

# Charitable Gaming

# THE VIEW



- 1041 – Revitalization of Charitable (Bingo) Gaming Initiative
- 1042 – Risk Base Registration & Regulation
- 1043 – Great Canadian Gaming - BC
- 1044 – Appointments
- 1045 – Promotional Dates
- 1046 – Responsible Gaming Initiatives
- 1047 – General Meeting
- 1048 – Charity Gaming Centre Security

## 1041 – Revitalization of Charitable (Bingo) Gaming Initiative

We continue to gain traction on this *very* important and, may I say, critical initiative for the Charitable Gaming Sector. It is important for us to remember that the *Revitalization of Charitable (Bingo) Gaming Initiative* is very different from the OLG's *Modernization of Gaming Initiative*. I am often faced with the misunderstanding of the two initiatives. They are two separate initiatives.

The *Revitalization of Charitable (Bingo) Gaming* is clearly focused on supporting locally based Charitable Groups and locally based Commercial Operators and the tremendous value that both these parties make within their own municipalities. In Ontario, we (CGAO) have worked very hard over numerous years, in co-operation with our Charity Partners (OCCA), to ensure that the *direct funding platform* remains in place. Thus we retain immediate benefits and more local direction (via the municipality) on the community programs that the Charities are supporting. The whole premise of the initiative is built on collective *partnership* between *Commercial Operators, Locally Based Charities, OLG & Municipalities* while retaining the connection with our Regulator, the AGCO.

- ✓ **Change Management** - The mere factor that the Revitalization Initiative moves the operation from 207:1:b to 207:1:a of the Criminal Code of Canada has created change. We all know that change is never easy but to maximize the potential of this initiative we need to embrace it and view the change as constructive for our business model. Whether you're a Commercial Operator, Charity Group, OLG Employee or Municipal Staff, there is change that comes along with this initiative and we need to leverage this opportunity to challenge the way we deliver our service or value to the program. Embracing change and making this part of the *go forward culture* will ensure we seek the full potential of the opportunity before us.
- ✓ **Municipal Approvals** - It has been very encouraging that the last two weeks have seen two (2) more municipalities sign on to the program, being *Oakville & Newmarket*. This now adds to the numerous municipalities around the province that understand and recognize this sector needs assistance and support to re-position and retain its market presence in light of the

numerous changes over the past 15 years in Gaming, not only in the province but generally around the world.

- ✓ **Launching & Implementation** - On the 9<sup>th</sup> October 2012, *Boardwalk Gaming Centre – Penetanguishene* joined the *Revitalization Family of Centres*. Although the changeover was designed to be low key in order to facilitate the training of the traditional customer base on to the new delivery platform, the President of the company, *Mr. Michael Orser*, ensured that the customers were well looked after and received the level of service required to enhance their overall experience. A considerable investment was made by the company in re-designing the Centre and improving the ambience, which is reflective of the commitment that Michael Orser has made through his career to ensure that there is enhanced value given to the overall experience for his customers. This now joins *Boardwalk Gaming Centre – Val Caron* and *Community Spirit Bingo Centre – Kingston* in the program. The next launch is targeted for the 20<sup>th</sup> November 2012 for the *Delta Gaming Centre – Pickering*. This will be the single largest Centre on the e-cube system and is a very exciting time for all concerned. We look forward to this Centre joining the initiative.
- ✓ **Partnership** - It is fair to say that the above launches have engaged numerous partners in a successful transition to the initiative. The Charitable Gaming (OLG) Directors, *Ms. Diane Gartshore & Mr. Ron Ko*, combined with their teams have been extremely helpful in ensuring that we have a smooth and informed process and full credit should be given to them. Also, we should acknowledge our Charity Partners through the OCGA, their *Executive Director Ms. Lynn Cassidy* and her team who have been active in supporting and informing local Charity Associations of their new roles & responsibilities. It is the efforts mostly unseen, especially by these individuals, who have made this change easier than it could have been and the open dialogue we [CGAO] continue to have ensures that we prepare the Commercial Operators in equal measure.
- ✓ **Product Delivery** - The product delivery platforms are being introduced initially in phases. The Bingo units are installed at launch with the average Centre receiving around 150 units. This varies depending on size of the Centre and it allows the traditional bingo game to be played in a more engaging fashion. The Break Open Ticket Delivery Units are being introduced in late November 2012 in Sudbury and this allows a Break Open Ticket to be played in a more entertaining manner. It remains a Break Open Ticket with a 'deal of tickets' contained within the unit, but *with heightened security and accountability*. It is simply placing a traditional charitable product and adding an entertainment element. This is exciting and offers the sector a '*Game Changer*' in appealing to a broader audience and allows a very traditional and, may I say, old fashioned bingo environment to move with the times and the changing attitudes in the general population.

There is real excitement building within our sector. We are re-aligning our culture, focusing on the connectively to the customers while looking to enhance our value to locally based Charitable Groups who do such great work within the communities where a Bingo Centre is located.

#### 1042 – Risk Base Registration & Regulation

We continue to work very closely with *Mr. Tom Mungham (COO – AGCO)* and *Ms. Kathy Klas (Director – AGCO)* on the *Risk Based Registration & Regulation* initiative the AGCO has launched for all gaming in the Province of Ontario. This is one of numerous initiatives the CEO – *Mr. Jean Major* has launched over the years that has slowly and carefully transformed the AGCO to be a positive regulator and much more 'client' engaged.

The outreach this Association [CGAO] has received has been tremendous. We may not always see eye-to-eye on everything but the willingness of the AGCO to sit down and explain and more importantly listen to industry concerns has been very well received by our members.

It is understood that this is once again change and we all know it is hard for everyone but by expressing concerns in a constructive and clear fashion through a process of engagement we can see the value and merit of the change required to ensure a streamlined, yet more effective regulatory environment.

In my view, *Mr. Jean Major (CEO-AGCO)* does not get, nor does he seek, the praise for his constructive stewardship of the reforms he has brought into the province but at some point the industry collectively should acknowledge his contribution and the value of his direct leadership.

#### **1043 – Great Canadian Gaming - BC**

As much as there is tremendous activity in Ontario, on the other side of the country in British Columbia the Great Canadian Gaming Corporation is equally active in their Groups' development, especially in the Community Gaming Centre channel they operate in.

At the beginning of the month they launched *Chance's Gaming Centre – Chilliwack*. This is a 30,000 square foot entertainment venue that will offer an integrated social gaming package with a *200 seat Bingo Lounge, 100 seat Restaurant/Bar, 3,000 square foot Amphitheater and a variety of Slot Machines*. Thus they will be able to offer 'multiple experiences under one roof', which I firmly believe is the future.

Further to the above it was also announced that on Friday, the 9<sup>th</sup> November, there was a formal announcement of the ground breaking for a new entertainment venue in Maple Ridge that will replace the current Great Canadian Gaming Centre there. This will be a 28,000 square foot venue with some exciting elements to engage and delight their guests.

This is an exciting time for that company and shows commitment to the Community Gaming Channel. It must be pointed out that one of the Senior Management at Great Canadian Gaming is Mr. Vic Poleschuk, who has a broad knowledge of gaming and has been on the leading edge of gaming development in this country for many years. He has always appeared to me to be a strong leader and innovator in his field.

Congratulations to the whole Great Canadian Gaming Team and their key partners, the *British Columbia Lottery Corporation*, on these exciting developments.

#### **1044 – Appointments**

There have been various appointments in the last couple of weeks that I wish to bring to your attention:

##### *Diamond Game Enterprises*

*Peter Howard* - In order to reflect Peter's role better, the company has announced that effective immediately he will be known as Director – Government & Customer Relations.

*David Thomson* - He joined the company in mid- October after numerous years with the OLG, based in Sarnia as a 'Field Slot Manager'. He has undertaken the role of Director of Operations (Ontario) and will work closely with Peter Howard in the coming months.

##### *Ontario Lottery Corporation*

*Bob Katsavelos* - Will move to the Charitable Gaming Implementation team in the interim role of Business Development Consultant effective October 29<sup>th</sup>, reporting to Diane

Gartshore. Charitable Gaming Implementation is a critical OLG initiative and Bob has extensive knowledge of the Charitable Gaming business, where his financial acumen and relationships will be a welcome addition as he assists the Implementation team in meeting their objectives.

*Adam Russell* - Charitable Gaming is pleased to announce that Adam Russell has accepted the position of Business Relationship Manager. Adam will take on a role that will further strengthen operations and relations with our service providers. Adam joined the OLG in June of 2000 as a Sales Representative and was promoted to Key Accounts in September of 2003, both within the Lottery Business Unit.

Adam has worked primarily within the Dedicated Lottery Channel over the course of his 9 years in Key Accounts and played a major role in rolling out the Walmart pilot in 2005, growing it to the successful business it is today. Adam gained significant experience working with his team to rebuild the Dedicated Lottery Retail channel after the closure of Infoplace in 2009 and cites his recent partnership with the CNIB as his most fulfilling work to date. Adam's start date is November 5, 2012.

### *Boardwalk Gaming & Entertainment*

*Greg Arseneau* - The Sudbury Bingo Group is very pleased to announce the appointment of Greg Arseneau as our new Facility Manager for our Boardwalk Gaming Val Caron Centre. Having just transitioned into a c-gaming environment, Val Caron faces new challenges on the go forward and requires a strong experienced leader of the c-gaming landscape.

Greg has been in a supervisory position at our Sudbury site for the past 5 years and together with Dawn Beange's (*Operations Manager with BGC Sudbury*) guidance and mentoring has grown and embraced our corporate mission as well as our industry direction. Greg's contribution in the BGC Sudbury support team of the recent Val Caron launch highlighted his true leadership capacities.

We look forward to growing and strengthening our Management Team at SBG and embracing all new product offers in a positive, professional and customer focused mandate. Please join me in welcoming Greg to our SBG management team.

I am sure you will join me in congratulating the above mentioned individuals as they take up their new appointments and wish them every success for the future in those new roles.

### **1045 – Promotional Dates**

Just a quick reminder that we need (if not already done so) to start planning for Christmas and the early part of 2013. There are a couple of things you may wish to think about in order to maximize your business performance.

- **Unique Date** - Remember, on the 12<sup>th</sup> December 2012 we see the last of the unique dates in the calendar this century - 12-12-12. It may be worth thinking of promotions around '12'.
- **Christmas** - The twelve days of Christmas is always a good solid promotion that goes over well with our customers.
- **New Year's Eve** - Always a good party night, generates a lot of goodwill and gives an entertainment factor.
- **Christmas 'Hangover'** - The first couple of weeks after the holidays can be slow. Having your pre-Christmas contain some bounce elements may be of some benefit.

The most important factor is to plan ahead and leverage this positive trading period. I would encourage each of you to reach out to our Supplier Members who can be of tremendous assistance to you or if you are in the Revitalization Program, contact your BRM (OLG).

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### 1046 – Responsible Gaming Initiatives

I would remind all our members & readers the importance of *embracing and supporting* the Responsible Gaming materials to ensure that they are placed in easily located areas in your Centre. It is very important that embedded *Responsible Gaming Practices* are part of our business DNA. Retaining the public trust is a critical part of our strategy.

If you feel you would like a greater understanding of Responsible Gaming, BCLC – under the leadership of Ms. Marsha Walden, will be hosting a conference in January 2013 in Vancouver.

Please see below.



The poster features a scenic view of a snowy mountain range at sunset on the left and a city skyline at night on the right. The text on the poster includes:

- SAVE THE DATES** (in a circular graphic)
- New Horizons** (large font)
- in Responsible Gambling** (smaller font)
- Mark your calendars for the 1st annual New Horizons in Responsible Gambling conference. The conference program will highlight developments in preventing and responding to problem gambling. Join leading gambling researchers, policy makers and industry representatives along with colleagues from around the world.
- JANUARY 28-30 2013**
- Vancouver, BC, Canada**
- Online registration will be available soon. If you would like more information please contact [HorizonsRG@bclc.com](mailto:HorizonsRG@bclc.com)
- bclc** playing it right logo

### 1047 – General Meeting

Please be advised that CGAO will be hosting its quarterly General Members Meeting at the Holiday Inn (Airport East) Dixon Road on Tuesday, the 13<sup>th</sup> November 2012.

**Date:** 13<sup>th</sup> November 2012  
**Day:** Tuesday  
**Time:** 10:00am to 2:00pm  
**Location:** Holiday Inn (Airport East) – 600 Dixon Road  
**Room:** Centennial A  
**Refreshments:** Coffee & Light Snacks

### 1048 – Charity Gaming Centre Security

I just wanted to remind everybody that as we get closer to this holiday trading period we need to heighten our awareness and security practices. It is important that all the Charity Volunteers are engaged in the awareness of the customers in the building, especially those who seem out of place or people who appear to be asking questions about the operations. It is equally important to keep cash out of sight.

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

Information: Resources: Reference

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