



# Playing it right

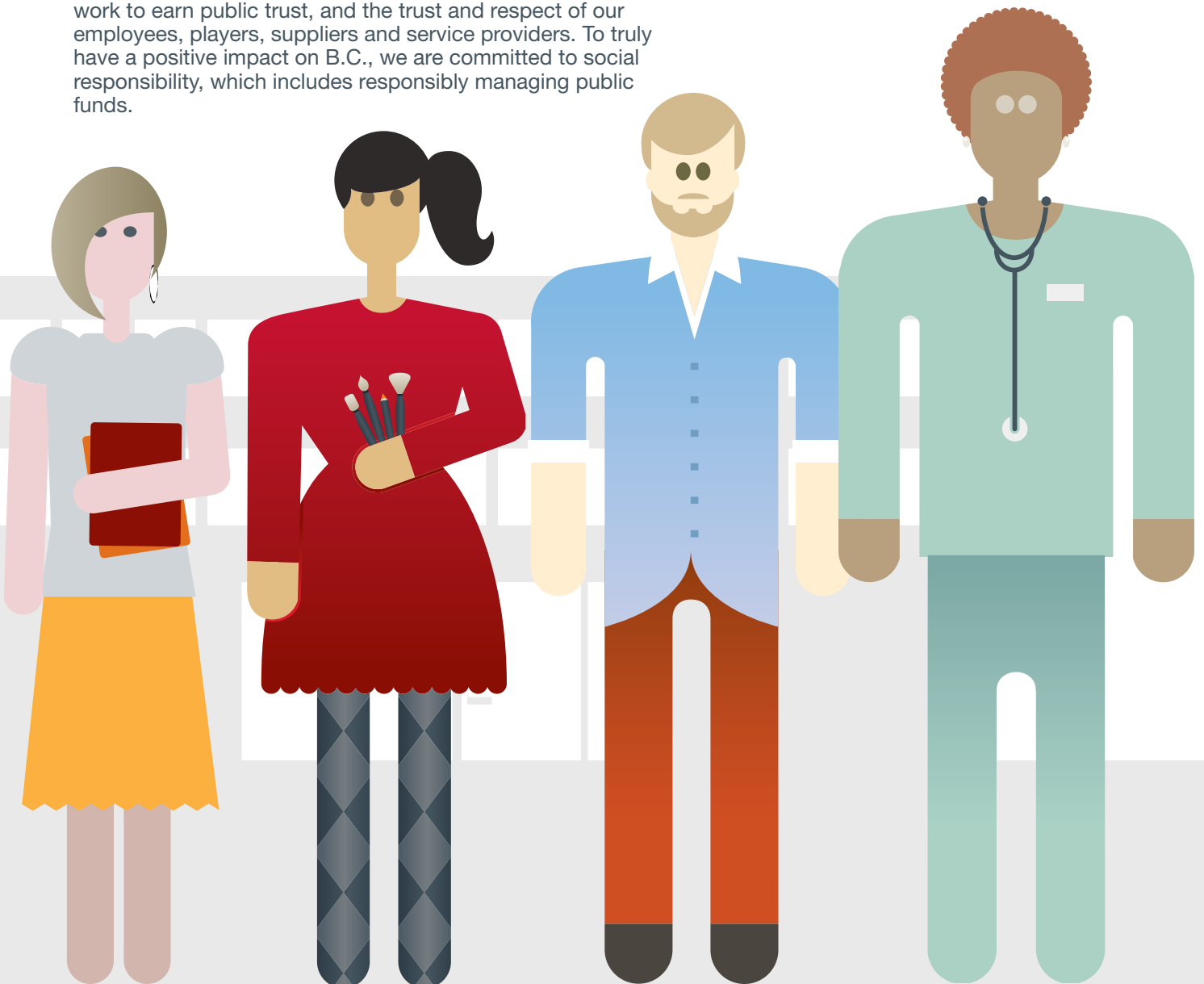
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The BCLC social responsibility charter

Welcome to BCLC's Social Responsibility Charter. Here we outline our social responsibility commitments in each of our four Corporate Goals – Player, People, Public and Profit – and what we are doing for the benefit of British Columbians.

## **BCLC WAS CREATED TO BENEFIT THE LIVES OF BRITISH COLUMBIANS.**

As a Crown corporation, we're responsible for conducting and managing gambling in a positive economic, social and environmental way. Integrity, fairness, transparency and honesty are the cornerstones of our business. We also work to earn public trust, and the trust and respect of our employees, players, suppliers and service providers. To truly have a positive impact on B.C., we are committed to social responsibility, which includes responsibly managing public funds.



**OUR SR CHARTER IS OUR  
COMMITMENT TO SOCIALLY  
RESPONSIBLE BUSINESS  
PRACTICES**

# **HERE'S HOW WE DO IT.**

Our Charter outlines our SR principles, what we believe in, how we'll conduct ourselves and where we want to go. These principles go hand in hand with our Corporate Goals of Player, People, Public and Profit.

Our social responsibility programs and performance metrics are measured annually to help us stay on track.

In 2015, we re-evaluated and updated this Charter so that it's most relevant and meaningful to our business. In this way, everything we do directly relates to what matters most: the health and well-being of Players, People, Public and Profit.

**bclc**  
playing it right



## OUR MISSION

We conduct and manage gambling in a socially responsible manner for the benefit of British Columbians.



## OUR VISION

Gambling is widely embraced as exceptional entertainment for adults.

## INTEGRITY

The games we offer and the ways we conduct business are fair, honest, transparent and trustworthy.

## OUR VALUES



## RESPECT

We value and respect our players, service providers and each other.



## SOCIAL RESPONSIBILITY

Everything we do is done with consideration of its impact on and for the people and communities of British Columbia.



## PLAYER

We are creating an integrated player-focused entertainment company.



## PEOPLE

We are building an engaged workforce and a strong culture based on trust and collaboration.



## OUR GOALS

Where we want to be and what we need to achieve



## PUBLIC

Our business and the benefits it creates are understood, trusted and supported by British Columbians.



## PROFIT

We will optimize net income through investing to sustain the long-term health of our business.

## SR CHARTER

Our Charter outlines our SR principles, what we believe in, how we'll conduct ourselves and where we want to go. Hand in hand with our Corporate Goals, the Charter guides our SR strategies and objectives.

## PLAYER

Keeping responsible gambling at the heart of our business.



## PEOPLE

Creating a fun and engaging work environment with a strong culture.



## PROFIT

Generating economic activity and creating benefits for British Columbians.



## PUBLIC

Supporting our communities, nurturing partnerships and cultivating sustainable actions.



All of our social responsibility efforts align with our four Corporate Goals – Player, People, Public and Profit. These represent the areas that are most important to our stakeholders and communities.

# PLAYER.

Keeping responsible gambling at the heart of our business.



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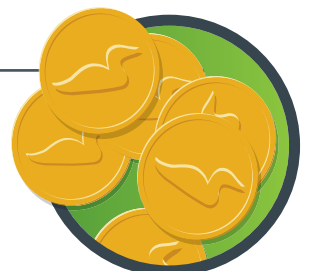
# PUBLIC.

Supporting our communities, nurturing partnerships and cultivating sustainable actions.



# PROFIT.

Generating economic activity and creating benefits for British Columbians.



**KEEPING RESPONSIBLE  
GAMBLING AT THE  
HEART OF OUR  
BUSINESS**

# PLAYER

We want our players to enjoy themselves, and keep gambling fun, so we continue to find new and positive ways to build a healthy gambling environment. We promote education, awareness and understanding of healthy gambling choices, and we provide tools that encourage healthy behaviours while gambling, as well as resources to help problem gamblers. We embrace global leading practices and research, including partnerships with research institutions, to refine programming for healthy, at-risk and problem gamblers.

We look at the larger environment as well, to support our service providers in developing effective responsible gambling practices. We want to continue to have safe facilities and safe communities where gambling takes place, and respect player privacy.

"Being socially responsible means providing players with the information they need to make healthy gambling choices."



## CREATING A FUN AND ENGAGING WORK ENVIRONMENT WITH A STRONG CULTURE

# PEOPLE

Our goal is to provide a dynamic work environment where employees have the opportunity to collaborate and develop while contributing to broader organizational goals. We want to inspire employees to do their best work so BCLC is an employer of choice. To do that, we nurture employee development so they can achieve personal and professional growth. We define our future workforce needs so we can best match skills and potential to our organizational needs. We strive to foster efficiency and accountability at all levels. We welcome diverse perspectives to enable us to better respond to our players, with staff who support and are engaged in social responsibility. We're also proud of and support our employees' volunteerism and participation in their communities.

"Social responsibility is more than just actions and achievements. It's about the strength of a corporation's culture."



**SUPPORTING OUR  
COMMUNITIES,  
NURTURING  
PARTNERSHIPS  
AND CULTIVATING  
SUSTAINABLE ACTIONS**

# **PUBLIC**

To support our communities, we start by finding out what they need. We listen to our stakeholders, engage in an informed dialogue, and incorporate their perspectives into how we can make a positive impact. We also work to strengthen our community partnerships and seek out sponsorship opportunities so we can benefit the communities where we do business.

When we're good corporate citizens, and consider the needs of our host communities and players, our business is welcomed across B.C. Our commitment? Delivering gambling entertainment choices and conducting our business in a way that is fair, honest, transparent, and trustworthy. We will also be open in our communication, and accountable for the decisions we make.

Environmental sustainability plays a role in that. We continue to lower our greenhouse gas emissions, improve waste diversion, and promote sustainable commuting and energy-saving activities. Where possible, we use technology to create efficiencies.

We also engage our employees and service providers in reducing their environmental impacts, providing leadership on environmental issues.

"It's about being mindful of—and accountable for—the impact our actions and decisions have on each other, our communities, the general public and the environment."





## GENERATING ECONOMIC ACTIVITY AND CREATING BENEFITS FOR BRITISH COLUMBIANS

# PROFIT

One of the ways we benefit the people of B.C. is by generating economic activity in a cost effective and socially responsible way. In other words, we strive to balance profit with "playing it right."

Each year, BCLC's net income funds provincial health care and education, as well as municipal and community programs. For instance, local governments that host gambling facilities receive a portion of gambling proceeds to fund programs and initiatives that serve their communities. Each year, more than 5,000 charities receive gaming grants, providing direct, tangible benefits to British Columbia's communities.

In an era of government accountability, we will continue to responsibly manage our business in a cost-effective way, to maximize net income to government.

"Social Responsibility means being accountable to the people of BC, being transparent and being able to stand behind the decisions that we make."

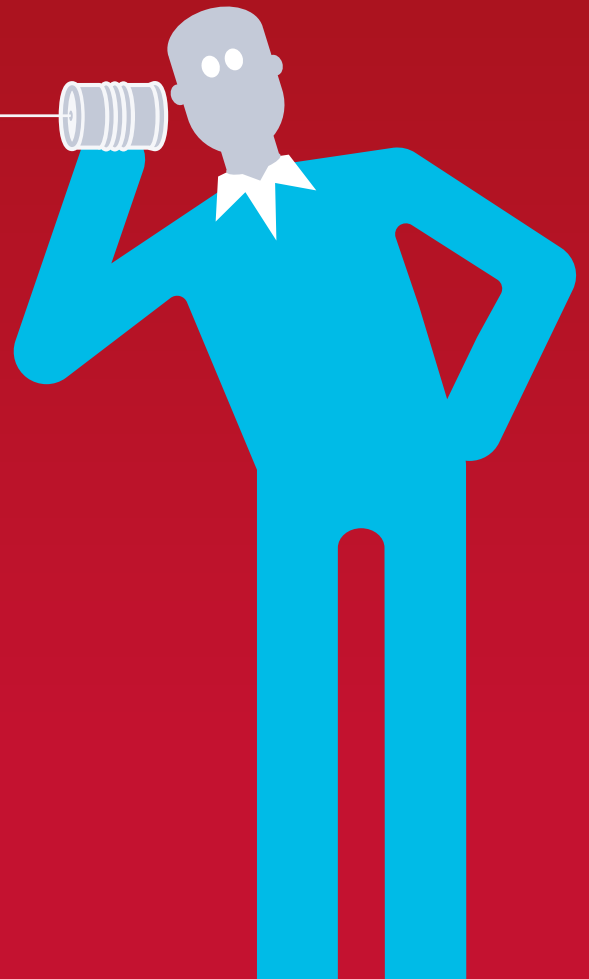


**OUR PROMISE TO  
THE PEOPLE OF  
BRITISH COLUMBIA**

# **LEADERSHIP & COMMITMENT**

Each SR principle in our Charter is supported by relevant, actionable programs and performance metrics. We are committed to continuously reassessing this work, and measuring and reporting on our successes and challenges. Most importantly, we'll keep an open dialogue about our efforts so that we align with our stakeholders' expectations. We're committed to conducting and managing gambling in a socially responsible manner.

Find out more about our SR programs [here](#).



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