

2014-15 Community Highlights Report



At the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC), we are proud to be at the helm of the regulated gaming industry, along with our operators Atlantic Lottery and Casino Nova Scotia, ensuring games are fun, safe and responsible. As part of this accountability, our role is to put social responsibility first. That means keeping gaming entertaining, safe and responsible for the benefit of Nova Scotians and their communities.

We believe it is important for all Nova Scotians, whether they choose to gamble or not, to know how social responsibility underscores everything we do. Our Social Responsibility Charter, created in 2006 and a first in the North American gaming industry, sets out our commitments in these critical areas: Responsible Gambling, Integrity and Security, Citizens and Communities, Corporate Governance, and Stakeholder Relationships. In 2014 we undertook a review to ensure it was still relevant and were pleased that experts confirmed it has stood the test of time.

The Social Responsibility Charter is our stake in the ground.

1. Responsible Gambling

For the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) and the gaming industry, responsible gambling is about fostering an environment that promotes safer play and informed decisions.

- Along with Atlantic Lottery and Casino Nova Scotia, we assessed every new game and initiative using the rigorous standards of the Responsible Gambling Assessment Program.

626 Responsible Gambling Assessments completed.

614
approved

11
modified

1
declined

- NSPLCC marked the 13th annual Responsible Gambling Awareness Week from September 28 – October 4, 2014, reaching more than 16,000 Nova Scotians with responsible gambling messages through a province-wide awareness campaign to promote informed decision-making.
- NSPLCC invested \$6.3 million in prevention, education and treatment programs.
- Throughout 2014-15, NSPLCC and its operators, Atlantic Lottery and Casino Nova Scotia, ensured that industry workers were well trained and armed with the tools they need to provide players with information that promotes responsible play.
- Maintained and updated key responsible gambling touch points for players, including the Responsible Gambling Resource Centres at both casinos, yourbestbet.ca, and Mobile Access to Responsible Gambling Information kiosks.

3,500

visitors to the Responsible
Gambling Resource Centres
at Casino Nova Scotia

18,300

unique visitors
to **yourbestbest.ca**

3,800

casino guests used Mobile
Access to Responsible
Gambling Information

16,100

Nova Scotians directly reached with
responsible gambling messages during
Responsible Gambling Awareness Week

2. Integrity and Security

Players have the right to expect games to be fair and honest, secure and free from tampering and that prizes go to their rightful owners.

- NSPLCC worked with Atlantic Lottery to evaluate changes to achieve greater compliance with Age of Majority testing for ticket lottery retailers. A new approach was developed with input from the Atlantic Convenience Store Association and is designed to encourage compliance. The new program will be implemented in 2015-16.
- NSPLCC responded to all FOIPOP requests, and wherever legislation allowed, information was released to the requestor.
 - NSPLCC received and responded to one FOIPOP request in 2014-15.
 - NSPLCC provided regular updates to stakeholders and members of the public and responded to routine information requests. In 2014-15, NSPLCC responded to 32 inquiries made through its corporate website.
- NSPLCC reported 214 incidents related to Section 21(1) (e) of the *Gaming Control Act*; 210 were resolved through prescribed procedures and four remain open.
- There were 60 related party wins in Nova Scotia over \$1,000. All were investigated without issues.

3. Citizens and Community

We believe that good corporate citizenship starts in the community. That is why we support initiatives and programs that Nova Scotians have told us are important to them.

- *Support4Sport* is NSPLCC's flagship community program and is the most significant source of amateur sport funding in the province. In 2014-15, Nova Scotians raised \$2.9 million for athletes of all abilities and community sport organizations bringing the total amount raised to more than \$27 million since 2006.
- 151 people from various charitable organizations attended *Support4Communities* Seminars on Monte Carlo Fundraisers in Shelburne, Middleton, Sydney, New Glasgow and Antigonish and a Spotlight on Bingo Seminar in Dartmouth.
- Nova Scotians raised \$2 million through the *Support4Culture* ticket lottery program to support arts, culture and heritage in communities across the province.
- Through Community Casino Nights, NSPLCC helped community organizations such as the Clare Special Olympics, Mulgrave Volunteer Fire Department and Legion raise more than \$27,000.



- In 2014-15, NSPLCC provided the Harness Racing industry in Nova Scotia with \$1 million to assist in maintaining this longstanding and traditional industry with roots in gaming.

4. Corporate Governance

Good corporate governance means being open and accountable. The way we conduct business is held to the highest ethical standards.

- NSPLCC's Board of Directors participated in the review of and approved the updated Social Responsibility Charter, originally created in 2006, a first in the North American gaming industry and the model used for many other jurisdictions around the world.
- In July 2015, NSPLCC released its 2014-15 Report to Stakeholders on its website and in print to approximately 1,800 stakeholders.
- NSPLCC updated its Fact Sheets, which are available on its website, on a quarterly basis. The corporate website is also updated regularly to show where the money comes from and where it goes.
- NSPLCC reviewed its Corporate Governance Policy in 2014-15 to ensure it reflected best practices in board governance and provided Government with regular briefings on issues, initiatives and programs within the gaming industry.

5. Stakeholder Relationships

We respect and learn from the experiences and viewpoints of our many stakeholders. Working together provides the best opportunity to advance our mutual social responsibility goals.

- Sought input from the Atlantic Convenience Store Association, through our operator Atlantic Lottery, on the design and implementation of a new approach to encourage compliance of Age of Majority Testing among ticket lottery retailers.
- Expert opinions and feedback is an important component of our planning and decision-making. We request and gather feedback from experts in the fields of responsible and problem gambling, as well as technical, regulatory, and legal experts, considering their views on major initiatives.
- NSPLCC continues to develop relationships with important stakeholders such as retailer groups, our operators Atlantic Lottery and Casino Nova Scotia, and government departments including Communities, Culture and Heritage, the Department of Health and Wellness, Office of Aboriginal Affairs, Agriculture and the Alcohol, Gaming, Fuel and Tobacco Division of Service Nova Scotia.

Visit gamingns.ca to view the video report.

