



ONTARIO LOTTERY AND GAMING CORPORATION



CORPORATE SOCIAL RESPONSIBILITY REPORT 2012-13

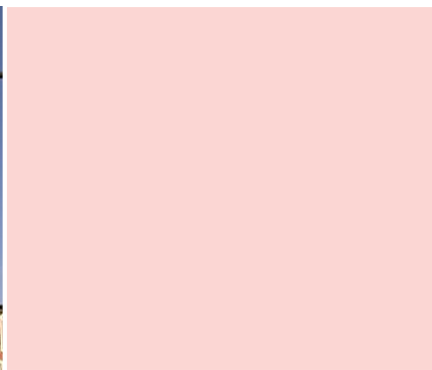
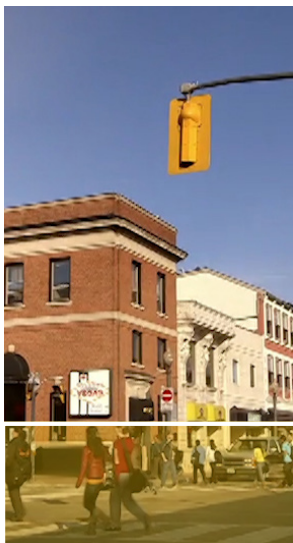
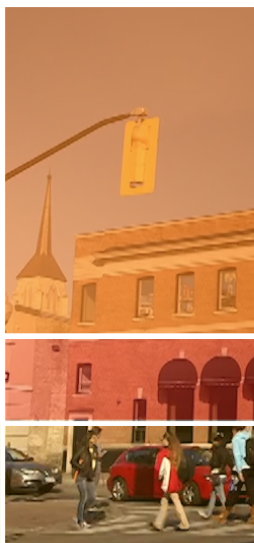


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Skate Shop
OPEN

INNISFIL RECREATION COMPLEX



MESSAGE FROM THE MINISTER

As a government agency, OLG is committed to supporting Ontario in its efforts to make our province a better place.

In 2012, OLG began to modernize lottery and gaming in Ontario. The modernization program is about improving the customer experience, creating jobs in the industry and increasing revenue to support important services such as health care and education.

Modernization will also ensure that OLG is more customer-focused in the delivery of lottery and gaming and continues to provide oversight of service providers. Under this program, all service providers will continue to be required to deliver on OLG's world-renowned Responsible Gambling program.

Ontario dedicates more funding to Responsible Gambling than any other jurisdiction in North America — over \$50 million last year alone. This includes funding for research, prevention and treatment of problem gambling.

The Honourable Charles Sousa
Minister of Finance

MESSAGE FROM THE PRESIDENT AND CEO

OLG was created for the benefit of local communities and all Ontarians — and in over three decades of operation, it has not strayed from that purpose.

OLG contributes to the Province and people of Ontario by providing revenue to the government, our host communities and local charities.

OLG produces \$3.4 billion in economic activity for Ontario and provides close to \$2 billion to the Province and its citizens to help fund priorities like health care and community infrastructure. In 2012–13, OLG provided more than \$94 million in direct funding to the communities that host its gaming sites and more than \$9 million to support local charities.

However, to truly help make Ontario a better place, our efforts need to go beyond our financial contribution alone. Ontarians rightly expect us to be a good corporate citizen and to integrate the values they hold into our culture, policies, programs and decision making. As a result, our Corporate Social Responsibility efforts include four key areas of activity:

- ▶ Our Responsible Gambling (RG) program and our efforts to address problem gambling
- ▶ Our efforts to earn and keep our customers' trust
- ▶ Supporting our employees' engagement in communities
- ▶ Our efforts to reduce our impact on the environment

We are proud of the progress we are making on our Corporate Social Responsibility efforts.

We are proud of the standard we are pursuing when it comes to Responsible Gambling (RG). Working with problem gambling experts and leading researchers, OLG has developed an enterprise-wide RG program that aims to provide players with information to help them make informed choices about our products. We learn from evidence-informed research about which RG policies are most effective to help players moderate their play and make healthy decisions.

We recognize that gambling is an activity that has the potential to result in problem behaviour for a small proportion of the population. Between 1.2 per cent and 3.4 per cent of adult Ontarians have a severe or moderate gambling problem. We do not want or need problem gamblers visiting our sites or purchasing our products. Through comprehensive employee training, innovative technology and collaboration with stakeholders, OLG provides a gateway to effective community support services.

Earning and keeping player trust is another important area of focus for us. Each year, millions of Ontarians visit one of our gaming sites and even more buy our lottery products. We are committed to making sure their experience is positive. Over the past seven years we have made a number of improvements to our games and facilities with the goal of maximizing the integrity of lottery and gaming in Ontario.

OLG employees are ambassadors of our corporate values. In addition to their work supporting OLG's contribution to the Province, employees are involved in many community initiatives. Whether it is supporting health initiatives, locally or through Federated Health Charities and United Way campaigns, or improving the environment through the Great Canadian Shoreline Cleanup, OLG employees are actively making Ontario a better place.

OLG is also committed to pursuing business practices that consider the health of the environment, the economic strength and vitality of communities and the quality of life of future generations. This is why OLG has launched Bet on Green — an internal initiative designed to improve the environmental impact of OLG's operations and increase green awareness among customers and employees.

We are proud of our efforts to make Ontario stronger and we want to ensure OLG remains a sustainable organization so we can continue to do so. That is why we are currently modernizing the lottery and gaming industry in Ontario.

Modernizing OLG is about continuing our tradition of community support — and about doing more. It will enable OLG to provide additional revenues to the Province to help fund the operation of hospitals and other provincial priorities. At the same time, it will help to create jobs across Ontario and trigger private sector investment.

We're proud of what is changing at OLG, but we know there is always room for improvement. That is why we have created this report — our first Corporate Social Responsibility Report. This year's report will serve as a baseline measure of our efforts in the area of social responsibility. Each year, through this report, we will demonstrate the progress we are making in these areas and articulate our goals for the coming year. Ultimately, our aim is to be a global leader in social responsibility reporting within our industry.



Rod Phillips

President and Chief Executive Officer

CORPORATE PROFILE

OUR BUSINESS

Ontario Lottery and Gaming Corporation ("OLG" or the "Corporation") is a Government Business Enterprise created by the Government of Ontario. OLG is the sixth largest Crown Corporation in the country.*

OLG and its affiliated companies employ nearly 17,000 people across the province. It oversees 24 gaming sites and sales of lottery products at nearly 9,800 retail locations across Ontario.

By profit, it is the country's 24th largest company* — earning just under \$2 billion last year. OLG is the largest source of non-tax revenue for the Province and the people of Ontario.

The Ontario Lottery and Gaming Corporation Act, 1999 requires that net revenue from lotteries, casinos and slots at racetracks be paid to the Government of Ontario Consolidated Revenue Fund. In fiscal 2012–13, this revenue supported services such as the operation of hospitals, amateur sports and problem gambling and related programs. Revenue from these activities is also made available to the Ontario Trillium Foundation by the Government for distribution to charitable and not-for-profit organizations every year. The amount directed to the Foundation in fiscal 2012–13 totalled \$120 million.

*Financial Post Magazine, June 2013

OUR MISSION

OLG's corporate mission guides employees in their work with customers and stakeholders. In all we do, we are asked to reflect on our purpose, realize our vision and embody clearly identified values.

PURPOSE

Making life better for people across Ontario. We make it possible by generating revenue provincially and economic and social benefits locally.

- ▶ Our **vision** is to create excitement and fulfill dreams.
- ▶ Our **commitment** is to build trust by delivering gaming responsibly.
- ▶ Our **success** is demonstrated by the profit and jobs we generate.
- ▶ Our **strength** is our sophisticated understanding of our customers.
- ▶ Our **goal** is to be a destination of choice for world-class entertainment.

VALUES

Be Accountable. We accept the responsibility of setting and attaining high standards for ourselves in servicing our customers and acting in the public interest.

Act with Integrity. This means doing the right thing. We will balance what our customers and business partners ask of us with what the people of Ontario expect of us.

Respect our customers, employees, partners and the people of Ontario. Respect starts with listening openly and honestly to the diversity of people and ideas around us.

OLG GAMING SITES AND LOTTERY POINTS OF SALE

OLG is the largest gaming organization — and jurisdiction — in North America, with 24 gaming sites and nearly 9,800 lottery points of sale.

The map below outlines Slots, Casino and Charitable Gaming Centre locations across Ontario*:



*As of March 31, 2013

WHERE THE MONEY GOES

Since 1975, OLG has provided nearly \$38 billion to the Province and the people of Ontario.

OLG's annual payments of close to \$2 billion for the past several years has helped support health care and education, research, prevention and treatment of problem gambling, amateur sport through the Quest for Gold program, and local and provincial charities through the Ontario Trillium Foundation.

6.6
BILLION
TOTAL OLG REVENUE*

The positive economic impact of OLG goes beyond the annual dividend to government. OLG's purpose is to "make life better for people across Ontario by generating revenue provincially and economic and social benefits locally."

 **\$1.8 BILLION**
NET PROFIT TO THE PROVINCE

\$892.5 MILLION

Payroll for 16,900 direct and indirect employees** across Ontario

\$333.1 MILLION

Payments related to Ontario's horse racing sector through the Slots at Racetracks Program****

\$263.0 MILLION

Payments to the Government of Canada

\$228.3 MILLION

Commissions paid to lottery retailers

\$119.9 MILLION

Distributions to Ontario First Nations***

\$94.1 MILLION

Total contributions made to communities hosting OLG gaming facilities, including Resort Casinos and Charitable Gaming Centres

In addition, OLG awarded more than **\$1.8 billion** in lottery prizes and **\$9.5 million** in charitable gaming (bingo) prizes to players in 2012–13.

*Fiscal year 2012–13.

**Direct employees are those employed directly by OLG. Indirect employees are those employed by OLG's Resort Casinos and the Great Blue Heron Slot Machine Facility.

***Pursuant to the Gaming Revenue Sharing and Financial Agreement, this amount is equal to 1.7 per cent of the gross revenue, as defined, of the Corporation.

****This program ended on March 31, 2013.

OLG'S EXECUTIVE LEADERSHIP TEAM

Rod Phillips

President and Chief Executive Officer

Preet Dhindsa

Executive Vice President, Chief Administrative Officer and Chief Financial Officer

Walter Fioravanti

Senior Vice President, Legal, Regulatory and Compliance, General Counsel and Corporate Secretary

Larry Flynn

Senior Vice President, Gaming

Thomas Marinelli

Executive Vice President, Chief Transformation Officer and Chief Information Officer

Gregory McKenzie

Senior Vice President, Lottery

George Sweny

Senior Vice President, Charitable and iGaming

Beth Webster

Senior Vice President, Marketing, Communications and Stakeholder Relations

RESPONSIBLE GAMBLING

Most players can gamble free of problems. However, a small proportion of players are either at risk for problems or are problem gamblers. OLG does not want problem gamblers playing its games, so it seeks to prevent problems from occurring and provide a bridge to assistance for those who need and seek it.

OLG is constantly evolving its Responsible Gambling (RG) program through research and emerging best practices. OLG builds knowledge about how to best support players by gathering and using data strategically, and where possible, working with partners to advance the understanding of problem gambling prevention and mitigation.

OLG continues to develop quantitative and qualitative metrics to measure RG success in key areas including: Employee Engagement, Player Education and Tools, Referrals to Support Services and Independent RG Program Accreditation.

FUNDING*

\$38.8 MILLION**

Ontario Ministry of Health and Long-Term Care funding for the research, prevention and treatment of problem gambling, including free problem gambling counselling at 52 centres across Ontario.

\$12.1 MILLION

OLG funding for **Responsible Gambling**

\$1.7 MILLION

(OLG) Policy and program development, including player education and tools, research, standards development and sponsorships

\$3.6 MILLION

(OLG) RG centres at all gaming sites (capital and operating)

\$4.4 MILLION

(OLG) Player education: promoting RG messages for all media across all lines of business

\$2.4 MILLION

(OLG) Employee time on RG program including training, implementation, interactions on gaming floors and self-exclusion

*2012-13 funding year

**Based on government policy, two per cent of OLG slot revenue is directed to problem gambling funding.

PLAYER EDUCATION

OLG invests considerable effort and resources into helping players make informed decisions about gambling. RG education initiatives aim to inform players about the key principles of gambling, demonstrate how OLG games work, dispel myths, offer tips on smart play habits and provide information on problem gambling referral and support.

OLG's RG website, **KnowYourLimit.ca**, also offers a variety of information and interactive tools to educate players about gambling myths, how games work and odds of winning. A self-assessment tool is also available to help players reflect on their gambling behaviours. It provides a unique and interactive way to recognize risky play behaviours.

In June 2010, OLG introduced ***It Pays To Know***, a social marketing campaign designed to educate players about smart play, key gambling concepts and how gambling really works. Designed with the player in mind, *It Pays to Know* ads, brochures and promotional events are featured across OLG gaming sites and have been integrated into lottery and Charitable Gaming networks.

In addition, every OLG Slots and Casino facility features a **Responsible Gaming Resource Centre (RGRC)** where players have access to a range of materials and resources that promote safe gambling practices and provide valuable information about local problem gambling support services.

FUTURE PLAYER TOOLS

For casino-style games, OLG is currently building the capacity to analyze play patterns for those who participate in its loyalty programs. The data and technology associated with loyalty programs will provide a foundation for OLG to build a leading RG data analytics program. This program will use information on individual attitudes, knowledge and behaviours to directly communicate with players on the realities and risks of their individual behaviour.

OLG is also building new tools that in the future will allow players to set time and money limits for slot machines and online games. These features will be possible in casino environments with the introduction of a new Gaming Management System (GMS). The GMS will allow direct control over data collection and transaction monitoring on all slot machines.

In the future, OLG plans to introduce Internet Gaming to the Ontario marketplace. PlayOLG.ca will offer Ontarians a secure online gaming environment. At the same time it will provide player protections, secure transactions and data privacy and will require players to register to play to protect minors from accessing the site. It will also include a number of RG features:

- ▶ Tools to help players better understand their risk;
- ▶ Money limits that can be personalized to help players stay within their individual budgets; and
- ▶ Time limit controls to help users keep track of their play.

SELF-EXCLUSION PROGRAM

Voluntary Self-Exclusion is a self-help tool offered by OLG to people who wish to limit or stop their gambling. Participants make a written commitment to stay away from all OLG gaming facilities in Ontario for the term of their self-exclusion and they stop receiving OLG marketing and promotional materials. They also have access to dedicated information services at Responsible Gaming Resource Centres (RGRC) that link people to professional counselling and specialized services.

OLG has advanced its Self-Exclusion program through innovative facial recognition technology. Facial recognition better detects self-excluders entering an OLG facility by automatically comparing biometric facial features from a digital image with stored images of self-excluders, while maintaining the privacy of all other customers.



My primary reason for self-excluding really was that I felt I was making a contract with myself to stop. If you think you might have a problem, go and talk to someone. They can help to put you back on track.

Terry, recovering problem gambler and self-excluder

		2010-11	2011-12	2012-13
Support through OLG's Self-Exclusion Program	Self-Exclusion registrations	3,017	3,001	2,917
	Off-site (counsellor office) Self-Exclusion registrations	n/a*	138	60
	Reinstatements	1,743	1,880	1,886
	Detected breaches/trespasses			
	Slot alerts for Self-Exclusion patrons using loyalty cards	1,497	1,988	1,933
RGRCs support to OLG's Self-Exclusion Program	Provided information about Self-Exclusion	550	881	1,012
	Provided support at Self-Exclusion registrations	672	882	983
	Check-in call	189	180	218
	Support at breach	14	35	73
	Support at Self-Exclusion reinstatement	383	532	734

*The service was not offered until late in fiscal 2010-11 and no uptake was recorded.

REFERRALS TO INDEPENDENT SUPPORT SERVICES

In Ontario, problem gambling treatment services are managed and funded through the Province's Ministry of Health and Long-Term Care. OLG works closely with the treatment community and takes considerable steps to provide information and act as a bridge to assistance for those who need and seek it.

OLG relies on a partnership model to foster healthy gambling practices and seeks expert advice from stakeholders to continually improve RG programs. In 2010, OLG began a program aimed at encouraging cooperation with local treatment providers and improving the relationship between OLG gaming sites and the treatment facilities in their areas. Since then,

representatives from local treatment providers have begun working with the gaming sites. The representatives often present information to RG site teams with the goal of improving knowledge of available resources and processes for OLG's gaming employees and the customers they serve.

Given OLG's direct and ongoing interaction with players, it is uniquely positioned as a primary conduit of information and guidance to the appropriate help resources. OLG's primary objectives in this area are to promote player awareness and provide support for those in need. OLG measures its progress against these objectives through a variety of internal and third-party data.

		2010–11	2011–12	2012–13
Number of people referred to service by OLG employees	Problem Gambling Helpline	139	158	158
	RGRC*	661	1,033	1,652
Number of people referred to service by RGRC employees	Problem gambling agency	750	971	1,005
	Credit counselling agency	308	297	271
	Other community agency	168	164	145
Problem Gambling Treatment admissions in Ontario	Counselling clients in Ontario	6,132	6,014	5,513

**As a result of increased employee awareness of RGRCs and the services they provide, OLG staff referrals to this resource have increased.*



OLG is a member of Canadian Business for Social Responsibility (CBSR)

Founded in 1995, CBSR is a non-profit member organization with a mission to accelerate and scale corporate social and environmental sustainability in Canada and challenge the "business as usual" model.

EMPLOYEE TRAINING AND CULTURE OF CARE

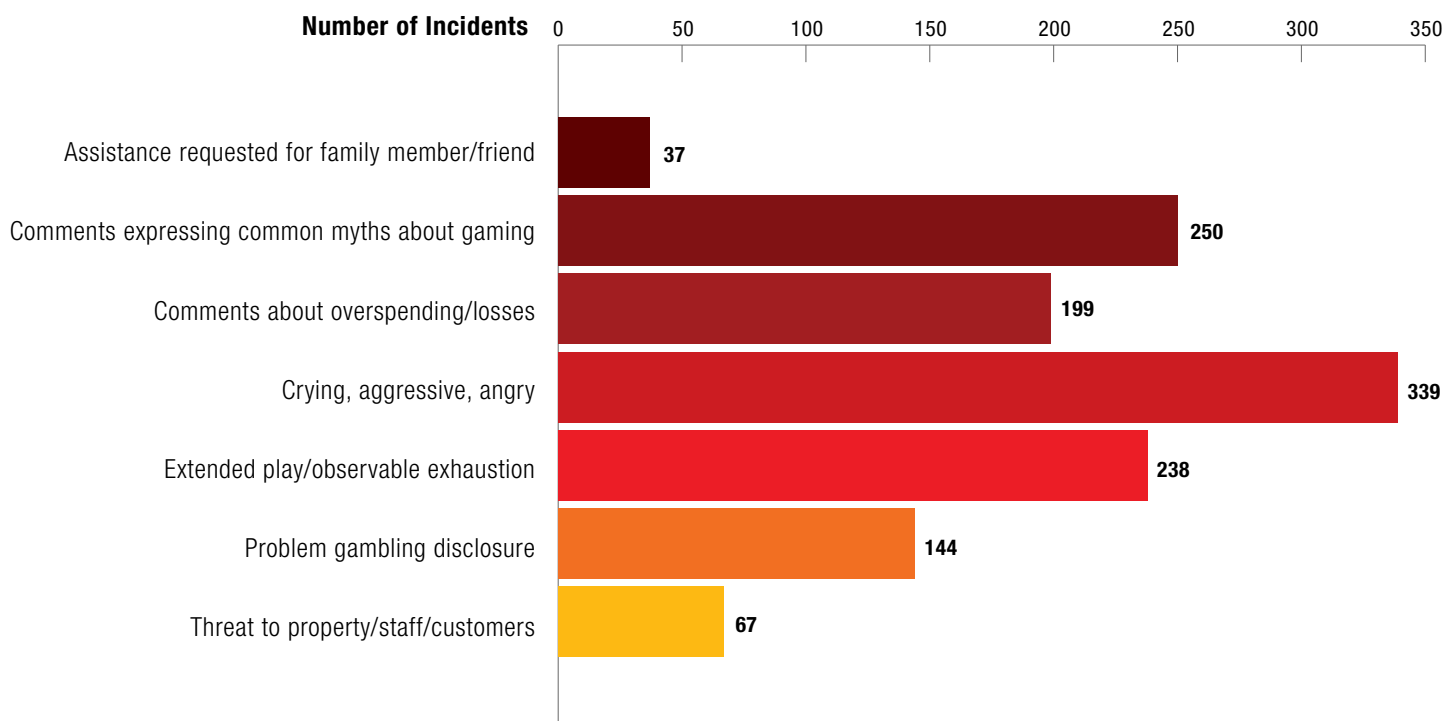
OLG employees have contact with all types of players, including people at the early stages of risk for developing a problem, those experiencing a moderate problem and those with a serious problem. Delivering OLG's RG strategy means that relevant employees must understand how to support players and direct them to the appropriate services, including OLG's Self-Exclusion program, local counsellors and other community agencies.

Employees across all lines of business receive relevant, practical and role-specific Responsible Gambling training. Developed and delivered with problem gambling experts from the Centre for Addiction and Mental Health (CAMH), employees are trained to recognize, respond to and report problem gambling warning signs and interactions with players.

To understand the types of interactions occurring on the gaming floor, OLG asks employees to record the problem gambling warning sign observed and the action taken into an electronic database. The data collected is then analyzed to increase OLG's knowledge and awareness of the types of interactions its employees experience on the gaming floor.

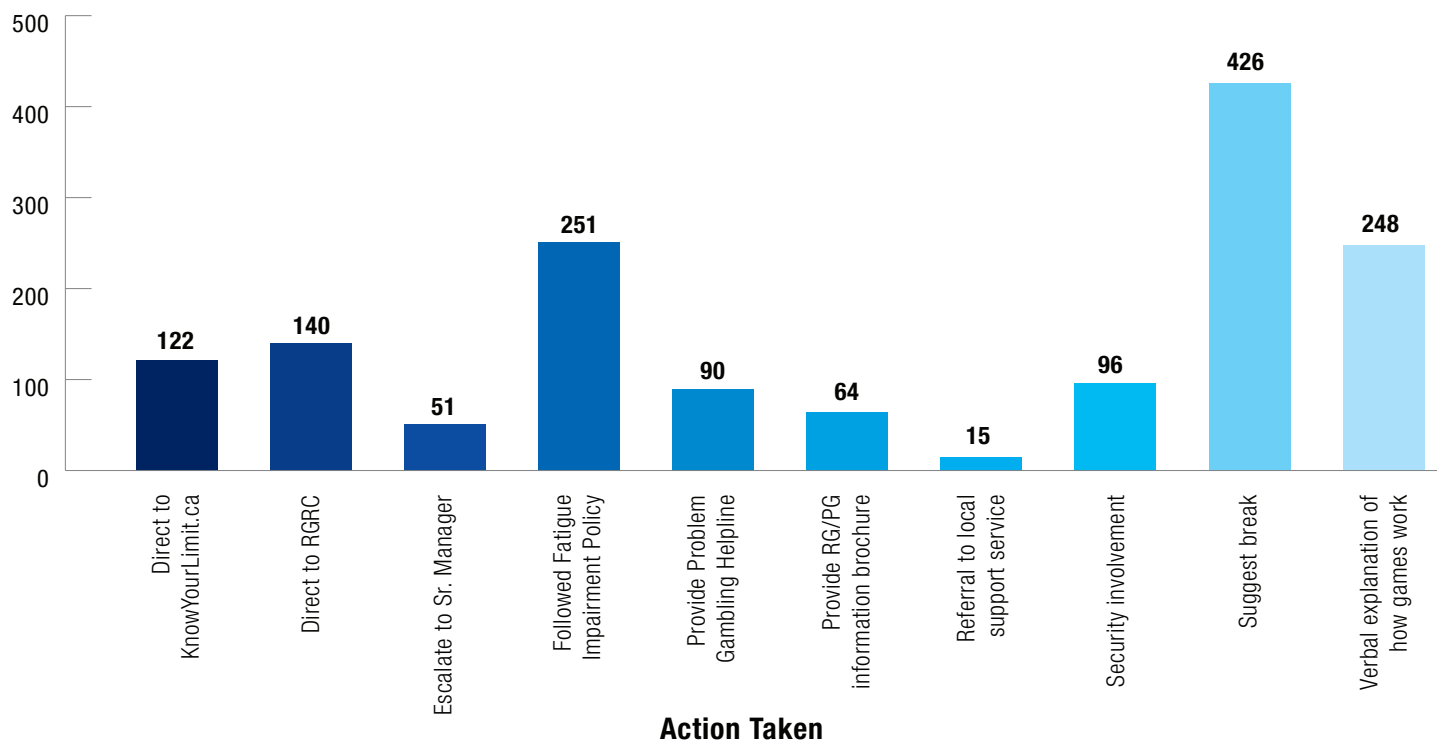
The following charts outline red-flag behaviours observed and the action taken by employees from April 1, 2012 to March 31, 2013.

RED FLAG INTERACTIONS



RED FLAG INTERACTIONS — EMPLOYEE RESPONSES

Number of Incidents



Across all OLG slots and casino facilities, employees have the option of entering data into a RG interaction database. OLG began using the RG interaction database in July, 2010.

RG EMPLOYEE SURVEY

To measure employees' awareness, attitudes and understanding of their roles with respect to RG, OLG conducts an annual employee survey. In addition to providing insight into the effectiveness of training programs, the survey also allows employees to share their opinions about the effectiveness and performance of OLG's programs. This assists OLG in planning and managing RG initiatives.



I think it is great that OLG wants to hear our opinions and perspectives on how our RG program is benefiting Ontarians.

OLG employee

Percentage of...	2010–11	2011–12	2012–13
gaming employees who consider themselves knowledgeable about RG	99	99	98
non-gaming employees who consider themselves knowledgeable about RG	95	95	95
employees who successfully responded to a Mystery Shop Program customer question/concern about RG myths	99	99	99
employees who successfully responded to a Mystery Shop Program customer question/concern about Self-Exclusion	99	100	100



WORLD LOTTERY ASSOCIATION
CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2014

WORLD LOTTERY ASSOCIATION (WLA)

Level 4—certification

In 2011, OLG received the World Lottery Association's (WLA) Level 4—certification* — the highest level possible. This accreditation recognizes excellence in integrating Responsible Gambling (RG) policy and programming into daily operations. OLG is one of only 22 gaming operators in the world to achieve Level 4—certification from the WLA.

To receive this recognition, OLG demonstrated its excellence across key RG program areas including: research, player education, employee training, retailer training, advertising and game design. The WLA recognized OLG training as a global best practice.

A panel of international experts in the field of social responsibility awarded the certification and commended OLG on its RG programming.

**Valid until February 18, 2014*



WHAT THE WLA HAD TO SAY IN ITS REPORT CERTIFYING OLG'S RG PROGRAM

RG training

"...[OLG] goes beyond a series of training interventions, aiming to have a deep cultural impact and acknowledging the leadership role of employees in taking RG forward in practice."

Integrating OLG's program with treatment

"OLG supports and engages proactively with a wider range of relevant stakeholders and demonstrates its commitment to innovation by, for instance, reaching out to other support and counselling services working on issues potentially linked to problem gambling. OLG's work with Credit Canada is an example of innovative cross-sector engagement."

Measurement and public reporting

"...[OLG has an] innovative and an internationally best practice RG scorecard."

Self-Exclusion

"Referrals are integrated across the business and [OLG is] commended for the way treatment referral is a core part of OLG's wider plan."



... [RG research] is clearly well-integrated with OLG's management and decision-making processes, informing effectiveness tracking and continuous improvement of key RG program elements. The research agenda goes well beyond legislative requirements, is well-funded and supports a range of in-house and independent initiatives.

WLA on RG Research



Providing responsible gambling standards
for industry leaders.

RG CHECK CERTIFICATION

In 2012, three OLG gaming facilities and one Resort Casino — OLG Casino Brantford, OLG Slots at Mohawk Racetrack and Woodstock Raceway, and Caesars Windsor — were recognized with “RG Check certification” — the most rigorous land-based Responsible Gambling (RG) accreditation program in the world.

The RG Check accreditation program is based on an RG Index comprised of a set of Responsible Gambling Council standards. Informed by international best practices, this Index evaluates eight core standards: corporate policies, Self-Exclusion, advertising and promotion, informed decision making, assisting patrons who may have problems with gambling, access to money, venue and game features and employee training. The four sites met all of these standards, earning OLG the highly-recognized accreditation.

OLG’s remaining slots and casino facilities will undergo the RG Check certification process in 2013 and 2014.



The Responsible Gambling Council researched gambling safeguards around the world to ensure that these standards were the most comprehensive and rigorous anywhere. The RG Index was developed and refined over many years and is the most stringent available today.

Jon Kelly, CEO, Responsible Gambling Council



Know your limit

Play within it

RESPONSIBLE GAMBLING COMMUNICATIONS WEBSITE AWARD

OLG has a one-stop information resource to help players make informed decisions about gambling. In 2012, OLG’s **KnowYourLimit.ca** won the Responsible Gambling Communications website award from the North American Association of State and Provincial Lotteries.

ENHANCING PLAYER TRUST

Last year, close to three million people living in Ontario visited a gaming facility. In addition, some eight million adults, or 80 per cent of the adult population, bought lottery tickets. OLG awarded over \$1.8 billion in lottery prizes to players.

OLG's customers are its priority. Earning, keeping and enhancing player trust is an integral part of how OLG measures success.

OLG has implemented nearly 200 changes to the lottery system since 2006 to ensure that players are protected and the right person is paid the right prize. This includes the creation of sophisticated data analytics capabilities.

Today, opinion surveys show that public trust of Lottery and OLG is at a historic high. Going forward, OLG will

maintain risk management capabilities to protect the interests of customers and stakeholders. It will also perform investigations and assist with investigations associated with prize claims and customer complaints performed by the Alcohol and Gaming Commission of Ontario (AGCO) and the Ontario Provincial Police.

OLG will continue to maintain policies for fraud and collusion detection. It will also monitor procedural and technology-based controls to prevent fraud through lottery and account management transactions.

LOTTERY INTEGRITY

OLG operating procedures for prizing are rigorous and carefully administered. Security, customer protection and customer service are core to the manner in which OLG manages this critical element of lotteries. Concern for integrity extends, for example, to the complaint process, to privacy issues and to the provision of clear and concise information about winning/non-winning ticket status.

Lottery prize integrity is supported by state-of-the-art data analysis technology, including a database that maintains a record of all 15 billion lottery transactions since 1999 and key information about all individuals involved in the direct sale of lottery products. As a result, OLG's analytics team can quickly identify and investigate questionable activity.

DATA ANALYSIS AND RETRIEVAL TECHNOLOGY (DART)

OLG uses the DART system to help detect and prevent potential fraud. The system is the most powerful of its kind in the industry and allows OLG to search its record of lottery transactions quicker than ever before. Searches now take mere minutes or seconds, instead of months.

DART enhances the integrity of OLG's lotteries, further protecting the interests of customers and the people of Ontario. OLG also uses DART to deliver unprecedented amounts of lottery-related trends and statistical information to customers, including an up-to-date list of regions where unclaimed, high-value tickets were sold.

THE DART SYSTEM IN ACTION

In January 2011, the DART system was instrumental in helping identify the rightful purchaser of a winning LOTTO SUPER 7 ticket — seven years after the numbers were drawn.

A thorough investigation by the Ontario Provincial Police, supported by OLG's own investigative team and information provided by OLG's DART system, found that the ticket for the December 26, 2003 \$12.5 million jackpot was fraudulently claimed by another party. The ticket actually belonged to a group of seven Ontario residents.

The DART system is a powerful tool created by OLG in partnership with Microsoft and Hewlett-Packard. It can analyze billions of pieces information in OLG databases

within seconds, to identify patterns that confirm legitimate winners and help to identify potentially fraudulent claims.

Using the DART system, OLG created a detailed customer and ticket profile of the SUPER 7 ticket that generated a free winning ticket for the December 26 draw. Among other details, this profile indicated that the ticket was purchased in St. Catharines and validated in Burlington. The profile also confirmed that the purchaser had preferred locations where he or she validated and bought lottery tickets.

The seven rightful winners received a total of \$14.85 million, which represents the original \$12.5 million jackpot, plus accrued interest.

Player Protection Statistics	2010–11	2011–12	2012–13
Percentage of players using self-checkers to scan their tickets	57	58	58
Percentage of players aware of the requirement to sign lottery tickets	96	93	96
Percentage of players signing lottery tickets	61	79	81
Number of Universal Players' Guides distributed	10,000	100,000	88,985
Number of Ticket Check and Claim brochures distributed	10,000	100,000	122,025



OLG's two data centres handle more than 1.5 billion transactions per year.

Public Confidence Metrics <i>% of people who are confident* that:</i>		2010–11	2011–12	2012–13
Social Responsibility	OLG does all it can to make sure lotteries, slots and casino facilities are run in a socially responsible manner	68	72	70
	OLG is doing a good job of educating customers about how to gamble responsibly	54	56	58
	OLG employees are trained to recognize and respond to customers who may be showing signs of problem gambling	37	43	45
Public Trust	OLG ensures safety, fairness and fraud detection in lottery and gaming**	68	73	75
Public Support	OLG financially benefits the province and the government**	67	69	71

*Percentage of people who highly agree or somewhat agree.

**These are indices (aggregates) of several questions within their respective categories.

OLG EMPLOYEES

Through the work they do every day, OLG employees are helping to improve life for families, friends, neighbours and communities across Ontario. OLG employees are also active community members who are committed to making their cities and towns better places.

GIVING BACK

Each year across the Corporation, OLG employees voluntarily contribute to two major charities, Federated Health Charities and United Way.

Federated Health Charities allows members of the Ontario Public Service (OPS) across Ontario to support up to 16 health charities, which help fund the search for treatments and cures for diseases.

OLG employees contributed \$308,418 to the Federated Health Charities in 2013, which was 13.6 per cent of the total contributions raised and the second highest contribution among all participating government agencies.

OLG employees are consistently among the top contributor groups in the province for Federated Health Charities. From 2007 to 2013, OLG employees had contributed \$2 million to the charity, which was 16.2 per cent of the total contributions for the same period — the highest among all of the contributors.

United Way works to meet urgent human needs and improve social conditions by mobilizing the community's volunteer and financial resources in a common cause of caring.

In 2013, OLG employees contributed a total of \$330,756 to United Way. For the six-year period from 2008 to 2013, the total amount contributed by OLG employees reached \$2.07 million or an average of \$345,030 annually.

OLG EMPLOYEE CONTRIBUTIONS TO CHARITIES

Charity	2010–11	2011–12	2012–13
United Way	\$364,770	\$363,872	\$330,756
Federated Health Charities	\$338,439	\$350,323	\$308,418
Total	\$703,209	\$714,195	\$639,174



GIVING BACK IN WOODSTOCK

OLG Slots at Woodstock Raceway employees take great pride in giving back to their community. Employees are involved in numerous activities such as Federated Health Charities and United Way campaigns, the Coats for Kids, McHappy Day and Heart and Stroke Big Bike.

In 2012, at the 15th Annual Woodstock Chamber of Commerce Business Awards of Excellence, the site was one of three finalists in the Community Involvement category.



The team at Woodstock does not participate in community events for the accolades. It really is a culture of giving here. No matter what the cause, everyone is willing to pitch in and help in any way they can.

Jason Taylor, General Manager,
OLG Slots at Woodstock Raceway



FRIENDSHIP AWARD

For nearly two decades, Casino Rama has supported the Royal Canadian Legion branches across Simcoe County through an annual donation to their Poppy Funds.

Following Rama's 2012 donation of \$15,000, the Royal Canadian Legion presented Casino Rama with the "Friendship Award" for its ongoing and valued support. The funds will be shared by 30 Royal Canadian Legion branches in the region. It is an honour that deputy District E Commander Mike Giovanetti noted is a first for the district.



Charitable Gaming Centres in Barrie, Kingston, Peterborough, Sudbury, Windsor, Val Caron, Penetanguishene, Pickering and Pembroke have raised over \$50 million (as of the end of March 2013) in proceeds for charities.



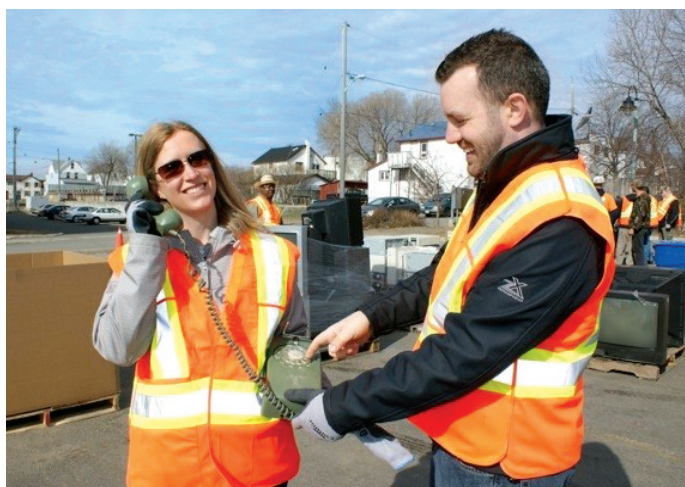
GREAT CANADIAN SHORELINE CLEANUP

Each year, OLG employees volunteer to participate in the Great Canadian Shoreline Cleanup, which aims to promote understanding of shoreline litter issues by engaging Canadians to rehabilitate shoreline areas. It is one of the largest conservation programs in Canada. In 2011, approximately 400 OLG employees took part in shoreline cleanups, helping to remove 3,211 pounds of waste from shorelines across the province.



Hundreds of OLG employees are volunteering their spare time to help clean-up Ontario shorelines. It is a true reflection of our employees and their dedication to the environment and their communities.

Noel Padilla, Manager, Sustainability, OLG



DIVERTING WASTE IN THUNDER BAY

In 2010, OLG Casino Thunder Bay's Bet on Green team organized its first electronic waste collection event for the residents of its community. The OLG team diverted over 62,000 pounds of electronic waste from Thunder Bay's landfill. The team held similar events in 2011 and 2012.

"These events provide us with the opportunity to educate residents about the various ways to safely dispose of many household items," said Alan Forbes, OLG Casino Thunder Bay, Bet on Green team lead. "They also allow us to promote many of the green initiatives taking place through OLG's Bet on Green program."



ADOPTING A PARK IN SAULT STE. MARIE

In July 2010, employees from OLG Casino Sault Ste. Marie and OLG's Foster Drive corporate office signed an agreement with the city as part of its Adopt a Park program. The team agreed to clean a local park twice a year. A sign is placed in the park recognizing OLG's participation in the program.

"The sign is along the Hub trail and all who pass by will see that OLG adopted this park," said Tammy Champagne-Rajotte and Jennifer Borrelli, former team co-chairs, Sault Ste. Marie corporate office. "We feel that this was a worthwhile undertaking and we felt a sense of accomplishment when it was completed."

BRAVING ICY WATERS TO SUPPORT THE WWF

On February 13, 2013, courageous OLG Casino Point Edward employees braved the cold waters of Lake Huron to raise money in support of the World Wildlife Fund (WWF).

In their second annual Polar Bear Dip, the team canvassed family and friends to raise \$1,445 for the WWF's Arctic Home campaign.



This is a moment to do something brave, meaningful and daring for our planet. So next year when we host our third annual Polar Bear Dip, I will be standing at the water's edge with my courageous colleagues.

Deb Fraser-Brown, OLG Casino Point Edward, Bet on Green team member



BUILDING STRONG COMMUNITIES

OLG is proud of the support it provides to the local economies of its host municipalities across Ontario. In fiscal 2012–13 alone, host municipalities received more than \$94 million in hosting fees.

DOLLARS AT WORK IN LOCAL COMMUNITIES

Over the years, host municipalities have used revenue from OLG facilities to create jobs, build infrastructure and invest in culture. Here are some examples of how host communities have put their revenues to use:



CITY OF SAULT STE. MARIE

If you asked people in Sault Ste. Marie about their new hospital, many will say it was a long time in coming.

When Sault Ste. Marie consolidated its two aging hospitals into one modern, new facility, it decided to put \$13 million in casino revenue toward the building of the Sault Area Hospital.

In March 2011, the new hospital opened. The state-of-the-art facility employs 1,900 people and is attracting new doctors to the community. And those in the area who need cancer treatments no longer need to travel to Sudbury to receive them.



If you look at just being able to build that hospital and how that impacts physician recruitment...the construction jobs we were able to generate through that activity...it is all part of that contribution that was made.

Mayor Debbie Amaroso, Sault Ste. Marie

TOWN OF INNISFIL

Innisfil has received more than \$50 million from slot revenues since OLG Slots at Georgian Downs opened in 2001. The town used funds from OLG Slots at Georgian Downs to help build a \$40 million recreation complex, in addition to other capital projects.



Over the past decade the Town of Innisfil has enjoyed our unique partnership with OLG that has helped to address some of those needs. Prudent decision making has allowed us to make strategic investments that have helped to meet the challenges in our community.

Mayor Barb Baguley, Innisfil

CITY OF BRANTFORD

Brantford is an excellent example of how a relationship with OLG can help transform a community. Not too long ago Brantford was feeling the impact of the collapse of its farm equipment manufacturing industry. Its local economy took a big hit.

In 1999, OLG Casino Brantford opened its doors and since that time, the municipality has received more than \$49 million in hosting fees from OLG. Brantford invested that money in community infrastructure — in particular into building college and university campuses. Because of those investments the community's downtown has come back to life, businesses have grown and jobs have been created.



TOWN OF AJAX

Ajax has received more than \$39 million from slot revenues since OLG Slots at Ajax Downs opened in 2006.

The town dedicates annual revenues from Ajax Downs to debt reduction and capital infrastructure such as trails, facilities and roads and grant contributions. Approximately \$10 million in funding has helped build new state-of-the-art LEED (Leadership in Energy and Environmental Design) designed facilities, including an Operations Centre, the Audley Recreation Centre and Fire Headquarters.

"The Town of Ajax is proud to partner with OLG and Ajax Downs. In addition to the revenue the town receives, the facility generates significant economic spinoffs for businesses and key stakeholders. OLG and the owners of Ajax Downs are great corporate citizens and we are very pleased to have them operating in our community."

Mayor Steve Parish, Ajax

TOWN OF HANOVER

Hanover has received more than \$10 million from slot revenues since OLG Slots at Hanover Raceway opened in 2001. The town has continued to use the funding to invest in major infrastructure projects.

"Our funding is helping us to enhance essential community services and support initiatives that contribute to healthier residents and an improved quality of life."

Mayor Kathi Maskell, Hanover



SPONSORING COMMUNITY EVENTS

OLG also supports communities and local economies by sponsoring various festivals and events across Ontario. Last year, it provided \$2.2 million in sponsorships.

“Because OLG is dedicated to supporting community events...we found in them a perfect partner to present our free entertainment offerings. Without their support we could not offer the amount of free programming that we offer as part of the festival experience.”

Natasha Udovic, Senior Director of Corporate Sponsorships, Luminato Festival

AMBER ALERT

OLG supports Ontario's AMBER Alert system. OLG's network of lottery retailers and gaming sites are part of Ontario's AMBER Alert system that broadcasts critical information within minutes after a child abduction is reported.

This information is displayed on lottery terminal customer display screens across the province, many of which are located in high-traffic areas like convenience stores, gas stations, mall kiosks, supermarkets and newsstands. OLG's network of approximately 9,100 retailer terminals broadcast the alerts. More than 500 digital screens in 24 gaming sites and corporate offices display AMBER Alerts.



Last year, OLG's Community Relations Program provided \$2.2 million in community sponsorships across Ontario.

Forms of Community Support	2010–11	2011–12	2012–13
Goods and services purchased from local Ontario businesses to support OLG activities*	\$50.8 million	\$62.6 million	\$58.2 million
Payroll for employees**	\$946.6 million	\$950.6 million	\$892.5 million
Payments to municipalities that host OLG gaming facilities, including Resort Casinos and Charitable Gaming Centres	\$110.6 million	\$112.3 million	\$94.1 million
Charitable Gaming proceeds distributed to participating local charities	\$7.1 million	\$8.4 million	\$9.3 million
Sponsorship of community festivals and events	\$1.9 million	\$2.3 million	\$2.2 million

*Excludes Resort Casinos.

**Includes employees of OLG's Resort Casinos and the Great Blue Heron Slot Machine Facility.

OLG AND THE ENVIRONMENT

OLG strives to be an environmentally sustainable organization by engaging its employees and integrating environmental responsibility into its business practices.

BET ON GREEN



The Bet on Green program was created by OLG to lessen the environmental impact of its operations; promote environmental awareness to employees; increase green awareness among customers; and help OLG become a global leader in energy-efficient gaming.

The Bet on Green program was designed as a cost neutral initiative, where savings from one component pay for cost premiums necessary to implement other components.

PAPER REDUCTION

Between 2009 and 2013, OLG reduced the amount of office paper used by its gaming sites and corporate offices by an equivalent of 24.1 million pieces of 8.5"x11" paper — representing a 25 per cent reduction. This was done by moving to electronic versions of reports, forms, memos, schedules and checklists, purchase requisitions and timesheets and double-sided printing when printing was absolutely necessary.

In addition, the total paper reduction in OLG's online lottery operations from 2009 to 2013 is equal to 215 million sheets or a 20 per cent savings. OLG achieved this by reducing the size of its lottery tickets, reducing the number of sports list copies printed and reducing the amount of miscellaneous printing (such as the winning number print-outs), without compromising the games' integrity.

REDUCING GREEN HOUSE GAS EMISSIONS

Through its carbon footprint reduction initiatives OLG has cut carbon dioxide emissions by 9,763 tonnes. These initiatives include the use of low impact renewable electricity at some sites, reducing paper use and reducing the fuel consumption of its vehicle fleet. Vehicles are a major source of carbon emission. By replacing low gas mileage vehicles with more fuel efficient ones and streamlining the system of delivering goods and materials to its retailers, OLG has saved on fuel and consequently reduced carbon emissions.

Approximately 60 vehicles or 24 per cent of OLG's 259-vehicle fleet, with fuel mileage in the mid-30 to low-40 litres per 100 kilometres, were replaced by vehicles that have mid-10 to low-20 litres per 100 kilometres fuel mileage. OLG has also instituted a no idling policy for delivery vehicles.

These initiatives have resulted in the reduction of 328,856 litres of fuel consumed in 2013 — or a 22 per cent reduction compared to fuel used in 2009. Since 2010, OLG's total fuel savings have reached 689,216 litres or 9.4 per cent of the fuel that would have been consumed had the fuel conservation measures not been implemented.

LEED CERTIFICATION

As of 2012, OLG had already completed the renovation of two of its sites, one of which has already received the LEED certification while the other is underway.

In addition, other OLG sites have undertaken improvements using LEED's key areas of human health, such as:

- ▶ Using green cleaning materials which contain fewer or no volatile organic compounds for better indoor air quality;
- ▶ Using energy efficient lighting fixtures, including CFLs and LED lights to reduce energy consumption;
- ▶ Installing water-saving fixtures such as aerators, low flush toilets, low water washing machines/dishwashers to reduce water use; and
- ▶ Recycling paper, metal, wood, light bulbs and electronic waste, and using personal hygiene products made of recycled materials.

WASTE REDUCTION

In 2013, all of OLG's gaming sites and offices recycled all or some of the following materials, based on the availability of recycling facilities/services in the municipalities where they are located: paper, plastics, wood, metal, light bulbs and batteries.

Waste audits of nine facilities conducted in 2010 and 2012 indicated that the waste diversion rates of OLG facilities range from a low of 11.7 per cent to a high of 66 per cent with an average of 28.4 per cent.

ENGAGING EMPLOYEES

OLG created volunteer Bet on Green teams at each of its sites in 2009. Composed of volunteer members, the teams are tasked with identifying and implementing "home grown" solutions to the various environmental challenges at their site. The teams meet regularly to assess various ways to green their site's operations.

 **100%** of OLG gaming sites and offices recycle.

BET ON GREEN STATISTICS

	2010–11	2011–12	2012–13
Number of compact discs eliminated in Lottery	30,000	Eliminated	Eliminated
Reduction in carbon dioxide emissions resulting from reducing paper consumption	270 tonnes	213 tonnes	259 tonnes
Reduction in carbon dioxide emissions resulting from the use of paper manufactured from recycled material	2.59 tonnes	2.92 tonnes	5.49 tonnes
Amount of green electricity used at OLG gaming sites*	27,636 MWh	38,028 MWh	11,494 MWh
Reduction in carbon dioxide emissions resulting from the use of green electricity at OLG gaming sites	2,949 tonnes	3,802 tonnes	2,260 tonnes
Reduction in volume of fuel used for OLG operations	118,686 litres	241,674 litres	328,855 litres
Volume of fuel used by OLG vehicle fleet	1.3 million litres	1.2 million litres	1.1 million litres

**A change in environmental sustainability strategy in 2012–13 focused green electricity only at sites (OLG Casino Brantford and OLG Slots at Georgian Downs) seeking LEED-certification. Going forward, any new green electricity will be procured based on cost savings derived from successful conservation efforts.*

This Corporate Social Responsibility Report is printed in English and French on Canadian-made Rolland Enviro100 paper, which is manufactured from 100 per cent post-consumer waste fibre, is Processed Chlorine Free (PCF) and uses BioGas in its production (an alternative “green energy” source produced from decomposing waste collected from landfill sites) to reduce greenhouse emissions and ozone-layer depletion.

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