

Charitable Gaming

THE VIEW



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1017 – Revitalization of Charitable Gaming Initiative - Update

We continue to gain traction on this major initiative for our sector. The **launch of Boardwalk Gaming Centre (Val Caron), Sudbury** at the end of August with the Bingo Terminal Units and the upcoming **launch of Community Spirit Gaming Centre, Kingston** with the same product line continues to build this sense of movement.

Both these markets have a sole owner group and previously operated under the *pilot structure*. Thus there was built-in experience and resources by the Commercial Operators. It is becoming clear that sharing knowledge is very important to ensure this major changeover from 207:1:b to 207:1:b is completely effective and with minimum impact on the operation.

Both of these Operating Companies have embraced *their role as pioneers* in a very positive fashion and through their experiences it will make it easier as other Centres come on-line. I wish to state that these initial Centres will experience the two phase approach *part one*, the Bingo Terminals & Management Systems that have been deployed coupled then *with part two*, the BOT Delivery Units, which in our view is very important in [beginning to] delivering the *new entertainment experience* within the Centres.

The BOT Delivery Units are *not* as some suggest the '*Silver Bullet*' for our sector but there is a *Game Changer* that will allow for the re-development of the whole bingo experience, the creating of lounge areas, change in ambience, and the development of leisure environments. But in order to reach this goal we need this product delivered into our Centres. Furthermore, it must be noted that the financial model will not work without them, especially for our Charities. This has been well noted and right now the first Centre to receive these units [BOT Units] will be Sudbury, followed by others in line with the schedule outline for individual Commercial Operators.

However, I wish to remind all parties engaged in this Initiative that this is about *revitalizing* a sector, a sector that has been under tremendous pressure and decline for numerous years. It will take time *to re-position, re-engage and re-develop*. We all need to stop looking for 'quick fixes' and focus on delivering the agreed rollout elements. The most important piece in this pie is not CONTROL. It is about the *customer*. If we can engage them in a positive, enjoyable and engaging fashion we will generate value for them, the communities we operate in, the Commercial Operators and Crown (Government) Agencies.

This is a very exciting time. The wheels are beginning to roll. This will now pick up speed and we all need to gear up the Commercial Operators and the Charities to make sure this initiative goes from strength to strength.

1018 – AGCO – Risk Based Regulation & Registration

In recent weeks the '*spotlight*' has returned back to the *Risk Based Regulation & Registration*, effective the 1st June 2012. There have been *updates to the Gaming Control Act '93* that allows for the *Risk Based Approach* to be deployed in the gaming industry in the province.

This is, without question, a major overhaul of the gaming landscape in the province and is driving at forging a more *effective & efficient regulatory* environment based on the risk that is presented. It does need to be explained in greater detail in order that the change is fully understood and this first direct communication we receive will be the renewal of individual regulations for employees in the sector. Contained within that package is the information relating directly to the registration categories you will be looking to renew.

This Association is and continues to work with the AGCO through the *Strategic Working Group (SWG)* to make certain that the 'Risk Measurements' deployed are relevant and effective for our sectors to ensure compliance and a healthy regulatory environment.

This item will be the major focus of the our internal General Meeting on the 19th September 2012, I continue to have direct dialogue with Mr. Jean Major (CEO), Mr. Tom Mungham (COO) and Ms. Kathy Klas (Director) at the AGCO.

1019 – Golf Day 2012 – Clash of the Titans

It was another terrific Joint Golf Day on Monday, the 10th September 2012, down at Carlisle Golf & Country Club. Perfect weather as the sun beat down the course, with a light breeze taking the edge off the heat.

This year saw the *Clash of the Titans* with the Delta Destroyers [Delta Gaming Group], led by their Team Captain 'Duncan Cameron', going head-to-head with Bingo Bombers [Bingo World] under their leader 'Perry Kereakou'. Once all scores were reviewed it came in at a dead heat, there being no outright winner. As a result of this situation both teams will have a playoff in the near future with an independent representative overseeing the result.

As for the rest of the golfers, they had a relaxing round of golf and once again back in the club house were able to reflect on a memorable day's golf. I have enclosed a link below with various pictures of the players and the day.

<http://www.flickr.com/photos/tomaikins/sets/72157631512451145/>

1020 – Diamond Games Limited – Appointment Announcement

It has been announced by Diamond Game Enterprises that they have appointed a **Business Development Director (Ontario)** who will lead the stakeholder relationships, communication and development of the Company in the Ontario marketplace.

With effect of Monday, the 24th September 2012, Mr. Peter Howard will undertake this new role within Diamond Game. Peter comes with a tremendous amount of experience within the UK, USA and recently Canada. In Canada he headed up the Top Rank Bingo Canadian division and then established the Salford Management Group consultancy with clients in both the private and public sectors of the gaming industry. Peter served as Executive Director of the Registered Gaming Suppliers of Ontario and more recently held the position of General Manager-Operations at Meadowvale Bingo Centre, in Mississauga, Ontario.

His knowledge of the sector, combined with his skills of working with people will be, without question, a tremendous asset to Diamond Game and will bring a Canadian perspective to their business development opportunities.

As a result of Peter's appointment to Diamond Game, he has resigned from his position at Meadowvale Bingo Centre. His last working day will be Friday, the 21st September 2012. In speaking with the President of Meadowvale Bingo, Mr. Wally Matskofski, he expressed to me his good wishes to Peter in his new job but indicated that it will be a loss to the Meadowvale Bingo Management Team they have built over the last few years.

I am sure your will join me in wishing Peter Howard every success in his new position

1021 – G2E – Las Vegas Conference

Please be advised that the Las Vegas *Gaming Conference (G2E)* will be taking place from the **30th September 2012 to 4th October 2012**. I have enclosed a link below for you if you are interested in attending.

Our Chair & Vice Chair will be leading an 'Ontario Bingo' delegation down in order to see the gaming development this year.

<http://www.globalgamingexpo.com/>

1022 – Upcoming Meetings

Please be advised that there are various meetings being held this coming week, I have just highlighted them below for you

<i>Upcoming Meetings</i>		
<i>CGAO</i>	General Meeting – 19 th September 2012	All Members invited to our scheduled General Meeting – Main Item <i>AGCO risk base Regulation and Registration</i> .
<i>CGAO</i>	Internal Customer Experience Development – 20 th September 2012	Internal [CGAO] Working Group - looking to define/re-shape the Customer Experience.
<i>CGAO, OCGA & OLG</i>	Group Two Information Meeting – 20 th September 2012	Information update on getting Group Two Sites ready for launch.
<i>OBDF</i>	Annual General Meeting	All contributing Members are invited to the AGM

1023 – Promotional Planning

Once again we wish to bring to the Charitable Gaming Centres – Managers attention the need to ensure effective promotional planning. The next few months have some key dates that are always good if promoted in advance and well communicated to the customers. Remember if you are an e-gaming site speak with your BRM.

<i>Thanksgiving Day (Can)</i>	8 th October 2012
<i>Halloween</i>	31 st October 2012
<i>Daylight Saving Ends</i>	4 th November 2012
<i>Remembrance Sunday</i>	11 th November 2012
<i>12-12-12</i>	12 th December 2012
<i>Christmas Period</i>	December 2012

I would encourage you once again to speak with our Suppliers who can assist you in your promotional planning and bring a wealth of knowledge to the table. I have listed contact details below.

Mr. Jim McLean
Arrow Games/Bazaar & Novelty Ltd.
(T) 905-321-5488
(E) jmclean@tradeproducts.com

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

Mr. Mark Newman
Pollard Games, Inc.
(T) 289-213-5044
(E) mark.newman@pollardgames.com

Mr. Steve Johnston
GameTech Canada Corp.
(T) 905-988-7900
(E) sjohnston@gtiemail.com

1024 – Responsible Gaming Awareness

I wish to bring to everyone's attention the need to keep *Responsible Gaming material* in an easy accessible and visible area for our customers. The importance of effective and balanced awareness in our Centres is significant as we develop Charitable Gaming.

Please remember that BCLC will be hosting a conference in Vancouver (BC) from the 28th to 30th January 2013 - '*New Horizons*' in *Responsible Gaming*. It would be of value to send a delegate to attend this conference.

Contact: Michaela Becker Manager – Corporate Social Responsibility (BCLC) (t) 1-604-228-3141 (e) mbecker@bclc.ca

If you don't have material or need refills, please contact our Administrator Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca

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Information: Resources: Reference

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CGAO - The View