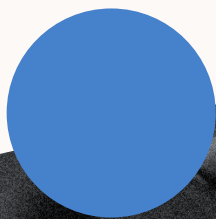




The Roles of Technology and
Lived Experience in Player Health

The Partnership Think Tank Professional Development Workshop

April 13, 2026



Workshop Overview

On April 13, 2026, Greo Evidence Insights facilitated a full-day professional development workshop for members of The Partnership focused on the roles of technology, including artificial intelligence (AI), and lived experience in player health. The workshop was developed in response to members' interest in how technology and AI are shaping player engagement, prevention, support, and service delivery, alongside a growing recognition of the importance of lived experience in player health approaches, program design, and decision-making.

The session brought together participants from multiple organizations and jurisdictions to explore emerging applications, implementation realities, ethical considerations, and organizational challenges. To support discussion and shared learning, Greo designed the workshop using a combination of evidence synthesis, pre-session survey input, structured facilitation, and interactive reflection activities. Workshop materials included an evidence-informed presentation deck, facilitated discussion prompts, mapping exercises, and applied reflection activities. Supporting materials are included in the appendices of this report.

Workshop Themes and Participant Reflections

The workshop was organized around key themes identified through Greo's evidence synthesis and pre-session planning. These themes informed the workshop content, discussion prompts, and interactive activities throughout the day. Discussions focused on how these issues appear across jurisdictions and organizations, where opportunities and challenges are emerging, and what practical considerations participants face in their own contexts.

Workshop discussions were anchored in a player health framework exploring where technology, AI, and lived experience intersect across three points of engagement:

- Exposure and environments: the ways people encounter and are influenced by gambling through advertising, media, digital environments, and public messaging
- Player engagement: interactions between players and gambling systems, including behavioural nudges, player protection tools, and in-play engagement approaches
- Support, treatment, and recovery: pathways through which people experiencing harm connect with support services, treatment options, recovery tools, and community supports

This framework helped the group identify where activity is concentrated, where gaps remain, and how approaches differ across systems, organizations, and jurisdictions.

Across discussions, participants reflected on several interconnected themes related to technology, AI, lived experience, implementation, and player health systems more broadly.

The following themes surfaced consistently throughout the workshop discussions and are explored further below:

1. Uneven Development Across the System
2. Governance, Trust, and Ethical Tensions
3. Human-Centred Design and Responsiveness
4. Organizational Readiness and Capacity
5. Fragmentation and Coordination

1. Uneven Development Across the System

Greco's evidence synthesis highlighted uneven development across player health systems. Workshop content explored how technology and AI are currently most developed in areas related to player engagement, personalization, behavioural tracking, and commercial optimization, while prevention, treatment, and recovery applications remain less mature and less integrated across systems.

Reflections focused heavily on practical implementation realities, including behavioural tracking tools, personalized messaging, deposit and loss limits, player comparison tools, and experimentation with behavioural interventions and messaging approaches. Several participants reflected on the difficulty of designing interventions that resonate across different player groups, noting that player motivations, readiness for change, frequency of play, and patterns of engagement vary significantly.

Discussion also focused on the fragmented nature of support and recovery environments. Participants reflected on the limited integration of AI and digital innovation within formal support systems, while noting growth in community-based and peer-led tools and platforms operating outside formal gambling systems. Conversations related to lived experience reflected similar patterns. The sector increasingly recognizes lived experience as valuable, yet engagement often remains project-based, informal, or advisory in nature rather than embedded in governance and operations.

Participant reflections highlighted:

- challenges designing technology-based interventions that resonate across different player groups and levels of risk
- limited integration of prevention and recovery tools across formal systems
- growing interest in personalized and responsive player health approaches, enabled either by technology, lived experience, or both
- uneven implementation capacity across organizations and jurisdictions

2. Governance, Trust, and Ethical Tensions

Greco presented evidence related to privacy, transparency, governance, algorithmic bias, unintended harm, and the ethical tensions associated with AI applications in gambling and player health contexts. Workshop discussions explored how organizations are navigating these challenges as technology evolves more rapidly than many existing governance structures and operational frameworks.

Participants reflected extensively on privacy and trust concerns related to workplace AI use, organizational policies, data governance, and the reliability of AI-generated outputs. Several discussed organizational restrictions surrounding AI use and concerns regarding hallucinations, accuracy, and overreliance on automated outputs. There was also uncertainty regarding how organizations should evaluate AI tools, validate algorithms, and establish practical standards or oversight mechanisms.

Discussion frequently returned to tensions associated with risk detection and intervention. Participants reflected on the difficulty of balancing false positives with missed opportunities for intervention, particularly where systems rely on incomplete platform-level data or fragmented information across gambling environments. Several participants also raised concerns regarding AI-driven marketing practices, personalization tactics, and the potential for technology to both reduce and reinforce harm depending on how systems are designed and governed.

Conversations related to lived experience engagement surfaced parallel ethical and relational tensions. Participants discussed tokenism, uneven representation, power imbalances, unclear expectations, and the emotional demands associated with participation and disclosure. Discussions also explored compensation practices, organizational responsibility, and the importance of trauma-informed approaches that create safe and respectful environments for engagement.

Recurring considerations included:

- privacy and transparency concerns related to AI use and data governance
- uncertainty regarding evaluation, oversight, and algorithm validation
- tensions between player protection and commercially driven personalization
- the importance of trust, clarity, and trauma-informed engagement approaches

3. Human-Centred Design and Responsiveness

Workshop content emphasized the importance of designing systems, supports, messaging, and engagement approaches that reflect the diversity and complexity of player experiences. Discussions explored how both AI-enabled systems and lived experience engagement approaches can support more responsive and human-centred player health environments.

Reflections focused strongly on personalization, communication, and responsiveness. Participants discussed the importance of tailoring messaging and interventions to different player groups, noting that approaches effective for one population may be ineffective or counterproductive for another. Several discussions focused on how messaging framing, timing, frequency, and tone influence engagement and willingness to interact with player health tools or supports.

Participants also reflected on changing patterns of digital engagement and help-seeking behaviour. Conversations explored how people increasingly seek information, support, and interaction through digital and AI-mediated environments, and how organizations may need to adapt communication and support approaches accordingly. Several participants discussed opportunities to use AI to support tailored interventions, improve behavioural feedback, and strengthen responsiveness within customer care and player support environments.

Discussions related to lived experience engagement emphasized the importance of grounding systems and approaches in real-world experiences. Participants reflected on the value of engaging people with lived and living experience to inform messaging, program design, service delivery, prevention approaches, and communication strategies. Several participants discussed the importance of listening to diverse perspectives and ensuring that engagement approaches remain relational, respectful, and responsive to different experiences and community contexts.

Discussions emphasized:

- tailoring interventions and messaging to different player contexts and motivations
- meeting people where they are across digital and support environments
- integrating lived and living experience perspectives into program and communication design
- maintaining responsiveness as patterns of engagement and help-seeking continue to evolve

4. Organizational Readiness and Capacity

Greco's evidence synthesis highlighted the organizational capabilities required to support meaningful AI governance and lived experience engagement, including governance structures, facilitation capability, relationship-building, role clarity, internal alignment, and implementation capacity.

Participant reflections consistently emphasized the operational and organizational challenges associated with institutionalizing these approaches within existing systems and structures. Several discussed the difficulty of moving beyond project-based or transactional engagement approaches, particularly where organizations lack dedicated structures, resources, or internal capacity to sustain this work, over time.

Discussions related to lived experience engagement focused heavily on preparedness, facilitation skill, and organizational culture. Participants reflected on the importance of creating psychologically safe environments, clarifying expectations and influence, building reciprocal relationships, and supporting meaningful participation across different organizational contexts. Several discussed the challenges associated with balancing organizational realities, timelines, leadership structures, and operational pressures while still creating space for thoughtful and meaningful engagement.

Participants also reflected on the complexity of organizational change and implementation. Conversations acknowledged that organizations are operating at different stages of maturity related to AI adoption, governance, and lived experience integration. Several participants emphasized the importance of humility, adaptability, learning, and ongoing capacity-building as these areas continue to evolve across the sector.

Participants consistently returned to:

- the challenge of institutionalizing these approaches within existing systems and workflows
- the need for facilitation skills, governance structures, and internal alignment
- capacity limitations and uneven organizational maturity
- the importance of ongoing learning, adaptability, and relationship-building

5. Fragmentation and Coordination

Workshop content highlighted fragmentation across player health systems, including fragmented data environments, disconnected support systems, inconsistent standards, and uneven implementation approaches across jurisdictions and organizations.

Discussions focused on the practical challenges associated with incomplete player data, limited cross-platform visibility, inconsistent approaches to risk indicators, and varying governance and regulatory environments. Several participants discussed the difficulty of coordinating prevention, support, and intervention efforts across systems where technologies, standards, and operational approaches continue to evolve independent of one another.

Participants consistently expressed interest in greater coordination and practical exchange of accrued knowledge and experience for cross-jurisdiction learning. Discussions highlighted the value of sharing implementation experiences, governance approaches, messaging strategies, lessons learned, and emerging practices across organizations and jurisdictions. Several participants reflected on the importance of having collaborative forums where organizations can openly discuss experimentation, operational tensions, implementation realities, and evolving approaches related to player health, technology, and lived experience engagement.

Conversations also highlighted ongoing interest in greater consistency related to governance approaches, evaluation practices, standards, and evidence-informed implementation. Participants also reflected on the importance of maintaining focus on player health outcomes while navigating rapid technological change, organizational pressures, and increasingly complex gambling environments.

Participant reflections highlighted:

- fragmented data and inconsistent implementation approaches across jurisdictions
- interest in greater coordination, shared learning, and practical exchange of knowledge
- the need for clearer governance approaches and evaluation practices
- the value of collaborative forums for discussing emerging challenges and practices

Workshop Reflections

Workshop discussions reflected a strong interest in continuing practical dialogue related to technology, AI, and lived experience across player health systems. Participants engaged extensively with questions related to implementation, governance, organizational readiness, responsiveness, and coordination, grounding discussion in examples and challenges from their own organizational and jurisdictional contexts.

Participants consistently emphasized maintaining focus on player health outcomes, meaningful engagement, trust, and practical implementation realities as these areas continue to evolve. Conversations reflected ongoing interest in opportunities for continued exchange, shared learning, and collaboration across organizations navigating similar operational, ethical, and strategic considerations.

The workshop also reinforced the value of creating space for cross-jurisdiction reflection and dialogue on emerging issues that continue to evolve rapidly in gambling and player health. Participants engaged thoughtfully with both the opportunities and limitations associated with these approaches and highlighted the importance of continuing to build organizational capacity, governance approaches, and collaborative learning as technologies, systems, and expectations continue to change.

Enclosed Materials

- Workshop Slides with References

