

Charitable Gaming

THE VIEW



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1061 – Revitalization of Charitable Gaming

On the 13th December 2012, in the City of Kingston, we launched one (1) c-Gaming Centre and converted one (1) e-Pilot into the new *Revitalization Initiative*. This has been a very busy four weeks for a host of people including the various Commercial Operators who have been engaged in the process.

It is extremely important to remember that the five (5) Centres that converted with the new product are *pioneers*. They are the first to go and with that honour there comes numerous challenges that need to be overcome and responded to quickly and effectively to ensure the core objectives of the initiatives are met.

I often refer to this period as the '*transitional*' phase. Clearly, the introduction of the e-BOT Dispenser Units or Tap-Tiks is a major change and requires a new method of conducting business from a session to session basis. However, by keeping and maintaining *open communications* we will ensure that as each conversion takes place it will get easier and better as we pass forward critical '*lessons learnt*' to Commercial Operators and their Management Teams.

This type of approach is reflective of the difference between the Sudbury launch and the Kingston launch, which were night and day. It is remarkable that *Mr. Michael Orser* and his Boardwalk Gaming Team find themselves in this '*pioneer*' role. His constructive approach to flagging the *lessons learnt* is critical and we owe him and his team our collective thanks in sharing that information.

I have been monitoring the average net revenue per unit per day on the launch day and it was very encouraging when Community Spirit Gaming Centre, Kingston, hit a record revenue average for a launch day with the Centre *hitting triple figures*. Kingston now holds that record but in the coming months there are some challengers who will wish to take that title away from Kingston.

In 2013 we will change focus from pure implementation to defining and marketing the *new collective customer experience*. This will be the first priority for this Association, to support our Members in seeking the new tools with our OLG Partners to reach our new potential customers.

Well done to *Boardwalk Gaming & Entertainment (Sudbury), Delta Gaming Centre (Peterborough) and Kingston Bingo Group (Kingston)*, Ms. Diane Gartshore (OLG) and her Implementation Team, Ms. Lynn Cassidy (OCGA) and the various Charity Members, our Regulator AGCO and finally Mr. Peter Howard and the Diamond Game (Canadian) Team for all their assistance in the Implementation process. Without any one party we could never have achieved the success that has been gained in 2012. Long may this continue!

1062 – Promotional Dates - 2013

As we begin to turn our mind to 2013, it is important to prepare & plan for the 1st quarter of the New Year. The more we spend our time planning in advance, the more time we will be able to focus on execution and customer service delivery, I have listed some 'top of mind' dates that may be useful to leverage and am sure there are others but if it is only a starting point for a discussion with the Centre Management it serves its purpose.

Date	Event
1 st January	New Year's Day
2 nd February	Groundhog Day
10 th February	Chinese New Year
14 th February	St. Valentine's Day
18 th February	Family Day
10 th March	Daylight Saving Begins
11 th March	Commonwealth Day
17 th March	St. Patrick's Day

I have enclosed a list of our Suppliers below for your reference. I would encourage you to reach out to them and leverage their experience and knowledge. Remember, if you are a c-Gaming Centre please refer to your assigned BRM.

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

1063 – City of Toronto – Public Meetings (Casino)

It has been announced that the City of Toronto has launched a public consultation process on the development of a casino within the City. The consultation will gather input, including the public's views and opinions on a casino generally, on possible locations for a casino and what the public would like council to consider when making a decision on this issue.

A report is likely to be completed and forwarded to the Mayor's *Executive Committee* in March 2013.

Public Meetings – 2013			
City Hall	100 Queen Street	9 th January	6:00pm to 9:00pm
North York Memorial Hall	5110 Yonge St	12 th January	1:00pm to 4:00pm
Etobicoke Olympium Gymnasium	590 Rathburn Rd	14 th January	6:00pm to 9:00pm
Scarborough Civic Centre	150 Borough Dr	17 th January	6:00pm to 9:00pm
Reference Library	789 Yonge Street	19 th January	1:00pm to 4:00pm

1064 – OLG Modernization Initiative - Lottery

Please find below the press release issued last Friday, the 14th December 2012, in reference to the *next piece of the modernization initiative* that is being undertaken by the OLG. This is an amazing amount of work that the [OLG] Board & Senior Management are undertaking and I think there is real value in bearing this in mind to fully understand our Partner (OLG) better.

OLG TAKES NEXT STEP TO MODERNIZE LOTTERY IN ONTARIO December 14, 2012

TORONTO – The Ontario Lottery and Gaming Corporation (OLG) today began the next step forward in modernizing the province’s lottery industry by issuing a Request for Pre-Qualification (RFPQ). The purpose of the RFPQ is to pre-qualify service providers for the day-to-day operation of lottery in Ontario.

At this stage in the process, potential service providers are being asked to demonstrate their experience as it relates to the lottery business. This includes:

- Success in developing customer driven growth strategies;
- Ability to operate complex and dynamic businesses;
- Access to the resources, tools and technology needed to operate a sustainable lottery business; and
- Capacity to lead the transition of customers, retailers, employee and technology to a new operating model.

“By modernizing our lottery business, we will increase efficiencies, expand options for lottery sales, and introduce new games and innovation to the system,” said Rod Phillips, OLG President and Chief Executive Officer. “We want to make playing the lottery more convenient and engaging for our customers.”

Based on the responses it receives from the RFPQ, OLG will identify service providers eligible to receive and respond to the Request for Proposal (RFP), the next stage in OLG’s procurement process for modernizing lottery.

Following the RFP, OLG will select a qualified service provider to be the Lottery Integrator, Technology Lead and Marketing and Sales Lead.

The service provider will be responsible for recommending strategies to maximize the growth and success of the lottery business, developing products and marketing plans, operations, and process and cost optimization. It will also serve as a single point of contact for OLG by being responsible for everything subcontractors do and ensuring they deliver on OLG’s modernization requirements.

In the future, OLG will continue its role in the conduct, management and oversight of lottery. This includes setting the overall strategy for lottery, managing the market by approving channel strategies and approving products.

OLG will also continue to prevent and mitigate the effects of problem gambling through its Responsible Gambling program, which is recognized internationally by the World Lottery Association’s certification program.

The issuance of this Lottery RFPQ follows a successful Request for Information (RFI) process, through which OLG received more than 30 submissions.

“We’re very pleased with the level of interest in our business and the extent of the information provided to us through the RFI,” said Phillips. “It’s clear that there is a lot of interest in the opportunities Ontario has to offer when it comes to lottery.”

OLG has two impartial advisors providing oversight on the integrity and fairness of the procurement process.

Once the modernization of lottery and gaming in Ontario is complete, OLG will have increased its net contribution to the province by \$1.3 billion annually, while creating thousands of jobs and driving more than \$3 billion in capital investment across Ontario.

Interested service providers must respond to the Lottery RFPQ by April 4, 2013.

OLG will continue to issue RFPQs for the modernization of gaming in Ontario. The first wave of gaming RFPQs was released on Friday, November 30, 2012.

All RFPQs will be available on MERX™ (www.merx.com/olg). MERX charges a fee to download this type of material.

Additional information is available in the media section at www.OLG.ca:

- **OLG Backgrounder, which provides more details about the Lottery RFPQ and OLG's Modernization Procurement Process**
- **Summary of the Lottery RFPQ**

OLG is a provincial agency responsible for province-wide lottery games and gaming facilities. Since 1975, OLG lotteries, Casinos, Slots, and Resort Casinos have generated more than \$36 billion for the benefit of the Province of Ontario. Gaming proceeds support Ontario's hospitals, amateur sport, recreational and cultural activities, communities, provincial priority programs such as health care and education, and local and provincial charities and non-profit organizations through the Ontario Trillium Foundation.

"Know Your Limit. Play Within it"

THE ONTARIO PROBLEM GAMBLING HELPLINE 1-888-230-3505

1065 – Message from the Chair – Mr. Michael Orser



A Message from the Chair – *Mr. Michael Orser*

For those people who know me, you will know it is *rare* that I undertake to write directly to our Members and readers in this publication, which is normally left to our staff. However, as we draw to the end of 2012, I thought it was important to personally comment on the *achievements* of the Association and the role we have played with our partners in driving forward the change we are all now experiencing.

As we end 2012, we clearly finish the year *stronger* than we started it. The foundation plates of the industry are in transition and this is a good thing. But with transition, come *change* and that is always difficult to get a handle on off the bat but it will get better and clearer as we move forward.

The introduction of the e-BOT Dispenser Units is a *landmark moment* for the industry. This is the first real and meaningful change in over 20 years. It brings challenges but also tremendous opportunities and is a critical piece in redefining the offering for the future. As well as new product, we have seen in the c-Gaming Centre new *Responsible Gaming* materials that are on full display and this is an initiative we support and encourage as a *measured & balanced* approach to this important area.

At the start of the year I gave clear direction to the staff to start work on *defining the customer experience, development of an Internal Business/Strategic Plan and re-fresh of the web site* and I am happy to report that each of these core initiatives are completed or are well on their way to being completed.

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



Upcoming Workshop – Internet Gambling Workshop

Please see below a workshop to be hosted by CCGR in April 2013 in downtown Toronto. If you have any questions, please contact Ms. Kathleen Miller as indicated below.

INTERNET GAMBLING WORKSHOP: CCGR TO HOLD POST-DISCOVERY CONFERENCE RESEARCH EVENT

The Canadian Consortium for Gambling Research (CCGR) is holding its third annual workshop for gambling stakeholders.

The workshop, which will focus on Internet Gambling, will be held after the 2013 Discovery Conference on **April 17, 2013** at the Westin Harbour Castle in Toronto. The workshop's goal is to advance the understanding of current methodological and ethical issues in internet gambling.

A full registration package will be released shortly. To receive the package when it is released, contact Kathleen Miller at kathleen@opgrc.org or 1-877-882-2204, x. 221.

About CCGR

CCGR is made up of provincial and federal organizations committed to funding gambling research. Resources are pooled to address shared research priorities.

CCGR Workshop on Internet Gambling

Thursday, April 17, 2013

9:00 AM to 4:30 PM

Westin Harbour Castle, Toronto, Ontario

1067 – Office Opening – Christmas Holiday Period

Please be advised that the office will be closed on Friday, the 21st December 2012. The office will re-open on Monday, the 7th January 2013.

On-Line @ www.cgao.ca

Information: Resources: Reference

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The View - CGAO