

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

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 (2023-24)

The following five performance measures are aligned with NSGC's objectives and strategic goals.

Measure	Target	Outcome
Meet budgeted Payment to Province	\$166.1 million	\$161.7 million
Meet Ticket Lottery Budget	Net Revenue - \$151.2 million, Profit - \$81.9 million	Net Revenue - \$146.0 million, Profit - \$78.5 million
Meet Video Lottery Budget	Net Revenue - \$126.8 million, Profit - \$84.2 million	Net Revenue - \$125.5 million, Profit - \$83.1 million
Adhere to Nova Scotia policies and standards for responsible gambling	Compliance	In Compliance
Achieve budgeted financial contribution to Support4Sport and Support4Culture	\$4.5 million, each, through the sale of designated lottery products	\$4.5 million - Support4Sport, \$4.3 million - Support4Culture