

PROBLE STRONGER

ANNUAL REPORT 1984-1985









#### September 30, 1985

The Honourable John Eakins Minister of Tourism and Recreation 77 Bloor Street West Toronto, Ontario M7A 2R9

#### Dear Mr. Eakins:

Pursuant to the provisions of the Ontario Lottery Corporation Act, I have the pleasure of presenting to you the 10th annual report of the Ontario Lottery Corporation for the year ending March 31, 1985.

Yours very truly,

Donald J. MacLean Chairman of the Board

| CONTENTS                                  | PAGE  |
|---|-------|
| Chairman/President's Report               | 2     |
| Board of Directors                        | 4     |
| Senior Staff                              | 5     |
| Interview with the Chairman and President | ent 6 |
| Games                                     | 8     |
| Staff                                     | 10    |
| Distributors                              | 12    |
| Retailers                                 | 13    |
| About Winners                             | 14    |
| Lottery Grants                            | 16    |
| 10th Anniversary Celebrations             | 18    |
| Distribution of Revenue                   | 20    |
| Financial Statements                      | 21    |





Donald J. MacLean, left, and D. Norman Morris.

#### CHAIRMAN/PRESIDENT'S REPORT

hen an organization celebrates a milestone such as a 10th anniversary, it is customary to pause, look back and assess its progress before moving on to the future.

With this in mind, the Ontario Lottery Corporation has prepared its 10th annual report to its shareholders, the people of Ontario.

Since 1975, when lottery proceeds were first harnessed for all Ontario's benefit, the Corporation has experienced strong support. Indeed, no clearer evidence of public enthusiasm for lotteries may be found than in the \$1.3 billion in proceeds raised since then for thousands of public projects not normally eligible for government funding.

During the Corporation's first decade, a variety of game designs were introduced to meet player demand. As more people enjoyed the fun and low-cost entertainment of Ontario's games, lottery proceeds grew. These increased revenues allowed the government of Ontario to broaden the scope of lottery beneficiaries according to changing needs and wishes of Ontario residents.

Sports, fitness, cultural and recreational projects were the first to receive lottery funding. Next, health and environmental health-related research and social service enterprises were added. Hospital capital projects were targeted for multi-million dollar lottery assistance. And with the creation of the Trillium Foundation in 1982, province-wide charitable organizations began to share in the financial benefits of lotteries.

Today, thousands of lottery-funded projects, large and small, in every corner of the province, bear witness to the impact lotteries have had on our communities.

No one could have predicted the widespread benefits, nor the ripple effect, individual grants have had on the economy. Wintario alone can be credited with a \$3 billion impact on the construction industry plus 30,000 jobs. And Ontario's small business community profited, too, from the \$347.5 million earned by distributors and retailers in ticket commissions since 1975.

The financial contribution of the Ontario Lottery Corporation has been significant. For example, in its first year of operation, the Corporation recorded sales of \$97.1 million, proceeds of \$43.3 million and returned \$36.1 million in prizes. It operated one game: Wintario.

In the fiscal year ended March 31, 1985, the Corporation registered a record-breaking \$812.0 million in sales generating net profit/proceeds of \$249.6 million. \$415.5 million was returned as prizes. Over the past decade, Wintario has been joined by five other games:

Provincial, Lottario, Super Loto, Lotto 6/49 and Instant.

Much of the Corporation's success is derived from its continuing communication with players. The result of this dialogue can be seen in fresh and entertaining lottery products.

One such product is the Instant game. In fiscal 1984/85, the first full operating year of Ontario's scratch-off game, \$92 million in sales were posted in a demonstration of player support. Incorporating a variety of different themes every year, the Instant game introduced the live, televised Million Dollar Sweeps event to Canada.

During this fiscal year, Lotto 6/49 recorded sales of \$252 million, a

jump of \$93 million from the year before. It showed the strongest growth of any game in the Corporation's product line.

Game administration expenses actually decreased slightly as a percentage of gross sales. However, a larger payment to the federal government and increased capital costs from the purchase of new equipment and the expansion of computer facilities, including the on-line game terminal network, resulted in higher overall operating costs.

It is fitting that 1985 also sealed a new federal-provincial accord on lottery jurisdiction, guaranteeing lotteries will be administered solely by the provinces. In return, the provinces will continue federal payments under the existing 1979 agreement amounting to an inflation-indexed \$34 million annually and pay an additional \$100 million to the federal government over the next three years.

This new accord has put an end to previous disagreement which threatened to fragment the lottery market. It also ensures lotteries will continue the financial contribution Canadians have come to expect.

Behind the on-going growth of Ontario's lotteries is the Corporation's board of directors and 221 staff. Appreciation must be expressed once again to these men and women who ensure the games are operated efficiently, are fair to all and continue to be entertaining.

We also wish to pay tribute to the late Mr. Fern Guindon, a director of the Corporation since its beginning, who died August 21, 1985. Mr. Guindon, who was most recently vice-chairman, brought a great deal of sensitivity and expertise to the policy-making process.

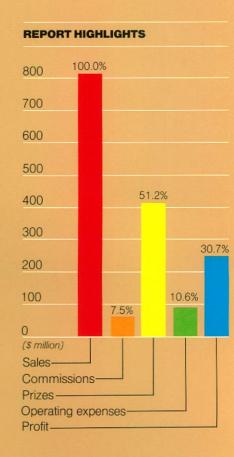
With 10 years of operation now complete, we believe the Ontario Lottery Corporation has earned its place in our province's business community. As we look forward to another "Ten Winning Years", we would like to thank the people of Ontario for making the Ontario Lottery Corporation something of which we can all be proud.

Donald J. MacLean Chairman of the Board

D. Norman Morris President

| TEN YEAR REVIEW (\$      | million) |       |       |       |       |       |       |       |       |       |
|--------------------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 19                       | 975/76   | 76/77 | 77/78 | 78/79 | 79/80 | 80/81 | 81/82 | 82/83 | 83/84 | 84/85 |
| Sales                    | 97.1     | 218.8 | 240.4 | 235.1 | 323.8 | 490.3 | 506.9 | 550.1 | 661.8 | 812.0 |
| Commissions              | 12.5     | 22.4  | 24.2  | 22.5  | 28.3  | 41.2  | 41.4  | 44.1  | 50.3  | 60.6  |
| Prizes                   | 36.1     | 95.5  | 108.3 | 123.9 | 182.7 | 270.3 | 271.9 | 294.4 | 341.0 | 415.5 |
| Total Operating Expenses | 6.0      | 10.1  | 11.4  | 14.5  | 22.2  | 36.7  | 45.0  | 54.4  | 58.4  | 91.7  |
| Interest                 | .8       | 2.0   | 1.9   | 2.5   | 4.3   | 6.7   | 8.9   | 6.4   | 4.6   | 5.5   |
| Net Profit/Proceeds      | 43.3     | 92.8  | 98.4  | 62.6* | 92.8* | 148.8 | 157.5 | 163.5 | 216.7 | 249.6 |
| Number of Games          | 1        | 2     | 2     | 3     | 3     | 4     | 4     | 5     | 6     | 6     |

<sup>\*</sup>After Extraordinary Expenses



#### **BOARD OF DIRECTORS**

he nine-member board of directors is an integral part of the Ontario Lottery Corporation, responsible for establishing policy. The board's success in translating the wishes of Ontarians into corporate direction can be measured by the organization's strong financial performance and enthusiastic public support.



Seated, left to right: C. Ronald S. MacKenzie, Albert Hansen, Donald J. MacLean, Mollie Callaghan. Standing, left to right: C. Gordon Ross, D. Norman Morris, Marvin L. Shore, Fern Guindon. Absent: Monique Jacques.

DONALD J. MACLEAN, chairman — Willowdale (Feb. 17, 1976 – Feb. 16, 1986). Appointed chairman in April 1984, Mr. MacLean has also served on the board of the Interprovincial Lottery Corporation for four years. A chartered life underwriter, he is chairman of the board of regents of Mount Allison University.

FERN GUINDON, vice-chairman—
Cornwall (Feb. 17, 1975 – August 23, 1985—deceased). A director since the
Corporation's creation, Mr. Guindon was
appointed vice-chairman in April 1984.
During his career in the Ontario Legislature
as member for Stormont from 1957–1974,
he held a variety of cabinet portfolios.

MOLLIE CALLAGHAN, director — Toronto (Feb. 17, 1981 – Feb. 16, 1987). Mrs. Callaghan's journalistic background complements the extensive talents of the board. She contributes to several specialized publications.

ALBERT HANSEN, director — Ottawa (Oct. 29, 1981 – Feb. 16, 1987). Mr. Hansen's experience as a financial executive in the automotive industry is a valuable asset to both the Ontario and Interprovincial lottery corporations.

MONIQUE JACQUES, director—
Kapuskasing (Feb. 17, 1981–Feb. 16, 1987).
Mrs. Jacques is vice-chairman of the
Kapuskasing Separate School Board. She
has also been active with the Canadian
Cancer Society in its education department.

C. RONALD S. MACKENZIE, MD, director— St. Catharines (Feb. 7, 1981 – Feb. 16, 1987). Dr. MacKenzie is the gynaecology chief at Hotel Dieu Hospital in St. Catharines. He is also a former director of the Ontario Arts Council.

**D. NORMAN MORRIS, CA,** president — Mississauga. Mr. Morris is the chief executive officer of the Corporation. He is also a director of the Interprovincial Lottery Corporation and served as its president for 1984/85.

C. GORDON ROSS, BD, director — Scarborough (Feb. 17, 1981 – Feb. 16, 1986). After a law career, Mr. Ross was ordained a United Church minister in 1967. He is pastor of the Knob Hill United Church.

MARVIN L. SHORE, CA, director — London (Jan. 31, 1985 – Feb. 16, 1988). Mr. Shore has served as the member of provincial legislature for the riding of London North. A former chairman of the board of education for London, he is at present a practising partner in a London accounting firm.

#### SENIOR STAFF

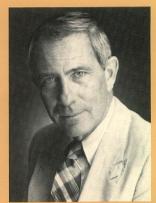
he senior staff of the Ontario Lottery Corporation is responsible for the day-to-day business activities. Veterans in a young industry, this group carefully plans and carries out each step the Corporation takes.



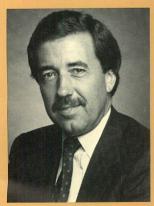
Adam J. Hawkins, executive vice-president



Douglas R. Mackie, vice-president, Marketing



J. Michael Holroyde, vice-president, Sales and Distribution



John MacNabb, vice-president, Computer Services



Kathy Petrik, vice-president, Corporate Communications



John Van Camp, controller

#### THE INTERVIEW

The Ontario Lottery Corporation fields over 100,000 inquiries every year from lottery players. Donald J. MacLean, chairman and D. Norman Morris. president respond to some questions posed in the 10th anniversary year.

How have lotteries contributed to Ontario since they began in 1975? MacLean: The most visible contribution is the millions of dollars lotteries have generated for worthwhile projects. In 10 years, over \$1.3 billion have been turned over to the government for sports, fitness, cultural, recreational, hospital capital and social service projects and health and environmental healthrelated studies.

Morris: It's even more significant when you consider that before Ontario operated its own lotteries, a great deal of money was leaving the province and benefiting other lottery jurisdictions. By keeping these dollars at work in Ontario, there have been many spin-off benefits to the economy, particularly in the construction and small business sectors.

Now Ontarians have experienced their own lotteries for a decade; can you describe the kind of feedback the Corporation receives?

MacLean: Right from the beginning, lotteries have always enjoyed enthusiastic support. Our research shows that 85.3 percent of Ontario households have bought a ticket at one time or another. Morris: From the thousands of inquiries and suggestions the Corporation

> receives every vear, there is no doubt in my mind Ontarians' enjoy the low-cost entertainment value of lotteries. And players tell us they appreciate the added benefit that lottery proceeds are helping improve the quality of life for everyone.

How have Ontario's lotteries changed over 10 years?

Morris: We've grown from one game operated every two weeks (Wintario) to six games (Wintario, Provincial, Super Loto, Lottario, Instant, Lotto 6/49), each appealing to a different consumer group. Like any other marketing operation, we've worked hard to keep our products fresh and exciting by devising special features including multi-week bonus draws and automobile prizes.

MacLean: There's also a natural evolutionary process in the lottery product. As players become familiar with lotteries, they move toward games with more play value. That's the reason for the strong growth of lotto games, like Lottario and Lotto 6/49, and Instant lotteries.

Who plays Ontario's lotteries? MacLean: Lotteries are supported by a large player base. With more than eight out of 10 Ontario households playing at some time and nearly six out of 10 playing regularly, our players must come from every socio-economic group. Morris: People do not spend a large amount of money on lotteries. Instead, lottery revenues come from a large base of consumers, each spending a small amount.

Sales of lottery tickets have continually increased. What are the predictions for the future?

Morris: It seems to us the lottery market-place is reaching maturity. MacLean: We think realistically the Corporation will not experience any of the dramatic sales increases of a few years ago. We are confident, however, with continued consumer support, lotteries will maintain a healthy sales performance.

#### Ontario draws tops says lottery boss

By ALYCE DURHAM

Lotteries have proved a benefit

Some critics say there is a danger that lotteries lead to compulsive gambling. Is this true?

MacLean: Current studies and experts in the field say there is no evidence to suggest such a link. However, since pathological gambling has only been recognized as a disease since 1980, a great deal of research is still required. Morris: Noted authority, Dr. Robert Custer of the Department of Veterans Affairs in Washington, has, in fact, stated lotteries offer neither the immediate thrill nor the element of skill attractive to compulsive gamblers.

Is it necessary for lotteries to offer such large jackpots?

MacLean: Lotto games, like Lottario and Lotto 6/49, are designed with jackpot features that grow if not won. Players find it attractive. However, we are sensitive to the fact that some people, including major prize winners themselves, believe some prizes are too high. Morris: Two years ago, Lotto 6/49 had a \$14 million Jackpot. Shortly after that, the Interprovincial Lottery Corporation, which administers the game, introduced a slow-growth feature to divert the majority of jackpot money over \$7 million to the second prize pool. However, as we found out last January, when you're dealing with chance, there are no guarantees. During that month, the Jackpot defied the odds and built to \$11.3 million.

What happens to winners once they've won a big prize?

MacLean: From information we've gathered from big winners over the past years, we've found their lifestyles, by and large, remain the way they want them to. Morris: I think there are many misconceptions about winners, particularly, that they are harassed. The real-life experience of winners is very different. Only 2.4 percent have experienced solicitations they would describe as "a problem" and 90.2 per cent of them keep their jobs.

How do lottery winners spend their prizes?

Morris: In general, winners are very sensible. Most invest their money in traditional ways. And we find most major

winners have already sought expert advice and planned what they are going to do with their winnings — at least in the short term — before they collect their cheque.

As the needs of society change, do you foresee grants being allocated to different areas?

MacLean: The Ontario Lottery
Corporation doesn't deal with grant
allocations, but we've been told the
grant programs are constantly under
review. This allows for changes to
benefit areas of society that might need
more financial assistance than they
were previously getting.

Morris: For example, starting in 1982, up to \$15 million in lottery funds is allocated annually to the Trillium Foundation for various province-wide charities.



Donald J. MacLean



D. Norman Morris



Over the past 10 years, the Wintario draw show has logged over 380,000 miles in its visits to communities and towns across Ontario. The show has played to sold-out houses in every county in the province, providing Wintario players with a chance to see their lottery first-hand.

Local community groups, hosting the show, use it as a fundraiser, with proceeds from admissions going to help projects in the area. As well, pre-show entertainment provides a chance for local talent to perform.

#### GAMES

Over 10 years, Ontario's lotteries have evolved to meet changing player demands. The most recent fiscal year has continued this trend with the introduction of new concepts in bonus draws and game designs.

iscal 1984/85 represented the first full year of operation for the Instant game, which recorded total sales of \$92.0 million. Shoot to Score, the first version, recorded sales of \$22.8 million before ending in August 1984. It was followed by Match 3 Sweeps which introduced a new feature to Canadian lotteries: a sweepstakes. During its three months of operation, 41 players qualified for the sweepstakes final. On January 30, during a live, televised broadcast, prizes of \$25,000, \$50,000, \$100,000 as well as the grand prize of \$1 million were given away.

Wintario, with sales of \$162.1 million, celebrated its 10th year of operation. Its grand prize doubled to \$200,000, and the two-digit Win'fall number draw was brought back by popular demand. Bonus draws during the year, in the form of instant prizes of cash and automobiles, returned over \$6 million in unclaimed prize money to players.

Cars were also popular with Super Loto players. Bonus draws in January and February offered 1,000 Canadian-produced automobiles. In May



DATELINE NORWICH

The Norwich Community Centre came alive with lights, cameras and action Thursday as Faye Dance and the Global Television crew rolled into to town to give away some of that provincial government dough on the weekly <u>Wintario</u> ex-

travaganza. Sponsored by the Norwich-Otterville Lion's Club, the show had sold over 1,000 tickets prior to airtime. (Staff photo by Ted Rhodes) and August, players had a chance at cash bonus prizes of \$10,000. In total, \$20 million were up for grabs in bonus draws. And the regular four \$1 million and five \$100,000 prizes continued to be offered in the monthly draws, which generated \$48.1 million in Ontario sales.

History was repeated in January as the Lotto 6/49 Jackpot once again rose above the \$10 million mark. The \$11.3 million Jackpot was claimed by a Toronto couple. Other large jackpots of \$5 million and \$7 million were also won. Ontario sales for this popular game reached \$251.6 million.

Lottario, which generated sales of \$210.1 million in the 1984/85 fiscal year, had a record Jackpot of its own when the first prize reached \$2.6 million in February. Players also had an opportunity to share in \$3 million in bonus prizes during draws held in May and June 1984 and March 1985.

A total of \$10 million in prizes of \$131,313.13, \$55,555 and \$25,000 were offered during Provincial bonus draws. The Friday draws also make regular prizes of \$500,000 available each week. Total Ontario sales for the year were \$48.0 million.

The chart below shows total profit generated by each game since its inception, highlighting profit accrued during the 1984/85 fiscal year.

(\$ million) 500 1984/85 450 400 350 1984/85 300 250 200 1984/85 150 1984/85 100 1984/85 50 1984/85 Instant Wintario **Provincio** 

launched

October

1976

launched

May

1975

launched

1978

November

launched

March

1984

launched

January

1980

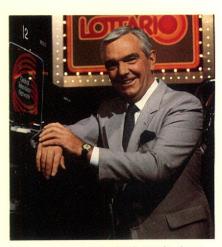
launched

June

1982



Wintario hosts Faye Dance and Greg Beresford discuss the show with Ontario Lottery Corporation Draws and Television Production manager, Karen Ogden (left).



Bill Lawrence hosts the Lottario draw every Saturday night over the Global Television Network.

Behind the scenes of the Ontario Lottery Corporation are 221 men and women. While their jobs may be varied, the goal of making Ontario's lotteries efficient, fair and entertaining is shared by all.

ive divisions compose the Corporation, each having responsibility for an important aspect of the lottery business.

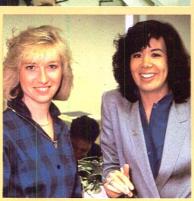
The *Operations Division* is responsible for the smooth functioning of the organization. This division encompasses an extensive *Finance* department, which also pays out prizes through the *Prize Office*. The *Administration* and *Personnel* departments provide essential centralized services to all corporate operations. In addition, weekly televised Wintario and Lottario draws are organized and supervised by the *Draws and Television Production* department.

New games originate, and existing games are monitored, in the *Marketing Division*. With help from extensive consumer research, both *Passive Game* and *On-line Game* product managers work constantly on fine-tuning products to keep them entertaining for players. All advertising support for lottery games has its genesis here too. The prime method of communication with players, advertising is governed by a policy that avoids encouragement of unrealistic expectations or excessive spending.

The Sales and Distribution Division makes sure enough lottery tickets are available to players throughout the province. Working through a network













6

of 47 independent distributors, the Distribution department monitors daily sales and provides advice and expertise for the 14,000 ticket sellers serving Ontario players. The On-line Sales department is responsible for serving and training the 2,700 retailers who also act as agents, operating the computer terminals necessary for Lottario and Lotto 6/49 games.

The expanding role of the Computer Services Division has occurred because of the technically-sophisticated nature of the lottery industry. The Operations, Systems Development and EDP Research and Development departments deal with day-to-day functioning of the two on-line games as well as administrative needs such as general ledger accounting, sales analysis, prize redemptions, communications monitoring and future software and hardware requirements.

The newest division — Corporate Communications — is the information arm of the Corporation. Close to 100,000 consumer mail or telephone inquiries are answered every year by the Public Relations department. Liaison

with news media and production of most consumer literature are also handled here. A travelling information display, summer parade float and speakers' bureau program are operated by the Community Events section.

Reporting directly to the board of directors is the Internal Audit department which ensures all internal systems are operated in accordance with established procedures.

Staff page 10: 1. Sonia Mickevicius and Ken Brinston, Marketing 2. Lorraine Friedman, Prize Office and winner. 3. Bob Weeks, Shirley White and Cecilia Fung, Corporate Communications.

4. Debbie Azan, Administration. 5. Darina Phillips (left) and Kim Moritsugu, Prize Office. 6. Mihai Georgescu, Computer Services.

Staff page 11: 1. Jock Fairclough (left) and Roy Mandeville, Draws and Television Production. 2. Carol Raymond-Jaisareesingh and Charles Hopper, Computer Services. 3. Sultan Ladak (left), John Potocny and Adriana Verbaan, Accounting, 4. Joan Crocker, George Sweny (standing) and Vince Kahnert, Sales and Distribution. 5. Lily Shaw, Computer Services. 6. From left: Ed Holton, Sandra Roach, Gillian Rosenbaum and Deborah Breckels, Corporate Communications.











#### **DISTRIBUTORS**

In an area as vast as Ontario, delivering tickets to outlets across the province is no easy task. But the 47-member distribution team makes sure the 14,000 retail accounts run efficiently.

hen the Ontario Lottery Corporation was set up in 1975, one of its first challenges was how to deliver tickets to the retail network given the geographic realities of the province.

The Corporation decided to use the entrepreneurial spirit of independent business men and women to develop a distribution system that would reward according to effort. The result is a 47-member distribution team. unique to the lottery business.

As independent business operators appointed by the board of directors. these distributors must fulfill the Corporation's stringent business and financial standards. Their operations are constantly monitored to ensure continuing top performance.

Recognizing the uniqueness of their business, distributors have developed a camaraderie that encourages them to share successes and ideas. They come from varied business backgrounds and pool their experience. A distributor council meets monthly with the Corporation's Sales and Distribution division. Often it acts as an invaluable early warning system, alerting the Corporation to potential areas of concern.

The distribution system provides mutual benefit for both parties. Working on a graduated commission basis, distributors' incomes depend on the number of tickets they sell. This provides great incentive for hard work and lean operations. By paying the distributor, the Corporation gets maximum benefit for its dollar and reduced overhead.

With fresh ideas and independent thought, the distribution team has been an integral part of the Ontario Lottery Corporation.

## **Business**

# Lottery man big winner

recently presented with a

Corporation sales achieves distributes lottery tickets

In announcing the aw president D. Norman Mor resident himself, explained ed to acknowledge exception itiatives by outstanding i sales network."

The Ontario Lottery Conetwork of 47 distributor: products province-wide. business operators, these responsible for servicing retail outlets who sell ticker also service over 1,900

throughout the province.
The corporation operate the province of Ontario: V Instant, Provincial, Supe

Since its inception in 197 has generated more than \$ tant public projects in the fitness, culture recreat, environmentally-related health research and

province-wide social service agencies

# **Local lottery distributor** wins achievement award

RAY BOWES, a local distributor of Wintario and Provincial lottery tickets, recently received a sales achievement award from the Ontario Lottery Corporation.

In announcing the award, corporation president D. Norman Morris explained that it "designed acknowledge exceptional

outstanding individuals of our sales network."

The corporation uses network of 47 distributors to distribute its tickets province-wide. As independent business operators, distributors are responsible for servicing over 16,000 retail outlets who sell tickets to the public.

They also service over 1,900 on-line agents throughout the province.

The Ontario Lottery Corporation operates six lotteries in the province of Ontario: Wintario, Lottario, Instant, Provincial, Super Loto and Loto 6-49.

#### RETAILERS

A 14,000-member network of retailers, reaching every corner of the province, provides players with their lottery tickets every week.

The convenience store, the barber shop, the tobacconist and the flower shop. What do all these stores have in common? Across the province, retailers just like these sell Ontario Lottery Corporation products. In over 14,000 outlets from Windsor to Wawa, lottery tickets are found on the counters of almost every kind of store.

For many retailers, lottery tickets represent a large portion of their revenue. In 10 years of operation, commissions to retailers have totalled \$257 million. As well, a new retail business has been born — one that sells

nothing but lottery tickets.

In keeping with the high visual profile of retailers, the Corporation introduced a retailer identification program for customer convenience. This program has helped remove some of the clutter and provided a consistent image in the market-place. Most important, however, is the aid it has provided to customers in spotting a lottery outlet.

Among the 14,000 retail accounts, approximately 2,700 are equipped with on-line terminals for Lottario and Lotto 6/49 sales. Last year, the Corporation began installing its third generation of terminals with some added features. One of these is "Quick Pick", a process which allows the terminal to select six numbers at random for players.







Bill Johnston has had a Lottario-6-49 computer terminal installed in his drug store on Front St. in Hastings. The machine will allow locals to buy lottery tickets in the village. He has decided to donate all the profits from the sale of tickets to two charities; half will go to the Campbellford Memorial Hospital building fund which is trying to raise

about \$500.0 other half wil the purchase of a \$1.5 million Cat Scan machine for Peterborough Civic Hospital.

# The unsung Gretzkys in other lines

we all know Wayne Gretzky is the top, the pinnacle in his chosen profession, hockey, but there are others, not so well-known perhaps but just as outstanding in their fields.

With that in mind, the Sunday People section decided to find some of them, interviewing their peers and producing a select list of the creme de la creme that ranges from medicine to movie managers. Meet some of Metro's Wayne Gretzkys of their professions.

Two

Public Relat Star's newsrohave to word directors anlarge compan for the top pe media spoke Post's southe tions, and Bro years the ma fairs for Air C Both were I Lottery Salesman: So II Kim, who runs Frank's Smoke Shop out in Scarborough, sells more lottery tickets than anyone else in Metre, according to the Ontario Lottery Corp. And Kim, who estimates his weekly total is "in the thousands," says. Lottario is still the most popular game with Wintario a close second. The 6/49 got a run last week with the 514 million prize, but "week in and week out, it's the Lottario" Kim, 42, says he has a bank of regular customers and credits his huge sale to his Lawrence-Warden neighborhood. "Most of the people here are senior citizens and they're steady buyers."



#### WINNERS

Winners are what lotteries are all about. Whether big prizes or small, millions of Ontario lottery players have enjoyed the fun of winning prizes in their favorite games.

his year the Ontario Lottery Corporation returned over \$415 million in prizes, ranging from a free ticket up to \$11.3 million, bringing the 10-year total to over \$2.1 billion or 133.6 million prizes.

Since 1975, many winners have held special plans for their money or had unusual circumstances surrounding their win. Glen Griffen established a place for himself in Corporation history by being the first person ever to claim a prize. At 8:30 a.m. on May 16, 1975, the day after the first Wintario draw, the Mississauga resident walked into the Prize Office and picked up a cheque for \$100.

Another \$100 winner was John Manarey of Toronto. However John collected more than a \$100 cheque when he visited the Prize Office in April 1977. He became the one millionth person to claim a Wintario prize and was awarded a one-week holiday anywhere in the world CP Air flies. The prize allowed him to fulfill a dream to visit Australia.

Michael Sportun, of Etobicoke, was sitting at home watching the Wintario draw on television February 1, 1979, when his son, Bob, 300 miles away in Huntsville, was chosen from the audience to push the button to select a winning number. Bob certainly didn't let his father down, as the number that came up won Michael \$10,000.



That's the one! Orley and Margaret Cadotte hold up the \$2,530,656 40 cheque they got yesterday at the Bloor St. W. lot-

Retired couple wins prize of \$2.5 million

By Rosie DiManno Toronto Star Margaret Cadotte says she hadways been stern with her 11 chi

Surgare Camere says son of always been stern with her 11 ch uren. But she thinks she might seen up a but row that she \$1.530.556.40 rober.
Mrs. Canatte, 66, and her hu

sand Orley ... Journd our Mon lay right trait they had hit the juexple in the May 5 Lotto 6749 oraw. The \$5 million prize was shared with a London. One couple, who packed up their winnings Monday. The Cadottes, who live in Pain court, near Chatham, also have 20 carefully firm.

I'm arraid that might happen, she said. "If they do though I know how to say no I'm quite stern." I've had to be with II children."

But the Cadottes — who will to debrating their 46th wedom anniversary next week — will be sharing some of the money will their kols, all of whom are now hing on their own.

They's
dren, goo
said. "We
of the mat
When th
at the ISIs
collect th
afternoon." I said
ditte said
the lotter.
— I thin
about \$2.
— but we
lede re exi
of tickets.

I thin freeze it adding that she just retired a few months ago from her job as a group merichandiser for a Zeifere, where she had worked for 20 years.

She said she and her husband of retired farmer and factory work er, are not particularly fond to travelling, and they already o'd their own home



Toronto resident Antonio Gallardo was also a very special winner. In July 1982, his Super Loto bonus number came up twice in the same draw. By beating incredible odds, he won two Oldsmobile Cutlass Supremes.

Gus Gianicos of Toronto also knows about winning twice. On October 22, 1984, he was the instant winner of \$10,000 in Match 3 Sweeps. On December 24, he bought another Instant ticket at the same store and won a second \$10,000 prize.

A large television audience shared in Kiriakos Tzaras' win. The Willowdale resident became an instant millionaire during the Corporation's

first Million Dollar Sweeps show in January 1985.

Helping to feed the hungry was the answer Antonia Paolucci gave when asked what she would do with her winnings. With her husband Mario, Mrs. Paolucci won \$11.3 million in January 1985, the second largest Lotto 6/49 prize ever.

Probably the best known lottery winners, Brantford's Stuart and Lillian Kelly, also gave a great deal of their winnings to charity. From the \$13.9 million they won in Lotto 6/49 in January 1984, they set up a charitable foundation

to distribute funds to worthy causes.

Over the last year, a number of record jackpots have been won by players across the province. After the excitement of the large Lotto 6/49 Jackpot this January, Lottario experienced its own record Jackpot in February. A group of 21 men from Hamilton who had been pooling their tickets for three weeks claimed the \$2.6 million prize.

Ken and Violet Brock were certainly glad Wintario doubled its grand prize to \$200,000. They became the first winners of the new grand prize when their ticket number matched the winning number

drawn April 12, 1984.

Ontario's lottery winners are very sensible when it comes to using their prizes. A survey of over 1,000 winners of \$10,000 and more provided very reassuring figures. 90.2 percent returned to work following their win. 80.2 percent banked or invested their prize, 44.2 percent shared winnings with family and charities, 27.4 percent paid off their mortgage or purchased a new home, 28.4 percent bought a new vehicle and 24.6 percent travelled.

Another myth destroyed by the survey was that winners are harassed for donations. Only 2.4 percent

reported problems with solicitations. And 91.2 percent of the winners surveyed said they were

treated fairly by the news media.

Winners page 14: 1. Antonio Gallardo, Toronto — double Super Loto bonus winner. 2. John Manarey, Toronto — one millionth Wintario winner. 3. Glen Griffen, Mississauga — first Wintario winner.

Winners page 15: 1. Antonia and Mario Paolucci, Toronto — \$11,265,338.00, Lotto 6/49. 2. Jean Johnson, Don Mills — \$10,000, Match 3 Sweeps. 3. Balwant Singh Gill, Toronto — \$50,000, Provincial. 4. Alexander and Anne Aitcheson, Port Hope — \$39,809.30, Lottario. 5. Arnold Haapala, Sudbury — \$200,000, Wintario. 6. Leno and Reta Pella, Hamilton — \$55,555, Provincial bonus.













#### **GRANTS**

Grants photos facing page: 1. Clairmont Adult Summer Camp for the Handicapped. The March of Dimes uses funds from the Trillium Foundation for services to physically disabled adults. 2. Health and environmental-health research continues thanks to lottery dollars. 3. Hospitals across Ontario have used lottery dollars for building new facilities and renovating old ones. 4. Roy Thomson Hall. A capital grant from lottery funds assisted in the construction of this music centre. 5. Sports grants have assisted with equipment purchase, coaching seminars and transportation.

hen the Ontario Legislature created the Ontario Lottery Corporation 10 years ago, it was unanimously agreed lottery profits should go to projects not normally qualifying for government assistance. Today, lotteries continue to fulfil that mandate beyond all expectations. With the record \$250 million generated in the fiscal year 1984/85, proceeds reached a 10-year total of \$1.3 billion.

Throughout Ontario, there is visible evidence of lottery dollars being put to work in important ways through grants distributed by a variety of government ministries. Sports, fitness, cultural and recreational projects have enriched community life. Equally significant is the lottery funding which helps health and environmental health-related research, hospitals and charities.

Large capital grants, such as those to the Sudbury Science Centre and London's John P. Robarts Research Institute, which will study heart disease. aging of the brain and some immune disorders which cause juvenile diabetes and affect organ transplants, are perhaps the most obvious recipients of lottery monies. But thousands of smaller grants have impacted Ontario's quality of life.

Arenas, community centres and playing fields have been built with the aid of Ontario's lotteries. But lottery grants reach further than just the building of facilities. An important part of the Wintario grants program has been providing assistance for transportation costs for athletes, the hiring of qualified coaches and seminars for amateur sports administration.

In addition to sports, fitness and recreation, funds from the three provincial games. Wintario, Lottario and Instant, are used for cultural grants. Libraries have been a major recipient in this field. Talking and large-print books used to assist those with vision handicaps have been purchased by many communities. As well, lottery funds have been used to acquire Canadian books and art and to assist various arts organizations.

> The interprovincial games, Provincial, Super Loto and Lotto 6/49, have provided funding for health and environmental-health research. Studies into acid rain, air and water quality and hazardous liquid spills have been financed. This

## Wintario Half Back program for performing arts returns

"The program I am annour today is identical to the Half program that involved more half a million which the I had a million which the I had a million which has been million. The program include best routing and train from September this through June With, 1985 to a fair and equal access to participates." Criteria under this years gram remain the same I not swinning. Withaton I hought from the beginning the program in the same I not swinning. Withaton I hought from the beginning the same program is the same I not swinning. Withaton I hought from the beginning the same program is the same I had been some same program of the same in the same I had been same than the same I had been same than the same in the

### Lottery profits support hospital expansions

Once again thousands of Oniario childrer will experience a live
theater performance thanks to the
testion of the successful Windows
Half Bask program for the
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performances in a schools. For pannes received \$79, \$51.50. It is
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#### Three local projects get a big t with hefty Wintario grants

TEETZEL und Writer

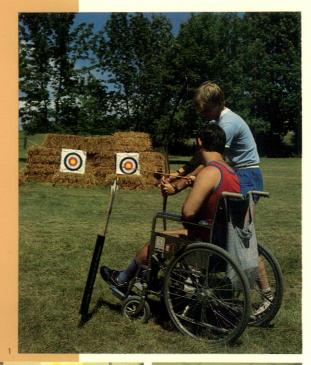
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on-going research has made impressive gains in areas which have become more and more significant to residents of Ontario in the last 10 years.

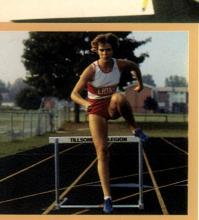
Other issues of growing public concern, including organ transplants and the needs of the elderly, are being researched with the help of lottery funds. With the aim of improved health-care service for Ontarians, capital grants to hospitals have been directly responsible for much-needed renovations and construction.

Since 1982, social-service organizations have also shared in up to \$15 million in lottery dollars every year distributed by the Trillium Foundation. Big Brothers, The Muscular Dystrophy Association of Canada, Ontario Association of Homes for the Aged and the St. Leonards Society of Canada are just a few of the groups being helped. At the close of fiscal 1984/85, the Trillium Foundation had granted and pledged \$46.7 million to 47 charity groups, creating a direct or indirect benefit to 1,853 local branches and member groups across Ontario. These grants have furthered the work of over 100,000 volunteers.

Each of the thousands of grants made from lottery funds has a special meaning for those receiving them. But the result is the same for everyone: improvements to the province's quality of life that would not have been possible without Ontario's lotteries.











#### **10TH ANNIVERSARY**

A birthday is a time for celebration. And the Ontario Lottery Corporation's 10th anniversary has been no exception. While May 1985 was officially "anniversary month", many special events have continued during the whole year.

A distinctive 10th anniversary logo consisting of 10 birthday candles in the red, yellow and blue corporate colors focussed attention on all birthday festivities.

As well, Ontarians invited fellow Ontarians to "Celebrate" their lotteries with a sing-along commercial.

The highlight of the celebration came May 30, 1985 with the televised "Ten Winning Years" show. It combined the largest Wintario bonus draw ever with a Million Dollar Sweeps final.

The program reminisced about the hundreds of communities Wintario had visited, the many ways lottery proceeds had been used and thanked the people of Ontario for their enthusiasm.

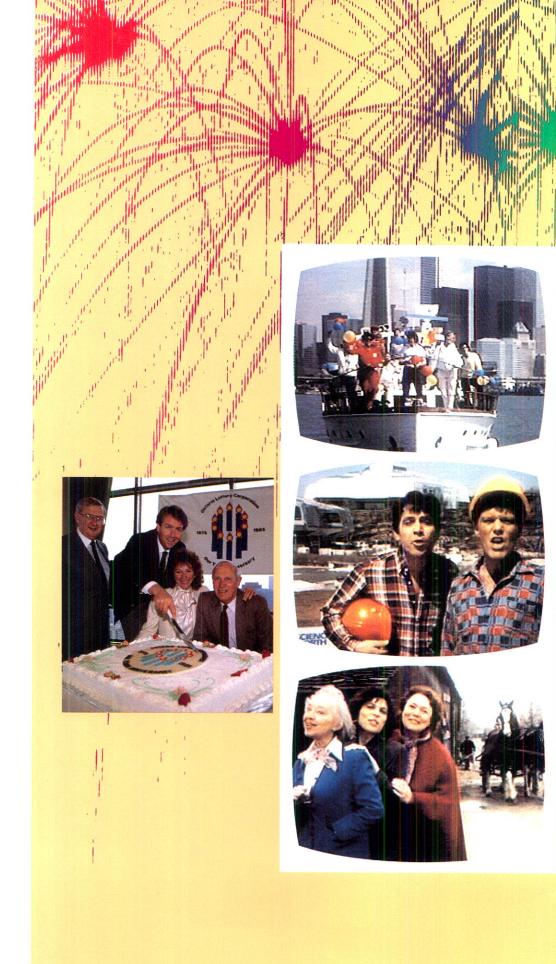
The Wintario draw show brought along birthday cake to every Thursday night stop during the month of May. At receptions following the program, audiences were invited to meet the people who put on the show and join in anniversary celebrations.

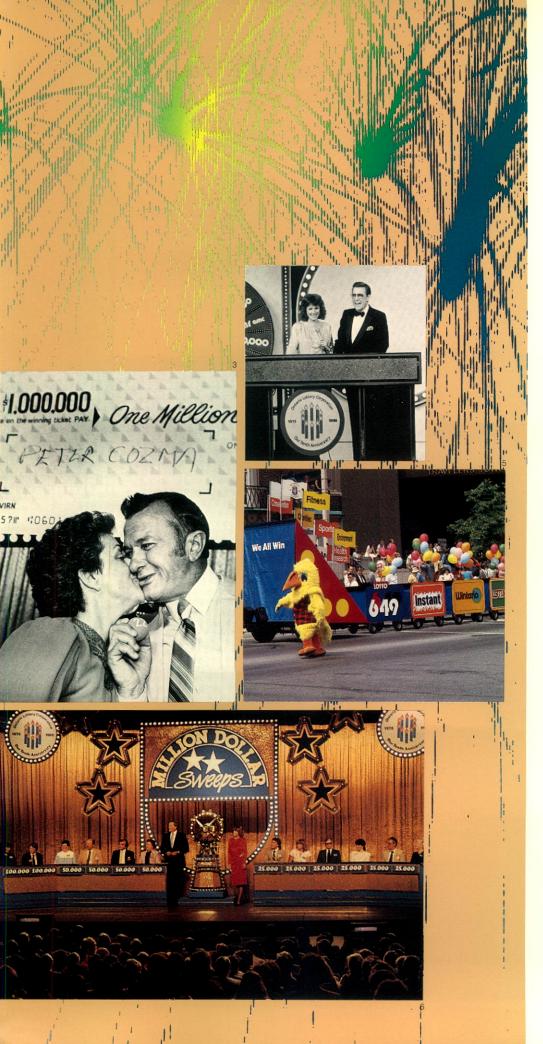
Also during May, Faye Dance and Winnie the Wintario Bear, greeted Prize Office visitors with birthday cake as they collected their prize cheques.

At community speaking engagements throughout Ontario, senior staff of the Corporation shared some behind-the-scenes experiences with local groups and answered questions about the decade of lotteries.

And the Corporation's parade float also brought lottery birthday festivities to villages, towns and cities across the province by being a part of community summer activities.

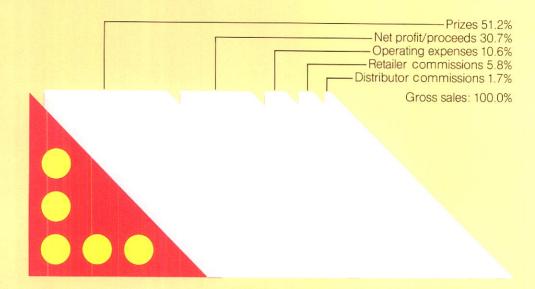
It has been a busy year for the Corporation. With the first 10 years complete, the Ontario Lottery Corporation now has its eye on the future to continue its record of contribution to the province.







1. From left: OLC president D.
Norman Morris, Wintario hosts Greg
Beresford and Faye Dance and
Chairman Donald J. MacLean cut
the 10th anniversary birthday cake.
2. Scenes from the 10th anniversary
sing-a-long television commercial.
3. Jeannette and Peter Cozma of
Windsor — \$1 million, Sweeps
winners. 4. Wintario host Faye Dance
and former host Fred Davis. 5. Ontario
Lottery Corporation parade float and
the Lottario Early Bird. 6. The Million
Dollar Sweeps stage during the Ten
Winning Years show.



n the 1984/85 fiscal year, the Corporation recorded gross sales of \$812.0 million, \$150.1 million more than the previous year.

The increase meant a rise in net profit/proceeds to \$249.6 million. These funds are allocated to sports, fitness, culture, recreation, health and environmental-health research and province-wide social service projects.

Prizes reached \$415.5 million, representing 51.1 percent of gross sales.

They ranged from free tickets right up to \$11.3 million.

At \$60.6 million, commissions were up in fiscal 1984/85. The Corporation pays commissions on two levels: to the 14,000 retailers and the 47 independent distributors.

Retailers receive a commission of 8 percent for selling Wintario and Instant tickets and 5 percent for other games. They also receive a further 3 percent for redeeming cash prizes of passive games and 2 percent for online prize redemptions. And, when a retailer sells a grand prize winning ticket. he or she receives a special bonus commission.

Distributors receive 1 percent commission on Instant tickets, an average of 2½ percent on Wintario, Provincial and Super Loto, and a weekly service fee of \$3 for each on-line terminal.

Operating costs of \$91.7 million comprise three areas: game administration, building and capital equipment and the payment to the federal government.

Game administration expenses, as a percentage of gross sales. decreased slightly. Actual costs were higher as a direct result of increased ticket sales and the Instant game launch.

The expansion of computer facilities, including the on-line terminal network, to better serve players in every corner of the province, combined with capital equipment acquisitions, increased building and capital equipment costs significantly over the previous fiscal year.

Payments of \$15.9 million to the federal government as part of the 1979 agreement leading to Ottawa's withdrawal from the gaming field were \$3.5 million higher than the previous year. \$3 million of this was a result of an additional agreement in 1985. This brings Ontario's payments to date to \$57.1 million.

#### **ONTARIO LOTTERY CORPORATION**

(INCORPORATED WITHOUT SHARE CAPITAL UNDER THE ONTARIO LOTTERY CORPORATION ACT)

#### **BALANCE SHEET**

AS AT MARCH 31, 1985

|  | 1985<br>(\$000's)         | 1984<br>(\$000's) |
|--|---------------------------|-------------------|
| Assets                                       |                           |                   |
| Current assets                               |                           |                   |
| Cash   | 20,570                    | 9,369             |
| Prize funds                                  | 43,596                    | 32,261            |
| Due from Interprovincial Lottery Corporation | 3,925                     | 3,117             |
| Accrued interest                             | 455                       | 407               |
| Accounts receivable                          | 3,225                     | 5,937             |
| Prepaid expenses                             | 313                       | 263               |
|  | 72,084                    | 51,354            |
| Liabilities                                  |                           |                   |
| Current liabilities                          |                           |                   |
| Prize money unclaimed                        | 43,596                    | 32,261            |
| Net profit/proceeds due to the Treasurer of  | months of the electricity | ,                 |
| Ontario (notes 3 and 4)                      | 4,137                     | 4,560             |
| Accounts payable and accrued liabilities     | 16,667                    | 7,317             |
| Due to Government of Canada (note 9)         | 3,000                     | 12-11-12          |
| Deferred income                              | 4,684                     | 7,216             |
|  | 72,084                    | 51,354            |

See accompanying notes to financial statements.

On behalf of the Board:

Director

Director

#### STATEMENT OF NET PROFIT/PROCEEDS DUE TO THE TREASURER OF ONTARIO

FOR THE YEAR ENDED MARCH 31, 1985

|  | 1985<br>(\$000's) | 1984<br>(\$000's) |
|--|-------------------|-------------------|
| Balance, beginning of year   | 4,560             | 4,821             |
| Net profit/proceeds for the year   |                   |                   |
| Wintario   | 28,618            | 40,128            |
| Lottario   | 66,900            | 74,781            |
| Instant (note 7)   | 26,819            | 2,798             |
| Provincial   | 15,745            | 16,319            |
| Super Loto   | 12,880            | 15,884            |
| Lotto 6/49   | 98,615            | 66,829            |
|  | 249,577           | 216,739           |
| Less payments to the Treasurer of Ontario on account of net profit/proceeds: |                   |                   |
| Wintario (note 3)  | 29,000            | 40.000            |
| Lottario (note 3)  | 67,000            | 76,000            |
| Instant (notes 3 and 7)  | 26,000            | 2,000             |
| Provincial (note 4)  | 16,000            | 16,000            |
| Super Loto (note 4)  | 14,000            | 15,000            |
| Lotto 6/49 (note 4)  | 98,000            | 68,000            |
|  | 250,000           | 217,000           |
| Balance, end of year   |                   |                   |
| Wintario   | 78                | 460               |
| Lottario   | 212               | 312               |
| Instant  | 1,617             | 798               |
| Provincial   | 887               | 1,142             |
| Super Loto   | 519               | 1,639             |
| Lotto 6/49   | 824               | 209               |
|  | 4,137             | 4,560             |

See accompanying notes to financial statements.

#### STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 1985

|   | 1985<br>(\$000's)   | 1984<br>(\$000's)                                       |
|---|---|---|
| Cash ticket sales<br>Free tickets   | 759,452<br>52,522   | 608,752<br>53,066                                       |
| Less commissions – retailers and distributors   | 811,974<br>60,612   | 661,818<br>50,318                                       |
|   | 751,362   | 611,500   |
| Prizes  |   |   |
| Wintario – cash<br>– free tickets<br>Lottario<br>Instant – cash<br>– free tickets (note 7)  | 64,380<br>35,196<br>105,053<br>39,603<br>7,920            | 64,456<br>42,908<br>100,670<br>4,805                    |
|   | 252,152   | 212,839   |
| Cost of tickets (note 2) Provincial Super Loto — cash — free tickets Lotto 6/49   | 22,897<br>18,409<br>9,406<br>112,674                      | 26,431<br>20,103<br>10,158<br>71,488                    |
| Operating expenses Advertising Ticket printing Administration and other expenses Payment to Government of Canada (notes 5 and 9) Equipment and building | 163,386<br>22,074<br>10,046<br>21,625<br>15,918<br>22,070 | 128,180<br>18,389<br>7,953<br>18,404<br>12,406<br>1,202 |
|   | 91,733  | 58,354  |
| Operating income<br>Interest  | 244,091<br>5,486  | 212,127<br>4,612  |
| Net profit/proceeds for the year  | 249,577   | 216,739   |
|   |   |   |

See accompanying notes to financial statements.

#### NOTES TO FINANCIAL STATEMENTS MARCH 31, 1985

- 1. SIGNIFICANT ACCOUNTING POLICIES
  - (a) Basis of Accounting The Corporation's financial statements are prepared in accordance with generally accepted accounting principles except for fixed assets which are written off to operations at the time of acquisition.
  - (b) Deferred Income Revenues received net of expenses incurred for draws held subsequent to March 31st are deferred except for the Instant Game where most prizes are won instantly rather than being dependent on a draw.
- PROVINCIAL, SUPER LOTO AND LOTTO 6/49

Pursuant to section 7(b) of the Ontario Lottery Corporation Act, the Corporation was authorized by the Lieutenant Governor in Council to enter into agreements with other provinces regarding an interprovincial lottery scheme. The Provincial, Super Loto and Lotto 6/49 lotteries are joint undertakings by all provinces acting through the Interprovincial Lottery Corporation, a company incorporated under the Canada Business Corporation Act, the shares of which are held by Her Majesty the Queen in right of the respective provinces.

respective provinces. The Corporation is the Regional Marketing Organization for the Provincial, Super Loto and Lotto 6/49 in Ontario. The Corporation purchases Provincial and Super Loto tickets from the Interprovincial Lottery Corporation and manages the sale of Lotto 6/49 tickets on their behalf. The cost of tickets for the three games is composed of Ontario's proportional share of prizes based on the number of tickets sold, plus their proportionate share of the operating expenses net of interest income of the Interprovincial Lottery Corporation.

3. NET PROFITS — WINTARIO, LOTTARIO AND INSTANT Pursuant to section 9 of the Ontario Lottery Corporation Act, the net

- profits of the Corporation after provision for prizes and the payment of expenses and operations, are payable into the Consolidated Revenue Fund of the Province.
- 4. NET PROCEEDS PROVINCIAL, SUPER LOTO AND LOTTO 6/49 Pursuant to Order in Council 226/83, all moneys attributed to or accruing to Ontario from the Provincial, Super Loto and Lotto 6/49 after providing for prizes and the payment of operating expenses, are payable into the Consolidated Revenue Fund of the Province of Ontario to be held in trust.
- 5. PAYMENT TO GOVERNMENT OF CANADA (note 9) An agreement was made between the Government of Canada and the Province of Ontario in August 1979 which stipulated that the Government of Canada would withdraw from the sale of lottery tickets effective December 31, 1979. Effective January 1, 1980 the agreement required the provinces to remit quarterly to the Government of Canada the sum of \$6 million, appropriately adjusted to reflect the effects of inflation. The provinces agreed to share this cost based on a formula which took into account each province's population and proportionate ticket sales. Effective April 1, 1983 this formula was amended by the provinces and is based on a formula which takes into account population and disposable income. Ontario's share of the payment for the fiscal year ended March 31, 1985 was \$12,918,000 (1984-\$12,406,000) and was remitted to the Government of Canada through the Interprovincial
- 6. COMMITMENTS

Lottery Corporation.

(a) Terminal Purchases
During the fiscal year ended
March 31, 1984 the Corporation
entered into an agreement to
purchase, over a period of three
years 3,000 lottery terminals
valued at approximately \$25
million. As at March 31, 1985
approximately \$16 million had
been spent for the acquisition of
these terminals.

(b) Operating leases The Corporation occupies office space at various locations under operating leases expiring over terms varying from one to ten years. The estimated minimum cost of such leases is \$6,583,000 in the aggregate. The annual minimum rentals for the next ten years are as follows:

(\$000's) 1985-86 1986-87 1987-88 1988-89 1989-90 538 1990-95 3,769

- INSTANT GAME
   On March 5, 1984 the Corporation introduced its first Instant Game and during the current fiscal year two additional versions of the game were introduced.
- 8. INCOME TAXES
  As a Crown corporation of the
  Province of Ontario, the Corporation
  is exempt from income taxes and
  accordingly no provision is required.
- 9. SUBSEQUENT EVENT On June 3, 1985 an additional agreement was made between the Government of Canada and the Province of Ontario which stipulated that the Government of Canada refrain from reentering the field of gaming and betting. It also introduced amendments to the Criminal Code to ensure the right of the Provinces in the field of gaming and betting are not reduced or restricted. The agreement requires the Provinces to remit to the Government of Canada the sum of \$100 million to be paid in three equal installments on or before December 31, 1985, 1986 and 1987. The Provinces have agreed to share these payments based on the existing formula established under the agreement dated April 1, 1983 (note 5). The Corporation estimates its share of the payment due December 31, 1985 will approximate \$12 million and a provision of \$3 million has been recorded in the financial statements as of March 31, 1985.



To the Board of Directors of the Ontario Lottery Corporation and to the Minister of Tourism and Recreation.

I have examined the balance sheet of the Ontario Lottery Corporation as at March 31, 1985 and the statements of operations and net profit/proceeds due to the Treasurer of Ontario for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1985 and the results of its operations for the year then ended in accordance with the accounting policy described in Note 1a to the financial statements, applied on a basis consistent with that of the preceding year.

A report on the audit has been made to the Corporation and to the Minister.

D.F. Archer, F.C.A., Provincial Auditor.

1. Janha

Toronto, Ontario August 2, 1985





#### **Ontario Lottery Corporation**

2 Bloor Street West Toronto, Ontario M4W 3H8 (416) 961-6262

#### Winning Numbers

Wintario (416) 870-9170 Lottario (416) 870-9122 Provincial (416) 870-9161 Super Loto (416) 870-9135 Lotto 6/49 (416) 870-9134





Ministry of Tourism and Recreation Hon. John Eakins Minister James W. Keenan Deputy Minister











