

Responsible Gaming Budget Calculator: Allocate Resources Effectively



TGB Practical Toolkit | Responsible Gaming Vertical

The Decision Layer

Your board just asked: "How much should we allocate to Responsible Gaming for 2026?" You need to present a defensible budget that satisfies regulators, protects players, demonstrates duty of care, and doesn't expose the company to compliance risk.

This isn't about choosing an arbitrary percentage of revenue. It's about structured allocation across mandatory compliance, proactive prevention, and strategic investment - backed by regulatory benchmarks and industry practice. This calculator helps you build that budget systematically.

Why This Matters Now

Regulatory pressure is intensifying:

- UK Gambling Commission raised expectations for operator spending on safer gambling in their 2023-2024 enforcement actions
- Multiple European jurisdictions now mandate minimum RG spending levels
- Licensors increasingly scrutinise RG budget allocation during renewal reviews
- Under-investment creates material compliance and reputational risk

Your challenge: Present a budget that demonstrates adequate duty of care without your CFO asking "why so much?" or regulators asking "why so little?"

The RG Budget Framework

Three-Layer Model

LAYER 1: Regulatory Compliance

40-50% of RG budget

What you **MUST** spend to maintain a license

LAYER 2: Proactive Prevention

30-40% of RG budget

What you **SHOULD** spend to demonstrate duty of care

LAYER 3: Strategic Investment

10-20% of RG budget

What you **COULD** spend to build competitive advantage

Budget Calculator Worksheet

Step 1: Establish Your Revenue Base

Gross Gaming Revenue (GGR): _____ (your currency)

Industry benchmark for RG spending: **0.1% - 0.5% of GGR**

(Most regulated operators: 0.2% - 0.3% of GGR)

Your target RG budget (0.25% of GGR): _____

Currency you're working in: _____

Step 2: Layer 1 - Regulatory Compliance (40-50%)

Budget allocation: _____

2.1 Mandatory Systems & Controls

Category	What It Includes	Typical Annual Cost Range*	Your Allocation
Deposit Limit Systems	Technical implementation, monitoring, reporting	0.003% - 0.010% of GGR	_____
Self-Exclusion Platform	Multi-operator database integration (GAMSTOP, national schemes)	0.004% - 0.016% of GGR	_____
Reality Check Mechanisms	Session reminders, play-time alerts, technical integration	0.002% - 0.006% of GGR	_____
Affordability Assessments	Data analysis tools, customer verification processes	0.006% - 0.020% of GGR	_____
Compliance Monitoring	Internal audit, regulatory reporting, licence compliance	0.005% - 0.015% of GGR	_____

**Cost ranges expressed as % of YOUR GGR – multiply by your GGR to get actual cost*

Layer 1 Subtotal: _____

Step 3: Layer 2 - Proactive Prevention (30-40%)

Budget allocation: _____

2.1 Customer Protection Programmes

Category	What It Includes	Typical Annual Cost Range*	Your Allocation
Safer Gambling Messaging	On-platform communications, education content	0.003% - 0.008% of GGR	_____
Player Behaviour Analytics	AI/ML monitoring tools, risk flagging systems	0.008% - 0.024% of GGR	_____
Interaction Teams	Trained staff conducting safer gambling interactions	0.010% - 0.030% of GGR per FTE	_____
Customer Support Training	RG-specific training for frontline teams	0.002% - 0.006% of GGR	_____

2.2 Partnership & Collaboration

Category	What It Includes	Typical Annual Cost Range*	Your Allocation
RG Charity Contributions	GamCare, BeGambleAware, regional charities	0.005% - 0.020% of GGR	_____
Treatment Service Funding	Direct support for counselling/treatment access	0.004% - 0.016% of GGR	_____
Research Partnerships	Academic collaboration, data-sharing initiatives	0.003% - 0.010% of GGR	_____

*Cost ranges expressed as % of YOUR GGR – multiply by your GGR to get actual cost

Layer 2 Subtotal: _____

Step 4: Layer 3 - Strategic Investment (10-20%)

Budget allocation: _____

3.1 Innovation & Competitive Advantage

Category	What It Includes	Typical Annual Cost Range*	Your Allocation
Advanced Analytics	Predictive harm modelling, early intervention systems	0.006% - 0.020% of GGR	_____
Product Innovation	Safer gambling features, gamification alternatives	0.004% - 0.016% of GGR	_____
Pilot Programmes	Testing new interventions, measuring effectiveness	0.003% - 0.010% of GGR	_____
Industry Leadership	Speaking engagements, best practice development	0.002% - 0.006% of GGR	_____

*Cost ranges expressed as % of YOUR GGR - multiply by your GGR to get actual cost

Layer 3 Subtotal: _____

Step 5: Calculate Your Total RG Budget

Layer	Allocation	% of RG Budget
Layer 1: Regulatory Compliance	_____	_____%
Layer 2: Proactive Prevention	_____	_____%
Layer 3: Strategic Investment	_____	_____%
TOTAL RG BUDGET	_____	100%

As % of GGR: ____% (Target: **0.2% - 0.3%**)

Universal Cost Calculator Examples

To help you translate these percentages into your currency:

Example A: Small Operator

Your GGR: **10,000,000** (any currency)

Target RG Budget (0.25% of GGR): **25,000**

Layer 1 Allocation (45%): **11,250**

- Deposit limits (0.006% GGR): 600
- Self-exclusion (0.010% GGR): 1,000
- Reality checks (0.004% GGR): 400
- Affordability (0.013% GGR): 1,300
- Compliance (0.010% GGR): 1,000
- Additional compliance tools: 6,950

Layer 2 Allocation (40%): **10,000**

Layer 3 Allocation (15%): **3,750**

Example B: Medium Operator

Your GGR: **50,000,000** (any currency)

Target RG Budget (0.25% of GGR): **125,000**

Layer 1 Allocation (44%): **55,000**

Layer 2 Allocation (40%): **50,000**

Layer 3 Allocation (16%): **20,000**

Example C: Large Operator

Your GGR: **200,000,000** (any currency)

Target RG Budget (0.25% of GGR): **500,000**

Layer 1 Allocation (45%): **225,000**

Layer 2 Allocation (40%): **200,000**

Layer 3 Allocation (15%): **75,000**

Regional Currency Reference Guide

To help you think about these costs in your local context:

If Your GGR Is...	Your 0.25% RG Budget Would Be...	Approximate Equivalents*
USD \$50M	\$125,000	EUR €115K / GBP £95K / AUD \$190K
EUR €50M	€125,000	USD \$140K / GBP £105K / AUD \$210K
GBP £50M	£125,000	USD \$165K / EUR €145K / AUD \$245K
AUD \$50M	\$125,000	USD \$85K / EUR €75K / GBP £65K
BRL R\$50M	R\$125,000	USD \$25K / EUR €23K / GBP £20K
ZAR R50M	R125,000	USD \$7K / EUR €6.5K / GBP £5.5K
SEK 50M kr	125,000 kr	USD \$12K / EUR €11K / GBP £9.5K

**Approximate exchange rates for reference only – use current rates for your budget*

Pressure Map: Where Budget Constraints Create Risk

If You Under-Invest In...	Operational Friction Appears Here...	Risk Materialises As...
Affordability assessments	Regulatory review	License conditions, fines, public censure
Self-exclusion systems	Customer complaints	Regulatory enforcement, compensation claims
Staff training	Frontline interactions	Mishandled escalations, regulatory criticism
Behaviour analytics	Late identification of harm	Compliance failures, brand damage
Charity partnerships	Regulator perception	Questions about commitment to duty of care

View from the Field: Real Budget Examples

Example 1: Mid-Sized Online Operator

GGR: **50M** (currency neutral) / Total RG Budget: **125,000** (0.25% of GGR)

Allocation:

Layer 1 (Compliance): 55,000 (44%)

- Affordability assessments: 30,000 (0.06% GGR)
- Self-exclusion platform: 15,000 (0.03% GGR)
- Compliance monitoring: 10,000 (0.02% GGR)

Layer 2 (Prevention): 50,000 (40%)

- Interaction team (1 FTE): 35,000 (0.07% GGR)
- Charity contributions: 10,000 (0.02% GGR)
- Analytics tool: 5,000 (0.01% GGR)

Layer 3 (Strategic): 20,000 (16%)

- Pilot early intervention programme: 15,000 (0.03% GGR)
- Industry collaboration: 5,000 (0.01% GGR)

Outcome: Passed regulatory review, cited by regulator as demonstrating "adequate investment in safer gambling"

Example 2: Large Multi-Brand Group

GGR: **200M** (currency neutral) / Total RG Budget: **500,000** (0.25% of GGR)

Allocation:

- Layer 1: 225,000 (45%)
- Layer 2: 200,000 (40%)
- Layer 3: 75,000 (15%)

Key investments:

- Advanced ML risk modelling: 80,000 (0.04% GGR)
- Dedicated interaction team (4 FTE): 140,000 (0.07% GGR)
- Multi-charity partnerships: 60,000 (0.03% GGR)
- Research collaboration: 40,000 (0.02% GGR)

Outcome: No regulatory enforcement actions; brand positioned as RG leader; enhanced customer retention amongst safer play segments

Counterfactual: Budget Too Low vs. Too High

Scenario A: Budget Too Low (0.1% GGR)

What breaks:

- Insufficient affordability assessment coverage
- Limited staff capacity for proactive interactions
- Reactive-only approach to player harm
- Increased regulatory scrutiny

Commercial impact:

- Licence conditions imposed
- Restricted marketing permissions
- Reputational damage
- Potential fines

Scenario B: Budget Too High (0.8% GGR)

What happens:

- CFO challenges ROI
- RG spending questioned as inefficient
- Pressure to justify every line item
- Risk of budget cuts in future years

Operational impact:

- Still need to demonstrate effectiveness, not just spending
- May create unrealistic expectations for continuous increases
- Difficult to sustain if business conditions change

Optimal Zone: 0.2% - 0.3% GGR

Why this works:

- Meets regulatory expectations in most jurisdictions
 - Demonstrates credible commitment to duty of care
 - Allows for both compliance AND innovation
 - Defensible to CFO as proportionate and necessary
 - Provides budget flexibility for emerging requirements
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Voice Shift: How Different Stakeholders See Your RG Budget

Your CFO Sees:

"We're spending X on RG. What's the return? Can we reduce this?"

What they need: Evidence that this spending prevents larger costs (fines, licence restrictions, customer compensation)

How to frame it: "This 0.25% of revenue protects us from enforcement actions that could cost 5-10X this amount in fines, plus licence restrictions that would impact revenue directly."

Your Regulator Sees:

"Is this operator demonstrating adequate commitment to preventing gambling harm?"

What they need: Clear allocation across mandatory systems, proactive interventions, and measurable outcomes

How to frame it: "Our budget exceeds minimum compliance requirements with significant investment in early intervention and treatment support."

Your Board Sees:

"Are we meeting our legal obligations and protecting the company from enforcement risk?"

What they need: Assurance that budget aligns with regulatory expectations and duty of care principles

How to frame it: "This allocation benchmarks at industry standard (0.25% GGR) and covers all mandatory requirements plus proactive prevention measures."

Your Customers See:

"Does this company care about my wellbeing, or just my deposits?"

What they need: Visible evidence of RG investment (safer gambling tools, messaging, support access)

How to frame it: (Internal use - ensure customer-facing RG tools are well-funded and visible)

Action Architecture: Build Your Budget Proposal

Template: RG Budget Proposal to Board/CFO

Subject: FY2026 Responsible Gaming Budget Proposal

1. EXECUTIVE SUMMARY

- Our GGR: _____ (your currency)
- Proposed RG budget: _____ (____% of projected GGR)
- Industry benchmark: 0.2%-0.3% of GGR
- Allocation: ___% compliance, ___% prevention, ___% strategic
- Rationale: Aligns with regulatory expectations; prevents enforcement risk; demonstrates duty of care

2. REGULATORY CONTEXT

- Current jurisdiction requirements: [List key obligations]
- Recent enforcement trends: [Cite relevant examples]
- Our position: [At/above/below industry standard]

3. BUDGET BREAKDOWN

Layer	Allocation	% of RG Budget	Key Deliverables
Regulatory Compliance	_____	____%	[List mandatory systems]
Proactive Prevention	_____	____%	[List prevention programmes]
Strategic Investment	_____	____%	[List innovation initiatives]
TOTAL	_____	100%	

4. COST EFFICIENCY COMPARISON

"This budget represents 0.____% of GGR, which:"

- Meets regulatory expectations in [jurisdiction]
- Aligns with industry benchmark of 0.2%-0.3%
- Prevents potential enforcement costs of [estimated range]

5. RISK MITIGATION

- Under-investment risk: [Potential fines, licence conditions, reputational damage]
- This budget addresses: [Specific compliance gaps or regulatory concerns]
- Cost of non-compliance: [Cite recent enforcement actions in your market]

6. SUCCESS METRICS

- Regulatory compliance maintained (zero enforcement actions)
- Customer interactions: [Target number of safer gambling interactions]
- Early intervention: [% of at-risk customers contacted proactively]
- Charity partnership outcomes: [Treatment referrals, research outputs]

7. APPROVAL REQUEST

Seeking approval for total RG budget of _____ for FY2026, representing 0.____% of projected GGR.

Quick Reference: Budget Allocation by Company Size

Universal Formula (works in any currency):

Your GGR	Suggested RG Budget (0.25% GGR)	Layer 1 (45%)	Layer 2 (40%)	Layer 3 (15%)
10M	25,000	11,250	10,000	3,750
25M	62,500	28,125	25,000	9,375
50M	125,000	56,250	50,000	18,750
100M	250,000	112,500	100,000	37,500
200M	500,000	225,000	200,000	75,000
500M	1,250,000	562,500	500,000	187,500

Note: Values are currency-neutral - use these ratios in USD, EUR, GBP, AUD, BRL, ZAR, etc.

Regional Regulatory Benchmarks

• United Kingdom

- No mandated % of revenue, but UKGC expects "proportionate investment."
- Recent enforcement: Operators cited for insufficient affordability spend
- Industry standard: 0.2%-0.3% GGR
- Currency: GBP

• Denmark

- Research levy: Fixed amount annually to support problem gambling research
- Additional internal RG systems required
- Typical operator spend: 0.25%-0.35% GGR
- Currency: DKK

• Netherlands

- Treatment fund contribution: 0.2% of GGR mandatory
- Additional internal RG investment expected
- Total typically 0.3%-0.4% GGR
- Currency: EUR

• Brazil (Emerging Market)

- Regulations still developing
- Proactive operators allocating 0.2%-0.3% GGR in anticipation of requirements
- Currency: BRL

• Sweden

- Mandatory spend: 0.3% of GGR on licensed gambling treatment/research
- Operators must demonstrate additional internal RG investment
- Total RG spend typically 0.4%-0.5% GGR
- Currency: SEK

• Australia

- State-specific levies: Varies by jurisdiction (some states levy on net profit, others on revenue)
- Internal RG spending beyond levy varies by operator size
- Combined spending typically 0.3%-0.5% GGR depending on state
- Currency: AUD

• Ontario (Canada)

- RG contribution: Expected as part of licence conditions
- Industry standard: 0.25%-0.35% GGR
- Currency: CAD

• South Africa (Emerging Market)

- Provincial regulations vary
- Proactive operators: 0.2%-0.3% GGR
- Currency: ZAR

Common Budget Mistakes to Avoid

- **Mistake 1: Only budgeting for mandatory compliance**
Risk: Reactive-only approach; perceived as "minimum effort"
Fix: Allocate 30-40% to proactive prevention

 - **Mistake 2: No budget for staff training**
Risk: Frontline teams mishandle RG interactions
Fix: Include ~0.002-0.006% of GGR for quarterly training

 - **Mistake 3: Ignoring charity partnerships**
Risk: Regulators question commitment to ecosystem support
Fix: Budget 0.005-0.020% of GGR for recognised RG charities

 - **Mistake 4: No innovation budget**
Risk: Falling behind competitors in RG capability
Fix: Allocate 10-20% of RG budget to pilot programmes and advanced analytics

 - **Mistake 5: Annual budgeting without quarterly review**
Risk: Unable to respond to regulatory changes mid-year
Fix: Build 10% contingency; review quarterly

 - **Mistake 6: Not accounting for local cost variations**
Risk: Budget doesn't reflect actual vendor pricing in your market
Fix: Get local vendor quotes; adjust percentages based on real costs
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Local Cost Adjustment Guide

The percentages above are global averages. Adjust for your local context:

Cost Factor	Higher in...	Lower in...	Adjustment
Staff Costs (FTE)	Western Europe, North America, Australia	Eastern Europe, LatAm, Africa	±30-50%
Technology Vendors	Relatively consistent globally	Some discount in emerging markets	±10-20%
Charity Contributions	Varies by local RG charity landscape	N/A	Local research required
Regulatory Reporting	Stricter jurisdictions (UK, Sweden)	Emerging markets	±20-40%

Example Adjustment: If you operate in Brazil where staff costs are lower:

- Interaction team FTE might cost 0.04% GGR instead of 0.07% GGR
- Redirect savings to technology or charity contributions
- Total budget still 0.25% GGR, but allocated differently

Next Steps Checklist

1. Identify your GGR (actual or projected) in your local currency
 2. Calculate target RG budget: $GGR \times 0.0025$ (for 0.25%)
 3. Research local vendor costs for key systems (affordability, self-exclusion, analytics)
 4. Adjust staff cost estimates based on local salaries
 5. Identify jurisdiction-specific requirements (mandatory levies, charity contributions)
 6. Allocate across three layers (aim for 45/40/15 split)
 7. Add 10% contingency for regulatory changes or unexpected costs
 8. Draft board/CFO proposal using template above
 9. Schedule quarterly review meetings to track spend vs outcomes
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Key Takeaway

Your RG budget isn't about spending more or less - it's about spending strategically across compliance, prevention, and innovation.

The universal formula:

- Start with 0.25% of GGR as your baseline (adjustable to 0.2%-0.3% based on market maturity)
- Allocate ~45% to regulatory compliance (Layer 1)
- Allocate ~40% to proactive prevention (Layer 2)
- Allocate ~15% to strategic innovation (Layer 3)
- Adjust for local costs - staff, vendors, regulatory requirements
- Add 10% contingency

This works in USD, EUR, GBP, AUD, BRL, ZAR, SEK, or any other currency.

The goal: A budget that satisfies regulators, protects players, and is defensible to your CFO as necessary and proportionate - regardless of where you operate.

📄 *This toolkit is based on publicly available regulatory guidance and industry research. Operators should consult their legal and compliance teams to ensure budgets meet jurisdiction-specific requirements. TGB is an independent platform and does not provide legal or regulatory advice.*