

YEAR IN REVIEW

# 2024

# LAND ACKNOWLEDGMENT

AGLC respectfully acknowledges that we operate on the traditional territory of many peoples, including the Indigenous peoples who are signatories to Treaties 4, 6, 7, 8 and 10. We also acknowledge the Métis people of Alberta, who have a strong connection and share a deep history with this land. We acknowledge, honour and respect the wisdom of the Elders - past, present and future.

Head-Smashed-In Buffalo Jump Heritage Site | Courtesy of Travel Alberta

## FOR ALBERTANS

Our commitment to the province of Alberta is at the heart of everything we do. As both a regulator and enabler of gaming, liquor and cannabis products and experiences for the province, we proudly uphold the values and standards that protect and enrich the lives of all Albertans.

We are here for Albertans and are committed to making a difference every day!

Calgary Folk Music Festival | Photo by Roth and Ramberg | Courtesy of Tourism Calgary

## EMPLOYEES

Our employees stand as the cornerstone of our organization, driving our mission with their expertise, passion and commitment.



2024 marked the eighth time AGLC was selected as one of Alberta's top employers.

## INDUSTRY SATISFACTION



**93%**  
Overall Stakeholder Satisfaction



**96%**

Charitable Gaming Licenses



**94%**

Gaming Retailers and Operators



**90%**

Liquor Licensees and Agencies



**85%**

Cannabis Licensees and Licensed Producers

## INDUSTRY

AGLC strives to create an environment where the gaming, liquor and cannabis industries can thrive and continue to invest in Alberta.

**49.7%**

of red tape reduced (GOA target 33%) since inception of the Red Tape Reduction Initiative.

**\$810K**

estimated revenue generated for industry from amending Manufacturer Class D Off-Sales at trade shows.

**\$4.05M**

estimated cost savings for industry by reducing the listing fees for cannabis SKUs, among other procedural changes.

**\$2.95M**

estimated cost savings for industry through the amendment of storage requirements.

## CONSUMERS

AGLC is dedicated to delivering choices Albertans can trust.

**78%**

of Albertans trust AGLC to manage gaming, liquor and cannabis activities in Alberta.

### GAMING

**19**

traditional casinos

**2,837**

lottery ticket centres

**5**

Host First Nations casinos

**756**

VLT locations

**1**

online gambling platform (Play Alberta)

**5**

racing entertainment centres

### LIQUOR

**5,599**

licensed restaurants, bars, lounges

**2,429**

licensed liquor retailers

**35,537**

liquor products available

**8,967**

liquor products made in Alberta

### CANNABIS

**2,356**

cannabis products available

**752**

licensed cannabis stores

**136**

contracts with licensed producers of cannabis (36 contracts with Alberta-based licensed producers)

ACTIONS

**Gaming**

**5,282**  
inspections conducted

**Liquor**

**20,455**  
inspections conducted

**Cannabis**

**3,442**  
inspections conducted

RESULTS

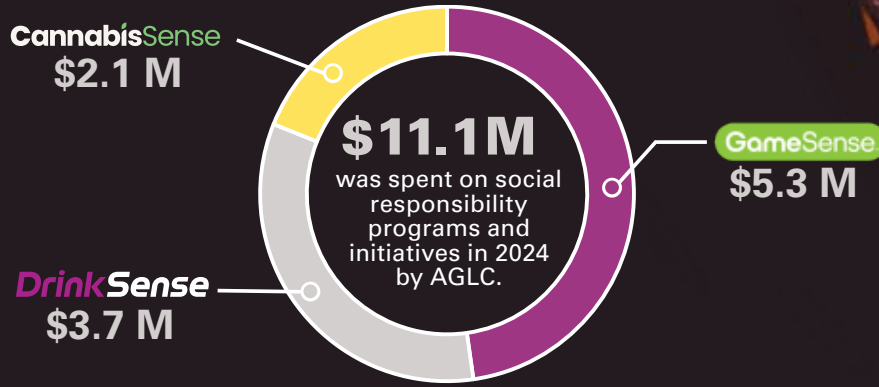
**99%**  
compliance rate

**99%**  
compliance rate

**98%**  
compliance rate



Our range of social responsibility programs aim to provide awareness, education and support to Albertans to maintain healthy behaviours.



## GameSense

Provides players with information on responsible gambling so they have the knowledge they need to make informed decisions.

**51%**

of Albertans are aware of GameSense.

**95%**

of Albertans who gamble, gamble responsibly.

## DrinkSense

Provides facts about liquor to help Albertans make informed choices about alcohol.

**40%**

of Albertans are aware of DrinkSense.

**93%**

of Albertans who drink, drink responsibly.

## CannabisSense<sup>1</sup>

Educates Albertans on how to understand cannabis, identify legal products and how to consume in moderation.

**30%**

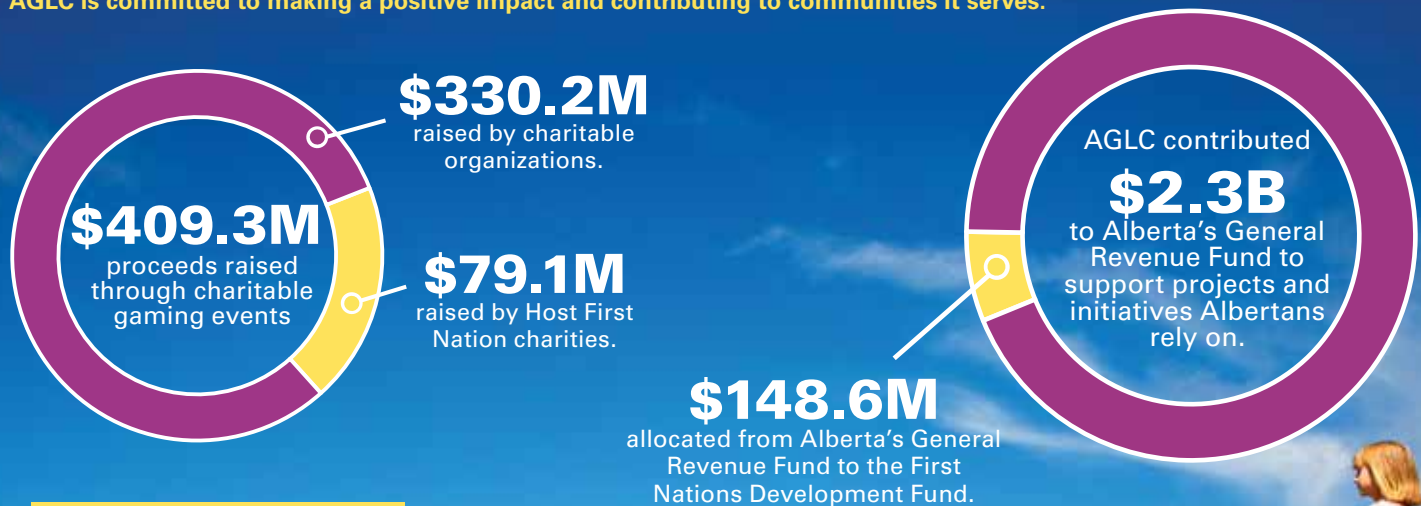
of Albertans are aware of CannabisSense.

Note:

<sup>1</sup>Currently, there is no national standard for responsible cannabis consumption.

## COMMUNITIES

AGLC is committed to making a positive impact and contributing to communities it serves.



AGLC's charitable gaming model enables

**23,055**

charities to make a difference for Albertans and communities across the province.





# ENVIRONMENT

AGLC is committed to environmental sustainability.

- LED lighting transition underway at the St. Albert Corriveau location.
- Single-use plastic ring carriers no longer distributed from AGLC approved warehouses or manufacturers effective June 2024.

Elk Island National Park | Courtesy of Travel Alberta

## PERFORMANCE MEASURES UPDATE

The following table summarizes AGLC's performance against the 2023-26 Business Plan<sup>1</sup>.

Performance measures	2024 Target	2024 Actual	2023 Actual
Gaming net operating income (in thousands of dollars)	\$1,514,605	<b>\$1,568,781</b>	<b>\$1,553,562</b>
Liquor net operating income (in thousands of dollars)	\$829,576	<b>\$790,594</b>	<b>\$825,104</b>
Cannabis net operating income <sup>2</sup> (in thousands of dollars)	\$4,580	<b>\$10,824</b>	<b>\$18,032</b>
Stakeholder satisfaction	93%	<b>93%</b>	<b>93%</b>
Compliance charitable gaming activities <sup>3</sup>	98%	<b>99%</b>	<b>99%</b>
Compliance liquor licensees <sup>3</sup>	99%	<b>99%</b>	<b>99%</b>
Compliance cannabis licensees <sup>3</sup>	98%	<b>98%</b>	<b>98%</b>
Responsible gamblers	97%	<b>95%</b>	<b>97%</b>
Responsible drinkers	89%	<b>93%</b>	<b>89%</b>
GameSense awareness	41%	<b>51%</b>	<b>48%</b>
DrinkSense awareness	40%	<b>40%</b>	<b>40%</b>
CannabisSense awareness	32%	<b>30%</b>	<b>32%</b>
Reputation index <sup>4</sup>	<b>84%</b>	<b>75%</b>	<b>77%</b>

### Notes:

1. The following performance measures were updated according to the 2024-27 Business Plan: GameSense awareness, DrinkSense awareness and CannabisSense awareness.
2. Does not include cannabis tax revenue collected by the Government of Alberta.
3. Calculated by total inspections during the fiscal year, minus incidents resulting in penalties, divided by total inspections during the fiscal year.
4. The reputation index is calculated by averaging six separate dimensions (emotional appeal, financial performance, vision and leadership, workplace, social responsibility, and products and services).