

14-16 MARCH 2023

NATIONAL GAMBLING CONFERENCE: 14-16 MARCH 2023

“Corporate Social Investment Program by the Industry and the desired impact.”



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- 1) Purpose of the Presentation.
- 2) Context and Background.
- 3) CSI link with the Organizational Strategy.
- 4) Underpinning Principles in terms of the ECGB CSI Framework.
- 5) CSI Focus Areas in terms of the ECGB CSI Framework.
- 6) Excluded Areas for implementing CSI initiatives / projects in terms of the ECGB Framework.
- 7) Impact, Assumptions & Evaluations.
- 8) Infor-graphic information - CSI work by the Eastern Cape Gambling Industry.
- 9) Way forward.
- 10) Conclusion.



- ❑ To share and communicate the work that ECGB and its Licensees in implementing corporate social responsibility programme as a policy / framework imperative for the regulator and the gaming industry (licensee) i.e. social dividends that accrue to the poorest communities.
- ❑ To create a platform or solicit other provincial licensing authorities and Licensees to consider standardizing CSI across the industry.
- ❑ To indicate that CSI is not a donation, charity or sponsorship but vehicle / investment to contribute to human development that should be followed up.



PURPOSE OF THE PRESENTATION, continued

- ❑ To share the desired impact to be achieved and reported when a well-structured CSI programme is implemented by all for the benefit of our impoverished communities.
- ❑ To appreciate the gambling industry in the province who are not compelled by license conditions but for adhering and appreciating the need to make a change in the poorest communities of our province.



- ❑ The CSI resonates with the call that the former Chairperson of the Board, Adv. N. Mayosi made in 2012 at Dar Es Salaam, Tanzania when she addressed the GRAF Conference about role that regulators should play in leveraging gaming licensing and gaming control to bring about socio-economic change in different respective jurisdictions.

The former Chairperson of ECGB advocated that:

- ❑ “We contend that regulators should not be satisfied with playing just the role of gaming licensing and gaming control only, and that we should seek to enhance the relevance of our role to the communities in which we perform our function as regulators.”



- ❑ We should seek to balance the negative impacts of gambling by seeking, both through our own budget allocations and through the very proceeds of gambling, to be agents of real change in the communities in which we operate”.
- ❑ As a result CSI Framework was developed and approved by the Board, CSI find expression in the organizational strategy wherein planned and intentional efforts that our communities will be positively impacted by the gaming sector.



IMPACT STATEMENT

Gambling Regulation as a Catalyst
for Economic Development and Empowerment
in the Province

ECGB STRATEGIC PILLARS AND IMPERATIVES

1

Revenue Collection

2

Compliance and Provision
of Support to the Gaming
Industry

3

Harm Minimisation
and Institutionalisation of a
Culture of Responsible Gambling

4

Socio-Economic Development
and Empowerment

5

Cutting-edge Research
and Knowledge Management

6

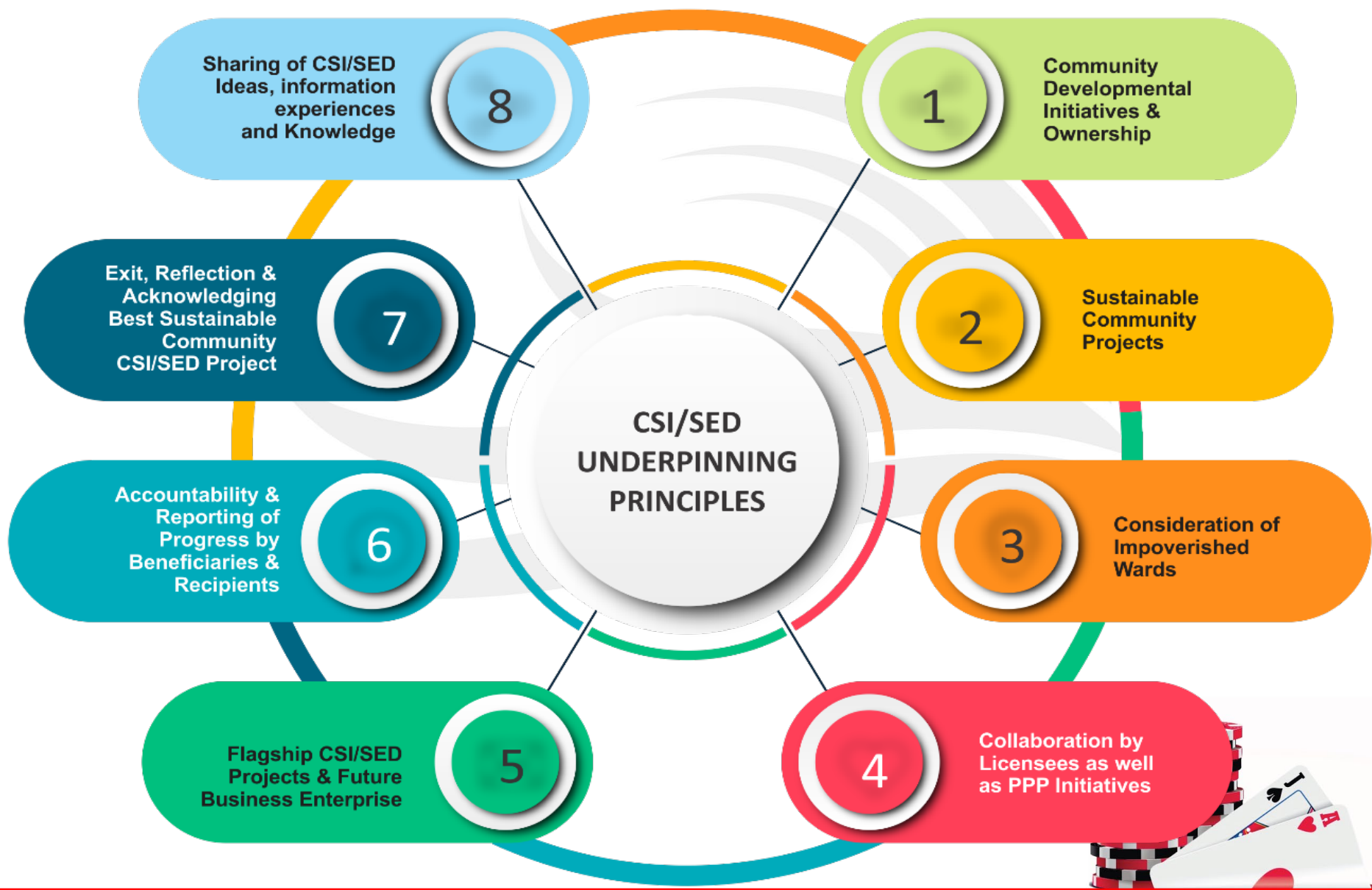
Effective Corporate Governance,
Accountability and Reporting

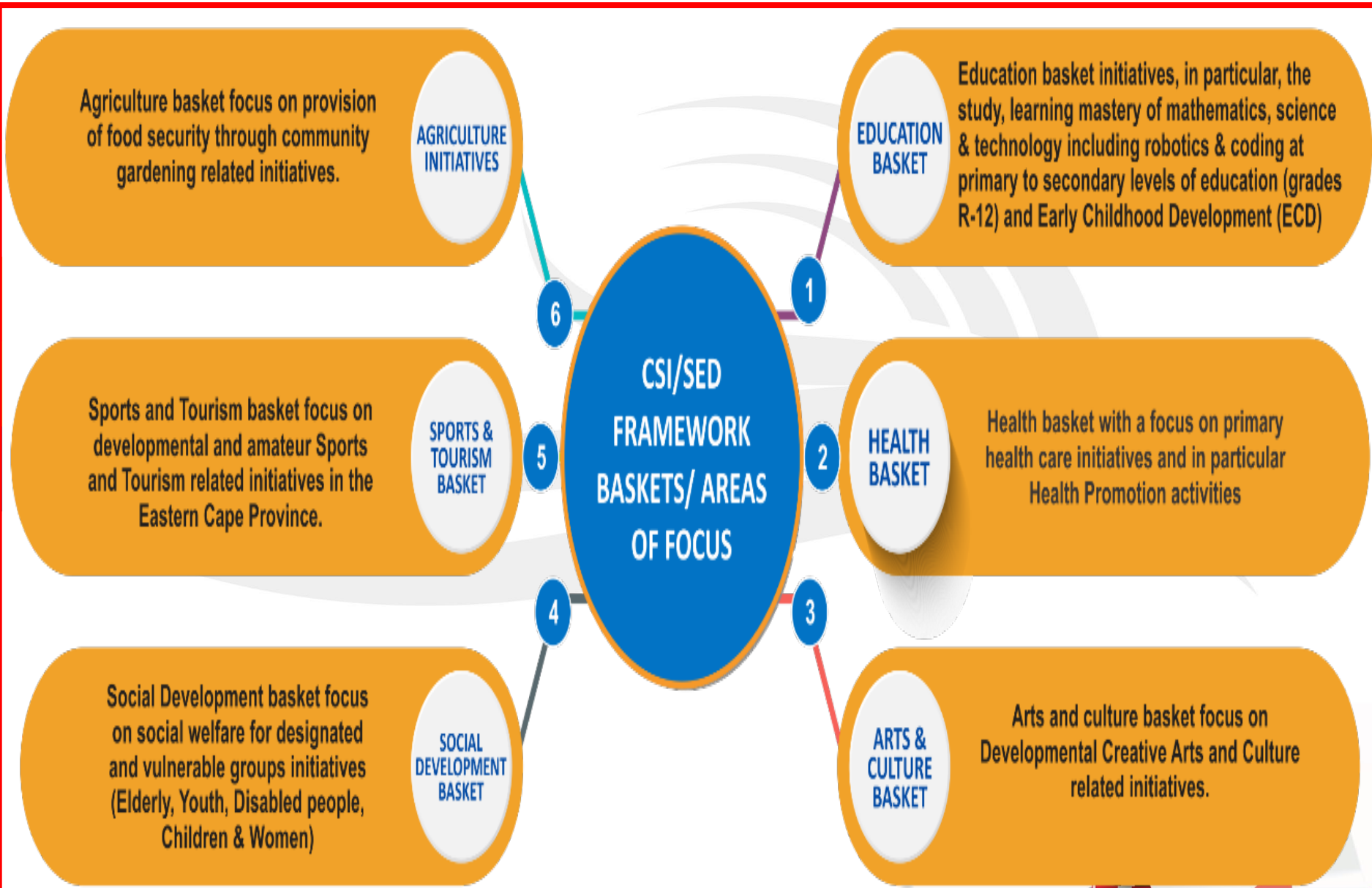
6 STRATEGIC OUTCOMES AND 5 YEAR TARGETS

- ❑ Some companies perceive CSI as “giving” rather than “investing” - such CSI programmes lack clear purpose and objectives and have vague mandates.
- ❑ The new South African Companies Act requires companies to have a social and ethics board committee (or officer if the company is small enough) to oversee its CSI activities.
- ❑ CSI should become entrenched in key performance indicators (KPIs) and eventually the company culture.
- ❑ CSI projects should have clear deliverables, timelines, stakeholder engagement plans, roles and responsibilities, governance structures, and risk management.



PRINCIPLES UNDERPINNING CSI FRAMEWORK





EXCLUDED AREAS FOR IMPLEMENTING CSI INITIATIVES / PROJECTS

EXCLUDED AREAS / ACTIVITIES FOR CONSIDERATION FOR CSI/SED INITIATIVES

1

Conferences

2

Profit-making organizations and companies

3

Individuals or small groups in their personal capacity

4

Travel, either by groups or individuals if not related to focus areas in paragraph 9.1

5

Political parties or groups with partisan political affiliations

6

Labour unions and its activities

7

Gala dinners and other fund-raising events; and

8

Religious organizations for sectarian activities.



- ❑ Conscious giving may result in achieving specific outcomes, such as reducing poverty and creating jobs.
- ❑ A recent impact assessment conducted with the Education Department in the Eastern Cape indicate % of schools that have improved from the visited and supported schools, only exit grades were considered:
 - 73% of schools improved in Mathematics in Grade 3.
 - 87% of schools improved in Mathematics in Grade 6.
 - 89% of schools improved in Natural Sciences & Technology in Grade 6.
 - 100% of schools improved in Mathematics, Life Sciences and Physical Sciences in Grade 12 respectively.



- ❑ More previously disadvantaged schools are now in possession of MST kits like any other school and they can access them anytime as these belong to them.
- ❑ Resourced schools are now exposed to practical teaching of science subjects with some learners having been proven to have improved in confidence and communication as the foundation has been laid for deeper insight.
- ❑ Some teachers who initially had content gap could easily translate what is there into what is required for quality teaching and learning.



- ❑ Through lesson presentations learners could demonstrate acquisition of skills specified by CAPS in the respective subjects and grades after they have utilised the resources.
- ❑ Investment made by the Gaming Industry is considered sustainable, measurable & contributes to human development.
- ❑ The school systems in low-Socio-Economic Status (SES) communities are often under resourced, negatively affecting students' academic progress and outcomes (Aikens & Barbarin, 2008).



- ❑ Research indicates that children from low-SES households and communities develop academic skills slower than children from higher SES groups (Morgan, Farkas, Hillemeier, & Maczuga, 2009).
- ❑ To invest in education is to invest in the future (MEC of Education in the Eastern Cape, Hon Fundile Gade).

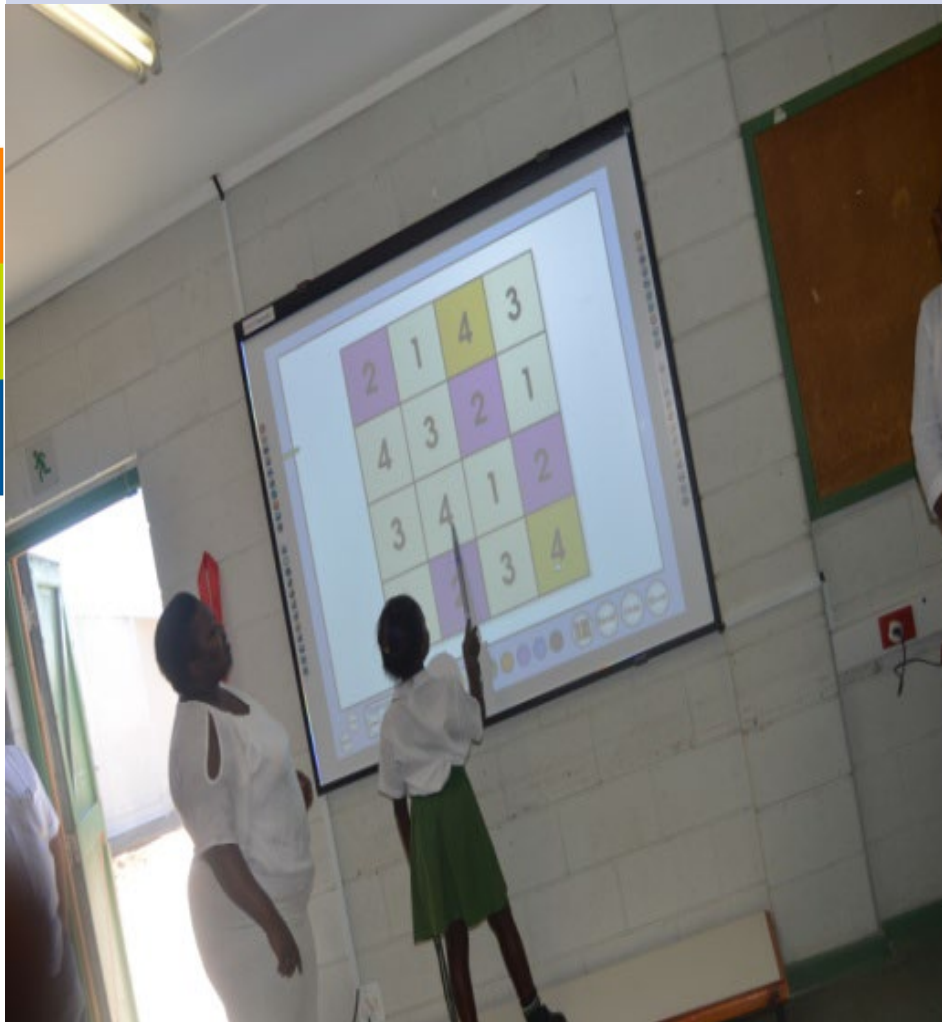


EDUCATION PROJECT - MATHEMATICS, SCIENCE & TECHNOLOGY KITS

Science Teacher & learners at the laboratory performing experiments during the handover at the school.



E-Learning Interactive Touch Board (includes installation of the boards' software and content software & training).



OFFICIAL HANDOVERS OF MATHEMATICS, SCIENCE & TECHNOLOGY KITS



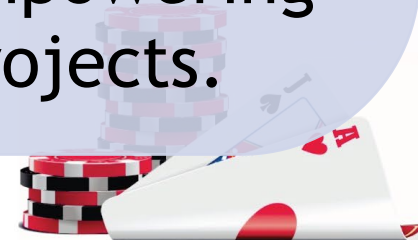
AGRICULTURAL RELATED PROJECT: FOOD SECURITY

Garden tools (Sprinklers, tank, pipes, wheelbarrow, hand hoes, spades etc) Agricultural Co-operation (Community Garden)



The industry to embrace and adopt the CSI in order:

- To enhance the socio-economic development opportunities of the communities where the gambling industry has a footprint.
- To foster partnerships and collaborations in order to mitigate socio-economic challenges facing the country.
- To institutionalize a process of accountability and empowering beneficiaries of the CSI projects.



- ❑ The ECGB is supporting / working close with the Industry in implementing a CSI Framework.
- ❑ Gaming Operators are not just implementing their CSI initiatives because of their license conditions, but their own realization of the need to contribute to communities who are located in the far flung areas in the Province as identified by Statistics South Africa.
- ❑ Gaming Operators go direct to the communities and make resources that are geared towards investing in sustainable human development for education, learning, growth, and economic development.



Ndiyabulela

Dankie

Thank You

Kea Leboha

