

Year in Review

Supporting Albertans

Board Chair and President & Chief Executive Officer Message

AGLC has undergone a remarkable evolution in pursuit of our vision to be a leader in creating gaming, liquor and cannabis experiences trusted by Albertans.

We have a storied history of evolving to meet the needs of Albertans. From privatization of what was the Alberta Liquor Control Board (ALCB) to updating and modernizing gaming technologies and the introduction of the legal cannabis market: our organization has been positively reshaped by the interests and needs of Albertans.

Positive advancements include the Casino Modernization Program and our Winner's Edge player loyalty program in all casinos in Alberta that provide members GameSense tools to better manage their play. Another example is how Alberta's unique privatized liquor model delivers unparalleled liquor product selection, convenience and responsible customer service Albertans look for. Additionally, with AGLC's leadership, a robust regulatory framework for private cannabis retailers was quickly established. Leaning on our experience with liquor retailing, the distribution of cannabis and operation of albertacannabis.org ensures access to legally produced products while also keeping cannabis out of the hands of children and youth. Each of these examples highlight our ability to meet the evolving expectations of Albertans.

We are also focused on executing further advancements including progressing the launch of our province's legal online gambling platform, continuing liquor policy modernization and the evolution of cannabis product offerings. We plan to further increase our strength in serving Albertans through our Modernization Enhancement Regulatory Applications (MERA) project which will improve service delivery to businesses and revolutionize how we interact with applicants and licensees.

As our organization adapts, we also draw from our strengths, which includes facilitating an approach that strikes balance between public health and safety, integrity, financial return to government and business development. As the needs of Albertans and industry evolve, it is through the ongoing application of our balanced approach that will ensure the Board, executive and staff make good decisions to support our province. This includes staying connected with stakeholders and Albertans to reduce potential harms related to gambling, drinking and cannabis use; and, with a focus on public awareness and education, to promote responsible consumption. It also includes our commitment to consult with stakeholders to ensure AGLC is as transparent, responsive and efficient as possible. We highly value our stakeholders as partners in our continued evolution to innovate for the future.

While our sights were set on future opportunities, a global pandemic erupted. The Government of Alberta declared a public health emergency due to the COVID-19 pandemic on March 17, 2020. AGLC quickly created and implemented measures to minimize the risk of transmission, while following the guidelines set forth by public health agencies and the direction of Alberta's Chief Medical Officer of Health. The impact of COVID-19 is unprecedented. Looking towards the next fiscal year, we know it will be a very difficult one for Albertans, AGLC and the stakeholders we serve. We will work hand-in-hand with our stakeholders to get through this and adapt to the business conditions we face by leveraging the expertise of our industries and our employees. We will focus on sustainability, business continuity and business recovery.

We are proud of how our employees, management team and Board work together with stakeholders to be agile in an ever-changing marketplace. We also appreciate the dedication to customer service excellence our employees uphold, alongside the effective governance and guidance of our Board.

AGLC delivers an important role in Alberta. Our organization and network are poised to continue supporting the priorities of the Government of Alberta. This includes creating business development opportunities and reducing red tape to facilitate ease of doing business in Alberta while protecting and securing sustainable revenue for the province.

In partnership with industry, we know AGLC can facilitate the entrepreneurial makeup of Alberta so it can thrive while also being aligned with government direction. AGLC's ongoing evolution will focus on consistently applying a consumer and customer lens to decisions, ensuring that we continue offering...**Choices Albertans can trust.**



Original signed by

Len Rhodes

Board Chair



Original signed by

Alain Maisonneuve

President and Chief Executive Officer

Albertans Benefit

We generate revenue for the benefit of Albertans. Revenue provided to the Government of Alberta supports provincial programs and initiatives in areas such as healthcare, education, social services, housing and infrastructure.

In 2019-20, \$2 billion net income from gaming, liquor and cannabis was directed to the province's General Revenue Fund (GRF).

Note: Gaming net income of \$949 million was allocated to Alberta Lottery Fund between April 1, 2019 to December 4, 2019. On December 5, 2019 the Alberta Lottery Fund was disestablished. Beginning December 5, 2019, gaming net income is allocated directly to the province's GRF.

Local Business Benefits

Thousands of direct and indirect jobs in the provincial economy are connected to gaming, liquor and cannabis industries. Independent operators and retailers serve their communities as local casino providers, liquor stores, cannabis stores and more. This generates economic activity in communities throughout Alberta. Our lottery ticket and video lottery terminal (vlt) products are also delivered through networks of private business operators. These products directly support important business sectors in the province including the retail, hotel and restaurant industries.



19 traditional casinos



4 racing entertainment centres (RECs)



5 Host First Nation casinos



21 bingo facilities



795 vlt retail locations



2,799 lottery ticket centres



5,486 licensed restaurants, bars and lounges



2,282 licensed liquor retailers



189 Alberta liquor manufacturers



630 liquor agencies



428 cannabis retail stores

Industry Benefits

Regulatory education supports well-trained employees as key workers in Alberta's gaming, liquor and cannabis industries. Our regulatory model, including SMART Programs and inspections, helps ensure better knowledge thereby creating value through regulatory compliance, employee development and customer service excellence.

70,995 SMART training certifications issued	98% charitable gaming compliance rate
101 GAIN sessions provided in 23 communities	99% liquor compliance rate
3,935 gaming inspections conducted	7,086 liquor inspections conducted
4,574 cannabis inspections conducted	1,016 due diligence disclosures received¹

Community Benefits

Proceeds earned through charitable gaming events support important community programs and services across the province. Over 19,700 charitable gaming event licences were issued last year.

\$321 million earned by charities through charitable gaming activities

Public Benefits

Choice is balanced with social responsibility. We aim to reduce social harms related to gambling, liquor and cannabis by focusing on public awareness and education to enable healthy and informed choices.

14,890 casino gaming terminals in casinos & RECs (13,422 in casinos, 1,468 in RECs)	411 cannabis products
5,933 vlts	95% Responsible Gamblers
28,960 liquor products	88% Responsible Drinkers

Note: AGLC is currently collecting baseline data based on Canada's Lower-Risk Cannabis Use Guidelines. A responsible cannabis consumer methodology and associated targets are pending development as a national standardized tool and/or metric has not yet been established.

Consumer Benefits

As part of our commitment to customer service excellence, we connect with our stakeholders to actively seek feedback continuously, including through annual surveys. We also consult throughout the year as polices and opportunities evolve. We also have Alberta's only legal online recreational cannabis store that ensures cannabis products stay out of the hands of minors.

93% stakeholder satisfaction index

Employee Benefits

We invest in people, technology and processes to increase our strength in serving Albertans. We are proud to be recognized as one of **Alberta's Top 75 Employers**.

1. AGLC's Due Diligence Unit conducts a full investigation for each disclosure received whether from a company (applicant or associated applicant) or individual (personal). Between April 1, 2019 – March 31, 2020, 486 gaming and 530 cannabis disclosures were received.

Who We Are

Alberta Gaming, Liquor and Cannabis (AGLC) is the Crown commercial enterprise that oversees the gaming, liquor and cannabis industries in Alberta. We uphold a commitment to balancing choice and social responsibility to ensure choices Albertans can trust.

A full summary of the 2019-20 fiscal year is available in the complete AGLC Annual Report. This document, as well as more information about the AGLC, is available on our website at aglc.ca.

