

Charitable Gaming

THE VIEW



- 1069 – Revitalization of Charitable (Bingo) Gaming
- 1070 – Responsible Gaming
- 1071 – Customer Experience
- 1072 – People of the Move
- 1073 – CGAO General Meeting
- 1074 – The Bingo Association (UK)
- 1075 – Mr. Cam Johnstone – *And Then There Were Three*

1069 – Revitalization of Charitable (Bingo) Gaming

The *Revitalization of Charitable (Bingo) Gaming [RCBG]* continues to move forward in the province. There is a lot of interest on this initiative from both within our sector and outside the sector. One thing is clear, the RCBG initiative is **NOT** short-term focused. It is about the re-positioning of *Charitable (Bingo) Gaming* in this province and the *immediate & direct* value it brings to the communities they serve.

We are in phase one of the launch period. The first five (5) converted Centres are indeed *pioneers* and offer tremendous learning experiences to those who will come after them. From them we can all learn that you can consistently improve, refine the whole conversion experience and maximize investment dollars deployed. Therefore, we do owe a debt of gratitude to *Michael Orser (Boardwalk Gaming)*, *Jeff Holmes (Kingston Bingo Group)* and *Cam Johnstone (Delta Gaming Group)* in forging ahead so swiftly in the first five Centres and responding to the changing requirements as they occurred. From this there is a clearer picture emerging of the future requirements.

However, the Centre upgrades are one element of this initiative. It is coupled by the *product introduction* and then by the changing *customer service/experience* requirement that is needed to deliver a new and improved experience to the customers. It is this factor of *connectivity* that will, in the long-term, deliver the success we are all reaching for.

The scope of our collective challenge is a big one but is it achievable when we all take the medium to long term view. You can't revitalize an industry in one, two or three months. Thus the initial performance returns don't generally worry me. What we are driving for are trend lines and we in the industry who can influence this approach should do so. It can be re-assuring to those who may not be as close to the numbers or trends. However, this doesn't undermine the need to ensure success comes and to make certain the initiative is correctly supported and resourced.

As we stand today, we have five (5) Centres converted (*Bingo One, Valley Bingo, Treasure Chest, Community Spirit and Delta Gaming Centre*). The next conversion takes place starting this

week, 24th January, in *Barrie* and the following in *Penetanguishene*. I believe these two conversions will offer some an opportunity to see if the initial view of location and layout is borne out.

I have listed below some recent developments.

- ✓ **City of Cambridge** - Last week the City of Cambridge approved the initiative at council and Mr. Brian Gilmour and the Charity have confirmed their desire to move forward with c-Gaming as soon as possible.
- ✓ **City of Toronto** - This week the City of Toronto takes the initiative to committee [*It passed at Committee on Monday the 21st January*] prior to going to the main council meeting, scheduled for February, for a final decision/approval.
- ✓ **City of Brampton** - The City of Brampton will likely take the initiative to committee on the 6th February, prior to going to main council for a final decision/approval.
- ✓ **Pembroke** - The Gaming Centre is currently going through an upgrade in order to be converted to c-Gaming in February. This is an important Centre and conversion on it will carry the upgraded e-cube system, *base bingo, Pod games (including the progressive) and e-shutterboard.*
- ✓ **Pickering** - Next month will see the introduction of the e-BOT Dispenser Units and complete the full conversion of this major Centre.
- ✓ **Centre Ready** - Centres that have all the approvals lined up are as follows: *Meadowvale Bingo, Bingo World (RH), Bingo World (NM), Hawkesbury, Owen Sound, Cambridge Bingo Centre.*

Our partners at the *OCGA* are equally active with the Charity Associations giving invaluable training and guidance prior to conversion and, more recently, Boardwalk Gaming Val Caron have just deployed a new information board of the charities work in that community. See picture below.



Another important piece is the enhanced *Responsible Gaming* initiative that is given through the OLG. This is something that Mr. Ron Ko has long advocated and is an important piece within the overall development of the program. Ron and his Team have been extremely active in ensuring each Centre is well equipped/trained and resourced in this area.

Finally, we must acknowledge the constructive role the AGCO has been playing to ensure that all the Centres opened within their scheduled times without undermining the regulatory requirements of the new landscape we are facing. It is this co-operative spirit that is so important with a change of this magnitude.

As we begin this important initiative we all need to focus on seeking the opportunities that are before us. It will not be easy but if we combine our efforts we can achieve the movement we have longed for.

1070 – Responsible Gaming

Once again I wish to remind all Bingo Centre Managers of the need to embrace positive *Responsible Gaming* practices and at minimum have materials available for customers who feel they could benefit from seeking guidance or advice from Responsible Gaming professionals.

This next week will see BCLC Responsible Gaming Conference take place in Vancouver (details below). It is not too late to sign up if you are interested.

SAVE THE DATES

New Horizons

in Responsible Gambling

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

bclc
playing it right

1071 – Customer Experience

As we move into 2013 this has to be the year where the main focus becomes the *customer*, not only the ones who are currently engaging with us but those who have the potential to enjoy a session of relaxation and enjoyment within our Centres.

This is going to require *new thinking* and a total cultural change in our behaviours in responding and reacting to their needs and wants. During the course of 2012, at the direction of the Chair & Vice Chair of this Association (*Orser & Johnstone*), a committee was formed with involvement of the OLG Operations Team who spent time forging an 'experience statement/framework' as a

starting point. This also went into the initial 'touch points' with the consumers. It was presented to the membership at our last General Meeting (2012) and there was consensus it had *value*.

I have been given further direction to ensure we follow this through in 2013 and flag what resources we need to begin the transition to a new/refined customer experience. The first step is to re-group with the committee in February 2013 and set out our new agenda and learning experiences.

1072 – People of the Move

AGCO

It was announced by the office of the CEO (Mr. Jean Major) the appointment of a new Chief Strategy Officer – Ms. Martha Otton. Martha undertook her appointment on Monday, the 14th January 2013. This position was vacated when Mr. George Sweny undertook his new role at the OLG. I have enclosed the statement from the CEO's office.

I am very pleased to announce that **Martha Otton** has been appointed as the Chief Strategy Officer for the Alcohol and Gaming Commission of Ontario (AGCO) effective January 14, 2013.

Martha's skills and breadth of experience will be a great asset to the AGCO as we move forward in modernizing the regulation of both the liquor and gaming sectors. As former Acting Assistant Deputy Attorney General of the Agency Relations Division for our reporting Ministry – the Ministry of the Attorney General (MAG) — Martha is very knowledgeable about the AGCO and is sensitive to the importance of the sectors and businesses that we regulate.

Most recently, Martha also held the position of Director General of the Strategic Planning Division at Legal Aid Ontario (LAO), where she was responsible for the development of the agency's strategic plan and management of LAO's Project Management Office, Change Management Office and Quality Services Office.

Specifically, Martha will help lead the AGCO's change agenda including the development of a new and modernized regulatory framework based on risk and setting clear standards/outcomes for our regulated industries to achieve, an enhanced role in responsible gambling, overseeing AGCO's strategic direction and coordinating stakeholder and industry relations. As a key member of the AGCO's Senior Executive Team Martha will provide direction and leadership to multiple departments that focus on such areas as strategic planning, portfolio and project management, policy and program development, stakeholder management, data analytics and regulatory innovation. She can be contacted at Martha.otton@agco.ca or by calling 416-326-8353.

Martha will be working closely with many of you, so please join me in welcoming her to the AGCO.

Bingo Association (UK)

In October 2012 *Mr. Paul Talboys* resigned his position as Chief Executive Officer. This was after twelve (12) years' service in that role. He had steered the industry through a challenging and difficult period.

As a result of Paul's departure, the Bingo Association announced the appointment of *Mr. Miles Baron* as Chief Executive Officer with effect of the 8th October 2012. Miles has resigned his position of Sales & Marketing Director at Mecca Bingo Limited (part of the Rank Group PLC). Miles had completed 29 years of service with Rank prior to undertaking his new appointment.

1073 – CGAO General Meeting

Just a reminder that CGAO will be hosting its next General Members Meeting at the Holiday Inn (Airport East) Dixon Road on **Wednesday, the 27th March 2013**.

Date: 27th March 2013
Day: Wednesday
Time: 10:00am to 2:00pm
Location: Holiday Inn (Airport East) – 600 Dixon Road
Room: Centennial B
Refreshments: Coffee & Light Snacks

1074 – The Bingo Association (UK)

It has been announced that with immediate effect *Gala Bingo Limited* will re-join the Bingo Association (UK), having previously withdrawn its membership in 2008. The Chief Executive – Mr. Miles Baron said " *As the largest operator of licensed bingo clubs in the UK, Gala Bingo are a very important part of the industry and it is great to have them on board and be fully integrated in all our work*".

1075 – Mr. Cam Johnstone – *And Then There Were Three*

It was great news to hear that in January '13, Mrs. Johnstone gave birth to a daughter. This is their third child and joins her two brothers in the Johnstone Family. Both baby and Mother are fine and doing well.

I am sure you will join me in in congratulating both parents on this exciting news.

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