

# 1 Responsible Gambling

2006-07 COMMITMENT	STATUS	OUTCOME
<p>1. Consult with experts to develop and deliver innovative programs, ensuring Nova Scotia has the most progressive and responsible gaming industry in the world.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC created a Social Responsibility Assessment Template that requires NSGC and its operators to ensure that social responsibility is integrated into every product offered in the marketplace. The template provides objective guidelines to measure the social responsibility of all initiatives.</li> <li>• The assessments are categorized by three separate levels. Level 1 may include in-store or in-house promotions with no broadcast element, changes to current games or products, routine sponsorships, new responsible gambling programs, or changes to current responsible gambling programs that are sponsored by NSGC. Level 2 assessments may include new VLT games or slot machines, new concepts for lottery games, mass media advertising campaigns, direct mail campaigns and new responsible gambling programs, or changes to current responsible gambling programs that are developed by NSGC. Level 3 assessments may include all new products and games, all new responsible gambling campaigns and point of sale materials developed by NSGC. Large-scale projects that are new innovations to the gaming industry in Nova Scotia are also Level 3. All Level 3 assessments require consulting with social responsibility experts to ensure they meet the highest levels of social responsibility.</li> </ul>
<p>2. Develop and pilot test <i>BetStopper</i>, an Internet-blocking software that prevents underage youth from accessing gambling websites, with Nova Scotian families.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• <i>BetStopper</i> was launched in October 2006, with 250 Nova Scotian families participating in the pilot.</li> <li>• The pilot will be completed in November 2007, with next steps expected to follow in early 2008.</li> </ul>
<p>3. Develop youth gambling prevention materials for distribution in Nova Scotian high schools.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC contracted the Responsible Gambling Council (RGC) to develop <i>Don't Bet On It</i>, a high school gambling prevention program that was pilot-tested in five schools across Nova Scotia between March and April 2007.</li> <li>• The pilot received a very successful 8.8 score out of 10 on the overall evaluation by teachers who participated.</li> <li>• As a result of the successful pilot, <i>Don't Bet On It</i> will be introduced at ten Nova Scotia high schools in Winter 2008.</li> </ul>

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4. Form a 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"> <li>• Six Nova Scotia youth, age 19-24 were selected to be part of the Youth Advisory Group, which was formed in August 2007.</li> <li>• The Group discusses youth-related issues and provides insights into new youth prevention programs.</li> </ul>
5. Contribute to building gambling-related research expertise and capacity in Nova Scotia by supporting key academic institutions.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC provided \$75,000 in funding to Mount Saint Vincent University to create a directory of gambling experts from around the world, along with their research focus area. As well, MSVU is conducting 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 will be released in fall 2007.</li> <li>• NSGC also provided \$340,000 in funding for a four-year research project to Dr. John McMullan at Saint Mary's University to look at the effects of commercial gambling advertisements on the beliefs and attitudes of youth.</li> </ul>
6. Continue to research and test new initiatives that foster evidence-based decision-making around responsible gambling.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Completed the Responsible Gaming Device research project in February 2007. Based on the positive results of this research, NSGC announced a Request for Proposal for the Province-wide rollout of a Video Lottery Informed Player Choice System.</li> <li>• Pilot tested <i>BetStopper</i>, which includes a full evaluation strategy to determine the effectiveness of the software. Next steps for this project will be announced in early 2008.</li> </ul>
7. Place information labels on all VLTs about the odds of winning and the importance of setting limits.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• This project was publicly announced in 2007, with full Province-wide implementation scheduled for 2008-09.</li> <li>• 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.</li> </ul>

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		<ul style="list-style-type: none"> <li>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.</li> </ul>
<p>8. Expand <i>friends4friends</i>, a social marketing campaign that raises awareness of the signs of a gambling problem.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>NSGC re-launched the <i>friends4friends</i> ad campaign in November 2006. This included increased advertising coverage and the introduction of a <i>friends4friends</i> street team that promoted the campaign on university campuses across the Province.</li> <li>The campaign was completed in March 2007, 93 per cent of young adults surveyed supported the messages of the ads and 76 per cent said the ads made them think twice about the consequences of gambling.</li> </ul>
<p>9. Continue sponsoring <i>Know the Score</i>, an interactive peer education program that targets university and college students, and <i>Caught in the Game</i>, a high school drama, to raise awareness about the risks of gambling.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>In 2006-07, <i>Know the Score</i> was delivered on 18 campuses to more than 7,500 students.</li> <li>90 per cent of students agreed that they were likely to use the information from <i>Know the Score</i> if the need arose.</li> <li>In 2006-07, <i>Caught in the Game</i> was performed 16 times to more than 4,300 high school students.</li> <li>72 per cent of students agreed they were more aware of ways to avoid problem gambling after seeing the play.</li> </ul>
<p>10. Increase distribution of print materials by ensuring medical clinics, social service agencies, judicial services and policing agencies receive this information.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>In October 2007, NSGC will be mailing out responsible gambling information brochures to various community locations, such as health, recreation and family service organizations, local RCMP detachments, and addiction services departments. These brochures provide information about what it means to gamble responsibly, the odds of winning, and facts about the gambling industry in Nova Scotia.</li> </ul>

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11. Develop standards and supporting policies applicable to all gaming retailers in: responsible gambling, advertising and marketing, customer service and gaming facility standards.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• A comprehensive Responsible Gambling Policy for Casino Nova Scotia is being developed.</li> <li>• Customer service and gaming facility standards for ticket lottery, video lottery and the casinos are currently being developed and will be incorporated into the principles of ALC's video lottery retailer policies.</li> </ul>
12. Build on existing policies and practices to ensure industry-wide standards are consistent and supported by operating partners.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• The Responsible Gambling Policy for Casino Nova Scotia will ensure industry-wide standards are achieved.</li> <li>• Customer service standards will become a mandatory component of the Retailer Training Program once finalized and implemented.</li> </ul>
13. Enhance training curriculum and develop industry standards.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• The curriculum and presentation format for ALC's video lottery retailer training program was updated and improved to increase participation and retention of information.</li> <li>• The revised program, which was implemented in September 2007, includes new job aids and a new online component.</li> <li>• Working with external experts, NSGC is revising and improving responsible gambling training materials at Casino Nova Scotia.</li> </ul>
14. Continue to provide funding to Nova Scotia Office of Health Promotion and Protection and the Nova Scotia Gaming Foundation.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Pursuant to the Gaming Strategy, NSGC provided Nova Scotia Department of Health Promotion and Protection with \$3 million in funding for Addictions Services and \$0.1 million to Sport Nova Scotia, as well as more than \$700,000 to the Nova Scotia Gaming Foundation.</li> <li>• In addition, Casino Nova Scotia contributed more than \$1 million from its casino revenues to the Nova Scotia Department of Health Promotion and Protection to fund problem gambling programs.</li> </ul>

# 2 Integrity and Security

2006-07 COMMITMENT	STATUS	OUTCOME
<p>1. Continue to ensure that operators adhere to regulator guidelines and provide a secure environment.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Working with the Atlantic Lottery Corporation (ALC), a number of initiatives were implemented to improve integrity and security in the ticket lottery and video lottery business lines, including:               <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- The addition of customer-facing screens on lottery terminals that show the amount won as the ticket is being checked by the retailer.</li> <li>- Self-ticket checkers were purchased for all retailers in Nova Scotia to allow players to validate their own numbers.</li> <li>- NSGC initiated a call for an Atlantic Canadian Broad Scope Review to ensure that lotteries in Atlantic Canada have the highest possible standards of security, integrity and fairness.</li> </ul> </li> </ul>
<p>2. Place information labels on all VLTs about the odds of winning and the importance of setting limits.</p>	<p>✓</p>	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• This project was publicly announced in 2007, with full Province-wide implementation scheduled for 2008-09.</li> <li>• 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.</li> </ul>
<p>3. Continue to adhere to <i>Freedom of Information and Protection of Privacy (FOIPOP)</i> guidelines established by the Province of Nova Scotia.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC received three FOIPOP requests, all of which were responded to on time, and wherever the legislation would allow, information was released to the requestor.</li> <li>• In addition, NSGC regularly provides information to requestors, as able, through the Routine Access Policy. In 2006-07, NSGC answered three information requests from opposition parties through this policy.</li> </ul>
<p>4. Continue to ensure full compliance of operators to FOIPOP.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• All FOIPOP requests received were responded to on time and in full, and wherever the legislation would allow, information was released to the requestor.               <ul style="list-style-type: none"> <li>- Atlantic Lottery Corporation responded to four Nova Scotia-related FOIPOP requests and four Nova Scotia-related routine access requests.</li> <li>- Great Canadian Gaming Corporation and Casino Nova Scotia are not subjected to the FOIPOP regulation.</li> </ul> </li> </ul>

# 3 Citizens *and* Communities

2006-07 COMMITMENT	STATUS	OUTCOME
1. Community Consultation Sessions will be undertaken.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Four Community Consultation Sessions were held (Truro, Lunenburg, Digby and Sydney), as well as a Greater Halifax Partnership Consultation Session in Halifax.</li> <li>• 88 per cent of those who participated said they would attend a future session.</li> <li>• 100 per cent agreed that it is very important for NSGC to sponsor responsible gambling and prevention programs in Nova Scotia.</li> </ul>
2. Fund three research projects.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Provided \$75,000 in 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 will be released in fall 2007.</li> <li>• NSGC also provided \$340,000 in funding for a four-year research project to Dr. John McMullan at Saint Mary's University to look at the effects of commercial gambling advertisements on the beliefs and attitudes of youth.</li> <li>• NSGC partnered with DECODE Inc., a research firm specializing in youth research to review the gambling activities of Nova Scotia's youth. The research findings, which showed that Nova Scotian youth were gambling at rates much higher than expected, were presenting at the Youth Gambling Prevention Summit in October 2006. The full report can be viewed at: <a href="http://www.nsgc.ca/pdf/DecodingRiskReportV7.pdf">http://www.nsgc.ca/pdf/DecodingRiskReportV7.pdf</a></li> </ul>
3. Actively engage Nova Scotians in open discussions.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC held four Community Consultation Sessions, a Greater Halifax Partnership briefing session, and conducted 5 public presentations, such as Chamber of Commerce luncheons.</li> </ul>

# 3 Citizens *and* Communities

2006-07 COMMITMENT	STATUS	OUTCOME
4. Continue to purchase goods and services locally.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Where possible, NSGC has continued to purchase goods and services locally.</li> <li>• In 2006-07, NSGC purchased goods and services from 206 Nova Scotian companies (or 86.9 per cent of all vendors used in 2006-07).</li> </ul>
5. Develop customer service standards and deliver as part of the responsible gambling retailer training program.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• Customer service standards are being incorporated into the principles of ALC's Video Lottery Retailer Policy, which will be implemented by March 2008.</li> <li>• The customer service standards that are identified will also be included as a mandatory component of the Retailer Training Program.</li> </ul>
6. Review facility and siteholder standards and update if necessary to reflect industry-best practices.	✓	<p><i>Ongoing</i></p> <ul style="list-style-type: none"> <li>• Retailer site standards are being developed as part of the Video Lottery Retailer Policy.</li> <li>• The Policy was developed in consultation with retailers and the Lounge and Beverage Association of Nova Scotia and will be fully implemented by March 2008.</li> </ul>
7. Continue to explore opportunities to provide maximum entertainment.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In March 2007, the Harbourfront Lounge at Casino Nova Scotia Halifax was opened. It features free entertainment to guests.</li> <li>• To respond to changing consumer expectations, rethinking and creating a new and different "experience" for lottery players, ALC introduced "Wishbox", a new retail outlet concept. The flagship kiosk opened in Truro in October 2006 and rolled out in select locations across Nova Scotia.</li> <li>• In February 2007, ALC and the other Canadian lotteries launched an innovative new national game, Millionaire Life. The ticket was only available for the month of February, with one draw for a chance to win \$1 million a year for 25 years. This special event ticket proved to be very popular.</li> </ul>

# 3 Citizens and Communities

2006-07 COMMITMENT	STATUS	OUTCOME
8. Implement a Volunteer Recognition Program for staff.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul>
9. Announce major sponsorship initiatives on a yearly basis.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• A Sponsorship Strategy was developed for 2007-08, with the public announcement of sponsorships occurring throughout the year.</li> <li>• In April 2007, NSGC announced that it was the presenting sponsor of the 2007 Tall Ships Festival.</li> <li>• In September 2007, NSGC announced that it would be presenting sponsor of the David Foster &amp; Friends Charity Gala and Concert, to be held in Halifax in March 2008.</li> </ul>
10. 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"> <li>• NSGC created and led three Charitable Bingo Seminars in November/December 2006: <ul style="list-style-type: none"> <li>- More than 95 per cent indicated a good or excellent rating for the Bingo Seminar as an effective way for NSGC to support the charitable sector.</li> <li>- More than 95 per cent of Bingo Seminar participants gave a good or excellent rating to the helpfulness of the information presented.</li> </ul> </li> <li>• NSGC were lead supporters of two charitable Monte Carlo Nights in early 2007 which allowed each charity to raise more money than any event held before. <ul style="list-style-type: none"> <li>- More than 95 per cent of supporters of the fundraiser gave a good or excellent rating to the overall event.</li> <li>- More than 95 per cent indicated a good or excellent rating (over 80 per cent excellent) agreeing that NSGC's and CNS's support of the event is an effective way to support the charitable sector.</li> </ul> </li> </ul>
11. Work with Conserve Nova Scotia to identify ways to be more environmentally friendly.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Conserve Nova Scotia was engaged in the development of NSGC's environmental policy, which was implemented in September 2007.</li> </ul>
12. Develop a waste-reduction policy for NSGC offices.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• A Paper and Waste Reduction Policy was developed and implemented in September 2007.</li> </ul>





# Corporate Governance

2006-07 COMMITMENT	STATUS	OUTCOME
1. Report publicly on social responsibility performance every year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's first Corporate Social Responsibility Report and online report card was released in October 2007.</li> </ul>
2. Provide Board of Directors with social responsibility update twice a year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's Board of Directors received a social responsibility update in April and October 2007.</li> </ul>
3. Continue to adhere to regulations established by the Alcohol and Gaming Division of the Department of Environment and Labour.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• All games and facilities meet AGD standards: <ul style="list-style-type: none"> <li>- 100 per cent of all slot machines are tested by Nova Scotia's Alcohol and Gaming Division (AGD) of the Department of Environment and Labour to ensure compliance with provincial casino regulations.</li> <li>- 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.</li> <li>- ALC's testing and approval of all Video Lottery Terminals meets and exceeds the requirements in Section 6(2) of the Video Lottery Regulations made under Section 127 of the Gaming Control Act.</li> <li>- All ticket lottery systems are tested to ensure compliance with regulations.</li> </ul> </li> </ul>
4. Monitor trends in the gaming industry and provide evaluations and information to the shareholder.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC provides Government with regular briefings on issues, initiatives and programs within the gaming industry.</li> </ul>



# Corporate Governance

2006-07 COMMITMENT	STATUS	OUTCOME
5. Host Responsible Gambling Conference.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC hosted the second annual Responsible Gambling Conference on October 1-2, 2006.</li> <li>• 226 people attended the conference, which featured guest speakers from around the world.               <ul style="list-style-type: none"> <li>- 86 per cent of conference attendees either strongly agree or agree that RGAW plays an important role in raising awareness about responsible gambling.</li> <li>- 74 per cent of conference attendees report that they will attend again.</li> </ul> </li> <li>• 47 attended the Youth Gambling Prevention Summit, also held in October 2006 as part of Responsible Gambling Awareness Week.</li> </ul>
6. 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"> <li>• 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.</li> <li>• NSGC ensures that all gaming products offered by its Operators undergo rigorous 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 on a continuous basis.</li> </ul>
7. Launch a Social Responsibility Ambassador program.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• As part of the Ambassador Program, a Volunteer Support Program was introduced that ensures all employees are supported in their volunteer efforts throughout the year.</li> </ul>

# 5

## Stakeholder *Relationships*

2006-07 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"> <li>In 2006-07:               <ul style="list-style-type: none"> <li>Conducted four Community Consultation Sessions.</li> <li>NSGC delivered more than 20 public presentations, including a Chamber of Commerce luncheon, JCI Cape Breton, presentations to youth groups, and speaking engagements about responsible gambling and social responsibility at gaming industry events across North America</li> <li>Provided funding to the Crosbie Centre and Marguerite Centre.</li> </ul> </li> </ul>
2. Launch a series of 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"> <li>Four Community Consultation Sessions were held (Truro, Lunenburg, Digby and Sydney), as well as a Greater Halifax Partnership Consultation Session in Halifax.</li> <li>88 per cent of those who participated said they would attend a future session.</li> </ul>
3. Work to identify areas of improvement in relationships with stakeholders.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>Five key stakeholder relationships were identified to build on for the CEO and NSGC's Executive Team.</li> <li>These stakeholders represent key areas for improvement and focus. Monthly contact is maintained to improve communication and engagement.</li> </ul>
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"> <li>Key stakeholders were actively engaged in the development of the Social Responsibility Charter, which reflects the comments of all involved in Nova Scotia's gaming industry.</li> <li>The Youth Advisory Committee will provide NSGC with ongoing feedback related to its youth gambling prevention programs and initiatives.</li> <li>NSGC continually requests feedback from the Operators and value their opinions on all major initiatives.</li> </ul>