

# COMMUNITY REPORT 2009

Nova Scotia Gaming Corporation Annual Social Responsibility Report

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Responsible  
Gambling**

**Pillar 2:  
Integrity and  
Security**

**Pillar 3:  
Citizens and  
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# Message from the President & CEO

At the Nova Scotia Gaming Corporation (NSGC), our priority is to run a responsible industry that operates in the best interests of all Nova Scotians. We hold ourselves to the highest standard as we strive to maintain the balance between economic sustainability and social responsibility and that means setting goals and being accountable to Nova Scotians.

The five pillars established under our Social Responsibility Charter – Responsible Gambling, Integrity and Security, Citizens and Communities, Corporate Governance, and Stakeholder Relationships – guide us in establishing our goals. Our 2009 Community Report provides a snapshot of how we did this year in meeting these commitments. On behalf of my team, I am pleased to note that all of our 2008-09 initiatives were completed.

Through our steadfast commitment to finding and delivering innovative and effective programs, we have become an organization that other jurisdictions look to for leadership in social responsibility. In 2008-09, NSGC spent more than \$7.5 million on responsible gambling programs and problem gambling treatment and prevention, the highest per capita amount in Canada. Our team is proud of the record we have established for pioneering initiatives like *BetStopper* and the Video Lottery Informed Player Choice System. But what we are most proud of is the difference these programs are making right here at home.

At 0.9%, Nova Scotia's problem gambling rate is among the lowest in Canada and we continue to work every day to provide Nova Scotians with as much information as possible to make that number even smaller. Through more than a dozen prevention and education programs, we directly reached more than 41,000 Nova Scotians with responsible gambling messages last year.

In 2008-09, NSGC also provided more than \$3.5 million to amateur sport in Nova Scotia through our *Support4Sport* Program and, together with our operators, proudly provided more than \$1.6 million to community programs. We continued to explore ways to reduce our environmental footprint and new ways to engage Nova Scotians.

And we are not stopping there. We believe in raising the bar each year to deliver progressive programs, provide support for communities across the Province and being accountable to Nova Scotians.

I am very pleased to note that these efforts have led to Nova Scotia becoming one of the first gaming jurisdictions in the world to be certified by the World Lottery Association (WLA) as operating at Level 4, the highest level of social responsibility. This formal recognition from a well-respected and credible global association like the WLA is something that all Nova Scotians can celebrate.

As we look to the future, this approach will continue to guide us in leading a sustainable, responsible and world-class industry here in Nova Scotia.



Marie T. Mullally, FCA  
President & CEO

# 1 Responsible *Gambling*

2008-09 COMMITMENT	STATUS	OUTCOME
<p>1. Achieve Level 4 of the World Lottery Association Responsible Gaming Framework.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In March 2009, the Nova Scotia Gaming Corporation (NSGC) was officially certified by the World Lottery Association (WLA) for achieving Level 4 of its Responsible Gaming Framework.               <ul style="list-style-type: none"> <li>– NSGC is one of only two organizations in the world to be certified as operating at this highest level of responsible gaming standards.</li> <li>– 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.</li> </ul> </li> </ul>
<p>2. Expand responsible gambling programming at Casino Nova Scotia.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In August 2008, <i>the Mobile Access to Responsible Gambling Information (MARGI)</i> pilot was completed. <i>MARGI</i>, developed by the Responsible Gambling Council of Canada (RGC), is a stand-alone kiosk that provides players with interactive tools and information to assist them in making informed gaming decisions.               <ul style="list-style-type: none"> <li>– An evaluation of the <i>MARGI</i> pilot supported its ongoing presence at both Casino Nova Scotia (CNS) locations; the kiosk has been incorporated as a key responsible gambling initiative.</li> <li>– <i>MARGI</i> educated more than 5,100 visitors in 2008-09.</li> </ul> </li> <li>• The Player's Edge pilot began in 2008-09 at CNS. It is an electronic information package, developed by RGC, which explains randomness and the operation of slot products.               <ul style="list-style-type: none"> <li>– An evaluation of the program will be conducted in 2009-10 to assess its effectiveness in educating and facilitating informed choice among slot players.</li> </ul> </li> <li>• The Responsible Gambling Resource Centre continues to operate within CNS Halifax and Sydney. Since opening in October 2005 (Halifax) and June 2006 (Sydney), the Centres have provided information to nearly 17,000 visitors.</li> <li>• In 2008-09, NSGC, in conjunction with CNS, developed a Responsible Gambling Policy. CNS will use the policy as a guide when making business decisions with the goal of creating a responsible casino gambling environment.</li> </ul>

# 1 Responsible *Gambling*

2008-09 COMMITMENT	STATUS	OUTCOME
<p>3. Launch a social marketing program that will help Nova Scotians better understand how to make informed decisions, thereby keeping their play responsible.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's social marketing program, <i>The Responsible Gambler</i>, ran in October 2008. The campaign was designed to raise awareness among Nova Scotians about responsible gambling behaviour.               <ul style="list-style-type: none"> <li>– <i>The Responsible Gambler</i> was advertised using a variety of media channels with total impressions reaching more than 14,000,000.</li> <li>– 67% of respondents who were aware of the campaign believed it was effective in informing Nova Scotians about responsible gambling.</li> </ul> </li> </ul>
<p>4. Utilize age appropriate groups to provide insight and direction into the development and sponsorship of NSGC's youth-focused programs.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Through extensive focus group discussion with its target demographic, NSGC utilized the insights of young adults in each of its youth prevention programs to ensure all programs considered for development were relevant and meaningful.</li> </ul>
<p>5. Contribute to building gambling-related research expertise and capacity by supporting key initiatives.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC continued its support of a three-year research grant to McGill University for the development of an education toolkit on the topic of youth problem gambling. This toolkit will be provided, free of charge, to medical and legal professionals throughout Nova Scotia.</li> <li>• In March 2009, DECODE completed its Parents as Partners research which explored parental attitudes and behaviours with regard to youth gambling awareness and problem gambling prevention.               <ul style="list-style-type: none"> <li>– Focus group discussions revealed that underage gambling is currently viewed as a 'non-issue' for the majority of Canadian parents, however, it also revealed that two out of three underage youth have participated in at least one activity that qualifies as gambling with money or exchanging something of value.</li> </ul> </li> </ul>

# 1 Responsible *Gambling*

2008-09 COMMITMENT	STATUS	OUTCOME
<p>6. Continue to research and test new initiatives that foster evidence-based decision-making around responsible gambling.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In October 2008, NSGC launched GamTalk, an online community for people with gambling issues to share their experiences and ideas.               <ul style="list-style-type: none"> <li>– The first website of its kind in Canada (<a href="http://www.GamTalk.org">www.GamTalk.org</a>), GamTalk offers information as well as peer-based guidance and support.</li> <li>– Since it began, membership has grown to over 300 people with approximately two new members joining every day.</li> </ul> </li> <li>• Nova Scotia is the first jurisdiction in the world to test and implement interactive, personalized video lottery player information tools. The Video Lottery Informed Player Choice System (IPCS) is designed to provide the highest level of information to the player in order to foster informed decision making.               <ul style="list-style-type: none"> <li>– Players can access historical information on their total money spent and time played, in-progress play activity information, set spending and time limits, and stop play for predetermined periods of time.</li> <li>– In 2008-09, the IPCS went through extensive systems development and testing, involving the creation of hundreds of programs and full integration into the video lottery main central system.</li> <li>– In 2009-10, the system will be tested to ensure the technology is operating as required and once the outcome of the technology testing is complete, Province-wide implementation will take place.</li> </ul> </li> <li>• Based on research conducted in 2007-08, NSGC continued to develop <i>BetStopper</i>, world-first Internet-blocking software customized to prevent children from accessing gambling websites.               <ul style="list-style-type: none"> <li>– The response to the pilot was very positive, with 92% of participants agreeing that <i>BetStopper</i> was an effective youth gambling prevention tool.</li> <li>– In 2009-10, <i>BetStopper</i> will be added to NSGC's suite of community programs and made available to Nova Scotian families free of charge.</li> </ul> </li> <li>• NSGC continued a three-year pilot in support of the YMCA Youth Gambling Awareness Program (YGAP).               <ul style="list-style-type: none"> <li>– Since the program began in October 2007, YGAP has directly reached nearly 2,800 youth and adults.</li> <li>– After attending YGAP, 80% of participants were able to identify three signs of problem gambling and three harm reduction strategies.</li> </ul> </li> </ul>

# 1 Responsible Gambling

2008-09 COMMITMENT	STATUS	OUTCOME
<p>7. Continue to conduct Social Responsibility Assessments for every new project, program and initiative. This will ensure that all initiatives are evaluated according to established standards, ensuring the highest level of social responsibility is adhered to in Nova Scotia's gaming industry.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2006, NSGC created the first Social Responsibility Assessment model in the world.               <ul style="list-style-type: none"> <li>– Together with its operators, Atlantic Lottery Corporation (ALC) and CNS, NSGC conducts Social Responsibility Assessments to measure the social responsibility of all initiatives. If a product, project or program does not pass the assessment it is not introduced into the market.</li> <li>– In 2008-09, NSGC completed 268 Social Responsibility Assessments, of which 203 were approved, 62 approved with changes and 3 declined.</li> </ul> </li> </ul>
<p>8. Continue sponsoring <i>Know the Score</i>, an interactive peer education program that targets university and college students, and <i>House of Cards</i>, a high school drama, to raise awareness about the risks of gambling.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2008-09, <i>Know the Score</i> visited three campuses and reached nearly 1,600 students.               <ul style="list-style-type: none"> <li>– More than 80% of students surveyed indicated that participating in <i>Know the Score</i> increased their awareness of the signs of problem gambling and ways to limit the risks involved.</li> </ul> </li> <li>• <i>House of Cards</i> was performed 12 times to more than 3,000 students in 2008-09.               <ul style="list-style-type: none"> <li>– Approximately 85% of students surveyed agreed that <i>House of Cards</i> was informative, believable and entertaining.</li> <li>– More than 92% of those surveyed agreed that <i>House of Cards</i> was a good way to increase awareness of problem gambling.</li> </ul> </li> </ul>
<p>9. Develop standards and supporting policies applicable to all gaming retailers in responsible gambling, advertising and marketing, customer service and gaming facility standards.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• A Canadian first, in August 2008, the Advertising Code of Standards was developed for use by NSGC and its operators, ALC and CNS. The Code applies to all gaming industry advertising and marketing in Nova Scotia.</li> </ul>

# 1 Responsible *Gambling*

2008-09 COMMITMENT	STATUS	OUTCOME
10. Build on existing policies and practices to ensure industry-wide standards are consistent and supported by operating partners.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>The Advertising Code of Standards has become a component of the Social Responsibility Assessment process, which will ensure industry wide standards are achieved in the areas of marketing and advertising in Nova Scotia.</li> </ul>
11. Enhance training curriculum and develop industry standards.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>In December 2008, NSGC evaluated the curriculum and presentation format of the Video Lottery Retailer Responsible Gambling Training Program. <ul style="list-style-type: none"> <li>As a result, the program was revised to improve retention of information by presenting data in a more user-friendly manner.</li> <li>134 owners, managers and service staff participated in responsible gambling training in 2008-09.</li> <li>92% of respondents rated the program as excellent or very good.</li> </ul> </li> <li>NSGC has also developed a Ticket Lottery Retailer Responsible Gambling Training Program, which will be implemented in 2009-10.</li> </ul>
12. Continue to provide funding to the Nova Scotia Department of Health Promotion and Protection and the Nova Scotia Gaming Foundation.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>NSGC provided the Nova Scotia Department of Health Promotion and Protection with \$3.0 million in funding for Addiction Services as well as an additional \$1.1 million to fund problem gambling programs and \$655,000 to the Nova Scotia Gaming Foundation.</li> </ul>
13. Sponsor McGill's Youth Gambling: An Awareness and Prevention Initiative.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>NSGC sponsored the distribution of an interactive CD-ROM game for elementary and middle school aged children. The games, which promote youth gambling awareness and prevention, were distributed to participating schools through school boards. <ul style="list-style-type: none"> <li>165 CDs were distributed in Nova Scotia.</li> </ul> </li> </ul>
14. Revise and update key responsible gambling touch-points for players.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>In 2008-09, a new Responsible Gambling Information Program was developed to replace <i>Play by Play</i>. The brochures are intended to dispel myths, provide factual information and offer tools and tips to facilitate responsible gambling choices. <ul style="list-style-type: none"> <li>The Program consists of five different brochures which are available at CNS locations. Three of the brochures were also distributed to all 368 video lottery sites in Nova Scotia.</li> </ul> </li> </ul>



# 2 Integrity and Security

2008-09 COMMITMENT	STATUS	OUTCOME
<p>1. Continue to ensure that operators adhere to regulator guidelines and provide a secure environment.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2008-09, NSGC participated in a national review on voluntary self-exclusion, conducted by the Responsible Gambling Council of Canada. The report, <i>Evolving Best Practices in Self-Exclusion</i>, cited facial recognition as an evolving technology and as such, NSGC will be conducting a jurisdictional review examining its effectiveness.</li> <li>• In February 2009, NSGC reviewed the age of majority policies and practices of its operators. Several recommendations are being explored for implementation in 2009-10, including developing formal policies and procedures specific to age of majority and prize encashment for ticket lottery and video lottery retailers.</li> </ul>
<p>2. Continue to adhere to and ensure full compliance of operators with <i>Freedom of Information and Protection of Privacy</i> guidelines established by the Province of Nova Scotia.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC responded to all Freedom of Information and Protection of Privacy (FOIPOP) requests on time, and wherever legislation allowed, information was released to the requestor. <ul style="list-style-type: none"> <li>– Three FOIPOP requests were received by NSGC and ALC received three Nova Scotia-related requests.</li> <li>– In addition, NSGC provided regular updates to stakeholders and members of the public and responded to routine information requests.</li> </ul> </li> </ul>

# 3 Citizens and Communities

2008-09 COMMITMENT	STATUS	OUTCOME
1. Actively engage Nova Scotians in open discussions.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC held Community Consultation Sessions in Lower Sackville and Truro. This practice will be continued in 2009-10.</li> <li>• Seven public presentations, including a Chamber of Commerce luncheon and several community speaking engagements, were delivered during 2008-09.</li> </ul>
2. Sponsor and promote Responsible Gambling Awareness Week.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Responsible Gambling Awareness Week (RGAW), held October 5 to 11, 2008, was the largest of NSGC's responsible gambling initiatives that served to promote responsible gambling behaviour across Nova Scotia.               <ul style="list-style-type: none"> <li>– In 2008-09, the Week included the delivery of numerous community events and programs including the Interactive Community Education Display which visited seven shopping malls in six communities directly reaching 553 Nova Scotians.</li> <li>– Results from the Week were positive with an 80% support level for RGAW.</li> <li>– The hallmark event of the Week was a two-day Responsible Gambling Conference, which featured world-renowned guest speakers and focused on responsible gambling and social responsibility within the gaming industry.</li> </ul> </li> </ul>
3. Continue to purchase goods and services locally.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC continued to purchase goods and services locally wherever possible.               <ul style="list-style-type: none"> <li>– In 2008-09, NSGC purchased goods and services from 173 Nova Scotian companies.</li> </ul> </li> </ul>
4. Continue to explore opportunities to provide world-class entertainment.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• CNS provided a wide variety of world-class entertainment. For example, this year saw performances by Bill Cosby, Howie Mandel, Regis Philbin, Burton Cummings, and Kris Kristofferson.               <ul style="list-style-type: none"> <li>– In 2008-09, CNS Halifax and Sydney hosted 83 shows with more than 30,000 guests in attendance.</li> </ul> </li> </ul>

# 3 Citizens *and* Communities

2008-09 COMMITMENT	STATUS	OUTCOME
5. Ensure that employees' outstanding volunteer work is celebrated and supported by all staff.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Under its Social Responsibility Ambassador Program, NSGC employees were acknowledged quarterly for outstanding volunteer contributions in their communities.</li> </ul>
6. Continue to support major community sponsorship initiatives on a yearly basis.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2008-09, the <i>Support4Communities</i> program assisted Feed Nova Scotia and <i>Support4Sport</i> helped the Nova Scotia Amateur Sport Fund through the Manulife Dragon Boat Festival.</li> <li>• In addition, NSGC took a lead role in Comedy Cures, which raised \$200,000 for the new Emergency and Trauma Centre at the QEII Health Sciences Centre.               <ul style="list-style-type: none"> <li>– Additional <i>Support4Health</i> initiatives benefitted the Canadian Cancer Society – Nova Scotia Division, IWK Health Centre, Marguerite Centre, and Nova Scotia Hearing and Speech Centres.</li> </ul> </li> </ul>
7. Continue to provide dedicated revenues from product sales to important causes.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• 100% of profits from the sale of <i>Support4Sport</i> lottery tickets were given directly to Sport Nova Scotia to buy sports equipment, create and enhance recreation and participation programming for all ages, support performance training for competitive athletes as well as hire coaches at all levels.               <ul style="list-style-type: none"> <li>– In 2008-09, NSGC provided \$3.5 million to amateur sport in Nova Scotia through this program, totaling more than \$6 million to date.</li> <li>– Sport Nova Scotia distributed this funding to 289 amateur athletes, 57 coaches and officials and 189 community programs that reached more than 120,000 Nova Scotians.</li> </ul> </li> </ul>

# 3 Citizens *and* Communities

2008-09 COMMITMENT	STATUS	OUTCOME
<p>8. Continue to seek opportunities to participate in community events that benefit communities and citizens.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• As part of its Charitable Sector Support Program (CSSP), NSGC delivered Community Fundraising Seminars to charities, providing them an opportunity to learn best practices in charitable gaming. Seminars were held in eight communities throughout Nova Scotia with more than 200 participants.               <ul style="list-style-type: none"> <li>– 100% of attendees surveyed found the information presented was helpful.</li> <li>– 94% of attendees from 2008-09 said the seminars helped them to improve their fundraising efforts. For example, the Eastern Passage Cow Bay Lions Club increased their funds raised by more than \$10,000.</li> </ul> </li> <li>• NSGC's CSSP assisted local charities in delivering 10 'Monte Carlo' fundraisers, raising more than \$65,000 for local programs in 2008-09.               <ul style="list-style-type: none"> <li>– More than 250 volunteer hours were contributed by NSGC employees to ensure the success of these events.</li> </ul> </li> <li>• In 2008-09, NSGC also contributed, through its CSSP, \$393,000 to charities through its SuperStar Bingo program, totaling more than \$1.6 million to date.</li> </ul>
<p>9. Continue to adhere to the principles outlined in NSGC's Environmental Policy.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In November 2008, NSGC completed phase one of Conserve Nova Scotia's <i>ReThink Greener Choices at Work Program</i> and will continue to seek ways to reduce its environmental footprint in 2009-10.</li> <li>• For all commercial printing projects, NSGC used paper and printing products approved by the Forest Stewardship Council.</li> </ul>



# Corporate Governance

2008-09 COMMITMENT	STATUS	OUTCOME
<p>1. Continue to report publicly on social responsibility performance every year.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In July 2008, NSGC released its 2007-08 Annual Report to approximately 2,000 stakeholders.</li> <li>• NSGC released its 2007-08 Social Responsibility Community Report in October 2008.</li> <li>• On a quarterly basis, NSGC updates its Fact Sheets, which are available on its website. These include information on:               <ul style="list-style-type: none"> <li>– Who Does What in the Gaming Industry;</li> <li>– Nova Scotia's Gaming Strategy;</li> <li>– NSGC Overview;</li> <li>– Gambling in Nova Scotia;</li> <li>– <i>BetStopper</i>;</li> <li>– Informed Player Choice Model;</li> <li>– Internet Gaming;</li> <li>– Keno Ticket Lottery;</li> <li>– Responsible Gambling Programs;</li> <li>– Responsible Gambling Reach;</li> <li>– Responsible Gambling Scorecard;</li> <li>– <i>Support4Sport</i>;</li> <li>– Video Lottery Informed Player Choice System; and,</li> <li>– Youth Gambling.</li> </ul> </li> </ul>
<p>2. Continue to provide Board of Directors with social responsibility updates twice a year.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's Board of Directors received a social responsibility update in September 2008 and in March 2009.</li> </ul>
<p>3. Continue to adhere to regulations established by the Alcohol and Gaming Division of the Department of Labor and Workforce Development.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• All games and facilities met the required regulatory provisions.               <ul style="list-style-type: none"> <li>– 100% of all slot machines at both CNS locations were tested by Alcohol and Gaming Division (AGD) to ensure compliance with provincial casino regulations.</li> <li>– The AGD also randomly tested slot machines and associated gaming equipment at the casinos to ensure each machine was compliant with the legislated minimum payout percentage, as well as other requirements.</li> <li>– ALC's testing and approval of all video lottery terminals met or exceeded the requirements in Section 6(2) of the Video Lottery Regulations.</li> <li>– All ticket lottery systems are tested to ensure compliance with regulations.</li> </ul> </li> </ul>



# Corporate Governance

2008-09 COMMITMENT	STATUS	OUTCOME
4. Continue monitoring trends in the gaming industry and provide evaluations and information to the shareholder.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC provided Government with regular briefings on issues, initiatives and programs within the gaming industry.</li> </ul>
5. Host Responsible Gambling Conference.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• The fourth annual Responsible Gambling Conference took place October 6 – 7, 2008. <ul style="list-style-type: none"> <li>– The Conference featured guest speakers from around the world presenting to 270 attendees.</li> <li>– 85% of survey respondents said they felt more informed about responsible gambling issues as a result of attending the Conference, up from 82% the previous year.</li> <li>– 82% of respondents said they were more informed about the issue of social responsibility in the gaming industry as a result of attending the Conference, up from 72% the previous year.</li> </ul> </li> </ul>
6. Continue to rigorously test, evaluate and monitor new games to ensure standards and regulations are met.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• New games continued to be assessed following the prescribed processes and standards. All regulatory requirements were met.</li> </ul>
7. Empower employees to promote the social responsibility agenda by being social responsibility ambassadors.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC continued with its Social Responsibility Ambassador Program and Volunteer Support Program for employees. <ul style="list-style-type: none"> <li>– NSGC staff volunteered with more than 30 organizations in 2008-09.</li> </ul> </li> </ul>

# 5 Stakeholder Relationships

2008-09 COMMITMENT	STATUS	OUTCOME
1. Continue to seek opportunities to engage stakeholders, business partners, municipalities, social service agencies, community organizations and individuals.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2008-09, NSGC's continued commitment to proactive and open dialogue with stakeholders included:               <ul style="list-style-type: none"> <li>– Two Community Consultation Sessions;</li> <li>– 14 public presentations and speaking engagements about responsible gambling and social responsibility at events across North America; and,</li> <li>– Funding to the Crosbie House Society and Marguerite Centre, residential centres for individuals with addiction to gambling, alcohol and drugs.</li> </ul> </li> </ul>
2. Continue Community Consultation Sessions to engage Nova Scotians in a continuing conversation about the future of gambling in Nova Scotia.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Community Consultation Sessions were held in Lower Sackville and Truro.               <ul style="list-style-type: none"> <li>– 100% of those who participated agreed that NSGC makes valuable community contributions.</li> </ul> </li> </ul>
3. Continue to work to identify areas of improvement in relationships with stakeholders.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC continues to develop and strengthen relationships with key stakeholders.               <ul style="list-style-type: none"> <li>– In September 2008, prior to the launch in March 2009, NSGC held an information session on the Keno Ticket Lottery product for key stakeholders, including Nova Scotia Health Promotion and Protection, the Nova Scotia Gaming Foundation and the Lounge and Beverage Association of Nova Scotia.</li> </ul> </li> </ul>
4. Continue to engage key stakeholders and incorporate their feedback into all new major initiatives.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC continually requests feedback from responsible gaming and problem gambling experts and considers their opinions on all major initiatives.</li> <li>• In 2008-09, key stakeholders, including retailers, were actively engaged in the video lottery business line through quarterly meetings and regular written communications regarding the Video Lottery Informed Player Choice System, Video Lottery Retailer Site Standards and Keno Ticket Lottery product.</li> </ul>

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**NOVA SCOTIA**  
GAMING CORPORATION