
ALCOHOL AND GAMING COMMISSION OF ONTARIO BINGO REVENUE MODEL 1 YEAR REVIEW

HALL CHARITIES ASSOCIATION AND HALL OPERATOR SURVEY

PURPOSE

The Registrar of Alcohol and Gaming is undertaking an extensive review of the bingo revenue model for pooling bingo halls to examine the impact of the model on the bingo market place. The Registrar's review is coinciding with the one year anniversary of the model that has been in place since May 1, 2007. This survey forms part of that review.

The information and opinions submitted in response to this survey are being collected for the sole purpose of assessing stakeholder feedback to the new revenue model. The information collected from this survey will be used together with the data relating to attendance, spend, revenues, prize boards, etc. that has been submitted by charities on a monthly basis as well as data that will be collected from the operators separately. All responses to this survey are confidential and strictly for AGCO use. This information will not be used in assessing compliance with the Terms and Conditions for an individual location or in determining administrative action as a result of non-compliance.

In order to facilitate a timely analysis of this survey, responses are required by May 23, 2008. Electronic submissions are preferred either in a Word document or directly in the body of an e-mail. Responses are to be submitted to Scott Berry at:

scott.berry@agco.gov.on.ca

Or a hard copy response may be sent to:

Sector Liaison Branch
Alcohol and Gaming Commission of Ontario
Suite 200, 90 Sheppard Avenue East
Toronto, ON M2N 0A4

BACKGROUND

In December 2005, the Registrar released the Direction and Priorities document for the Modernization of Charitable Gaming. The principles of modernization include:

- Charitable gaming exists to raise funds for charitable activities to be carried out in Ontario by eligible charities at a local community level
- Charitable organizations are largely volunteer based with charitable gaming recognized as a form of fundraising for organizations rather than the focus of their business
- Enhanced flexibility must be balanced by appropriate levels of accountability and trackability
- Gaming products and participants in the sector (charities, suppliers and others) 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 in the sector
- Adaptability is necessary in a continually and rapidly changing environment

Main features of the new model include all bingo hall revenues being split between charities and hall operators, revenues, net of prizes, distributed with 45% going to charities and 55% going to hall operators, bingo prize boards restricted to a 70% maximum and the creation of a new marketing fund.

The Registrar committed to reviewing the new bingo revenue model for the one year anniversary of its implementation. The extensive review is already well underway. Information sessions conducted in the fall of 2007 provided a snapshot of opinion and served to keep open the channels of communication. The review continues and this survey will provide industry stakeholders the opportunity to comment specifically on the new model and identify areas of success and challenges facing the bingo industry.

Associations representing stakeholder groups will also be asked to provide feedback. You may also wish to share your response and your views with an association representing your interests. The associations being consulted include the Ontario Charitable Gaming Association, the Commercial Gaming Association (Ontario), and the Registered Gaming Suppliers of Ontario.