

Charitable Gaming
THE VIEW



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1172 – AGCO – Notification Matrix (Interim)

On the 24th February 2014, the *Interim* Notification Matrix came into effect. Over the last couple of weeks the AGCO has been holding various Regional Meetings to communicate the expectations and requirements under this matrix framework. Also in attendance were representatives from the c-Gaming Compliance Team to ensure everyone heard the same information at the same time.

The status of the Notification Matrix is that of an *interim* document and will retain that status for a period of six (6) months. The Commercial Operators will have an opportunity to provide feedback by the end of July '14, with the document being fully integrated by September '14.

If you have any questions on this document on any element you don't understand I would encourage you to speak to one of the two listed people below immediately.

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1173 – Revitalization of Charitable Gaming

As we move further into 2014, the *Revitalization of Charitable Gaming* keeps rolling forward building the critical mass that was needed to begin having impact across the province. In January 2014, Golden Nugget Gaming (Fort Erie) converted over to c-Gaming and next on the list is Boardwalk Gaming (Hawkesbury). There are further conversions planned through the course of the year and what is exciting is finally we will bring Toronto on-line midway through the year.

As 2013 was a year of *implementation*, 2014 is going to be a year of *delivery* where the focus switches to defining the *customer experience* and executing and refining the elements of

customer service, product offering, ambience and staff development. Naturally this is a cultural switch and takes time. We must not forget that the whole initiative is built on the premise of incremental growth in all areas of the business and continuing to make improvements in various areas of the centre offering is the key.

One of the key pieces of work that has been undertaken by Mr. Ron Ko and his team has been research on *channel placement*. It is extremely interesting to see and review the findings on how both non and traditional consumers view the *Charitable Gaming Experience*, what their expectations are and what would motivate a visit to our facilities. As a result of the research being completed, I have asked Mr. Ron Ko and his Team to make a presentation to the General Meeting on the 20th March 2014 (which he has agreed to do).

On the product front, we are looking to refine and improve the experience on the Taptix Units. There is a *Statement of Work* currently engaged with Diamond Game, which will see various elements enhanced. Once approved, this will be phased into the Centres. The Arrow Games pilot continues through its six (6) month trial period in Newmarket & Oakville. This experience has similar teething issues that any new product goes through at the entry point. The Arrow Games Team are fully engaged and responding accordingly. The e-Shutterboard and POD review is underway with a joint effort from CGAO members and the OLG Team driving this to market as soon as practically possible. As you can all see, this is not a smooth easy process but we remain hopeful that each is a learning experience that will assist us to react and move faster in the future or certainly have a command of the process and timeframes.

What we often forget, and this relates to all Partners, is we are working towards *Revitalization of an Industry* that has faced tremendous competitive forces for over 20yrs and it is not easy to reverse that trend. It can be done through *positive engagement* of us all working together to a common goal.

1174 – People on the Move

There have been various people on the move in the last month. We wish everyone well in their new roles.

Mr. Michael Graydon – CEO & President (BCLC)

It was announced by the Chairman of the Board (BCLC) that Mr. Graydon had resigned his position at the BCLC to undertake a private sector leadership role in the province of British Columbia. He has had numerous successful years at the BCLC and guided the organization on and through the path of modernization.

Mr. Jim Lightbody – Acting CEO & President (BCLC)

The Chairman of the Board (BCLC) has announced that Mr. Lightbody will be undertaking the role of *Acting CEO & President (BCLC)* while a search begins for a permanent replacement for Mr. Graydon.

Mr. Lightbody has held numerous Senior Management positions within BCLC and brings a wealth of experience and knowledge, both of the Organization and Gaming Industry, which will stand him in good stead as he leads the BCLC over the next few months.

Mr. Rusty Parr – Manager (Operational Analysis – Charitable Gaming) AGCO

It has been announced that Mr. Rusty Parr has been appointed to Manager – Operational Analysis c-Gaming. He has already undertaken his role and has been active in the last couple of weeks hosting information meetings around the province on the Notification Matrix. His knowledge of the Charitable Gaming Sector will position him in good standing in his new role

Ms. Marsha Walden – Vice President (Strategy & Business Development) BCLC

In October 2013 Ms. Marsha Walden resigned from her position at BCLC to undertake a new role outside of the Gaming Sector.

This I believe is a tremendous loss to our sector at large. Marsha's focus and understanding of the need to service and create a *remarkable customer experience* was key to the Community Gaming Centre concept in British Columbia and especially her drive around the forging and development of an Industry Brand 'Chances Gaming Centre. I had an opportunity to work with Marsha when she was first appointed Vice President – Community Gaming BCLC and I am aware first hand of the knowledge, skill and relationship management that Marsha brought to the challenges at that time and her proven track record of being able to move the agenda forward.

I am sure you will join me in wishing all the above every success in their new roles.

1175 – Rank Group PLC

On the 31st January 2014, the Rank Group published their half year result. The Chief Executive (Mr. Ian Burke) indicated that the Group had experienced a challenging & highly competitive environment in the first half of the year, mainly impacted by the adverse weather conditions and the lower casino win margin and handle (mainly in the City of London).

On a more positive note, the Group has successfully integrated the 19 Casino's acquired from Gala Coral Group in May 2013 and has invested £11.9m in new product and casino refurbishments. The acquired portfolio is trading well.

During this period the Group refurbished its Barcelona (Spain) flagship venue and converted to the new Enracha Brand format.

1176 – Minimum Wage Increase

On the 30th January 2014, the Government of Ontario announced that on the 1st June 2014 the minimum wage will be increasing from \$C10.25 to \$C11.00 per hour.

This change will increase the cost base on all Commercial Operators in the Charitable Gaming sector without any short-term measures to pass on that cost to the consumers. It is hoped in due course new or refreshed product will come on-line to assist in gaining new consumers to offset this increase in operational expenses.

1177 – Canadian Gaming Conference – June 2014

The annual Canadian Gaming Conference is set to take place in Vancouver, British Columbia between the 23rd & 25th of June. I would encourage Commercial Operators and Managers to be

in attendance at this conference. If you intend to be at the conference, book your hotel soon. They often sell out fast. If you wish to attend the conference, please follow the link below.

www.canadiangamingsummit.com

1178 – Notice of General Members Meeting

Please be advised that the CGAO will be hosting its General Members Meeting on Thursday, the 20th March 2014 at the Holiday Inn (Airport East) Toronto.

We have a few guests that will be presenting to the members and it is important that all Commercial Operators (Members) and their key Managers are in attendance.

On-Line @ www.cgao.ca

Information: Resources: Reference

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