

PRESS RELEASE

iGA receives GamCare accreditation for responsible gaming training

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The drive to improve player protection and to promote responsible gaming are two of the chief motivating factors behind the iGaming Academy's ground-breaking partnership with GamCare.

The partnership was inaugurated at a special dinner attended by the iGA, GamCare and a host of iGaming luminaries at Peperoncino's restaurant in St Julians, Malta.

The Malta-based Academy's director, Christel Sommervold, first approached registered charity GamCare in June last year with a firm conviction that improved education of betting industry employees was key to tackling some of the more negative aspects associated with the industry.

"Potential iGaming customers are becoming ever more aware of responsible gaming and are increasingly looking for those operators that they feel they can place their trust in," she said. "This has a knock on effect for the sector as a whole as the more the leading operators look to differentiate themselves through introducing responsible gaming initiatives, the more the bar gets raised for the rest.

"As an educational establishment it is our duty to raise awareness among iGaming staff and one of the best ways of doing that is to sit down with experts like GamCare and get their feedback on the actual content of the courses we are operating," she added.

Senior management from GamCare officially accredited the courses after a presentation by the iGA in London, followed by an inspection trip to the iGA's Malta-base.

GamCare's Andrew Poole said he believed the iGA's accreditation would lead to better practice across the industry. "By accrediting the responsible gaming training that iGA provides we hope to improve access to and uptake of the GamCare Certification programme, in turn helping us to improve the extent and adoption of player protection policy and practice across industry," he said.

Linda Aklundh, Head of Corporate Responsibility (CR) at the iGA says: "We are very happy to have received GamCare's accreditation for our responsible gaming course as it demonstrates our strength and knowledge in responsible gaming.

"We already apply CR to our own mission and values and intend to expand and develop our CR department to give the industry a broader range of training courses over the coming months."

Notes for Editors:

The iGaming Academy is a sister company of Pentasia – the gaming industry's leader in the provision of confidential recruitment consultancy and executive search.

The iGaming Academy, founded in 2006, has already established itself as a leading provider of customized courses and training & development programs for existing and start-up iGaming operators. Its courses can be presented in a traditional classroom style, in a work shop environment or online with a range of unique interactive applications.

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