

Charitable Gaming

THE VIEW



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973 – Development Funds

The first weekend in June saw both the OBDF & BOT-DF in action under the combined Industry Brand *Gametime Bingo*.

Both initiatives had been planned and launched some weeks ago with the focus on heightening both experiences with a greater audience. The key element of generating a broader *awareness* appears to have been achieved, although it will be a couple of weeks before the Board of the OBDF & BOT-DF have a report on the initiatives. However, the early indicators do look positive.

It is remarkable that these initiatives are creative, planned and executed through volunteer Boards (OBDF & BOT-DF) and more importantly the joint co-operation between the Commercial Operators and Charities with engagement of Municipalities & Regulators. This combined effort is remarkable and long may it continue.

Our congratulations go to the Bingo Country Limited Team who scooped both major prizes - *St. Thomas \$C50k and Forest City, London \$C250k*. A great weekend for their customers. Well done!

974 – Canadian Gaming Conference

Just a final reminder that we launch into the Canadian Gaming Summit next week in Niagara Falls, Ontario. The whole conference looks very interesting and there is, quite rightly, a lot of interest in the Ontario landscape and the various initiatives that are underway in this province.

If you have not already done so, I would encourage Commercial Operators to come along to this conference and engage in the sessions. Make sure you sign up for the 'Charitable Gaming' portion of the conference. There are a variety of interesting panels on offer.

I do wish to acknowledge the tremendous work that has been undertaken by Ms. Pat Petrolo, OCGA, who has been extremely busy co-ordinating this on OCGA's behalf. Well done Pat!

975 – The Charitable Gaming Experience

Our Internal Working Group, in co-operation & support of the OLG Operations Team, continue to explore the '*Charitable Gaming Experience*'. How are we defining our customer brand experience? How do we differ from other forms of gaming and what elements make us unique.

The process is a long one. It is challenging when you are forging or looking to capture an industry experience rather than an individual company or centre experience. However, it is my view we are making headway and our discussions are becoming more fruitful as we go on.

This Association has placed a priority on this initiative. No one says this more than our Chair – *Mr. Michael Orser* who is personally undertaking the lead of the working Group and driving it forward.

We will keep you informed of developments as they unfold and a more fulsome presentation will be made at the next General Meeting.

976 – Revitalization of Charitable Gaming

The *Revitalization of Charitable Gaming* continues to move forward. The last couple of weeks have seen some key milestones achieved and this Association (CGAO), in conjunction with our partners, continue to drive forward on bringing this initiative to market.

Firstly, the re-configured dates for the *Group One Roll Out* have been communicated to each of the Centres. This now triggers a very comprehensive launch process under the banner of *Ready, Set, Go!* This is a 16 week preparation of Centre planning with key anchor dates that must be achieved prior to the launch and each Centre has or will be issued with their binder shortly.

Secondly, the product levels/numbers have also been communicated to each Centre based on size, etc. This has been reflective of the discussion with OLG & CGAO and the levels are within the initial framework discussed.

Thirdly, we have had a constructive approach taken by municipalities with a number of them now signed up to the contract and in the program, which is very encouraging and shows they understand the importance of supporting *locally based Charities* who deliver real value back to the communities and Commercial Operators who will be making investments and generating additional employment. We acknowledge their understanding of the *bigger picture initiative* we are engaging in under this program.

Fourthly, the OLG announced two weeks ago an agreement with *Canadian Banknote* to bring forward innovative ideas and through recommendations via the *New Product Committee (NPC)* to move them to market swiftly.

There is a real sense of movement. We need this initiative and the first Centre is due to switch on in late August 2012.

977 – Olympic Games – Get Ready

It is less than six weeks away before the world will turn its eyes on the United Kingdom of Great Britain (UK) to watch the world's largest sport event, the 'Olympics', for two weeks. This will dominate sporting coverage and may impact attendance if you are not geared up for it.

I would once again remind you of the suggestion that Mr. Michael Orser (Chair) gave me, which was to create a temporary Olympic Lounge in the Centre to accommodate customers who may wish to watch an event while at the Gaming Centre.

Once again, I would encourage you to speak to your suppliers and seek their knowledge and advice on how best to promote your way through this period.

978 – AGCO – Modernization of Gaming

The initiative by the AGCO continues to move forward. The work on the *Risk Based* Registration and Regulation is well underway and is being fed into the system as we speak. The whole approach has been one of gradual change and becoming aware of the changes as they are filtered through the various business channels.

It is encouraging that the *Strategic Working Group (SWG)* is being kept informed of developments as they move along and where feedback or a consultant is required, this is the forum (for Charitable Gaming) where it will take place.

Should you have any questions please call me direct or speak with Ms. Kathy Klas – Sector Liaison Director at the AGCO.

979 – PBV's – Play Along Devices

I would like to remind all Commercial Operators that the PBV's are a 'Play along Device' and as such the customers must continue to play the game on and through paper. I would like to remind all Centre Managers that all winning claims must be checked through the paper.

980 – Responsible Gaming Practices

I would remind all Charitable Gaming Centres to keep *Responsible Gaming Information* in full view of our customers in case they feel the need to reach out and obtain some advice.

As the various Centres move over to 207:1:a, they will be provided with a training model to bring greater awareness of the importance of *Responsible Gaming* to the Managers and Staff.

981 – Gala Coral Group

It has been recently announced that Gala Coral Group has seen an increase of 3% in their 2nd quarter trading results.

The Group Chief Executive Officer Mr. Carl Leaver said " *the trading environment for leisure & retail businesses remains difficult but within this context all of our businesses have delivered gross profit growth in the quarter with growth over the first half standing at five (5) percent. Following the end of the quarter we*

announced the proposed sale of our casino division to Rank in a deal that will deliver excellent value for our shareholders and debt investors. This last month has also seen the launch of the first of our new websites, GalaCasino.com, with positive results."

Regarding its Remote Gambling Division, Leaver said that gross profits had risen by 4 percent year-on-year, to £17.1m (Sterling), with active customer up 39% for Gala Interactive and 9% at Coral Interactive.

With the sale of its Casino Division, the Group still maintains a strong high-street presence with its Coral Betting Shops and Gala Bingo Clubs. Gala Bingo is the single largest operator of Bingo Clubs in the UK.

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