

3. *Citizens and Community*

NSPLCC is involved in our communities. We listen and consider the input and evidence to make the best course of action in the interest of Nova Scotians. We value our customers, employees and the environment and believe that good corporate citizenship starts in the community.

- NSPLCC's flagship program, *Support4Sport*, established in 2006, is now the most significant source of funding for



amateur sport in Nova Scotia. In 2012-13, contributions included 451 allocations made by Sport Nova Scotia, including allocations for 151 athletes, 77 coaches and officials, and funding for 204 community and provincial sport organization initiatives. 11 of the 14 Olympians and Paralympians who competed in the London games received funding from this program.

- NSPLCC's *Support4Communities* Program raised more than \$175,000 through Community Casino Nights in 2012-13. The program has raised \$600,000 since its inception.



- NSPLCC's Community Fundraising Seminars focusing on Monte Carlo events were held in New Glasgow and Truro and were attended by community volunteers, representing volunteer fire departments, arts and cultural organizations, and other community organizations from across Nova Scotia.
- 2012-13 was another successful year of attracting world-class entertainers to Casino Nova Scotia (CNS). This year we had 75 acts including Cyndi Lauper, Hanson, Bob Saget, Jimmy Rankin and various concerts during East Coast Music Week.

4. *Corporate Governance*

NSPLCC is committed to being open and transparent. We ensure games available to Nova Scotians meet our Social Responsibility standards. We provide a gaming environment that is regulated, sustainable and accountable to you, our stakeholders.

- In July 2012, we released our 2011-12 Report to Stakeholders and our Social Responsibility Community Report in October 2012.
- On a quarterly basis, NSPLCC updated its fact sheets, which are available on our website. These sheets include information on our history, our projects, programs and snapshots of the industry.
- New video lottery and ticket lottery games continued to be assessed following the prescribed process and standards. All regulatory requirements were met.

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 and stakeholder opinions.

- NSPLCC continues to develop and strengthen relationships with key stakeholders like the Department of Health and Wellness, retailer groups as well as ALC, CNS and the AGD.
- NSPLCC continually requests feedback from responsible gambling and problem gambling experts and considers their views on all major initiatives.

Visit www.gamingns.ca to view full report

2012-13 SOCIAL RESPONSIBILITY COMMUNITY REPORT

Highlights



At the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC), we recognize Nova Scotians as our valued customers, our dedicated employees, our neighbours and families, our suppliers, our business partners and our shareholders. Each year, NSPLCC produces a report card for Nova Scotians to demonstrate how we manage the gaming industry as guided by our Social Responsibility Charter. This charter frames social responsibility to NSPLCC's operations within five pillars: *Responsible Gambling, Integrity and Security, Citizens and Community, Corporate Governance and Stakeholder Relationships*. Our goal today and into the future is to ensure this industry remains responsible, sustainable and entertaining for the benefit of all Nova Scotians.

1. Responsible Gambling

Responsible gambling is about providing information and awareness campaigns to help players make informed decisions, to ensure the highest standards and industry best practices are in place. It's also about providing funding for treatment and intervention programs in Nova Scotia.

- September 30 – October 6, 2012 marked the 11th annual Responsible Gambling Awareness Week (RGAW) in Nova Scotia. Street teams were used to reach highly-populated areas including Halifax Regional Municipality, Sydney, Truro, Bridgewater, Kentville, and Shelburne County, giving RGAW handouts and interacting with over 1,300 Nova Scotians.
- NSPLCC's My-Play System is a video lottery information system that provides players with access to valuable information and tools that can be used as part of their video lottery play. Players can set time and spending limits as well as access their play history, providing powerful information they can use to make informed decisions that are right for them. In February 2013, a stand-alone website dedicated to the My-Play System was launched, enabling players to access information about the System and its benefits and intent outside of the video lottery site environment.
- In 2012-13, NSPLCC continued its support of the YMCA Youth Gambling Awareness Program (Y-ENGAGE) which is delivered to youth aged 8 – 24 in schools and community organizations as well as to some teacher and parent groups. More than 11,000 people participated in the program which addressed attitudes and behaviours of youth gambling and



helped participants understand the risks involved. 98% of participants reported

having greater awareness of responsible gambling issues.

- Throughout 2012-13, NSPLCC ensured that responsible gambling training was offered industry-wide. The annual training is designed to give those who work within the industry the tools they need to be effective and responsible, and to 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

2. Integrity and Security

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

- NSPLCC, along with the Alcohol and Gaming Division of the Department of Service Nova Scotia and Municipal Relations (AGD) and Atlantic Lottery Corporation (ALC), coordinated the development of amended Technical Standards to ensure Atlantic Lottery ticket retailers remained compliant with amendments to the updated Atlantic Lottery Regulations introduced in October 2009.
- In an effort to remain open and transparent, NSPLCC responded to more than 65 inquiries made through the corporate website in 2012-13.