



Award Submission Guidance

Introduction

The aim of the WLA Awards is to recognise excellence in Responsible Gaming.

There are two award categories recognizing the commitment and achievements of members at different stages of their program development:

- The **Best FLAGSHIP in Responsible Gaming** Award aims to recognise members, at level 2, 3 or 4, showcasing innovation in the delivery of their Responsible Gaming program. This flagship can relate to a Program Element or Elements or a specific initiative (e.g. use of resources or tools).
- The **Best OVERALL Responsible Gaming Program** Award aims to recognise excellence in Responsible Gaming and reward the best overall program at level 4, showcasing best practices and innovations across all program elements.

Submission Scoring

For the **OVERALL** Award, applicants are expected to submit an entry covering all program elements (10).

In general, award submissions should consider the expectations of WLA's Responsible Gaming Framework at level 4 as a minimum.

Each member of the award judging panel will conduct an independent assessment of the submissions and then an overall assessment will be agreed amongst the panel. The judging panel will look for evidence of:

1. **Effectiveness:** how the lottery evaluates the effectiveness of its overall program or submitted element and identifies improvement needs.
2. **Continuous improvement:** how the lottery has responded to identified improvement needs by introducing specific measures and initiatives.
3. **Best practice & innovation:** key achievements that evidence the lottery's commitment towards best practice and innovation.



Each program element will be assessed and scored out of 100% maximum score based on the below criteria:

- 85%+: consistently outstanding achievement and standards at level 4, with innovative measures and initiatives.
- 75 - 85%: high achievement and standards at level 4, with minor deficiencies or omissions.
- 65 - 75%: commendable achievement and standards at level 4, with high standards for some initiatives.
- 50 - 65%: overall satisfactory achievement and standards at level 4, falling to demonstrate continuous improvement on some RGF criteria.

For the **OVERALL** Award, each judging panel member will score each Program Element individually. Final score for each Program Element will be based on an average of all panel scores. In turn, the overall final score will be an average of all Program Element scores.

For the **FLAGSHIP** Award, applicants are expected to submit an entry focusing on **one initiative** that highlights an innovative approach to the delivery of one or more Program Elements.

This initiative will then be assessed based on the below criteria:

- Identification of need for improvement
- Uniqueness of innovation amongst applicants
- Effectiveness evaluation of the innovation

Each of the above criteria will be scored out of 100% maximum score based on the below:

- 85%+: consistent with outstanding achievement.
- 65 - 85%: consistent with high achievement with minor deficiencies or omissions.
- 50 - 65%: consistent with the minimum expectations.
- Below 50%: not consistent with expectations.

The final score this award will be calculated in a similar fashion as for the OVERALL Award.



Submission Format

The **OVERALL** Award and **FLAGSHIP** Award submissions should include an overall **Organizational Profile**, providing high-level information on the lottery's mission, vision, strategy, product portfolio and relevant information about its operational environment. This section should **not exceed 1000 words**.

All submissions should include an **Executive Summary** and/or a statement from CEO (or equivalent).

Submission text should be limited to:

- 1500 words maximum for the **FLAGSHIP** Award
- 600 words maximum per program element for the **OVERALL** Award

Submissions should be submitted as outlined in WLA Responsible Gaming Awards call for entries. Multimedia material or other evidence may accompany the application provided that it is of reasonable length. Award entries that are longer than this maximum amount of words cannot be included in the judging. Appendix should not exceed 5 pages in evidence.

Links to relevant websites providing relevant evidence or background can be provided.

Non-English-language entries must be accompanied by an English translation.

Note: In a submission for the **OVERALL** Award it is possible to nominate a program element for the **FLAGSHIP** Award. This nomination must be made clear in the executive summary. Only one program element or initiative can be nominated per member.

PR and knowledge sharing

The awards winners will be announced during the closing dinner of the WLA biannual convention.

A press release will be issued by the WLA office.

The winners will also be profiled on WLA's web-site under the Responsible Gaming section.

With permission, the winning submission will also be showcased under WLA's web site under Responsible Gaming Case Studies.

The winners will be able to profile their award in their own PR and on the marketing materials.