

# Charitable Gaming

# THE VIEW



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## 1092 – Revitalization of Charitable (Bingo) Gaming Initiative

On Thursday, the 25<sup>th</sup> April 2013, the next piece of the *Revitalization of Charitable (Bingo) Gaming* initiative was deployed in Pembroke (Eastern Ontario) with the successful launch of the Tap-Tix's Units (25) at Boardwalk Gaming Centre.

It was extremely encouraging to be on-site to see the positive engagement of both the *consumers & community* and tremendous to see the Mayor make a personal visit to the Centre to see the work undertaken by both Boardwalk Gaming & Entertainment and the Charity Association. What was clear to me was the genuine excitement around the development of a 'product platform' that will allow for the marketing of a new experience to lapsed and new customers over the next year as the business sets about re-building & re-positioning.

We at the CGAO have been stressing for some time that the *Revitalization of Charitable (Bingo) Gaming* is not an immediate 'quick fix'. We have an opportunity to reposition based on the new delivery platforms of *traditional* bingo products. We need to understand, accept and embrace a period of *transition* that will occur when entering this initiative. It is re-alignment on a host of levels - *financial, product, regulatory, partnership and engagement*. It takes time to flush through these changes to begin the process of growing the business on the go forward.

What is encouraging is that we are seeing the initial launch, City of Sudbury, coming through this 'transitional phase' and are now getting to grips with the need for effective mid-term planning, especially around marketing, which is rather encouraging. These are critical lessons learnt that we are able to share with the industry and we do owe Mr. Michael Orser and his team, combined with the local Charity Association, a debt of gratitude for going through this learning curve for us all.

Our combined focus now needs to switch to *performance* and leveraging 'margins' to ensure we have a fiscally sound sector. Through effective marketing planning and positioning of the new experience we can collectively do this. It will not be easy but it can be done.

Mr. Ron Ko & Ms. Diane Gartshore (Directors – OLG) and their teams have begun the process of providing a ' *Marketing Tool Box*' that will assist the Commercial Operators in shaping a brand image to the sector without undermining individual companies approach to promoting. It is acknowledged that it is early days but this will be a tremendous resource as it gets populated with content.

The next stage in deployment moves to Windsor. Under the leadership of Mr. Tony Rosa, *Community Gaming & Entertainment*, they have some exciting plans for their two Centres in this market. If you are in the area after May 2013, I would pop in to see the changes that Tony has been undertaking in this highly competitive market.

Finally, I think it is important to acknowledge the contribution of the OLG Team. Under the leadership of Mr. George Sweny we have seen greater focus and action but this doesn't come without hard work and they [OLG Charitable Gaming Team] should be equally congratulated for all their efforts in making this work. *Well Done – OLG*.

### **1093 – Canadian Gaming Conference - Montreal**

The 2013 Canadian Gaming Conference is fast approaching. It is being held in Montreal, Quebec this year from the 17<sup>th</sup> to 19<sup>th</sup> June. I would encourage everyone to be in attendance. These types of forums allow for effective networking and broadens individual's knowledge of the industry at large.

Remember, when registering ensure it is for the ' *Charitable Gaming Conference*'. To obtain more information go to [www.canadiangamingsummit.com](http://www.canadiangamingsummit.com)

### **1094 – Responsible Gaming**

I wish once again to remind all Commercial Operators and their staff of the need to keep Responsible Gaming [RG] materials clearly visible for customers who feel they could benefit from speaking with a professional person.

The position of the CGAO is to have a *balanced and collaborative* approach to RG. We seek to minimize harm to ' *at risk gamblers*' while acknowledging that the majority of our customers play responsibly and it is important, hence our approach, to have a *balanced* position.

It must be said that the OLG's current set of materials for the c-Gaming Centres are very effective and fit nicely within the Bingo Centres. It is extremely encouraging to see the Bingo Centre Staff ensure that they are strategically placed within the Centre.

### **1095 – CGAO - AGM**

Please be advised that CGAO AGM will take place as follows below. Individual notices will be sent to all Members of Good Standing this week.

<b>Date:</b>	23 <sup>rd</sup> May 2013
<b>Day:</b>	Thursday
<b>Time:</b>	10:00am to 2:00pm
<b>Location:</b>	Holiday Inn (Airport East) – 600 Dixon Road
<b>Room:</b>	Centennial B
<b>Refreshments:</b>	Coffee & Light Snacks

### 1096 – New Bingo Centre Opening - Notice

Please find attached a notice for a New Bingo Centre opening. The deadline date for written comments is the **7<sup>th</sup> May 2013**.

### 1097 – Risk Based Regulation & Registration

I wish to remind all members of the ongoing work by the AGCO on the *Risk Based Initiative*. This is being phased into Charitable Gaming through the c-Gaming channel. Those Bingo Centres who have converted to 207:1:a are already experiencing elements of the new *Risk Based* framework.

Shortly, 'Common Standards' will be released by the AGCO in order to ensure that there is a clear understanding of the intent and impacts. I have invited a member of Mr. Tom Mungham's Operational Team to explain this at our AGM.

### 1098 – Gaming - Australia

It was extremely interesting to be in Sydney, the capital of New South Wales (Australia) and to read in the newspaper that the City & State are now engulfed as gambling analysts are branding it a 'battle royale' between Echo Entertainment and Crown Casinos.

Currently, Echo Entertainment operates The Star Casino in Sydney and has an exclusivity agreement with the State Government until November 2019. The company has flagged it wishes to extend that arrangement.

Crown Casinos has revealed plans for a \$A1b six star hotel & casino at Sydney's premier harbourside development site, Barangaroo, that would be designed to lure Asian high-rollers to Sydney. Currently, Crown Casinos hold a 10% stake in Echo Entertainment and it is going to be very interesting to see the events unfold in the coming months.

On-Line @ [www.cgao.ca](http://www.cgao.ca)

Information: Resources: Reference

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