

# Charitable Gaming **THE VIEW**



- 1120 – Canadian Gaming Conference – Montreal, Quebec
- 1121 – Diamond Game Acquired by Amaya Gaming Group
- 1122 – Delta Gaming Centre – Oakville – c-Gaming
- 1123 – Charity Impact – Boardwalk Gaming Centre - Penetang
- 1124 – Delta Gaming Centre – Pickering – *It's a Record*
- 1125 – Responsible Gaming

## 1120 – Canadian Gaming Conference – Montreal, Quebec

As we all return back to our offices/centres, it is at this time when we immediately reflect on the impact of the Canadian Gaming Conference and all that *we saw and heard*. I believe generally that those who made the trip to Montreal found the conference rewarding and informative on a host of levels.

The Charitable Gaming profile appears to be getting enhanced and a more serious look is being taken at this important sector of the gaming industry as a whole. From *coast to coast* you can see how differing Crown Corporations/Agencies are dealing with the challenges both of the marketplace and stakeholders.

With the *Crown Corporations*, who are at various levels of entry into the Interactive/digital space, the whole country is gripped by the need to *refresh, renew and revitalize* the traditional land-based facilities. It is now becoming all about the *experience, engagement and connectivity*.

This is not easy and it will take the collective efforts of us all to remain relevant to future potential consumers. The focus is switching from *Products* to one of *People*, both for those that work in the sector and the consumers who enjoy the activities of the sector.

Within Charitable Gaming it was exciting that the key note speaker *Mr. Rod Phillips – CEO (OLG)* spoke of the importance of the program within the OLG, how Charitable Gaming has been leading the way on a host of issues and how committed they [OLG] are in working with stakeholders to forge a revitalized sector. Of most interest is the value this platform offers with direct funding to locally based Charity Groups to conduct and support those important programs they offer in the community. It is *real, direct and easily understood*.

Another interesting presentation was, in fact, from Quebec who explained their route to support and refresh bingo in their province. The foundation piece has been the *Kinzo* product which is based on the Spanish style of bingo and focuses much more on the *customer experience* side. Further enhancements will be made over the next year or so but the early results are promising. I

must point out that Kinzo by itself, in my view, will not turn an industry in a month. It is a long-term plan of engaging a younger demographic that is the key - but full marks to the Quebec Bingo Team for being bold enough to push the barriers.

It was also good to see *Commercial Operators* in attendance, led by our Chair - Mr. Michael Orser. Also in attendance were Mr. Tony Rosa, Mr. Peter Howard, Mr. Jim McLean, Mr. Tom Aikins, Mr. Denis Sivret, Mr. Darcy Stuart and Mr. Paul Nitsopoulos. It is important that we support these types of events as it remains a constructive forum for sharing ideas and appreciating the bigger gaming picture.

Next year we turn west and head to Vancouver to reconvene in that great city - see you in 2014.

### **1121 - Diamond Game Acquired by Amaya Gaming Group**

It was announced last week that the Amaya Gaming Group will acquire Diamond Game Limited. I have enclosed the press release of Diamond Game Limited for your information. I have been informed by Mr. Peter Howard - Director of Government & Customer Relations (Diamond Game - Canada) that this will have no operational impact in Canada and all Centres will receive the same service, etc.

If you have any further questions please contact Mr. Peter Howard (Diamond Game [Canada] Limited) directly and he will assist you - [phoward@diamondgame.com](mailto:phoward@diamondgame.com).

### **1122 - Delta Gaming Centre - Oakville - c-Gaming**

On Tuesday, the 18<sup>th</sup> June 2013, the *Delta Gaming Centre in Oakville* converted to the c-Gaming model and became the 12<sup>th</sup> Centre to do so since 29<sup>th</sup> November 2012. This is the fourth *Delta Gaming Centre* to join the c-Gaming initiative and speaks to the level of investment that the Delta Group is putting into the future of the Charitable Gaming sector.

For some time the Oakville marketplace has been a challenging trading environment and this new product platform offers an opportunity for the Charities and Commercial Operators to begin the process of reversing that trend.

I am sure you will join me in congratulating both the Commercial Operator (Delta Bingo Group - Mr. Cam Johnstone) & Charity Association, headed by Ms. Diane Austen, in this new platform.

### **1123 - Charity Impact - Boardwalk Gaming Centre - Penetang**

On a recent visit to the Boardwalk Gaming Centre - Penetang I was most delighted to see a tremendous effort by the Charity Co-Ordinator, Ms. Anne Lidstone, to bring greater awareness and profile to the charitable work that goes on outside the Centre with the proceeds that are raised.

Under the heading '*Bingo Matters*' it is just through a 'picture and caption' that the organization and activity is connected. It is simple yet effective and this is a prime example of the type of initiative we need to encourage our Charity Association/Co-Ordinators to maintain.

In speaking with Mr. Michael Orser, President - Boardwalk Gaming & Entertainment, he said we have been working very closely with our Charities and have tried this initiative here to gauge

reaction from our customers. It is my intent to develop a company branded initiative around this called ' *Community Connections*' with all the Boardwalk Gaming Centres.

This is an excellent example of what can be achieved through the ongoing co-operation of the Commercial Operator and local Charity Association.

#### **1124 – Delta Gaming Centre – Pickering – *It's a Record***

Last week the Delta Gaming Centre – Pickering hit a new record for *Net Win Per Day*, which was tremendous and the Delta – Pickering team deserve full credit for achieving this record. It is a further example of how the product is *gaining acceptance and appeal to our consumers* and is beginning to appeal to a newer demographic.

We are yet to engage a 'Product Launch Campaign' but through the efforts of a Centre like Delta-Pickering, it is clearly showing that this product can deliver when we generate greater awareness.

As an Industry we also need to look at the features the Diamond Game product has and see if they can be engaged in things like an *in-house progressive, differing pricing, price options and other branded games*.

#### **1125 – Responsible Gaming**

Responsible Gaming continues to be a critical success piece to the transition of the sector. This Association [CGAO] strongly supports the RG initiatives that are directed through the OLG.

We are having more and more staff going through the initial training program and this is bringing a greater 'individual' awareness of RG and its constructive role in the operation of the business. The CGAO supports a *constructive & balanced* approach to RG within the context of the c-Gaming initiative.

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

Information: Resources: Reference

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