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**NOVA SCOTIA GAMING CORPORATION**

***SOCIAL RESPONSIBILITY ASSESSMENT***

***TEMPLATE***

**Updated: August 2008**

# NOVA SCOTIA GAMING CORPORATION

## ***SOCIAL RESPONSIBILITY ASSESSMENT TEMPLATE***

### ***Introduction***

- Inherent in the concept of social responsibility, regardless of the business or industry, is one fundamental principle: companies should contribute to the communities where they do business in a way that delivers net positive benefits.
- This requires conducting business with sensitivity to all and understanding how what we do impacts others. Every aspect of business and every new program must ensure the principle of net positive benefits will be met. This may often require innovative solutions to challenges inherent in the gaming industry. And, it will involve the collaboration and commitment of key industry stakeholders.
- This social responsibility assessment template is designed to serve as a guide to aid the recommendation / decision-making process about whether or not a new product should be introduced, a new marketing approach undertaken or a new project initiated.
- It is to be used by Nova Scotia Gaming Corporation (NSGC) and its two operators, the Atlantic Lottery Corporation (ALC) and Casino Nova Scotia (CNS), in order to standardize Nova Scotia's approach to social responsibility within the Province's gambling industry.

### ***Process***

- All analysis that includes a social responsibility assessment should be completed during the initial development stages of any new project. In addition, the social responsibility component may need to be completed at more than one juncture of the project (i.e., during product development stage and again at the marketing phase). These assessments should be a critical component of the "go / no-go" decision-making process.
- The requirement for a social responsibility assessment is not intended to be so onerous that normal day-to-day business operations are hampered. For this reason, three levels of assessment have been established in order to ease the process and ensure delays caused by assessments are avoided.
- Therefore, prior to beginning a social responsibility assessment, the project lead (either from NSGC, ALC or GCGC / CNS) should contact either NSGC's Manager, Social Responsibility (NSGC), GCGC / CNS's Vice President, Media and Entertainment, or ALC's Vice-President, Social Responsibility and Communications

in person or by email to determine which level the project falls under if there is a level of uncertainty. This decision will be made based on the following guidelines:

### **Level 1 Assessment**

- A Level 1 assessment is expected to account for 60-70% of all assessments completed, and will include the following categories of projects / initiatives:
  - ▶ Slot tournaments and poker tournaments;
  - ▶ Regional in-store promotions that do not cover a specific Province;
  - ▶ Change in theme to Scratch' n Win tickets, Breakopen tickets;
  - ▶ Point of sale materials that do not have a broadcast element;
  - ▶ Small, routine sponsorships;
  - ▶ Casino contests and promotions that do not have mass media / broadcast elements (i.e., Player's Club onsite promotions, table game promotions) (include creative); and,
  - ▶ New responsible gambling programs or changes to existing responsible gambling programs that are led by NSGC.
  
- If it is unclear whether the project falls under this level, NSGC's Vice-President, Prevention Programming and Public Affairs, will assess and consult with its counterpart in the operator's organization and conclude on the appropriate level.
  
- If a project falls under a Level 1 assessment, the following questions must be completed:

QUESTION	REPLY	
1. Does this initiative align with the principles of the Social Responsibility Charter ( <i>Attachment A</i> )?	Yes	No
2. Does this initiative align with the principles of the Advertising Code of Standards ( <i>Attachment B</i> )?	Yes	No
3. Will this initiative avoid targeting youth or problem players in an inappropriate manner?	Yes	No
4. Will this initiative support or have a neutral impact on existing responsible gambling programs or messages ( <i>Attachment C</i> )?	Yes	No
5. Will this initiative enhance the entertainment value of the industry?	Yes	No

- In order to pass the Level 1 Assessment, the answer to all five questions must be "Yes."

- Once the checklist has been completed, it is forwarded to NSGC's Manager, Social Responsibility for review and sign off and a copy is retained with the project file.
- If the project fails a Level 1 assessment, it does not proceed.

### ***Level 2 Assessment***

- A Level 2 assessment is expected to account for 20-30% of all assessments completed and will include the following categories of projects / initiatives:
  - ▶ All new VLT games;
  - ▶ All new slot machine games;
  - ▶ All new table games;
  - ▶ New concepts for Breakopen and Scratch'n Win tickets that have not been introduced before or if the theme is purchased from a third party;
  - ▶ Mass media advertising campaigns that have broadcast elements (include all creative that will be publicly used, as well as the media buy);
  - ▶ Direct mail campaigns; and,
  - ▶ Revised or updated responsible gambling initiatives that are developed by NSGC.
- If a project falls under this level, the following two steps (Step 1 and Step 2) must be completed and submitted to NSGC's project lead and Manager, Social Responsibility.

#### *Step 1: Detailed Information Assessment*

- The project lead gathers information from other Canadian jurisdictions and internationally about the social responsibility and social impact of similar products / initiatives / projects. This may include: briefings, research reports, market assessments, expert opinions, etc. The information provided as a result of this step should include every reference available that directly relates to the new initiative being undertaken.
- The findings are to be summarized into a concise briefing note. The format of this should be similar to an executive summary and should include an explanation of the project, a synopsis of the findings of the jurisdictional review and an informed hypothesis of what is believed to be the social impact of the project / initiative / program.

#### *Step 2: Internal Situational Analysis*

- The following questions are to be answered based on the analysis from the information gathered in Step 1 and documented accordingly.

- ▶ How does this initiative align with the pillars / principles of NSGC's Social Responsibility Charter (*Attachment A*)? Does it align 100% or less than 100%? If there are alignment gaps, a full explanation and rationale for proceeding should be included.
  - ▶ How does this initiative align with NSGC's Advertising Code of Standards (*Attachment B*)?
  - ▶ What is the demographic profile and risk profile of the target audience / customer (as per the 2003 Nova Scotia Prevalence Study and any other applicable / pertinent research)?
  - ▶ Will this inappropriately entice play by or negatively impact youth, high-risk or problem gamblers? Why or why not?
  - ▶ How will this enhance the entertainment value of the product and / or industry?
  - ▶ Is this initiative likely to increase incremental revenue to government?
  - ▶ Will this product / project / initiative interfere with or undermine existing responsible gambling programs or messages?
  - ▶ What is the approval process for this project (i.e., which stakeholders need to be consulted / engaged? How and when)?
  - ▶ What are the top three social responsibility and top three communications risks? How will they be managed?
  - ▶ If challenged with respect to the social responsibility of this initiative, what are the three key messages that will be communicated?
- The following provides five sample scenarios in order to assist in determining when each question should be answered. This is not intended to be a comprehensive guide, but rather for general reference.

<b>Introduce a New Product</b>	<b>Add on to an existing Product</b>	<b>Add a new theme or game</b>	<b>Introduce a player management tool</b>	<b>Introduce new marketing, advertising or POS material</b>
<b><i>Does initiative align with Charter?</i></b>				
✓	✓	✓	✓	✓
<b><i>Does initiative align with Advertising Standards?</i></b>				
✓		✓	✓	✓
<b><i>Demographic and risk profile of target audience / customer</i></b>				
✓		✓		✓
<b><i>Will this inappropriately entice play or negatively impact youth or high-risk / problem gamblers?</i></b>				
✓	✓	✓	✓	✓

Introduce a New Product	Add on to an existing Product	Add a new theme or game	Introduce a player management tool	Introduce new marketing, advertising or POS material
<b><i>How will this enhance the entertainment value of the product and / or industry?</i></b>				
✓		✓		
<b><i>Is this initiative likely to increase incremental revenue to government?</i></b>				
✓	✓	✓		✓
<b><i>Will this project interfere with or undermine existing RG programs or messages? (Attachment C)</i></b>				
✓	✓	✓	✓	✓
<b><i>Which stakeholders need to be consulted / engaged? How and when?</i></b>				
✓		✓	✓	✓
<b><i>Top 3 social responsibility and top 3 communications risks?</i></b>				
✓		✓	✓	✓
<b><i>If challenged with respect to the social responsibility of this initiative, what are the three key messages that will be communicated?</i></b>				
✓	✓	✓	✓	✓

- In order to determine how much investment of time and resources should be undertaken to gather information to respond to each of these questions, a discussion should ensue with the accountable Vice-President at NSGC.
- For Level 2 assessments, the materials compiled in Steps 1 and 2 are to be provided to NSGC's project lead or appropriate contact.
- Response to all Level 2 assessments will be forwarded to the operator within three working days of receipt from the NSGC.
- Submissions for a Level 2 assessment may be elevated to a Level 3 assessment based on NSGC's analysis of the item.

### ***Level 3 Assessment***

- All remaining assessments fall under this level and will include:
  - ▶ All new products;
  - ▶ All new distribution channels;
  - ▶ Other forms of casino gaming not currently being offered (e.g., sports betting);
  - ▶ All new responsible gambling campaigns and point of sale materials developed by NSGC; and,
  - ▶ Large-scale projects that are new innovations to the gaming industry in Nova Scotia.
- If a project requires a Level 3 assessment, Steps 1 and 2 in the Level 2 Assessment must be completed in addition to Step 3, which is obtaining an external expert review, and in some instances, Step 4.

### *Step 3: Expert Review*

- This step should be taken if a new product or program is being introduced or a new distribution channel being launched. If it is uncertain whether expert review is required, the project lead at NSGC should be contacted.
- Two to six responsible gambling and / or problem gambling independent experts are selected. In determining how many to consult, consideration should be given to the complexity of the item, the availability of existing research and the uncertainty around the social responsibility of the initiative. The experts can be selected from the list of experts who have successfully completed the standing offer procurement process and are provided in *Attachment E*.
- The *Intention to Engage Expert (Attachment D)* form must be completed and forwarded to NSGC's Manager, Social Responsibility in order to ensure that the selected individuals are available for consultation. Confirmation / suggested changes will be returned within two days of submitting this form.
- Once experts are confirmed, briefly document, in bullet-format to explain the rationale of who and how many experts were selected.
- An information briefing will be prepared, providing a top-line summary of the product / concept / issue to provide to the engaged experts.
- The expert will be contacted via their preferred method of communication (will be provided by NSGC's Manager, Social Responsibility) and a briefing will be provided to each expert asking for their advice, expert opinion and feedback in writing (either via email or, if necessary, a more formal report) on the following questions:
  1. Are you aware of any research that has been conducted in other jurisdictions examining the impact of the product / concept / issue on player behavior / awareness / attitudes? If you are familiar with such research, what were the results?
  2. Based on your knowledge and understanding of the product / concept / issue, do you believe the product / concept / issue will have an effect on problem gamblers either positive or negative and does the product / concept / issue correlate to problem gambling?
  3. Do you have any suggestions on responsible gambling features, initiatives or components that could be incorporated into the product / concept / issue that would make it more socially responsible?
  4. What is your opinion on whether or not this is a socially responsible product / concept / project / approach to undertake in Nova Scotia?

5. What are your recommendation(s) for next steps?

- After all steps have been completed, the information collected should be synthesized into a report that reaches clear conclusions about the social impacts and net positive benefits, and makes recommendations about whether or not to proceed.
- The submitted report will be reviewed by the accountable NSGC Vice-President and the Vice-President, Prevention Programming and Public Affairs and / or Manager, Social Responsibility. For ease of distribution, the report will be submitted to NSGC's Manager, Social Responsibility.
- Feedback on the report will be provided by NSGC within seven working days of receipt.

*Step 4: Primary Research (as required)*

- If there are any issues of significance raised by Steps 1 through 3, a decision should then be made to conduct primary research in Nova Scotia (or other provinces) to fully explore the social impacts of the product / initiative in question. Operators should consult NSGC prior to the commencement of research of this nature.
- This would involve a full research plan with clear outcome measures, an evaluation strategy and expert review of the approach.
- Once complete, the assessment should be submitted to NSGC's Manager, Social Responsibility and NSGC's project lead for review.
- Response to all Level 3 assessments will be received within seven working days of receipt from NSGC.

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**Attachments:**

- A – Pillars of NSGC Social Responsibility Charter
- B – NSGC Advertising Code of Standards
- C – Overview of NSGC Responsible Gambling and Prevention Programs
- D – Intention To Engage Experts Form
- E – Listing of Qualified Social Responsibility Experts

**FIVE PILLARS OF NSGC'S SOCIAL RESPONSIBILITY CHARTER**

1. *Responsible Gambling* – NSGC will continue to focus unwavering attention on ensuring the highest standards and industry-best practices around responsible gambling are in place.
2. *Integrity and Security* – If someone gambles, they should know that the odds of winning always favor the house. And if they decide to take that chance, they have a right to expect the game to be fair and honest and that it will pay out what they are owed.
3. *Citizens and Communities* – Balancing the economic benefits of gaming and the long-term well-being of our communities and our citizens is a key priority for NSGC and its operators. We cannot do that without the input of our citizens, employees, customers and business partners. We get involved and we listen, and we always consider the best interests of Nova Scotians.
4. *Corporate Governance* – As a crown corporation, we are responsible and accountable to our shareholders for all of our actions. The way we conduct business is held to the highest ethical standards and we are responsible to the government and the people of Nova Scotia.
5. *Stakeholder Relationships* – Our business is conducted with the help and involvement of a large number of operational partners. We respect and learn from their experiences and viewpoints. We build relationships and two-way learning opportunities. We seek collaborative solutions to common concerns. And we welcome feedback and value our stakeholders' opinions.



**NOVA SCOTIA GAMING CORPORATION**  
***ADVERTISING CODE OF STANDARDS***

**Formalized: August 2008**

# **NOVA SCOTIA GAMING CORPORATION**

## ***ADVERTISING CODE OF STANDARDS***

### ***Introduction***

The *Criminal Code of Canada* gives provincial governments the authority to manage and conduct gambling within the Provinces. The Nova Scotia Gaming Corporation (NSGC) is the Crown Corporation charged with that responsibility in Nova Scotia. Revenue from gaming in Nova Scotia provides funding which supports initiatives that are important to our citizens. Finding the right balance between the economic benefits of gaming and the long term well-being of our communities and our citizens, is NSGC's most important priority.

As a public corporation, NSGC holds the responsibility to manage legalized gambling in a manner that earns the trust and respect of the citizens of Nova Scotia. To earn and maintain their trust and respect, we must practice due diligence as the stewards of the gaming industry. Nova Scotians have the right to expect the highest standards, unwavering integrity, and social and fiscal accountability from NSGC, as well as from our Operators, Atlantic Lottery Corporation (ALC) and Great Canadian Gaming Corporation (Casino Nova Scotia).

To solidify its commitment to social responsibility, in October 2006, NSGC adopted a Social Responsibility (SR) Charter that sets out the social responsibility commitments to the industry, to the operators and retailers, and to the citizens of Nova Scotia. NSGC's operators played an important part in developing this Charter. Their participation in programs associated with the Charter is essential. A companion document, called the SR Action Plan, was developed in association with the Charter. In it, the 2006-07 initiatives were outlined in support of the social responsibility commitments under the SR Charter.

Every year, NSGC reports to the public on its progress in each of the Five Pillars of its SR Charter through a Social Responsibility Report. As NSGC moves in this positive direction, it continues to build on its commitments with new programs and initiatives.

In the inaugural SR Action Plan, NSGC committed to developing a means to objectively assess the social responsibility of new business initiatives to ensure they align with its corporate values. Working with external experts, NSGC created a Social Responsibility Assessment Template that requires NSGC and its operators to ensure that social responsibility is integrated into every product and initiative offered in the marketplace. The Template provides objective guidelines to measure the social responsibility of all initiatives including advertising and marketing programs. This SR Assessment Template process was piloted and independently evaluated, and is now an ongoing program for NSGC and its operators.

As well, in the 2006-07 SR Action Plan, NSGC committed to developing standards and supporting policies that will guide both the gaming industry and gaming retailers in the area of advertising and marketing. So, to fulfill this commitment, NSGC is introducing this Code of Advertising Standards.

### ***Purpose and Rationale for the Code of Advertising Standards***

The Canadian Marketing Association (CMA) defines marketing as a “set of business practices designed to plan for and present an organization’s products or services in ways that build effective customer relationships.”

Advertising Standards Canada, in its *Canadian Code of Advertising Standards*, defines advertising as “any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium ... to Canadians with the intent to influence their choice, opinion or behaviour.”

These two Canadian organizations have well-thought-out standards, created and published to provide solid ethical guidance to businesses who advertise their products and / or services. NSGC believes these standards are comprehensive and routinely adheres to these principles. However, products offered by the gaming industry are unique in many ways, and deserve extra consideration when it comes to advertising and marketing. Gaming products may be considered entertainment, leisure activity and / or a chance to win money. Gaming products include lottery games, casino and bingo games, electronic gaming machines (VLTs) and horse racing. Some lottery tickets could be considered a “take-home” type commodity (you buy a ticket, take it with you and wait for the results). Casino and bingo games, VLT play and horse racing do not involve taking home a “product.” These could be better characterized as a gaming entertainment experience.

Another unique aspect of gambling in Canada is that the gaming industry is managed by provincial government agencies, and operated through contracted public and / or private businesses. And, here in Nova Scotia, 100% of the net revenue from gambling goes to the Province to support important public programs.

However, regardless of the uniqueness of gaming products, there is no doubt that this industry produces a commodity that the majority of adults participate in (Canadian research suggests that four in five adult Canadians participate in some form of gaming at least yearly).

So, the question is: how does a crown corporation with a mandate to generate revenue for the public good, manage the provision and advertising of products that are popular with many adults, and ensure that social responsibility remains the top priority?

NSGC believes that as effective business managers, advertising is an important key to fulfilling its economic and social mandate, providing high standards are maintained. And, NSGC agrees, as is set out in the Canadian Marketing Association's definition of marketing, that advertising is one of the best ways to "build effective customer relationships."

To ensure this is the case, the following Code of Advertising Standards will apply to all gaming industry advertising and marketing. This includes advertising and marketing initiated by NSGC, our operators, Atlantic Lottery Corporation (ALC), Great Canadian Gaming Corporation (Casino Nova Scotia), as well as retailers who are licensed to provide lottery tickets to the public.

### ***Code of Advertising Standards***

Nova Scotians have a right to expect gambling-related advertising and marketing to be truthful, respectful and sensitive to the potential for harm that may result from excessive gambling.

The following elements of this Code of Advertising Standards relate to any and all advertising and marketing campaigns and / or materials where gambling products and / or services are being promoted by NSGC, Atlantic Lottery Corporation, Casino Nova Scotia and / or lottery and VLT retailers.

Throughout this Code, use of the word "must" indicates that compliance is required. The word "should" indicates that the clause is not compulsory, but is a recommended best practice.

#### ***Compliant***

NSGC manages the Nova Scotia gambling industry in a well-regulated environment. To ensure compliance with all the elements of this Code, NSGC and its operators must make certain that employees working in their advertising and marketing departments are fully conversant with its contents.

- Advertising and marketing campaigns must comply with any and all applicable sections of the *Criminal Code of Canada*, the *Gaming Control Act* and provincial laws and regulations.
- NSGC and its operators will continue to employ the Social Responsibility Assessment Template process as a mandatory screening tool for all advertising and marketing campaigns, as set out in the guidelines for this ongoing NSGC program.
- In addition to the standards set out in this Code of Advertising Standards, gaming industry advertising should comply with the comprehensive standards developed by Advertising Standards Canada in its *Canadian Code of Advertising Standards*.

### *Honest, Fair and Open*

NSGC is accountable to our shareholders for all of our actions. We conduct business in an open and transparent way. Likewise, product advertising must deliver on our promise to be honest, fair and open with the public.

- Advertising and marketing materials and campaigns must:
  - ▶ Provide factual information that is not deceptive and contains no false statements related to the product being advertised;
  - ▶ Not omit important and relevant information about the product that may be essential for the public to make informed choices;
  - ▶ Describe the prize amounts accurately; and,
  - ▶ Not be presented in any way that is intended to conceal its commercial intent.
- All claims associated with products must be supportable by facts.
- Information on the odds of winning must be available to the public through accessible means, and should state the facts in a clear and simple way. Where it is reasonable and appropriate to do so, odds of winning should be included in the advertising message.

### *Responsible Gambling*

NSGC's commitment to the people of Nova Scotia is to ensure our Province has the most progressive and responsible gaming industry in the world.

- Advertising and marketing campaigns must not:
  - ▶ Imply exaggerated chances of winning;
  - ▶ Encourage gambling beyond one's means;
  - ▶ Explicitly imply that financial rewards are a likely outcome of gambling;
  - ▶ Portray gambling as an alternative to employment or as a financial investment;
  - ▶ Suggest that gambling longer will increase the chances to win;
  - ▶ Suggest that skill can influence the outcome of purely random games of chance;
  - ▶ Suggest that using playing systems or "lucky" icons can influence the outcome of games;
  - ▶ Focus unduly on the possibility of benefits accrued to players based on their volume of gambling activity; and,
  - ▶ Perpetrate myths that are commonly associated with gambling.
- Product advertising and marketing materials must include a visual responsible play message, as approved by NSGC, particularly in print and television advertising (due to the nature of radio advertising, some exceptions may be made for advertising on radio).

### *Protect Minors*

NSGC recognizes that gambling is not child's play. That is why as a corporation it invests a significant amount of time and money each year in more than a dozen prevention and responsible gambling programs. The advertising and marketing of gambling products must be carefully developed with extra care given to content and placement to ensure the target for advertising is adult audiences.

- Advertising and marketing of gambling products must never be targeted towards children and must not:
  - ▶ Appear in any media where the primary target audience is under the age of majority;
  - ▶ Appear at venues where the primary audience is reasonably expected to be minors;
  - ▶ Be based on themes, or use language intended to appeal to minors;
  - ▶ Appear during television and/or radio programming where the primary audience is expected to be minors; and,
  - ▶ Contain child-focused cartoon figures or themes, or use celebrity endorsements whose primary appeal is to minors.
- Where it is reasonable and appropriate to do so, product advertising and marketing (print and television) should carry a visual message regarding the legal age of play.
- Product promotion material at point-of-sale must carry a message regarding the legal age of play.
- Billboard advertising must not be placed at sites that are adjacent to primary or secondary schools.
- Minors or persons who appear to be minors must not be used to promote gambling in advertising or marketing materials.
- Actors appearing in advertising and marketing materials must appear to be 25 years of age or older.

### *Reflect Nova Scotia Values*

Advertising and marketing must be consistent with NSGC's social responsibility values, respect and reflect the values known to be important to Nova Scotians, and must not offend prevailing community standards.

- Whether through content or placement, advertising and marketing campaigns and materials must not:
  - ▶ Promote nor depict discrimination based on race, national origin, religion, sex or age;
  - ▶ Demean, disrespect nor denigrate any identifiable person or segment of society;

- ▶ Contain themes nor language that are deemed unsuitable for a mass media audience;
  - ▶ Disparage nor denigrate a person who chooses not to gamble;
  - ▶ Imply nor portray any illegal activity;
  - ▶ Promote gambling as a way to enhance social standing or sexual prospects;
  - ▶ Glamorize inappropriate or irresponsible gambling; and,
  - ▶ Depict nor promote the consumption of alcohol while gambling.
- Advertising of gambling should emphasize the entertainment aspect of gambling, while not focusing on winning as a probable outcome of play.

This Code will be reviewed on an annual basis to ensure it continues to reflect best practices and remains aligned with the stated objectives.

### **Research References:**

Canadian Marketing Association  
[www.the-cma.org/](http://www.the-cma.org/)

Advertising Standards Canada  
[www.adstandards.com/en/Standards/canCodeOfAdStandards.asp#definitions](http://www.adstandards.com/en/Standards/canCodeOfAdStandards.asp#definitions)

Committee of Advertising Practice - UK  
<http://www.cap.org.uk/cap/>  
<http://www.gamblingcommission.gov.uk/UploadDocs/publications/Document/Advertising%20codes.pdf>  
<http://www.ladbrokes.com/pdfs/en/CodeOnSRInAdvertising.pdf>

Advertising Standards Authority – New Zealand  
[http://www.asa.co.nz/code\\_gaming.php](http://www.asa.co.nz/code_gaming.php)

New Mexico Lottery, Advertising Standards  
[http://www.nmlottery.com/news/Ad\\_Standards.htm](http://www.nmlottery.com/news/Ad_Standards.htm)

Advertising and Marketing Standards for the B.C. Gambling Industry  
<http://www.pssg.gov.bc.ca/gaming/legislation-policies/docs/stds-advertising-marketing.pdf>

Industry Code of Conduct to Promote Responsible Gambling in the Western Cape – South Africa  
<http://www.wcgrb.co.za/Downloads/ProblemGambling/CodeofConduct-05-2002.pdf>

Lotteries – Advertising Code – Adelaide Central Mission, Australia  
<http://www.ucwesleyadelaide.org.au/publications/submissions/Lotteriesadvertisingcode.pdf>

State Lotteries Advertising Code of Practice – South Australia  
[http://www.salotteries.com.au/library/Adv\\_Code\\_of\\_Practice.pdf](http://www.salotteries.com.au/library/Adv_Code_of_Practice.pdf)

**NSGC RESPONSIBLE GAMBLING AND PREVENTION PROGRAMS**

1. *Know the Score* – an interactive, peer-led program that is offered on community college and university campuses, through an interactive booth model located in a high-traffic area of the campus. It is designed to give people between the ages of 19 and 24 the facts about games of chance and to provide them with information on local resources to help them prevent or address gambling problems.
2. *Caught in the Game* – a drama created by the Responsible Gambling Council (Ontario) and performed for high-school students to convey messages about the risks of gambling, as well as information about problem gambling.
3. *Responsible Gambling Awareness Week* – a week-long event dedicated to raising awareness about responsible gambling. The week includes a variety of events and initiatives to achieve this goal, including a two-day Responsible Gambling Conference, interactive community education displays and player information program that busts gambling-related myths
4. *Informed Player Choice System (IPCS)* – Nova Scotia is the first jurisdiction in the world to create a player information tool, a card based player management tool on VLT's. IPCS is about empowering players and preventing problem gambling by facilitating personal choice and provides the highest level of information to the player to make informed decisions. It allows players to access personalized information about how much time and money they are spending.
5. *Don't Bet On It* – a youth gambling prevention program created for youth in grades 10, 11 and 12 that is intended to raise awareness of the risks associated with gambling, signs of a problem and where to get help. *Don't Bet On It* is a two-part program consisting of informative youth gambling prevention materials and an interactive presentation plan to be used by educators to discuss problem gambling issues.
6. *Retailer training program* – educates retailers and their staff about problem gambling issues and responsible gambling.
7. *BetStopper* – a content-blocking program that parents can install on their home computers in order to help prevent their underage children from visiting gambling websites.
8. *Responsible Gambling Resource Centres (Casino Nova Scotia)* – the centres provide relevant and useful information about responsible gambling and problem gambling, as well as links to treatment and services in the community. It is staffed by professionals trained in addiction counseling.
9. *Play by Play program* – the program consists of four brochures and a poster distributed to all video lottery sites in Nova Scotia. The brochures are intended to

dispel myths, provide factual information and offer tools and tips to facilitate responsible gambling choices.

10. *GamTalk* – NSGC is sponsoring the development of Canada's first online forum for gamblers. It is an online discussion board, or community, where people can discuss their gambling concerns or issues.
11. *Player's Edge* – is an information tool that NSGC is planning to adopt in the two Casino Nova Scotia sites in Winter, 2008. It consists of a DVD, A Player's edge, explaining the concepts of randomness and house edge as it pertains to various games offered in the casino. Also in the tool kit is a CD-ROM containing an interactive program called, Follow the Money, based on statistical information and mathematical probabilities that illustrates the possible outcome of plays.
12. *Yourbestbet.ca* – in March 2008, NSGC Launched a responsible gambling website: [yourbestbet.ca](http://yourbestbet.ca). The website was created to facilitate informed player choice and provide comprehensive, first class resources to build player awareness. The website encourages responsible gambling behavior through interactive self assessment tools (i.e., responsible gambling "IQ" quiz, and a player log) facts about games, odds and randomness, as well as links to resources.

**INTENTION TO ENGAGE EXPERT**

Please fill out this form for every expert intended to be engaged during the assessment process. Each form should be submitted to NSGC for review. The purpose of this is to provide one central point of contact for all experts. A response will be provided within two days of submitting this form.

**Name of requestor:** \_\_\_\_\_

**Phone number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Date request submitted:** \_\_\_\_\_

**Name of requested expert:** \_\_\_\_\_

**Est. dates expert will be required:** \_\_\_\_\_

**Est. number of hours of work required:** \_\_\_\_\_

**Description of work:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Est. budget:** \_\_\_\_\_

\_\_\_\_\_

**Special requests:** \_\_\_\_\_

\_\_\_\_\_

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## SOCIAL RESPONSIBILITY EXPERTS

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