

# Charitable Gaming

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## 1008 – Mr. Jeff Holmes

It is with deep regret we announce the very sad news that Mr. Jeff Holmes, General Manager-Operations (Kingston Bingo Group) *father* recently passed away rather suddenly.

I am sure you appreciate the *shock* this news has had on the whole 'Holmes Family'. Jeff has been at the family home assisting with the various arrangements that are required after a situation of this nature.

I have been directed, on behalf of *Mr. Michael Orser – Chair of the Board*, to express *our sincere condolences and thoughts* to Jeff and the whole Holmes Family at this very sad time for them. I am sure, like me, you will join Michael in expressing that view.

## 1009 – Revitalization of Charitable Gaming Initiative

The countdown has now begun for the launching of Boardwalk Gaming Centre – Val Caron in Greater Sudbury, set for the 28<sup>th</sup> August 2012. This is an exciting time for everyone who is involved in the initiative but also comes with a lot of work.

The Executive Vice President-Operations, *Mr. Michael Orser*, is once again in his pioneering role as he ploughs the way ahead for the rest of the Commercial Operators. Michael's commitment and that of his on-the-ground Sudbury team in ensuing that the Centre is operationally ready is an example to us all and he has some very valuable lessons to share with the rest of us on getting and being prepared.

Boardwalk Gaming will then *kick-start* the implementation program, spearheaded by Ms. Diane Gartshore (OLG) and her team, to engage the rest of the industry who have expressed a willingness and desire to be part of the initiative and Kingston will be next.

This shows the tremendous support of this program from the Commercial Operators, Charity Groups, OLG and Municipalities who have made a decision to *support and revitalize* Charitable Gaming in this province. It is about *choice* and they have chosen to be supportive and forward thinking. I wish to acknowledge those forward thinking municipalities who have shown real leadership here.

- City of Mississauga
- City of Greater Sudbury - 2 Locations
- City of Greater Kingston - 2 Locations
- Town of Penetanguishene
- City of Barrie
- Town of Richmond Hill
- City of Pickering
- Town of Hawkesbury
- Laurentian Valley Township

They have all acknowledged the tremendous *value & direct benefit* that the numerous charity groups bring to their local community through the Bingo Centre.

There are numerous other municipalities expressing a desire to be engaged in this initiative and it is very encouraging to hear.

### 1010 – New Horizons – Responsible Gaming Conference 2013

The British Columbia Lottery Corporation will be hosting the above mentioned conference in the City of Vancouver in January 2013. I have enclosed the initial information below for your reference and for you to plan in your schedules.

*BCLC is hosting its first Responsible Gambling conference **January 28-30, 2013** in Vancouver. A conference web site is under construction and details on the program as well as registration information will be posted within the next few weeks. In the meantime, please circle the dates on your calendar.*

*The international speaker lineup already in place will make this one of the must-attend events for anyone involved in the gambling industry or responsible/problem gambling treatment and education.*



There is tremendous value in having a greater awareness and understanding of *Social Responsibility* and the importance it plays in our daily working lives. I would therefore strongly recommend this conference to the industry at large.

If you require any additional information, please contact the person below who will be able to assist you.

Michaela Becker  
Manager – Corporate Social Responsibility  
BCLC

(t) 1-604-228-3141  
(e) [mbecker@bclc.ca](mailto:mbecker@bclc.ca)

### 1011 – Community Connection – Delta Gaming Centre (Peterborough)

Over the last couple of years there has been a heightened awareness of the dollars raised through the Charitable Gaming Centres and the direct and immediate benefit this brings within the local community that hosts a Charitable Gaming Centre.

Last week, on Thursday 9<sup>th</sup> August 2012, the Mayor of Peterborough was in attendance at the Delta Gaming Centre – Peterborough to receive a cheque for \$2,111 for *Food for Kids Program*. (Please see the picture below). This was a co-operative effort of the Commercial Operator, Charity Association and Ontario Lottery & Gaming Corporation in bringing awareness to the *net benefits* this initiative brings.

Throughout the course of the year real efforts have been made collectively by the OCGA, CGAO & OLG in driving awareness and profiling of valuable community resources.

Full credit to the whole Peterborough Team on this event.



*The Mayor of Peterborough-Daryl Bennett, Darryl Rowe (Charity President) Michael Orser & Cam Johnstone*

### 1012 – Supplier Day - Toronto

As part of the Association's ongoing commitment to profile our Suppliers, we will be hosting the second *Supplier Day Event* on the 19<sup>th</sup> September 2012 at the Holiday Inn (Airport East), Dixon Rd., Toronto.

I am pleased that once again Mr. Ron Ko and Ms. Diane Gartshore – Directors (Charitable Gaming) OLG will be in attendance and the members of the New Product Committee. This is an excellent opportunity to showcase products for the future that will fit into our business channel and we are looking for innovative suggestions/proposals that could be taken forward.

The format of the last event was deemed to be rather successful and I wish to keep that format for this event. I would like to acknowledge the tremendous support of Mr. Ron Ko & Ms. Diane Gartshore (OLG) for this initiative.

### 1013 – Internal Customer Experience Working Group

We will shortly be re-convening our above internal working group to continue work on defining the operational ' *Customer Experience*'. This is going to be an important factor that will be forged in incremental steps over the coming years. It requires the correct application of *Customer Service, Facility Development and Product Deployment*, having a broader awareness of how best to apply this leverage and what measure will maximize our opportunities going forward.

Our Project Co-ordinator, *Ms. Marian Magrane (Magrane Marketing Limited)*, will be setting a date in due course.

I do wish to acknowledge the co-operation of Mr. Bob Longman and Ms. Mary O'Neill for their engagement and support of our internal process. Both have attended each meeting to ensure we share information and awareness between the Commercial Operators and the OLG. This is a prime example of the benefits of partnership. *Well done Bob & Mary.*

### 1014 – Responsible Gaming Materials

Just a reminder of the need to keep Responsible Gaming material clearly visible for our customers in case they feel the need to reach out and seek some counselling or advice. I was encouraged this week on a visit to Meadowvale Bingo Centre (Mississauga) who had material (posters, etc.) in clear sight of the customers.

If you don't have material and would like some, please speak directly to Ms. Sandi Nesbitt who will co-ordinate them for you. This is an important piece of our business model.

### 1015 – Interesting Articles for Information

#### Bingo [British] Association warns of mass closures if 20pc tax remains

The [British] Bingo Association has warned of widespread closures across the industry if the government does not cut gross profit rate tax. Speaking ahead of a Culture and Media Select Committee report on the 2005 Gambling Act, released tomorrow (Tuesday), the lobbying group said that the current 20pc rate would result in the closure of around 170 of the country's 476 clubs over the next three years

"The current taxation regime is a disaster – when you consider that an average [Bingo] club employs around 30 people and probably needs to re-invest around £1m in capex in order to modernise and stay competitive then £70,000 [profit] is not much at all," said Paul Talboys, chief executive of the Bingo Association. "The ones in trouble tend to be smaller bingo clubs which are much more entrenched in the local community."

#### *Analysis*

A figure more in-line with the 15pc levied on bookmakers would undoubtedly help ease the tax burden on the industry, and allow for more investment and development, which in turn would make clubs more competitive in the current market. Bingo Association figures are showing that clubs are closing across the UK at a rate of 10 a year, a result of tighter spending owing to the economy and younger consumers going online to gamble.

There's no doubt that the bingo sector is a form of gambling that the government supports, as much for its community benefits as any other reasons. Women account for over two-thirds of bingo customers, while bingo clubs are routinely hailed for their high levels of elderly inclusion.

#### **Echo FY earnings tumble, cite demerger, 'negative' press**

Casino company Echo Entertainment reported a fall in annual net profit of 81pc, to \$42m, although it said the YoY result was not comparable owing to the company's demerger from Tabcorp. Comparable earnings before interest and tax also fell 39pc, to \$218m, with the company's revenue easing slightly to \$1.62bn.

"With a soft consumer environment, compounded by the enquiry into the departure of the former MD of The Star and associated negative press, some of these factors had a short term impact on our business which we see in this result," said Larry Mullin, Echo's chief executive.

"The market is generally soft and we have not been immune to this and, particularly in Queensland where revenues have been generally flat, the underlying business at The Star is also being impacted by a soft economy in New South Wales."

Revenue at its Star casino in Sydney fell sharply, largely due to allegations of staff harassment and drug use. The casino has also been hit by a lower win rate against VIPs at 1.39pc versus 1.97pc last year.

#### **1016 – CGAO Office**

Please be advised that our Administrator - Ms. Sandi Nesbitt will be away from the office on a well-deserved vacation from the 17<sup>th</sup> to 27<sup>th</sup> August 2012. As such, the office will be closed. If you require immediate attention, please contact Peter McMahon direct at [mcmahon.pli@sympatico.ca](mailto:mcmahon.pli@sympatico.ca).

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

Information: Resources: Reference

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