



**Corporate Social Responsibility
Strategic Plan 2009-2011**

OVERVIEW

At BCLC, we have long embraced Social Responsibility as a key value of our organization; it has been a foundational part of our corporate culture for 30 years to continually weigh the impact of our business on the people of British Columbia in whatever we do.

Social Responsibility is on an equal footing with our values of *Integrity* – which speaks to the fairness and honesty with which we conduct our business and the trust granted us by the public – and *Respect*, which is our concern for the well-being of our employees and players, and our relationships with service partners and suppliers.

Strategically, the Corporate Social Responsibility (CSR) department leads the development of BCLC's CSR Charter and supports the implementation of the organization's activities to build a sustainable business. The department's operational role includes developing and executing responsible gambling programming that reflects international best practices and current responsible/problem gambling research.

Through to fiscal 2010-11, BCLC will look to continue building upon its commitment to be a socially responsible corporation with a long term objective of incorporating corporate social responsibility into every touch-point of BCLC.

BCLC strives to be a leader in corporate social responsibility through leadership in responsible gambling, community outreach and environmental efforts.

CORPORATE SOCIAL RESPONSIBILITY CHARTER

BCLC is responsible for the conduct and management of gaming in BC. As British Columbians, we are also charged with protecting *the greatest place on earth*, by which we have a vested interest in the sustainability of its economy, its environment and its people.

As we work to optimize profits to our shareholder and provide winning experiences to British Columbians, our CSR initiatives are focused in three areas: **Environmental**, **Economic** and **Social**.

Corporate Social Responsibility is the business of every BCLC employee. Each individual has an important role to play in defining CSR at BCLC through their day-to-day work and in inspiring and challenging the organization to do more.

Social: We believe in winning the trust of British Columbians.

- A strong community contributor
- An excellent employer
- A leader in responsible gambling

Environmental: We believe in doing right by where we live.

- Reducing our environmental footprint
- Encouraging our suppliers and service partners to do the same

Economic: We believe in uplifting BC's communities.

- Practicing economic sustainability for the benefit of the Province
- Contributing to community prosperity as a major employer and through sponsorships

BCLC CORPORATE SOCIAL RESPONSIBILITY PLAN (FISCAL 2010/2011)

Goal

- To demonstrate a high level of corporate citizenship and social responsibility in all of BCLC's activities.

Objectives:

1. Make the CSR Charter part of the DNA of BCLC.
2. Ensure that the CSR Charter pillars are upheld through measurable initiatives based on strategic priorities, supported by research and stakeholder engagement.
3. Seek out best practices in informed player choice and responsible gambling, and integrate into BCLC operations.
4. Integrate responsible gambling principles into the BCLC business model to ensure that operations, consumers, service partners and the public are provided with products, programs and services that promote informed choices about gambling.
 - a) **Products:** To support BCLC in understanding and managing risks to players.
 - b) **People:** To develop and execute leading training programs for all involved in the gaming industry.
 - c) **Programming:** To promote informed player choice through innovation and best practice RG programs.
 - d) **Policy:** To support BCLC's efforts in complying with provincial and BCLC standards.

BUSINESS UNIT STRATEGY

Lottery and Gaming Business Units

BCLC is enjoying success in integrating responsible gambling into operational elements of the business and normalizing responsible gambling using the friendliness and

approachability of the GameSense brand. By incorporating GameSense messaging into lottery retail and gaming venues, players, retailers, service partners and the public will know that no matter what games they play or what locations they visit, responsible gambling is the standard and expectation. Programming focuses on informed player choice so players have the information they need to make informed decisions should they choose to gamble.

e-Gaming

BCLC is one of only two jurisdictions in North America to provide legal online gaming options for players. Through PlayNow.com, BCLC offers players a safe and secure online environment. BCLC is committed to providing the e-gaming channel with responsible gambling support focusing on best practices and current research.