

Charitable Gaming **THE VIEW**



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1078 – Revitalization of Charitable (Bingo) Gaming

Since the last edition of 'The View', the Revitalization of Charitable (Bingo) Gaming continues to move forward with an additional Centre [Pembroke] joining the c-Gaming family. It is roughly fourteen [14] weeks since the initial Boardwalk Gaming Centre – Newgate (Sudbury) and in a short period of time we have achieved a tremendous amount of success in this launch process.

It is fair to say that during what can be described as the transitional period, we are experiencing challenges very similar to those experienced when the AGCO introduced the *New Revenue Model* some years ago. Therefore, I am always saying to Commercial Operators to look at the trend of the business not the immediate result. If your trends are moving in the right direction, over the life of the contractual term [8yrs] we will meet our projected returns.

The business on the go forward requires a new thinking and a new approach. We need to have a greater command of the customer profile and their expectations of the Charitable Gaming Experience. Thus I would suggest that marketing (which is different from promoting) will play a more important part in the business in the coming months and years.

Without question the introduction of a new revenue model, combined with new products, have had an impact on the operational performance of the business. The Revitalization framework is based on an increase of 20%, to be achieved through the engagement of new consumers to experience the new offering and not increasing the spend of our current customers. Although there will be a re-alignment of 'spend' as our base customers will want to try the new product offering we are presenting, the overall goal is growing the pie.

I would like to make a suggestion to those who are in the design/planning phase of the initiative and that is to think of the external look of the Gaming Centre to attract new consumers. We need to ensure the external look of the building reflects the offering internally.

The initial technical issues we had on the Tap-Tix Units have now been resolved, which is great news. Further, on the 28th February 2013 the first Centre launched with the *Ticket In Ticket Out*

(TITO) function and this had an immediate positive effect on the consumers. This is another example of the Commercial Operator, OLG Team and AGCO working collectively to have a speedy resolution to these issues and we wish to acknowledge and thank the OLG & AGCO Teams for their attention and action on this.

I have listed below some recent developments.

- ✓ **Boardwalk Gaming Centre – Pembroke** - Launched on the 26th February 2013, this was the first Centre under the new roll team (CBN) and with a new operating system that contains the PODs and POD Progressives. Pembroke is the test site for this new system and POD Progressive. Once this system has completed its testing phase it will become the operating system on the go forward.
- ✓ **City of St.Catharines** - The City of St. Catharines has approved the c-Gaming initiative for the Delta Bingo Centre in that city. We are now looking at providing a date for activation to begin the process of transferring over to c-Gaming.
- ✓ **Cambridge Gaming Centre** - An initial visit to Cambridge Bingo Centre has taken place and we have confirmed the activation date for that Centre. They will begin the process starting the 22nd April and thus launching in September 2013.
- ✓ **Penetanguishene** - Boardwalk Gaming Centre – Pentang will be the first retrofit of the base system. This will occur next month and will be a learning experience for the implementation team on the work and time that is involved in completing a retrofit.
- ✓ **Delta Gaming Centre - Pickering** - On the 28th February 2013, Cam Johnstone and his team launched the Tap-Tix in his Pickering Centre with TITO. This was a very successful launch and has had a positive impact with customers.

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.



It is extremely important that we have a *Charity presence in the Centre*. The above presentation frame is, in my view, an excellent example of a professional approach to showcasing the Charities good work.

I would encourage you to speak with your local Charity President/Board and see if they would deploy the same frame as above in the foyer area to be seen by customers as they walk in the main doors. If the Charities are unsure of where to purchase the above, please direct them to OCGA for advice.

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. From time to time the RG Team will reach out to the Bingo Centres on various initiatives that they have underway (surveys or research) and your assistance in those initiatives will be greatly appreciated

1079 – General Meeting (CGAO Members)

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

Date:	27 th 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

Please confirm with our Administrator, Ms. Sandi Nesbitt, via e-mail (nesbitt.s@sympatico.ca) if you will be in attendance.

1080 – Customer Experience

We will continue to leverage our work of last year on the '*Customer Experience*' and in speaking with our marketing advisor, Ms. Marian Magrane (Magrane Marketing Limited), we are looking at how we can operationalize the learning on a day to day basis. This will be a challenge as it will require new thinking and new approach.

It has been suggested that we may conduct a mock marketing plan in one location on how we need to go about deploying a marketing strategy and the cost/resources required to fully implement it. However, we need more discussion on this.

The key point is that we need to become much more *customer focused* to achieve our combined objective of a 20% growth.

1081 – United Kingdom

Rank Group PLC

It was announced on the 6th March 2013 that the Rank Group PLC has an agreement to acquire 19 Casino's from the Gala Coral Group for £179m. This acquisition will create the largest Casino Operator in Great Britain by number of Casinos (54 operating venues and 12 non-operating

licences). Rank will rebrand to Grosvenor Casinos and will take the brand into 11 new cities. It will also roll out its proven 'G-Casino' format into 8 of Gala casino locations.

This will allow Rank to capture the long-term growth opportunities presented by the British casino sector. Gala Coral Group will retain its branded on-line casino business.

Bingo Association (UK)

It was announced on the 1st March 2013 by the CEO, *Mr. Miles Baron*, that in the last six months the Association has doubled its membership from 212 to 468 licensed premises. The Association has revised its subscription model and enabled the Association to open membership to all premises and destinations that hold a Bingo Operating licence, such as high street venues and holiday parks.

Miles Baron, Chief Executive of The Bingo Association, said " *We are really pleased to welcome our newest members - Cashino Gaming, Rileys and Park Resorts, whose membership justifies our decision to modify our subscription categories and rates*"

Congratulations to Miles and the Bingo Association (UK) on this tremendous result.

1082 – Canadian Gaming Conference

Please be advised that the Canadian Gaming Conference will be held this year in Montreal, Quebec. This is now a major event in the gaming calendar in Canada. The Gaming Conference plays host to numerous gaming sectors and the Charitable Sector is represented through 'Canada's Charitable Gaming Conference', hosted by the OCGA between 17th June & 19th June 2013.

It is certainly worth attending this conference. With all the numerous developments in Charitable Gaming across the country it is a good venue to share ideas and experiences.

1083 – Ontario Development Funds

BOTDF

The Breakopen Ticket Development Fund has undertaken an awareness campaign across Ontario in the last few weeks. The campaign has seen placement in the major publications (Toronto Star and Globe & Mail) of information on BOTs value to local charity and non-profit groups.

This is a tremendous initiative that shows the value of working together to achieve and is a very positive awareness campaign for the sector.

OBDF

We placed the OBDF on 'hold' in the second half of 2012 to allow the industry to re-group and re-think the role of OBDF beyond that of the 'Game-time Bingo Big Games'. It is generally thought that the OBDF only provided these Big Games monthly (2011) or half year (2012) but the fund is broader than that. It had undertaken a vast amount of customer research on the player profile and teamed up with the Canadian Marketing Association to present training on a marketing planning process.

We are now at a crossroads and we need input from Commercial Operators (207:1:b) on how this fund can be of value to the industry going forward. Remember, in order to be of value it must have a clear direction from members on the initiative it seeks and the resources/funding to complete it, naturally within the scope of its mandate.

The Board will be meeting in April. If you have any suggestions, please forward them to my office.

1084 – Societe des Bingo du Quebec

On the 13th March 2013, I joined Mr. Ron Ko – c-Gaming Director (OLG) to give a joint presentation to the Quebec Bingo Industry on the developments in Ontario. It is my view that the presentation was well received and there was interest in our developments here.

At the Canadian Gaming Conference in Montreal, Societe des Bingo du Quebec will be doing a couple of presentations on their approach. It may be useful to attend these sessions.

On-Line @ www.cgao.ca

Information: Resources: Reference

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