

Charitable Gaming

THE VIEW



On-Line @ www.cgao.ca

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924 – Revitalization of Charitable Gaming

This initiative is and remains the top priority for our Association (CGAO). The unique element of partnership opportunities this brings forward is a first for the Province and indeed for Charitable Gaming in Canada.

It is exciting for me to see the engagement of the *Provincial Government, our Regulator (AGCO), Crown Corporation (OLG), Local Government (Municipalities), Community Based Charities and the Private Sector*, who are setting the course to revitalize an Industry that will bring additional positive elements on multiple levels to the business.

At its core is the ongoing and *direct funding* for local non-profit charities to continue to maintain the services they provide in the numerous communities across the Province of Ontario. Last year this figure was estimated to be around \$C71m, shared between over 2,500 individual charities [remember this is direct funding, not granted funding]. This is amazing and delivers tremendous *value* to the communities we all live and work in.

Further, the sixty nine (69) Commercial Bingo Centres operated by the Commercial Operators provide a very efficient platform for raising those funds, while also generating local tax revenue, an employment platform, the purchasing of supplies and managerial support to the numerous charities. There is also revenue generated to both Municipal and Provincial Regulatory agencies in the form of licensing fees.

We are all aware that the last few years have seen a decline in the Charitable Bingo Sector in this Province. The competition for the 'Leisure Dollar' has greatly increased. With that the

consumer's expectations have also changed. We need to catch up with those changes and demands by the consumer.

This is why the *Revitalization of Charitable Gaming* is both important and exciting. It recognizes that *change* is required for the Sector. It is being forged in a 'Partnership' mind-set with an understanding that each player of that partnership brings value to the table in achieving the long-term objectives.

We need to think differently and we must be able to adapt positively to this transition and embrace the opportunity that is before us. This initiative is now gearing up to 2012, where we look to begin to implement the initial phases of the program in 15 Bingo Centres.

The OLG Implementation Team, headed by Ms. Diane Gartshore, has already held the first meeting with the Bingo Centre Management to look at the elements and work the Centres are required to do to be ready for the program to be launched. All of these meetings have been very constructive and well received. There really is an appetite to get this program moving and introduced.

As with any major change of this magnitude, we do need to stay focused on our collective objective, being fully committed and holding each partner *accountable for the delivery* of the program but with *flexibility and balance* in order to assist in resolving issues and hurdles that may crop up from time to time. Let us remember that big, meaningful change doesn't always run smoothly.

Without question we are now gathering real momentum. The coming year (2012) is going to be the *year of delivery* and the first pieces of this multi-year transition will begin. Remember, as you begin to think about your refurbishment of facilities, measured incremental investments are the best approach with ongoing refreshes of the facilities.

Finally, we must always bear in mind that we are looking to re-align & re-position the *CUSTOMER EXPERIENCE* to be appealing & relevant to a broader audience. They are the main driver and we certainly all need to be more *customer-centric*.

925 – E-Pilot – Play on Demand Refresh

Over the last three weeks, Ms. Diane Gartshore and her Implementation Team undertook a project in the four initial e-Bingo Pilot Sites to refresh the *Play on Demand Games*, which each Centre had been providing since the start of the e-pilot program.

Without question, the implementation process was well run. No issues have been reported and all were successfully integrated into the product portfolio. From a performance and acceptance factor, each e-Bingo site is reporting increased revenue performance on their *Play on Demand Games*, which is tremendous and validates the importance of ongoing refreshes on this product.

This is a prime example of the *value of partnership* between Commercial Operators, Charities and OLG. Ms. Diane Gartshore and team need to be fully congratulated for integrating this success through a well-managed process. WELL DONE – Diane Gartshore!

926 – Responsible/Social Gaming Practices

This Association & Members are committed to ensuring we are profiling the materials & awareness of Responsible Gaming practices. We have long advocated the need to profile this initiative in our Centres in a balanced and constructive fashion. As the holiday period approaches, please ensure we have the materials refreshed and available for any customers who feel they may need to speak to or contact someone.

Here are some useful contacts or links:

Ontario Problem Gambling Helpline
Self-Help Tools & Workshops
Responsible Gambling Council
Ontario Problem Gambling Research Centre

www.opgh.on.ca
www.problemGambling.ca
www.responsiblegambling.org
www.gamblingreach.org

We must never forget that the majority of our customers enjoy their Bingo experience without any issues.

927 - Security & Safety

As we fast approach the Holiday Period, it is important to remind Management, Staff and Charity Volunteers to *heighten their awareness* of the surroundings and pay attention to cash management policies. Keep cash out of sight. If there is anyone in the Bingo Centre who looks suspicious, a Manager should approach them carefully, asking if they can be of assistance. This will indicate you are aware of them, etc.

In these matters, prevention is better than a cure. Restrict your exposure by tightening procedures.

928 - OLG – Internet Gaming PFP

Last Friday the Ontario Lottery & Gaming Corporation issued their long awaited I-Gaming RPF. This is available on their web site (www.olg.ca).

929 - Industry Development Funds

As you will be aware, we have two Industry Development Funds in this province focused on *Bingo and Breakopen Tickets*. Here is a little update on current focus in each.

OBDF - The first week of December saw the last of the Big Win Bingo \$C100k Games in the current format. At this moment planning is being undertaken by the OBDF Board to come forth with a new exciting initiative to engage the consumer base, as indicated in the last OBDF Communication. Serious consideration is being given to a \$C250k Mega Big Win Bingo game and supporting initiatives to bridge from one game to the other. The OBDF will be forwarding a more comprehensive communication in the coming days.

The level of support that the OBDF has gained from both Commercial Operators and Charity Associations is tremendous. Their commitment to developing the Sector with medium to long-term initiatives should be congratulated.

BOT-DF - During 2011, the BOT-DF undertook research and consultations with the third Party Sector on the research. It is now looking at how to best leverage the research to inject some additional innovation into the Third Party market. This fund has now around \$C1m. It has the ability to do major initiatives in the coming year and a planning process will be undertaken by the BOT-DFMC to set that agenda. If you have ideas, we would certainly like to hear from you.

\$C1.00 Ticket - What has been interesting is the use of the research in deploying a \$C1.00 BOT Ticket in the market. Although it is early days there are clear signs that it is getting some traction and acceptance of the consumer and through a managed transitional process, this is an additional element that Third Party Suppliers and Charity Groups should be looking at as part of the product offering.

I will say again, the creation of these Funds is unique in Canada. It has allowed both Sectors the ability to undertake critical research and initiatives that individual Charities or Commercial Operators/Suppliers could not have done alone. They deliver real material value to the Sector.

930 - Business/Promotional Planning for 2012

As we draw to a close of 2011, it is a good time to be setting our sights on 2012 and creating a plan to navigate through the course of the business year.

An excellent resource for you or your Management Teams is our Suppliers, who all have a wealth of experience. I would encourage you to engage them in your promotional planning process and seek out innovations to challenge the status quo. I have listed below the contact details for our Suppliers.

Supplier Contact Details:

Mr. Terry Jarrell
Ontario Sales Manager
Arrow Games/Bazaar & Novelty Ltd.
(T) 905-354-7300
(F) 905-354-5662
(E) TJarrell@arrowgames.com

Mr. Rich Hueston
Director, Regulatory Affairs
Specialty Print Inc.
(T) 1-800-263-5064
(F) 905-646-2273
(E) rhueston@specialtyprint.com

Mr. Peter Speck
Operations Director
Bazaar Marketing
(T) 905-688-7755
(E) pspeck@bazaarmarketing.com

Mr. Stephen Johnston
Regional Sales Manager Canada
NE USA
GameTech International
(T) 905-988-7900
(E) sjohnston@gtiemail.com

931 - Public Relations – Community Gaming & Entertainment (Windsor)

I want to congratulate Community Gaming & Entertainment (Windsor) and their CEO, Mr. Tony Rosa, on another excellent initiative that generated front page coverage in the Windsor Star through their World Series of Bingo (\$C100k) event. I have enclosed the link for your information and interest.

<http://www.windsorstar.com/news/World+Series+Bingo+draws+Tecumseh/5863247/story.html>

932 - Press Article – Toronto Star

On Friday, the 16th December 2011, the Toronto Star published two articles on the e-gaming initiative. It mainly covered the GTA area but is a reflection of the interest we are likely going to receive as this initiative drives forward. It is important we remain on message and to the core objectives of the initiatives. I will shortly be resending this to our Members.

Below is the link to the Toronto Star Articles.

<http://www.thestar.com/news/article/1102941--for-fans-old-style-bingo-still-offers-an-adrenalin-rush>

<http://www.thestar.com/news/article/1102965--lookout-granny-video-bingo-is-coming-to-a-hall-near-you>

933 - Victoria (Australian) Commission for Gaming

There have been some interesting developments in the State of Victoria. In 2012 the Commission will go through a period of transition.

Appointment of Executive Commissioner - On the 5th September 2011, Ms. Jane Brockington was appointed to this important role. In 2012 Ms. Brockington, subject to passage of legislation, will become *Chief Executive Officer*.

Restructured Commission - In 2012 the Gaming and Liquor Commissions will be merged under one Commission, *Victorian Commission for Gambling & Liquor Regulator*, subject to the passage of legislation in the State Parliament.

New Location - The combined Commission will be moving into new premises that have custom-built hearing rooms and customer service centre. They will be located at 35-40 Elizabeth Street, Richmond, Victoria.

This is an exciting time for the Victoria Gaming Commission. I have been fortunate enough to get to know some of the employees via the contact of Ms. Lynne Bertolini, who is a Director in the Commission.

934 - CGAO Office

Please be advised that the CGAO office will close on Friday, 23rd December 2011, and re-open on Monday, the 2nd January 2012. I will be available during the Christmas and New Year period on my direct line.

935 - Happy Holidays

On behalf of our Chair (*Mr. Michael Orser*), Vice Chair (*Mr. Cam Johnstone*) and Board of Directors, I would like to take this opportunity to wish all our readers a very Happy & Enjoyable holiday period.

On-Line @ www.cgao.ca

Information: Resources: Reference

CONTACT DETAILS

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

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