



ALCOHOL AND GAMING COMMISSION OF ONTARIO





**Modernization
of
Charitable Gaming**



Guiding Principles

- **Charitable gaming exists to raise funds for charitable activities**
- **Charitable gaming is a form of fundraising not the focus of a charity's business**
- **Enhanced flexibility must be balanced by appropriate levels of accountability and trackability**

Guiding Principles (Cont'd)

- **Gaming products and participants must operate with honesty and integrity and in the public interest**
- **Success of charitable gaming is dependent upon fair and productive partnerships between all participants**
- **Adaptability is necessary**

Specific Areas for Review

- 1. Flexibility**
- 2. Revenue Model**
- 3. Advertising & Promotions**
- 4. Gaming Products**
- 5. Consumer Experience**
- 6. Streamlining/Simplifying Administration**
- 7. Roles & Responsibilities**
- 8. Regulatory Framework**



Conclusion and Next Steps

- **Consultation May 2005**
- **Industry responses August 2005**
- **Short term wins must fit long term plans**
- **Direction and Priorities released
December 2005**

Direction and Priorities

- **Planned, coordinated and managed change**
- **Phased approach**
 - **Phase I January to June 2006**
 - **Phase II July to December 2006**



Phase I Priorities (January – June 2006)

- Revenue Model for Bingo Centres
- Revenue Model for Break Open Tickets
- Accountability and Flexibility
- Terms and Conditions
- Compliance Strategy
- Use of Information Technology
- Advertising and Promotions
- Ongoing Consultation



Phase II Priorities (July – December 2006)

- **Review of Raffle Sector**
- **Break Open Ticket Licences**
- **Bingo Development Fund**
- **Revenue Models**
- **Compliance Strategy**
- **Advertising and Promotions**
- **Broader Changes beyond the authority of the Registrar**
- **Ongoing Consultation**
- **Responsible Gaming**

Revenue Model for Bingo Centres

- **Interim Revenue Model**
 - Industry proposal January 2006
 - Flexibility provided February 2006
 - Concludes September 2006
- **Municipally Developed Revenue Models**
 - Unique to individual municipalities
 - Pilots
- **New Provincial Revenue Model**
 - HLT Advisory consulting
 - Somewhat delayed



Revenue Model for BOT

- **BOTDF contracted Deloitte**
- **Third Party Retail locations**
- **More than how to divide up the existing money**
- **Looking at the business model as well**
- **Bingo Centres captured under bingo revenue model**

Accountability and Flexibility

- **Move from 2 contracted BOT manufacturers to list of approved manufacturers**
- **Develop options for centralized ordering and tracking of BOT**
- **Introduce criteria for advance consideration of mega raffle applications**

Terms and Conditions

- **Revisions to support new games and products**
 - Loonie Progressive “B”
 - BOT Seal Cards
 - BOT Bingo Event Tickets
 - Big Game promotion for bingo market
- **Streamline and focus all Terms and Conditions**

Compliance Strategy

- **Release Lottery Licensing Policy Manual (LLPM)**
- **Update LLPM**
- **Establish strategy**
 - **Communication**
 - **Education**
 - **Enforcement**
- **Protocols with Municipal Councils**



Use of Information Technology

- **Develop new AGCO Lotteries System**
- **Investigate opportunities to optimize information technology for raffle events**



Advertising and Promotions

- **Big Game promotion for bingo market**



Ongoing Consultation

- **Transition to single Charitable Gaming Strategic Working Group**
- **Establish project related sub-committees with technical expertise**

Additional Deliverables – Bingo

- **50 % rule removed**
- **Flexibility for provincial games in-conjunction with Special Bingo**
- **Support for e-bingo pilots**

Additional Deliverables – BOT

- **Transition to multiple manufacturers**
- **Prize board flexibility (65% - 70%)**
- **Ticket type and graphics flexibility**
- **Supported BOTDF branding of Pocket Slots, POS material, research**



Additional Deliverables – General

- **Ongoing consultation through Strategic Working Group**



Other AGCO Initiatives

- **Ontario Auditor General's report released December 2005**
- **Public Accounts Committee April 2006**
- **Liquor Licence Act Update**
- **Office Move**
- **Ongoing business**