
Media Release

Nova Scotia Certified a Global Leader in Social Responsibility

September 18, 2009 – Halifax: Today, the Nova Scotia Gaming Corporation (NSGC) was formally awarded a Level Four certification by the World Lottery Association (WLA) for operating at the highest level of social responsibility standards. Nova Scotia is one of the first gaming jurisdictions in the world to be certified at this level.

“For years now NSGC has been driven by a commitment to social responsibility,” said WLA Independent Assessment Panel member, John Luff. “This award takes that commitment to another level. This means putting that commitment to the toughest industry scrutiny. It means global recognition. And it means other lotteries will look to NSGC for help and guidance. In my opinion, NSGC and Nova Scotia should be justly proud.”

In December 2008, NSGC submitted an application to be recognized as having achieved the Level 4 standards to the WLA Independent Assessment Panel, comprised of social responsibility experts from around the World. The application process required NSGC to demonstrate its commitment to social responsibility across 21 areas, including stakeholder engagement, retailer training, player education, responsible game design, expert consultation, participation in industry initiatives, and public reporting.

“Social responsibility is the cornerstone of every decision we make,” said Marie Mullally, NSGC President and CEO. “This formal recognition from a well-respected panel of social responsibility experts is one we are extremely proud of.”

The four-level Framework represents global best practices in social responsibility and the fostering of responsible gambling behavior. All WLA member organizations are required to adhere to at least the most basic level, Level 1, and are encouraged to enhance their commitment to responsible gambling and work toward achieving Level 4.

The Nova Scotia Gaming Corporation is the crown corporation responsible for managing the business of regulated gambling in the Province. In 2008-09, NSGC invested more than \$7.5 million in responsible gambling programs and problem gambling treatment and prevention – the highest per capita amount in Canada.

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From left to right - John Luff, Founder, Sustainable Marketing and WLA Panel Member; the Honourable Graham Steele, Minister of Finance & the Minister Responsible for Part I of the Gaming Control Act; Mike Randall, Independent Chair of the Responsible Gambling Framework Assessment Panel for the World Lottery Association; Marie Mullally, President & CEO, Nova Scotia Gaming Corporation.