

- *Support4Culture*, launched in 2013, is a new lottery program to support arts, culture, and heritage in communities across Nova Scotia. This year, the program contributed \$2 million. Funds are raised through the sale of lottery products at retail locations throughout the province.



- NSPLCC's *Support4Communities* program helped raise more than \$120,000 through Community Casino Nights in 2013-14. The program has helped raise more than \$725,000 since its inception in 2006.



- NSPLCC's *Support4Communities* fundraising seminars titled "Spotlight on Bingo" were held in Dartmouth and Sydney. The full day sessions were offered at no cost to participants and focused on charitable bingo. Topics included a session on the recently revised bingo regulations, responsible gambling tips for bingos and three case studies to share success stories of other organizations. 100% of participants agreed that the seminars are an effective way for NSPLCC to assist the charitable sector.
- 2013-14 was another successful year of attracting top-notch entertainers to Casino Nova Scotia. This year there were 50 acts including Terri Clark, Abbamania, Loverboy and Hanson. Casino Nova Scotia also hosted local artists including Joel Plaskett, Matt Mays and Sons of Maxwell.
- NSPLCC is committed to environmental initiatives in the province. We continued many practices instituted as part of the ReThink Greener Choices at Work program. NSPLCC also recycled paper and bottles to reduce waste.
- NSPLCC staff participated in a tree-planting activity in partnership with Clean Nova Scotia, during the Canadian Environment Week in June 2013.

4. CORPORATE GOVERNANCE

NSPLCC is committed to being open and transparent. We make certain that games available to Nova Scotians meet our Social Responsibility

standards and that the gaming environment is regulated, sustainable and accountable to you, our stakeholders.

- NSPLCC released an annual Report to Stakeholders in July 2014 and Social Responsibility Community Report in October 2013.
- Our fact sheets were updated quarterly and made available on our corporate website. These sheets provide information on our history, our projects, programs, and snapshots of our industry.
- NSPLCC ensures all new video lottery and ticket lottery games are assessed on an ongoing basis to confirm they all follow prescribed regulations and responsible gambling standards.
- We reviewed our Corporate Governance policies within the year to ensure they reflect best-practices in Board governance.

5. STAKEHOLDER RELATIONSHIPS

NSPLCC works hard to build relationships with government, private organizations and our stakeholders by creating two-way learning opportunities. We continue to seek collaborative solutions to common concerns and value feedback.

- NSPLCC continues to develop and strengthen relationships with key stakeholders including retailer groups, our operators: CNS, ALC, our regulator, the AGD and other government departments including Communities, Culture and Heritage, Health and Wellness, Office of Aboriginal Affairs and Agriculture.
- Expert opinions and feedback is an important part of our planning. To remain an industry leader, we request and gather feedback from responsible and problem gambling experts, as well as technical, regulatory and legal experts, considering their views on major initiatives.

Visit www.gamingns.ca
to view full report



2013-14 COMMUNITY REPORT



Deep-rooted in the concept of social responsibility, regardless of the business or industry, is one key principal: companies contribute to the communities where they do business in a way that delivers net positive benefits.

In the gambling industry, social responsibility is the cornerstone of our business.

Five pillars form the framework of our Social Responsibility Charter, which is the basis for our annual Community Report; Responsible Gambling, Integrity and Security, Citizens and Communities, Corporate Governance; and, Stakeholder Relationships.

Our role remains: to ensure the industry remains responsible, sustainable and entertaining for the benefit of all Nova Scotians.

1. RESPONSIBLE GAMBLING

As an industry leader, Nova Scotia Provincial Lotteries and Casino Corporation's (NSPLCC) role is to ensure that leading standards and industry practices are in place to help players make more informed decisions about their play. This includes providing information to players, awareness campaigns, and funding for treatment and prevention programs in Nova Scotia.

- September 29 – October 5, 2013 marked the 12th annual Responsible Gambling Awareness Week (RGAW) in Nova Scotia. Street teams delivered responsible gambling messages to more than 12,600 Nova Scotians.
- Throughout 2013-14, NSPLCC and its operators, Atlantic Lottery Corporation (ALC) and Casino Nova Scotia (CNS), ensured that responsible gambling training was offered industry-wide. The annual training gives those who work in the industry the tools they need to be effective and responsible, and provide customers and patrons with excellent service and accurate information.

100% of ticket lottery retailers trained

100% of video lottery retailers trained

100% of Casino Nova Scotia staff trained

100% NSPLCC staff trained

- Through the Responsible Gambling Assessment (RGA) Program, NSPLCC and its operators conduct a responsible gambling assessment of all new programs, initiatives and products to ensure they meet the standards defined in the Charter. This year, NSPLCC assessed:

469 Responsible Gambling Assessments

460 approved
6 modifications requested
3 declined

- Together with Casino Nova Scotia, NSPLCC offers Responsible Gambling Resource Centres at both the Halifax and Sydney casinos which provides visitors with an opportunity to speak with staff,

access brochures on various gambling topics, take quizzes, watch a visual on-screen presentation and interact with MARGI (Mobile Access to Responsible Gambling Information booth). In 2013-14, these centres interacted with over 4,500 patrons.

2. INTEGRITY *and* SECURITY

Integrity and Security means we offer games that are fair and honest. NSPLCC works hard to provide information about how games work and the odds of winning to the public. We protect individuals' privacy rights and personal information collected under NSPLCC or its operators.

- NSPLCC, along with the Alcohol and Gaming Division (AGD) and Atlantic Lottery Corporation (ALC), ensure that all lottery products are independently tested and verified for integrity before going to market.
- All slot machines and other automated gaming devices at both casino properties are required to undergo rigorous third party testing. In addition, all activity on the gaming floor, including slot and table play, is under constant video surveillance that is monitored by both casino surveillance personnel and the AGD.
- In an effort to remain open and transparent, NSPLCC responded to more than 40 public inquiries made through the corporate website in 2013-14.

3. CITIZENS *and* COMMUNITY

NSPLCC believes that good corporate citizenship starts in the community. We listen and strive to make evidence-based decisions that are in the best interests of Nova Scotians. We value our customers, employees and the environment.

- NSPLCC's flagship program, *Support4Sport*, established in 2006, is now the most significant source of funding for amateur sport in Nova Scotia. In 2013-14, contributions totalled \$3.1 million.

