

Break Open Ticket

Program Management Alliance

Leadership for the 21st Century

A Strategic Plan for

Ontario's Break Open Ticket
Industry

April 22nd, 1999

Mission Statement

The Break Open Ticket Program Management Alliance is a professional association of entrepreneurs whose members provide fundraising products, services and leadership for the charitable gaming industry in Ontario.

BOTPMA Mission

The Break Open Ticket Program Management Alliance is a professional association of entrepreneurs whose members provide fundraising products, services and leadership for the charitable gaming industry in Ontario.

Goal

To improve communications inside and outside of the charitable gaming industry

Objectives

- Develop a BOTPMA web site to share information with all partners in the industry and provide information to BOTPMA members
- Prepare a BOTPMA Annual Report each year to distribute to all industry partners
- Develop a BOTPMA logo and seal to help build brand image and identify members of BOTPMA
- Offer communication services to other partners via BOTPMA web site
- Produce a video that demonstrates how the BOT industry works and the benefits that it provides to charitable and non-profit organizations across Ontario

Benefits

- Provides additional value for membership
- Keeps all members properly informed
- Allows for easy communication with decision makers and other partners in the industry
- Can help to unite the charitable gaming industry

BOTPMA Mission

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Goal

Study worldwide trends in gaming as a source of new products and knowledge for the Ontario market

Objectives

- BOTPMA web site to become a clearing house for information on gaming trends around the world
- Use the World Wide Web to search for gaming trends in other jurisdictions, newspapers, trade publications, etc.
- Use knowledge acquired to introduce new, exciting products into the Ontario market
- Investigate on-line gaming and how it works
- Use BOTPMA web site to advertise conferences, seminars and other sources of new information on gaming
- Host a gaming conference in Ontario and invite gaming experts from around the world to share their knowledge

Benefits

- New product ideas will stimulate the market, and increase sales
- Other forms of gaming may provide additional revenues to BOTPMA members

BOTPMA Mission

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Goal

Increase BOTPMA membership to include all Gaming Equipment Suppliers and Gaming Service Suppliers

Objectives

- Create value for membership in BOTPMA through the use of the BOTPMA web site
- Open up new classes of membership in BOTPMA for charities, municipalities and retailers
- Lobby AGCO to make membership in BOTPMA mandatory for all Gaming Equipment Suppliers and all Gaming Service Suppliers operating in the BOT industry

Benefits

- Increased membership results in a greater voice in the industry, and increased revenues for BOTPMA
- Higher level of ethical conduct due to conformity to BOTPMA Code of Conduct

BOTPMA Mission

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Goal

BOTPMA to provide leadership in the BOT industry and the broader charitable gaming industry

Objectives

- Prepare a proposal to re-structure the BOT industry that will include multiple manufacturers and NEWCO
- BOTPMA to work towards becoming the regulator of the BOT industry, including policy development, investigation and enforcement
- Develop formal relationships with all industry partners, including AGCO, municipalities via the Association of Municipalities of Ontario, charitable and non-profit organizations, and retailers in order to share information and provide a greater voice in the charitable gaming industry
- Re-design the BOT Management Council to become an effective BOT Shareholder's Council that makes decisions that benefit the industry
- End the vertical integration that exists within the industry

Benefits

- A more united, cohesive industry will result in a more productive, efficient charitable gaming industry
- Better decision-making that reflects the realities of the BOT market in Ontario

BOTPMA Mission

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Goal

Reduce the current amount of “Red Tape” that exists within the industry

Objectives

- Re-draft the Terms and Conditions to simplify and ensure that the intent of each term and condition is clear
- The current third party registration fees may be paid by the charitable or non-profit organization from the lottery trust account
- Simplify the current licensing system to allow all types of games to be applied for on a single application form, and accounted for on a single report form
- Make BOT licenses open-ended with no fixed expiry dates
- Improve the flow of communication amongst municipalities to ensure that there is a consistent approach to municipal regulation
- Reduce or eliminate the 5% AGCO administration fee as it is an unnecessary regulatory burden that is harmful to the industry

Benefits

- Effective regulation of the BOT industry that encourages growth and innovation

BOTPMA Mission

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Goal

Improved accountability through better enforcement of industry regulations

Objectives

- BOTPMA to help educate AGCO inspectors on practises within the industry
- BOTPMA to encourage more self-inspection by members and self-regulation

Benefits

- More effective enforcement of the industry will reduce the amount of time spent on these issues, and more time to focus on increasing sales

BOTPMA Mission

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Goal

Improve the overall image of the BOT industry through education and certification

Objectives

- Develop an education and certification program, which includes testing, for all Gaming Service Suppliers, Gaming Equipment Suppliers and Gaming Assistants
- Consider developing education and training programs for municipal officials and AGCO inspectors
- A continuous education program should be developed for on-going upgrading during times of major changes to the industry
- Develop a point system to penalize suppliers and gaming assistants who violate regulations
- Establish a minimum level of services that should be provided by Gaming Equipment Suppliers, Gaming Service Suppliers and Gaming Assistants who are members of BOTPMA

Benefits

- Demonstrates a commitment on the part of the industry to address concerns, and demonstrates a continued maturing of the BOT industry