

2021 IS A GREAT TIME TO JOIN THE CGA!

Canada's only national industry association representing the leading operators, suppliers, and entities affiliated with Canada's \$17 billion gaming industry.



The Canadian Gaming Association (CGA)

is the national trade association that works to advance the evolution of Canada's gaming industry. The association's mandate is to promote the economic value of gaming in Canada; use research, innovation, and best practices to help the industry advance; and create productive dialogue among stakeholders.



CGA GUIDING PRINCIPLES

These principles describe how we act and interact with each other and our external partners and also influence our approach to the work we do.

- We believe in gaming as a legitimate form of entertainment and a positive contributor to our communities.
- We promote responsible use of our industry's products.
- We are Canada-wide and nationally focused.
- We balance the interests of our various stakeholders.
- We seek insights to help the industry innovate.

ADVOCACY & PUBLIC POLICY

The CGA defines its advocacy priorities through consultation with members and stakeholders and continuously strengthens relationships with provincial crown agencies, regulators, and key federal government stakeholders. The CGA actively works to represent industry viewpoints on behalf of our members as the association develops alliances and strategies to respond to specific circumstances.

2020 was a challenging year for our industry however the CGA made significant progress on all of its initiatives.

Sports Betting

The CGA's ongoing pursuit of a legislative amendment to permit single-event wagering will finally be realized in 2021. For the third successive Parliament, CGA's efforts saw the introduction of Bill C-218, sponsored by Kevin Waugh, MP for Saskatoon-Grasswood, at the beginning of 2020.

The CGA's work to build a broad coalition of support for the initiative with labour, business, and sport and community organizations has kept the issue on the legislative agenda and earned Bill C-218 all-party support

in the House of Commons. The culmination was the federal government's decision in November 2020 to move its own government bill – Bill C-13 – forward to ensure passage in 2021.

It was a busy year: community roundtables, on-going advocacy with members of Parliament and various stakeholders, and near-constant efforts to keep the issue in the media spotlight. Sports betting will be a key priority for the CGA throughout 2021 as it will be a powerful tool to help the industry emerge from the impacts of COVID-19.

iGaming In Ontario

The CGA continues to support the AGCO and government of Ontario as they move ahead with a licensing model to make internet gambling (iGaming) a reality in the province, and to ensure that the people of Ontario have access to safe and legal gambling options online. There is much work to do and the CGA will be an integral part of the AGCO's and government's consultation process to help drive the initiative forward.

Cashless Gaming

The CGA's Regulatory Innovation Committee developed regulatory standards for cashless wagering in land-based Canadian casinos in 2020 which are now available at canadiangaming.ca.

The committee was created as a platform for industry and gaming regulators to engage in two key areas: the adoption and utilization of emerging technologies; and on regulatory initiatives in the areas of harmonization and operational efficiency. It includes a cross section of gaming industry representatives working with provincial gaming regulators and subject matter experts.

The Regulatory Innovation Committee has moved on to sport and event wagering standards in 2021 in anticipation of the legalization of single-event sports wagering.

COVID-19 Advocacy

When Canada's gaming industry shut down in March 2020 the CGA immediately pivoted into advocacy efforts to actively communicate with governments at the provincial and federal levels to ensure that support for our industry and its employees was available. Our efforts included:

- Direct advocacy with the federal government for industry inclusion in the BDC Business Loan Program / extensions to the Canadian Employee Wage Subsidy (CEWS).
- Worked with the CGAO, AGCO and OLG to develop an overarching health & safety framework to help safely reopen gaming facilities in Ontario.

The CGA continues to advocate for government programs to help the industry. It is a member of the Canadian Chamber of Commerce's Canadian Business Resilience Network and the Canadian Travel & Tourism Roundtable, a national coalition of associations representing the hospitality, travel, tourism, entertainment and attraction sectors.

AML & Supreme Court of Canada Decision

The CGA spent much of 2020 building relationships and alliances with the federal and provincial governments, key partners, and stakeholders at the national level. Advocacy efforts included:

- Submissions to the Cullen Commission on AML and the Canadian gaming industry's policies and positions, as the CGA was granted standing.
- The CGA was granted intervenor status in 2019 in the Atlantic Lottery Corporation (ALC) Inc. v. Babstock in support of the appellants, ALC and its VLT and software suppliers, and in 2020 the Supreme Court of Canada handed down its decision not to allow a class action lawsuit about VLTs to go forward.

WORKING WITH INDUSTRY STAKEHOLDERS

The CGA's advocacy efforts have always involved creating productive dialogues with stakeholders to address issues of common cause. The association's cooperation and collaboration with provincial gaming corporations, regulators and governments across Canada are to ensure we open avenues for industry growth, innovation and investment. We are also a voice in the media to raise awareness of the benefits of our industry and how we contribute to communities where we operate. This work is ongoing in 2021.



**JOIN
NOW!**

PROMOTING CANADA'S GAMING INDUSTRY

The CGA is committed to helping stimulate innovation in the gaming industry by creating opportunities to showcase, promote and advance new products and ideas, both in Canada and worldwide. After all, Canada offers a significant competitive advantage to gaming companies, from tax credits and a favourable tax climate, to exceptionally skilled and multi-lingual talent, to innovative technology and its developers. We don't miss a chance to promote these benefits.

CGA EVENTS

The CGA's networking receptions at G2E and ICE are among the most popular and sought-after invitations of these conferences. We were able to return to ICE in 2020 with an event at Canada House to discuss the upcoming iGaming model in Ontario and why Canada is a great place to do business, however COVID restrictions have now forced us to pivot to online platforms. We launched CGA webinars and will continue to offer them in 2021 (watch for our Summit Series) as we expect lots of news and information on Ontario iGaming and single-event sports betting. We hope to return to face-to-face networking later in 2021.

GET TO KNOW GAMING CANADA & CGA UPDATES

CGA also believes that open lines of communication between all industry stakeholders is paramount in growing the industry and increasing public acceptance of gaming. We launched Get to Know Gaming Canada and CGA Updates in 2019 and these vehicles went into high use during 2020 to ensure that members had access to the latest information on government assistance as well as progress on Ontario iGaming and sports betting legislation. We also profile industry news and members in the bi-weekly eNews and on the Canadian Gaming Business website.

As we move into 2021, the CGA remains focused on supporting our members by advocating for support, products and tools (such as Ontario iGaming and single-event sports betting) to ensure our industry is able to help its employees and emerge from this crisis as a strong as possible.

As a CGA member you will have the opportunity to help propel positive change that opens up new business possibilities for the industry.

GAMING OPERATORS

CASINO / ONLINE / HORSERACING /
LAND-BASED & ONLINE CASINOS / SPORTSBOOK / RACETRACKS

ANNUAL FEE- CDN DOLLARS	BASIS OF DUES - GLOBAL GROSS GAMING REVENUE	INCLUDES:
\$50,000	Greater than \$1 Billion	<ul style="list-style-type: none"> Online casinos, poker & sportsbooks Land-based casinos, racetracks, gaming centres & sportsbooks
\$40,000	\$500 Million to \$999 Million	
\$30,000	\$250 Million to \$499 Million	
\$25,000	Less than \$250 Million	

GAMING SUPPLIERS

GAMING RELATED EQUIPMENT & SERVICES

ANNUAL FEE- CDN DOLLARS	BASIS OF DUES - GLOBAL ANNUAL REVENUE	INCLUDES:
\$50,000	Greater than \$750 Million	<ul style="list-style-type: none"> Suppliers of gaming-related services & land-based gaming systems, machines & tables Online suppliers of platforms, systems & games
\$35,000	\$250 Million to \$749 Million	
\$15,000	\$50 Million to \$249 Million	
\$7,500	Less than \$50 Million	
\$7,500	Test Labs, Affiliates, Compliance & Regulatory Technology	

NON-GAMING SUPPLIERS

ANNUAL FEE- CDN DOLLARS	MEMBERSHIP TYPE	
\$7,500	Financial Institutions, Payment Services & Technology Providers	
\$5,000	Law Firms & Consulting & Professional Services	
\$3,500	Non-Gaming B2B Vendor	BUSINESS TYPES INCLUDE: <ul style="list-style-type: none"> Food & beverage Uniform Suppliers Entertainment Hotel supplies Facility equipment and services
\$2,500	Associations	

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