven by a small minority focused on the severe end of gambling harm. We want to support the industry in reclaiming that narrative and demonstrating the benefits of our products to those who consume it and to the country."

### Addressing the narrative

**David Richardson said...**

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"We look forward to getting 2025 off to a purposeful start at EAG and supporting our sector of the industry in being a leader in compliance, customer experience and safer gambling or as we like to call it Positive Play."

Better Change is on a mission to sustain the gambling industry by promoting a culture of responsibility, care, and well-being. The organisation is dedicated to empowering individuals to enjoy gambling in a safe and sustainable way while providing operators with the tools and knowledge to support positive play across all platforms.

## Gambling Business Group backs union of IoL and NALEO

LICENSING ASSOCIATIONS

**T**he Gambling Business Group has welcomed the proposed union of The National Association of Licensing and Enforcement Officers and the Institute of Licensing.

The move will see both organisations merged to create a single professional body for licensing practitioners, cutting membership costs and strengthening impact.

"A positive development to strengthen and promote the important role of local authority licensing officers," said GM Charlotte Meller, commenting on the news.

"The GBG looks forward to working with the new stronger organisation as we continue to represent the land-based gambling industry."



## GamCare: bookending a record breaking year of National Gambling Helpline support

SOCIAL RESPONSIBILITY

**D**ata released as part of GamCare's 2024 Annual Report shows that its National Gambling Helpline received 55,228 calls and online chats from people experiencing gambling harm in the past 12 months: a 25 per cent increase from the previous year.

Of all calls and online chats that were responded to on GamCare's Helpline



in 2023/24, 41,070 (74 per cent) were classified as

"supportive interventions," which includes

supporting people with initial guidance and advice as well as delivering an entry point into structured treatment services.

In March, the Office for Health Improvement and Disparities published an assessment of the gambling treatment system, highlighting that 57 per cent of individuals engaging in treatment were referred by the National Gambling Helpline. GamCare has said this figure

underscores the Helpline's "critical role in connecting people to the support they need."

Executive chair Margot Daly said: "While we expect important changes in the gambling harms landscape, we have been determined not to let this uncertainty affect our relentless focus on the people who really matter - those at-risk of or currently experiencing gambling harms."

"The detailed arrangements of the merger will be the subject of further discussion and agreement. We look forward to confirming the final arrangements in the coming months."