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*Information: Resource: Reference*

- 846 – Media Campaign – Charitable Gaming
- 847 – Information Meetings – e-bingo Gaming Initiative
- 848 – Clock’s Forward
- 849 – Here we Grow Again - Pollard
- 850 – OBDF Meeting 7<sup>th</sup> April 2011
- 851 – Rank Group PLC
- 852 – Openings and Closing
- 853 – Delta Gaming Group- - Fundraiser

#### **846 – Media Campaign – Charitable Gaming**

As of the 14<sup>th</sup> March 2011, with our partners (OLG & OCGA), we launched a media campaign that will cover radio, print, web and OLG.ca across the province.

The emphasis of the campaign is to focus awareness on the benefit of Charitable Gaming and the tremendous value this brings to local charities and non-profits and to enforce the commitment to the revitalization of the Charitable Gaming sector.

This is another positive step and clearly shows the level of partnership we have forged with our Charity colleagues and the OLG Bingo Gaming Team. We [CGAO] are extremely pleased to be a part of this exciting campaign.

If you should receive any media inquiries, please forward them to my office or if it is about Charities, to the OCGA office. I have enclosed as an appendix just one of the media pieces that will be used in the coming weeks.

Should you have any questions, please contact my office via e-mail to our Administrator – Ms. Sandi Nesbitt at [nesbitt.s@sympatico.ca](mailto:nesbitt.s@sympatico.ca) or telephone (416) 245-6365.

#### **847 – Information Meetings – Charitable Gaming**

As you will be aware, last week saw the last of the numerous *information meetings* on the e-bingo Gaming initiative, which we took around the province with our partners.

The core objective was to share with all stakeholders the latest developments and to gauge the level of potential interest among the Charities and Commercial Operators and express that this is ***all about choice***. I can share with you that initial feedback is good and there is *interest* and, may I say, a *desire* to move forward with this program.

Without question, there have been some very valuable lessons to come out of the pilot sites, which is what the pilots were all about and we owe a debt to those Commercial Operators and Charities who took a part in those programs.

Going forward, it is about transforming the industry in phases and carrying our current customer base with us as we look to reach a new audience. It is also about *cultural change*

and challenging the current delivery model and innovating to move from a Bingo Hall to an *entertainment/Gaming Centre* that offers multiple experiences under one roof.

This is going to take *vision, commitment and measured investment*. We all need to start focusing on the key driver, namely the customer and understanding their expectations, needs and wants and then look to facilitate those desires over time. In measured, focused steps we can achieve major change over time and it is this transition that is critical.

Over the years the Commercial Operators have been instrumental in driving the Ontario Charitable Gaming Sector to be one of the most successful markets throughout North America. Never before has this entrepreneurial skill been more required to drive for change. It is through those three critical elements - *Customer Service, Facilities (Ambience) and Product* that there is a commitment to provide new product via the OLG. We need to focus on the customer and centres.

Without question, the main beneficiary of the net process will always be the community based charities. A position we have always supported.

This is step one. The initial response has been very encouraging by both the Commercial Operators and Charities. We need to continue down this path and forge a solid foundation to re-build this important sector within this partnership framework.

Should you have any questions, please contact me direct.

#### **848 – Clocks Forward**

Just a reminder that as the clocks went forward last weekend, reset any lighting systems that are connected to timers. These may be car parking lights, etc. By resetting [turn down a degree or so) you will be able to save on energy costs and not have lights or heating systems on when it is unnecessary.

#### **849 – Here we Grow Again – Pollard Games**

On behalf of Mr. Michael Orser (Chair) and the Board of Directors, we wish to welcome our latest member to the Association – Pollard Games, Inc., who are now providing supplies to the Commercial Operators in the province.

Pollard is a large company based in the USA with a Canadian office. The on the ground representative is Mr. Mark Newman who is well known in the industry. I have enclosed his contact details for you.

Also, for your interest I have attached a news release for Pollard Games regarding their entry into the Ontario market.

Mr. Mark Newman  
Account Representative  
**Pollard Games, Inc.**  
(T) 1-800-874-2637  
(F) 1-888-264-2637  
(E) [mark.newman@pollardgames.com](mailto:mark.newman@pollardgames.com)  
(W) [www.pollardgames.com](http://www.pollardgames.com)

#### **850 – OBDP Meeting – 7<sup>th</sup> April 2011**

Just a reminder for OBDP members to attend the meeting on the 7<sup>th</sup> April 2011, which will be held in Toronto. The meeting is going to be looking at and seeking options to the direction of

the OBDF in September 2011 when our current commitment to the Big Win Bingo Game comes to an end.

This will be your opportunity to influence direction and policy of the OBDF initiatives for the immediate future. Without question, the Big Win Bingo Game has achieved its core objective of generating additional admissions on the session in question without impacting the previous day or the day after event.

What the OBDF now seeks is input on what direction we should undertake from October 2011 and what do the members of the Fund wish the Board to undertake on their behalf.

Please watch for direct communications from the OBDF on this important meeting.

### **851 – Rank Group PLC**

In late February 2011, the Rank Group PLC produced their Annual Report for 2010. In what has been a very challenging trading environment, the Group has achieved another year of growth while decreasing its debt.

The focus in recent years has been to strengthen management capacity, while deploying increasingly sophisticated systems for understanding and engaging with their customers. This has resulted in customer increases (7.9%), customer visit increases (1.7%), net spend per visit increase (2.5%) and online/offline customer crossover of 2.9%.

One of the key benchmarks or measurements is the propensity of customers to recommend its brands to family or friends. This has resulted in a strong improvement in their Bingo division.

Using the information from the customers, this is a leverage to guide improvements in the business. No greater example is the bar & restaurant operations through menu developments, service improvements and more competitive pricing & promotional activity. In the Bingo division they have now grown spend per visit on food and drink by 17.7% since 2007, largely as a result of the move to table service with meals cooked to order.

Further initiatives have been the replacement 1.650 electronic bingo units in 17 Centres with 'Mecca Max' mobile gaming terminals, offering main stage bingo, interval games and amusements. It is the innovative approach that is driving engagement and performance.

The result at Rank confirms to me that there is opportunity in 'Social Gaming' when there is a long-term commitment to the customer experience and understanding the customer to a greater degree to stimulate interest and excitement in the *experience*.

### **852 – Openings and Closing**

As a way of keeping everyone informed on the status of Bingo Centres in the province, I enclose the following information:

- New Application            - Lucky 7 Bingo made an application to open a new Bingo Centre in the Municipality of Temiskaming Shores (New Liskeard) Ontario.
- Closure                    - Harvey's Bingo Centre ceased trading last month in the City of Sarnia.

### **853– Delta Gaming Group- - Fundraiser**

I wanted to take this moment to acknowledge the event that was undertaken by the Delta Gaming Group's – *Directors, Staff and Customers* in raising \$C10.1k for the Heart & Stroke Foundation. This was sparked by the recent sudden death of their colleague, Mr. Dean Pottie

(Gaming Centre Manager – Delta-Mississauga). I feel this is tremendous and an indication of the impact one person can make on those around him.

Well done to Mr. Cam Johnstone and the whole Delta Gaming Team on this tremendous result.

Peter McMahon  
Chief Executive Officer  
P.McM/sn  
15-03-11

**Appendix A**

**B I N G O**

**WHEN YOU REVITALIZE PETERBOROUGH'S BINGO CENTRES, YOUR LOCAL CHARITIES WIN.**

The Ontario Charitable Gaming Association, the Commercial Gaming Association of Ontario and OLG are helping to revitalize Peterborough's bingo centres through the Charitable Bingo and Gaming Initiative. OLG is developing and offering new products and technologies – like electronic bingo and other games – to invigorate the traditional bingo experience, with the objective of generating more money for over 40 charities within Peterborough. Visit [charitablegaming.com](http://charitablegaming.com) to learn more about the new initiative and to see how Peterborough Bingo Centres have already raised over \$6 million.

[www.charitablegaming.com](http://www.charitablegaming.com)

Logos: Peterborough Foundation, Greater Peterborough Challenge, CGAO, OLG

On-Line @ [www.cgao.ca](http://www.cgao.ca)

Information: Resources: Reference

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