

# Charitable Gaming **THE VIEW**



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## 1143 – c-Gaming Update

Since the last time we published the *View* there has been a *tremendous* amount of activity within the whole program on a host of levels. The drive for implementation of Centres has continued in-line with the plan outlined earlier in the year. I have listed below some of the key points for reference.

- ✓ **Centres Launched** – The Centres in Cambridge & Newmarket have launched on schedule and as planned. Both the Centres have gone through the normal '*adjustments*' that every previous Centre has experienced but the Commercial Operators delivered the Centres on time to achieve the targeted launch date.

**Rama Gaming Centre** – *Mississauga* held a formal [public] re-launch in October, which was well attended and opened by the Mayor of the City. This was an excellent event and generated local positive media coverage. Paul Micucci and his Team are looking to engage a broader consumer base through the use of his lounge/bar area and enhanced food offering. It is early days but the signs are encouraging.

**Delta Gaming Centre** – *Brampton* held its own re-launch in the month of October with a special program and prizes. It is interesting that slowly over the weeks Brampton is gaining strength in performance as the management focus on service delivery and bringing the '*Delta Experience*' to the City of Brampton.

**Cambridge Bingo Centre** – now fully launched. It is focusing on re-building the business after a summer of construction. It is early days but the attention and energy that Brian Gilmour is giving his business is an example of the leadership that is required at the Centre level, which is very positive indeed.

**Bingo World** – *Newmarket* – now operational with the Bingo Terminals. It will launch its Tap-Tix this week which will see the completion of the conversion process and will allow Perry Kereakou the opportunity to leverage the holiday period effectively with the new product platform.

**Delta Gaming Centre** – *Oakville* – After a long wait, the Centre finally completed the conversion process last Thursday with the introduction of the Tap-Tix Units. Cam Johnstone is one of three

Centres that is undertaking a pilot with a new supplier of the Tap-Tix and the first weekend showed some encouraging signs, although it is very early days.

- ✓ **Centres Scheduled to Launch** - There continues to be plans to launch Centres in the coming months. This is important as it opens up opportunities to more Charities & Operators to engage in the program and set about *Revitalizing Charitable Gaming* in the province.

*Bingo Country* - St. Thomas - Bingo Country Limited will undertake its first conversion in December '13. In discussions with the Senior Vice President - Operations, *Mr. Darcy Stuart*, it is likely that this Centre will launch with a new brand name, likely dropping all the references to 'Bingo', which I think is an excellent statement of the change the company is driving.

*Golden Nugget* - Fort Erie - In January '14, Golden Nugget will be the first Centre to convert in 2014. A tremendous amount of work has been undertaken in positioning the Centre to maximize its market potential. This Centre is the first of *Mr. Jerry Root's* to convert but he has long pushed for the industry to get into the 21<sup>st</sup> Century with and through the use of technologies to be more engaging for consumer.

*Boardwalk Gaming* - Hawkesbury - In February '14 Hawkesbury, in the far corner of eastern Ontario, will convert. This was one of the first Centres to have all their approvals aligned for this initiative. It is going to be interesting to see how this is accepted by the consumers. On completion it will be one of the top venues for entertainment in that marketplace. It must be borne in mind that within a 40 minute drive there are 100,000 people. Team Orser is back in action!

- ✓ **Marketing Toolbox** - There is greater focus now being placed on the Marketing Toolbox as a resource for both the Centre and BRM. Initiatives/programs placed on this platform can obtain swifter approvals and can be in market quicker.

As we look to 2014, it is important that each Centre produces a 12 month marketing plan that is detailed and contains all the supporting (mock) artwork, promotional briefs, etc., in order that this can be approved and then the focus moves to execution & delivery.

It is important that no 'promotion' is activated without approval from the BRM assigned to your Centre.

- ✓ **Policy & Procedures Manual** - This is a core operational document. It is very important that all Centre Managers and Staff are knowledgeable and up to speed on the content and the processes. This document governs the way the Centres are managed from a day-to-day position. The policies must be followed as written. If you feel there is a more efficient/better way of achieving this same goal, let the CGAO office know in writing and we will bring this forth at our quarterly review meetings.

It has been remarkable what has been achieved in 2013. The focus has been on implementation and that objective has been achieved. As we look to 2014, this must be a year of operational performance. We need to ensure we have regular refreshed ancillary product like POD to maximize revenue for all partners and this will be the focus of the CGAO.

## 1144 – Responsible Gaming

I want to stress again the *importance of embracing Responsible Gaming* within the c-Gaming initiative. It has been encouraging (and I have visited the various converted Centres) that informational materials are front and centre. They are easily accessible by the customers should they feel the need to follow up with a specialist.

Shortly, the next phase of the RG program will be the *installation of RG Kiosks* entering our Centres giving an anchor & presence for information. This work will shortly be undertaken by the

OLG and they will be working with the Centre Management on agreeing a location for the Kiosk placement.

This Association [CGAO] fully supports the *Responsible Gaming* initiative that delivers an effective and balanced approach to the materials and placement, bearing in mind the majority of our consumers enjoy their gaming experience in a responsible fashion.

### 1145 – Upcoming Conferences

As we look to scheduling our time in the next few months, there are couple of conferences I wish to bring to your attention.

***New Horizons (Responsible Gaming)*** - to be held in Vancouver (BC), between 27<sup>th</sup> & 29<sup>th</sup> January 2014. It is beginning to make its mark as the 'Must Go' Canadian Responsible Gaming Conference.



***ICE Total Gaming (Commercial)*** - held once again in the City of London (UK), it has a broader scope and content. This attracts a wide audience and therefore differing outlooks on and about gaming in general. This conference is scheduled to take place between the 4<sup>th</sup> & 6<sup>th</sup> February '14.

### 1146 – Christmas Decorations

I would remind all Gaming Centre Managers that when deploying Christmas decorations please bear in mind the OLG camera sight-lines and alarm sensors. We don't wish to see a rash of false alarms due to Christmas decorations moving and thus triggering the alarm sensors. Just something to bear in mind as we prepare for this business trading season.

### 1147 – Promotional Calendar

This next few months will see tremendous promotional opportunities for our Centres, both over the Christmas period and then through until March. If you have not already done so, I would encourage you to plan ahead. A very valuable resource here is our Suppliers. I would encourage you to speak with them and obtain their input and assistance where possible.

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### 1148 – General Meeting

The CGAO will be hosting its next General Meeting on the *12<sup>th</sup> December 2013* at the Holiday Inn (Airport East) Toronto.

At this meeting the AGCO will be in attendance, giving a presentation on Risk Base Regulation & Registrations – focusing more on the Registration portion.

Please RSVP to our Administrator, *Ms. Sandi Nesbitt* at [nesbitt.s@sympatico.ca](mailto:nesbitt.s@sympatico.ca) if you are going to be in attendance.

### 1149 – Breakaway Gaming Centre

After the completion of the lounge/bar area, Community Gaming & Entertainment are now about to deploy their marketing strategy for this Centre. It is going to focus on the experience, socialization and fun. It will be about groups having fun and the lounge will be the centrepiece of this campaign.

The CEO – *Mr. Tony Rosa* has taken his time to get this right and now *Team Windsor* are ready to launch and begin the process of re-positioning his Centres to be broader than just ‘Bingo’ and one dimensional. He will present *Multiple Experiences Under One Roof*. I feel that Tony is on the right track here. It is early days and will take time to gain traction but one step at a time!

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

Information: Resources: Reference

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