

# COMMUNITY REPORT 2010

Nova Scotia Gaming Corporation Annual Social Responsibility Report

**Pillar 1:  
Responsible  
Gambling**

**Pillar 2:  
Integrity and  
Security**

**Pillar 3:  
Citizens and  
Communities**

**Pillar 4:  
Corporate  
Governance**

**Pillar 5:  
Stakeholder  
Relationships**

# Table of Contents

Message from the  
President & CEO .....1

Pillar 1  
*Responsible Gambling* .....2

Pillar 2  
*Integrity and Security* .....7

Pillar 3  
*Citizens and Communities* .....8

Pillar 4  
*Corporate Governance* .....11

Pillar 5  
*Stakeholder Relationships* .....13

# Message from the President & CEO

On behalf of the Nova Scotia Gaming Corporation (NSGC), I am proud to provide our fourth annual Social Responsibility Community Report. This report demonstrates how NSGC has integrated the five pillars of its Social Responsibility Charter: *Responsible Gambling, Integrity and Security, Citizens and Communities, Corporate Governance, and Stakeholder Relationships*, into its operations.

The commitment to social responsibility ensures the gaming industry in Nova Scotia remains responsible and sustainable. Last year, NSGC was recognized internationally by the World Lottery Association for its responsible gaming standards and in 2009-10 we continued to build on that milestone. We expanded the boundaries of our knowledge and expertise by supporting groundbreaking responsible gambling research to determine how it fits with changing gaming technologies and global trends.

In 2009-10, we focused on our lottery retail operations, ensuring important programs moved forward, such as the Ticket Lottery Retailer Responsible Gambling Training Program and integrating the *My-Play* System into every video lottery terminal in Nova Scotia. It is through programs like these, and the additional 30 examples included in this Report, that NSGC remains a world-leader in responsible gambling.

I hope that in reviewing the information provided, you will have a better understanding of the gaming industry in Nova Scotia and how we have worked to serve our communities. We strive to have an industry that is responsible, progressive and accountable to the people of Nova Scotia, and we take great pride in our efforts.

Finally, I would like to take this opportunity to thank our operators, our many retailers and the entire team at NSGC for the commitment and dedication they have shown to running a socially responsible business. We look forward to continuing to enhance this area and maintaining our world-class gaming industry here in Nova Scotia.



Marie T. Mullally, FCA  
President & CEO

# 1 Responsible *Gambling*

2009-10 COMMITMENT	STATUS	OUTCOME
<p>1. Maintain Level 4 certification of the World Lottery Association Responsible Gaming Framework.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2008-09, Nova Scotia was one of two jurisdictions in the world to be the first to receive the highest certification from the World Lottery Association (WLA) for its responsible gaming standards.</li> <li>• To maintain this position and continue to support its standards, NSGC completed the following in 2009-10:               <ul style="list-style-type: none"> <li>– Introduced enhanced responsible gambling training for NSGC staff;</li> <li>– Implemented responsible gambling training for ticket lottery retailers;</li> <li>– Developed a two-tiered responsible gambling training program for Casino Nova Scotia, one for managers and supervisors, the other for front line employees;</li> <li>– Integrated existing responsible gambling resources available to players, making information and programs available across multiple channels;</li> <li>– Established a panel of ticket lottery retailers for consultation on responsible gambling programs and other initiatives; and,</li> <li>– Developed two best practice case studies and provided them to the WLA to share with its members.</li> </ul> </li> </ul>
<p>2. Deliver responsible gambling programming at Casino Nova Scotia</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• The <i>Mobile Access to Responsible Gambling Information (M.A.R.G.I.)</i>, developed by the Responsible Gambling Council of Canada, is a stand-alone kiosk that provides players with interactive tools and information to assist them in making informed decisions. The kiosk has been incorporated as a key responsible gambling initiative at both Casino Nova Scotia locations.               <ul style="list-style-type: none"> <li>– More than 4,600 casino visitors utilized <i>M.A.R.G.I.</i> to learn about responsible gambling in 2009-10.</li> </ul> </li> <li>• Responsible Gambling Resource Centres continued to operate within Casino Nova Scotia Halifax and Sydney.               <ul style="list-style-type: none"> <li>– In 2009-10, the Centres welcomed over 3,200 visitors and distributed more than 11,500 pieces of information through the Responsible Gambling Information Program.</li> </ul> </li> <li>• Player's Edge, a DVD that explains the odds and randomness of casino games, is available to Casino Nova Scotia patrons through the Responsible Gambling Resource Centres.</li> </ul>

# 1 Responsible *Gambling*

2009-10 COMMITMENT	STATUS	OUTCOME
<p>3. Sponsor and promote Responsible Gambling Awareness Week.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• October 4 to 10, 2009 marked the eighth annual Responsible Gambling Awareness Week (RGAW) in Nova Scotia. The primary goals of the Week are to increase awareness about the importance of gambling responsibly as well as contribute to and demonstrate the Province's commitment to responsible gambling.               <ul style="list-style-type: none"> <li>– In 2009, activities and events were focused in the following communities: Halifax Regional Municipality, Cape Breton Regional Municipality, Amherst, Antigonish, New Minas and Yarmouth.</li> <li>– NSGC's Interactive Community Education Display visited shopping malls in the above communities, speaking directly to over 250 Nova Scotians.</li> <li>– The centerpiece of the Week was the annual Responsible Gambling Conference held October 5 and 6. The conference attracted approximately 250 people and featured 26 world-renowned industry experts on responsible gambling and the gaming industry.</li> </ul> </li> </ul>
<p>4. Deliver a Responsible Gambling Awareness Program that will help Nova Scotians better understand how to make informed decisions, thereby keeping their play responsible.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's Responsible Gambling Awareness Program, <i>The Responsible Gambler</i>, ran in July and October 2009. The program 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 7,200,000.</li> <li>– Among those that were aware of <i>The Responsible Gambler</i>, 81% correctly identified its main message.</li> </ul> </li> </ul>
<p>5. Build gambling-related research expertise and capacity by supporting key initiatives.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC partnered with McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviors to research and develop an educational toolkit for medical and legal professionals who may deal with youth gambling problems.               <ul style="list-style-type: none"> <li>– Each toolkit contained a CD-ROM with recent topical papers, journal articles and pertinent information, as well as a DVD featuring several short videos.</li> <li>– The toolkit was distributed, free of charge, to more than 3,000 medical and legal professionals throughout Nova Scotia.</li> </ul> </li> <li>• NSGC worked with DECODE to explore parental attitudes and behaviours regarding youth gambling awareness and problem gambling prevention. Further research was completed in January of 2010 with a final report expected in 2010-11.</li> <li>• NSGC participated in a multi-jurisdictional review on informed player choice completed by the Responsible Gambling Council of Canada. A report will be released in the fall of 2010.</li> </ul>

# 1 Responsible *Gambling*

2009-10 COMMITMENT	STATUS	OUTCOME
6. Research, test and support initiatives that foster evidence-based decision-making around responsible gambling.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's <i>My-Play</i> System, formerly the Informed Player Choice System, provides players with access to valuable information and tools to be used as part of their video lottery play. Players are able to access their play history and set time and spending limits, which gives them powerful tools they can use to make play decisions that are right for them.               <ul style="list-style-type: none"> <li>– In 2009-10, NSGC surveyed players and retailers to determine attitudes toward the new <i>My-Play</i> System. Findings resulted in improved retailer training and player information materials.</li> <li>– A field test for <i>My-Play</i> was successfully completed. Province-wide roll out was completed in summer 2010.</li> </ul> </li> <li>• NSGC launched <i>BetStopper</i>, a world-first internet-blocking software customized to prevent children from accessing gambling websites, in May 2009 at the We Love our Children Family Expo.               <ul style="list-style-type: none"> <li>– <i>BetStopper</i> is free to Nova Scotia families and caregivers to help keep kids off of gambling websites and can be downloaded from nsgc.ca.</li> </ul> </li> <li>• NSGC continued its support of <i>GamTalk</i>, the first national online peer based support service in Canada for those with gambling problems and their families.               <ul style="list-style-type: none"> <li>– Since <i>GamTalk</i> launched in 2008, the national membership has grown to over 800 and more than 4,000 monthly visitors.</li> </ul> </li> <li>• NSGC continued the three-year pilot initiative of the YMCA Youth Gambling Awareness Program (YGAP).               <ul style="list-style-type: none"> <li>– In 2009-10, YGAP directly reached more than 4,000 youth and adults.</li> <li>– The impact of the Program has been excellent to date.                   <ul style="list-style-type: none"> <li>• 97% of participants in Halifax, and 84% in Cape Breton were able to identify three harm reduction strategies related to gambling.</li> <li>• 99% of participants in Halifax, and 94% in Cape Breton indicated that gambling is a behaviour that involves risk.</li> <li>• 87% of participants in Halifax, and 94% in Cape Breton felt that they would be able to identify if they or a friend had a problem with gambling.</li> </ul> </li> </ul> </li> </ul>

# 1 Responsible *Gambling*

2009-10 COMMITMENT	STATUS	OUTCOME
<p>7. Conduct Social Responsibility Assessments for every new project, program and initiative.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2006, NSGC created the first Social Responsibility Assessment (SRA) model in the world.               <ul style="list-style-type: none"> <li>– The SRA Program is used 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>– As part of its commitment to continuous improvement, NSGC developed a Code of Advertising Standards. The Code was a Canadian first and is included in each SRA evaluation.</li> </ul> </li> <li>• In 2009-10, NSGC completed 339 Social Responsibility Assessments, of which 311 were approved, 24 were approved with modifications and four were declined.</li> </ul>
<p>8. Sponsor youth prevention programming to raise awareness about the risks of gambling.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• <i>Know the Score</i>, created by the Responsible Gambling Council of Canada, is an interactive peer-led program offered through community colleges and universities. It is designed to give people between the ages of 19 and 24 the facts about games of chance and to provide them with information on local resources to help them prevent or address gambling problems.               <ul style="list-style-type: none"> <li>– <i>Know the Score</i> visited 13 campuses and reached more than 4,000 students in 2009-10.</li> <li>– 95% of students thought campus programs like <i>Know the Score</i> were a good way to get problem gambling information to students.</li> </ul> </li> <li>• <i>R U UP?</i>, a drama created by the Responsible Gambling Council of Canada, was performed for high-school students to convey messages about the risks of gambling as well as information about problem gambling.               <ul style="list-style-type: none"> <li>– <i>R U UP?</i> was performed at 15 schools, reaching 2,900 students in 2009-10.</li> <li>– 93% of students and 100% of educators agreed that <i>R U UP?</i> was a good way to increase awareness of problem gambling.</li> </ul> </li> </ul>
<p>9. Build on policies and practices applicable to all operators in responsible gambling, advertising and marketing, customer service and gaming facilities standards.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Enforcement of Video Lottery Site Standards began in April 2009. These standards ensure video lottery retailers follow prescribed policies concerning designed gaming areas, security, cleanliness, commitment to responsible gambling, etc. A full assessment of these standards will be completed in 2010-11.</li> <li>• In 2009-10, NSGC formalized its Responsible Gambling Policy. The Policy communicates NSGC's commitment to responsible gambling to stakeholders, employees, players, retailers and the community.</li> </ul>

# 1 Responsible *Gambling*

2009-10 COMMITMENT	STATUS	OUTCOME
<p>10. Ensure responsible gambling training is delivered industry-wide.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC introduced enhanced responsible gambling training for its staff in 2009-10.</li> <li>• In 2009-10, NSGC developed the Ticket Lottery Retailer Responsible Gambling Training Program. The annual training educates ticket lottery retailers and their employees on what it means for their customers to play games responsibly. An online module was developed as part of this program and has proved to be a significant success, with the majority of ticket lottery retailers using this option to complete the training.               <ul style="list-style-type: none"> <li>– 93% of retailers surveyed indicated they were confident they would be able to apply the responsible gambling training they received to their business.</li> <li>– 95% said they would share the information with employees and customers.</li> </ul> </li> <li>• Since 1999, NSGC has delivered Video Lottery Retailer Responsible Gambling Training.               <ul style="list-style-type: none"> <li>– In 2009-10, 315 owners, managers and service staff participated in the program.</li> <li>– 84% of participants rated the program as very good or excellent.</li> </ul> </li> <li>• In 2009-10, NSGC developed a two tiered responsible gambling training program at Casino Nova Scotia, one for managers and supervisors and one for front line employees.</li> </ul>
<p>11. Provide funding to the Nova Scotia Department of Health Promotion and Protection and the Nova Scotia Gaming Foundation.</p>	<p>✓</p>	<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 to ensure that help is available for the 0.9% of adult Nova Scotians who are problem gamblers.</li> <li>• NSGC provided \$631,000 to the Nova Scotia Gaming Foundation to help fund research and community grants.</li> </ul>
<p>12. Maintain and update key responsible gambling touch-points for players.</p>	<p>✓</p>	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's website, nsgc.ca, received more than 16,000 unique visitors in 2009-10. The website includes information on NSGC's responsible gambling and prevention programs, facts about gambling, knowing the odds, as well as NSGC's Responsible Gambling Awareness Week and Conference.</li> <li>• A review of NSGC's responsible gambling communications was conducted in 2009-10, with enhancements being pursued in 2010-11.</li> </ul>

# 2 Integrity and Security

2009-10 COMMITMENT	STATUS	OUTCOME
<p>1. 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>• NSGC coordinated the development of new regulatory Retailer Operating Procedures and Technical Standards to ensure Atlantic Lottery ticket lottery retailers remained compliant with amendments to the updated ticket lottery regulations introduced in October 2009.</li> <li>• In 2009-10, NSGC pursued the inclusion of prize expiration dates on ticket products in Nova Scotia. This change allows players to easily determine how long they have to claim their prize and it also provides the opportunity to improve the player experience by removing expiration on prizes for regional Scratch'n Win products.</li> <li>• NSGC reported 113 incidents related to Section 24(1)(e) of the <i>Gaming Control Act</i>, all of which were resolved through prescribed procedures.</li> <li>• In 2009-10, NSGC worked with the Alcohol and Gaming Division of the Department of Labour and Workforce Development on regulatory amendments, revisions to retailer prize claim forms, supplier registration, regulatory reporting, and Atlantic Retailer Operating Procedures and Technical Standards.</li> <li>• NSGC corresponded regularly with Atlantic Lottery on regulatory matters.</li> </ul>
<p>2. Adhere to and ensure full compliance of operators with <i>Freedom of Information and Protection of Privacy (FOIPOP)</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>– Six FOIPOP requests were received by NSGC and there were no Nova Scotia-related requests received by Atlantic Lottery.</li> <li>– In addition, NSGC provided regular updates to stakeholders and members of the public and responded to routine information requests.</li> </ul> </li> <li>• In 2009-10, NSGC responded to 129 inquiries made through <a href="http://www.nsgc.ca">www.nsgc.ca</a>.</li> </ul>

# 3 Citizens and Communities

2009-10 COMMITMENT	STATUS	OUTCOME
1. Actively seek the feedback of Nova Scotians on gaming issues.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In January 2010, NSGC consulted with a focus group of parents on the topic of youth gambling. <ul style="list-style-type: none"> <li>– Based on feedback received from this focus group, NSGC will be developing an educational piece for distribution in the Province in 2010-11.</li> </ul> </li> <li>• NSGC's Interactive Community Education Display visited nine communities in 2009-10 and staff spoke with over 250 Nova Scotians about responsible gambling.</li> <li>• In 2009-10, NSGC held Community Consultation Sessions in Amherst and Windsor. Attendees included elected government officials, retailers and business and community leaders.</li> <li>• NSGC staff participated in 16 presentations, including a Chamber of Commerce luncheon and other speaking engagements.</li> </ul>
2. 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 2009-10, NSGC purchased goods and services from 190 Nova Scotian vendors.</li> </ul> </li> </ul>
3. Explore opportunities to provide world-class entertainment.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• 2009-10 was another successful year of attracting world class entertainers to Casino Nova Scotia. <ul style="list-style-type: none"> <li>– With the expansion of the Schooner Showroom in Halifax, this popular venue for entertainment was able to offer a more professional setting for visiting acts and greater seating capacity. 45 acts visited Casino Nova Scotia performing 65 shows in Halifax, including such well known acts as Blondie, Collective Soul, America, Joel Plaskett and Colin James.</li> <li>– In Sydney, weekend entertainment included well known local acts as well as pay-per-view sporting events.</li> </ul> </li> </ul>
4. 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>

# 3 Citizens and Communities

2009-10 COMMITMENT	STATUS	OUTCOME
5. Support community initiatives.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• Through the <i>Support4Communities</i> Program, NSGC and its employees worked with many community events and organizations such as Tall Ships and Feed Nova Scotia.               <ul style="list-style-type: none"> <li>– In 2009-10, NSGC employees gave more than 200 hours of their time to Community Casino Nights, and a full day to charity in December 2009.</li> <li>– In 2009-10, <i>Support4Communities</i> provided the Harness Racing industry in Nova Scotia with \$1 million to assist in maintaining this longstanding and traditional sporting industry with roots in gaming.</li> </ul> </li> <li>• <i>Support4Health</i> continued to assist various health related organizations through its Community Casino Nights, NSGC volunteer efforts and the ongoing support provided to the Crosbie House Society and the Marguerite Centre.</li> </ul>
6. Provide dedicated revenues from product sales to important causes.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC established the <i>Support4Sport</i> Program in 2006, which provides critical funding to sport across the Province. These funds are used to purchase equipment, create and enhance recreation and participation programming for all ages, support performance training for competitive athletes as well as hire coaches and officials at all levels.               <ul style="list-style-type: none"> <li>– In 2009-10, <i>Support4Sport</i> generated \$3.7 million, totaling more than \$8.6 million to date.</li> <li>– Funding helped 145 athletes, hired 11 full-time coaches, assisted 46 coaches and officials with training, and funded 83 community and provincial sport organizations in 2009-10.</li> <li>– On February 16, 2010, NSGC kicked off the 2011 Canada Games Legacy Fund by announcing a \$1 million contribution through its <i>Support4Sport</i> Program.</li> </ul> </li> </ul>
7. Seek opportunities to participate in community events that benefit communities and citizens.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's <i>Support4Communities</i> Program includes its Charitable Sector Support Program which has three areas of focus: Community Casino Nights, Community Fundraising Seminars and SuperStar Bingo.               <ul style="list-style-type: none"> <li>– More than \$74,000 was raised from 10 Community Casino Nights in 2009-10, bringing the total raised for Nova Scotia charities to \$229,000 since its inception.</li> <li>– Eight seminars on fundraising and charitable gaming were hosted by NSGC, which connect experts and charities together for the mutual growth and benefit of the not-for-profit sector.</li> <li>– SuperStar Bingo, which links participating community bingo halls across the province and helps communities raise funds for many worthy causes, raised \$445,000 in 2009-10.</li> </ul> </li> </ul>

# 3

## Citizens *and* Communities

2009-10 COMMITMENT	STATUS	OUTCOME
8. Adhere to the principles outlined in NSGC's Environmental Policy.	✓	<i>Complete</i> <ul style="list-style-type: none"><li>• NSGC continued to participate in Conserve Nova Scotia's Re-Think Greener Choices at Work Program.</li><li>• For all commercial printing projects, NSGC used paper and printing products approved by the Forest Stewardship Council.</li></ul>



# Corporate Governance

2009-10 COMMITMENT	STATUS	OUTCOME
1. Report publicly on social responsibility performance every year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In July 2009, NSGC released its 2008-09 Annual Report to approximately 2,000 stakeholders.</li> <li>• NSGC released its 2008-09 Social Responsibility Community Report in October 2009.</li> <li>• On a quarterly basis, NSGC updated its Fact Sheets, which are available on its website. These include information on:               <ul style="list-style-type: none"> <li>– A History of Firsts in Social Responsibility;</li> <li>– <i>BetStopper</i>;</li> <li>– Gambling in Nova Scotia;</li> <li>– Gaming Strategy;</li> <li>– Internet Gambling;</li> <li>– Overview of the Gaming Industry;</li> <li>– Responsible Gambling Programs;</li> <li>– <i>Support4Sport</i> Program;</li> <li>– <i>My-Play</i> System;</li> <li>– Who does What in the Gaming Industry;</li> <li>– Youth Gambling;</li> <li>– Youth Gambling Problems Media Toolkit Series; and,</li> <li>– Youth Prevention Programs.</li> </ul> </li> </ul>
2. Provide Board of Directors with social responsibility update twice a year.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC's Board of Director's received social responsibility updates in September of 2009 and in March 2010.</li> </ul>
3. Adhere to regulations established by the Alcohol and Gaming Division of the Department of Labour and Workforce Development.	✓	<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 Casino Nova Scotia locations are tested by the Alcohol and Gaming Division to ensure compliance with provincial casino regulations.</li> <li>– The Alcohol and Gaming Division 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>– Atlantic Lottery'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>– Atlantic Lottery introduced regulatory retailer operating procedures to ensure ticket lottery equipment and products complied with amended regulations.</li> </ul> </li> </ul>



# Corporate Governance

2009-10 COMMITMENT	STATUS	OUTCOME
4. Monitor 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. 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 video lottery and ticket lottery games continued to be assessed following the prescribed process and standards. All regulatory requirements were met.</li> </ul>
6. 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 35 non-profit and charitable organizations in 2009-10.</li> </ul> </li> </ul>
7. Review Corporate Governance Policy.	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• NSGC reviewed its Corporate Governance Policy in 2009-10 to ensure it reflected best-practices in board governance.</li> </ul>

# 5 Stakeholder Relationships

2009-10 COMMITMENT	STATUS	OUTCOME
<p>1. Seek opportunities to engage stakeholders, business partners, municipalities, social service agencies, community organizations and individuals.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• The video lottery retailer advisory group was engaged on gaming related issues through quarterly meetings and other communications.</li> <li>• An advisory group of ticket lottery retailers was created in 2009-10.</li> <li>• Community Consultation Sessions were held in Amherst and Windsor. Attendees included elected municipal government officials, retailers and business and community leaders.               <ul style="list-style-type: none"> <li>– 100% of attendees considered themselves to be more aware of gambling issues in Nova Scotia as a result of the session.</li> </ul> </li> </ul>
<p>2. Work to identify areas of improvement in relationships with stakeholders.</p>	✓	<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 2009-10, regular meetings were held with the Department of Health Promotion and Protection, retailer groups as well as Atlantic Lottery, Casino Nova Scotia and the Alcohol and Gaming Division of the Department of Labour and Workforce Development. NSGC and the Nova Scotia Gaming Foundation continued an ongoing dialogue on topics relevant to the gaming industry.</li> </ul> </li> </ul>
<p>3. Engage key stakeholders and incorporate their feedback into all new major initiatives.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> <li>• In 2009-10, NSGC introduced a Ticket Lottery Retailer Responsible Gambling Training Program. The development of the Program included consultation with retailers, which supported the online training component. This internet-based learning provided greater flexibility to retailers allowing them to complete the training when it best suited their schedules.</li> <li>• In 2009-10, NSGC engaged the Nova Scotia Department of Health Promotion and Protection, Nova Scotia Gaming Foundation, SafeBet Society, and retailers, through the Lounge and Beverage Room Association of Nova Scotia, in discussions around the new <i>My-Play</i> System.</li> <li>• NSGC continually requests feedback from responsible gambling and problem gambling experts and considers their views on all major initiatives.</li> <li>• NSGC also continued to build its relationship with video lottery retailers by meeting regularly throughout the year, giving them the opportunity to address issues and offer important insights and feedback on any new gaming initiatives in the Province.</li> </ul>



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