

Nova Scotia Gaming is responsible for the conduct and management of the regulated gambling industry. We do this effectively by establishing appropriate strategic goals for our operators and setting performance measures.

Atlantic Lottery's Mandate

Provide safe and responsible lottery products and services and, through that effort, deliver optimized and responsible profits to the shareholders.

Atlantic Lottery - Strategic Direction (2018-19)

The following Strategic Goals are aligned with our mission to offer trusted and entertaining responsible gaming experiences, optimizing the benefits for Nova Scotians:

1. Improve performance of existing business;
2. Advance new business;
3. Lead in responsible gaming; and,
4. Focus on Nova Scotians.

Performance Measures (2018-19)

The following measures align with NSGC's objectives and strategic goals relating to performance.

Measure	Target	Outcome
Meet budgeted Payment to Province	\$138.7 million	Met Actual: \$139.0 million
Meet Ticket Lottery Budget	Revenue: \$237.6 million Profit: \$48.3 million	Met Actual revenue: \$243.1 million Actual profit: \$53.6 million
Meet Video Lottery Budget	Revenue: \$139.2 million Profit: \$90.4 million	Not met Actual revenue: \$130.7 million Actual profit: \$85.4 million
Adhere to Nova Scotia policies and standards for responsible gambling	Compliance	Met
Achieve budgeted financial contribution to <i>Support4Sport</i> and <i>Support4Culture</i>	\$4 million, each, through the sale of designated lottery products	Met Actual: \$4 million for each program