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#### 884 – Revitalization of Charitable Gaming Initiative

Even though it is the summer, *with numerous people taking holidays* this has not stopped a tremendous amount of work continuing on the above mentioned initiative, in relation to the Commercial Operators. I believe that those representatives [CGAO] who sit on our internal committees can now appreciate the vast amount of work being undertaken by the OLG in co-operation with Commercial Operators, Charity Associations and individual Municipalities.

Our current key elements:

- **Standardize Contract Framework** - We are working closely with the OLG to lock down a standard contract for Commercial Operators. Our internal Committee is responding swiftly and prudently as a requirement to secure a framework to obtain our membership approval.

Having a standard contract framework will allow Commercial Operators to have a clear understanding of their role and requirements under that contract and enable them to make the right investment decision for their facilities.

- **Product Development** - We continue to forge ahead on the phase one product offering (*e-Shutterboard, Rapid Draw Bingo and Break Open Ticket Delivery Units*). Through the work undertaken by Mary O'Neill and her team, we keep edging this closer to market.

As we go forward, we are doing so in 'partnership' with our Charities and OLG. Each of us is committed to focusing on the main business driver, namely the *consumer*, and providing them with a positive *entertainment experience* to ensure we deliver to our main net beneficiaries, our *charities*. Let us look at re-engaging our consumers, placing before them a range of product options all held under one roof.

We all have to acknowledge that it is going to require '*change*' by everyone. Embracing this change with, *and in a positive and constructive manner* is certainly an important factor to the success of the whole program.

This Association (CGAO) has and will continue to forge ahead, working in co-operation with our key stakeholder and, may I say, 'Partners' the (OCGA) Charities and OLG and maintain an open link with our Regulators, both Municipalities and the AGCO.

### 885 – Ready Set & Going

Last week saw the first of a series of meetings headed by Ms. Diane Gartshore (OLG) and the Commercial Operator (*in this case Boardwalk Gaming*) to kick start the process of Gaming Centre preparation for the *new* e-gaming environment.

This is important and the focus remains on *measured and prudent* investments into the facilities fabric. It is the decision of the Commercial Operator on what level of change they desire beyond the actual requirement of the OLG (as outlined in the Ready, Set, Go manual) but let's ensure we deploy the correct level of investment and then plan to continue this in small but manageable pieces over the next few years.

### 886 – Trading

There is a general sense that the summer has been a challenging trading period. The long period of excellent weather has not been the best of conditions to draw consumers into our venues.

However, with some creative promotional activity, Commercial Operators are looking to promote their way through this period. With only four weeks before Labour Day, the Fall Promotional Calendar is now focusing Commercial Operator minds in terms of planning, etc., and how best to re-engage consumers who may have lapsed through the summer period.

I would encourage Gaming Managers to speak to their Suppliers to see if they can offer their experience and knowledge in terms of promotional planning. I have listed them below for you.

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### 887 – Modernization of Charitable Gaming

The AGCO continues with its work on the *Modernization of Charitable Gaming and directly the Risk Based Approach* to registration and regulation. Through the Strategic Working Group [SWG], Ms. Kathy Klas and her 'Sector Liaison Team' are continuing to update industry representatives on developments as they unfold.

It is important to remember that the AGCO will still be retaining the oversight and control of 207:1:b, as it is currently. The SWG is set to meet again in October of this year.

### **888 – Boardwalk Gaming Centre - Sudbury**

Last Thursday, the 28<sup>th</sup> July 2011, Boardwalk Gaming Centre – Sudbury reached a landmark in being the first e-gaming centre to reach +\$C10m in Funds raised *for Charities*.

It was a tremendous event and a prime example of teamwork between the *Commercial Operator, Charity Association and the OLG*. Through working together, much has been achieved and this *warranted* the presence of Minister Rick Bartolucci, MPP and Her Worship *Mayor* Marianne Matichuk and Mr. Rod Phillips ~ President & CEO of the OLG, making one of his first visits to the e-gaming location.

One does have to make special mention of people on the ground - *Commercial Operator – Mr. Denis Sivret, Charity Association Rep – Richard Schwar and OLG BRM – Mr. Mark Savage*. Each of them have been working collectively to ensure that, over the last few years, this location has become the *premier* e-gaming location.

In speaking at the event, Boardwalk's President & CEO – Mr, Jordan Gnat praised everyone's efforts to reach this remarkable achievement.

It was encouraging to see the various amount of press that was achieved through this event, most notably the front page of the Sudbury Star (29<sup>th</sup> July 2011).

### **889 – Big Win Bingo Game**

This Saturday, the 6<sup>th</sup> August 2011, will see the *Big Win Bingo Game* swing into action once again. For those who are engaged in the game, you will be aware last month we did experience some challenges, which we wish to ensure we will avoid this month.

I would encourage all Gaming Centre Managers who will be on duty this Saturday evening to re-read the operational brief and game framework, be familiar with and have knowledge of the game procedures and process. If we all focus a little attention and follow the guidelines we will have a successful game.

We must not forget that Big Win Bingo does provide tremendous value to Gaming Centres. It is a game for those who are engaged who like to play and we would like to ensure we deliver a smooth and successful game for them.

Good Luck everybody ~ if you have any questions please contact Ms. Marian Magrane directly.

### **890 – Joint (CGAO & OCGA) Golf Day – Tee-Off Soon**

Well, it is that time of year. Get those clubs ready as our Golf Day is drawing close. The date is the 12<sup>th</sup> September 2011. It would be great to see more teams out this year and engaged in what has become a very enjoyable and relaxing day.

I enclose a form for teams to complete. If you could do this as soon as possible to secure your tee-off spot, it would be greatly appreciated by those who organized this day for us. If you have any questions, please contact me direct.

### **891 – Gala Coral Group - Appointment**

It has been announced by Mr. Rob Templeman, Chairman of Gala-Coral, that Mr. Andrew Hornby has been appointed Chief Executive of Coral Bookmakers. Mr. Hornby has a track record in the retail sector, working prior at Asda, Alliance Boots and HBOS.

## 892 – Rank Group PLC - Appointment

On the 15<sup>th</sup> July 2001, Mr. Ian Burke was appointed to the post of Chairman of Rank Board of Directors, replacing Mr. Peter Johnston who announced his retirement in April 2011. Mr. Burke will retain his role as the Groups Chief Executive Officer.

## 893 – Rank Group – Half Yearly Performance

In the first half of 2011, the Rank Group has achieved growth in its revenue base and in operating profit. During the same period it has stepped up investments in its brands and strengthened its financial position. This positive trading performance was built on growth in customer numbers from Grosvenor Casinos, Mecca Bingo Clubs and Rank Interactive.

The Rank brands now entertain more than 2.6m customers a year. During the period they received more than 11.5m customer visits, reflecting a third successive six month period of increase.

What is of real interest is their management of ‘crossover’ customer, using both their land base facilities and interactive properties. The portion of crossover between the channels has increased from 2.9% to 3.1% and they believe this can be further improved in the future.

Their Spanish division has been negatively impacted by the implementation of a full smoking ban at the start of 2011. This has caused an 11.6% decline in customer visits resulting in an 8.4% decrease in spend-per-visit.

Without question, the focus at Rank in the last few years has been on *Brands & Customer Experience*. They have undertaken investment in customer data and customer feedback to guide, inspire and develop product improvements, all to achieve an enhanced and positive customer experience. The leveraging and strengthening of their brands does set them apart in the European Gaming Market. During the second half of 2011, Rank will launch a new community gaming brand ‘Enracha’ to be distributed via licensed clubs.

## 894 – Boardwalk Gaming & Entertainment – British Columbia

It has been recently announced by the President & CEO (Boardwalk Gaming) *Mr. Jordan Gnat*, that the company has sold its British Columbia assets to Gateway Casino Corporation. This took place at the beginning of July 2011.

Boardwalk Gaming & Entertainment had three Community Gaming Centres located in the lower mainland, *Chances – Mission, Chances Squamish and Bingo Country Centre – Surrey*. If you have any questions about this, please contact Mr. Jordan Gnat direct at [jgnat@boardwalkgaming.com](mailto:jgnat@boardwalkgaming.com).

## 895 – People on the Move

In light of the purchase of Boardwalk Gaming & Entertainment (*British Columbia Division*) by Gateway Casinos, this resulted in some changes. As you know there has been a long connection with that market. I thought you would be interested in those changes.

- **Mr. Alan Dyck** - After over 20 years in the Bingo Sector, the bulk of the time spent in Surrey BC, Alan will be leaving that role in the new company. Knowing Alan on a personal basis, I wanted to acknowledge his tremendous contributions to the British Columbia Charitable Gaming Sector and the years of hard work that he had given in his role.
- **Ms. Colleen Anderson** - Ms. Colleen Anderson, who has recently been working in Chances – Squamish, will leave that role. It is clear that Colleen retains a passion for Bingo and I am sure in the coming weeks or months you will see Colleen back in the Sector in some capacity.

Colleen has been involved in numerous Bingo Centres around the Province over the last 20 years.

- **Mr. Andrew LaCroix** - After working through the transition period, Andrew will be looking to undertake new opportunities in the Gaming Sector. In speaking with him last week, he indicated he had no firm plans but would let me know once he has landed somewhere. Andrew is well known and well liked among his fellow Operators and looks forward to continuing in the Industry he has grown to like.

The other managers, Ms. Shannon Gnacato and Ms. Tammy Diablo will be staying with the new company working in Surrey and Mission, BC. Finally, Mr. Gerry Gardner will be joining the head/administrational office of the new company.

I am sure you will join me in wishing each one of them every success in their future career paths.

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Information: Resources: Reference

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