

SOCIAL RESPONSIBILITY: PLAYING IT RIGHT

Social Responsibility (SR) is the opportunity that we have to be a positive catalyst economically, socially and environmentally, and it is the accountability that BCLC has to be a transparent creator of benefits in the areas our business touches. We call this *Playing it Right*.

In 2010 we created a Charter as a way to make social responsibility a more visible and measured part of our business. We've recently published a new [SR Charter](#), which better aligns with our Corporate Goals and places more weight on the key areas of priority, as follows:

Player

We want players to enjoy themselves, and keep gambling fun, so we continue to build a healthy gambling environment. We believe players and the public need to have information to make an informed choice. The cornerstone of our approach is GameSense, which is built on the idea that knowledge is power. Players can learn about their odds of winning, how games work, when to stop and how to recognize if gambling is becoming a problem for them. GameSense can make a difference by reminding players to set limits and honour their promises to themselves.

We also know that our staff, the people who sell our products and those work in gambling facilities need to know all this information too so they can have knowledgeable conversations with players. So, we invest in education and resources.

Finally, we're committed to continuous improvement. We analyse our interactions with players to see how we can improve. We commission research to better understand various aspects of this field. We provide input on and help deliver the Province's Responsible Gambling Strategy, which is overseen by our regulator, the Gaming Policy and Enforcement Branch. We also collaborate with other jurisdictions to stay on top of - and sometimes lead - best practices.

Responsible gambling is important to us. We strive to be on our game every day.

People

BCLC provides challenging and exciting opportunities and helps our employees realize personal success and growth. We want to create a fun and engaging work environment with a strong culture, so that BCLC is regarded as a great place to work. We're proud of our employees' volunteerism and to support their efforts, we offer paid time-off for those who participate in their community.

We offer a number of resources for employees, including benefits, training, skills management, and ongoing support for career development. Full-time employees are also eligible for extended health, dental, disability, life insurance and more.

Public

BCLC is committed to supporting our communities, nurturing partnerships and cultivating sustainable actions. Our 'Public' commitment to social responsibility is the way we demonstrate our values within the community. British Columbians have demonstrated their trust in us by continuing to play with us. We're here to be a good neighbour, to be upfront, forthright and transparent. And to continue to support and foster growth in the communities around us.

Environmental sustainability plays a role in this as well. We continue to lower our greenhouse gas emissions, improve waste diversion and promote sustainable commuting and energy-savings activities.

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." After all, we were created more than a quarter century ago to make a positive economic impact on British Columbians. Every year we have succeeded in this mission. In 2013/14 we provided over \$1.2 billion to the Province of British Columbia which went back into the economy to support health care, education and charities across B.C.

In all, we've delivered more than \$15 billion since 1985. But there's more. There are the 37,000 people employed in the gambling industry, either directly by BCLC or indirectly, across the province. And last year, 5,000 different charitable groups received gaming grants from the Province to help them reach out and improve the lives of British Columbians.

Each year, we strive to continuously improve how we embed social responsibility throughout BCLC, while showing leadership in the education and inspiration of our employees, communities and partners. Social Responsibility underpins everything we do at BCLC. In order to be successful we have to be mindful of our impact on the world around us.