



Corporate Social Responsibility

What is Corporate Social Responsibility (CSR) for the Lottery?



CSR is the Lottery's
commitment to operating
responsibly



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- CSR is about being in touch with those who have an impact on us or who are affected by us.
 - For the Lottery, this means building relationships with key stakeholders - Employees, Retailers, Players, Government - in a formal way.



CSR Statement

To carry out our mission to maximize funding to schools by leading in consumer protection, supporting and enhancing local communities and minimizing our environmental impact.





Corporate Message

*Committed to enhancing education
and supporting local communities*



Who is a Stakeholder?



Those who are affected by our organization or who have an impact on the way we do business.



Why are Stakeholders important?



Our success as a business
can only be achieved
with the active involvement
and support of our Stakeholders





Stakeholder Analysis

Employees Law Enforcement

Players

Gaming Industry

Vendors

Public Interest Groups

Beneficiaries

Governmental Bodies

Retailers

News Media

Unions

Local Communities





Key Accomplishments

- Defined CSR Statement and CSR Message
- Defined stakeholder groups
- Defined stakeholder issues
- Identified stakeholder organizations and level of engagement
- Developed statement of intent for each stakeholder group
- Map issues for each stakeholder group



Statements of Intent

Players

- We strive to offer innovative and entertaining lottery products to our players
- We will maintain the highest standards of integrity and consumer protection
- We aim to maintain players' confidence and trust in the integrity of the Lottery by:
 - Supporting our winners
 - Preventing underage play
 - Raising awareness of problem gambling



Statements of Intent

Retailers

- We seek to work together with our retailers to find creative and effective ways of selling lottery products
- We expect retailers to represent the lottery with the highest standards of integrity and consumer protection
- We want our relationship with retailers to be one of:
 - Shared goals
 - Mutual trust
 - Open communications
 - Assurance that the Lottery will provide guidance and support throughout the sales process



Statements of Intent

Employees

- Our success depends on our ability to attract and retain skilled people at every level of our business.
- We aim to create an environment where people perform to the best of their abilities and where they feel valued, supported and respected.
- We are committed to diversity, equal opportunities and to helping our staff achieve a healthy work-life balance.



CSR Methodology

- The Stakeholder Engagement Plan is based on the internationally recognized accountability standards.
- This is a set of standards for helping organizations become more accountable and sustainable.



CSR Methodology

- They are for use by any type of organization from multinational businesses, small businesses and governments.
- These standards are developed through a multi-stakeholder consultation process.

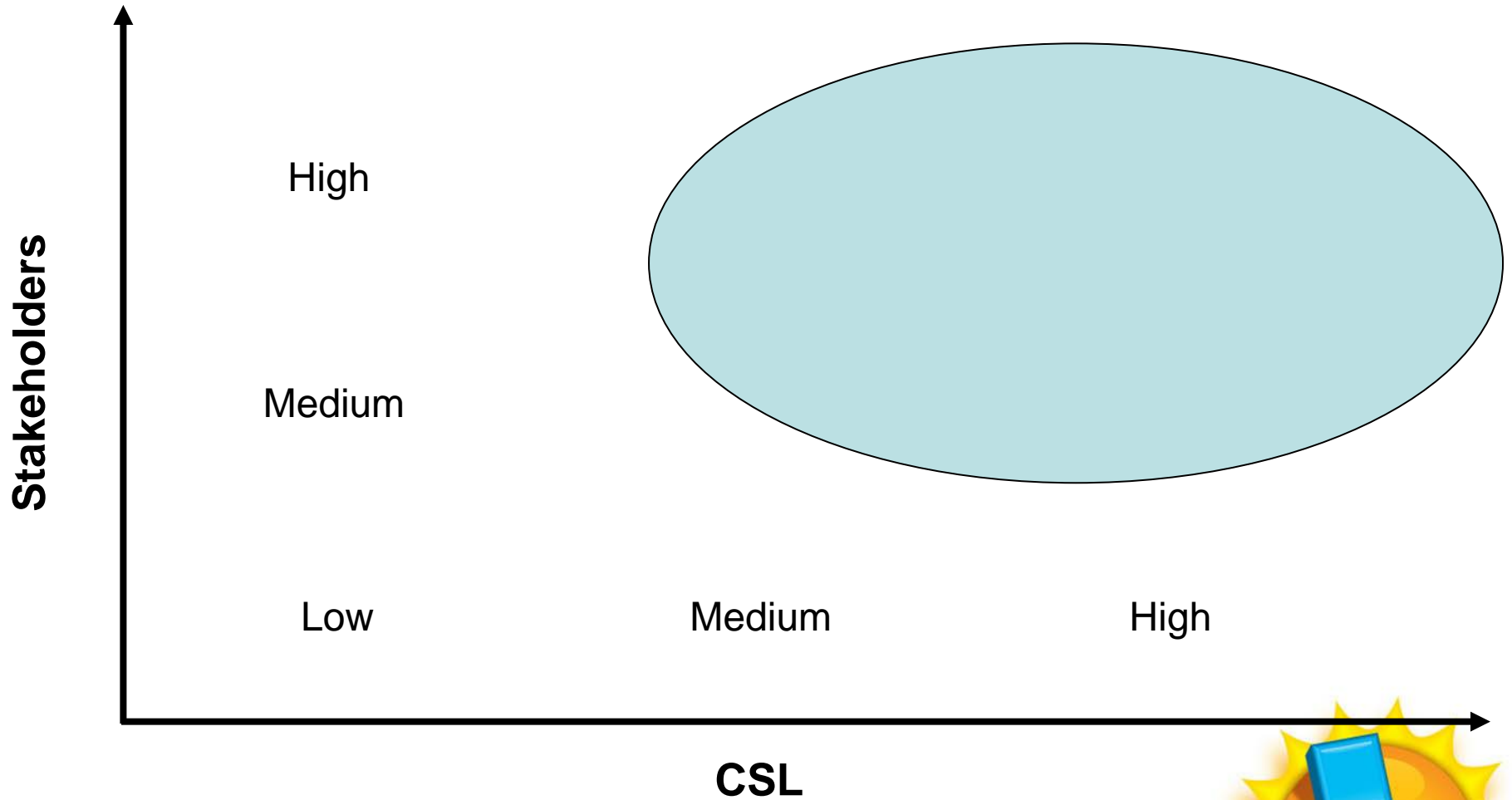


Mapping Key Issues

- Issues of high relevance to the CSL and to each stakeholder group are classified onto a matrix.
- Summary table is provided detailing scoring against the issues defined as most important.



Setting Priorities



Retailers Terminal reliability

Retailers	H	Generation of floor traffic	<ul style="list-style-type: none"> Training of sales staff Game development Retailer support in LC 	<ul style="list-style-type: none"> Sales & Commission Terminal service levels Service from sales representative Reliability of services/product delivery
	M		<ul style="list-style-type: none"> Game portfolio Scratcher inventory control Communications of upcoming promotions Tie-in promotions Signage (local ordinances) 	<ul style="list-style-type: none"> POS display & timing Use of lottery funds Retailer service level Availability of games Scams Winner awareness
	L	Retailer in-house theft		<ul style="list-style-type: none"> Retailer fraud Responsible play (underage and excessive) Prize payout Prize claim process Due diligence
		L	M	H
			CSL	





High Priorities for Retailers & CSL

- Sales & Commission
- Terminal reliability
- Terminal service levels
- Service from sales representative
- Reliability of services/product delivery



Players

Players	H		<ul style="list-style-type: none"> Terminal reliability Retailer fraud Availability of games Prize payout Prize claim process Retailer service level 	
	M	<ul style="list-style-type: none"> Game portfolio Changes in Broadcast Communication of upcoming promotions Tie-in promotions 	<ul style="list-style-type: none"> Use of lottery funds Advertising awareness Winner awareness Scams Security of gaming systems Reliability of services/product delivery 	
	L	<ul style="list-style-type: none"> Signage (local ordinances) Money laundering 	<ul style="list-style-type: none"> Retailer support in local communities Responsible play (underage & excessive play) POS display & timing 	
		L	M	H
			CSL	





High Priorities for Players & CSL

- Terminal reliability
- Retailer fraud
- Availability of games
- Prize payout
- Prize claim process
- Retailer service level



Employees

Employees	H	<ul style="list-style-type: none"> Learning & development Career opportunities Facilities and technologies Pay & benefits Employee wellbeing 	<ul style="list-style-type: none"> Sales Employee morale Furloughs Internal communication Staff engagement 	
	M	<ul style="list-style-type: none"> Communications of upcoming promotions Job security Administration changes 	<ul style="list-style-type: none"> Winner awareness Changes to the lottery act Due diligence/compliance Efficiency of operations 	
	L	<ul style="list-style-type: none"> Tie-in promotions Contracting/procurement/bidding Game portfolio Advertising awareness 	<ul style="list-style-type: none"> Retailer fraud Security of our gaming systems Use of lottery funds Prize payout Responsible play (underage and excessive) Scams Operations and independence Security of gaming systems 	
		L	M	H
		CSL		





High Priorities for Employees & CSL

- Sales
- Employee morale
- Furloughs
- Internal communication
- Staff engagement





Top Rated Priorities

All Stakeholder Groups:

- Prize payout
- Sales/commissions
- Changes to the Act
- Use of Lottery funds
- Availability of games
- Responsible play
- Due diligence & compliance
- Scams (not at retail)
- Lottery facilities and tech
- Retailer fraud
- Game portfolio



Next Steps

- Complete Stakeholder Engagement Plan
- Recommend quick wins
 - Engage & motivate workforce in Renew
 - WLA Responsible Gaming Certification
 - Optimize consumer protection information
- Develop CSR strategy and key measures of success
- Define resources and estimate costs for implementation

Thank you!

