

# Charitable Gaming

# THE VIEW



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## **1108 – CGAO - AGM**

On Thursday, the 23<sup>rd</sup> May 2013, we held our *Annual General Meeting* in Toronto. The main purpose of the meeting is to present to the members the Financial & Operational status of the Association and to offer for election positions to the Board of Directors.

During the course of the meeting we had various presentations to our members on the key initiatives that have been or are now active in our sector. I have headlined those presentations below for your reference.

- *Kealey & Associates* - *The role that advocacy takes within an industry body and how to navigate through that correctly and successfully to achieve your objectives.*
- *AGCO* - *Highlight the latest developments under the Risk Base Regulation and Registration and directly the new 'Common Standards' that will be issued to the whole of the Gaming Sector in the near future.*
- *OLG* - *An update on the progress of the c-Gaming Initiative and the traction that this is now building in the province, combined with an update on product placement and performance.*
- *Magrane Marketing* - *An update on the mock marketing template for c-Gaming Centres who need to plan a minimum of twelve months in advance to gain a message within the trading marketing place.*

We also took the opportunity to conduct an election for the Board of Directors. This resulted in the current Board being re-elected for a further 12 months.

During the course of the meeting the Chair, *Mr. Michael Orser*, wanted to thank and acknowledge all those members who have sat on the various *Working Groups/Committees* we had active during the past twelve months. Without their contribution we would not have achieved the rich body of work that we did. This thanks extended to our Administrator, *Ms. Sandi Nesbitt*, who remains firmly in the background but is the backbone of the organizing of various functions throughout the year.

### **1109 – Strategic Working Group (SWG)**

The *Strategic Working Group (SWG)*, chaired by Ms. Kathy Klas (AGCO), met on Wednesday the 29<sup>th</sup> May 2013 and discussed various initiatives that the SWG has been working on or providing feedback too.

For our direct interest it was more on the registration side of things, especially which 'Team Members' should be registered. The CGAO is working directly with the AGCO on providing feedback on that issue.

Coming soon, and an area we wish to get engaged in, is a *review and update* on the opening & relocating of a Bingo Centre. This was last completed in 1993 and is in need of review to be reflective of the current trading environments and to acknowledge the 207:1:b & 207:1:a (Bingo) business environments.

There is other 'good' news on the Breakopen Ticket Sector that our colleagues in BOTPMA & OCGA have been working on, which will be released shortly.

I think this is a reflection of the importance of having the regular engagement with AGCO and the industry in discussing and sharing ideas and working collectively through and to solutions. We at the CGAO certainly acknowledge and encourage the SWG to continue its work.

I also wish to publicly acknowledge the work of the chair, *Ms. Kathy Klas (and her team)*, for pulling these meetings together!

### **1110 – Canadian Gaming Conference**

I wish to place a final reminder to everyone about the Canadian Gaming Conference that starts on the 17<sup>th</sup> June 2013. It is being hosted in the City of Montreal (Quebec) and there is a broad agenda to appeal to anyone in the Gaming Sector in this country.

I would flag for you, if your interest is in the Charitable Gaming Sector, to make sure you register for that portion of the conference. Details can be obtained through the following link – [www.canadiangamingsummit.com](http://www.canadiangamingsummit.com).

### **1111 – Golf Day – 4<sup>th</sup> June 2013**

The CGAO will be hosting its first Golf Day in numerous years to *kick start the summer*. This is primarily a fundraising exercise for the Association and in no way impacts our *Joint Golf Day with the OCGA in September*.

We have various sponsors and I wish to thank *Diamond Game, Arrow Games and Community Gaming & Entertainment* as our key sponsors with a host of other companies offering support, all of which is appreciated.

### **1112 – Responsible Gaming**

What has been most encouraging is, through the work of *Mr. Ron Ko (OLG) Operational Team*, we are seeing a greater understanding and awareness in the area of *Responsible Gaming* in our Centres, which is slipping over into the 207:1:b Centres.

I can see that this is now becoming a part of our everyday culture and it integrated very well into our daily operations.

### 1113 – Marketing Planning Template

At our AGM, Magrane Marketing Limited (Ms. Marian Magrane) presented the Marketing Planning Template and numerous tips on how to approach a planning cycle, etc. This I feel is going to be an important business tool as we go forward, especially those who are entering or are working under the c-Gaming framework.

A full copy of the plan and presentation are available of the CGAO web site [www.cgao.ca](http://www.cgao.ca).

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

Information: Resources: Reference

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