



NOVA SCOTIA
GAMING CORPORATION

REPORT TO STAKEHOLDERS 2011-12

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A MESSAGE FROM THE ACTING PRESIDENT & CEO



When you ask someone about Nova Scotia, they respond by talking fondly of our culture, our people and our individual stories. It's these things that make Nova Scotia stand out in a crowd. This isn't surprising. Nova Scotians take pride in where they are from and in what they do, are engaged in the communities where they live and are known as some of the friendliest people in Canada.

When you ask someone about the gaming industry, most people know gaming revenue is given back to the province to support Nova Scotia communities, but there is more to our story than that. Contributions extend beyond the bottom line, reaching into communities with positive net benefits to the economy through jobs, funding, volunteerism, and community involvement.

Like Nova Scotians, we work hard in communities across the province through our *Support4Sport* and *Support4Communities* programs and we are extremely proud of that. We take pride in knowing that 100 per cent of the profits from the gaming industry help fund programs and services that are important to Nova Scotians.

But we are most proud of the people who we work with and it's their stories I would like to share with you in the 2011-12 Report to Stakeholders because without them, we wouldn't be able to make such a contribution to our province and our stakeholders – you! The gaming industry is made up of people who work at NSGC, Casino Nova Scotia, and Atlantic Lottery and its retailers across the province.

Through their work, the Payment to Province in 2011-12 was \$152.8 million. This is the equivalent of building 12 new schools, twinning 50 kms of 100-series highway or paving 470 kms of secondary highway.

In the pages ahead, you will get to know a little bit more about our industry by reading the stories of some of the people that work in it. They are remarkable

individuals – you will read about people who are helping to provide important and sustainable revenue to the Government to benefit Nova Scotians and others who are committed to helping create healthy and active communities where people are proud to live and work.

When I think about Nova Scotians, another thing that comes to mind is that we look out for one another and the gaming industry is no different. When someone chooses to gamble, we do our best to provide information to help them make informed decisions. We do this by delivering programs like the My-Play System. We also provide over \$4.1 million in funding to the Department of Health and Wellness to ensure help is there when someone does experience a problem.

I am pleased to share our story with you in the 2011-12 Report to Stakeholders and thank those who work in the gaming industry for their hard work and dedication.

I would also like to take this opportunity to thank the members of our Board of Directors for their leadership and guidance over the years. They have been an intricate part of our organization since the beginning through their high standards of governance and significant influence on NSGC's reputation as a leader in responsible gambling.

It is the stories of those that work in the industry that demonstrate our commitment to maintaining a responsible, sustainable, and accountable approach to gambling.

Our story is one that our stakeholders can be proud of.

Yours very truly,

A handwritten signature in black ink that reads "Robert MacKinnon". The signature is written in a cursive, flowing style.

Robert A. MacKinnon MBA CA
Acting President & CEO

A MESSAGE FROM THE BOARD CHAIR



During my tenure on the Board, I have often talked about my enthusiasm for the work NSGC does. Among other things, I note the commitment to creating and maintaining a socially responsible and economically sustainable industry, good governance, and measuring and demonstrating true outcomes.

NSGC has evolved, driving its own change in ways that have put the province on the map as a world leader in responsible gambling. It takes vision, leadership and courage to achieve this kind of recognition. The Acting President & CEO is to be commended for providing the thoughtful leadership that is required during this time of change.

I would like to take this opportunity to acknowledge the hard work and dedication of NSGC employees who have contributed to the management of the business of gaming. Their tireless commitment to the organization and their communities is unwavering and admirable.

I would also like to recognize my colleagues on the Board, past and present, who have provided their guidance on the strategic direction so staff can focus on achieving the goals and objectives. Our Board membership is changing, with new members adding new perspectives and ideas. And this is another part of the evolution for NSGC, one which will continue to serve in the best interests of Nova Scotians.

On behalf of the Board, I would like to acknowledge the honour it has been to serve the people of Nova Scotia as part of NSGC where the highest standards in security, integrity and social responsibility were set and achieved; a promise that I believe will continue long into the future.

yours truly,

Gordon Gillis
Chair, NSGC

THE GAMING INDUSTRY AT A GLANCE

100% of profits from the gaming industry go directly back to the province to help fund essential programs and services for Nova Scotians. In 2011-12, the Payment to the Province was \$152.8 million.

This represents a 7.9% increase over the previous year, primarily due to a one time HST recovery of \$11.1 million related to the casinos.

To deliver this revenue to the province, it takes people. The gaming industry directly and indirectly generates thousands of jobs. In 2011-12, NSGC and its operators paid \$25.2 million in wages and benefits to the approximately 668 employees who are directly employed in the gaming sector. Additionally, 1,074 ticket lottery retailers and 337 video lottery retailers earned \$38.8 million in commissions.

The use of International Financial Reporting Standards (IFRS) became a requirement for Canadian publicly accountable enterprises for the 2011-12 fiscal year. NSGC is now using IFRS reporting standards, which entails more detailed financial notes. As a result, the financial statements section of the annual report has increased four-fold making it impractical to include as part of the traditional annual report. Instead, the full financial statements are available on NSGC's website at www.nsgc.ca.





A ROYAL SALUTE

Halifax is a naval town. Originally founded as a garrison for the royal naval fleet of 1749, the city was the east coast port for the Battle of the Atlantic and is the home of Canada's Atlantic fleet. But more than the historical milestones, it's the impact the Canadian Navy has had on the people of the city that makes its influence so important.

Go anywhere in the city and you would be hard-pressed to meet a Haligonian who doesn't know someone who served in the Navy, or indeed, has served themselves. Its impact is wide and deep and Haligonians celebrate it with ferocity. So when the Canadian Naval Memorial Trust approached Casino Nova Scotia and asked them to support the Naval Heritage Centre and restoration of HMCS SACKVILLE, the official Canadian Naval Memorial, the Casino did not hesitate.

"We look for partnerships that reflect the values of our employees and guests and what we have found is that a lot of our employees have either served or are currently serving in the Canadian Navy. The same is true of our customers," says Helen MacMillan, Regional Vice-President and General Manager at Casino Nova Scotia. "Our organization has a very strong affinity to the Navy. Employees are incredibly proud of our support of this initiative."

HMCS Sackville is a Canadian-built ship and is the last remaining corvette in the world of the 269 that were built and served during World War II.

"By the end of the war, Canada had produced and developed one of the most professional navies in the

world," says Hugh MacNeil (Vice-Admiral ret'd), Chair of the Canadian Naval Memorial Trust. "HMCS Sackville is the embodiment of that tremendous achievement. We are planning a Memorial Structure on the Waterfront, housing SACKVILLE and a Naval Heritage Centre, which not only memorializes that, but it will become a symbol that defines Halifax to the world – like the Eiffel Tower and the Sydney Opera House."

Casino Nova Scotia's contribution to this initiative will be used for the initial project definition phase. During this stage, a project brief will be created and provided to architects who will compete to produce the iconic structure.

"The Canadian Naval Memorial Trust is very grateful to be working in partnership with Casino Nova Scotia to help ensure this critical phase of the project is funded," Hugh says. "We're extremely appreciative of the organization and their senior personnel for their collaborative support."

But for Helen MacMillan, being able to support the Trust in this manner is a personal way of saying thank you back to the Navy.

"My dad was a member of the Navy and served for many years. He came from an impoverished family and always said that the Navy saved his life and gave him the opportunity to change the quality of life for his family. Supporting the HMCS Sackville simply allows many of our 525 employees, and me personally, the opportunity to return our appreciation."



2011-12 Casino Nova Scotia Highlights

- Contributed \$40.1 million to the Payment to Province.
- Featured 61 acts at the two Casinos in Nova Scotia, including Crash Test Dummies, Boys II Men, Gordie Sampson, Kool and the Gang and April Wine.
- 56 shows in Halifax, 5 shows in Sydney.
- Supported 17 organizations in the community.
- Launched Games!Room – a designated area at the Halifax site to provide a vibrant and hip atmosphere with new types of entertainment.



THE PEOPLE



MAKE THE PLACE

When asked what he likes most about his job, Alvin Gardiner offers a simple answer with a lot of meaning: people. It may be just one word, but it includes hundreds of friendly faces: video lottery retailers at 337 bars and restaurants and ticket lottery retailers at 1,074 convenience stores and gas stations. And, of course, the players he interacts with every single week. And that's just in Nova Scotia!

Atlantic Lottery is owned by the four Atlantic provinces and operates the video and ticket lottery business lines on NSGC's behalf. As the Atlantic Manager of Sales Support, Alvin has 60 colleagues who report to him as well as others who are stationed throughout Atlantic Canada.

"I'm on the road two or three days a week, on average," says Alvin. "I go out and meet the retailers, or spend time with the technicians in the field to make sure I'm understanding their challenges."

Based in Dartmouth, Alvin has been an integral part of Nova Scotia's gaming industry since 1988, when he joined Atlantic Lottery as an equipment repair technician. From there his responsibilities continued to progress as he became a supervisor, manager and now, regional manager.

"I plan the execution of all regional initiatives and programs that have to do with our gaming terminals," says Alvin. "I work in both of Atlantic Lottery's lines of business in Nova Scotia – ticket lottery and video lottery."

As a volunteer at two local kayak clubs and the father of a competitive young kayaker who won two silver medals at the 2011 Canada Games, the gaming industry is meaningful to Alvin professionally and personally. As major sponsors of the Games, it was very rewarding for Alvin to see both Atlantic Lottery and NSGC supporting something that is so important to his entire family.

"My son was involved in the Canada Games so our industry's support of that event was near and dear to my heart," he says. "Knowing the difference we're making to various activities, festivals and programs through local community support and NSGC's program – it's a great reminder of how much I genuinely love being part of this industry."

2011-12 Atlantic Lottery Highlights

- Contributed \$127.3 million to the Payment to Province.
- Launched ShaBam – a brand new regional daily draw game.
- Launched "\$100 Million Jumbo" – a national Scratch'N Win ticket.
- Launched the \$5 Black Ticket – a regional Scratch'N Win ticket in partnership with Loto-Québec.
- Launched the new sports betting platform.
- Introduction of video lottery games Diamond Daze and Rainbow Riches.
- Completed the rollout of the new GENE ticket lottery terminals.



THE BIG IMPACT OF A SMALL BUSINESS

According to a Business Statistics report published by Nova Scotia's Department of Finance in 2010, a whopping 62% of Nova Scotia's businesses are micro-businesses that employ fewer than five people. Carol Anne Knott's business is one of them.

Carol Anne owns a convenience store located in The Village at Bayers Road, a small hub of shops, professional services and offices in Halifax. Though they offer a variety of products to their customers – including snacks, drinks and newspapers – the sale of ticket lottery products is an important part of what allows the business to be successful.

"Lottery tickets account for 40% of our sales," says Carol Anne. "A lot of customers like to add them on to their purchase, along with their chocolate bar or morning paper."

Many of Carol Anne's customers are regulars and she gets to know them quite well. "We have some groups of co-workers who come in and buy tickets every week. They each chip in a few dollars for a chance at winning a big jackpot. It's a fun, social thing for them to do together."

Carol Anne has worked at her store for 13 years, has owned it for the past 11, and employs two other people.

"As the owner, it's up to me to make sure everything runs smoothly," says Carol Anne. "I like being in charge and I like things being done a certain way, so being an owner is great for me. I'm always busy!"

She has also completed the Responsible Gambling Retailer Training Program that NSGC offers (and she has the certification to prove it!) and always receives communication about upcoming responsible gambling initiatives.

"I always participate in responsible gambling initiatives," says Carol Anne. "During NSGC's Responsible Gambling Awareness Week, I always wear my t-shirt, and remind customers that we want them to be careful with how they spend their money. We always display the posters and brochures too."

Carol Anne's experience is that those working in the gaming industry are great about considering the unique needs of her location, since it's a lot smaller than some of the other retailers. "They often customize things for me and offer variations on promotions or initiatives that they're delivering elsewhere. I'm only small - we fondly call the shop 'the hole in the wall' - and they always take that into consideration."

PUTTING THE INFORMATION IN THE HANDS OF PLAYERS

While the Government of Nova Scotia sets the overall direction for gaming in Nova Scotia, it is the citizens of the province who are ultimately the shareholders of the industry.

And as shareholders, Nova Scotians expect their government to put their well-being first.

As the Honourable Leonard Preyra, Minister responsible for Part I of the *Gaming Control Act* explains, that is exactly what the 2011 Responsible Gaming Strategy is intended to do.

“It outlines our commitment to continuous improvement and to ensuring the highest standards of social responsibility are integrated into Nova Scotia’s gaming industry including ensuring that help is available for those who need it,” says Minister Preyra. “Execution of the overall Gaming Strategy is well underway, and another important initiative was completed on April 1, 2012.”

He’s referring to the move to make the card-based My-Play System mandatory for all video lottery players in Nova Scotia. The My-Play System is an innovative technology that allows players to access responsible gambling tools and information about their play and is completely anonymous.

“This means that for anyone over the age of majority who chooses to play a VLT, enrolment in the My-Play System has evolved from being optional to mandatory. What this change achieves is improved access to important play information,” he says.

Every player now has the option of benefitting from the tools the system provides. By using their card, they can access the information and tools whenever they like with the touch of a button. These tools include setting spending and time limits, accessing information about current and past play (time and money spent), excluding oneself from play and a 24, 48 or 72-hour cool down option.

Extensive research on the effectiveness of the My-Play System tools was conducted before it was installed province-wide in 2010.

“Quite simply, the research showed that players who used the tools benefitted from them,” the Minister says. “That’s why requiring that every player has access to them is such an important step in continually enhancing our commitment to responsible gambling.”

Information is power and the My-Play System puts this information directly into the hands of players.

“Making registration mandatory simply ensures that we are putting valuable tools in the hands of every video lottery player.”





BEING SOCIALY RESPONSIBLE

What constitutes Social Responsibility within organizations is difficult to define. The International Organization for Standardization (IOS) notes that most definitions emphasize the interrelationship between economic, environmental and social aspects and impacts of an organization's activities, and that Social Responsibility is taken to mean "a balanced approach for organizations to address economic, social and environmental issues in a way that aims to benefit people, communities and society."

For NSGC, the focus is people and responsible gambling.

"The gaming industry is a very interesting and rewarding one to be a part of," says Anna Polatschek Penido, Manager, Social Responsibility at NSGC. "By learning best practices from around the world, I work to create standards that ensure Nova Scotia's gaming industry is as socially responsible as possible."

Those standards - created through programs, initiatives, tools and technologies - encourage Nova Scotians to keep their play responsible and have put the province on a world stage. Many of Anna's job responsibilities relate to initiatives that were pioneered in Nova Scotia first or have become a platform for valuable discussions across the industry about how to effectively foster responsible gambling behaviour.

For example, it's Anna's job to review and approve Social Responsibility Assessments, a process developed by

NSGC that determines whether a new program, product or initiative will be introduced in Nova Scotia based on its ability to meet responsible gambling standards. This assessment process was the first of its kind and several other jurisdictions in Canada now use a similar tool.

Anna also coordinates the delivery of training for video and lottery retailers and Casino employees; interactive and innovative programs that ensure the frontline staff of the gaming industry know what responsible behaviour looks like and how to encourage it among players.

Anna's responsibilities also include: management of the responsible gambling messages on the My-Play System; oversight of Responsible Gambling Awareness Week, an annual initiative that involves the coordination of several information-sharing events in communities across the province; and, compilation of NSGC's annual Social Responsibility Report, which functions to give members of the community an open and transparent look at the tangible ways NSGC is putting its commitment to social responsibility into practice.

"It's interesting to be involved in projects that have a direct impact on players with information and tools to help keep their play informed and responsible," Anna says. "Working in an industry that is socially responsible inspires me and makes me proud of the work I'm doing."



2011-12 Responsible Gambling Highlights

- NSGC spent \$6.7 million on prevention, education and treatment, of which over \$4.1 million was distributed to the Department of Health and Wellness and \$600,000 to Gambling Awareness Nova Scotia.
- \$2 million was allocated to responsible gambling and youth prevention programs throughout the province and directly reached over 108,000 Nova Scotians.
- 10th annual Responsible Gambling Awareness Week was held October 2-8 and included a Player Information Program, open houses at the Responsible Gambling Resource Centres in Halifax and Sydney, the post secondary education program Know the Score, and the high school drama 82% was delivered in communities in Yarmouth, Halifax, Bridgewater, Digby, Truro and New Glasgow; it is estimated that approximately 50,000 Nova Scotians were reached directly with responsible gambling messages.
- NSGC's Responsible Gambling Conference was held on October 3-4 and had 200 delegates in attendance and 17 speakers with expertise on responsible gambling, research and emerging technologies and trends in the industry.
- More than 11,000 people participated in YMCA's Youth Gambling Awareness Program.
- *BetStopper*, software that prevents children from accessing gambling websites, continues to be offered free to Nova Scotia families and caregivers.



2011-12 Support4Communities Highlights

- In 2011-12, NSGC supported 12 community fundraising events.
- More than \$109,000 was raised through Community Casino Nights.
- Since its inception, the Community Casino Nights Program has helped community organizations raise more than \$426,000 for local causes.
- Community Fundraising Seminars focusing on Monte Carlo Fundraisers were held in Sydney and Dartmouth and were attended by 40 community volunteers, representing museums, Royal Canadian Legions, service clubs and other community organizations from across Nova Scotia.
- Support to the Marguerite Centre and Crosbie House Society, both residential facilities for adults in recovery from addictions, was provided under this program.

SUPPORT OUR COMMUNITIES

For any fundraiser or event planner, a sure sign of success is when people start talking about next year's event before this year's is over. That's exactly what happened with the Cape Breton Regional Hospital Foundation's fundraiser, *Viva Las Vegas*, an event supported by NSGC's Community Casino Nights program together with Casino Nova Scotia.

"We heard things from participants like, 'This is amazing. My only question is how are you going to beat it next year?'" says Barbara Stead-Coyle, CEO of the Foundation. "The event set the bar high and it wouldn't have been possible without the support of these organizations."

Viva Las Vegas, which was held at Centre 200 and had more than 450 participants, was a casino-style charity event that featured circus performers, table games including black jack and poker, as well as local restaurants and chefs who treated guests to their culinary delights. But while the event was filled with excitement and entertainment from start to finish, it was ultimately the cause that generated the most enthusiastic support from participants and sponsors.



RTING COMMUNITIES – VIVA CAPE BRETON

The Cape Breton Regional Hospital is the only hospital in Nova Scotia to offer care from first breath to last, and the only hospital outside of Halifax to provide complete services to children. Supporting the hospital's children's program, Kid Care, was the primary focus of the fundraiser.

"We treat children for everything from broken bones and sore throats to chronic illness and serious diseases," Barbara says. "The \$35,000 we raised at this event will help to support a number of critical priorities and ensure Cape Breton children are receiving a high standard of care."

In one year at the Cape Breton Regional Hospital, 300 babies receive life-saving care in the neonatal intensive care unit, more than 1,800 children are treated in the Pediatrics Unit, another 8,500 visit the Harris Emergency Department and an incredible 10,000 babies and children visit outpatient services and clinics.

With numbers like that, there's no doubt that significant financial resources are necessary to support the hospital's efforts. The money raised at the event is a considerable contribution toward the Foundation's \$1.5

million overall goal. And it's one that can't be reached without the ongoing support of organizations like NSGC and Casino Nova Scotia.

"A charity spends every day trying to raise money to make life better for someone else, but it becomes increasingly difficult. It's important for organizations to give back to communities and to remember that there are diverse needs across the province," Barbara says.

NSGC's contribution to the Foundation is part of the organization's Community Casino Nights program, which provides in-kind support to licensed monte carlo fundraisers in communities across Nova Scotia. NSGC, together with Casino Nova Scotia, provide expertise, equipment, promotional assistance and volunteer support to help build capacity and help ensure a successful fundraiser at the grassroots level.

And, as Barbara says, ensuring the success of Viva Las Vegas is critical for a whole variety of reasons: "This event is really important – it's not just about raising money, it's about raising awareness about the cause and allowing us to interact with the community in a fun way."



GETTING NOVA S IN THE GAME

If the old adage “you get out of it what you put into it” is true, then it should be no surprise that NSGC’s *Support4Sport* program, managed by Sport Nova Scotia, has had such a revolutionary impact on the province’s sporting community.

That’s because the program raises funds for sports through the sale of dedicated ticket lottery products, but it’s about much more than simply providing cash. From the beginning in 2006, the focus has been on holistically and deliberately supporting Nova Scotia’s sporting community. It is currently the most significant source of funding for amateur sport in Nova Scotia.

For Jamie Ferguson, CEO of Sport Nova Scotia, this is what he finds most compelling about *Support4Sport*. While the dollars and cents are obviously important, it’s the effort that NSGC has invested in making sure the benefits are realized that provides immeasurable value.

“One of the most impressive things about this program

is the desire of NSGC and the people who work there to truly make a difference in Nova Scotia’s sport system,” Jamie says. “They aren’t just looking for an opportunity to create buzz or superficially build profile. They want to make a real and lasting difference to the sport development system in the province.”

Jamie’s involvement with *Support4Sport* goes back to before the program was created. Lotteries have often been used as a mechanism to fund sport and, in some cases, lottery was introduced for that sole purpose. In Nova Scotia, the idea of funding sports through dedicated lottery products was just a concept that got a lot of people excited. Together, Jamie, the team at NSGC and many others worked to turn that idea into a reality. They conceptualized what the program would be, how the funds would be used and the goals they wanted to achieve.

“We sat down and talked about how this program could support sport and the development of all amateur



COTIANS

athletes in a meaningful way,” Jamie explains. “We invested hours upon hours doing our homework to ensure we were building capacity and quality opportunities for participation. That’s what makes me most proud about this program.”

Today, the thriving program is undoubtedly a result of that commitment to getting it right. The more than \$17.6 million in *Support4Sport* funding that Nova Scotians raised since 2006 has helped Nova Scotia’s Canada Games athletes achieve bar-setting performances, it’s provided meaningful training to coaches who want to work in their respective sport, and it’s enabled the establishment and longevity of community sporting programs that help thousands of Nova Scotians get and stay in the game. Through all of these milestones and more, it’s clear that what has come out of *Support4Sport* is a direct reflection of what Jamie Ferguson and his fellow pioneers of the program put into it.

2011-12 *Support4Sport* Highlights

- \$4 million was raised by *Support4Sport* for amateur athletes, coaches, officials and community sport organizations in Nova Scotia.
- 377 funding allocations were made through Sport Nova Scotia.
- Since its creation in 2006, Nova Scotians have raised more than \$17.6 million from the sale of lottery tickets dedicated to sport.

SUMMARY OF RESULTS

Responsible

- Successfully supported and delivered more than a dozen responsible gambling and youth prevention programs including:
 - ✓ Know the Score II Education Program
 - ✓ 82% High School Drama, in partnership with the Responsible Gambling Council
 - ✓ 10th Annual Responsible Gambling Awareness Week
 - ✓ Community Education Activity
 - ✓ *BetStopper*
 - ✓ Youth Gambling Awareness Program, in partnership with YMCA
 - ✓ My-Play System
 - ✓ Mobile Access to Responsible Gambling Information (M.A.R.G.I.)
 - ✓ Ticket Lottery Retailer Responsible Gambling Training Program
 - ✓ Video Lottery Retailer Responsible Gambling Training Program
 - ✓ NSGC Staff Responsible Gambling Training Program
 - ✓ Responsible Gambling Information Program
 - ✓ Responsible Gambling Resource Website
 - ✓ Responsible Gambling Resource Centres
 - ✓ Player Information Program
 - ✓ GamTalk
- Completed 498 Social Responsibility Assessments, of which 446 were approved, 51 approved with modifications and one was declined.

Progressive

- Rolled out mandatory enrolment of the My-Play System, the first video lottery interactive player information program of its kind in North America.

Accountable

- Maintained shareholder / stakeholder support and communications:

- ✓ Delivered quarterly and annual reports to shareholders
- ✓ Provided updates on strategic / operational matters to the Minister responsible for Part I of the *Gaming Control Act*
- ✓ Held quarterly meetings with operators
- ✓ Conducted regular meetings / discussions with stakeholder groups

- Reported 267 incidents related to Section 24(1)(e) of the Gaming Control Act; 263 were resolved through prescribed procedures and four are currently being reviewed.
- Continued strong community support, including the following:
 - ✓ Prevention, education and treatment . . . \$6.7 million
 - ✓ Retailer Commissions \$38.8 million
 - ✓ Community Contributions by NSGC and operators \$1.6 million
 - ✓ Employment 668 directly employed
 - ✓ Community Programs:
 - > Harness Racing Industry \$1.0 million
 - > *Support4Sport* Program \$4.0 million
 - > Charitable Sector Support Program \$332,000
 - > Sport Nova Scotia \$100,000
 - > Exhibition Association of Nova Scotia . . . \$50,000
 - > Cultural Federation of Nova Scotia \$50,000

The use of International Financial Reporting Standards (IFRS) became a requirement for Canadian publicly accountable enterprises for the 2011-12 fiscal year. NSGC is now using IFRS reporting standards, which entails more detailed financial notes. As a result, the financial statements section of the annual report has increased four-fold making it impractical to include as part of the traditional annual report. Instead, the full financial statements are available on NSGC's website at www.nsgc.ca.

CORPORATE PROFILE

NSGC is a Crown corporation governed by the provincial *Gaming Control Act*. The Nova Scotia government, and ultimately the people of Nova Scotia, are the shareholders and owners of the gaming industry in the province. The industry is licensed and regulated by the Alcohol and Gaming Division of the Department of Service Nova Scotia and Municipal Relations.

NSGC's role is to ensure the gaming industry provides the necessary balance between economic sustainability and social responsibility. In carrying out its role, NSGC also oversees and manages the gaming operators, Atlantic Lottery and Casino Nova Scotia, who carry out the day-to-day business of gaming.

NSGC is recognized as a leader in responsible gambling with more than a dozen innovative programs that reach more than 108,000 Nova Scotians each year. As an industry steward, NSGC's goal is to lead a balanced, socially responsible industry that is safe, regulated and accountable.

NOVA SCOTIA GAMING CORPORATION BOARD OF DIRECTORS



Back to Front:
Chair, Gordon Gillis
Acting President & CEO,
Robert A. MacKinnon
Director, Merlin Fownes
Director, Jeff Langley
Director, Wayne Adams
Director, Yvonne Atwell



NOVA SCOTIA
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