

Charitable Gaming

THE VIEW



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1025 – Revitalization of Charitable (Bingo) Gaming Initiative

There is a real sense of movement within this initiative. The volume of work that is being undertaken and completed by all partners is truly amazing. These foundation blocks that are being laid will be critical for the future development of the program. There is and remains a desire to *speed up the implementation* and it is fair to say that everyone shares that view. This sector needs the help. Our local community charities have been seeing revenue declines for some years and this offers the best opportunity to reverse that trend. Since our last newsletter there have been some exciting developments as indicated below.

- a) **Kingston Launch** - Community Spirit Bingo Centre in Kingston launched under the initiative. This became the second companion Centre to be launched, following Sudbury two weeks ago. I must say that overall the launch was extremely smooth with no real 'teething issues' being raised. The approach taken by the Management, OLG and Charities is an initial soft launch to ensure that the system is well integrated prior to reaching out to the broader customer base. It was encouraging to see the '*local*' Charity Team really engaged and excited by the launch of the initiative and a sense of traction for them in trying to regain ground on their revenue capacity and work they do in the City of Kingston.

In speaking with the General Manager-Operations, *Mr. Jeff Holmes*, he was rather pleased with the opening. He is still undertaking further development work in the site and hopes to have the whole site finished by November 2012. This is an influx and when completed we look to have an impact and offer a new experience to engage lapsed customers back into the bingo experience.

- b) **Group Two Meeting** - On Thursday, the 20th September 2012, the partners *OCGA, OLG and CGAO* hosted a Joint Information meeting for those in Group Two who have expressed a desire to be engaged in the initiative and are in the initial stages of preparation. There will be some valuable lessons to pass on from the Group One process and because of this learning we are able to redefine some elements of the process for them. It was encouraging to hear their desire to bring this initiative to their Bingo Centres as swiftly as possible and we are going to look to respond as quickly as we can.

- c) **GTA Advertising** - You may have seen a series of advertisements that have recently taken place, mainly around the GTA, showcasing this initiative. It is important that the real value of the program is understood and the net benefits known. All partners have allowed their logos to be connected to the piece (OLG, OCGA & CGAO).
- d) **Next Launch Date** - The next launch date is set for the 9th October 2012 at Boardwalk Gaming Centre – Penetanguishene. This will be the first non-pilot electronic market to be entered and is a key milestone in my mind. The *Executive Vice President-Operations* – Mr. Michael Orser has looked to introduce some innovations to the Centre, with a lounge area, stadium seating and more open spaces, coupled with wider door openings. This, all combined, is the beginning of ‘offering multiple (social) experiences under one roof’. It is this type of thinking that will be required as we go forward to re-engage the customer.
- e) **Chief Executive Officer (OLG)** - It was with both surprise and delight that Mr. Rod Phillips (CEO –OLG) made a visit on the opening day of Kingston. He managed to tour the Centre, took time to chat with the OLG Staff, Gaming Centre Mgt. & staff and Charity Co-Ordinators. You could see that he had a real interest in what was happening and his visit was a very positive boost to all concerned.

As you can see and as we have been saying for some weeks now, this initiative is gaining real traction. It is important we all remain focused on our key messages and the core program objectives. We must all work as a united team in delivering real value back to the communities we serve.

1026 – Risk Based Regulation & Registration - AGCO

At our Association’s General Meeting last Wednesday, the 19th September 2012, we received a presentation from Ms. Kathy Klas – Director Sector Liaison (AGCO) and Mr. Harry Gousopoulos – Senior Manager Operations (AGCO) on the *Risk Based Regulation & Registration* initiative that is now underway.

The presentation went into detail, starting with the background and then laying out the pieces of the whole initiative and where and why Charitable Gaming fits into the overall structure. It is extremely important that we have a command and understanding of this important change to the Gaming Control Act, which came into effect on the 1st June 2012.

I want to publicly thank Mr. Jean Major – CEO (AGCO) for facilitating this meeting after my discussion with him recently. There is clearly a willingness to ensure that there is effective communication on this initiative and that Commercial Operators are engaged through the CGAO as further discussions/consultations are required.

If you are still unclear of what the *Risk Base Regulation & Registration Initiative* is about and how it will impact you, I would encourage you to ensure you make the effort to find out. You have the responsibility if registered to know the Act.

1027 – Defining the Customer Experience – Under Development

Last Thursday our internal Working Group continued the work of defining the *customer experience* within Charity (Bingo) Gaming and how we will differentiate ourselves from other gaming activities in the province.

This is the fourth meeting of the group, which is made up of members and representation from the OLG Operational (Bingo) Team. On the go forward, the focus is to enhance the overall

customer experience, which has the elements of *prize, price, product, premise and people*. We must strengthen each element to create '*perceived value*' for the entertainment dollar.

The work is being facilitated by our external consultant, Ms. Marian Magrane of Magrane Marketing Limited, which is bringing real experience and depth to the table. At our next general (CGAO) meeting, Marian Magrane will give the members a presentation on the status so far.

1028 – Meadowvale Bingo Centre – Interim Appointment

Please be advised that with the departure of Peter Howard as General Manager-Operations, the President of Meadowvale Bingo Centre, Mr. Wally Matskofski, has announced that Mr. Jonathan Cheung will be appointed *Interim General Manager* until further notice.

Jonathan has been part of the Management Team at Meadowvale Bingo Centre for some time and this is a tremendous opportunity for him to broaden his skills. Jonathan can be contacted as indicated below.

I am sure you will join me in wishing Jonathan every success in this role.

Mr. Jonathan Cheung
Interim General Manager
Meadowvale Bingo Centre

(t) 905-821-7821

(f) 905-821-7022

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1029 – Responsible Gaming Awareness

I wish to remind all Gaming Centre Managers the importance of having Responsible Gaming material available in the Bingo Centre in case the customers feel they need to speak with a professional with regards to their gaming activities.

As an industry we need to embrace this more and understand that it needs and will become part of our culture going forward. Through our partnership with OLG and the *Revitalization Initiative*, those Gaming (Bingo) Centres transferring over will receive *Responsible Gaming training* that is comprehensive and raises the awareness among our employees.

The Responsible Gaming Initiative is a *keystone piece* in our partnership with the OLG and we need to engage in this constructively to better educate our people.

If you don't have Responsible Gaming material on site, please contact our Administrator (Ms. Sandi Nesbitt) at (416) 245-6365 or nesbitt.s@sympatico.ca, who will arrange for material to be sent to your Centre.

1030 – Upcoming Meetings

Please be advised that the following meetings will be coming up shortly.

Topic	What	Location
OBDF	AGM – 16th October 2012 – Open to all OBDF Members	Marriott Hotel 475 Yonge Street TORONTO
CGAO	Board Meeting – 18th October 2012 - Open to Board of Directors CGAO	Via Tele-Conference
CGAO	General Meeting – 13th November 2012 - Open to all Members of the CGAO	Holiday Inn (Airport East) Dixon Road TORONTO

1031 – Peter Howard – Contact Details

The new contact details for Peter Howard are listed below.

Mr. Peter Howard
 Director – Business Development (Ontario)
 Diamond Game Enterprises, Inc.
 9340 Penfield Avenue
 CHATWORTHS, CA 91311

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Information: Resources: Reference

CONTACT DETAILS

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