

NEWS RELEASE - 26 September 2016

'Social Responsibility is at the heart of what we do' confirm Bacta



Bacta has set out an action plan of deliverables to underscore its mantra that 'social responsibility is at the heart of what we do'.

Trade association Bacta and its Social Responsibility Committee - chaired by Bacta president elect, Gabi Stergides - has established a programme of communications initiatives, exploring, amongst other things, how it can establish a universal responsible gaming message which will engage with players, as well as the challenge of explaining and communicating the concept of percentage payouts and their impact on game play.

From a staff training perspective, the emphasis will be on how to communicate the importance and the

implications of positive interventions for problem gamblers.

Commenting on the latest meeting of the Social Responsibility Committee and Bacta's action plan, Gabi Stergides, said: "Bacta has made significant progress formalising a lot of, what we accept, many of our members undertake on a daily basis. However, we need to demonstrate that we are on the front foot with regards to social responsibility and to establish that we have a universal programme of processes and actions which can be measured and which Bacta members embrace and live by.

"I believe that we have made great progress across a range of issues, including age verification, an enhanced testing regime, a social responsibility charter and improving the Bacta toolkits in line with the License Conditions and Code of Practice set out by the Gambling Commission.

"We recognise that social responsibility is a continuous process and this committee is responsible for driving it forward and demonstrating that it is at the heart of everything we, as Bacta members, do."

Photo: Gabi Stergides (Bacta Vice- President)