

Charitable Gaming **THE VIEW**



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1085 – Revitalization of Charitable (Bingo) Gaming

As we have been reporting in our last few editions of *The View*, the Revitalization of Charitable (Bingo) Gaming continues to move ahead at a good pace, which is much needed in the Bingo industry.

As with any change of this magnitude it is challenging and as the Centres convert they are faced with a *new* method of conducting business, especially within the context of working so closely with and through a Crown Corporation (OLG). This is not unique to a business that undertakes a project of this nature. A key lesson learnt is the need to ensure our main staff are prepared and supported through the process. We need to train, train and train again. This builds confidence in our Centre Management & Staff to operate in this new and more structured environment.

I wish to highlight again that it is most likely all Centres will go through a period of *re-adjustment* or transition in the *product delivery, financial model and regulatory environments*. It is not business as usual. We must not forget that this initiative is about '*Revitalizing an Industry*'. It is long-term in focus hence the contractual terms and it relies on which partner is performing effectively to make it work. Therefore we should not be *over reacting* to the performance in the first couple of weeks/months. Let us all monitor the *trends* and the trends are moving in the right direction.

We as Commercial Operators should ensure that we retain the direct link to our Centre Charity Association Executive and keep them informed of developments as they occur. We are partners in this initiative and during the initial transitional period, *open communication* can ensure we keep everyone focused on what we are trying to achieve. Under this model we are operating differently. We need to manage differently in equal measure.

In just reflecting on the initial launches, a lesson that can be learnt for the future is the need to have the external view of the Centre be reflective of the internal upgrades. Let us not forget that the experience for the customer begins as they enter the car park and this is, in my view a

critical piece in attracting new consumers to our Centres. Further, just how the Centre is laid out is critical in maximizing performance. In his role as the pioneer of this initiative, Mr. Michael Orser – Boardwalk Gaming & Entertainment has been testing different concepts and the most interesting to me is at Penetanguishene where Michael has deployed three core areas - *Tap-Tix Lounge, Traditional Bingo Auditorium and Interactive Lounge*. Although this is in the early stages, Michael senses that in the future we can host *Multiple Experiences Under One Roof*. It is this visionary ability of Michael's to see the art of the possible and he has deployed a foundation for the future that is flexible enough to adapt to future developments.

On the horizon is the deployment of the Tap-Tix Units in the Windsor marketplace under the leadership of Tony Rosa – Community Gaming & Entertainment. He and his team are going to present the product differently via leveraging the Bar Lounge to attract new consumers and then, in reverse to everyone else, introduce them to bingo gradually. Nobody understands the challenging environment of Charitable Gaming more than Tony and his team. The consistent changes they have had to deal with in the last ten years has built a tremendous depth of knowledge within his company and I am very excited to see how he will deploy that knowledge on the go forward.

I would like to say to all connected with this initiative, the early stages (since November '12) have been remarkable. We are forging a critical mass of Centres. We have deployed two new product lines, testing a new operating system (Pembroke), developing and now populating a Marketing Toolbox for Centre Managers to use as a resource base and in the last few weeks have seen the trends begin to move up. We need everyone to stay calm and focused. This will become positive because of the energy and contributions of everyone who are engaged in this initiative.

I think it is equally important to acknowledge the contribution from our Crown Corporations (OLG & AGCO). Without their continuing engagement we would not be where we are now. Both organizations have a huge workload beyond Charitable (Bingo) Gaming but we have nudged this program forward together. So I want to take this opportunity to publicly thank both *Mr. George Sweny (OLG) & Mr. Tom Mungham (AGCO)* and their teams for all the hard work and efforts on this project.

1086 – Responsible Gaming

It is very encouraging to see that *Responsible Gaming* materials are coming into the Centres as we enhance our c-Gaming initiative. The materials are effective, clear and balanced and fit nicely into the new environments.

The staff training continues apace and this is generating a more clear understanding and awareness among staff and management alike. We need to thank the OLG for their commitment in providing that training piece.

As we move forward we need to ensure that this element (RG) becomes part of our day-to-day operational culture.

I would remind everyone of the need to keep Responsible Gaming top of mind and ensure that the materials we have in our Centres are within easy reach of our customers should they feel they could benefit from such information.

A common sense & balanced approach to this subject will ensure that we bring awareness to Responsible Gaming without undermining the enjoyment of the majority of customers who play responsibly.

1087 – Marketing – Mock Plan

We at the CGAO understand that going forward a critical piece to success will be the *marketing* of this new experience to potential new consumers. It was agreed at our General Meeting last week that we need to assist our members in forging a marketing plan in this new environment.

Therefore we are going to create a 'Mock' marketing plan for Boardwalk Gaming Centre – Penetanguishene that will be at minimum a twelve month focus. Mr. Michael Orser has agreed to allow his Centre to be the 'anchor Centre' and provide the information required to prepare the plan, etc. The plan will integrate both the OLG & Charities involvement in the program, which is important as we go forward. The supplier selected is Magrane Marketing Limited with the principal, *Ms. Marian Magrane*, taking the lead on the file.

More details will follow as this is developed. All CGAO members will receive a copy of the final *Mock* plan once completed.

1088 – Risk Based Regulation & Registration Initiative

The AGCO continues to work on the Risk Initiative and once it is fully understood it will offer more flexibility on how we meet the required standard base on the risk that presents. This is a new approach in Ontario gaming, although a similar framework has been in operation in the liquor industry for some time and has been effective.

It is important to remember that those Centres who have converted to 207:1:a still have a direct relationship to the AGCO as a registrant under the Gaming Control Act.

1089 – Canadian Gaming Conference - Montreal

Please be advised that the Canadian Gaming Conference is being held in Montreal (Quebec) this year between the dates 17th – 19th June 2013. As you know the conference hosts various sectors in the Canadian Gaming industry.

The Charitable Gaming Sector is hosted by OCGA who has done a tremendous job in recent years profiling and sharing different initiatives throughout Charitable Gaming in this country. If you wish to register for the conference, please visit the web site www.canadiangamingsummit.com. Remember to make sure you register for the Charitable Gaming piece.

1090 – Annual General Meeting (AGM) - CGAO

Please be advised that CGAO will be hosting its Annual General (Members) Meeting [AGM] at the Holiday Inn (Airport East) Dixon Road on Thursday, 23rd May 2013 and I would encourage all members to be in attendance.

Date:	23 rd May 2013
Day:	Thursday
Time:	10:00am to 2:00pm
Location:	Holiday Inn (Airport East) – 600 Dixon Road

Room: Centennial B
Refreshments: Coffee & Light Snacks

Please confirm your attendance to our Administrator – Ms. Sandi Nesbitt at nesbitt.s@sympatico.ca.

1091 – Charity Profile Opportunity

As we have been saying at *The View* since the beginning of year, our partners OCGA have been very active in driving home the need to ensure we have charity awareness or presence in the Bingo Centre. The Boardwalk Gaming Centre – Val Caron is an excellent example of delivering the Charity message in a modern and professional fashion.

I would encourage all Bingo Centre Managers to use their influence with the Charity Executive to deploy the same frame so there is a consistent approach across the province. Please see the picture below and give serious consideration to deploying in your Centre. If the Charities are seeking additional information, please direct them to the OCGA.



On-Line @ www.cgao.ca

Information: Resources: Reference

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