



SOCIAL RESPONSIBILITY **ACTION PLAN**
2006-2007

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Responsible Gambling

Our Responsible Gambling Commitments

OUR PROOF

Progressive programs are our responsible gambling hallmark.

- In 2005-06, NSGC spent more than \$7 million on responsible gambling programs and problem gambling treatment and prevention.
- NSGC has more than 12 different community outreach and prevention programs, directly reaching more than 24,000 Nova Scotians a year, including:
 - *Know the Score*
 - *Caught in the Game*
 - *Friends4Friends*
 - Responsible Gambling Resource Centres
- Independent responsible gambling experts are invited to provide feedback and input into the development of new responsible gambling programs.

OUR PROMISE

- In the upcoming year, NSGC will continue to consult with experts to develop and deliver innovative approaches to responsible gambling programs, ensuring Nova Scotia has the most progressive and responsible gaming industry in the world.
- In 2006-07, NSGC will:
 - Develop and pilot-test Internet gambling site blocking software with Nova Scotian families;
 - Develop informative youth gambling prevention materials for distribution in Nova Scotia high schools; and,
 - Form a Youth Advisory Board to provide insight and direction into the development of NSGC's youth-focused programs.

Scientific research helps turn good programs today into better programs tomorrow.

- Every major project is reviewed and approved by third-party experts.
- Since 2002, NSGC has commissioned independent research that helps all stakeholders better-understand the gambling environment in Nova Scotia and make informed decisions.
- As standard practice, NSGC publicly releases the results of all of its independently conducted research.
- Existing programs such as the Responsible Gambling Resource Centres in the Halifax and Sydney casinos are evaluated for continuous improvement.
- In 2005, NSGC funded a research project to test a card-based Responsible Gaming Device to determine if the tool would help keep players responsible.

- NSGC will contribute to building gambling-related research expertise and capacity within Nova Scotia by supporting key academic institutions.
- NSGC will continue to research and test new initiatives to foster evidence-based decision-making around responsible gambling.

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Information and awareness campaigns will help players make informed decisions.

- Efforts have been made to debunk gambling myths by providing important information through youth awareness programs, social marketing campaigns, point-of-sale materials and Responsible Gambling Awareness Week.
- Various print materials provide information on: game design, odds of winning, responsible gambling tips, myths and risks associated with gambling, self-assessments of gambling behaviors, and how to access help if it is needed. These are widely available at video lottery and ticket lottery retail locations.

OUR PROMISE

- In 2006-07, NSGC will increase efforts in this area by:
 - Placing information labels on all VLTs about the odds of winning and the importance of setting limits;
 - Enhancing social marketing efforts by expanding the *friends4friends* advertising campaign;
 - Continuing to sponsor youth education programs, such as *Know the Score* and *Caught in the Game* to raise awareness about the risks of gambling.
- NSGC will increase distribution of available print material by ensuring medical clinics, social service agencies, judicial services and policing agencies also receive this information.

NSGC is committed to ensuring the highest standards and industry-best practices are in place.

- NSGC monitors gaming industry practices worldwide to provide the best possible information for policy and program planning.
- Responsible gambling training is provided to all video lottery and ticket lottery retailers and casino staff.

- Standards and supporting policies applicable to all gaming retailers will be developed in these areas:
 - Responsible gambling
 - Advertising and marketing
 - Customer service
 - Gaming facility standards
- NSGC will build on existing policies and practices to ensure industry-wide standards are consistent and supported by operating partners.
- An enhanced training curriculum will be developed along with industry standards and will convey all relevant guidelines. Refresher courses will be offered each year.
 - Programs will be developed with operational partners to reinforce the importance of this training and to recognize outstanding retailers who demonstrate excellence in social responsibility.
 - The success of this program will be measured against established objectives.

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We provide funding for treatment and intervention programs.

- In 2005-06, NSGC directed \$3 million to Nova Scotia Health Promotion and Protection (NSHPP) to fund problem gambling treatment and prevention programs.
- Every year, Nova Scotia's ticket and video lottery retailers direct 1% of all revenue to fund the Nova Scotia Gaming Foundation (NSGF). NSGC matches this funding.

- Treatment and early intervention programs are ongoing and NSGC's funding to NSHPP and NSGF will continue.



Integrity and Security

Our Integrity and Security Commitments

OUR PROOF

OUR PROMISE

Our games are fair and honest.

→ All new video lottery and casino games are independently tested, modified if necessary, and regulated by the Alcohol and Gaming Division of the Department of Environment and Labour. This ensures the Random Number Generator (RNG), the math calculations for the pay tables, and the pay tables themselves, are functioning accurately and as intended, before being made available to the public.

→ NSGC will continue to ensure that its operators adhere to guidelines established by the regulators and provide an environment that is as secure as possible.

The odds of winning are always accessible to the public.

- Working with ALC, NSGC ensures that the odds of winning for video and ticket lottery are available on print materials at all point-of-sale locations.
- The odds of winning at the casino are readily available and made easily accessible through the on-site Responsible Gambling Resource Centres.

→ In 2006-07, NSGC will introduce information labels that will be applied to all VLTs in the Province and will provide information about the odds of winning and the importance of setting limits.

Privacy rights and protection of personal information is of the utmost importance.

- Personal information submitted or collected is only used for the purpose for which it was collected, except with the consent of the individual or as required by law.
- Personal information shall be retained only as long as necessary for the fulfillment of those purposes collected.
- NSGC does not give personal information gathered to third parties except by express permission or as permitted under legislation. We do not sell, rent or lease personal information gathered.

- NSGC will continue to adhere to all *Freedom of Information and Protection of Privacy* guidelines established by the Province of Nova Scotia.
- NSGC will continue to work to ensure full compliance with these guidelines from its operators.



Citizens and Communities

Our Citizens and Communities Commitments

OUR PROOF	OUR PROMISE
<i>We get involved and we listen.</i>	
<ul style="list-style-type: none"> → NSGC engages the public and community stakeholders in a variety of ways, including regular surveys of attitudes and opinions, and the annual Responsible Gambling Awareness Week. 	<ul style="list-style-type: none"> → Community Consultation Sessions will be undertaken in 2006-07. NSGC is committed to holding roundtable discussions with leaders in communities across the Province. → NSGC will fund three research projects in 2006-07 that will focus on better-understanding the gaming environment in Nova Scotia, as well as the gambling behaviours and attitudes of youth.
<i>We always consider the best interests of Nova Scotians.</i>	
<ul style="list-style-type: none"> → NSGC consults community leaders and citizens in Nova Scotia on issues related to gambling. → NSGC conducts research on the impacts of the Gaming Strategy initiatives and on how to create the best possible gaming environment for Nova Scotians. 	<ul style="list-style-type: none"> → NSGC will actively engage Nova Scotians in open discussions about the future of the gaming industry in Nova Scotia.
<i>Providing economic benefits to our Province extends to our purchasing practices.</i>	
<ul style="list-style-type: none"> → NSGC's purchasing practices encourage purchasing goods and supplies from Nova Scotians when and where it is feasible and competitive. 	<ul style="list-style-type: none"> → In accordance with NSGC's procurement policy, NSGC will continue to purchase goods and services locally.
<i>We value our customers.</i>	
<ul style="list-style-type: none"> → Ongoing customer and public surveys inform game development. → NSGC seeks customer input on issues related to the games we provide and ways to increase their entertainment value. → A \$22 million Capital Improvement Plan resulted in making Casino Nova Scotia a more enjoyable place to be, with the goal of making the casinos premier entertainment destinations in Atlantic Canada. 	<ul style="list-style-type: none"> → Customer Service Standards and an associated training module will be developed and delivered as a segment of NSGC's responsible gambling training with the help of its operational partner Atlantic Lottery Corporation. → Facility and siteholder standards will be reviewed, and updated if necessary, to ensure they reflect industry-best practices. → NSGC and its operators will continue to explore opportunities to provide maximum entertainment value to its customers in a responsible way.



Citizens and Communities

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We value our employees.

→ NSGC is a progressive employer; its human resource practices encourage staff to participate in their communities through volunteerism.

→ NSGC will implement a Volunteer Recognition Program, which will ensure that employees' outstanding volunteer work is celebrated and supported by other staff members.

We believe good corporate citizenship starts in the community.

→ Each year NSGC supports a number of community events and programs through a corporate sponsorship program.

→ NSGC's major sponsorship commitments will be publicly announced and reported on a yearly basis.
→ NSGC will continue to seek out the best opportunities to participate in community events and organizations in ways that produce benefits to communities and citizens.

We care about protecting our environment for future generations.

→ During the removal of 800 VLTs, NSGC's operator, ALC, put the machines through a special recycling process that separated the wood, metal and paper components to ensure environmentally-friendly disposal.

→ NSGC will work with Conserve Nova Scotia to identify ways the Corporation can be more environmentally-friendly.
→ A policy will be developed that will outline ways NSGC can make positive changes to its printing practices, amount of energy consumption and volume of paper waste.



Corporate Governance

Our Corporate Governance Commitments

OUR PROOF

OUR PROMISE

We are open and transparent.

- Reporting on fiscal and social accountability is standard practice.
- Annual and quarterly reports, as well as business plans, are published each year and available to the public through the NSGC website.
- NSGC reports regularly to the public through media releases, corporate reports and its website on new programs, research findings, program evaluations, community involvement and revenue distribution.

- NSGC will report publicly on its social responsibility performance every year. Performance will be measured against pre-set objectives.

We know that good governance is the “start line” for corporate social responsibility.

- NSGC is committed to operating according to best practices in corporate governance.
- A three to five person Board of Directors appointed by government strictly adheres to best practices in corporate governance and provides strategic direction to NSGC.

- NSGC will provide its Board of Directors with a social responsibility update twice a year.

Gaming in Nova Scotia operates in a well-regulated environment.

- Nova Scotia’s *Gaming Control Act* (1995) established, for the first time, two distinct and separate organizations to handle the responsibility of gaming:
 - The Nova Scotia Gaming Corporation manages the business of gaming; and,
 - The Alcohol and Gaming Division of the Department of Environment and Labour regulates gaming.
- NSGC reports on compliance with the *Gaming Control Act* in its Annual Report.

- NSGC and its operators will continue to adhere to all regulations established by the Alcohol and Gaming Division of the Department of Environment and Labour.



Corporate Governance

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The basis for good policy starts with having all the facts.

- By providing regular updates and briefings, NSGC ensures its shareholder is apprised of relevant developments in gaming policy and program direction.
- Key staff members at NSGC regularly gather information and work to monitor and anticipate industry trends and developments, in order to ensure the latest information related to gaming, gaming policy and responsible gambling is front and centre in Nova Scotia.
- NSGC hosts an annual responsible gambling conference as part of Responsible Gambling Awareness Week.

- NSGC will continue to monitor trends in the gaming industry and provide evaluations and information to its shareholder on developments in the area of gaming policy.
- In October 2006, NSGC will host a conference focusing on future trends in responsible gambling. International experts will present on a variety of topics.

New games must meet our standards or they will not be introduced.

- Prior to introduction, NSGC gathers research, expert opinions and market analysis from other jurisdictions to ensure new games meet social responsibility, security and integrity requirements.

- NSGC will rigorously test, evaluate and monitor new games with respect to ensuring all standards and regulations are carefully complied with or exceeded.

Empowering our employees makes good sense.

- NSGC employees are empowered to promote the Corporation's social responsibility agenda in day-to-day business activities.

- In 2007-08, NSGC will launch a Social Responsibility Ambassador program.
 - NSGC will complete a scan of employee ambassador programs to help it structure a progressive program that inspires employees and provides rewarding opportunities to support NSGC's social responsibility agenda.



Stakeholder Relationships

Our Stakeholder Relationships Commitments

OUR PROOF

OUR PROMISE

Being a good corporate citizen means building relationships and two-way learning opportunities.

→ NSGC holds regularly scheduled stakeholder meetings throughout the year with additional interaction as required.

→ NSGC will continue to seek opportunities to engage with stakeholders, business partners, municipalities, social service agencies, community organizations and individuals.

→ NSGC will launch a series of Community Consultation Sessions in 2006-07 to engage Nova Scotians in a continuing conversation about the future of gambling in Nova Scotia.

We seek collaborative solutions to common concerns.

→ NSGC works with all stakeholders in a manner that is open, honest and accountable.

→ NSGC works closely with the Nova Scotia Alcohol and Gaming Division and Nova Scotia Health Promotion and Protection to identify potential solutions to areas of concern.

→ NSGC will work to identify areas of improvement in its relationships with stakeholders and remain committed to building on and strengthening capacity for collaboration.

We welcome feedback and value our stakeholders' opinions.

→ NSGC consults with key stakeholders during the planning stages of new major initiatives.

→ NSGC will continue to engage key stakeholders and incorporate their feedback into all new major initiatives.



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