

McLean, James T

From: Kumaranayake, Lilani
Sent: Wednesday, September 19, 2018 11:29 AM
To: 'Chris Brown'
Cc: 'Bradley Conrad'; Shelton, Naomi R; Ingram, Michael I
Subject: RE: Briefing note request - voluntary self-exclusion

Also if you have any briefing notes already prepared on my-play, could you send along as well as the media messages

From: Kumaranayake, Lilani
Sent: September 19, 2018 11:26 AM
To: 'Chris Brown' <cbrown@gamingns.ca>
Cc: Bradley Conrad <bconrad@gamingns.ca>; Shelton, Naomi R <Naomi.Shelton@novascotia.ca>; Ingram, Michael I <Michael.Ingram@novascotia.ca>
Subject: RE: Briefing note request - voluntary self-exclusion

Notes below.

Thanks
L

From: Chris Brown <cbrown@gamingns.ca>
Sent: September 19, 2018 11:18 AM
To: Kumaranayake, Lilani <Lilani.Kumaranayake@novascotia.ca>
Cc: Bradley Conrad <bconrad@gamingns.ca>; Shelton, Naomi R <Naomi.Shelton@novascotia.ca>; Ingram, Michael I <Michael.Ingram@novascotia.ca>
Subject: Re: Briefing note request - voluntary self-exclusion

To acknowledge receipt Will be back to you

Sent from my iPhone

On Sep 19, 2018, at 11:16 AM, Kumaranayake, Lilani <Lilani.Kumaranayake@novascotia.ca> wrote:

Hi Brad/Chris

I have a couple of questions from the Minister... I wonder if you could respond ASAP with the information. She is preparing herself for the VSE bill introduction.

Thanks
Lilani

- How did My-Play work and why was it discontinued?

Card based system, every player nova scotia had to have a card to play VLT --- provide access to players so they could limits, time, money, and could see historical play patterns – money spent and how long they played; all these features were voluntary, only needed card to turn on machine. Introduced around 2014 (TBC),

Was not meeting objectives --- why removed; people were not using the features (less than 1% of players) --- also significant drop in revenue and this is because it served as a disincentive for all players to play; players believed that their personal information was going to be used by government to track their play,

- Are all other programs still available? (in reference to the attached) – yes still active RG problems that we employ

ie: website

employee training

awareness week (when is it?)

resource centres in Hfx & Sydney

VLT features

Mobile info sites – Hfx & Sydney?

Brochures

Assessment programs for new products

<4.-NSGC-Responsible-Gambling-Programs-Qtr-1.pdf>

McLean, James T

From: Bradley Conrad <bconrad@gamingns.ca>
Sent: Wednesday, September 19, 2018 11:53 AM
To: Kumaranayake, Lilani; Ingram, Michael I; Shelton, Naomi R
Cc: Chris Brown
Subject: RE: Briefing note request - voluntary self-exclusion
Attachments: A-History-of-Firsts.pdf; My-Play System Removal.docx; My-Play News Release August 18 2014 Draft.docx; Communications plan my-play 19-08-14.docx

I have attached the following three documents related to the My-Play System

- Fact Sheet from our website called "History of Firsts in Social Responsibility. In that Fact Sheet #2 referenced My-Play, its objectives, how it worked and what tools it provided to players. Enrollment became mandatory in April 2012 (i.e., players needed a card to play VLTs). In August 2014 the system was removed because it was not meeting its objectives.
- My-Play System Removal briefing we provided to the Minister at the time in preparation of the Fall 2015-16 Legislature. It contains key messages and more detailed aspects of the system.
- Draft Media Release from August 2014. I believe this to be the final however it does still sat draft in the file name.
- Communications Plan prepared at the time is also attached.

Additionally my comments from our discussion are noted in red below.

Brad C.

From: Kumaranayake, Lilani <Lilani.Kumaranayake@novascotia.ca>
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Hi Brad/Chris

I have a couple of questions from the Minister... I wonder if you could respond ASAP with the information. She is preparing herself for the VSE bill introduction.

Thanks

Lilani

- How did My-Play work and why was it discontinued?

Card based system, every player nova scotia had to have a card to play VLT (enrollment was mandatory, however use of the features was not. Enrollment was offered in two ways, light enrollment whereby you simply picked up a card to use the VLT or full enrollment where you had to provide personal information to create a unique player account that was not personally identifiable...it created a unique player code) --- The system provided access to players so they could limit, time, money, and could see historical play patterns – money spent and how long they played; all these features were voluntary, only needed card to turn on machine. Introduced in 2012 and removed around 2014 (TBC),

Was not meeting objectives --- why removed; people were not using the features (less than 1% of players) --- also significant drop in revenue and this is because it served as a disincentive for all players to play; players believed that their personal information was going to be used by government to track their play,

Essentially the casual player stopped playing and that is who should be playing. Casual players didn't want to have to use a player's card and they stopped playing.

- Are all other programs still available? (in reference to the attached) – yes still active RG programs that we employ

ie: website

employee training

awareness week (when is it?)

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A History of Firsts in Social Responsibility

WORLD FIRSTS

1. *Responsible Gaming Features on VLTs*

- In 2001-02, the Nova Scotia Gaming Corporation (NSGC) introduced responsible gaming features (RGFs) on Video Lottery Terminals (VLTs) designed to encourage responsible play. These features have now been emulated by jurisdictions world-wide.
- Responsible Gaming Features consist of the following:
 - ▶ *Pop-up reminder* – This advises the player how long they have been playing and will ask the player if they wish to continue. The reminder will first appear after 60 minutes and then at 30-minute intervals.
 - ▶ *Displaying amount wagered in dollars* – The amount wagered shows as an actual dollar amount instead of credits.

2. *My-Play System*

- NSGC created the My-Play System, a responsible gambling system to provide real-time information and tools to video lottery players.
- The goal was to empower players with information about their play so they could make informed decisions that are appropriate for them.
- Through the use of a player card, the My-Play System offered players five information tools:
 - ▶ Access to historical information on the total money spent and time played for a period of a day, week, month, or year.
 - ▶ Access to in-progress play activity information, including the amount of money put in and the amount cashed out in the current play session.
 - ▶ Ability to set a spending limit for a day, week, month, or year.
 - ▶ Ability to set a time limit for play from a set amount of hours per day, week, month, or year.
 - ▶ Ability to stop play immediately for 24, 48, or 72 hours.
- On April 1, 2012, enrolment in the My-Play System became mandatory with two enrolment options.

- On August 20, 2014, Government announced its decision to remove the My-Play System from all VLTs in Nova Scotia as it was not meeting objectives.

3. *Responsible Gambling Social Marketing Campaign*

- In October 2007, NSGC launched *The Responsible Gambler* social marketing campaign. The goal of this multi-media (television, radio and print) program was to help raise awareness about responsible gambling behaviour and to encourage these attributes amongst those adult Nova Scotians who choose to gamble.

4. *Responsible Gambling Resource Website*

- In 2008, NSGC launched a responsible gambling website dedicated to providing the public and players with important information to make informed decisions, and help prevent problems before they start. The detailed informational and educational content was developed by independent experts. The most recent expert review took place in 2016 and updates occur regularly.
- The website can be viewed through yourbestbet.ca.

5. *Responsible Gambling Assessment Program*

- In 2006, NSGC created the first Social Responsibility Assessment (SRA) Program, which is designed to serve as an input into the decision-making process about whether or not a new product should be introduced, a new marketing approach undertaken or a new project initiated.
- In 2012, the program was updated and renamed to Responsible Gambling Assessment in order to reflect more accurately the scope of the program.
- Pursuant to the Social Responsibility Charter, the Program is used by NSGC and its two operators, Atlantic Lottery and Casino Nova Scotia, to standardize Nova Scotia's approach to social responsibility within the Province's gaming industry.

- The Program goes through a biennial review process which typically involves Advertising Standards Canada and the Responsible Gambling Council.

6. *World Lottery Association Level 4 Responsible Gaming Certification*

- The World Lottery Association (WLA) is a global professional organization of state lottery and gaming organizations from 80 countries and six continents. Its vision is to be recognized as the global authority on the lottery business and to uphold the highest standards of corporate social responsibility.
- In April 2009, NSGC and Loto Québec were the first two organizations in the world to be certified by the WLA at its highest level of responsible gaming standards. This award represents best practices in social responsibility and in fostering responsible gambling behaviour.

7. *McGill Youth Gambling Problem Toolkit Series*

- McGill University's *International Centre for Youth Gambling Problems and High-Risk Behaviours* has researched and developed Toolkits for legal and medical professionals who may deal with youth gambling problems.
- NSGC was the funding partner for this world-first initiative, which included the distribution of the Toolkits in Nova Scotia in March 2010.

NORTH AMERICAN FIRSTS

8. *Responsible Gambling Awareness Week*

- In 2002, Nova Scotia became the first jurisdiction in North America to launch a *Responsible Gambling Awareness Week (RGAW)*. RGAW is one of the largest of NSGC's responsible gambling initiatives that works to foster responsible gambling behaviour across the Province and includes the delivery of numerous community events and programs.
- From 2005 to 2011, NSGC held a two-day Responsible Gambling conference which featured world-renowned guest speakers and focused on responsible gambling and social responsibility within the gaming industry.

9. *Social Responsibility Charter*

- In October 2006, NSGC launched its *Social Responsibility Charter*. The Charter formalizes NSGC's commitment to integrating social responsibility into all aspects of its business and sets out five pillars that articulate the framework of this commitment:
 1. Responsible gambling;
 2. Integrity and security;
 3. Citizens and communities;
 4. Corporate governance; and,
 5. Stakeholder relationships.
- These pillars outline how social responsibility is integrated into Nova Scotia's gaming industry, what is expected of NSGC as a socially responsible corporate citizen, what NSGC's commitment is in meeting these expectations, and how operators and retailers contribute to achieving these items.
- In 2014-15, an update of the Charter took place to review, modernize and update the document.

CANADIAN FIRSTS

10. *Mobile Access to Responsible Gambling Information*

- The *Mobile Access to Responsible Gambling Information (MARGI)*, developed by the Responsible Gambling Council of Canada and first piloted in Nova Scotia, is a stand-alone kiosk that provides players with interactive tools and information intended to assist them in making informed gaming decisions.
- MARGI is located in both the Halifax and Sydney Casino Nova Scotia locations.

11. *GamTalk*

- NSGC is proud to sponsor *GamTalk*, the first national online peer-based support service in Canada for those who gamble.
- *GamTalk* was developed by Dr. Richard Wood and is supported by a team of moderators and technical experts. It is a free forum operated as an independent non-profit organization within Canada.

12. RG Check

- RG Check is the most rigorous responsible gambling accreditation program in the world, and is a Canadian first.
- The program was developed by the Responsible Gambling Council, a Canadian independent non-profit organization.
- Both Casino Nova Scotia properties achieved the three-year accreditation in 2016.

INFORMATION NOTE

ISSUE: My-Play System Removal

KEY MESSAGE(S):

- The decision was made to remove the My-Play System from the province's video lottery terminals because the system was not meeting objectives. Data shows that usage of the responsible gambling features of the My-Play System was very low.
- ▶ A total of \$19.5 million was spent on the My-Play system, of which, \$13.1 million was capital costs. Annually, approximately \$2.0 million was spent to operate and support the system. \$10.1 million was paid to Tech Link.
- Several mandatory responsible gambling features are still available on video lottery terminals in the province to assist players in managing their play.
- Our priority is to ensure a responsible, accountable and sustainable approach to gaming in the province, and we will continue to operate in this manner.

CURRENT SITUATION:

- The decision to remove the My-Play System was made in August 2014 after learning the system was not meeting its objectives. The system was completely removed by December 2014. System usage was low and players used the My-Play card as a key to unlock the VLTs, discarding them after each play session. Some players felt their play was being tracked and would churn through several cards during a single play session. Over 99.9% of the play sessions were from light enrolment users, and over 2.2 million light accounts were generated.
- Revenue decline was mainly attributed to the loss of casual players from the low to no risk category of the problem gambling severity index, while at-risk players continued to play with little to no meaningful engagement with the My-Play System and its tools.
- In the second quarter of 2015-16, Techlink, the supplier of the My-Play System, entered receivership. This move was not related to the My-Play removal, as all amounts had been paid to Techlink.

PREPARED BY: Stacy O'Rourke, Manager, Communications, 902-401-5949
DATE: October 26, 2015
CONTACT: Stacy O'Rourke, Manager, Communications, 902-401-5949
SECONDARY CONTACT: Brad Conrad, Director, Policy and Planning, 902-448-6604
DEPARTMENT: Nova Scotia Provincial Lotteries and Casino Corporation

— NOVA SCOTIA PROVINCIAL —
LOTTERIES & CASINO CORPORATION

Province to Remove My-Play System from VLTS

Halifax, August 20, 2014 – The province announced today that it will be removing the My-Play System from VLTs as a result of the low usage of its features. As a result, the My-Play System will transition to a voluntary model as of August 22, 2014, and will begin to be disabled on September 8, 2014.

“We are disappointed that the My-Play System did not resonate with players and after thoughtful consideration, we made the decision to remove it,” says Minister responsible for Part I of the Gaming Control Act Andrew Younger. “Ultimately we are accountable for ensuring due diligence with tax payer dollars.”

The My-Play System became mandatory on all VLTs in Nova Scotia in April, 2012. A My-Play card was required for all VLT players in Nova Scotia. Despite efforts to encourage interaction with the responsible gambling features, only a small percentage of players were using the real time and historical information to assist them.

“The My-Play System will be removed in the coming weeks. We do understand that there is a need to have support and services for those affected by problem gambling,” says Health and Wellness Minister Leo Glavine. “We continue to offer gambling support services throughout the province for all Nova Scotians and I would encourage anyone affected by problem gambling to please call the Problem Gambling Help Line, 1-888-347-8888 or seek assistance through your local health provider.”

Several mandatory responsible gambling features are still available on video lottery terminals to assist players in managing their play.

“Our priority is to ensure a responsible, accountable and sustainable approach to gaming in the province and we will continue to operate in this manner,” says Younger.

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For more information contact:

Stacy O'Rourke
Nova Scotia Provincial Lotteries and Casino Corporation
Tel: 902-424-6853
Cell: 902-401-5949
sorourke@gamingns.ca

Communications Plan

[Advice to Executive Council]

Title: My-Play System Removal from Market
Department: Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC)
Date: August 18, 2014
Prepared by: Stacy O'Rourke, Manager, Communications, NSPLCC

Issue:

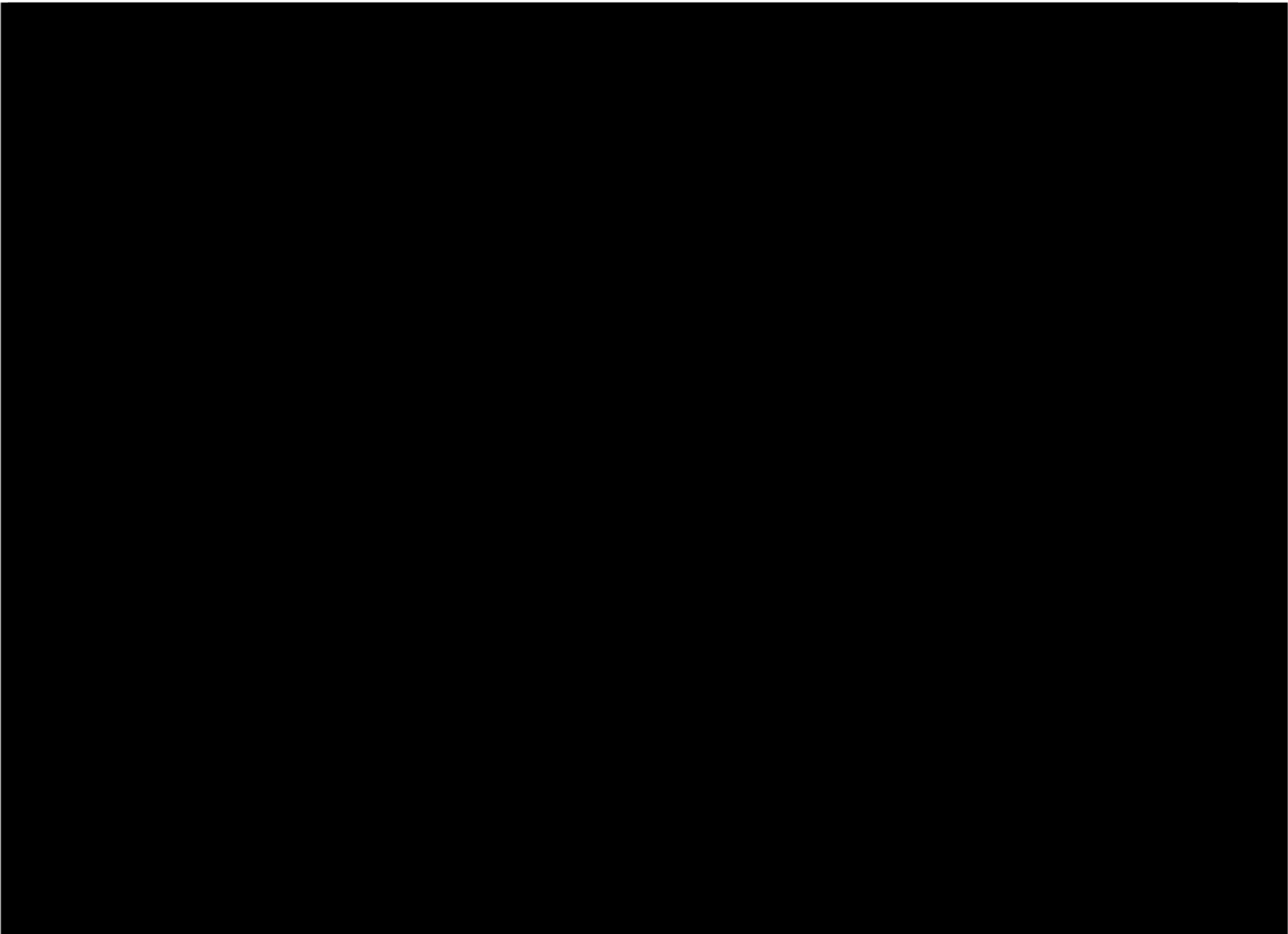
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Background:

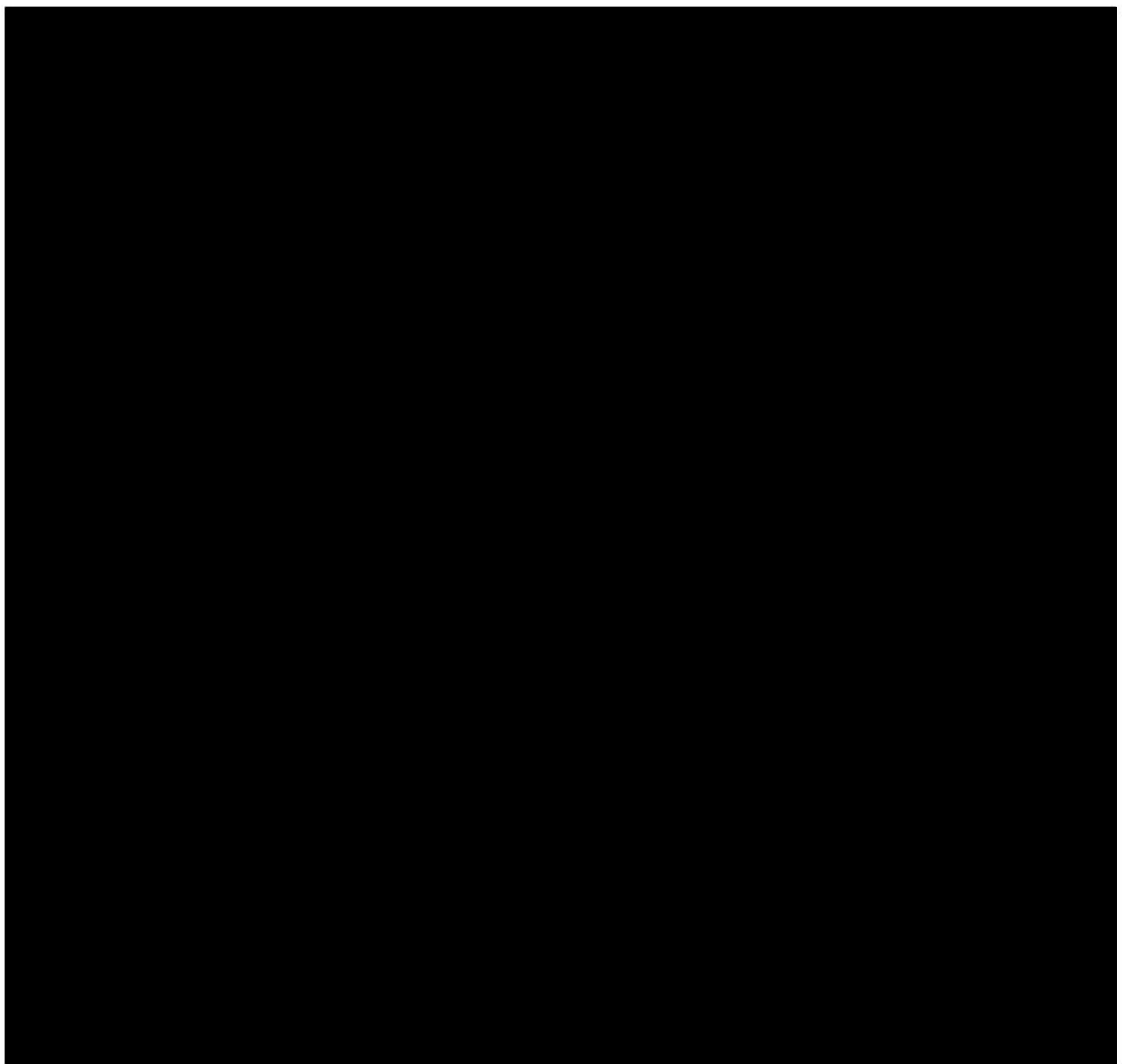
- Since the introduction of the My-Play System in 2010, players have expressed privacy concerns and indicated that they see little value in the system. Despite assurances that the system is anonymous, players have stated that they are uncomfortable using government-issued identification as they feel it allows government to track their play and would allow government to contact players directly if they are deemed to be playing excessively.
- Since the system became mandatory in April 2012, it has become clear that players are not using it for its intended purpose of providing real-time and historical information in order to make more informed decisions about their play. Over 99.9% of video lottery players' game play is under the light enrolment option, with most players using three or more cards each time they play. For players, a My-Play card is essentially a key to unlock a VLT and access game play.
- Since the system was introduced, there have been over 2.4 million light enrolments and 7,243 full enrolments. It should be noted that the number of light enrolments is not reflective of the number of video lottery players as the players can frequently re-enrol in the system using this option.
- Analysis of the data shows that usage of the My Play features among players is very low regardless of whether they were full or light enrolment users.

Stakeholder / Key Audience Analysis:



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Communications Objectives:



Strategy:

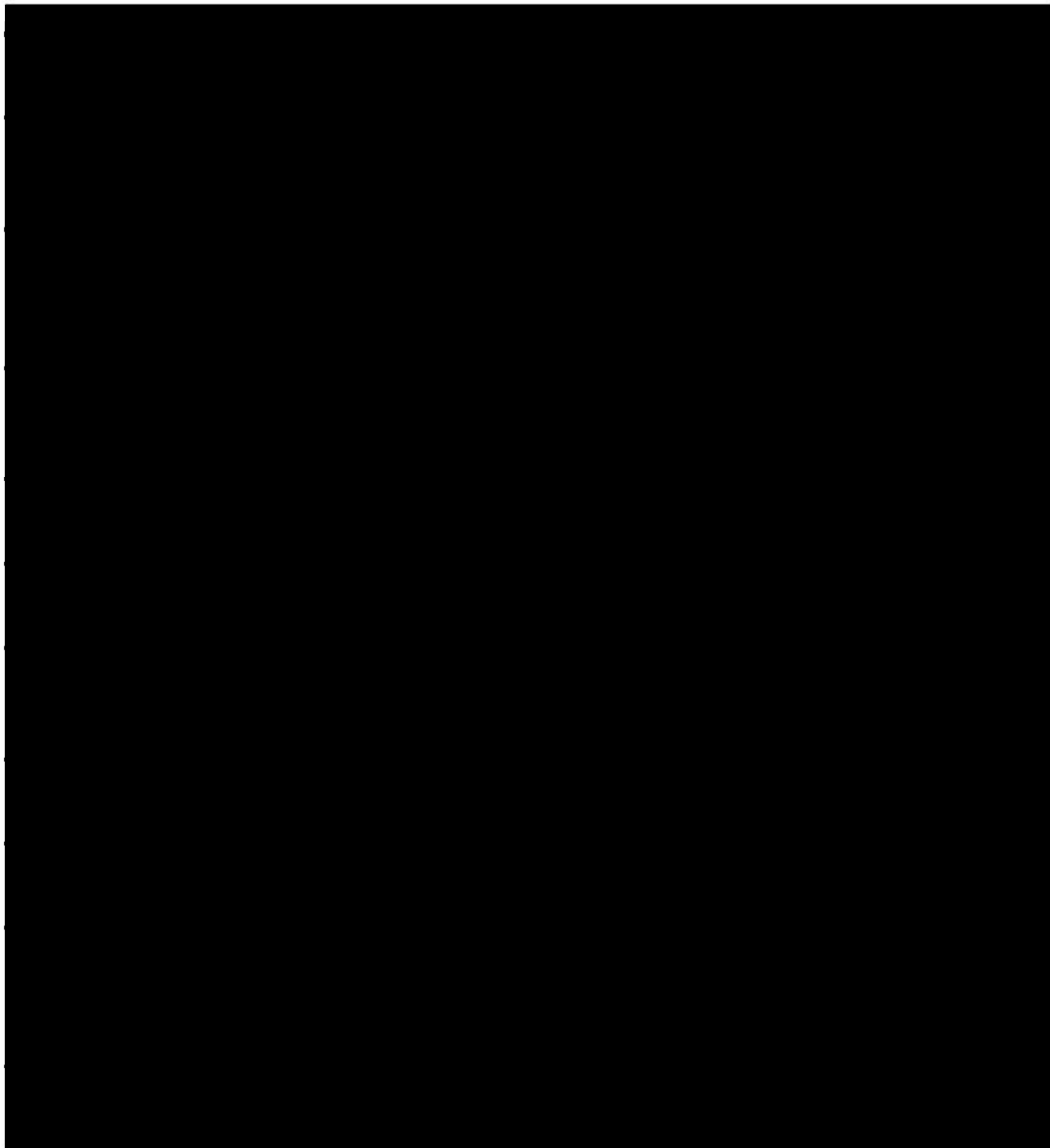


Key Messages:

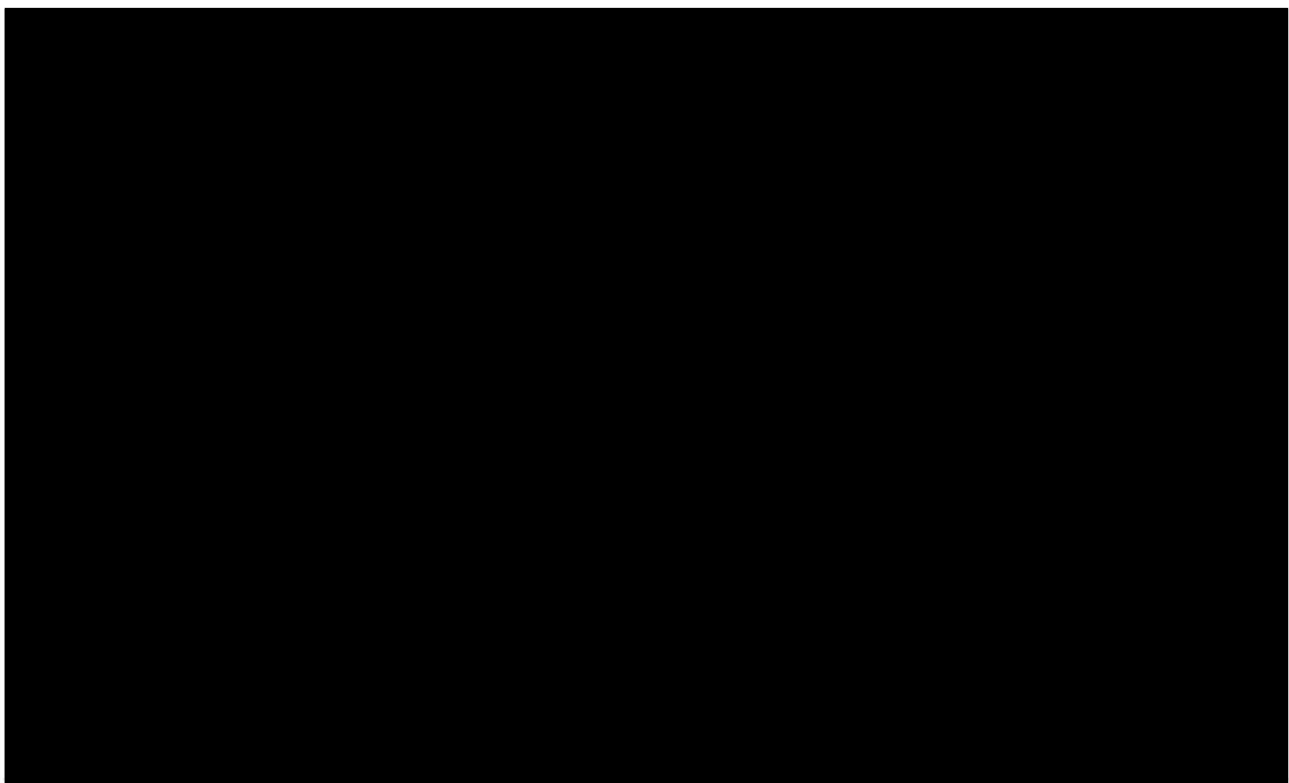


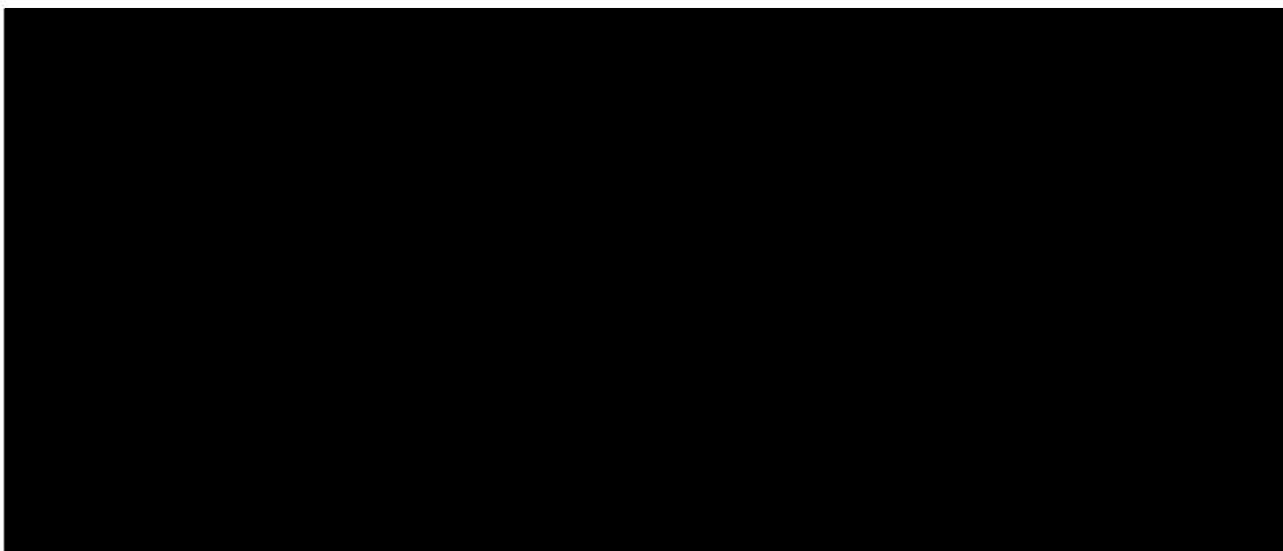
Talking Points:

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Elements of Rollout:

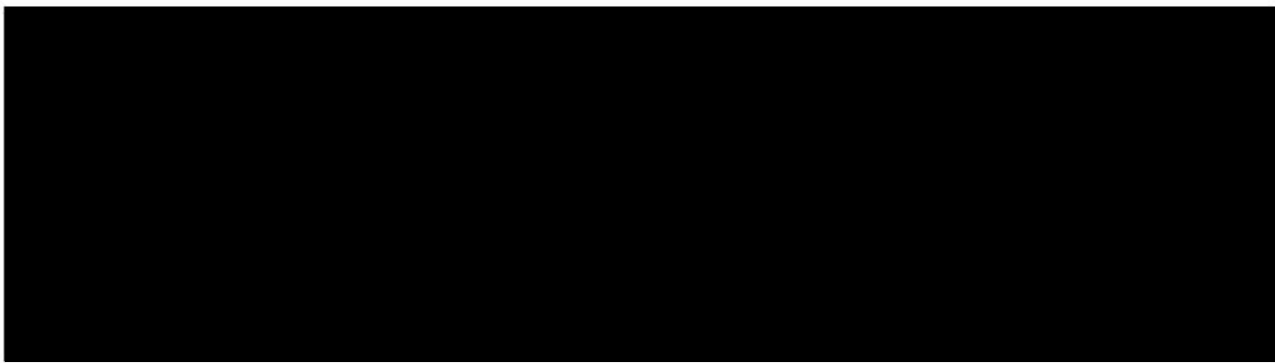




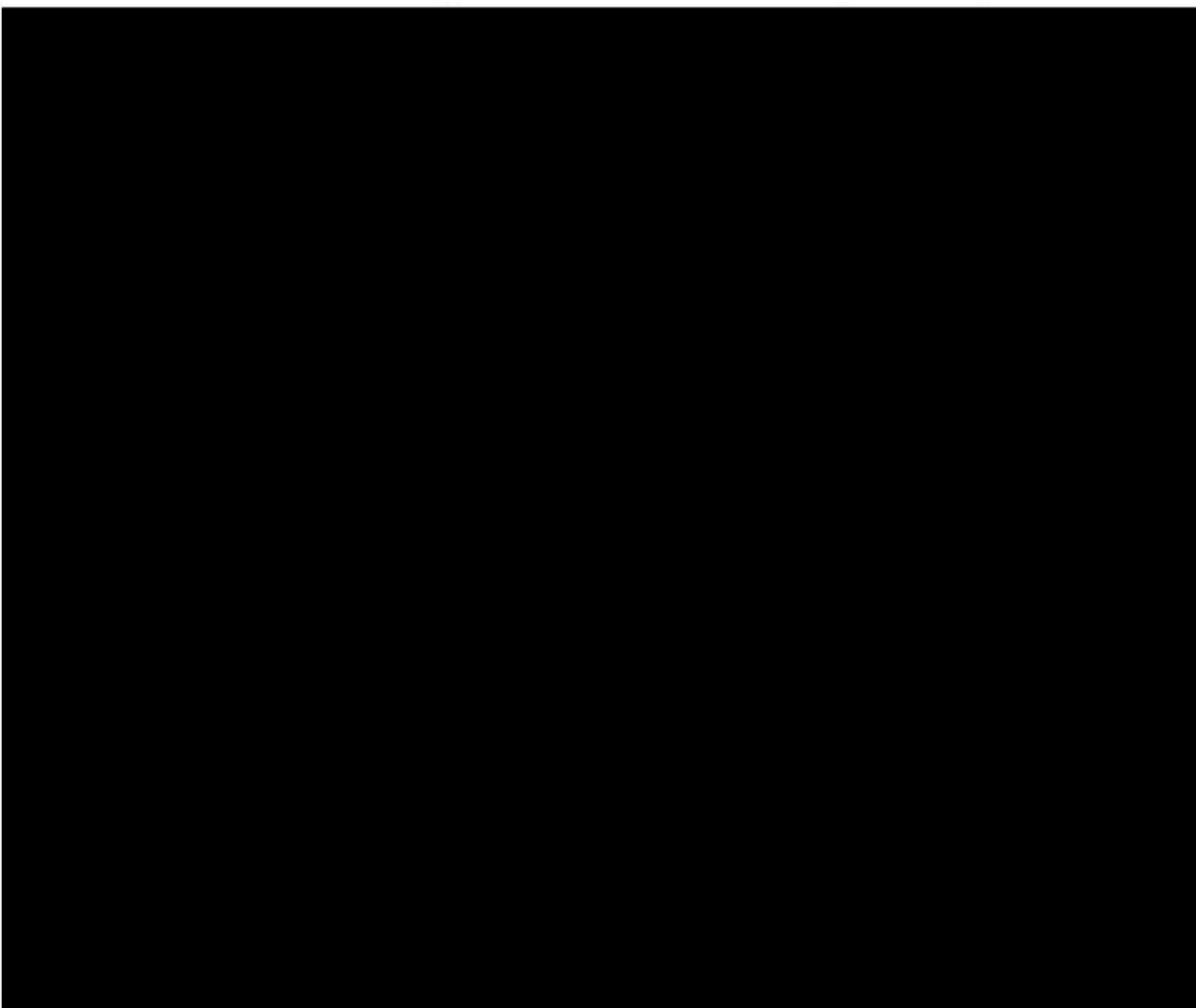
Marketing / Advertising / Public Awareness Strategy:



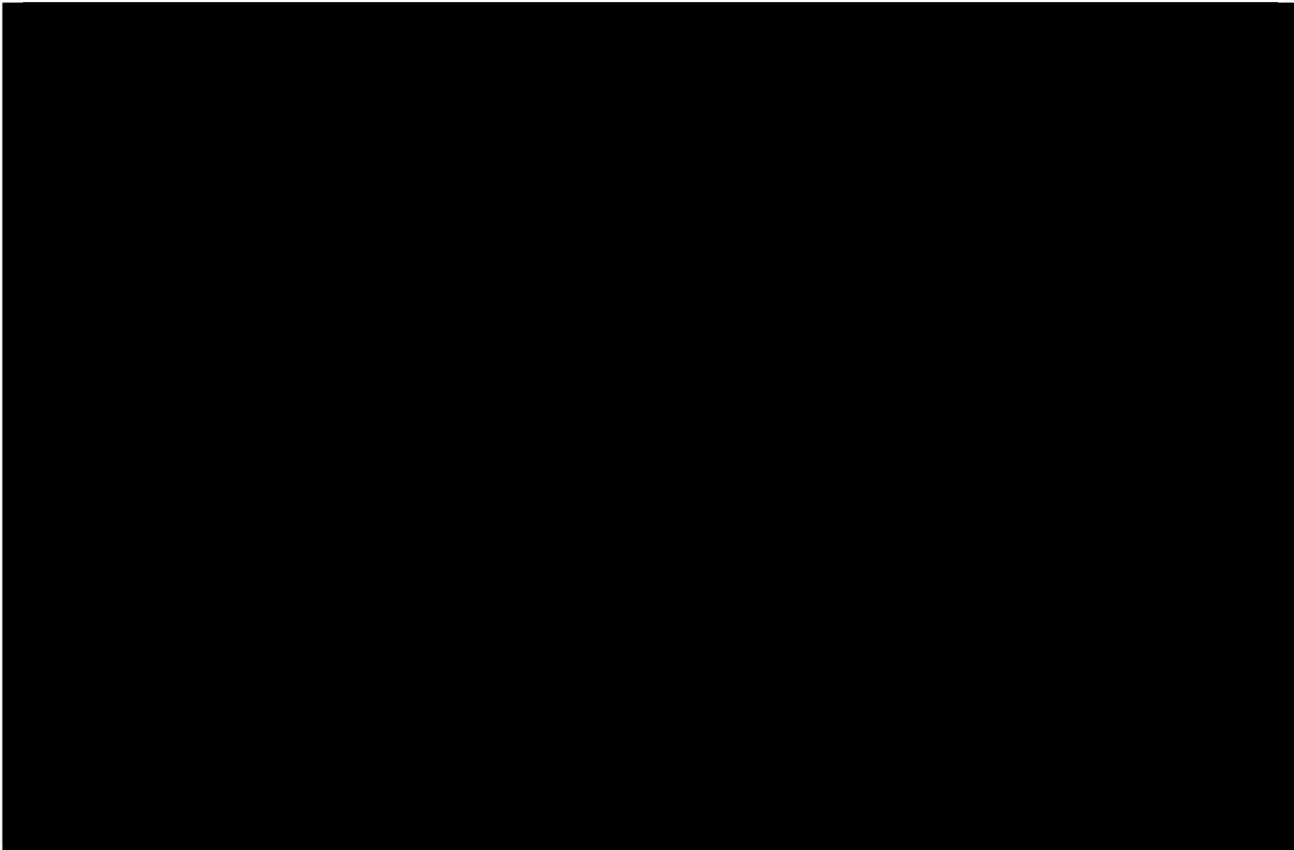
Research:



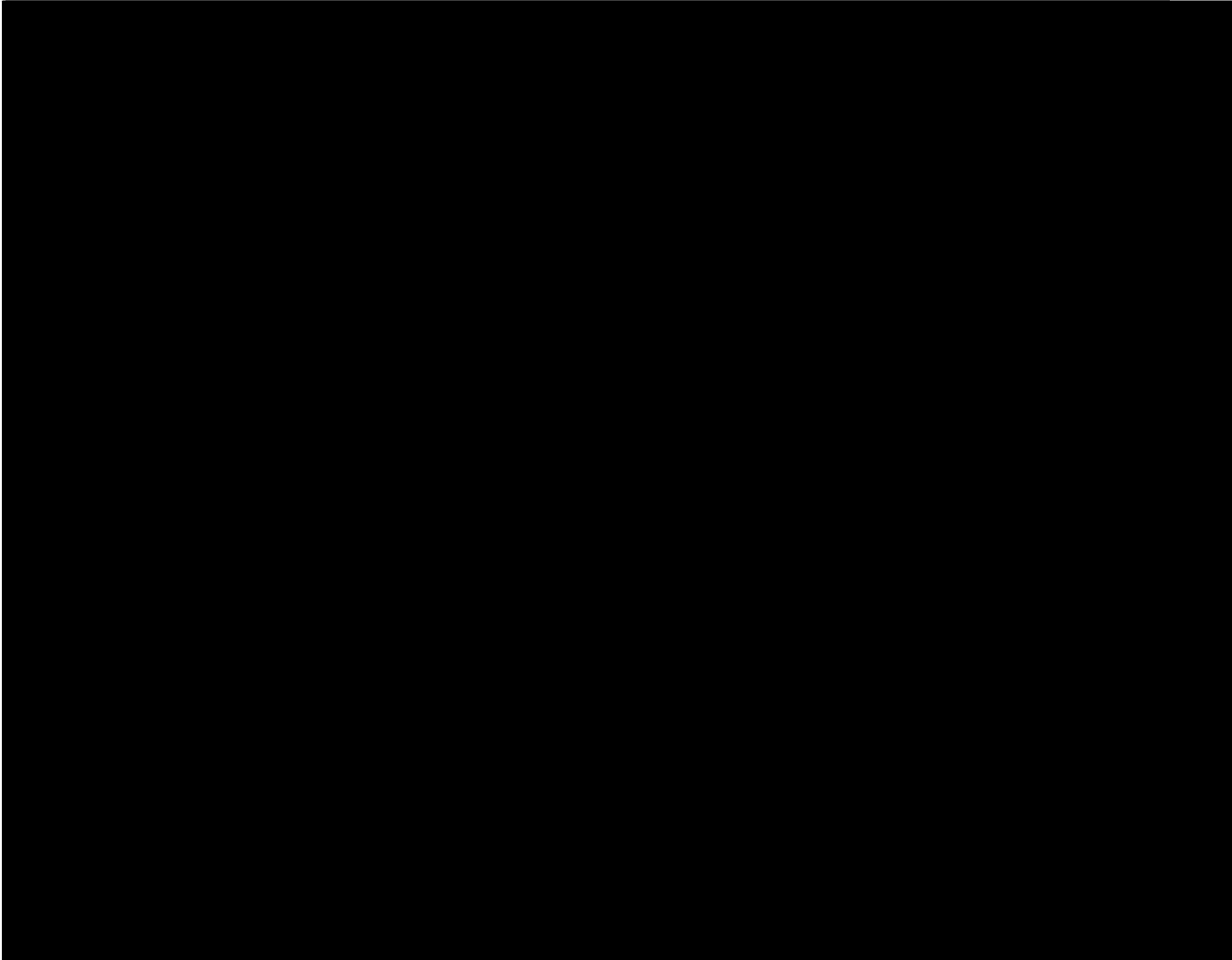
Issues:



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Actions/Roll-out plan/Timeline/Opportunities:



Recommended spokesperson:



Evaluation and Expectations for Feedback:

13(1)



Sent to calendar:

Approved by Managing Director:

Approved by Deputy:

Approved by Minister: