

2015-16 Community Highlights Report

As the public corporation with responsibility to manage legalized gambling, every day we work hard to earn the trust and respect of the people of Nova Scotia.

Ten years ago, we formalized our commitment to social responsibility by creating the first Social Responsibility Charter in the North American gambling industry. Sharing our progress under five pillars each year is part of that pledge. We're proud of this ten-year milestone and believe it called for something special, so we made a short video highlighting how the industry has evolved over that time. You can view it at www.gamingns.ca.

Our commitment to being socially responsible is deeply rooted in everything we do. And our Social Responsibility Charter is our north star.

1. Responsible Gambling

It is important for all Nova Scotians, whether they choose to gamble or not, to be confident that NSPLCC's activities are rooted in leading responsible gambling practices.

- Worked with responsible gambling experts to develop an awareness campaign based on the theme, *Balance is the Name of the Game*, which launched during Responsible Gambling Awareness Week (RGAW) 2015.
- Along with Atlantic Lottery and Casino Nova Scotia, assessed every new game and initiative using the rigorous standards of the Responsible Gambling Assessment Program to ensure social responsibility is integrated into every business decision.
- Marked the 14th annual RGAW from September 27 – October 3, 2015, promoting responsible gambling messages to Nova Scotians. More than 95% of those asked reported learning something new.

785 Responsible Gambling Assessments completed.

769
approved

15
modified

1
declined

- Invested \$6.4 million in prevention, education and treatment programs.
- In partnership with Casino Nova Scotia, completed the initial assessment for accreditation under RG Check, the most rigorous RG accreditation program in the world, developed by the Responsible Gambling Council, an independent non-profit organization.



4,300

visitors to the Responsible Gambling Resource Centres at Casino Nova Scotia, representing an increase of 19% over last year

16,850

unique visitors to yourbestbet.ca

4,200

casino guests used two new M.A.R.G.I. kiosks compared to 3,800 last year

16,700

Nova Scotians directly reached with responsible gambling messages during RGAW

- Maintained and updated key responsible gambling touch points for players, including the Responsible Gambling Resource Centres at the casinos, yourbestbet.ca, and Mobile Access to Responsible Gambling Information (M.A.R.G.I.) kiosks.
- Engaged an evaluation expert to assist with a review of responsible gambling evaluation and target setting.

2. Integrity and Security

Our games are fair and honest. New game development always includes independent testing and verification of game integrity.

- Worked with the Nova Scotia Department of Health and Wellness and the Nova Scotia Health Research Foundation (NSHRF) to conduct research about online gambling in Nova Scotia.
- As of March 2016, Atlantic Lottery's mobile app for ticket lottery purchases saw a total of almost 203,000 transactions, \$1.7 million in sales and an average of just over 3,000 unique players per month.
- Received and responded to four FOIPOP requests in 2015-16.
- Responded to 20 inquiries made through NSPLCC's corporate website.
- Reported 209 incidents related to Section 24(1)(e) of the *Gaming Control Act*; 207 were resolved through prescribed procedures and two remain open.
- There were 106 related party wins over \$1,000 in Nova Scotia. All prizes were verified before being paid out.

3. Citizens and Communities

We believe supporting community initiatives starts with funding what matters to Nova Scotians.

- *Support4Sport* is the most significant source of funding for amateur sport in Nova Scotia with 100% of the proceeds from *Support4Sport* products in Nova Scotia going to amateur sport. The funding program helps develop community and provincial sporting programs and provides training and development opportunities for athletes, coaches and officials. The program provided \$4.1 million in 2015-16, bringing the overall total since inception to more than \$31 million.
- In 2013, *Support4Culture* was launched to support arts, culture, and heritage in communities across Nova Scotia and has provided more than \$6 million to date for



- 360 aspiring and established artists and community arts, culture and heritage organizations.
- Casino Nova Scotia, in conjunction with Music Nova Scotia, announced that the Halifax and Sydney casinos would become the home for a newly created East Coast Music Hall of Fame. The Halifax site opened in the fall of 2015, with the Sydney site following in 2016.
- *Support4Communities* helped non-profit organizations raise more than \$68,000 through 10 Monte Carlo Night fundraisers. More than \$820,000 has been raised for much-needed community programs throughout the life of this program.
- Introduced the Zero Waste program by removing all desk-side trash cans and introducing sorting stations. Ninety per cent of employees also moved to paperless paystubs.



4. Corporate Governance

Good corporate governance means being open and accountable and holding ourselves to the highest ethical standards.

- Held a training session on effective board operation and governance maximization processes and boardroom diversity.
- In July 2016, NSPLCC publicly released its 2015-16 Report to Stakeholders.
- Updated online Fact Sheets on a quarterly basis. The corporate website is also updated regularly to show where gaming revenue comes from and where it goes.

5. Stakeholder Relationships

Respecting the experiences and viewpoints of others and working together provides the best opportunity to advance our mutual social responsibility goals.

- Regularly requested and gathered 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.