

# Membership Criteria

Criteria of Membership

## *Overview*

- The Commercial Gaming Association Ontario is a newly formed Commercial Association for the Charitable Gaming Sector. As with any new Association, it has the scope and ability to start afresh to ensure that its strategies and application are forward thinking and not held back by previously held positions or views. This is a real opportunity to ensure that the focus remains on the now and the future.

Any type of Industry Association, within the Country, can be quickly assessed or evaluated by its membership. You are only as good as the companies or corporations you are associated or aligned with. This is true of any business transaction which is conducted between people. If a mechanic advertised that his services were the best on offer yet the vehicle was not fully repaired, even though he still believes he is the best mechanic, the customers would slowly seek other options to repair their vehicles.

It is the same in the world of Associations. You should not indicate that you can deliver more than you actually can. Measure and manage the market expectations. The members need, at times, to be supportive of the strategies and directives approved by the membership.

The statements and actions of any Association are affected by the individual members. Therefore, it is always prudent to allow the staff to deliver a consistent and managed message at all times

With this in mind the Commercial Gaming Association Ontario will be looking very closely at membership and ensuring, prior to accepting an application, the

interested applicant is fully in tune with the *principles & objectives* of the Organization.

### ***Principles & Objectives***

Focusing on *long term competitiveness* for Charitable Gaming within the gaming & entertainment marketplace in Ontario, with emphasis on a strategic business partnership with the OLG;C;

Strengthening & improving close *working relationships* with charities and non-profits through their representative organization, the Ontario Charitable Gaming Association (OCGA);

Promoting ethical, *progressive business practices* to ensure maximum integrity in all operational and gaming processes;

Emphasizing strong, *effective regulation by government* to ensure integrity, transparency, accountability and profitability for charities & operators.

### ***Access to Membership***

- Access to membership can only be received through invitation and sponsorship of a current active member of the Association. There will be an on-site interview with or by the CEO of the Association and a vote by the General Membership, where the incoming applicant will need to achieve a 2/3's support of the total votes cast.

### ***Application Form***

- The application form needs to be completed in full and cover a range of topics. It will be used solely to enhance the state of the Commercial Bingo Sector. Information within the form will be used to produce a *fact sheet* on Bingo in Ontario, highlighting some of the key factors and business drivers.

### ***The Criteria***

- The criteria below begins to set out and focus on the core elements of fostering a greater commitment by the individuals to the objectives of the Industry at large. It is important that you read the criteria carefully and understand the various elements, as you will be asked for supporting evidence to cross reference your level. This should not be seen as a handicap to entry, only establishing a foundation to enhance and foster a new direction.

	Base Level	Positive Enhancement	Exceeding Expectation
<b>Relationship Management</b>	Has built positive relationships with the Head of the Charity Association, Municipal Licensing Officer, AGCO staff and the Big Link Bingo Team. When interacting with Industry or Business officials, maintains a professional business approach.	Takes constructive steps to lead and develop all areas of relationship management.	Encourages all parties to expand their contribution and seeks out external training.
<b>Communication Management</b>	Demonstrates clear communication at all times with internal staff and external partners. Holds a monthly or quarterly meeting with the Head of the Charity Association. Has the ability to listen.	Publishes an in-house Newsletter and actions feedback from the Industry.	Has an Internet Site that is interactive and follows through on suggestions, where practical.
<b>Regulator Management</b>	Displays a clear understanding of the need to positively respond to inquiries affecting the business or the charity license. Has a clear understanding of the Gaming Control Act.	Hosts training sessions with new employees and Charity Association on the Regulations.	Organizes a regular visit by the Regulator to the Bingo centre for Training & Development.
<b>Business Development</b>	Understanding the key business drivers to enhance Charitable Profit. Focuses on customer development.	Continues to bring forward training sessions on all areas of the business. Explains and ensures there is understanding on the value of a customer to the Bingo Centre.	Has developed an ongoing training plan for staff and Charities (where required) that ensures ongoing business understanding and rewards success that is linked to performance and knowledge.
<b>Local; Advocate</b>	Fosters positive images and understanding of the Bingo Centre activities, especially the Charity Benefit in terms of Community re-investment.	Places material in local newspapers that heightens the awareness and benefits of the Bingo product in the Community.	Invites regularly the local press to the Bingo Centres and encourages profiles on the various Charity Groups operating in the Bingo Centre. Has a clear understanding of the financial benefits to the community.
<b>Financial Support</b>	Acknowledges the need to have a well funded Association that delivers real value to the membership.	Encourages Bingo centre Managers to be a part of the Association and read the communications on a timely basis.	Actually encourages all potential members to be a part of the Association and has a clear understanding of its benefits to the Industry.
<b>Strategy Commitment</b>	Fully supports initiatives and strategies that have been agreed by the Board or General Membership.	Explains the Strategy to their Bingo Managers and Staff.	Is able to speak in a confident manner at meetings, highlighting the direction and primary objectives.