

# Charitable Gaming **THE VIEW**



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

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## 958 – Revitalization of Charitable Bingo & Gaming

The *Revitalization of Charitable Bingo & Gaming* initiative continues to be our main focus. The importance of this initiative for the whole Industry is not missed and there remains a real desire to move swifter. Therefore, I am extremely pleased to report that in the last couple of weeks the initiative is *gaining real momentum* with three (3) additional municipalities approving the *Standard Contract Model* being *Mississauga, Kingston and Richmond Hill*. They add to the other five (5) municipalities already aligned and we are now close to having all 'Group One Centres' in a position to engage the initiative.

I wish to acknowledge those municipalities who have approved the *Standard Contract Model*. Their leadership, commitment and vision to this initiative is noted. It is not easy to go first and it gives encouragement that we can, in fact, work together in this 'Partnership Framework' to revitalize Charitable Gaming in this province.

The OLG Team are working at a feverish pace to bring to market the product portfolio to ensure we can deliver the traditional Bingo product in a new and updated fashion. As the efforts from the OLG move forward, this will trigger the investment from Commercial Operators in creating new *environments and ambiences* within the Centres. This investment, at this time, is a huge undertaking by the Commercial Sector but we are as equally committed as our *Charities, Municipalities and Crown Corporation* to making this succeed and doing our part in this process.

We need to focus on delivering to the *customers* a rewarding experience and maintain a direct connection to them. If we can do this and stop the decline we can secure the valuable charity dollars that go back into making our communities a better place to live.

As we all know, change is never easy. It takes a tremendous effort by all stakeholders to define and then embrace a new culture but it is needed and this Association will remain at the forefront of driving that positive change.

There is one point I do wish to make clear and that is the AGCO still retain their very important role as our regulator and each Bingo Centre/Operator is required to maintain their registration under the Gaming Control Act '93.

#### 959 – New Application – Notice

I am forwarding for your information a copy of a notice that has been submitted to the Town of Tillsonburg and the Alcohol & Gaming Commission of Ontario (AGCO).

If you wish to comment on this application, written comments must be submitted no later than the 31<sup>st</sup> May 2012. Please see attached.

#### 960 – Canadian Gaming Conference

A further reminder that the Canadian Gaming Conference is scheduled for the **12<sup>th</sup> & 13<sup>th</sup> June 2012 in the City of Niagara Falls, Ontario**. There is an exciting range of topics that are targeted at Charity Representatives, Bingo Centre Operators and Managers. Members of this Association (CGAO) have been heavily engaged in the section content, with our OCGA Partners, for our sector.

We therefore **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>

#### 961 – Development Funds Update

##### ***BOT-DF***

The BOT-DF joint promotion **snapped** into action on the 4<sup>th</sup> May 2012 with the launch of **Gametime Bingo Balls**, which will now run for the next four weeks. Although the first session didn't draw huge admissions, this promotion is designed to build admissions & engagement of **Breakopen Tickets** over the four (4) week period. As this promotion/contest rolls forward it is going to be interesting to see the reaction by the customers who *don't regularly* engage in **Breakopen Tickets** on the product 'playability'.



## **OBDP**

We are moving forward to our Gametime Big Mega Bingo Event on the 2<sup>nd</sup> June 2012 for \$C250k. This is going to be a major event and those who are engaged in this initiative should be making it the major promotion of the month with all the supporting materials, etc..

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.

### **962 – Olympic Games – Less Than 100 Days Away**

As Gaming Centre Managers begin making their *summer promotional plans*, it is worth bearing in mind that this summer sees the Olympic Games from London (UK). This is likely to receive a large profile and engage the population at large. The event is now less than 100 days away and it would be wise for Managers to factor the Games into their plans.

I was struck recently by my discussion with our Chair – Mr. Michael Orser (Boardwalk Gaming & Entertainment) who is looking at the option of creating, within the Bingo Centre, an *Olympic Lounge Area* where he would place a flat screen television in order that customers could watch events they were interested in and still be in the Bingo Centre. It is this type of creative thinking we need to deploy more of. This suggestion of Michael's is easy to execute, responsive to customers' needs and has little impact on cost. I am sure there are many other ideas out there that can be equally engaging.

As always we encourage all Gaming Centre Managers to engage our Suppliers in your promotional planning. Their knowledge, experience and advice has tremendous value and they wish to assist their customers in succeeding.

Mr. Jim McLean

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### **963 – Club Bingo – Peterborough**

On the 1<sup>st</sup> May 2012, Kawartha Club Bingo, Peterborough received new owners. As you may recall, for many year *Mr. Bryan Robinson* owned the business and operated under the Club Bingo Brand. The day-to-day operation was led by the General Manager, *Ms. Brooke Robinson*. After much consideration and understating that the Bingo Sector in Ontario is at a crossroad of new investment and development, the *Robinson Family* decided it was time for fresh ownership and as such has disengaged from the business.

The Centre was purchased by *Pen-Delta Bingo Limited*, a joint venture by *Pen-Bingo Limited* and *Delta Gaming Group*. The business will be headed jointly by *Mr. Cam Johnstone* and *Mr. Michael Orser*. Both are extremely excited by the opportunity that is awaiting them in the

Peterborough market. The business will carry the **Delta Gaming Brand** and that work is now underway.

It was announced that *Ms. Brooke Robinson* will be joining the new company in a new capacity and both Michael & Cam are pleased she has made that decision. The company has begun the search for a new *Gaming Centre Manager* who will lead the Peterborough Staff Team under the new Brand.

The Peterborough Bingo Centre was one of the first pilots and this partnership with the OLG & Charities at the site will remain in place.

Good Luck to all at Peterborough as they begin this new exciting venture.

#### 964 – People on the Move

There have been various *People on the Move* since we last did our newsletter and I have listed them below for your interest.

- ✓ **BCLC** - **Ms. Heather McCurdy** - After 17 years with BCLC, will be leaving the organization. Heather, who was a *Business Relations Manager* in the Gaming Division, had a vast knowledge of the industry, especially Bingo.
- ✓ **OPGRC** - **Ms. Judith Glynn** - After numerous years at OPGRC, has recently left the organization. Judith held the position of Director of Grants/Operations and recently was Acting CEO.
- ✓ **OLG** - **Ms. Lynda Dugas** - After over a year within the Charitable Gaming Division, Linda will be undertaking a new exciting challenge in the OLG.
- ✓ **OLG** - **Mr. Bob Katsavelos** - A long time member of the Charitable Gaming Division (although within the Finance Team), Bob will undertake another assignment in the organization.

I want to acknowledge all of the above for their contributions to the Charitable Gaming Sector in some form or another and, on behalf of the Board & Membership, wish them every success in their next phase of career challenges.

#### 965 – Beacon Bingo Limited (UK)

Beacon Bingo Limited (UK) is part of the Praesep Group of Companies. This is a focused UK *Low Stakes - High Volume* gaming business, which is headed by the well respected *Mr. Nick Harding - CEO*. In April 2012 it made two important announcements, as listed below.

1. **Acquisition of Three Bingo Centres** - Beacon Bingo Limited has acquired three (3) Bingo Centres from the Noble Group (UK) and will increase their estate and forge another piece in the development of their Consumer Division. The Bingo Centres are located in *Redcar, Margate and Ilkeston*.
2. **Beacon Bingo Online** - On Thursday, 26<sup>th</sup> April 2012, Beacon Bingo Online became the first bingo brand to '**go live with a social gaming offering**' branded *Beacon Bingo Friends*. The company stated '*This is the product of an intensive nine month research programme and has been developed in partnership with UK social gaming company interaction*' - *Chris Drake (Praesep's Interactive Manager)* confirmed: '*we are delighted to have become the first bingo brand to come to market with a considered and engaging social gaming offering based on UK 90 numbers bingo*.'

Congratulations to *Nick Harding and his Team* as they continue to build an exciting and engaging Retail Leisure Group.

## 966 – Customer Experience – The Focus

I once again wish to push to the top of the Charitable Gaming Sectors agenda the need to focus on the *Customer Experience*. This is an area that is broader than discount pricing and product deployment. It is about developing a real understanding of the customers, their *desire and wants* from their visits. As an industry we need to re-focus our resources on getting a deeper understanding of the current and potential customers. This knowledge will or should drive business decisions for the future.

I raise this because we are currently going through a period of investment by the Commercial Sector via the Centres that are signed up for the *Revitalization Initiative*. We need to ensure that we maximize value from those investments to drive the business forward.

What type of environments should we provide? What are the best colours that will create the right atmosphere? What lighting is needed to deploy the right ambience? What innovations can I develop to change the delivery model?

In working with the OLG, our Association is exploring how we define the '*Customer Experience*' and what strategies are required to forge impactful brands in the market. This is not an easy process. It is about change and a cultural shift but we must, as an Industry, embrace it as we move forward.

We (CGAO) will be re-grouping with our Internal Team and the OLG on what our next steps are on this important initiative.

## 967 – Web Site Renewal

At the request our Chair – *Mr. Michael Orser*, the Board of Directors undertook the initiative of renewing our web site in order for it to be more useful to our members. Therefore, before the end of the month you will see the site change from its current layout to the new format.

This Board of Directors are committed to providing timely information to its membership on a regular basis and is pleased that this initiative is now completed and ready to launch. If you have any questions about access to the site, please direct them to our Administrator, Ms. Sandi Nesbitt, at [nesbitt.s@sympatico.ca](mailto:nesbitt.s@sympatico.ca).

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

Information: Resources: Reference

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