

Charitable Gaming

THE VIEW



- 1076 – Revitalization of Charitable (Bingo) Gaming
- 1077 – Canadian Penny (\$C0.01c) Withdrawn

1076 – Revitalization of Charitable (Bingo) Gaming

Last week saw the latest Gaming Centre, *Boardwalk Gaming – Pentanguishene*, convert over to the new c-Gaming model and even though the weather was not good, it is fair to say that the Boardwalk Gaming Team certainly had a warm welcome for all who attended the event.

Under the leadership of *Mr. Michael Orser*, Boardwalk Gaming ensured there was a very constructive *soft launch* and he broke the launch day record of the number of tickets dispensed from the Breakopen Units. It was clear to me that Michael's focus on the *customer experience* was critical in making a good first impression with non-traditional customers. His attention to detail was clearly noted and this was by far the smoothest of all the launches to date.

To his credit, Michael paid equal credit to the *Charities, OLG, Vendors and the AGCO*. We are all partners in this program and any success should be shared across the board. This is a *mark of the man* and in my view the industry owes a debt of gratitude to *Michael and his team* in pushing ahead in his pioneering role.

We now move our attention to *Pickering* on the final phase of their conversion with the introduction of e-BOT Units to the Centre. Pickering has the largest number of Bingo Terminals in operation and as the largest market it will be watched with interest on the performance of this product.

Later in February 2013 we will see the launch of the new operating system in *Pembroke*. This is going to be a platform for testing this system live, which will then be deployed in the future launches of this initiative. The Centre is being readied for conversion and it is on course to launch on schedule.

On other issues, progress is being made on the updated *Tool-box* that will include the Tap-Tix options for the Centres to deploy in their marketplaces. We need to begin the process of reaching out to connect with new consumers to support Charitable Gaming.

There is a tremendous amount of work that is underway to transition the industry and begin the process of *Revitalizing Charitable Gaming* in this province. This is the beginning of the road. It is difficult and challenging but collectively we can start re-positioning this important sector.

1077 – Canadian Penny (\$C0.01c) Withdrawn

As you will be aware, the penny was withdrawn from circulation although they are still valid and acceptable coinage. The Canadian Mint has issued clear policies on the rounding up or rounding down, which can be found on their web site www.mint.ca. I would encourage everyone to think about how this would impact their operation, especially the food service area.

On-Line @ www.cgao.ca

Information: Resources: Reference

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