



SOCIAL RESPONSIBILITY **CHARTER**

Message from the CEO

The citizens of Nova Scotia are our valued customers, our dedicated employees, our neighbors and families, our suppliers, our business partners and our shareholders. The Nova Scotia Gaming Corporation is a public corporation that holds the responsibility to manage legalized gambling in a manner that earns the trust and respect of all of these citizens. This can never be taken for granted.

To earn and maintain their trust and respect, we must practice due diligence as the stewards of the gaming industry in our Province. Nova Scotians have the right to expect the highest ethical standards, unwavering integrity, and social and fiscal accountability from the Nova Scotia Gaming Corporation, as well as from our operating partners, Atlantic Lottery Corporation and Great Canadian Gaming Corporation.

Oliver Wendell Holmes said, "The great thing in this world is not so much where we stand, but in what direction we are moving." Today we stand as a corporation dedicated to the pursuit of responsible gambling knowledge and expertise in order to support the on-going development of programs that encourage the responsible use of our products. By formalizing our commitments to community support, environmental stewardship and transparency, we also stand as a corporation committed to social responsibility in the broadest sense

We are proud of the contributions our organization delivers to the Province. Adopting a Social Responsibility Charter will help ensure we continue to move in the right direction and enable the people we care about to understand us better.

The Nova Scotia Gaming Corporation will continue to earn the trust and respect of Nova Scotians by being socially progressive, delivering on our commitments, and always moving in the right direction.

Yours very truly,



Marie T. Mullally, C.A.
President & CEO

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.

NSGC is a progressive organization. We recognize the need to develop and sponsor programs that encourage responsible gambling and ensure that Nova Scotians only gamble for entertainment and fun. Every single Nova Scotian who chooses to gamble occasionally is our customer. Our customers are also the citizens of our communities and we care greatly about both.

When even one Nova Scotian experiences a gambling problem, the impacts can be devastating. To reduce the prevalence of problem gambling and to help players make informed decisions, the Nova Scotia government, together with key stakeholders, including NSGC, launched a process to develop a Gaming Strategy that would set a new course for gaming in Nova Scotia. This process began in 2003 and included extensive consultation with stakeholders and the public. The result was *A Better Balance: Nova Scotia's First Gaming Strategy*, which was introduced in April 2005.

The guiding principles of the Gaming Strategy include a number of important priorities for the government and the gaming industry:

- Protect and benefit Nova Scotians
- Put social responsibility first
- Make revenue a secondary priority
- Help those who need it and prevent problems wherever possible
- Extend the benefits to the people in communities
- Make evidence-based decisions
- Ensure integrity and security
- Give Nova Scotians the facts

NSGC contributes to the health and well-being of our Province and its citizens in a number of notable ways. The economic benefits to the Province are considerable. \$174 million dollars was paid to the Province in 2005-06 to support social programs, healthcare and education. In the course of doing business, the gaming industry also helps support the provincial economy through jobs and wages for more than 1,000 Nova Scotians. As well, revenue totaling almost \$53.5 million in commissions was collectively paid to the 1,600 retail establishments that NSGC supports.

While these economic benefits are substantial, managing the business of gaming in a socially responsible manner is paramount. To that end, and in keeping with the commitments set out in the Gaming Strategy, NSGC is adopting a Social Responsibility Charter. The Charter sets out our social responsibility commitments and an accompanying action plan will outline the new initiatives that will be undertaken each year.

Our Five Pillars of *Social Responsibility*

Inherent in the concept of social responsibility, regardless of the business or industry, is one fundamental principal: 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.

Gambling has become a widely-enjoyed entertainment option for adults in most parts of the world. In Canada and in Nova Scotia, games of chance take many forms including lottery tickets and bingo, casino games such as Blackjack, poker and slot machines, and video lottery games available in bars and pubs. More than 89% of Nova Scotia's adult population gamble each year.

When the concept of social responsibility is applied to this industry, the first social consideration that comes forward typically arises from issues related to problem gambling and the notion of gambling responsibly. It is incumbent on the gaming industry to concentrate on giving players the tools to make informed decisions, so we can help to prevent the next generation of problem gamblers. The cornerstone of NSGC's social responsibility commitment is and always will be responsible gambling and prevention programming.

To be effective, the concept of social responsibility must be integrated into existing corporate structures and processes.

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.

Our operators, Atlantic Lottery Corporation and Great Canadian Gaming Corporation, are also committed to expanding our social responsibility reach. They played an important part in the development of this Charter and their participation in its continued evolution is essential.

Five pillars form the framework of our Social Responsibility Charter. By ensuring the right programs are undertaken within these pillars, NSGC will move our social responsibility commitment from the page to the pavement.

Our Five Pillars of Social Responsibility are:

1. Responsible Gambling
2. Integrity and Security
3. Citizens and Communities
4. Corporate Governance
5. Stakeholder Relationships

1 Responsible *Gambling*

Responsible gambling is about the industry that delivers the games and the people who play them. Effective programs must approach the issues from both sides. NSGC is a world leader in responsible gambling research and program development and will continue to focus unwavering attention on one of the most important aspects of social responsibility in the gaming industry.

Our Responsible Gambling Commitments

Progressive programs are our responsible gambling hallmark. We find and deliver the best program options available to promote and encourage responsible gambling. We always focus extra attention on providing the right information to high-risk groups in an effort to prevent problems before they begin.

Scientific research helps turn good programs today into better programs tomorrow. We fund independent applied research that is relevant and informative in order to drive decision-making and build better programs. We test innovative solutions to enhance and promote responsible gambling.

Information and awareness campaigns help players make informed decisions. It is important that the right information be available to Nova Scotians, empowering them to make informed decisions on game participation if they choose to play.

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

Industry workers are well-trained and armed with the tools needed to promote responsible play and identify high-risk behaviours. They know what their roles and responsibilities are in promoting responsible play. They know what programs are available to help customers with gambling-related problems and the best way to offer that information.

We provide funding for treatment and intervention programs. These programs provide assistance for those affected by problem gambling and the funding provided helps to ensure services meet or exceed the demand.

2 Integrity and *Security*

If someone gambles, they should know that the odds of winning always favour the house. And if they decide to take that chance, they have a right to expect the game to be fair and honest. And if a player wins, they should be able to trust that they will be paid what they are owed. Games must be secure and free from the possibility of tampering. Players should have the opportunity to know how the game works and the odds of winning and losing before they play.

Our Integrity and Security Commitments

Our games are fair and honest. New game development always includes independent testing and verification of game integrity.

The odds of winning are always accessible to the public. The Responsible Gambling Resource Centres at Casino Nova Scotia and point-of-sale materials for ticket and video lottery readily provides this critical information for players.

Privacy rights and protection of personal information is of the utmost importance. NSGC and its operators protect any and all personal information that may be gathered in the course of doing business. We are committed to full compliance with Nova Scotia's *Freedom of Information and Protection of Privacy* (FOIPOP) Act.

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. We cannot do that without the input of our citizens and community leaders. The public, our customers, our employees and our business partners all play an important part in keeping us informed and in-touch with the values of our communities.

Our Citizens and Communities Commitments

We get involved and we listen. Knowing our public is how we learn about and reflect community values. We treat others with respect and we value their viewpoints.

We always consider the best interests of Nova Scotians. We take individual and community needs into account when making decisions and we listen to what Nova Scotians have to say.

Providing economic benefits to our Province extends to our purchasing practices. We buy locally whenever it is feasible.

We value our customers. We seek their input on issues related to our games, the entertainment value and ways we can increase the enjoyment of the games we provide.

We value our employees. We recognize them as citizens of the Province and encourage them to make contributions to the communities in which they live.

We believe good corporate citizenship starts in the community. NSGC supports communities in Nova Scotia through corporate sponsorships and community events.

We care about protecting our environment for future generations. We are committed to finding ways to conduct our business in an environmentally-sensitive manner.



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 people of Nova Scotia.

Our Corporate Governance Commitments

We are open and transparent. We “walk the talk” by delivering on our promises. We tell Nova Scotians “where the money comes from and where it goes.”

We know that good governance is the “start line” for corporate social responsibility. Under our Board of Directors, we are committed to operating according to best practices in corporate governance.

Gaming in Nova Scotia operates in a well-regulated environment. NSGC meets and/or exceeds all statutory requirements.

The basis for good policy starts with having all the facts. NSGC’s role is to act as the gaming expert for the Province.

New games must meet our standards or they will not be introduced. NSGC will not approve the introduction of any new game in Nova Scotia unless it meets rigorous social responsibility requirements.

Empowering our employees makes good sense. Our employees are our best ambassadors. Our Code of Conduct policy gives them the tools they need to do their work to the highest ethical standards.

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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. Working together provides the best opportunities to advance our social responsibility agenda.

Our Stakeholder Relationships Commitments

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

We actively engage stakeholders, business partners, municipalities, social service agencies, community organizations and individuals to advance understanding and problem-solve issues of mutual interest.

We seek collaborative solutions to common concerns.

We respect the expertise, experience and knowledge our business and community partners share with us. We encourage information exchanges with all gaming stakeholders. The best solutions are in shared action.

We welcome feedback and value our stakeholders' opinions. When embarking on a new major initiative we consult with our key stakeholders before launch or completion to ensure the end result reflects a wide range of interests.

Conclusion

This Social Responsibility Charter is the foundation of our commitment to Nova Scotians and our Province. Every year, we will report to the public on our progress in each of the Five Pillars of our Charter through a Social Responsibility Report. As we move in what we are convinced is the right direction, we will continue to build on our commitments with new programs and initiatives. We will share our action plans and we will report yearly on how well we are accomplishing our goals.

The great Canadian Tommy Douglas offered this sage advice, “Courage, my friends; ‘tis not too late to build a better world.” Our goal is to operate with courage and always move in the right direction. We hold ourselves accountable to you, the people of Nova Scotia.

To view NSGC's Social Responsibility Action Plan visit:

www.nsgc.ca



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