

Charitable Gaming

THE VIEW



- 1056 – Revitalization of Charitable Gaming
- 1057 – Risk Based Regulation & Registration Initiative
- 1058 – Responsible Gaming
- 1059 – Team - OLG
- 1060 – Charities Awareness & Presence

1056 – Revitalization of Charitable Gaming

Without question, further traction is being made on this important & exciting initiative. The pace of development in the last couple of weeks has been amazing and a tremendous amount of ground has been covered in a host of municipalities. I have highlighted below the key milestones of that achievement.

- ✓ **Transition – Delta Gaming Centre (Pickering)** – On the 20th November 2012, the Delta Gaming Centre – Pickering transitioned over to c-Gaming. This was unique in the sheer number of Bingo Terminals (300) that were introduced to the system at one time.

Without question this was a major cultural change on a host of levels and it has been encouraging to see the Delta Gaming Team respond swiftly to the new operational environment they are now trading in. Some key lessons have been learnt from a Commercial Operator position and we will look to capture this for the future transitions.

A key lesson learnt for myself is the impact of change that the *customer can experience* and how this needs to be managed more carefully, thanks to the Delta Team, who quickly recognized this and reacted effectively.

- ✓ **Conversion – Boardwalk Gaming (Sudbury)** – On the 29th November 2012, the Boardwalk Gaming Centres in Sudbury (Newgate & Val Caron) introduced the e-BOT Dispenser Units in both Centres. This was a **Landmark Moment** for the Industry as a whole. It has re-defined the environment, added an additional entertainment component to a traditional product line and has further begun the process of changing the internal environments.

Once again, Mr. Michael Orser (*President-Boardwalk Gaming & Entertainment*) and his *Operational Team* continue in their role of pioneers in this field. Some very valuable lessons have been learnt through these initial installations and once again Michael Orser has been very open and upfront on the challenges and successes of those launches.

I do want to remind everyone that a decision was taken by the Industry as a whole, which Michael Orser supported, and I think this is a ‘mark of the man’ for very solid reasons, not to come

out the gate 'marketing this new product'. Now that the initial launch period is over, the marketing of the experience will be slowly phased in according to the business requirements.

- ✓ **Conversion – Delta Gaming Centre (Peterborough)** - On the 6th December 2012, the third Centre converted their Break Open Ticket products to the new platform. The Peterborough Centre is a joint partnership between *Boardwalk Gaming & Delta Gaming Group* and the combination of Michael Orser and Cam Johnstone working together has certainly benefitted this Centres preparation and launch.

Michael has long spoke of the need to *develop lounge type areas* within the Centre, thus beginning the process of creating multiple experiences under one roof, which I fully support as I believe this will begin that process of repositioning the *customer experience*.

We now move on to Kingston this week for the conversion of the two Centres in that marketplace. In the New Year the pace doesn't slow down. We will head to Penetanguishene, Pickering, Barrie and Pembroke.

I do wish to record my thanks for all the hard work of the Gaming Centre Staff and Charities who are managing this tremendously and doing it in a very constructive & supportive fashion.

Also, I think it is fair to say that *Diamond Game Enterprises* need to be complimented on the hard work that their whole team is undertaking through the installation & launch periods. Every effort is being made by that team to achieve successful outcomes in all Centres they are working in. I feel the influence and operational experience of their Director – *Mr. Peter Howard*, has greatly assisted in that process.

1057 – Risk Based Regulation & Registration Initiative

The AGCO's *Risk Based Regulation & Registration* initiative is slowly being introduced into the c-Gaming environments. Those Centres who have transitioned or converted to the new partnership with the OLG will begin to see this new structure taking effect.

Naturally, with all change there is a certain amount of the 'unknown' about it but the new framework when embraced and we get more familiar and experienced with it will actually allow greater flexibility and effectiveness of regulation in this province.

I do wish to acknowledge the constructive fashion of the AGCO's field teams who have been involved in the transition over the last weeks. They have engaged both the Commercial Operators and our OLG colleagues. This needs to be flagged and congratulated. I am sure as we go forward that process will get better as well.

1058 – Responsible Gaming

At this moment of tremendous excitement in the Industry, I want to remind everyone of the importance of the role Responsible Gaming plays in our day-to-day business life.

Some very creative RG materials have been produced for the c-Gaming Centres, which are on full display in the Centres and it is encouraging to see how the Gaming Centres have immediately embraced these materials and have them on display. I feel the OLG training program has certainly increased awareness of the RG and its role in our business on the go forward.



I would like to remind all Gaming Managers/Directors that British Columbia Lottery Corporation will be hosting a conference in January 2013. Please see below.



1059 – Team - OLG

I wanted to highlight the work of the Implementation & Operational Teams at the OLG (Charitable Gaming Division) under the leadership of Mr. George Sweny and the joint day-to-day management of *Ms. Diane Gartshore & Mr. Ron Ko*. They are working flat out to complete numerous projects for c-Gaming.

They and their Teams need to be publicly *thanked* for their hard work, commitment and dedication in supporting this important sector. This is a prime example of co-operation and partnership in action.

1060 – Charities Awareness & Presence

On my recent visit to Boardwalk Gaming Centre (Val Caron) I was surprised and delighted to see the 'Charity Information Centre' in the main entrance area of that Centre. It is extremely professional, functional and pleasing to the eye and certainly gives immediate profile to the main beneficiary of our activities (please see below).

I wish to publicly thank *Ms. Lynn Cassidy, Executive Director, and her OCGA Team* who have strongly supported this approach and the guidance & value they continue to bring to individual Charity Associations at the Gaming Centres.



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

If you do not wish to receive this newsletter, please contact Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca and we will remove you from the distribution list