

Charitable Gaming  
**THE VIEW**



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### 1126 – Revitalization of Charitable Bingo & Gaming

Since we last reported to you in late June '13 there has been tremendous strides made on and in this initiative. I am often amazed at the sheer volume of work that is undertaken by the various stakeholders in order to maintain the momentum this program has gained since August 2012. It is, in no short measure, down to the *co-operative approach* that has been adopted by each stakeholder for the greater good of the whole.

I have listed below for you the developments that have been undertaken or are being actioned since late June.

*Delta Gaming Centre (Brampton)* - In July '13, Cam Johnstone and the Delta Team brought on-line their Centre in Brampton. This Centre will host 300 Bingo Terminals and 25 Tap-Tix Units. A tremendous amount of change has occurred at Brampton during the course of the spring & summer and this now sets a solid foundation to re-position and re-build this business.

*Rama Gaming Centre (Mississauga)* - In August '13, Paul Miccucci and the Rama Team launched their Centre under the c-Gaming banner. This is phase one of their transformation process that will see a different approach as the business unfolds. A more formal launch of their total concept will be presented in October '13.

*Delta Gaming Centre (Pickering)* - Due to the high traffic use on the Tap-Tix Units since their initial deployment in late July, an additional 10 (ten) units were added to the Tap-Tix portfolio at this Centre. Early results look promising although it has been noted there is a period of re-alignment prior to growing the overall net win contribution.

*POD Game – Refresh* - First refresh of the POD games (excluding Windsor) are underway and likely to come on stream in the fall of 2013. This was a result of communication between the CGAO & OLG on current performance of games and it was decided, based on feedback, to make the change.

*Strategic Development Committee* - Mr. Ron Ko actioned the Committee into operation based on the developing needs to the program. This replaces the previous *New Product Committee* and is more reflective of the nature of the program going forward. It has representatives from CGAO, OCGA and OLG.

*Next Centres to Come On-line* - As we enter the last days of summer the pace has not slowed down. In the final stage of preparation is Cambridge Bingo Centre (Cambridge) coming on-line in September to be followed by Bingo World Centre (Newmarket) in October. There are Centres lined up for the remainder of the year and the 2014 schedule is filling up fast.

As we move from the implementation stage as the key driver, we transition over to operations and this is all about *performance & engagement*. The Director leading this is, of course, Mr. Ron Ko. For some time Ron has been stressing the importance of Customer *Engagement*, whether this is through the experience or through service. It is about delivering consistent value to the customers and enhancing their visits to our Gaming/Bingo Centres.

This does require new thinking and new approaches. I can see those seeds being developed by some Commercial Operators who recognize and understand that the Charitable Gaming experience needs to evolve and, quite simply, we have to accept we are **NOT** Bingo Halls anymore. This coming 12 months is going to be very exciting and interesting for everyone.

### **1127 – Rank Group PLC**

On the 15<sup>th</sup> August 2013 the Rank Group (Rank) PLC released their full year results for 2012/13 fiscal year. Rank reported a positive trading performance with revenue growing +7%, even though there remains a challenging economic environment in the UK. Their Casino division produced a strong performance with operating profit increasing by +16% over the previous year and reflects their confidence in the sector of the gaming industry in the UK. Thus, during the year they became the number one Casino Operator [in the UK] with the acquisition of 19 Casino's [with 3 non-trading licences] from Gala Coral Group.

Rank also undertook to release 'Blue Square' from the Group with the disposal of the business in April '13 to Betfair Group PLC for £5.0m. The business operated solely in the digital channel of the highly competitive sports betting market.

Rank's Bingo Brands are operated through two (2) different channels. Firstly, in the UK 'Mecca Bingo' is a market leader in the country and its brand is delivered through ninety seven (97) venues and the Meccabingo.com internet platform. Secondly, over in Europe (Spain) the business is delivered through 'Enracha' in both venue and internet platforms.

The UK businesses revenue increased marginally by +1%. The venues had a disappointing result and this was due to the reduction in the frequency of customer visits. However, the digital platform had a positive result with revenue up by +10%. This was achieved through increased marketing, which has seen a growth in customer numbers now using Meccabingo.com. The Spanish business had a flat trading year.

With the result of Mecca Bingo venues performance, management have decided not to commit to further deployment of their 'Full House Concept' at this time. This is due to 'Full House' Centre performance, which has been disappointing and the level of capital invested has not improved the public's perception of bingo. Rank does remain committed to finding new ways to develop the 'venue' experience across the entire estate. On a more positive note, the Food & Beverage operations grew by 3% as a result of menu improvements.

Overall, Rank had a very good year and a solid Group performance.

### **1128 – Joint (CGAO & OCGA) Golf Day**

It is that time of year again when we host our Joint Golf Day with the OCGA. This is always a very enjoyable day and really caps off the summer of golf. We are scheduled to 'Tee-Off' on Monday, the 9<sup>th</sup> September 2013 at our usual venue, the Carlisle Golf & Country Club.

Please fill out the enclosed form and get your team registered!

### **1129 – G2E – Las Vegas**

Please be advised that the G2E conference in Las Vegas (USA) kicks off on the 26<sup>th</sup> September running through to 28<sup>th</sup> September 2013.

Our Chair (Mr. Michael Orser) will lead a team of Commercial Operators to the conference to catch up on developments in the broader gaming world.

### **1130 – Responsible Gaming**

With the launch of two additional Centres in the c-Gaming Sector, it has brought those Centres through the training and awareness process to Centre Management & Staff of the critical role *Responsible Gaming* is playing and will play in our future development.

It is very encouraging to see how this is being embraced in a very constructive and positive manner by all concerned. The *balanced* approach and a program that is tailored to our sector is also assisting in the engagement of all concerned.

I can see over the last year we are increasing and developing our collective awareness in this area and it will have a positive impact on the manner in which we conduct business.

### **1131 – Ontario Bingo Development Fund – AGM**

*The Ontario Bingo Development Fund (OBDF)* will be hosting its **Annual General Meeting (AGM)** on Monday, the **28<sup>th</sup> October 2013 at 2:00pm**. The location of the meeting will be at the **Holiday Inn (Airport East), 600 Dixon Road, TORONTO**.

The OBDF has not been active in the last year and the Board of Directors is requesting that the contributing members come forth with ideas on how this fund can be effectively deployed in the Charitable Gaming Sector to support the 207:1:b side of the business.

All suggestions/ideas will be taken seriously and I encourage you to speak with your local Centre Charity Executive and come forward with joint proposals. We should not forget the tremendous value this fund has brought to the industry through research, planning tools, branded provincial wide games and more importantly the co-operation it forged in working together to finding solutions to our sector.

A formal notice will be released by the OBDF Secretary to all OBDF Members.

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

Information: Resources: Reference

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