

WLA Responsible Gaming Awards 2014

Submission for: Best OVERALL Responsible Gaming Program Award and Best INNOVATION in Responsible Gaming Award

**From: Ontario Lottery and Gaming Corporation
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ORGANIZATIONAL PROFILE

Overview

Ontario Lottery and Gaming Corporation (“OLG”) and its contract management companies employ more than 16,000 people across Ontario. OLG is responsible for 24 gaming sites, the sale of lottery products at approximately 9,800 retail locations, and the delivery of electronic gaming products at over 20 Charitable Gaming Centres across the province.

An Operational Enterprise created by the Government of Ontario, OLG is intended to provide gaming entertainment in an efficient and socially responsible manner that maximizes economic benefits for the people of Ontario, related economic sectors and host communities.

The *Ontario Lottery and Gaming Corporation Act, 1999* requires that net revenue from its operations be paid to the Government of Ontario Consolidated Revenue Fund. This revenue supports services such as the operation of hospitals, amateur sports, and problem gambling and related programs. Revenue from these activities is also made available to the Ontario Trillium Foundation by the Government for distribution to charitable and not-for-profit organizations every year.

Vision and Mission

- Our **vision** is to create excitement and fulfill dreams.
- Our **commitment** is to build trust by delivering gaming responsibly.
- Our **success** is demonstrated by the profit and jobs we generate.
- Our **strength** is our sophisticated understanding of our customers.
- Our **goal** is to be a destination of choice for world-class entertainment.

Values

Be Accountable. We accept the responsibility of setting and attaining high standards for ourselves in serving our customers and acting in the public interest.

Act with Integrity. This means doing the right thing. We will balance what our customers and business partners ask of us with what the people of Ontario expect of us.

Respect our customers, employees, partners and the people of Ontario. Respect starts with listening openly and honestly to the diversity of people and ideas around us.

Governance

The legislative authority of the Corporation is set out in the *Ontario Lottery and Gaming Corporation Act, 1999*. Classified as an Operational Enterprise, OLG has a single shareholder, the Government of Ontario, and reports through its Board of Directors to the Minister of Finance.

Product Profile

OLG's products are organized under four operating segments:

Lottery – OLG operates 19 terminal-based lottery and sports games and offers 79 INSTANT lottery products through approximately 9,800 independent retailers across the province.

Charitable Gaming – OLG conducts and manages the operations of 26 Charitable Gaming Centres across Ontario. In addition to the classic paper-based play, these sites offer bingo games on tabletop and hand-held devices as well as electronic Break Open Ticket dispensers.

OLG Resort Casinos – OLG is responsible for conducting and managing four Resort Casinos – Caesars Windsor, Casino Rama, Casino Niagara and Niagara Fallsview Casino Resort. These sites are operated, under contract, by private operating companies.

OLG Slots and Casinos – OLG owns and operates five casinos in Ontario. It also owns and maintains authority over the slot machine operation at the Great Blue Heron Charity Casino, an aboriginal casino owned by the Mississaugas of Scugog Island First Nation. OLG also operates 14 slot machine facilities at racetracks across Ontario.

Economic Impact

OLG's payments to the Province of Ontario of approximately \$2 billion annually have helped support health care; education, research, prevention and treatment of problem gambling; amateur sport; and local and provincial charities.

In addition to OLG's payments to the Province, there are several direct beneficiaries of gaming proceeds for local communities, including 23 host municipalities and Ontario First Nations.

Host municipalities benefit directly from hosting fees, property tax revenue, development fees and the creation of well-paying permanent jobs. Hosting fees can be spent by a municipality in any way it sees fit.

With regards to responsible gambling, OLG continues to invest in its Responsible Gaming Resource Centres, policy and program development, staff training and self-exclusion capital costs. Together, OLG and Ontario's Ministry of Health and Long-Term Care spent **\$50.9 million** on responsible gambling in Ontario during the 2012-13 fiscal year.

Key Initiative: Modernization at OLG

At the request of the Government of Ontario and after completing a year-long comprehensive strategic review of its business, OLG began to modernize its operations in March 2012. The review revealed that OLG's current business model is not sustainable over the long term. Advances in technology, changes to shopping patterns, aging demographics, and declining visits from the U.S. combined to threaten the industry and the contribution to the Province. All these factors were putting OLG's future financial contribution to the Province at risk.

In a report delivered to the Minister of Finance, the organization outlined three recommendations:

- Become more customer-focused
- Expand regulated private sector delivery of lottery and gaming
- Renew OLG's role in the conduct and management of lottery and gaming

OLG will transform from an organization that operates most of its own lottery and gaming businesses to one that more efficiently conducts and manages a multi-channel gaming industry in Ontario, including dynamic lottery, gaming, Internet and charitable gaming businesses. Applying a "gold standard" for Responsible Gaming will be at the core of this modernization process.