

2012-13 Highlights Report

The Industry at a Glance

Payment to
Province

\$127.9 m

Prevention,
Education and
Treatment

\$6.4 m

Earned Retailer
Commissions

\$35 m

Support4Sport
Funding

\$3.4 m

Wages and
Benefits

\$21.1 m



Delivering Economic Results in a Socially Responsible Manner

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 Corporation and Casino Nova Scotia, we reach almost every community in the province with entertainment options for adult Nova Scotians and our visitors. 100% of profits from gaming go directly back to the province to help fund important programs and services for Nova Scotians. In 2012-13 the Payment to Province was \$127.9 million. This is equivalent to building 10 schools, twinning 43 kms of 100-series highway or paving 393 km of secondary highway.

2012-13 Highlights Report

Economic Impact of the Gaming Industry

Payment to Province – \$127.9 million

1,054 ticket lottery retailers and 327 video lottery retailers earned \$35 million in commissions.

\$21.1 million in wages and benefits earned by approximately 588 employees who are directly employed in the gaming sector.*

Entertaining

NSPLCC, along with Atlantic Lottery Corporation and Casino Nova Scotia, provide socially responsible and fun entertainment options for Nova Scotians and visitors alike. In 2012-13, new and exciting events and products were introduced to help ensure a positive player experience and responsible play.

- 75 acts at the two Casino Nova Scotia locations (63 in Halifax, 12 in Sydney), including two sold-out performances by Hanson, Cyndi Lauper, Jimmy Rankin as well as various concerts during East Coast Music Week.
- Atlantic Lottery Corporation enhanced the popular Second Chance Program with increased prizes, bonus giveaways and a chance to win instant prizes.
- Lotto 6/49 celebrated 30 years in market by offering players a chance of winning one of three additional bonus prizes of \$100,000 between May 30 – June 30, 2012.
- Atlantic Lottery was the first regulated lottery in Canada to offer players the chance to bet on who would take home the Oscar at the Academy Awards.

Committed to being Socially Responsible

We consider the impact on the people and communities of Nova Scotia in everything we do. Our efforts continue to be focused on providing leading responsible gambling programs and tools, which includes making information readily available to players. We support efforts to reduce the harmful impacts of problem gambling and to raise public awareness of responsible and problem gambling.

- In addition to *My-Play System* enrolment becoming mandatory on April 1, 2012, NSPLCC launched a new website for its My-Play program which includes information for video lottery players on how the card-based system works and how anonymity is ensured.
- Responsible Gambling Resource Centres are located in both Casino Nova Scotia locations and reached 3,349 players with information about responsible play.
- NSPLCC's 11th annual Responsible Gambling Awareness Week was held September 30 – October 6, 2012 and included open houses at the Responsible Gambling Resource Centres at the Halifax and Sydney casinos as well as street teams in communities across Nova Scotia delivering responsible gambling messaging.
- 100% of ticket and video lottery retailers participated in responsible gambling training.
- NSPLCC invested \$6.4 million in prevention, education and treatment of which more than \$4.2 million was distributed to the Department of Health and Wellness and \$0.5 million to Gambling Awareness Nova Scotia.

Supporting People and Communities

For generations, Nova Scotians have supported worthy causes through charitable gaming activities – bingo and 50/50 draws are part of the fabric of many community and sporting events. Each year, NSPLCC supports community and charitable events throughout the province, and 2012-13 was no different.

- NSPLCC's flagship program, *Support4Sport*, raised \$3.4 million for amateur and community sport organizations across Nova Scotia. To date, Nova Scotians have raised more than \$21 million through the purchase of designated *Support4Sport* ticket lottery products.
- Under the *Support4Communities* program, \$175,000 was raised through 11 Community Casino Nights and Community Fundraising Seminars which were held in Truro and New Glasgow and were attended by a broad range of community volunteers. Topics included "Monte Carlo Fundraisers 101" and "Volunteer Recruitment, Recognition and Retention." Of those who attended, 100% agreed that offering fundraising seminars is an effective way for NSPLCC to support the charitable sector and would recommend attending a seminar to other community leaders.

*Does not include the Alcohol and Gaming Division.