

2015-16 Summary of Results

The Industry at a Glance

PREVENTION,
EDUCATION AND
TREATMENT

\$6.4
MILLION

WAGES
AND
BENEFITS

\$20.9
MILLION

PAYMENT
TO
PROVINCE

\$141.4
MILLION

EARNED
RETAILER
COMMISSIONS

\$38.6
MILLION

Support4Sport
FUNDING

\$4.1
MILLION

Support4Culture
FUNDING

\$2.3
MILLION

Delivering Economic Results

At the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC), we strive to live up to the high expectations we know Nova Scotians have for us. And we don't take that lightly. We manage the business of gaming in a way that balances economic sustainability and social responsibility. In doing so, we have a strong commitment to corporate social responsibility and to proactively representing the public's best interest in all decision-making. We believe that if we do our very best in setting this bar high, we will continue to earn the trust of the people to whom we are accountable.

We are proud that 100 per cent of gaming profits go directly to help fund important programs and services including healthcare, roads, schools, cultural industries and sports. In 2015-16, the Payment to Province was \$141.4 million.

Responsible

- Successfully delivered a comprehensive suite of responsible gambling programs including:
 - 14th annual Responsible Gambling Awareness Week (RGAW)
 - 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 Responsible Gambling Training
 - Responsible Gambling Resource Centres at Casino Nova Scotia
 - Yourbestbet.ca Responsible Gambling Resource Website

Economic Impact of the Gaming Industry

1,107 ticket lottery retailers and 296 video lottery retailers earned

\$38.6 million
in commissions.

\$20.9 million

in wages and benefits earned by 524 employees who are directly employed in Nova Scotia's gaming industry.

- Contributed to causes important to Nova Scotians through three hallmark community programs:
 - The *Support4Sport* program, a designated ticket lottery program, is making meaningful impacts to sport in the province. Since its inception, **the program has contributed over \$31 million to support amateur athletes, coaches, officials, and community sport organizations.** The program has far reaching impacts with over 125,000 Nova Scotians benefitting each year;
 - Another designated lottery program is *Support4Culture*, which supports arts, culture, and heritage in communities across Nova Scotia. Introduced in 2013, this program provides approximately \$2 million annually and has **provided more than \$6 million to date for 360 aspiring and established artists and community arts, culture and heritage organizations;**
 - Each year, NSPLCC supports approximately 10 licensed Monte Carlo nights through the *Support4Communities* Program for a variety of important community causes including the Mulgrave Volunteer Fire Department, Clare Special Olympics, and the Sydney YMCA.

Progressive

- Offered five free Spotlight on Monte Carlo seminars for community organizations and volunteers in Kentville, Yarmouth, Dartmouth, Port Hawkesbury and Stellarton, and two day-long Spotlight on Bingo seminars in Sydney and Halifax. The seminars, which attracted almost 70 participants, are aimed at helping community organizations with their grassroots fundraising efforts.
- Thrilled Lotto Max fans with **30 Max Million events** during the year and the first jackpot at the new threshold of \$60 million.
- Casino Nova Scotia awarded its second **Artist in Residence program to Reeny Smith**, a singer and pianist from North Preston. The Artist in Residence program will provide funding and assistance in developing her career through marketing and performance opportunities.

- The Casino also announced the **newly created East Coast Music Hall of Fame**, in conjunction with Music Nova Scotia. The first Music Hall of Fame Inductee Gala, which included Anne Murray, Rita MacNeil, Portia White, John Allan Cameron and Brooks Diamond Productions, took place in Halifax in November 2015. The evening featured performances from Bruce Guthro, Heather Rankin, Dave Gunning and Reeny Smith. The Sydney installation will open in 2016-17.

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
- Worked with staff from the Nova Scotia Office of the Auditor General as they **conducted a thorough audit of NSPLCC's responsible gambling programs.** On June 17, 2015, the Auditor released his report, which included one recommendation for NSPLCC, to "determine appropriate targets for its responsible gambling programming and establish strategies to achieve the targets." NSPLCC agreed that a review of the process was merited and addressed the issue.
- Continued strong community support, including the following:
 - Prevention, education and treatment \$ 6.4 million
 - Retailer commissions \$ 38.6 million
 - Number of people directly employed in sector 524
 - Community Programs:
 - ~ Harness Racing Industry \$ 1.0 million
 - ~ *Support4Sport* \$ 4.1 million
 - ~ *Support4Culture* \$ 2.3 million
 - ~ *Support4Communities* \$ 59,000
 - ~ Sport Nova Scotia \$ 100,000
 - ~ Exhibition Association of Nova Scotia \$ 50,000
 - ~ Cultural Federation of Nova Scotia \$ 50,000

To view the detailed financial report visit www.gamingns.ca

* Training delivered by Atlantic Lottery (ALC) on behalf of NSPLCC