

5. Stakeholder Relationships

2010-11 COMMITMENT	STATUS	OUTCOME
<p>1. Seek opportunities to engage stakeholders, business partners, municipalities, social service agencies, community organizations, and individuals.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • The My-Play Ambassador Program ran from April through August 2010. Ambassadors visited video lottery locations to engage players and staff with the system, and used feedback to inform communications. • The video lottery retailer advisory group was engaged on gaming related issues through quarterly meetings and other communications. • A Community Consultation Session was held in Bridgewater in October 2010. Attendees included elected officials, retailers and business and community leaders. <ul style="list-style-type: none"> – 83% of attendees considered themselves better informed on gambling issues in Nova Scotia as a result of the session.
<p>2. Work to identify areas of improvement in relationships with stakeholders.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • NSGC continues to develop and strengthen relationships with key stakeholders. <ul style="list-style-type: none"> – In 2010-11, regular meetings were held with the Department of Health and Wellness, retailer groups, as well as Atlantic Lottery, Casino Nova Scotia and the Alcohol and Gaming Division of Service Nova Scotia and Municipal Relations.
<p>3. Engage key stakeholders and incorporate their feedback into all new major initiatives.</p>	✓	<p><i>Complete</i></p> <ul style="list-style-type: none"> • In 2010-11, as part of the Retailer Responsible Gambling Training Program, all ticket and video lottery retailers were asked to provide feedback which will be incorporated into the refresher training program for 2011-12. • NSGC requested feedback from responsible gambling and problem gambling experts and considered their views on all major initiatives. • NSGC also continued to build its relationship with video lottery retailers by meeting regularly throughout the year, giving them the opportunity to address issues and offer important insights and feedback on any new gaming initiatives in the province.