

Progress Report 2020/21

Office of Responsible Gambling



Introduction

In 2020/21, the Office of Responsible Gambling (the Office) continued to deliver on our Strategic Plan 2018-2021, which outlines our vision of NSW working towards zero gambling harm.

This is our third and final progress report against the plan. It highlights our significant achievements in 2020/21 and our ongoing delivery of core programs and services, including funding free GambleAware services (previously named Gambling Help services) across NSW.

The five strategic goals that have guided our work are:

STRATEGIC GOALS



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

Development of the Office of Responsible Gambling Strategic Plan 2021-24

In 2021 we consulted with key stakeholders to develop our new Strategic Plan for 2021-2024. We received valuable insights from people with lived experience of gambling harm, community organisations, service providers, researchers, the gambling industry and NSW gambling regulators.

The new Strategic Plan was published in September 2021, and sets out our priorities and direction for the next three years. It builds on our achievements since the establishment of the Office in 2017, including those outlined in this progress report.



Research

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

NSW Youth Gambling Study 2020 released

We commissioned this major study to better understand gambling and gambling-like products by young people aged 12-17 years so we can prevent gambling harm for young people and future generations.

We are working on new parent-focused initiatives and curriculum-aligned lessons for secondary schools to educate parents and young people about the risks of gambling.



Culturally Responsive Framework to address gambling harm launched



Western Sydney Community Forum launched its culturally responsive framework for responding to gambling harm in April 2021. We funded this framework to enhance the capacity of human services to support culturally and linguistically diverse people experiencing gambling harm. The framework provides helpful information for anyone working with diverse communities, including an eLearning hub and implementation tools. It has been accessed over 1,100 times to date.

Additional Gambling Research Capacity Grants awarded



Two new PhD scholarships were awarded in May 2021, bringing the total number of beneficiaries supported through the program to seven. The Gambling Research Capacity Grants program aims to build the breadth and capacity of the gambling research field.

Family member treatments analysis published

This research focused on treatments for family members and friends affected by someone else's gambling. The findings will inform evidence-based treatment development for affected others, such as low-intensity options for affected others in GambleAware services.



46%*

had heard of either the Office of Responsible Gambling or GambleAware NSW

* Online survey - NSW residents n=1000. Ipsos research September 2021



Education and awareness

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



GambleAware Week 2020 a success

GambleAware Week 2020 made an impact online despite the Covid-19 pandemic. Checkmate Trivia helped people catch up with family, friends and colleagues over a virtual trivia game hosted by the Checkmates. 75% of people who saw the campaign changed their behaviour as a result of GambleAware Week, and 51% 'checked in on their mate'.



understand what responsible gambling means

* Online survey - NSW residents n= 1000. Ipsos research September 2021

The Number That Changed My Life campaign gets people talking

The Number That Changed My Life campaign was launched in April 2021, to raise awareness of gambling harm and reduce stigma in Chinese, Vietnamese, Korean, Hindi, and Arabic communities. The campaign had a great response, with over 20,000 visits to our in-language pages and specialist counselling services reporting an increase in enquiries. The second phase will launch later in 2021.



Review finds the Local Prevention Grants program is hitting the mark

Community organisations across NSW were awarded more than \$1.5 million for local projects under the Local Prevention Grants program in 2020. The 2021 midpoint evaluation showed the program has increased community awareness and made gambling harm more visible in NSW with over 150,000 people reached through program projects to date.



Reaching young people through schools

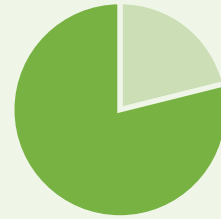
Our research has found that the best approach to gambling education in schools is by providing curriculum-ready resources for teachers to use in the classroom. We are working on lessons for high-school PDHPE, English and Maths for trial and launch in 2022. Workshop content is also being developed to educate parents in school and community settings.

Grant projects continue to deliver



Our Odds on Youth and Local Prevention Grants projects released powerful new resources. Cumberland Council and local young people co-designed an animation and video

to raise awareness of gambling harm. Young people at Glebe Youth Service wrote and produced 'Hip Hop Gambling Stop' - and will now develop a film clip to go with it. The launch of the animations made by young Aboriginal filmmakers from the University of Technology Sydney had a great reception. They are being shown on social media and covered on NITV and SBS.



79%*

of the NSW community agree that children and young people are exposed to too much gambling advertising

* Online survey - NSW residents n=1000. Ipsos research September 2021

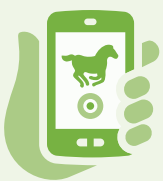
Betiquette campaign continues to perform and expand



This year Betiquette reached more punters than ever before, appearing on free-to-air television throughout the NRL season - right when people need it most. Our 2020 results show the difference that this campaign can make - 83% of bettors who saw it took action and 94% recalled at least one key message.

Community information expands

We expanded community information and resources to help people make informed choices and learn how to seek help or reach out to a loved one. In addition to new factsheets on key topics like gambling harm, gambling safely and talking about gambling, we developed resources in Korean, Vietnamese, Chinese and Arabic on seeking help and supporting someone.



74%*

agree sports betting advertising makes gambling a normal part of sport

* Online survey - NSW residents n=1000. Ipsos research September 2021

New animations cut through with parents and sports bettors

We released four animations - one on the risks of sports betting and three for parents on gaming and gambling, gambling advertising and parental influence. They proved popular online reaching just under 1 million people.





Technology and innovation

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

GambleAware website launched and digital platform underway



Our new GambleAware website went live in April 2021 with enhanced information and better functionality than our previous website. The digital technology built into the new website will provide better access to a greater range of support - from self-help to free peer-to-peer support to in-person and online counselling.



New cutting-edge apps being trialled to reduce gambling harm

Deakin University is developing and trialling two gambling harm prevention apps as part of a grant project to provide in the moment support to people. Designed to provide 24/7 gambling support to individuals who want to change their gambling behaviour, the *GamblingLess: In-the-Moment* app is tailored to individual needs by providing interactive activities to curb urges, tackle triggers and explore expectations, providing the right type of support whenever and wherever people need it most. *Gambling Habit Hacker* is a smartphone app to help people meet their goals relating to gambling. The app allows users to set daily goals, like spending limits, each day for a 4-week period, and then checks in with them each day to see how they are going and provide support if needed.

High quality industry training on its way

We are working with the University of Sydney Gambling Treatment and Research Clinic to improve the Responsible Conduct of Gambling training course so that it better supports employees of gaming venues to recognise and respond to patrons at risk of harm. We are also working on a new advanced course to better prepare employees to support patrons who may be experiencing gambling harm. We've had a positive response from two initial pilots of the training and will continue to develop and pilot these courses in 2021/22.



Making self-exclusion easier



The University of Sydney Gambling Treatment and Research Clinic completed their grant-funded project to develop and evaluate a self-directed multi-venue self-exclusion website. Findings from this project will directly inform future work in this space. The key learnings from this project include the importance of a user-friendly website, data security and relevant information and links to support.



Support services

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

GambleAware support and treatment system begins

The new GambleAware support and treatment model started from 1 July 2021, and will reach more people experiencing gambling harm in NSW. Designed as a stepped model of care, clients are able to access services face-to-face, by telephone, video and online chat, as well as self help on the GambleAware website.



Providing information and support 24/7



Online counselling support was provided through the

national Gambling Help Online website, which saw over 86,974 website visits and 2,741 counselling sessions conducted for people from NSW using this service. In addition, the Gambling Helpline assisted over 8,903 people in NSW in 2020/21. Both the helpline and Gambling Help Online operate year-round, 24 hours a day.

Support provided to over 5,300 people



Covid-19 changed the way clients accessed our services, with a significant shift from face-to-face sessions to telephone and online. Face-to-face support dropped to 31% of our clients; telephone support was delivered to 48%, and online support was provided to 21%. Overall, our services supported over 5,300 people in 2020/21, with over 29,400 counselling sessions delivered through face-to-face, telephone and online channels.

Help for diverse communities



Eight percent of our clients spoke a language other than English in 2020/21, with over 30 languages reported. Services continue to be available in over 40 community languages, provided by specialist services. Aboriginal communities continued to be supported by Warruwi and four Aboriginal-specific gambling support services.

27%*

of the NSW population are aware of Gambling Help services

* Online survey - NSW residents n=1000. Ipsos research September 2021

Helping all who are affected



It's not just gamblers who receive help from our services. Over 15% of our clients in 2020/21 were partners or family members of people experiencing gambling problems.



Partnerships

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



New information and training for GPs

We partnered with the Royal Australian College of General Practitioners (RACGP) to develop and deliver training and resources for General Practitioners (GPs). The training supports GPs to screen for, provide support, and refer patients experiencing gambling harm. In 2021/22 RACGP will deliver two webinars, two podcasts and publish gambling information for GPs on their website.

91%

VERY OR FAIRLY SATISFIED*

Stakeholder survey

Our stakeholders were very or fairly satisfied with their experience with the Office. This was a 6% increase on the 2020 results.

* Online survey – stakeholders n=102. Ipsos research September 2021

Reclaim the Game continues to grow

We were proud to welcome the Sydney Swans, Western Sydney Wanderers FC, and Macarthur FC to the program in 2021. Along with Cricket NSW, these organisations are turning down sports betting sponsorships and are educating their fans, players and staff about the risks of gambling harm.



Our partners got behind GambleAware Week



GambleAware Week 2020 was well supported by our industry and community partners. The campaign messaging was shared in venues, on websites, on social media, and mobile apps, with great media coverage across the state. There were 2,015 visits to the campaign platform, with over 430 people or groups playing the trivia and over 350 downloads of the fact sheets.

Gambling harm workshops popular with community workers

We funded the Centre for Community Welfare Training (CCWT) to deliver workshops for community workers so they can support, screen and refer clients experiencing gambling harm. CCWT delivered five workshops and trained over 100 community workers. The training is accredited for 3 CPD points and will be offered again in 2021/22.





Supporting people to share their stories

We supported the Gambling Impact Society's Consumer Voices Program, which trained 11 speakers, and delivered 77 powerful community education sessions in South Western Sydney and the Hunter to over 1,200 people. The program received some great feedback and we will support its broader roll-out in 2021/22.

Talking about Gambling training for Aboriginal communities

We funded Mental Health First Aid to deliver the Talking about Gambling workshop across NSW. This workshop aims to equip people to support someone from the Aboriginal community who is experiencing gambling harm. Workshops were delayed by Covid-19 restrictions but will be rolled out in 2021/22.



86%*



of stakeholders view the Office as having developed a genuine, trusting partnership with their organisation

*Online survey - NSW residents n=1000. Ipsos research September 2021