

Ministry of Finance – Crown Agencies Secretariat – Estimates 2024

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2024/25 ESTIMATES NOTE

Crown Agencies Secretariat Overview

Suggested Response:

- The Crown Agencies Secretariat is a central agency that supports Public Sector Organizations to operate effectively, in the public interest, and aligned with government’s strategic direction and priorities.
- The Secretariat’s responsibilities include:
 - Leadership and support for board appointments and training/development for about 260 Public Sector Organizations.
 - Coordination of the annual performance planning and reporting cycle, including ministry and crown agency service plans and annual service plan reports, as well as crown agency mandate letters.
 - Integrated financial, policy and communications oversight for certain agencies, including the Liquor Distribution Branch, BC Lottery Corporation and ICBC.
 - Advisory services and supports upon request of ministries and Public Sector Organizations.
- The total annual operating expenses are approx. \$8M.

	2023/24 Restated Estimates	2024/25 Estimates	2025/26 Plan	2026/27 Plan
CAS Budget, <i>Budget</i> 2024	7.513	8.243	8.243	8.243

Contact: Mary Sue Maloughney (CAS)	Phone: 778-974-5971	Mobile: N/A
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2024/25 ESTIMATES NOTE

BCLC Overview

Highlight:

- BCLC has a mandate to generate revenue for government to support important programs and services such as health care and education, and to do so in alignment with responsible gambling practices that support player health and mitigate the impacts of problem gambling behaviours.

Background:

- BCLC's conducts and manages commercial gaming (casino, lottery, bingo and sports betting) and it does so in a socially responsible manner for the benefit of British Columbians.
- BCLC reports to the Ministry of Finance and is governed by B.C.'s *Gaming Control Act* (GCA). The Gaming Policy and Enforcement Branch (GPEB), which has regulatory oversight of BCLC, reports to the Ministry of Public Safety and Solicitor General.
- With the coming into force of the new GCA (2022), which is expected to be launched later in 2024, GPEB will transition to become the Independent Gambling Control Office (IGCO). It will focus exclusively on regulatory policy matters related to gambling, horse racing and responsible-gambling programs.
- The new GCA supports the separation of regulatory and revenue generation functions by providing greater clarity and eliminating overlaps between GPEB's General Manager role and BCLC.
- The new GCA also gives the Minister responsible for BCLC the authority to issue directives to BCLC on its conduct and management of provincial gaming schemes, set terms of agreements entered into by BCLC, and oversee general policy matters expected to have significant cost or other implications.
- As well, the new GCA requires ministerial approval before BCLC offers new lottery schemes (subject to regulatory approval) and develops new gaming



facilities.

- Government uses gaming revenue generated through BCLC to benefit British Columbians with investments in areas such as health care, education and community programs.
- Revenue from casinos and community gaming centres (CGCs) also directly supports local governments – most of which receive 10% of the net income from gaming generated by facilities operating in their community, in accordance with the Host Financial Assistance Agreement between the Province and each host local government.
- Government also shares gaming revenue with First Nations, who receive seven per cent of BCLC’s net income (after federal payments) in accordance with the Long-Term BC First Nations Gaming Revenue Sharing and Financial Agreement.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-548	Mobile: Government Financial Information
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2024/25 ESTIMATES NOTE

Budget, FTEs and Projected Net Income to Government

Highlight:

- While the projection of BCLC's net income will slightly decline over the next three years (FY 2024/25 to FY 2026/27) compared to the previous two years (FY 2022/23 and FY 2023/24), the organization is focused on strategic investments that support healthy play and enhance player experiences to help drive additional revenue generation.

Suggested Response:

- In FY 2023/24, BCLC expects to generate \$2.897 billion in revenue, delivering a net income of \$1.535 billion for people living in British Columbia; \$12 million will be distributed to the federal government.
- Forecasted net income for FY 2023/24 of \$1.535 billion reflects a decrease of six percent compared to the prior year (\$1.636 billion in FY 2022/23), mainly due to a decrease in casino revenue associated with higher costs of living and reduced discretionary income, and increased investments into the organization.
- In FY 2024/25, BCLC expects to deliver \$1.423 billion in net income for people living in B.C. and \$13 million for the federal government on \$2.891 billion in revenue. Year over year, this represents a net income decrease of \$99 million from the \$1.535 billion that BCLC forecasts for FY 2023/24.
- In FY 2023/24, BCLC launched initiatives to better compete with the illegal operators and support revenue growth in FY 2024/25, including adding new game content, enhancing the player registration process, and investing in retail sports betting.
- Operational costs are increasing due to the execution of BCLC's multi-year corporate strategy, along with current market conditions. Vendors and suppliers are experiencing the same economic challenges such as persistent



high inflation, resulting in increased costs to BCLC.

- BCLC's full-time equivalent (FTE) grew from 1,244 on January 31, 2023, to 1,333 as of January 31, 2024. The increase supports continued investment in key enterprise strategies, opportunities for additional revenue generation, technology enhancements, and to address capacity concerns.

Casino/Community Gaming Centres (CGC)

- BCLC projects \$1.886 billion in revenue from casinos and CGCs in FY 2024/25, relatively consistent with expected revenue of \$1.885 billion in FY 2023/24.
- In FY 2024/25, BCLC forecasts that casinos and CGCs are expected to hold steady to FY 2023/24 performance. Recent revenue trends in the current fiscal year are declining; however, they are expected to improve in late FY 2024/25 in line with better economic conditions and investments to enhance customer experiences.

Lottery

- In FY 2024/25, lottery revenue is expected to decrease by 6.7 percent from prior year (a \$38 million decline from \$567 million in FY 2023/24 to \$529 million in FY 2024/25), primarily due to a minor service disruption to lottery retail operations when approximately 3,400 lottery terminals are replaced across the province. Other key assumptions include Lotto Max and Lotto 6/49 jackpot roll patterns remaining normal.

iGaming

- In FY 2024/25, BCLC projects \$476 million from online gaming revenue, a \$31 million increase from the \$445 million (Q3) forecasted revenue in FY 2023/24.
- In FY 2024/25, iGaming revenue is expected to grow by 7 percent from prior year. After reaching a record-breaking year in FY 2022/23, revenue growth began to stabilize due to intensifying competition from illegal operators.



Net Income Distribution

- Government uses gaming revenue generated through BCLC to benefit the people of British Columbia with investments in areas such as education, health care and community programs.
- 7 percent of BCLC's net income is shared with First Nations through the BC First Nations Gaming Revenue Sharing Limited Partnership.
- Revenue from casinos and CGCs also directly supports local governments and First Nations, most of which receive 10 percent of the net income from gaming facilities operating in their community.

Budget

\$ Millions	FY 2022/23 Actual	FY 2023/24 Forecast ¹	FY 2024/25 Budget	2025/26 Plan	FY 2026/27 Plan
Revenue	2,957	2,897	2,891	2,939	3,012
Direct Costs	882	875	903	918	941
Gaming Support Costs	64	68	78	80	82
Operating Costs	229	265	299	310	310
Amortization and Other	75	78	92	95	97
Total Costs	1,250	1,286	1,372	1,403	1,430
Net Income Before Taxes	1,707	1,611	1,519	1,536	1,582
Taxes	71	76	83	86	88
Net Income	1,636	1,535	1,436	1,450	1,494
Liabilities	617	561	565	589	610
Accumulated Deficit	(18)	(18)	(18)	(18)	(18)
Accumulated Other Comprehensive Loss	89	89	89	89	89

¹ Forecast is as per BCLC 2024/25 – 2026/27 Service Plan.



\$ Millions	FY 2022/23 Actual	FY 2023/24 Forecast ¹	FY 2024/25 Budget	2025/26 Plan	FY 2026/27 Plan
Total Equity	71	71	71	71	71
Capital Expenditures	84	75	100	105	105

Capital Investments

- Currently there are no approved major capital projects (over \$50 million).
- While only anticipated to cause a minor disruption to lottery terminal sales, a significant IT Project (greater than \$20 million) is the Lottery Terminals and Systems Replacement project, with an anticipated capital cost of \$48 million.

Significant IT Projects (over \$20 million in total)	Targeted Year of Completion	Project Cost to Dec 31, 2023 (\$m)	Estimated Cost to Complete (\$m)	Anticipated Total Cost (\$m)
Lottery Terminals and Systems Replacement	2024/25	\$41M	\$7M	\$48M
This project involves the replacement of legacy equipment, including retail lottery equipment and supporting systems. This equipment is nearing end-of-life and supports the majority of lottery revenue. While the overall capital costs have remained the same, the targeted year of completion has moved to fiscal year 2024/25.				

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-548	Mobile: Government Financial Information
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2024/25 ESTIMATES NOTE

Kamloops Head Office

Highlight:

- BCLC has been located in Kamloops since 1985 and is committed to remaining in the community, with investments underway to upgrade its existing head office that will allow the organization to stay in its current building.

Background:

- BCLC is undertaking work to upgrade its Kamloops head office, which is required to meet safety standards, address systems that are at/near end-of-life, and address CleanBC targets.
- The estimated cost of potential upgrades involving the building’s exterior envelope, fire system, parkade deck and membrane, and improvements to energy efficiency through the addition of an onsite geothermal field, equipment, and mechanical room is approximately \$30 million. These upgrades will be funded from planned capital and operational budgets.
- BCLC has also been addressing deferred maintenance work including the repair of parkade deck cracks, membranes and roofing materials, and upgrades to the fire system and emergency wayfinding requirements. These critical upgrades are estimated to cost approximately \$10 million, funded from planned capital and operational budgets.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-548	Mobile: ^{Government} Financial Information
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2024/25 ESTIMATES NOTE**Executive Compensation****Suggested Response:**

- BCLC's executive compensation aligns with the *BC Public Sector Employers' Guide to Accountable Compensation*.
- Any performance-based increases to commercial Crown executive salaries or total compensation maximums continue to require approval from the Minister of Finance through the Public Sector Employers' Council Secretariat (PSEC).
- While BCLC's total executive compensation for FY 2023/24 is not yet public, it is in line with the total executive compensation from FY 2022/23. BCLC will make its FY 2023/24 executive compensation public through Public Accounts and on BCLC.com when publishing the FY 2023/24 Annual Report.
- Following a period of interim leadership, BCLC has a full complement of permanent executives in the following seven roles:
 - President and Chief Executive Officer;
 - Chief Financial Officer and Vice President, Finance and Corporate Services;
 - Chief Operating Officer;
 - Chief Compliance Officer and Vice President, Legal, Compliance, Security;
 - Chief Information Officer and Vice President, Business Technology;
 - Chief Social Purpose Officer and Vice President, Marketing; and
 - Chief People Officer.
- On ^{Personal Information}, Natasha Questel joined BCLC as its new Chief Social Purpose Officer and Vice President, Marketing.
 - BCLC is a social purpose company, which means it is a company whose enduring reason is to create a better world.
 - This role is dedicated to activating BCLC's social purpose and has accountability for stakeholder engagement, Indigenous relations, sustainability, marketing, sponsorships, customer support communications, and government relations.



DATA TABLE:

- The below compensation information is for FY 2022/23 (latest full year available) and includes the top five salaries for BCLC executives, in line with PSEC reporting standards.
- Note that Pat Davis started the 2022/23 fiscal period as Chief Information Officer and Vice President, Business Technology and was appointed President and CEO effective ^{Personal Information}

FY 2022/23 COMPENSATION SUMMARY:

Name and Position	Salary	Benefits	Pension	All Other Compensation	2022/ 2023 Total	Previous Two Years Totals	
						2021/22	2020/21
Pat Davis ¹ , President and CEO	\$332,534	\$12,946	\$69,929	\$33,879	\$449,288	\$290,690	\$280,783
Lynda Cavanaugh ² , Interim President and CEO	\$124,661	\$98	-	\$21,771	\$146,530	\$305,180	\$62,201
Alan Kerr ³ , Chief Financial Officer and Vice President, Corporate Services	\$277,173	\$11,684	\$30,527	\$1,172	\$320,556	\$310,402	\$314,020
Peter ter Weeme ⁴ , Chief Social Purpose Officer and VP, Player Experience	\$251,012	\$12,789	\$24,966	\$11,648	\$300,415	\$288,769	\$276,869
Dan Beebe ⁵ , Chief Operating Officer	\$253,628	\$13,091	\$18,586	\$414	\$285,719	\$226,280	n/a
Marie-Noelle Savoie ⁶ , Chief Compliance Officer & VP, Legal, Compliance, Security	\$239,058	\$11,933	\$13,797	\$7,773	\$272,561	\$262,121	\$211,131

- Davis started this fiscal period as Chief Information Officer and Vice President, Business Technology. His salary attributable to his time in this role is \$88,457. Davis was appointed to the President and CEO role effective ^{Personal Information} Davis' salary attributed to his time in the CEO role for FY23 is \$244,077. A \$443 credit is applied in the Benefits column, representing a prior period adjustment to FY22, as an insurance expense was double counted in that year. Davis received a 4% performance-based increase effective April 1, 2022.
- Cavanaugh resigned effective ^{Personal Information} Ms. Cavanaugh was hired ^{Personal Information} to act as interim CEO while Ms. Cavanaugh did not participate in the BCLC benefits plan or pension plan. The amount showing in the Benefits field includes statutory benefits.
- Kerr received a 4% performance-based increase effective April 1, 2022. Alan Kerr's \$654 in "Other" column represents monthly paid parking at the Vancouver office. A \$982 credit is applied in the Benefits column, representing a prior period adjustment to FY22, as an insurance expense was double counted in that year.
- ter Weeme received a 4% performance-based increase effective April 1, 2022. A \$212 credit is applied in the Benefits column, representing a prior period adjustment to FY22, as an insurance expense was double counted in that year.
- Beebe's earnings while in the interim COO role, from ^{Personal Information} to ^{Personal Information} were \$78,128. Beebe became permanent in the COO role effective ^{Personal Information} and earnings from this date to the end of this fiscal period were \$175,500. Beebe received a 4% performance-based increase effective April 1, 2022.
- Savoie received a 4% performance-based increase effective April 1, 2022. \$635 in "Other" column represents monthly paid parking at the Vancouver office. \$545 credit is applied in the Benefits column, representing a prior period adjustment to FY22, as an insurance expense was double counted in that year.

*The primary factors contributing to differentiation in executive earnings from year to year are vacation payout and auto allowance. Variation in auto allowance is due to each executive's choice of an auto allowance or lease, where a lease may include operating expenses such as fuel and maintenance. BCLC's Executive Vehicle Program complies with the BC



Government policy.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-5548	Mobile:
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2024/25 ESTIMATES NOTE

Online Gambling

Highlight:

- BCLC's online gambling website, PlayNow.com, is the only legal online gambling website permitted in B.C. and represents the fastest-growing part of its business, with consistent year-over-year growth.
 - In FY 2024/25, PlayNow.com expects to achieve revenue growth of 7% over FY 2023/24, with continued growth expected through to FY 2026/27.
 - PlayNow.com generated \$440 million in revenue from online gambling in FY 2022/23, resulting in \$294 million of net income for the provincial treasury.
 - In FY 2024/25, BCLC projects \$476 million in online gambling revenue, a \$31 million increase from the \$445 million forecasted revenue in FY 2023/24.

Suggested Response:

- PlayNow.com meets the Gaming Policy and Enforcement Branch's (GPEB) high standards for technical integrity, age verification, and responsible gambling.
- To better compete in the marketplace and support revenue growth, BCLC has added new game content, enhanced the player registration process, and invested in sports betting.
- In FY 2024/25, BCLC will launch the new PlayNow Casino app along with Lotto Mobile on Android.
- BCLC continues to drive the success of PlayNow.com, including through investments in strategic growth initiatives such as modernization of the platform and new products. Initiatives to drive online revenue will need to mitigate decreases experienced by prioritizing healthy play.
- Since 2013, BCLC has provided PlayNow.com to Manitoba Liquor and Lotteries and, in November 2022, also launched it in Saskatchewan as part of a partnership with the Saskatchewan Indian Gaming Authority and SaskGaming.

April 22, 2024



Background:

- GPEB is responsible for regulating gambling in B.C., including BCLC’s PlayNow.com website.

Player Health and Online Gambling

- Government takes harms from gambling seriously, with a number of programs and services in place to support player health.
- Gambling Supports BC delivers prevention and free clinical treatment services to anyone experiencing harm from gambling.
- BCLC has developed a new Player Health Strategy to reduce player harm and the stigma associated with seeking support. BCLC’s FY 2024/25 budget for the new player health strategy and GameSense programs is \$9.4 million, in line with FY 2023/24 budget, which was \$9.1 million.
- BCLC’s move towards 100% known, account-based play will create new opportunities for personalized interactions that support safer gambling behaviours.
- PlayNow.com also provides significant safeguards to encourage healthy play, including daily or weekly time limits, weekly deposit limits, session reminders and a session log that provides players with clear visibility into their play activity.
- GameSense Advisors are available by phone and live chat on PlayNow.com, which is one of the few gambling websites in the world to offer this service to players.
- In addition, BCLC continues to work on implementing GPEB’s new responsible gambling standards for online gambling, which will help promote safer play in combination with BCLC’s existing player-health programs and supports.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-5548	Mobile: ^{Government} Financial Information
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April 22, 2024



2024/25 ESTIMATES NOTE

Online Gambling Advertising and Unregulated Operators

Highlight:

- Government recognizes that significant exposure to gambling advertising may have negative health implications and we have raised these concerns with the federal government, who hold most of the levers to limit online gambling advertising.
- In addition to money leaving the province and concerns with increased marketing in B.C., unregulated online gambling websites pose risks related to money laundering, problem gambling behaviour, game integrity, and effective age-of-majority controls.

Suggested Response:

- We take these risks seriously, and the Gaming Policy and Enforcement Branch (GPEB) is exploring options to address unregulated online gambling websites in our province.
- BCLC is working to implement GPEB's new responsible gambling standards for online gambling. When combined with BCLC's existing player-health programs and supports, this will help promote safer play and further differentiate PlayNow.com from unregulated operators.
- BCLC and other regulated provincial organizations have also formed a coalition to combat illegal online gambling activities and help end the flow of gambling profits to offshore companies that do not provide employment or financial benefits to provinces.
- BCLC's continued investment in sponsorships agreements with major B.C. sports organizations supports local interest in sports betting and helps promote awareness that PlayNow.com is the only regulated site in B.C. and the only site whose profits go back to the Province to support important services such as health care and education.

April 22, 2024



Background:

- BCLC’s online gambling website, PlayNow.com, is the only legal online gambling website permitted in B.C. and meets GPEB’s high standards for technical integrity, age verification, and responsible gambling.
- For B.C.’s regulated gambling industry, GPEB sets marketing and advertising standards as well as responsible gambling standards.
 - These are being updated as general manager regulations under the new *Gaming Control Act*, and will prohibit the use of athletes and celebrities in gambling advertising.
- In 2022, Ontario implemented a new online gambling market in their province where they license private online providers, many of whom appear to have purchased significant national advertising space.
- B.C. does not have authority to regulate national advertising.
- Many gambling websites hosted outside of Canada allow B.C. residents to gamble on their platforms, including international arms of Ontario-licensed sites.
- GPEB has no role in regulating sites hosted outside of B.C.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-5548	Mobile:	Government Financial Information
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2024/25 ESTIMATES NOTE

BCLC – Anti-Money Laundering Update

Highlight:

- Working in lockstep with its partners, BCLC continues to improve its robust anti-money laundering program and strengthen the safeguards that protect B.C. casinos from illegal activity.

Suggested Response:

- Ongoing efforts includes the pilot project launch of Everi Compliance on March 6, 2024, at Parq Casino in Vancouver. This new transaction-monitoring system will enable BCLC to meet evolving compliance requirements, modernize existing processes, and enhance reporting abilities.
- BCLC plans to implement the system across all B.C. gambling facilities and BCLC's PlayNow.com online platform by March 2025. The total cost of the system is approximately \$8.7 million.
- BCLC is supporting government's work to respond to the recommendations for the casino sector from the Commission of Inquiry into Money Laundering in B.C. However, the financial and operational implications from that process have yet to be quantified.
- BCLC will continue to provide government with assessments of potential impacts to business and financial outcomes as that work progresses.
- In June 2023, BCLC introduced mandatory identification requirements for entry at all B.C. gaming facilities, which has successfully prevented those who have voluntarily self-excluded from entering.
- This requirement has also strengthened detection of banned individuals, including those suspected of criminal activity, including money laundering, who may pose a risk to public safety, as well as suspected members of organized crime groups.



Background:

- BCLC's anti-money laundering unit works to identify and report suspicious transactions to the Financial Transactions and Reports Analysis Centre of Canada, cooperates with law enforcement, and supports BCLC and its casino service providers to meet all requirements set out by the *Proceeds of Crime (Money Laundering) and Terrorist Financing Act* (PCMLTFA). BCLC is compliant with all requirements under the PCMLTFA.
- BCLC is a principal partner in the Counter Illicit Finance Alliance of British Columbia and a key participant in the Gaming Integrity Group. BCLC also supports the BC Civil Forfeiture Office.
- As a result of close collaboration with the Gaming Policy and Enforcement Branch and RCMP, BCLC has proactively banned more than 900 individuals from gambling facilities, including those suspected of criminal activity who may pose a risk to public safety, as well as suspected members of organized crime groups.
- The automated software for the transaction-monitoring system Everi Compliance is provided by a US-based financial-technology and gaming-content company, Everi. GPEB Investigations participated in the initial training on the system.
- The system enables aggregation of player transactions between all casinos and PlayNow.com and will provide BCLC with a more complete picture of players and play behavior. This will enhance BCLC's ability to assess any risks that may be associated with their transactions or activities, including potential problem gambling.
- Of the \$8.7 million cost of the system, approximately \$2.4 million of actual project costs were spent in FY 2022/23, with \$1.7 million budgeted for FY 2023/24 and \$4.6 million budgeted for FY 2024/25.
- Three of the 101 recommendations from the Commission of Inquiry into Money Laundering in B.C. are directed at BCLC:

1. *That BCLC move to 100% account-based known play;*



2. *That the threshold for requiring proof of the source of funds for casino transactions conducted in cash and other bearer monetary instruments be lowered to \$3,000; and*
 3. *That current limits on the amounts that casinos are able to pay out to patrons in the form of convenience cheques remain in place.*
- BCLC has committed to achieving 100% known, verified play across all channels, already in place in the online channel, PlayNow.com.
 - BCLC’s focus is on increasing verified play in casinos through the Encore Rewards loyalty program. By 2024/25, BCLC is targeting a 49% player base that has a verified Encore Rewards account, and by 2026/27, that target rises to 53% by fiscal year end.
 - To achieve these targets, BCLC is developing strategies that include exploring new rewards and incentives programs to engage players and support the player acceptance of verified play, as well as investments in technology and the implementation of Everi Compliance.
 - Everi will help with raising verified play targets by aggregating all player transactions across land-based casinos and PlayNow.com.
 - The new *Gaming Control Act* (GCA) requires service providers and BCLC to refuse any transaction that does not meet source of funds requirements set by the general manager through regulation.
 - The General Manager Regulations are being developed and are expected to be in place when the new GCA comes into force later this year.
 - Current limits on the amounts that casinos are able to pay out to patrons in the form of convenience cheques remain in place.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-5548	Mobile: ^{Government} Financial Information
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2024/25 ESTIMATES NOTE

Player Health

Highlight:

- BCLC has World Lottery Association Level 4 certification, the highest level granted, for excellence in responsible-gambling programming for the fifth consecutive time; it is one of only 13 lottery jurisdictions in North America to achieve Level 4.

Suggested Response:

- BCLC is committed to the well-being of all players and has developed a new Player Health Strategy focused on offering safer products and play environments, and reducing player harm and the stigma associated with seeking help.
- BCLC is working to reduce the percentage of players who score as “high risk” on the Problem Gambling Severity Index from eleven percent in FY 2023/24 YTD to nine percent by FY 2024/25.
- Game Break is BCLC’s voluntary self-exclusion program which enables players to restrict themselves from B.C. gaming facilities and PlayNow.com when they recognize they are experiencing difficulties associated with gaming.
- In June 2023, BCLC introduced new identification requirements for entry at casinos to support people enrolled in BCLC’s Game Break voluntary self-exclusion program, which has successfully prevented these individuals from entering B.C. casinos.
- GameSense, BCLC’s player health program, supports players to make informed decisions about gambling and connects them to further supports if needed.
- GameSense advisors are in every gaming facility in B.C. and on PlayNow.com, which is one of the few online gaming websites in the world with dedicated player-health specialists available via phone and online chat to support players with healthy play habits or refer them to treatment and support services, if needed.

April 22, 2024



- BCLC licenses GameSense to 10 other jurisdictions across the U.S. and Canada, creating a community of practice that contributes to player health research and shares best practices for supporting players.
- BCLC's FY 2024/25 budget for the new player health strategy and GameSense programs is \$9.4 million, in line with FY 2023/24 budget, which was \$9.1 million.
- Operationally in FY 2023/24, BCLC also invested \$400,000 to support player health:
 - \$200,000 to launch the ID@entry program, which was put in place to support those who have enrolled in BCLC's Game Break voluntary self-exclusion program; and
 - \$200,000 on a program to send automated alerts to PlayNow players who display any of four indicators of high-risk gambling. This is intended to support players in making informed decisions about their play.

Background:

- The Problem Gambling Severity Index is a self-reported, standardized measure of assessing at-risk gambling behaviours. It is an evidence-based tool based on research of common signs and consequences of problematic gambling.
- BCLC has observed notable impacts on player health metrics over the last two years, including increases in Problem Gambling Severity Index scores. This could be influenced by the challenges posed by the macroeconomic environment and the growth of iGaming in B.C., which includes the increased prevalence of illegal sites.
- BCLC employs more than 40 GameSense Advisors, who are player-health specialists that support players with education, support, and referral services. GameSense Advisors are available in every casino and community gaming centre across B.C., online and by phone.
- Participants in Game Break can enrol in person or virtually to exclude themselves for terms starting from six months up to three years.

April 22, 2024



- As of December 31, 2023, there have been 10,660 self-exclusion enrolments and re-enrolments (including both land-based and online play) in FY 2023/24, compared to 10,121 enrolments and re-enrolments for FY 2022/23.
- As of December 31, 2023, there have been 38,903 GameSense Advisor interactions with players compared to 22,538 during the same period in FY 2022/23, a 73% increase.
- BCLC’s marketing strategy adheres to stringent advertising standards set out by the Province of B.C. and BCLC’s player health team. BCLC also conducts player health assessments on all products and marketing to reduce risks and create safer products and environments.
- In February 2024, BCLC launched a new GameSense marketing campaign aimed at young, urban males to create awareness around the risks of chasing losses.
- The 12th Annual New Horizons in Responsible Gambling Conference, which brings industry experts, researchers, and policymakers together to discuss the latest in player health advancements, will take place October 28-30, 2024 in Vancouver.

Contact: Pat Davis, President & CEO (BCLC)	Phone: 250-828-5548	Mobile: Government Financial Information
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