

## 2021/22 CORPORATE RESPONSIBILITY PERFORMANCE MEASURES

# ENRICHING THE LIVES OF MANITOBANS



**Manitoba Liquor & Lotteries enriches the lives of Manitobans** by making the greatest possible contribution to the economic, environmental and social well-being of our province. In addition to the products and services we offer, the money we earn stays in Manitoba and is used to support provincial programs and initiatives that touch the people who live here. Our strong commitment to corporate responsibility drives everything we do – from how we run our business, to how we serve our customers and communities.

This is our fifth corporate responsibility report, covering business activities in our liquor, cannabis, gaming and entertainment lines of business during our 2021/22 fiscal year that ended on March 31, 2022. All financial data are in Canadian dollars.

We are reporting in alignment with the Global Reporting Initiative (GRI) Standards. The Standards are widely used around the world to help organizations report consistently and transparently on their most critical economic, environmental and social priorities, performance and impacts. A GRI content index is below. In addition to disclosures developed by the GRI, we have included disclosures that are specific to our sector and reflect metrics we use to measure our continued progress. For more information, please see our 2021/22 Annual Report, available on our website.

## GRI 200 ECONOMIC STANDARDS SERIES

### 201 ECONOMIC PERFORMANCE

#### 201-1

Direct economic value generated and distributed

\$1,416.8 million - Revenue  
 \$ 68.6 million - Operating costs  
 \$ 139.1 million - Employee wages and benefits (paid to 2,959 employees)  
 \$ 597.8 million - Allocation to the Province of Manitoba

For provincial programs and initiatives related to health care, education, social services, housing and infrastructure:

[Manitoba Liquor & Lotteries 2021/22 Annual Report](#)

Making significant economic contributions

Total revenue of \$1,416.8 million was up 17.0% from 2020/21, due to the following:

- Cannabis revenues increased by \$33.7 million (42.0 %), with 84 new stores opening during the year.
- Casino revenues increased by \$85.1 million (252.5 %) . The Casinos of Winnipeg operations were closed for 118 days during the year in response to the COVID-19 pandemic, compared to 282 closed days in 2020/21.
- Video Lotto revenues increased by \$89.1 million (64.8 %) . While the VLT network was shut down for 69 days during the year, this was an improvement over the 195 days lost in the prior year.
- Liquor operations revenues decreased by \$12.8 million (1.4 %), mainly attributable to a return to more normal purchasing patterns after customer uncertainty and stricter stay-at-home orders increased sales last year.
- Online gaming revenues increased by \$10.5 million (14.5 %), as the active player base continued to grow due to the closures of the casinos and VLT network.

Allocation to the Province of Manitoba: \$597.8 million, up 40.6% from 2020/21.

Public Opinion

65% of Manitobans are aware of and value Liquor & Lotteries' economic contributions to the Province of Manitoba.

Manitoba hotel & restaurant industry

\$86.3 million - VLT commissions and contributions; hotel beer vendor margins and handling fees

First Nations VLT siteholders

\$34.4 million - VLT commissions and contributions

Lottery retailers

\$19.0 million - Agreements with lottery retailers

Private liquor retailers

\$23.6 million - Agreements with private liquor retailers and specialty wine stores

## GRI 200 ECONOMIC STANDARDS SERIES

### 203 INDIRECT ECONOMIC IMPACTS

#### 203-2

Significant indirect economic impacts

Community programs

\$1.5 million of which:

\$1.0 million - Community sponsorships

\$0.5 million - Other community funding

298 - Community, non-profit and charitable organizations supported

35 - Organizations received used asset donations

\$67.8 thousand - Donations by employees through annual charitable campaign

86 - Employee volunteers

161- Volunteers, including employees, alumni and their family and friends

5,796 - Volunteer hours, including employees, alumni and their family and friends

Social responsibility programs

\$11.4 million - Committed to social responsibility programming, including funding support for addiction services

Public opinion

56% of Manitobans value Liquor & Lotteries' contributions to communities.

### 204 PROCUREMENT PRACTICES

#### 204-1

Proportion of spending on local suppliers

The Manitoba provincial government and the Canadian federal government have made procurement commitments under several trade agreements.

These agreements ensure interprovincial access to opportunities for suppliers. As a Crown corporation, Liquor & Lotteries complies with the agreements and does not apply local supplier preferences in procurements.

Casino restaurants, a significant component of casino hospitality services, support a number of customer trends including offering local food. To ensure customer satisfaction, contracted food suppliers source at least 25% of food products (based on total food spend) as local, using the "Buy Manitoba" definition of local as the criteria.

The casino restaurants were closed for most of the 2021 calendar year due to COVID-19 restrictions. Between September and December 2021, the casino restaurants purchased approximately \$414,000 worth of food, of which 31% was locally sourced.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 302 ENERGY

#### 302-1

Energy consumption within the organization

Total consumption for 2021 calendar year:

#### Building-related consumption

Natural gas	67,425 GJ
Propane	314 GJ
Electricity	137,827 GJ
Diesel for generators	411 GJ (10,404 L)
Maintenance equipment gas	60 GJ (1,736 L)
Maintenance equipment diesel	97 GJ (2,515 L)
<b>TOTAL FOR BUILDINGS</b>	<b>206,134 GJ</b>

#### Fleet vehicle fuel consumption

Gasoline	5,872 GJ (169,430 L)
Diesel	229 GJ (5,921 L)
Ethanol	371 GJ (15,740 L)
Biodiesel	5 GJ (121 L)
<b>TOTAL FOR FLEET</b>	<b>6,478 GJ</b>
<b>TOTAL (BUILDINGS + FLEET)</b>	<b>212,612 GJ</b>

- Diesel for back-up generators and maintenance equipment fuel data is obtained from fuel consumption invoices.
- Fleet fuel consumption data is collected through GEOTAB, a fleet telematics system.
- Building-related heating and cooling data is generated through ENERGY STAR® Portfolio Manager.
- Gasoline, diesel and ethanol related fuel consumption is converted to GJ using the Government of Canada, National Energy Board online Energy Conversion Tables.

Note: 302-1 does not include fuel consumption associated with liquor distribution from the Distribution Centre to Liquor Marts. Contracted services emissions data related to this service is included in the greenhouse gas inventory 305-3 (Scope 3).

In 2021, Liquor & Lotteries maintained operational control of 64 buildings - (2 casinos, 55 Liquor Marts, 2 warehouses, 2 warehouses with offices and 3 corporate locations). The total floor area associated with the building portfolio was 128,953 m<sup>2</sup>.

Corporate fleet in 2021 comprised 77 vehicles. The fleet is made up of light-duty vehicles used for ticket distribution and for video lotto terminal maintenance, and a few heavy-duty service trucks associated with warehouse distribution activities.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 302 ENERGY

#### 302-4

Reduction in energy consumption

Liquor & Lotteries measures reductions in energy consumption using intensity-based targets for building-related heating, cooling and operations, and absolute targets for fleet fuel consumption.

Buildings:

Energy intensity targets benchmarked using ENERGY STAR® Portfolio Manager (all figures in GJ/m<sup>2</sup> (weather-normalized)). Building-related energy consumption includes electricity, natural gas and propane usage.

\*Calendar year 2012 was selected as the base year due to completeness of data for all buildings.

		2012* (base year) GJ/m <sup>2</sup>	2021 GJ/m <sup>2</sup>
Casinos	1425 Regent Avenue West, Winnipeg	7.00	4.74
	484 McPhillips Street, Winnipeg	6.99	5.23
Corporate office with warehouses	1555 Buffalo Place, Winnipeg	1.49	1.22
	1390 Pacific Avenue, Winnipeg	1.94	1.70
	2 Wagon Trail, Morris	1.41	1.41
Corporate offices	830 Empress Street, Winnipeg	4.24	3.30
	842 Milt Stegall Drive, Winnipeg	2.43	1.74
	223 Main Street, Morris	3.52	1.83
Liquor Marts - Average		2.10 (44 LMs)	2.01 (54 LMs)

Liquor & Lotteries continues to improve the efficiency of buildings through renovations, preventive maintenance, equipment upgrades and optimization (e.g. adding sensors/controls) and energy-use monitoring.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 302 ENERGY

#### Fleet Vehicles:

Fleet vehicle fuel consumption derived from GEOTAB, a fleet telematics system.

All figures presented in litres.

\*Calendar year 2015 was selected as the base year. Installation of telematics in fleet vehicles in 2015 allowed accurate tracking and monitoring of consumption.

	2015 (base year) Litres*	2021 Litres
Gasoline	333,106	169,430
Diesel	10,194	5,921
Ethanol	30,944	15,740
Biodiesel	204	121
TOTAL	374,448	191,212

Reductions in fuel consumption were largely attributed to COVID-19 related closures in our business. In addition, ongoing efforts to encourage fleet vehicle operators to reduce idling time and speed have contributed to this reduction.

#### 302-5

Reductions in energy requirements of products and services

Liquor & Lotteries ensures the objectives outlined in the Manitoba Green Building Policy are met. Checklists, templates, and forms aligned with the Green Building Policy are used for all capital projects. In accordance with the Policy, the Thompson Liquor Mart, constructed in 2019, met LEED Silver standards and the certification process finalized in early 2022 confirmed that the Thompson Liquor Mart actually met LEED Gold standards.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 305 EMISSIONS

#### 305-1

Direct (Scope 1) GHG emissions

Scope 1 emissions are calculated on an annual basis (calendar year).

The selected approach for consolidating GHG emissions by Liquor & Lotteries is operational control. Gases included in the CO<sub>2</sub> equivalent (CO<sub>2</sub>e) are CO<sub>2</sub>, N<sub>2</sub>O, CH<sub>4</sub> and HFCs.

\* The base year for emissions is 2012. Base year 2012 was selected to reflect completeness of data.

Scope 1 - Direct emissions	Metric tons CO <sub>2</sub> e 2012 base year*	Metric tons CO <sub>2</sub> e 2021
Stationary combustion - Natural gas	3,144.8	3,337.5
Stationary combustion - Propane	14.1	19.6
Stationary combustion - Diesel for back-up generators	31.0	41.1
Stationary combustion - Maintenance fuel	26.4	15.8
Mobile combustion - Fleet	1,201.4	599.5
Fugitive emissions - Refrigerants	36.2	190.8
<b>TOTAL SCOPE 1</b>	<b>4,453.9</b>	<b>4,203.8</b>

- Methodologies – Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition.
- Emission factors for natural gas and propane sourced from ENERGY STAR® Portfolio Manager/ Natural Resources Canada.
- Fleet fuel calculations are based on the GLEC Framework for Logistics Emissions. Emission factors for fleet and maintenance fuel usage were obtained using the 2019 GREET model, selecting fuel sourced from Alberta oil sands.
- Global Warming Potentials for refrigerants are obtained from the Greenhouse Gas Protocol GWP Values sheet – AR5 column and manufacturer spec sheets.

**GRI 300 ENVIRONMENTAL STANDARDS SERIES**

**305 EMISSIONS**

**305-2**  
Energy indirect (Scope 2)  
GHG emissions

Scope 2 emissions are calculated on an annual basis (calendar year).

The selected approach for consolidating GHG emissions by Liquor & Lotteries is operational control. Gases included in the CO<sub>2</sub>equivalent (CO<sub>2</sub>e) are CO<sub>2</sub>, N<sub>2</sub>O and CH<sub>4</sub>.

\* The base year for emissions is 2012. Base year 2012 was selected to reflect completeness of data.

<b>Scope 2 - Indirect emission</b>	<b>Metric tons CO<sub>2</sub>e 2012 base year*</b>	<b>Metric tons CO<sub>2</sub>e 2020</b>
Electricity use	105.0	42.1
<b>TOTAL SCOPE 2</b>	<b>105.0</b>	<b>42.1</b>

- Methodologies – Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition.
- Base year recalculation was conducted for Scope 2 in 2019 due to the recommendation from the Provincial Low Carbon Government Office to no longer use ENERGY STAR® Portfolio Manager’s emission factors and instead use Manitoba Hydro’s yearly published emission factor. Manitoba Hydro’s emission factor does not account for transmission and distribution losses.
  - > The reductions in emissions associated with electricity consumption are due to modifications in Manitoba Hydro’s generation of electricity not due to a reduction in consumption at Liquor & Lotteries (e.g., closure of coal fired power plants in 2015/16).

An increase in Scope 2 emissions relative to 2020 are associated with Manitoba Hydro’s use of grid connected fuel generating stations associated with the drought in 2021, not an increase in electricity consumption.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 305 EMISSIONS

#### 305-3

Other indirect (Scope 3)  
GHG emissions

Scope 3 emissions are calculated on an annual basis (calendar year). The selected approach for consolidating GHG emissions by Liquor & Lotteries is operational control.

Through operational control, Liquor & Lotteries has an opportunity to manage or influence the GHG emissions associated with the selected Scope 3 Categories noted below.

\* The base year for emissions is 2012. Base year 2012 was selected to reflect completeness of data.

<b>Scope 3 - Upstream and downstream emissions</b>	Metric tons CO <sub>2</sub> e 2012 base year*	Metric tons CO <sub>2</sub> e 2021
Cat. 1 - Purchasing goods and services		
Paper products	5,274.1	6,309.9
Animal-based proteins	1,630.4	148.0
Cat. 4 - Upstream transportation and distribution		
Distribution to Liquor Marts	365.0	532.2
Distribution to commercial customers	163.9	377.4
Distribution to lottery retailers and account customers	13.8	13.9
Cat. 5 - Waste generated in operations (landfilled waste from buildings)	1,781.0	79.5
Cat. 6 - Business travel (employee vehicle and air travel)	292.1	43.4
Cat. 9 - Liquor Mart Home Delivery (estimated)	Not applicable	46.9
Cat. 12 - End-of-life treatment of sold products (paper products landfilled)	91.0	86.7
<b>TOTAL SCOPE 3</b>	<b>9,611.2</b>	<b>7,638.0</b>

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 305 EMISSIONS

#### Notes for 305-3

- Methodologies and guidance for calculating Scope 3 emissions are based on World Resource Institute Technical Guidance for Scope 3 emissions.

#### Emission Factors

- The Environmental Paper Network's (EPN) paper calculator was used to calculate emissions associated with purchasing paper products.
- Emissions associated with the purchase of animal-based proteins were calculated using the CleanMetrics Food Carbon Emissions Calculator.
- Solid waste emissions were calculated using the EPA WARM model v15, May 2019 (solid waste emissions not available using Environment Canada's GHG Emissions Calculator).
- Brady Road Landfill upgraded to include a methane collection system for flaring in 2014. Therefore, Landfill Gas Recovery with Flare is selected through the model for current inventory year.
- Air travel emissions calculated using the ICAO calculator include assumed stopovers for that flight (when direct flights are not available). Emissions calculated are based on one passenger. Assume all flights are round trip.
- Employee vehicle travel fuel consumption was divided based on Statistics Canada's 2009 Canadian Vehicle survey.
- The DHL International's carbon calculator which is in part based on the GLEC Framework was used to estimate Category 4 emissions.

Note: All liquor distribution trucks are assumed to use diesel fuel only and therefore will use the CO<sub>2</sub>e Well-to-Wheel emission factor for diesel/biodiesel.

A base year recalculation was conducted in 2019 to reflect the inclusion of additional material emission including the purchase of animal-based proteins for casino restaurants (Cat.1) and with the distribution of Liquor & Lotteries products to all channels (Cat. 4).

#### 305-5

#### Reduction of GHG emissions

In comparison to the 2012 base year, 2021 GHG emissions for Scope 1, 2 and 3 have decreased as follows:

Scope 1 - decrease 1,973 metric tons CO<sub>2</sub>e  
 Scope 2 - decrease 62.83 metric tons CO<sub>2</sub>e  
 Scope 3 - decrease 1,973 metric tons CO<sub>2</sub>e

Changes are due to short-term reductions in current year emissions due to COVID-19 closures, and operational changes such as paper consumption reduction and building retrofits.

#### Environmental Scorecard – Water (m<sup>3</sup>)

Year 2012 - 85,058 m<sup>3</sup>  
 Year 2021 - 23,690 m<sup>3</sup>  
 = 72% reduction\*  
 \*Reduction is mainly attributed to building closures.

**GRI 300 ENVIRONMENTAL STANDARDS SERIES**

**306 EFFLUENTS AND WASTE**

**306-2**  
Waste by type and disposal method

Liquor & Lotteries has a number of waste minimization and collection programs at the casinos, Liquor Marts, corporate offices and warehouse locations. This includes mixed recycling programs in the office areas and specific collection programs to manage the materials generated through liquor distribution, sales and casino operations. The tables below provide the weight of non-construction material of significance generated from liquor and gaming operations diverted for recycling and the total non-construction mixed materials sent to the landfill. Additional information is provided regarding efforts to recycle construction-related materials.

	2021 calendar year annual weight (metric tons)
<b>Single stream collection programs</b>	
Cardboard (restaurant supplies and liquor distribution/sales)	584.0
Electronics	17.3
Lightbulbs	3.4
Scrap metals	24.5
Shrink wrap	17.0
<b>Composting program</b>	
Organics collection for casino restaurants and corporate offices	42.0
<b>Landfill</b>	
Non-diverted	158.0
<b>Construction material</b>	
Concrete	125.0
Steel	140.0
Carpet	13.6
Fixtures	3.0
Landfill (non-diverted)	7.9

- No other disposal methods such as reuse, energy recovery, deep well injection or incineration are applicable to operational functions.
- Lightbulb weights were estimated using the Table of Volume to Weight Conversion of Recyclable Materials, California Integrated Waste Management Board, 2007.
- Liquor & Lotteries also has established collection and recycling programs to capture natural corks from sold liquor products, depleted batteries, spent cooking oil, pens and cigarette butts. No weight metrics are available for these programs. An asset and item disposal program is used to manage surplus and end-of-life items such as furniture.

## GRI 300 ENVIRONMENTAL STANDARDS SERIES

### 307 ENVIRONMENTAL COMPLIANCE

#### 307-1

Non-compliance with environmental laws and regulations

There were no fines or sanctions for non-compliance with environmental laws and/or regulations during the 2020/21 fiscal year.

## GRI 400 SOCIAL STANDARDS SERIES

### 403 OCCUPATIONAL HEALTH AND SAFETY

#### 403-4

Worker participation, consultation, and communication on occupational health and safety

Liquor & Lotteries has eight joint Workplace Safety and Health (WSH) Committees with representation from the applicable bargaining units.

The committees aid Liquor & Lotteries in the prevention and reduction of injuries to employees and customers. They assist in identifying hazards, recommend and monitor safety and health programming initiatives and conduct inspections and investigations into incidents within our properties as required. They meet quarterly to discuss progress made on these initiatives. As such, members have a heightened awareness of safety, health and site-specific presences.

An employee co-chair is selected by the employee members on the committee, and management representation is assigned by the site locations for proactive participation in safety and health matters.

Additionally, Liquor Mart workplace safety and health representatives conduct these duties within their respective stores.

As COVID-19 pandemic restrictions lessened by mid-2022, Workplace Safety and Health Committees were able to resume striving to meet on a quarterly basis within the majority of the site locations except for 1555 Buffalo Place as it was closed for construction/renovations. A continuous effort was made to recruit employee members via collective bargaining units to ensure adequate representation at all times.

## GRI 400 SOCIAL STANDARDS SERIES

### 404 TRAINING AND EDUCATION

#### 404-1

Average hours of training per year per employee

Total hours of training for 2021/22: 26,818 hours

Breakdown by employee category:  
Corporate/Operations Management: 10,735 hours  
Frontline Employees: 17,785 hours

#### 404-2

Programs for upgrading employee skills and transition assistance programs

Liquor & Lotteries provides training and development opportunities to support employees in their current positions and prepare them for career advancement. This includes learning opportunities focused on: leadership and coaching; diversity, equity and inclusion; effective communication; process improvement; computer and occupation-specific skills; working remotely; as well as health, safety, and wellness. Through our educational assistance program, qualifying employees also receive financial support to complete developmental courses at accredited educational institutions.

#### 404-3

Percentage of employees receiving regular performance and career development reviews

Percentage of total employees who received an Annual Performance Summary (APS) during the 2021/22 fiscal period: 99.7%

Breakdown by employee category:  
Corporate/Operations Management – 99.4%  
Frontline Employees – 100%

**GRI 400 SOCIAL STANDARDS SERIES**

**405 DIVERSITY AND EQUAL OPPORTUNITY**

**405-1**  
Diversity

Total employees (full-time, part-time, casual): 2,959

Gender	Female	Male
	1,504	1,455
	50.8%	49.2%

  

Age	Under 30	30-50	Over 50
	529	1,366	1,064
	17.9%	46.2%	36.0%

  

Employment Equity Categories	Racially marginalized (visible minority)	Indigenous	Persons with disabilities
	873	298	148
	29.5%	10.1%	5.0%

**405-2**  
Ratio of basic salary and remuneration of women to men

The ratio of basic salary remuneration for all genders is the same. All positions are placed into pay bands based on roles and responsibilities.

**413 LOCAL COMMUNITIES 2016**

**413-2**  
Operations with significant actual and potential negative impacts on local communities

Liquor & Lotteries' products may impact customers and communities which is why the Corporation has a range of initiatives to mitigate negative impacts. These initiatives include consumer awareness programs (DrinkSense & GameSense), GameSense Info Centres in casinos, funding for treatment and support programs, and support for research in these areas. In addition, community sponsorships and volunteerism contribute to enriching the lives of Manitobans, and environmental initiatives to reduce waste, water and energy impacts all contribute to customer and community well-being.

## GRI 400 SOCIAL STANDARDS SERIES

### 416 CUSTOMER HEALTH AND SAFETY

#### 416-1

Assessment of the health and safety impacts of product and service categories

#### Gaming Integrity

Electronic Gaming:

The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) requires all electronic gaming devices to be tested and certified by an independent laboratory and to meet LGCA technical standards. Liquor & Lotteries must verify all critical files as indicated in the independent laboratory certification prior to being offered for play. Successful test results must be provided to LGCA within 5 business days of the testing. 100% of casino and VLT games are independently certified.

100% of casino and VLT games are approved by LGCA.

Lottery:

Western Canada Lottery Corporation (WCLC) develops, tests, and audits (internal and external) lottery games (Draw-Based, Scratch 'n Win, and Sports products) to ensure the technical/game integrity for all products.

PlayNow.com:

All games managed by PlayNow.com meet LGCA requirements as well as British Columbia Gaming Policy Enforcement Branch (GPEB) requirements. These games are certified by an independent laboratory and meet strict technical standards.

#### Liquor Quality

The Canadian Food Inspection Agency (CFIA) legislation requires producers to be responsible for the safety of all consumables, compliant with labeling guidelines and the effective recall of non-compliant items.

- Tamper-proof seals are used during transport and Liquor & Lotteries is notified when there is an issue.
- There is an inspection of product from affected loads to ensure product has not been tampered with or damaged.
- The carrier is responsible for the investigation.

The purchase order terms and conditions outline several points related to safety of products:

- Labeling should be CFIA compliant.
- Product must be compliant with Health Canada and the Food and Drugs Act and Regulations.
- The producer/supplier warrants and certifies that the beverage alcohol does not contain any contaminants, chemical or otherwise, or foreign materials which render the product unacceptable by Canadian standards.

Liquor & Lotteries has a comprehensive Quality Control program in place.

- When quality concerns arise, Liquor & Lotteries will work with the supplier and local agent to take corrective action.
- When safety concerns arise, Liquor & Lotteries will work with Health Canada, the supplier, and local agent to take corrective action.

Liquor & Lotteries

- has access to third party product testing on an ad hoc basis.
- performs visual inspections at receipt for nonconformities.
- participates in industry training and conferences related to quality assurance and quality control.

## GRI 400 SOCIAL STANDARDS SERIES

### 416 CUSTOMER HEALTH AND SAFETY (*continued*)

#### 416-1

Assessment of the health and safety impacts of product and service categories

#### Cannabis Quality

Industry must follow:

- Licensing to cultivate, sell and research cannabis from Health Canada.
- Mandatory third-party product testing for the presence of pesticide active ingredients in all cannabis products before products can be sold.
- Packaging and labelling requirements for cannabis products designed to:
  - protect against accidental consumption
  - ensure products are not appealing to children and youth
  - provide consumers with information they need to make informed decisions before using cannabis
  - ensure products are produced and purchased from an authorized source
  - ensure products have not been opened or tampered with, by intact excise stamps.
- Cannabis Tracking and Licensing System enabling the tracking of sale and movement of all cannabis products, with the goal of preventing illicit cannabis from diverting into or out of the legal supply chain.

Liquor & Lotteries has implemented the following measures to ensure product quality:

- Licensed cannabis retailers must adhere to a Retailer Agreement and Retailer Directives in which retailers must develop and implement programs ensuring front-line employees meet customer expectations relating to service and product knowledge as well as responsible use of cannabis.
- Licensed suppliers must adhere to purchase order terms and conditions in which suppliers must comply with the Cannabis Act ensuring product meets: testing, packaging, and labelling requirements.
- Processes are in place to ensure all federal cannabis tracking and reporting meet the requirements.

Liquor & Lotteries reports on behalf of Manitoba retailers ensuring retailers are compliant with the requirements established by Health Canada and Statistics Canada.

Customer behaviors

33% of Manitoba gamblers can identify (unaided) at least one valid strategy for gambling responsibly. Note: changes in methodology in 2022 may account for some of the decrease since 2021.

64% of Manitoba alcohol consumers can identify (unaided) at least one strategy they use to reduce alcohol-related risks.

## GRI 400 SOCIAL STANDARDS SERIES

### 416 CUSTOMER HEALTH AND SAFETY *(continued)*

Identification checks and intoxication (casinos and Liquor Marts)

#### Casinos

44,424 casino ID checks

1,079 instances refused entrance due to improper or no identification

174 instances refused entrance due to showing signs of intoxication

Note: Casinos were closed during the start of fiscal 2021/22 due to the COVID-19 pandemic restrictions.

#### Liquor Marts

59,075 ID checks at 17 Liquor Marts that do not have a controlled entrance.

25,121 ID checks at 46 stores with controlled entrances (secondary check)

1,346 instances refused service due to improper or no identification

3,480 instances refused service due to showing signs of intoxication or improper behaviour

Lottery retailer mystery shop results

Due to COVID-19 related interruptions, lottery retailer mystery shops were only conducted in Q1 and Q2. Only those who failed their mystery shops were conducted re-shops in Q3 and Q4.

Validation Compliance: 54% (327 mystery shops)

A passing score is achieved when the lottery retailer 1) looks for a signature on the ticket, 2) issues the correct prize amount, 3) rips and returns the ticket to the customer, 4) provides a validation slip to the customer.

ID Checks: 53% (87 mystery shops)

A passing score is achieved when the lottery retailer requests to see ID from customers that appear under the age of 25.

GameSense Info Centre visitation

- 673 information visits
- 1,062 basic interactions
- 173 support option interactions
- 1,100 staff visits
- 1,439 special event attendees

GameSense and DrinkSense awareness

In 2022, 44% of Manitoba gamblers are aware of the GameSense brand (aided).

In 2022, 59% of Manitoba consumers of alcohol are aware of the DrinkSense brand (aided).

Customer satisfaction

93% of Liquor Mart customers were satisfied with their overall experience.

88% of Casinos of Winnipeg customers were satisfied with the casino. This is a record high, five points higher than 2019/20 at 83%.

22% of VLT customers were satisfied with the VLTs they played. This is the lowest score to date. The VLT Tracking Study resumed in 2021/22 due to COVID-19 VLT lounge closures.

## GRI 400 SOCIAL STANDARDS SERIES

### 417 MARKETING AND LABELING

#### 417-1

Requirements for product and service information and labeling

All Liquor & Lotteries casinos, Gaming Centre and retail operations have GameSense and DrinkSense information.

All product advertising and information includes a social responsibility message (18+|ENJOY RESPONSIBLY) as required by The Liquor, Gaming and Cannabis Authority of Manitoba (LGCA).

### 418 CUSTOMER PRIVACY

#### 418-1

Substantiated complaints concerning breaches of customer privacy and losses of customer data

Zero complaints concerning breaches of customer privacy.

Zero identified leaks, thefts, or losses of customer data.

### 419 SOCIOECONOMIC COMPLIANCE

#### 419-1

Non-compliance with laws and regulations in the social and economic area

There were no known significant fines or non-monetary sanctions for non-compliance with laws and/or regulations in the social and economic area during the 2021/22 year.