

# COMMUNITY REPORT

## 2016-17

— NOVA SCOTIA PROVINCIAL —  
**LOTTERIES & CASINO CORPORATION**



# PRESIDENT & CEO



When it comes to gambling responsibly, we all have a role to play. At the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC), we take our role very seriously.

Nova Scotia is our home. We want it to continue to be a positive place to work, live and play, now and in the future. Just like you do. And when you choose to gamble responsibly, by balancing it

with other activities you enjoy, you're also playing an important part.

As part of our 2016-17 Community Report we'd like to acknowledge Nova Scotians for supporting the industry and gambling responsibly. We'd also like to acknowledge the local establishments, employees, operators and stakeholders who continue to contribute to a gaming industry that is economically sustainable and socially responsible. Thank you for doing your part.

Bob MacKinnon  
President & CEO, NSPLCC

# RESPONSIBLE GAMBLING

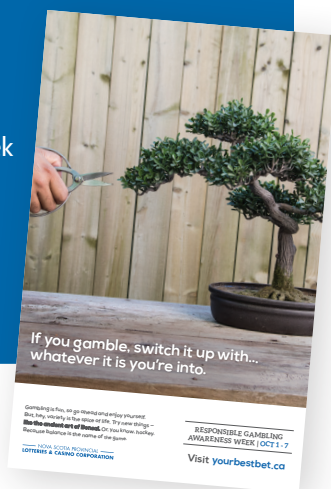
Responsible gambling is about providing information so people can make informed decisions about their play.

NSPLCC is acknowledged as a leader in responsible gambling, and has created and introduced responsible gambling programs where none existed. Today, NSPLCC delivers a suite of comprehensive gambling programs. Here are a few examples:

## Responsible Gambling Awareness Week

Last fall, we marked the annual Responsible Gambling Awareness Week (RGAW) campaign with the message “Balance is the Name of the Game.” In total, there were more than 4,100 unique visitors to [yourbestbet.ca](http://yourbestbet.ca) during the campaign and nearly 600 Nova Scotians entered the contest during the weeklong event.

We’re again reminding Nova Scotians that balance is an important part of gambling responsibly as part of Responsible Gambling Awareness Week that runs October 1-7, 2017.



# RESPONSIBLE GAMBLING

## Access to GamTalk

While the majority of Nova Scotians gamble for fun, it's critical to make sure help is available for those who need it.

GamTalk is the first national, online peer-based support service in Canada, and Nova Scotia was the third biggest provincial user of the service last year. Awareness for this free forum is important so people who experience gambling issues can access online assistance, and NSPLCC is proud to bring GamTalk to Nova Scotians.

## Meet MARGI

If you've visited Casino Nova Scotia in either Halifax or Sydney, you've probably met MARGI.

MARGI stands for Mobile Access to Responsible Gambling Information and is a stand-alone kiosk developed by the Responsible Gambling Council. It provides players with interactive tools and information to help them make informed gambling decisions. Since it was first introduced in 2006-07, more than 46,700 casino visitors have stopped by to learn about responsible gambling.

## What's Yourbestbet.ca?

A world-first responsible gambling website, yourbestbet.ca is dedicated to providing the public and players with important information to make informed decisions and help keep the fun in the game. Independent experts helped develop the content and 8,350 users visited the website in 2016-17 alone.

## Training for Excellence in Responsible Gambling

Everyone who works in the industry plays an important role in making sure gambling is fun and safe, through skills they learn by taking NSPLCC's annual training programs.

Training has been developed by third-party responsible gambling experts, and every Casino Nova Scotia employee receives annual training. Atlantic Lottery delivers the training on behalf of NSPLCC to ticket and video lottery retailers.

More than  
**500**  
Nova Scotians  
directly work in the  
gaming industry

**1,350**  
small  
businesses  
provide  
indirect jobs

**100%**  
of all employees  
are trained on  
responsible  
gambling

## Casino Nova Scotia: RG Check Accreditation

In 2016, both the Halifax and Sydney casinos successfully obtained RG Check Accreditation. This program for land-based casinos was created by the Responsible Gambling Council, an independent non-profit organization dedicated to the prevention of problem gambling. NSPLCC is incredibly proud that both Casino Nova Scotia locations are RG Check Certified after an extensive, independent review of its responsible gambling programs.



# INTEGRITY & SECURITY

If someone gambles, they should know the odds of winning always favour the house. And if they decide to take that chance, they have a right to expect the game to be fair and honest, secure and free from tampering, and that prizes go to the rightful owners. Players have the opportunity to know how games work and the odds of winning before they play.

NSPLCC believes in transparency. We regularly update our website with information on our business lines, including average prize payout percentages.

Video Lottery  
**93%-95%**

Ticket Lottery  
**33%-65%**

Casino Slots  
**92%**

Casino Tables  
**80%**

## Appropriate Gift-Giving

Each year, NSPLCC and its ticket lottery operator, Atlantic Lottery, take measures to ensure Nova Scotians understand that lottery products make great holiday gifts – for adults only. This includes placing the age of majority messaging on ticket lottery products, confirming ticket lottery retailers are enforcing 19+ laws, and participating in McGill University's Holiday Campaign to raise awareness about not giving ticket lottery products as gifts to minors.

Thanks for doing your part to help prevent youth from gambling and being influential role models.

## Age of Majority Excellence

NSPLCC aims high when it comes to making sure our operators comply with age of majority rules. We have policies in place to ensure the more than 1,000 ticket lottery retailers comply with those rules.

# CITIZENS & COMMUNITIES

We work to connect with the citizens and communities where we live and work. We also believe that good corporate citizenship starts in the community. That is why we support community initiatives as part of our social responsibility commitment.

**Support4Sport** is a designated ticket lottery program that makes meaningful impact in Nova Scotia's sport community. Since its inception the program has contributed nearly \$35 million to support amateur athletes, coaches, officials, and community sport organizations, and over 125,000 Nova Scotians benefit each year. Each year, NSPLCC provides funding to Sport Nova Scotia who manages the program. Working together, these are a few of the great events we've put on this past year:

## Grow your Game

More than 30,000 votes were cast for community groups across the province during 'Grow your Game' an online contest put on by NSPLCC and Sport Nova Scotia. Cantley Village Recreation Association won the top prize of \$10,000.



# CITIZENS & COMMUNITIES

## Cheering for our Olympians

Nova Scotians gathered to cheer on their fellow Olympians in both the Olympics and Paralympics at the Halifax Central Library. NSPLCC was proud to host the event with the Canadian Sports Centre Atlantic.







We're proud to sponsor important events throughout the year including:  
**Nova Scotia Sports Hall of Fame Induction Night**  
**Sport Nova Scotia Awards (*Support4Sport* Awards)**

Every year our friends at Sport Nova Scotia honour Nova Scotian athletes, teams, coaches, officials and community groups in a special awards night. NSPLCC was honoured to sponsor the event through *Support4Sport*.

***Support4Culture*** is a designated lottery program that supports arts, culture and heritage in communities across Nova Scotia. The program was introduced in 2013 and has contributed more than \$8 million for 360 aspiring and established artists and community arts, culture and heritage organizations since it began.

In 2016, this included supporting the East Coast Music Week held in Sydney, Nova Scotia.

# CITIZENS & COMMUNITIES

## *Support4Communities*

Nova Scotians are happy to help each other and give to a good cause. In 2016-17, Nova Scotians donated more than \$116,000 for good causes including the Mulgrave Volunteer Fire Department, Pictou County Special Olympics, and the Sydney YMCA by participating in *Support4Communities* supported events. As part of the *Support4Communities* program, NSPLCC helped organizations host 14 Monte Carlo nights last year. We trained volunteers and helped promote events.

Over the last ten years,  
NSPLCC sponsored  
Community Casino  
Nights have raised over  
**\$945,000.**



## *Support4Communities Seminars*

NSPLCC has helped several communities with information sessions on how to host charitable gaming fundraisers, such as Casino-themed Monte Carlo Nights. In partnership with the Alcohol Gaming Fuel Tobacco Division (AGFTD), we hosted seminars with over 50 attendees throughout the province in Yarmouth, Port Hawkesbury, Sydney, Truro and Dartmouth. In addition to learning about Casino Nights, attendees are also learning about hosting charitable bingo and Chase the Ace.

# CORPORATE GOVERNANCE

Good governance is associated with achieving better outcomes. It means being transparent and accountable. The way we conduct business is held to the highest ethical standards and we are responsible to the government and people of Nova Scotia.

## Served by Proud Nova Scotians

Our staff and Board of Directors are comprised of people who put social responsibility at the forefront of everything we do.

We are grateful for the contributions of all our Board members past and present. Most recently, past Chair, Tracey Taweel and David Ross (retired, June 30, 2017) and current members: Byron Rafuse, Deputy Minister of Finance and Treasury; and Denise Perret, Deputy Minister of Health and Wellness.

## Video Lottery Attrition

There are just under 300 small businesses across the province that offer video lottery in their establishments. These businesses are trained on how to help players make informed decisions, and each terminal has mandatory responsible gambling features.

If a location closes, the terminals are permanently removed as part of Nova Scotia's attrition policy. Since it was introduced in 2011, more than 140 video lottery terminals have been removed from the market.

# STAKEHOLDER RELATIONSHIPS

Our business is conducted with the help and involvement of a large number of partners. Each relationship is a tangible asset of our organization. We respect and learn from the experiences and expertise of our many stakeholders. Working together provides the best opportunities to advance our social responsibility agenda.



## Revitalizing our Casinos

The Great Canadian Gaming Corporation operates Casino Nova Scotia in Halifax and in Sydney. In 2016-17, they invested \$1 million to revitalize the Sydney casino, and are making additional investments to renovate the Halifax location.

These investments keep our province's entertainment attractions appealing to Nova Scotians and visitors who choose to gamble.

## Focused on Nova Scotians

NSPLCC remains focused on Nova Scotians and your expectations for the gaming industry. In 2016-17, 84% of Nova Scotians said they support our commitment to responsible gambling, up from 80% the previous fiscal year. We believe that if we do our very best in setting the bar high, we will continue to earn the trust of the people to whom we are accountable.

*Thank you for keeping us accountable with your trust and support.*