

Charitable Gaming **THE VIEW**



On-Line @ www.cgao.ca

Information: Resource: Reference

- 948 – Revitalization of Charitable Bingo & Gaming
- 949 – Supplier Day – Great Success
- 950 – Canadian Gaming Conference
- 951 – Development Funds Update
- 952 – Bingo Centre - Security
- 953 – Troy Ross – Correction
- 954 – Responsible Gaming Pilot Session
- 955 – AGCO – Risk Based Regulation
- 956 – Community Connection – Angel Gate
- 956 – Community Connection – Angel Gate
- 957 – General Meeting – CGAO Members

948 – Revitalization of Charitable Bingo & Gaming

The *Revitalization of Charitable Bingo & Gaming* initiative continues to move forward. There still remains a vast amount of ground to be covered prior to going live with the first Bingo Centre, which then starts a long period of achieving the conversion of all the thirty seven (37) sites who have expressed a desire to move forward under this exciting initiative.

What is clear to everyone is that this is a *big project* and it is undertaking a tremendous amount of resources by all stakeholders. This is normal for an initiative of this size. It has been encouraging to see the overall collaboration between all stakeholders in understanding what we are actually looking to achieve, namely the *Revitalization of the Charitable Gaming Sector* in this province.

Thus, when you are setting out to plot a new course for a whole sector, we will and have encountered some hurdles and challenges that were not seen at the beginning of the initiative. Again, this is a natural and common situation. We, the Stakeholders, must embrace these challenges constructively and forge workable solutions. To date that is what has happened, positive energy as we drive forward.

I am encouraged by the momentum we have been picking up in the last couple of weeks. We await Ms. Diane Gartshore (OLG) to get back on the re-configured schedule mapping for 'Group One' locations. This is a very exciting time and we all need to stay focused on the strategic goal.

949 – Supplier Day – Great Success

On the 7th March 2012, the CGAO hosted a 'Supplier Day' at the Holiday Inn (Airport East) Dixon Road. The day was a tremendous success and we received some very positive feedback.

This platform enabled our Members (Suppliers) an opportunity to speak directly with members of the New Product Development Committee and showcase their broader range of products that may have value going forward.

This was so successful that we are looking at hosting a second event later in the year.

950 – Canadian Gaming Conference

Please be advised that the next Canadian Gaming Conference is scheduled for the **12th & 13th June 2012 in Niagara Falls, Ontario**. There are an exciting range of topics that are targeted at Charity Representatives, Bingo Centre Operators and Managers. Members of this Association have been heavily engaged in the content for our sector.

We would encourage Commercial Operators to be at the conference and be actively involved in the discussions and workshops. We should also not forget the valuable opportunity to network with colleagues both from Ontario and across the country.

Further information can be obtained via this link:

<http://www.canadiangamingsummit.com/2012/Niagara.shtml>

951 – Development Funds Update

Both funds are looking to launch initiatives in the coming weeks, which is both exciting and engaging and it is going to be interesting to monitor and see the results.

It is the first time in the Bingo Centre environment we will be engaging both funds at the same time in a Bingo Game and BOT competition. If you have not received any information on this please contact our Project Manager – Ms. Marian Magrane at magrane@sympatico.ca, who will share the information with you.



Good luck to all Bingo Centres who have signed up for the initiative. I look forward to the impacts, acceptance level of consumers and the admission results.

952 – Bingo Centre - Security

Just a reminder to all Bingo Centre Managers to review security procedures with your Bingo Centres, especially cash management processes. We need to co-ordinate this with our Charity Colleagues and ensure that they have heightened awareness of the need to keep cash in a safe place and out of view from customers.

There is a spate of robberies going on in Southern Ontario over the last few months that are targeted at ATM Machines – especially those branded 'Direct Cash'.

It would be wise to contact your ATM supplier and obtain a status on your machines and if they are aware of any attempts in your area, plus review your security procedures and make changes where required.

953 – Troy Ross - Correction

In the last edition of the 'View' I indicated that Troy Ross would be an adviser to the *Interactive Gaming Counsel*, which is correct but within the context of a new Gaming practice he has launched. Thus, the practice is accepting additional clients.

As you may know, Mr. Troy Ross has a tremendous depth of the Gaming & Government Relations knowledge at the Municipal, Provincial and even at an International level. If you wish to engage in this new practice, it can be reached as indicated below:

**TRM Public Affairs
4211 Yonge Street
Suite 200, TORONTO
Ontario. M2P 2A9**

Should you wish to contact Troy directly, he can be reached via troyross@me.com

954 – Responsible Gaming – Pilot Session

Last week we held a "Pilot Training Session" for the new *Responsible Gaming Training* that will be deployed in the e-Bingo Centres. We had a cross section of Owners and Senior Managers from various companies engaged in the day.

The initial feedback I received was rather constructive and positive. The main comment is the need for a focused and balanced approach, which was duly noted. By engaging in this training we will ensure a more effective understanding and awareness of our *Responsible Gaming* requirements.

Full credit goes to Mr. Paul Pellizzari – Senior Manager-*Strategic Policy* (OLG) and his Team & partners in bringing this pilot program forward while seeking the engagement and feedback from the Commercial Operators to ensure we have an effective program in place.

We must not forget that the OLG is an industry leader in this field and bringing that knowledge to our Sector is exciting.

I do recognize that the majority of our customers already play responsibly and this training is forging a path for a minority who may be seeking assistance.

955 – AGCO – Risk Based Regulation

On Thursday, the 12th April 2012, the AGCO hosted a feedback session with our (CGAO) working group on the developments of *Risk Based Regulation* and how this will come into force once the *Revitalization Initiative* goes live.

At the moment it is likely that this will be phased into the 207:1:a Centres and then across the broader industry. Our working group continues to work with the AGCO Team in seeking the right balance to achieve the objectives of a better effective and more efficient regulatory environment in this Province.

956 – Community Connection – Angel Gate

On Saturday, the 31st March 2012, Michael Orser and his Angel Gate Bingo Centre Team hosted and presented a 'Community Connection' event that showcased the success of the business in raising, for that small community, \$C14 Million between its Charity Association.

It was striking and at the same time encouraging to see how the Bingo Centre is integrated into the very fabric of the community and it was very pleasing to hear from a Federal, Provincial and Municipal level the depth of support he has managed to create since that business opened.

Also in attendance that evening was Mr. Tom Marinelli – Chief Transformational Officer (OLG) who made a speech on the value of community, volunteerism, private sector and municipal engagement.

This was a tremendous event that was well received and touched on all the 'key points' of the Revitalization initiative. Well done Michael Orser.

957 – General Meeting – CGAO Members

Please be advised that the CGAO will be hosting a General Meeting on Tuesday, the 24th April 2012, at the Holiday Inn (Airport East) 600 Dixon Road, Toronto in the Centennial B Room. The meeting will start at 10:00am. Please confirm your attendance to Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca.

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

If you do not wish to receive this newsletter, please contact Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca and we will remove you from the distribution list