

Charitable Gaming

THE VIEW



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1032 – G2E - Gaming Conference

This week saw the Gaming Conference in Las Vegas get into full swing. Now known as G2E, it still remains one of the largest gaming conferences in the world. The conference program covered the full range of activities from the traditional (land-base) to the internet/digital channels. The challenge in all sectors remains the ability to '*connect*' with a customer and engage them in an *entertaining experience*. It is all about the experience and integrating it on a multi-platform solution.

In Canada this has always remained challenging due to the limitations on the law but from *coast to coast* we see new partnerships and delivery platforms merging with joint venture initiatives between *crown corporations, charities and the private sector* to the mutual benefit of all parties.

A prime example of this and one of the leaders in this field is the *British Columbia Lottery Corporation (BCLC)*. They have shown the way forward for others to follow. What is more interesting in my view, and only now coming into play, is the Community Gaming Centre channel branding (Chance's), which now has the opportunity to deliver on the experience. This work was undertaken over six (6) years ago and was spearheaded by *Ms. Masha Walden*, at the time Vice President of Community Gaming and now Vice President of Strategy & Marketing. The seeds that Masha forged are now taking root and it will be interesting to see how, in the coming years, they will nurture the *brand, experience, entertainment and value*.

Another value of a conference of this nature is the opportunity to see the future direction of product and how innovation is creeping into the industry. Again we see with the 'slot machine' development, the use of technology coupled with branding is giving a more *entertaining*

experience to the customer. At a time where there is great focus on efficiency of cost and careful investment levels, it is important that we are all part of the creative mix.

Thus, the conference provides through network this *buzz of creativity and ideas development*.

It was encouraging to see a high contingent of Canadians down in Vegas. Our members were out in force, led by our Chair *Mr. Michael Orser* & Vice Chair *Mr. Cam Johnstone*. I sense that they all feel being in this environment broadens their own awareness of the wider gaming industry.

Also at the conference this year was *Mr. Ron Patel*, who is now managing a large gaming complex in northern California. His roots are with the Rank Group PLC and in the early '90's led the Rank Groups first international gaming expansion into Canada. His knowledge, understanding and vision are, in my view, second-to-none. He has long understood the elements of *the experience with measured performance, creating trading margins, delivering value and the development of people*. I was rather pleased I was able to meet up with him and re-connect.

As everyone heads back to their businesses we must not lose the energy, excitement and creativity that we bounce out of these types of conferences. All too often we get caught up in the day-to-day far too quickly. We need to implement, if only one idea, the things we learned at the conference.

1033 – Canadian Gaming Conference - 2013

As we bounce out of the conference in Las Vegas, it is a reminder that in Canada we have our own National Conference headed by Paul Burns, which has been gaining strength over the last few years. I would encourage you to lock this down in your schedules for 2013.

Canadian Gaming Conference

Dates: June 17-19, 2013
Location: Montreal, Quebec
Contact: Richard Swayze
416-512-8186, Ext. 246
RICHARDS@MEDIAEDGE.CA

1034 – New Horizons – Responsible Gaming Conference

Just a reminder that BCLC will be hosting the New Horizons – *Responsible Gaming Conference* in January 2013. I would encourage you all to think about attending this event. The overall co-ordinator for the event is Ms. Masha Walden and her team, so you can be assured the content will be very good.



1035 – The CGAO Office

Please be advised that the CGAO office will be closed from Monday, 8th October 2012 to Friday, 26th October 2012. This is due to our administrator, *Ms. Sandi Nesbitt*, being away in Europe on a holiday.

During this period, if you require any information please contact Peter McMahon direct. The best method is his e-mail mcmahon.pli@sympatico.ca.

1036 – OBDF AGM Reminder

This is a reminder to all OBDF Members that we will be hosting our AGM on Monday, the 15th October 2012 and we would encourage all participating members to be in attendance.

Date: 15th October 2012
Location: Courtyard by Marriott
 475 Yonge Street
 Toronto
Time: 2:30pm to 4:00pm

1037 – Revitalization of Charitable Gaming – Next Launch

The momentum of this program is really getting going. The next Gaming Centre to transfer over will be Boardwalk Gaming Centre – Penetanguishene (commonly known as Angel Gate Bingo). There have been some exciting changes at the Centre and both the Commercial Operator and Charity Representatives are looking forward to move to 207:1:a.

We wish everyone well on the Boardwalk Gaming Team as they continue to forge forward ~ next stop Delta Gaming Centre – Pickering.

1038 – Appointment Announcement - OPGRC

Please see below the recent announcement from the OPGRC.

Diane Santesso joins OPGRC as Research Officer

The Ontario Problem Gambling Research Centre (OPGRC) is pleased to announce that Diane Santesso has joined The Centre as Research Officer.

Diane will take charge of research project management; such as developing and maintaining data sets for OPGRC funded research; managing the review and posting of final research reports; the review and evaluation of research proposals; the implementation of directed research for Ministry of Health and Long-Term Care and other partners; and supporting the Centre's research review committee. She will support Ontario Government Ministries, Agencies and Commissions as they develop policies into problem gambling and related issues and she will manage Centre Knowledge Transfer activities such as the synopsis project and the problem gambling Conceptual Framework.

Diane has a Ph.D. in Psychology (Life-Span Developmental) from Brock University. Her post-doctoral research experience includes fellowship positions at the Affective Neuroscience Laboratory at Harvard University, the Cognitive and Affective Neuroscience Laboratory at Brock University and the Emotion Laboratory at McMaster University. Most recently, she held a Research Assistant Professor position at the University of Waterloo, Department of Drama and Speech Communication.

Diane has been an active researcher on gambling issues on her own and in partnership with many of Ontario's leading problem gambling researchers. Her knowledge about problem gambling and her familiarity with many problem gambling researchers will be a key asset to The Centre and to Diane as she integrates into this new position. Since Diane has worked with many researchers who may be applying for funding, we have made arrangements to ensure Diane will not be placed in a conflict of interest in terms of research proposals from those researchers and teams.

Diane can be reached at diane@opgrc.org or (519) 763-8049 x. 223.

1039 – OLG Business Relationship Manager

Bob Longman, Operations Manager- Charitable Gaming, issued the statement below welcoming back from leave one BRM and re-alignment of another.

The Bingo Gaming team would like to take the opportunity to welcome back Kirk Foat.

Kirk Foat will be transitioning back as the BRM to Breakaway and Paradise Gaming Centres in Windsor. Any questions or inquiries regarding Windsor should be directed to him. His contact information can be found by contacting myself if required.

Daryl Barnett will continue as BRM to Treasure Chest and Community Spirit Bingo Centres in Kingston. So please join us in welcoming back Kirk, and thank you for supporting us during this transition.

1040 – CGAO – Strategic Planning

The CGAO is undertaking a broader *Strategic Planning Process* to guide our internal direction. We are focusing on 2017, where we would like the Association to drive the sector and working back to see how best this can be accomplished. In order to ensure we forge the best plan possible we have engaged an external source to work and direct us through the process. The external company is *Pareto Consulting Group* and is headed by Mr. David Aronoff, its President.

I want to thank the support of the Board and Members in understanding the ongoing need to heighten 'our game' and bring to bear a process to articulate our contribution to the sector, communities and local economics where we are established in this province. We wish to shape our sector in order that it encourages and enhances responsible Commercial Operators.

On-Line @ www.cgao.ca

Information: Resources: Reference

CONTACT DETAILS

OFFICE 416-245-6365
FAX: 416-245-3449
E-MAIL: nesbitt.s@sympatico.ca
WEBSITE: www.cgao.ca

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Commercial Gaming Association of Ontario (This view)