

Progress Report 2018/19

Office of Responsible Gambling



Introduction

In 2018/19 the Office of Responsible Gambling (the Office) developed the Strategic Plan 2018-2021, which set our strategic priorities for the next three years. The Strategic Plan outlines our vision to work towards zero gambling harm.

This annual progress report 2018/19 provides highlights of our progress towards our strategic plan goals over the financial year. We continued to implement our core programs and services including funding free Gambling Help services across NSW, and a statewide telephone service and online counselling through national Gambling Help Online.

Notably, new funding streams for the Responsible Gambling Fund (RGF) commenced during 2018/19 enabling a range of new projects related to responsible online wagering to be funded.

Each project presented an opportunity for the Office to respond to a rapidly changing gambling landscape and to minimise the risk of harm from online gambling and wagering in communities across NSW.

The five strategic goals that guide our work over the next three years are:



Research

Initiate and fund research that provides the evidence base for responsible gambling policy, interventions and programs



Education and awareness

Build awareness of responsible gambling and gambling related harm, and encourage resilient communities



Technology and innovation

Leverage technology and drive innovation to prevent and reduce harm



Support services

Provide support and counselling services and encourage early intervention and integrated care



Partnerships

Work with partners to prevent and reduce gambling related harm



Research

We initiate and fund research that provides the evidence base for responsible gambling policy, interventions and programs.

2018-2021 RESEARCH AGENDA PUBLISHED

Three-year agenda highlighting six priority research themes to guide research commissioning and funding.



COMPLETED RESEARCH GAP ANALYSIS

Review of national and international evidence into gambling products and related harm across gambling risk segments conducted since 2015, was commissioned to produce a gap analysis and inform the three-year research agenda.

NEW RESEARCH COMMISSIONED



Research addressing Responsible Conduct of Gambling training and practices, and a major youth study examining gambling prevalence and attitudes amongst young people and the convergence of gambling and gaming.

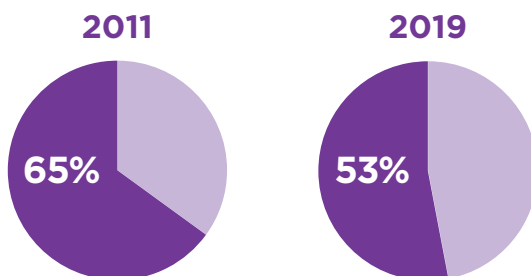
SUPPORTED TEN RESEARCH GRANTS

\$1.15 million in research grants including research addressing smartphone betting on sports, esports and daily-fantasy-sports amongst young people and treatment options for the family members of people with gambling problems.

\$1.15 million
IN RESEARCH GRANTS

NSW GAMBLING SURVEY 2019 FUNDED

The NSW Gambling Survey 2019 was commissioned to provide an up to date population-wide understanding of the gambling landscape, changes in gambling behaviour, the extent of problem gambling and how the various regions across NSW are affected.



% OF PEOPLE WHO HAD GAMBLED IN THE PAST 12 MONTHS

The NSW Gambling Survey 2019 showed that gambling participation in NSW is declining - 53% of people had gambled in the past 12 months, compared to 65% in 2011.



Education and awareness

We build awareness of responsible gambling and gambling-related harm and encourage resilient communities.

'#CheckIn' social media campaign delivered

6.9 million IMPRESSIONS

'CHECK-IN' DURING RGAW 2018

The Responsible Gambling Awareness Week campaign for 2018 had the theme of '#CheckIn' - a theme that resonated with the NSW community. The 'Check-in' social media campaign delivered 6.9 million impressions as well as strong engagement from venues and Gambling Help service providers.

AWARENESS OF THE OFFICE OF RESPONSIBLE GAMBLING IN NSW -

42%*

YOUNG MALES ASKED TO 'SHOW SOME BETIQUETTE'

The 'Show some Betiquette' campaign ran during the NRL and AFL Finals and the Spring Racing Carnival in October 2018, demonstrating responsible gambling to young males aged 18-35. Two-thirds of the target audience took some action as a result of the campaign with half of those exposed to the campaign reporting a high likelihood of implementing responsible betting strategies.

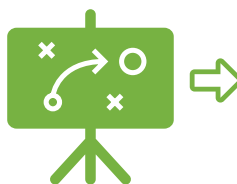


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HALF of those exposed to the campaign reported a high likelihood of implementing responsible betting strategies



THREE-YEAR EDUCATION & AWARENESS STRATEGY DELIVERED



This strategy outlines a health promotion approach - providing education for the broader community, strengthening our focus on early intervention and continuing to raise awareness of services available for those affected by problem gambling.

95%*

OF THE COMMUNITY IS AWARE OF RESPONSIBLE GAMBLING

The vast majority (95%) of the NSW population is at least aware of responsible gambling and 81% reported that they understand fairly well what responsible gambling means.

CAPACITY BUILDING PROJECT FOR YOUTH ORGANISATIONS



The Odds on Youth program aims to upskill youth workers to run a gambling harm prevention intervention targeting young people who access their services. The project started in May 2019 to be delivered over a two year period.

HARNESSING THE POWER OF REAL-LIFE EXPERIENCES

The Lived Experience Network, an education program to de-stigmatise problem gambling, was launched aiming to increase awareness of gambling risks and harms. The program harnesses the power of real-life experiences as a powerful tool in helping people understand the impacts problem gambling can have.



(*Online survey - NSW residents n=800, Woollcott Research June 2019)



Technology and innovation

We leverage technology and drive innovation to prevent and reduce harm.

6 GRANTS:

**\$1.4
million**

INNOVATIVE PROJECTS FUNDED AND IMPLEMENTED IN NSW

Six grants awarded totalling \$1.4M, in 2018/2019 grant programs which included a technology and innovation focus.

PREVENTION APP



AIMED AT REDUCING GAMBLING HARM

Deakin University was awarded a grant for its project to develop a Prevention App that will send push notifications that pop up on your phone and act as a 'check-in' to ask how you're feeling. The app will target factors that can rapidly change over time, such as behaviour, mood, thoughts, location and social context.

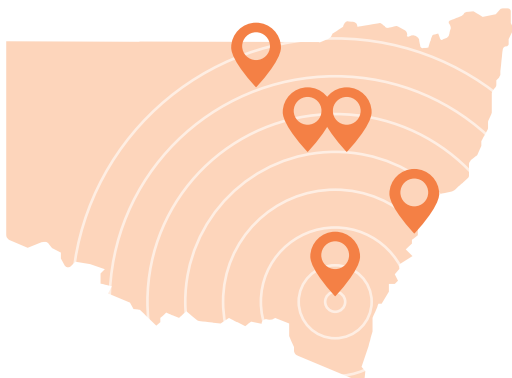
USING ANIMATION TO PROMOTE RESPONSIBLE GAMBLING

The University of Technology, Sydney was awarded a grant to create an animation series promoting responsible gambling messaging and targeted at young gamers, due to the links between gaming and gambling.



IDENTIFYING WAYS TO REACH INDIGENOUS AUSTRALIANS

The Australian National University (ANU) was awarded a grant for its project specifically targeted at promoting a message of responsible gambling to indigenous Australians. ANU conducted 12 focus groups in Sydney, Dubbo, Brewarrina and Narromine, speaking with 95 people from these communities including people with lived experience of gambling harm to gain a better understanding about how to reach and engage them effectively.



UTILISING AI TECHNOLOGY



Deakin University was awarded a technology and innovation grant for their proposal to develop a digital platform and virtual assistant or "chatbot" designed to engage with people are concerned about their own or a friends gambling behaviour.



Support services

We provide support and counselling services and encourage early intervention and integrated care.



MORE SUPPORT IS GIVEN IN NSW

Gambling Help Services provided support for over 7,400 people in 2018/19, through 55 services across 250 locations in NSW, with the delivery of over 36,500 counselling sessions through telephone, online and face-to-face channels.

HELP FOR OUR CULTURALLY DIVERSE COMMUNITY

Over 18% of clients reported that they spoke a language other than English at home in 2018/19. Services were offered in 40 community languages, with two Waruwi Aboriginal services and four additional Aboriginal-specific Gambling Help services.



HOLISTIC SUPPORT



Twenty-four financial counselling services, one state-wide legal gambling service, a multicultural problem gambling service, and a dedicated women's service.

COMMUNITY AWARENESS OF GAMBLING HELP SERVICES -

65%*

HELPING ALL WHO ARE AFFECTED

It's not just gamblers who receive help from our Gambling Help services. 19% of clients in 2018/19 were partners or family members of gamblers.



INCREASE IN WEBSITE VISITORS



Gambling Help Online saw an increase of just over 35% in visitors from 239,355 to 323,944 year on year.



PROVIDING GAMBLING HELP ONLINE

Online counselling support was provided through the National Gambling Help Online website, which saw over 3,600 people from NSW using this service. In addition, the 24-hour Gambling Helpline assisted over 8,900 NSW residents in 2018/19.

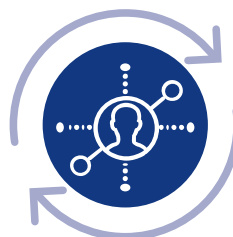
GAMBLING HELP IS ACCESSIBLE TO EVERYONE



For those who cannot attend face to face counselling, Gambling Help services offer counselling via the phone or online. In 2018/19, 8,153 telephone counselling sessions were carried out, an increase of 6.8% year on year. Gambling Help NSW services undertook 756 online counselling sessions in 2018/19 in addition to Gambling Help Online services.

DESIGNING THE GAMBLING HELP SYSTEM OF THE FUTURE

During 2018/19 work began to re-design the way Gambling Help services in NSW are delivered to better meet the needs of the community, including consultation with past and current clients, gamblers who don't use services, current service providers, complementary service providers, academics and industry representatives. The future service model is expected to be finalised in 2019/20, with implementation to follow.



(*Online survey - NSW residents n=800, Woollcott Research June 2019)



Partnerships

We work with partners to prevent and reduce gambling-related harm.

PARTNERSHIPS STRATEGY DEVELOPED

A Stakeholder Engagement and Partnerships Strategy was developed to provide the Office of Responsible Gambling with key focus areas for partnership opportunities with sporting, community, health and industry organisations.



PARTNERING WITH INDUSTRY TO AMPLIFY MESSAGES



Stakeholders, including the gambling industry, supported Responsible Gambling Awareness Week 2018, including promotion of the 'check in' message by the Australasian Gambling Council, ClubsNSW, Sportsbet, TAB and BetEasy.

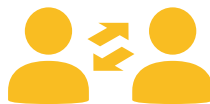
INAUGURAL STAKEHOLDER SURVEY



Over 93 stakeholders were surveyed to capture their engagement and satisfaction with the Office. 77% of stakeholders were very or fairly satisfied with their experience with the Office.

SPEAKING WITH STAKEHOLDERS ON A MONTHLY BASIS

The monthly Office of Responsible Gambling newsletter was established to engage with and inform stakeholders. When asked, a majority of stakeholders (84%) indicated they were either fairly or very satisfied with the level of communications provided by the Office.



SPORTING INFLUENCERS

HELP PROMOTE RESPONSIBLE GAMBLING

Several sporting personalities and organisations promoted key campaign messaging via their social media channels and websites.

STAKEHOLDERS SEE US AS A PARTNER

The stakeholder survey found that most stakeholders view the Office as a partner to 'prevent and reduce gambling harm' (84%) and to provide 'support, counselling services, and encourage early intervention and integrated care' (83%).



LEARNING AND SHARING IDEAS WITH INTERNATIONAL AND NATIONAL COLLEAGUES

The Office had the opportunity to present on the work NSW is leading and learn about new ideas and approaches, from colleagues interstate and internationally over the past 12 months at interstate and international conferences.

23 PROJECTS:

\$3.1 million

RESPONSIBLE GAMBLING GRANTS

Two responsible gambling grants programs provided support for 23 projects totalling commitments of \$3.1 million across the areas of research, prevention, education and awareness, technology and harm minimisation.





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