



On-Line @ www.cgao.ca

Information: Resource: Reference

854 – e-Bingo – Charitable Gaming Revitalization Initiative

855 – Openings & Closings

856 – OBDF – April Game

857 – Canadian Gaming Conference – Vancouver 2011

854 – e-Bingo – Charitable Gaming Revitalization Initiative

Over the course of the last month and a half, this Association (CGAO) in conjunction with our charity colleagues (OCGA) have been hosting numerous *Information Sessions* with the support of the *OLG-Charitable Gaming Team*, to give a high level overview of the initiative and how it would impact the various partners.

The first *milestone* we have been required to achieve was to indicate that there was a clear *interest and support* for the concept, as outlined in the presentation given during those information meetings. Without question, the response back from Commercial Operators and Charity Executives has been *extremely positive* and collectively we exceeded the target set by the OLG. This is *tremendous news* and shows there is a clear desire to *revitalize* the sector.

In order to manage expectations, I wish to remind everyone that this is the first stage. The *letters of interest* have been about sending a clear message to the senior management at the OLG that the Industry are in support of this initiative and this now sets the foundation to move forward in a more comprehensive manner.

The OLG, OCGA and CGAO will now begin to define the whole initiative in a more detailed and objective framework. We hear from the Industry that speed of delivery is important. We acknowledge this but we must ensure we balance that requirement with delivering on the initiative in a fashion that will support long-term change and achieve the objective of *revitalization* for this sector.

It is very encouraging that over two thirds of the industry has signalled their willingness to be part of this program of change. We all know from past experience that change is never easy but it is something we need to embrace. Clearly, it is all about *choice* and no one will be forced into the program unless they wish to be engaged within it.

As we mentioned, this is about transformation, changing the current *CUSTOMER* experience and beginning the process of a range of offering options under one roof that may appeal to a broader audience but this must be achieved without alienating our current traditional bingo customers.

As we go forward, we must seek and obtain a better understanding of our customers and through *measured and managed change* over the next three to four years, transition this

industry from Bingo Halls into Charitable Gaming venues that offer a broad entertainment option, which will appeal and generate visitations. It requires a cultural **change** by all stakeholders to achieve this with a united focus on the business driver (being the customer) while we retain the business beneficiary, being the Charity Groups.

Therefore, let us remember this is the beginning stage of the initiative. There is still a tremendous amount of work to be undertaken. We understand and acknowledge the need to deliver and launch in a timely fashion but we are going to ensure that we get it right and focus on the customer impact in order to **build confidence** across the industry.

We, the CGAO, OCGA & OLG are committed to keeping everyone informed through joint communication. This is available on our web site (www.cgao.ca). Follow the links. All information related to this initiative is held there.

I would like to end by acknowledging the tremendous support the Commercial Operators have displayed here, not only in responding swiftly themselves but in assisting their Charity Executives in giving their feedback. It is another example of the constructive role that Commercial Operator have and their positive relationships with their Charities, which is not often owned or acknowledged. Well done.

Should you have any questions, please contact myself directly.

855 – Openings & Closings

I wish to bring attention to a new application for the **Town of Ajax**. If you wish to make any representation, please review the notice enclosed and ensure you reply to the correct agencies no later than the 11th May 2011.

856 – OBDF – April Game

Just a quick reminder that the AGM for the OBDF will take place at the Holiday Inn (Airport East) Dixon Road, Etobicoke, Toronto. This is open to any active member of the OBDF. Should you need any information, please contact Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca or refer to our web site www.cgao.ca - Bingo Fund page.

On Saturday, the 2nd April 2011, we held our monthly Big Win Bingo Game. The initial feedback has indicated another positive lift of admissions on a normal Saturday's trading. Our congratulations go to **Owen Sound Bingo Centre** on one single winner receiving \$C100k.

857 – Canadian Gaming Conference – Vancouver 2011

This month is the Canadian Gaming Conference, to be held in the City of Vancouver from Monday, 17th April to Wednesday, 20th April 2011. There are a host of sessions being covered but I would draw your attention to the Charitable Gaming Sector. The OCGA are hosting this part of the conference. Make sure you register for that portion.

I enclose the link for additional information - <http://www.canadiangamingsummit.com/2011/registration.shtml>. Remember to select charitable gaming conference delegate.

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CONTACT DETAILS

OFFICE 416-245-6365
FAX: 416-245-3449
E-MAIL: nesbitt.s@sympatico.ca
WEBSITE: www.cgao.ca

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