

Overview

Ontario Lottery and Gaming Corporation (OLG or the Corporation) and its contract management companies employ more than 18,000 people across Ontario. It is responsible for 27 gaming sites as well as the sale of lottery products at about 10,100 retail locations. An Operational Enterprise Agency created by the Government of Ontario, the Corporation is intended to provide gaming entertainment in an efficient and socially responsible way that maximizes economic benefits for the people of Ontario, related economic sectors and host communities.

The *Ontario Lottery and Gaming Corporation Act, 1999* requires that net revenue from lotteries, casinos and slots at racetracks be made available to the Government of Ontario for various purposes, including the provision of health care and the promotion and development of physical fitness, sport, recreation and cultural activities throughout the province. Revenues are also made available to the Ontario Trillium Foundation by the Government for distribution to charitable and not-for-profit organizations every year. The amount directed to the Foundation in fiscal 2010 totalled \$120 million.

Corporate Mission

OLG's corporate mission guides employees in their work with customers and stakeholders. In all we do, we are asked to reflect on our purpose, realize our vision and embody clearly identified values.

PURPOSE

Make life better for people across Ontario – by generating revenue provincially and economic and social benefits locally.

VISION

Be the role model for gaming entertainment worldwide – by creating excitement and possibility for customers and generating economic return, while upholding the public's best interest.

VALUES

Act with integrity — by doing the “right thing,” balancing what our customers and business partners ask of us with what the people of Ontario expect of us.

Respect our customers, employees, partners and the people of Ontario — by listening openly and honestly to the diversity of people and ideas around us.

Be accountable — by accepting the responsibility of setting and attaining high standards for ourselves in serving our customers and acting in the public interest.

Striking a Balance — The Strategic Roadmap

Public Trust — Being guardians of the public trust through integrity of operations and promotion of responsible gaming

Player Experience — Providing great, entertaining gaming experiences

Partnerships — Being great partners in the communities in which we operate including helping our partner businesses and communities to thrive

Profit — Returning dividends to support public initiatives

Together, consideration of these four priorities helps the Corporation ensure that its decisions are balanced, reflecting both the need to always put the customer first and the objective of generating revenues that the province can invest in important public initiatives. Staff and management alike are measured on their success in attaining targets set in each one of these priority areas, and achievement of these targets is built into the corporate compensation plan. By delivering on these priorities, OLG can enhance the public's trust in the organization.

As a part of the entertainment industry, the Corporation's long-term success also depends on the quality of the entertainment value it provides to a wide range of adults, while encouraging a culture of moderation and responsible gaming. OLG is a partner in the support and development of Ontario's communities through the dividend it generates for investment in various programs as well as the regional employment opportunities it creates as a result of the organization's presence throughout the province.