

COMMUNITY REPORT 2008

Nova Scotia Gaming Corporation Annual Social Responsibility Report

**Pillar 1:
Responsible
Gambling**

**Pillar 2:
Integrity and
Security**

**Pillar 3:
Citizens and
Communities**

**Pillar 4:
Corporate
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**Pillar 5:
Stakeholder
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Message from the President & CEO

Corporations across the globe are realizing the importance of social responsibility in today's society. And in working to achieve good social responsibility, each must define what it means to them. At the Nova Scotia Gaming Corporation (NSGC), social responsibility is not just a passing trend and it isn't something we stand by solely because it makes good business sense. For NSGC, it is defined by our commitment to manage gaming in a way that balances economics with being a responsible corporate citizen so that our shareholders – the people of Nova Scotia – are the ones who benefit.

Helping us achieve this balance are the principles outlined in NSGC's Social Responsibility Charter. Launched in 2006, the Charter sets out five pillars – Responsible Gambling, Integrity and Security, Citizens and Communities, Corporate Governance, and Stakeholder Relationships – that help us define what good corporate citizenship and social responsibility mean to our organization. These pillars help us assess how we are doing in reaching our commitments and set out where we want to be in the future.

This report, our second annual, provides a checklist of our social responsibility initiatives for 2007-08. I am pleased to note that we completed all of our objectives set for 2007-08. In doing so, we directly reached more than 25,000 Nova Scotians through our responsible gambling and prevention programs. Together with our operators, we proudly gave back more than \$4 million to communities across Nova Scotia; we put strategies in place to minimize our organization's environmental footprint; and, we oversaw changes to the industry to ensure it is as safe and secure as possible. Although there is always more work to be done, NSGC is reaching its corporate social responsibility milestones.

Social responsibility will always be a fundamental part of NSGC's mandate. We will continue to be open and transparent about our progress in meeting our commitments. And although it is not always easy balancing the fine line between economics and social responsibility, our steadfast commitment to Nova Scotians to make Nova Scotia a better place – to work, live and raise our families – will keep us focused and moving forward on the path to being the best corporate citizen we can be.



Marie T. Mullally, FCA
President & CEO

1 Responsible *Gambling*

2007-08 COMMITMENT	STATUS	OUTCOME
1. Expand responsible gambling programming at Casino Nova Scotia.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> In April 2007, NSGC and Casino Nova Scotia (CNS) began piloting a player information tool at both CNS locations. <i>MARGI</i> (Mobile Access to Responsible Gambling Information), developed by the Responsible Gambling Council of Canada, is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gaming decisions. In July 2007, the Responsible Gambling Resource Centre at CNS Halifax was relocated to a more prominent location on the gaming floor. The new location provides better visibility for the Centre and is easily accessible to all patrons of CNS.
2. Launch a world-class responsible gambling website.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> In 2008, NSGC launched a responsible gambling website dedicated to providing the public and players with important information to make informed decisions, and help prevent problems before they start. The detailed, informational and educational content was developed by independent experts. The website can be viewed through www.nsgc.ca.
3. Launch a social marketing campaign that will help Nova Scotians better understand how to make informed decisions, thereby keeping their play responsible.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Launched in October 2007, "The Responsible Gambler" social marketing campaign was designed to raise awareness among Nova Scotians about what responsible gambling behaviour looks like. Responsible gambling behaviours include setting a spending limit, playing within your financial limits, playing for entertainment and setting a time limit. 61 per cent of respondents who remembered the ad campaign were able to correctly identify the campaign's main message as being, "If you're going to gamble, gamble responsibly."
4. Continue to utilize the Youth Advisory Group to provide insight and direction into the development and sponsorship of NSGC's youth-focused programs.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Six Nova Scotia youth, age 19-24, were selected to be part of the Youth Advisory Group, which was formed in August 2007. The Group discusses youth-related issues and provides insights into new youth prevention programs.

1 Responsible Gambling

2007-08 COMMITMENT	STATUS	OUTCOME
<p>5. Contribute to building gambling-related research expertise and capacity in Nova Scotia by supporting key academic institutions.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC provided funding to Mount Saint Vincent University for a directory of gambling experts and their research areas, and for a pilot study regarding the social and behavioural conditions associated with the development and prevention of problem gambling behaviours in youth. Results from this research were released in August 2007. • NSGC provided funding to Saint Mary's University to look at the effects of commercial gambling advertisements on the beliefs and attitudes of youth. Initial results from this research will be released in 2008-09.
<p>6. Continue to research and test new initiatives that foster evidence-based decision-making around responsible gambling.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> • In November 2007, NSGC proceeded with the development of the Video Lottery Informed Player Choice System (IPCS), which will provide all VLT players with information tools to facilitate informed choice and responsible gambling behaviours. The IPCS is a world-wide first initiative of NSGC. • NSGC created and piloted a world-first Internet-blocking software, <i>Betstopper</i>, which was customized specifically to prevent children from accessing gambling websites. The response to the pilot was very positive, with 92 per cent of participants agreeing that <i>Betstopper</i> is an effective youth gambling prevention tool. • NSGC pilot tested the <i>MARGI</i> responsible gambling kiosk at Casino Nova Scotia, which included a full evaluation strategy to determine the effectiveness of the tool and recommendations for next steps. • In October 2007, NSGC partnered with the YMCA of Greater Halifax/ Dartmouth to conduct a three-year pilot of a Youth Gambling Awareness Program (YGAP) in Halifax and Sydney. This program is based on the YMCA model that has been effectively delivered in 18 communities across Ontario over the past three years. The goal of the YGAP is to implement prevention and education strategies in order to reduce the potential harm for youth associated with problem gambling.

1 Responsible Gambling

2007-08 COMMITMENT	STATUS	OUTCOME
7. Place information labels on all VLTs that provide factual information about playing responsibly.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • A Video Lottery (VL) information label program was introduced in March 2008. • Examples of messaging on the machine labels included: each play on the VL machine is random and the result has nothing to do with past or future plays; VL machines are games of chance; and, over the long run, you will lose more money than you will win. • The labels, along with the delivery of a comprehensive suite of effective prevention and public awareness programs, are intended to facilitate informed choice and responsible play.
8. Continue to conduct Social Responsibility Assessments for every new project, program and initiative. This will ensure that all initiatives are evaluated according to established standards, ensuring the highest level of social responsibility is adhered to in Nova Scotia's gambling industry.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Together with its 14 operators, CNS and ALC, NSGC conducts Social Responsibility Assessments to provide objective guidelines to measure the social responsibility of all initiatives. If a product, project or program does not pass the assessment, it is not introduced into the market. • In 2007-08, 223 Social Responsibility Assessments were completed. 63 projects were modified or sent back to the operators with questions and/or requests for additional information as a result of the process. One project was refused as a result of the process.
9. Continue sponsoring <i>Know the Score</i> , an interactive peer education program that targets university and college students, and <i>House of Cards</i> , a high-school drama, to raise awareness about the risks of gambling.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • In 2007-08, <i>Know the Score</i> was delivered on 13 campuses to more than 6,000 students. <ul style="list-style-type: none"> - More than 80 per cent of students indicated that their participation in the program either very or somewhat likely increased their awareness of the signs of problem gambling and ways to limit the risks of gambling. • In 2007-08, <i>House of Cards</i> was performed 18 times to more than 4,800 high-school students. <ul style="list-style-type: none"> - Over 89 per cent of students surveyed agreed that <i>House of Cards</i> was informative, believable, and entertaining. - 83 per cent of students surveyed strongly or somewhat agreed that they knew more about problem gambling as a result of attending the drama production. - 100 per cent of educators who responded to the survey agreed that the drama was a good method to educate and increase the students' awareness about problem gambling.

1 Responsible *Gambling*

2007-08 COMMITMENT	STATUS	OUTCOME
10. Develop standards and supporting policies applicable to all gaming retailers in: responsible gambling, advertising and marketing, customer service and gaming facility standards.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Customer service and gaming facility standards for ticket lottery and video lottery have been developed and are incorporated into the principles of the retailers' policies.
11. Build on existing policies and practices to ensure industry-wide standards are consistent and supported by operating partners.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> The Responsible Gambling Policies for CNS and ALC will ensure industry-wide standards are achieved. Customer service standards and responsible gambling training are a mandatory component of the Retailer Training Programs for both operators.
12. Enhance training curriculum and develop industry standards.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> The curriculum and presentation format for the Video Lottery retailer training program was updated and improved to increase participation and retention of information by retailers. The revised program, which was implemented in September 2007, includes new tools for front line employees and a new online component. 150 Video Lottery retailers participated in responsible gambling training sessions. Working with external experts, NSGC revised its responsible gambling training program at CNS. The new program offers two separate training curriculums, one for frontline staff and one for managers and supervisors.
13. Continue to provide funding to the Nova Scotia Department of Health Promotion and Protection and the Nova Scotia Gaming Foundation.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Pursuant to the Gaming Strategy, NSGC provided the Nova Scotia Department of Health Promotion and Protection with \$3 million in funding for Addictions Services, as well as almost \$700,000 to the Nova Scotia Gaming Foundation. In addition, CNS contributed almost \$1.1 million to the Nova Scotia Department of Health Promotion and Protection to fund problem gambling programs.

2 Integrity and Security

2007-08 COMMITMENT	STATUS	OUTCOME
1. Continue to ensure that operators adhere to regulator guidelines and provide a secure environment.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Working with ALC, NSGC implemented a number of initiatives to improve integrity and security in the Ticket Lottery and Video Lottery business lines, including: <ul style="list-style-type: none"> A complete "Customer Confidence" program, which demonstrates concrete actions and policies that ALC has in place to provide an environment in which all customers can play with confidence. Continued education for players about the importance of treating every ticket as a potential winning ticket, including signing the back. This was communicated to players through point of sale materials and an advertising campaign. The addition of customer-facing screens on lottery terminals now show the amount won as the ticket is being checked by the retailer. Self-ticket checkers were purchased for all traditional retail sites (e.g. kiosks, corner stores) and some social sites (e.g. bars) to allow players to validate their own tickets.
2. Place information labels that contain factual information about VLT play on all VLTs.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> This initiative was introduced in March 2008. The content for the labels was developed by third-party experts and provides factual information about VLT odds.
3. Lead an independent review of Ticket Lottery to determine areas of improvement in integrity and security.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> Led, in conjunction with the other three Atlantic Provinces, a Broad-Scope Review into all aspects of ALC's business. It looked at controls, operational procedures, as well as management practices. The results of this review were released in April 2008.
4. Continue to adhere to and ensure full compliance of operators with <i>Freedom of Information and Protection of Privacy</i> (FOIPOP) guidelines established by the Province of Nova Scotia.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> All FOIPOP requests received were responded to on time and in full, and wherever the legislation would allow, information was released to the requestor. NSGC received one FOIPOP request, and ALC received three Nova Scotia-related requests. In addition, NSGC regularly provides information to stakeholders and members of the public, and ALC's lottery support centre responds to routine information requests.



Citizens *and* Communities

2007-08 COMMITMENT	STATUS	OUTCOME
1. Undertake Community Consultation Sessions.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Three Community Consultation Sessions were held (Amherst, Antigonish and Kentville), as well as a Halifax Chamber of Commerce Luncheon. • All participants surveyed stated that engaging Nova Scotians in this format is important and should continue.
2. Sponsor and promote Responsible Gambling Awareness Week (RGAW).	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • RGAW took place from September 30–October 6, 2007. It is the largest of NSGC's initiatives that works to foster responsible gambling behaviour across the Province and includes the delivery of numerous community events and programs. During RGAW 2007, 13 events took place in six communities and approximately 1,080 Nova Scotians were reached directly. • The hallmark event of the Week is a two-day Responsible Gambling Conference, which features world-renowned guest speakers and focuses entirely on responsible gambling and social responsibility within the gaming industry.
3. Actively engage Nova Scotians in open discussions.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC held three Community Consultation Sessions and conducted eight public presentations, such as Chamber of Commerce luncheons.
4. Continue to purchase goods and services locally.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Where possible, NSGC has continued to purchase goods and services locally. • In 2007-08, NSGC purchased goods and services from 161 Nova Scotian companies.
5. Develop customer service standards and deliver as part of the retailer training program.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Customer service standards and responsible gambling training were incorporated into the principles of the Video Lottery Retailer Policy, which was implemented in March 2008.



Citizens *and* Communities

2007-08 COMMITMENT	STATUS	OUTCOME
6. Review facility and siteholder standards and update if necessary to reflect industry-best practices.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Retailer site standards have been developed as part of the Video Lottery Retailer Policy. • The Policy was developed in consultation with retailers and the Lounge and Beverage Association of Nova Scotia.
7. Continue to explore opportunities to provide world-class entertainment.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • CNS provided a wide variety of world-class entertainment at both casinos. From its key sponsorship of the Halifax Comedy Fest, to acts like Jimmy Rankin, Boyz II Men, Loverboy and boxing "Fight Nights", the entertainment scene in Nova Scotia has been enhanced by the stage guests at CNS. In addition, the Harbourfront Lounge at the Halifax casino features free live entertainment to guests.
8. Ensure that employees' outstanding volunteer work is celebrated and supported by all staff.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • A Volunteer Recognition Program for NSGC staff was developed and launched in September 2007. The goal of the program is to provide support and recognition to staff for their community contributions. • Employees are recognized quarterly for their outstanding volunteer contributions. • Three NSGC staff members were presented "Outstanding Volunteer Awards" for making valuable contributions to their community.
9. Continue to announce major sponsorship initiatives on a yearly basis.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Pursuant to its Sponsorship Strategy, NSGC was the presenting sponsor of the Tall Ships Festival in July 2007. • In addition, NSGC was the presenting sponsor of the David Foster and Friends charity gala event, raising \$1.6 million for Canadian and Atlantic Canadian families with children needing life-saving organ transplants.



Citizens *and* Communities

2007-08 COMMITMENT	STATUS	OUTCOME
10. Continue to provide dedicated revenues from product sales to important causes.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • 100 per cent of the profits from the sale of <i>Support4Sport</i> products are given directly to Sport Nova Scotia to buy sports equipment, create and enhance recreation and participation programming for all ages, support performance training for competitive athletes, as well as hire coaches at all levels. • \$2 million was provided to Sport Nova Scotia to support amateur sport in Nova Scotia. • Sport Nova Scotia distributed funding to 138 amateur athletes, 19 coaches and 60 community sport programs.
11. Continue to seek opportunities to participate in community events that benefit communities and citizens.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Pursuant to NSGC's Charitable Sector Support Program, six Bingo Seminars were held with more than 200 charity representatives participating. • More than 90 per cent of participants rated the helpfulness of the sessions provided as good or excellent. In addition, 80 per cent of those who had also attended the previous year's session agreed that their participation has helped them conduct better bingos. • NSGC, with its casino operators, supported six charitable Monte Carlo Nights in the communities of Amherst, Bridgewater, Lower Sackville, New Glasgow, Truro, and Yarmouth. <ul style="list-style-type: none"> - More than 98 per cent of supporters of the fundraiser gave a good or excellent rating to the overall event. - More than 95 per cent agree that NSGC's and CNS's support of the event is an effective way to support the charitable sector. • NSGC contributed \$638,000 in 2007-08 to charities through Super-Star Bingo, and over \$1 million to date.
12. Continue to adhere to the principles outlined in NSGC's Environmental Policy.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • A Paper and Waste Reduction Policy was developed and implemented in September 2007. • NSGC uses paper and printing products approved by the Forest Stewardship Council (FSC) on all commercial printing projects.



Corporate Governance

2007-08 COMMITMENT	STATUS	OUTCOME
1. Continue to report publicly on social responsibility performance every year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC's first Corporate Social Responsibility Report and online report card was released in October 2007. • This is the second Corporate Social Responsibility Report to be released and it will be created annually at the end of each fiscal year.
2. Continue to provide Board of Directors with social responsibility update twice a year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC's Board of Directors received a social responsibility update in April 2007 and October 2007.
3. Continue to adhere to regulations established by the Alcohol and Gaming Division (AGD) of the Department of Labour and Workforce Development.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • All games and facilities met the required regulatory provisions. <ul style="list-style-type: none"> - 100 per cent of all slot machines at both CNS locations are tested by AGD to ensure compliance with provincial casino regulations. - The AGD also randomly tests slot machines and associated gaming equipment at the casinos to ensure each machine is compliant with the legislated minimum payout percentage, as well as other requirements. - ALC's testing and approval of all video lottery terminals meets and exceeds the requirements in Section 6(2) of the <i>Video Lottery Regulations</i>. - All Ticket Lottery systems are tested to ensure compliance with regulations.
4. Continue monitoring trends in the gaming industry and provide evaluations and information to the shareholder.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC provides Government with regular briefings on issues, initiatives and programs within the gaming industry.



Corporate Governance

2007-08 COMMITMENT	STATUS	OUTCOME
5. Host Responsible Gambling Conference.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC hosted the third annual Responsible Gambling Conference from October 1-2, 2007. • 263 people attended the conference, which featured guest speakers from around the world. • 82 per cent of attendees who completed the evaluation said they felt more informed about responsible gambling. • 72 per cent said they were more informed about the issue of social responsibility in the gambling industry after attending the conference.
6. Continue to rigorously test, evaluate and monitor new games to ensure standards and regulations are met.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Through the development of the Social Responsibility Assessment Template, the standards and regulations by which all new games, amendments to current games and new distribution methods are evaluated have been standardized and require a rigorous evaluation of the social responsibility of all initiatives. • NSGC ensures that all gaming products offered by its operators undergo testing. The security of all slot machines, table games, video lottery terminals, ticket lottery machines, instant lottery tickets, and all other equipment used in gaming is tested.
7. Empower employees to promote the social responsibility agenda by being social responsibility ambassadors.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • In September 2007, NSGC launched a Social Responsibility Ambassador Program for employees. The goal of the program is to "educate", "engage" and "recognize" employees for living and working with a strong commitment to social responsibility.

5

Stakeholder Relationships

2007-08 COMMITMENT	STATUS	OUTCOME
1. Continue to seek opportunities to engage stakeholders, business partners, municipalities, social service agencies, community organizations and individuals.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC continued its commitment to proactive and open dialogue with its stakeholders. This included: <ul style="list-style-type: none"> - Three Community Consultation Sessions. - Public presentations about responsible gambling and social responsibility at gaming industry events across North America. - Funding to the Crosbie Centre and Marguerite Centre, residential centres for individuals with addiction to gambling, alcohol and drugs.
2. Continue Community Consultation Sessions to engage Nova Scotians in a continuing conversation about the future of gambling in Nova Scotia.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Three Community Consultation Sessions were held (Amherst, Antigonish and Kentville), as well as a presentation before the Halifax Chamber of Commerce. • 100 per cent of those who participated agreed that engaging Nova Scotians in this format is important and should continue.
3. Continue to work to identify areas of improvement in relationships with stakeholders.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • In NSGC's commitment to build and strengthen capacity for relationships, the CEO and Executive Team maintain regular contact with key stakeholders to continually improve communication and engagement.
4. Continue to engage key stakeholders and incorporate their feedback into all new major initiatives.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • Key stakeholders were actively engaged in the development of a social marketing campaign. The "The Responsible Gambler" campaign reflects the comments of all involved in Nova Scotia's gaming industry. • The Youth Advisory Group was utilized as a sounding board on major initiatives throughout the year. • NSGC continually requests feedback from responsible gambling and problem gambling experts, and values their opinions on all major initiatives.

Report *Highlights*

- ✓ Piloted the *MARGI* Kiosk (Mobile Access to Responsible Gambling Information) at the casinos.
- ✓ Launched a world-class responsible gambling website, www.nsgc.ca.
- ✓ Launched "The Responsible Gambler" campaign, designed to raise awareness about what responsible gambling behaviour looks like.
- ✓ Began implementation of the world-first Video Lottery Informed Player Choice System (IPCS) for all video lottery terminals in the Province.
- ✓ Completed 223 Social Responsibility Assessments on products, systems, programs and initiatives.
- ✓ 150 Video Lottery retailers participated in a responsible gambling training session.
- ✓ Provided Nova Scotia Department of Health Promotion and Protection with \$3 million in funding for addiction services, and \$700,000 to the Nova Scotia Gaming Foundation.
- ✓ Contributed, via CNS, almost \$1.1 million to the Nova Scotia Department of Health Promotion and Protection.
- ✓ Worked with ALC in restoring integrity and security in Nova Scotia's lottery system, proactively leading a Broad-Scope Review of all operations.
- ✓ Hosted a round of Bingo Seminars for more than 200 charity bingo representatives across the Province. To date, over \$1 million was returned to participating charities through the SuperStar Bingo product.
- ✓ Contributed 100 per cent of the profits from the sale of *Support4Sport* products to amateur sport in Nova Scotia. \$2 million was provided to Sport Nova Scotia, representing a 50 per cent increase in annual funding to amateur sport in Nova Scotia.
- ✓ Held the 3rd annual Responsible Gambling Conference with over 20 world-renowned experts in the field of responsible gambling and social responsibility.
- ✓ Purchased goods from 161 Nova Scotia companies.
- ✓ Presenting sponsor of the Tall Ships Festival in July 2007.
- ✓ Presenting sponsor of the David Foster and Friends charity gala in March 2008, which netted \$1.6 million in support of Canadian and Atlantic Canadian families with children needing life-saving organ transplants.
- ✓ Released the first Corporate Social Responsibility Report and online report card.
- ✓ Continued regular briefings to Government on issues, initiatives and programs within the gaming industry.

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responsible • progressive • accountable