

# 2014-15 Summary of Results



Above: Sydney YMCA Casino Night fundraiser  
Left: CEO Bob MacKinnon at  
Support4Sport – Canada Games event

## The Industry at a Glance

Prevention, Education  
and Treatment **\$6.3 m**

Wages and Benefits **\$20.7 m**

Payment to Province **\$123.5 m**

Earned Retailer  
Commissions **\$34.7 m**

Support4Sport Funding **\$2.9 m**

Support4Culture Funding **\$2.0 m**

## Delivering Economic Results

At the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC), we are proud to be at the helm of the province's regulated gaming industry, ensuring games are fun, safe and responsible. With our operators, Atlantic Lottery and Casino Nova Scotia, we reach almost every community in the province with entertainment for Nova Scotians and our visitors. We believe it is important for all Nova Scotians, whether they choose to gamble or not, to know how social responsibility underscores everything we do. Our commitment to being socially responsible means giving players the information they need to play responsibly, ensuring the integrity of the gaming industry, and giving back to the community. In 2014-15, the Payment to Province was \$123.5 million. One hundred per cent of profits from gaming go directly to help fund important programs and services including healthcare, roads, schools and cultural industries.

# Economic Impact of the Gaming Industry

1,081 ticket lottery retailers and 309 video lottery retailers earned \$34.7 million in commissions.

\$20.7 million in wages and benefits earned by 531 employees who are directly employed in Nova Scotia's gaming industry.

## Responsible

- Successfully delivered a comprehensive suite of responsible gambling programs including:
  - 13<sup>th</sup> annual Responsible Gambling Awareness Week
  - Player Information Program
  - Interactive Community Education Display on Responsible Gambling
  - *GamTalk*
  - Mobile Access to Responsible Gambling (M.A.R.G.I.)
  - Ticket Lottery Retailers Responsible Gambling Training\*
  - Video Lottery Retailer Responsible Gambling Training\*
  - Casino Employee Responsible Gambling Training
  - NSPLCC Employee Responsible Gambling Training
  - Responsible Gambling Resource Centres at both Casino Nova Scotia locations
  - Responsible Gambling Resource Website
  - Province-wide *Support4Communities* Fundraising Seminars
- Completed 626 Responsible Gambling Assessments, of which 614 were approved, 11 modified and one declined.

## Progressive

- Reviewed, modernized and updated NSPLCC's Social Responsibility Charter. Originally created in 2006, the Social Responsibility Charter was the first in North America. Responsible gambling and social responsibility experts from Canada and beyond were involved in this initiative and confirmed that it has stood the test of time.
- Launched the Atlantic Lottery free mobile app on the Apple Store in March, 2015. Atlantic Canadians can now use their alc.ca account to conveniently purchase many of their favourite lottery draw games like LOTTO MAX, LOTTO 6/49, Atlantic 49, TAG, Twist, Salsa Bingo and Bucko with the Atlantic Lottery Mobile app. The mobile app gives players what they want, where they want it, including convenient access to other features, such as winning numbers and jackpot information, winners' information, a retailer finder, responsible play information, and the ability to set custom lottery alerts.
- Announced the first recipient of the Casino Nova Scotia Artist in Residence program, which awards one Nova Scotia-based musician or group with \$20,000

in funding to assist with developing their career through recording, marketing and live performance opportunities. The Brood, a Halifax based band, was selected from a group of six finalists that had been chosen from over 50 applicants.

## Accountable

- Maintained shareholder / stakeholder support and communications:
  - Delivered quarterly, financial and community reports to shareholder
  - Provided updates on strategic / operational matters to the Minister responsible for Part I of the *Gaming Control Act*
  - Held regular meetings with operators
  - Conducted meetings / discussions with stakeholder groups
- Government announced the removal of the My-Play System from the province's video lottery terminals (VLTs) in August 2014 after learning the system was not meeting its objectives. Data showed that more than 99.9% of video lottery players chose light enrolment, used multiple cards and card shared, and the vast majority of players were not using the system features at all. Responsible gambling features such as mandatory cash outs, maximum bet and pop-up reminder of duration of play remain on VLTs. Nova Scotia was the first jurisdiction to have responsible gambling features on VLTs, which are now included on all VLTs in Canada.
- Reported 214 incidents related to Section 24(1)(e) of the *Gaming Control Act*. Four incidents remain open and the others were resolved through prescribed procedures.
- Continued strong community support, including the following:
  - Prevention, education and treatment . . . \$6.3 million
  - Retailer commissions . . . . . \$34.7 million
  - Number of people directly employed in sector . 531
  - Community Programs:
    - Harness Racing Industry . . . . . \$1.0 million
    - *Support4Sport* . . . . . \$2.9 million
    - *Support4Culture* . . . . . \$2.0 million
    - *Support4Communities* . . . . . \$56,000
    - Sport Nova Scotia . . . . . \$100,000
    - Exhibition Association of Nova Scotia . . . . \$50,000
    - Cultural Federation of Nova Scotia . . . . . \$50,000

\* Training delivered by Atlantic Lottery on behalf of NSPLCC