

Message from the CEO



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

This is the mission that guides BCLC in conducting day-to-day business in a socially-responsible manner. Creating economic and social benefits for British Columbians, while limiting our environmental footprint, is core to who we are. This is what sets us apart from other organizations and supports our social licence to operate.

Integral to this commitment is building on our adherence to [Global Reporting Index \(GRI\) guidelines](#), a set of social-responsibility standards that help ensure BCLC goals and metrics meet international best practices in sustainability reporting.

In 2014/15, we transitioned to publishing our report solely online, which underscores accountability, accessibility and transparency. We also revised our Social Responsibility Charter to gain better strategic alignment with our corporate goals: Player, People, Public and Profit, outlined below.

Player: we strive to ensure that each and every player has fun and enjoys gambling in a responsible way. This means we must continue to build a healthy gambling environment that evolves with changing needs and preferences. BCLC is proud to have increased player awareness of responsible gambling actions and resources over the past 12 months – a direct result of our diligence to ongoing improvement.

People: a fun and challenging work environment where people can grow and excel fosters healthy motivation to drive our business forward. Last year, despite an extraordinary year of change and uncertainty, BCLC employees remained resilient and engaged, while also achieving landmark accomplishments such as the complete installation of our new casino gaming management system, the launch of B.C.'s first live venue sports betting pilot, and the expansion of lottery distribution through a new retail agreement with Costco, to name a few.

Public: community engagement is key to our sustainability. Along with supporting local economies, charities and causes, BCLC listens and responds to citizens, operates openly and transparently, and demonstrates environmental stewardship. While 2014/15 performance shows public perception of BCLC continues to improve, opportunities exist to further strengthen recognition. In the coming years, we will continue to communicate BCLC's positive contributions to economic growth and communities across B.C. – such as through our [Play it Forward](#) campaign – so that our business is better understood and welcomed by British Columbians.

Profit: BCLC achieved record-high net income in 2014/15 which benefits all British Columbians through funding for health care, education and non-profit organizations. This success is largely due to prudent cost management and exceptional performance from high-limit table games.

Despite a record financial year, we are facing unprecedented challenges which include a mature market and increasing costs. In order to respond to these challenges, BCLC must continue to manage costs while focusing on revenue generation. BCLC must introduce new, relevant content and play experiences that appeal to a broader player base while leveraging established distribution channels, introducing new ones, and scaling and selling our innovations and expertise.

Looking forward, our focus on content and experience will reinvigorate revenue generation and allow us to meet our social responsibility objectives while creating sustainable net income growth for the benefit of generations to come.

Sincerely,



Jim Lightbody, President & CEO