

# Charitable Gaming **THE VIEW**



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## **1179 – Boardwalk Gaming Centre - Hawkesbury**

On Wednesday, the 19<sup>th</sup> March 2014, *Boardwalk Gaming & Entertainment* converted their Hawkesbury Centre over to c-Gaming in phase one of a two phase process. This now completes the full conversion of the *Boardwalk Gaming Centres* into the c-Gaming initiative, starting with Boardwalk Gaming Centre – Barrie as the first pilot Centre some years ago.

I must say the *commitment, enthusiasm and drive* of its President, *Mr. Michael Orser*, has ensured (regardless of the challenges) the program continues to gain traction. He has been a fully committed advocate from the beginning and this is reflective in continuing to push for improvements and enhancements to the overall initiative.

Once again Boardwalk Gaming will be leaders with the introduction of dual Taptix Units being deployed [Arrow Games & Diamond Game] at launch. Michael Orser remains of the belief that the more choices we can give our *guests* the better it is for the overall enjoyment experience.

I want to publicly acknowledge and congratulate Michael Orser and his Team for the tremendous job they have done since launching Boardwalk Gaming Centre Sudbury in November 2011. This shows clearly the level of commitment through investment that one company is making through various regions of the province. Well done Michael.

## **1180 – Revitalization of Charitable Gaming**

The Revitalization of Charitable Gaming continues to drive forward. We are now 17 months into the program, from a starting point of November 2012. The tremendous work undertaken by the OLG, OCGA and CGAO and their members, especially in the implementation of the program, has been remarkable.

If 2013 focus was *implementation* then 2014 must become the year of *performance*. We now collectively have to look at driving *efficiency and delivery* to ensure this initiative doesn't get caught in the trap of the pilots, where we are unable to offer new or refreshed products in a

timely fashion. There are steps being taken to ensure that doesn't happen but it will take a little more patience in order to bring to the market. All three partners recognize the need to deliver on that front.

As the initiative evolves so does the style of management to oversee and operate these new environments. Anyone can tell you that after conversion it is a different operating mind set and it is not Bingo Hall Management as usual. There is a *cultural change* required to manage a Gaming Centre with the new regulatory framework that comes along within. This transition phase is *not easy* to work through but as confidence and greater knowledge gets embedded in our teams there is light at the end of the tunnel. Basically it is a more managed progress and the key skill required is '*forward planning*'. We all know that *change management is not easy* but people adapt given a reasonable time to make the transition.

What I find encouraging is how Commercial Operators are beginning to make that change. The most clearly visible sign has been the change in names of the Centres. The larger companies, like *Delta Gaming Group & My Lucky Spot Entertainment [Rama Gaming]*, have dropped the word 'Bingo' from the names and changed to Gaming to give a clear message of the new experience they are offering. But other smaller companies have also embraced the approach. A prime example of this is Mr. Jerry Root at his Fort Erie Centre. I enclose below the new brand he has deployed.



The same name, keeping the link with the past but a *fresh new look* to reflect the new offering & experience that his Centre is now beginning to deploy in that market.

There are three Centres that are leading the way in ambience and environment changes, *Rama Gaming Centre (Mississauga)*, *Jackpot City (St. Thomas)* and *Breakaway Gaming (Windsor)*, each for different reasons and in my in view unique elements. The one that has really got my interest is *Jackpot City (St. Thomas)*.

This Centre [St. Thomas] has deployed an environment/ambience package in the Ancillary Games area of the Centre, which at this moment is the market leader in the province. The Senior Vice President – Operations, *Mr. Darcy Stuart*, is deploying a fresh new look to how the Bingo Hall of the past should position itself for the future.

Another unique element that is being deployed is *Rama Gaming Centre (Mississauga)* with the hospitality offering, both in food & beverage. Clearly, *Mr. Paul Micucci* and his Team fully understand that this area of the business is a critical piece in the overall mix of the new experience offering.

As we saw at the CGAO General Members Meeting last week, the *customer experience* and their '*wants & needs*' need to be taken into consideration as we deploy investment capital in our venues. It is about incremental change, balancing the traditional bingo player while we

reach out for the new social gamer. It is as we have been saying for some time, '*Multiple Experiences happening simultaneously under one Roof*'. I can see that Commercial Operators are transitioning into this way of thinking and it buoys well for the future.

### 1181 – 50\50 Pilot Project Announced

On the 12<sup>th</sup> March 2014 it was announced there will be a pilot project for 50/50 draws at sports venues for Charities. I enclose a copy of the press release for your information.

*Updated 50/50 draw program to feature larger prizes for customers, more funds for charities, greater security, accuracy and accountability.*

**TORONTO, March 12, 2014 /CNW/** - Traditional 50/50 raffle draws in Ontario will be going high-tech later this year. Ontario Lottery and Gaming Corporation (OLG) is launching two pilot programs to enhance existing manual 50/50 raffle draws with electronic hand-held mobile devices to help Ontario charities to raise more money and to provide larger prizes for raffle players.

The two pilot programs will operate with Maple Leaf Sports and Entertainment (MLSE) Foundation and the Ottawa Senators Foundation. Charity volunteers will use electronic hand-held mobile devices to sell and record each 50/50 transaction at Toronto Maple Leafs, Toronto Raptors and Ottawa Senators home games. The pilot programs will begin in fall/winter 2014.

Under the Criminal Code of Canada, only OLG can conduct and manage electronic games of chance in the province, which will now include electronic 50/50 raffle draws. OLG's oversight of these pilot programs will leverage its expertise with improved efficiency, integrity and accuracy around these draws.

Similar enhancements to 50/50 raffles have occurred in other provinces including British Columbia, Alberta, Saskatchewan and Manitoba. The technology has enabled charities in these provinces to significantly increase the amount of money raised. In addition to enhanced revenue opportunities for charities, enhancements to the 50/50 program will offer:

- **More excitement for players:** Enhanced 50/50 will feature real-time displays of total prize money available and larger jackpots.
- **Greater integrity and accuracy:** Enhanced 50/50 systems will register and record all transactions and tickets.
- **Greater speed and improved access:** Enhanced 50/50 will offer the opportunity for more sellers to reach more patrons.
- **Improved security and accountability:** With enhanced 50/50, each and every dollar is tracked in real-time. Sellers can be messaged in real-time to deposit money.

Following the successful pilot programs, further expansion of the electronic 50/50 raffle draws to other charitable organizations in suitable venues across Ontario will be considered.

*OLG is a provincial agency responsible for province-wide lottery games and gaming facilities. Since 1975, OLG has provided nearly \$38 billion to the Province and the people of Ontario. OLG's annual payments to the Province have helped support health care; education, research, prevention and treatment of problem gambling; amateur sport through the Quest for Gold program; and local and provincial charities.*

### 1182 – Canadian Gaming Conference

A reminder that the Canadian Gaming Conference to be held in the City of Vancouver from the 23<sup>rd</sup> to 25<sup>th</sup> June 2014 is fast approaching. I would encourage those readers who are thinking

of attending the conference to book early as hotel rooms, etc. sell out quickly. If you wish to attend the conference, please follow this link - [www.canadiangamingsummit.com](http://www.canadiangamingsummit.com)

### **1183 – National Volunteer Week**

A number of c-Gaming Centres will be taking part in the National Volunteer Week from the 6<sup>th</sup> to 12<sup>th</sup> April 2014. This an excellent opportunity for Charities, OLG (c-Gaming) and Commercial Operators to work collectively to highlight the engagement of our local Charities and the benefit c-Gaming brings to the community.

I want to acknowledge the quick action of our Commercial Operators who engaged and agreed to participate in this initiative. This initiative is led by the OCGA but is supported by both CGAO and OLC c-Gaming Team.

### **1184 – Responsible Gaming**

The development of Responsible Gaming continues to move forward in pace with the change in the c-Gaming developments. All the RG kiosks are deployed in the converted c-Gaming Centres and are well situated and visible to our *guests* who may feel the benefit from gaining further information.

Now that kiosks are deployed, there will begin a series of events throughout the year by representatives of the *Responsible Gaming Council [RGC]*. CGAO has reached out to them and will be meeting this coming Friday to obtain a copy of the plan for the remainder of 2014, which we will share with our members shortly.

Both our Chair & Vice Chair [Orser & Johnstone] have set this as one of the priorities of the CGAO, to be actively engaged in and to build a greater understanding but through a *balanced* approach.

### **1185 – CGAO – Web Site Changes**

Over recent weeks we have been looking at ways to enhance the web site to deliver greater value to our members. As a result we have been adding a 'Members Only Section' and a new method for individuals to sign up for our newsletter on the home page.

This continues the development of a resourced based Association to assist our members in the challenges they face as we move forward.

### **1186 – CGAO - AGM**

Just a reminder to all CGAO Members (of good standing) that the Annual General Meeting (AGM) will take place in Toronto as indicated below:

**Date:** 13<sup>th</sup> May 2014  
**Day:** Tuesday  
**Time:** 10:00am  
**Where:** Holiday Inn (Airport East), 600 Dixon Road Toronto

**Room:** Centennial B

**Details:** Light Refreshments will be served

### **1187 – UK – Bingo Association**

On the 19<sup>th</sup> March 2014, the Bingo Association (UK) achieved tremendous success in the reduction of the 'Bingo Duty/Tax' that UK Government takes from the industry. The Bingo Association has run an effective campaign, 'Boost Bingo Campaign', that gathered more than 330,000 petition signatures from bingo players across Britain, combined with more the 50 MP's supporting the campaign.

I have enclosed below a press release from the Bingo Association (UK) and a quote from their CEO, Mr. Miles Baron.

### **House! Bingo Celebrates a Huge Boost from the Chancellor as Bingo Duty Halved to 10%**

For Immediate Release - 19<sup>th</sup> March 2014

A third of a million bingo customers who backed a campaign to boost their favourite game are celebrating, after the Chancellor reduced the tax burden on bingo clubs in almost 400 communities across Britain.

In today's Budget, George Osborne reduced the duty on bingo clubs from 20% to 10%, exceeding the campaign call for a 5% reduction. It means bingo clubs across England, Scotland and Wales have been given an extra boost and will now be able to invest in new premises, modernisation and jobs.

The Boost Bingo campaign, run by The Bingo Association, gathered more than 330,000 petition signatures from bingo players across Britain. More than 50 MPs supported the campaign, either in their constituencies by visiting their local bingo club, or on the floor of the House of Commons.

The campaign reached a climax when the petition was delivered to the Chancellor's residence at Number 11 Downing Street, on the 26<sup>th</sup> February. Nearly two hundred bingo players joined MPs for a celebratory procession past the Houses of Parliament. Rob Halfon MP, Brian Binley MP, Therese Coffey MP, Peter Aldous MP, Philip Davies MP and Meg Hillier MP came out to meet their constituents and give their full support to the Boost Bingo campaign.

Announcing the change the Chancellor of the Exchequer, George Osborne MP, praised his colleagues in Harlow and Waveney and the "vigorous campaign to cut bingo duty" before saying:

***"They want the rate cut to 15%, I can go further – bingo duty will be halved to 10%"***

*Miles Baron, Chief Executive of The Bingo Association, said:*

"This is the most fantastic news – everyone is absolutely delighted. The decision to reduce duty to 10% means bingo clubs will get an even bigger boost than we had hoped for."

“As Chief Executive of The Bingo Association, I would like to say an enormous thank you to the 330,000 people who backed the Boost Bingo campaign by signing our petition, to the dozens of MPs who visited their local clubs and asked questions in the House, to PLMR who supported us with our campaign, and of course to the Chancellor... for recognising the importance of bingo clubs in nearly 400 communities across Britain.

“Bingo operators identified a programme of investment that would be freed up by a 5% tax reduction. Now that we have secured a 10% reduction, operators will be relooking at their investments and modernisation plans, to stimulate the industry.

“Bingo fans across the country will be celebrating today!”

END

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

Information: Resources: Reference

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