



THE UNIVERSITY OF
WESTERN AUSTRALIA
Achieving International Excellence

Health Promotion Evaluation Unit
School of Sport Science, Exercise and Health
The University of Western Australia
M408, 35 Stirling Highway, Crawley
Western Australia 6009

Phone +61 8 6488 1437
Fax +61 8 6488 1039
Email hpeu@uwa.edu.au
Parkway (Entrance No 3) Nedlands

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Mr Wilkie
Chair, Joint Select Committee on Gambling Reform
PO Box 6100
Parliament House
Canberra ACT 2600

Dear Mr Wilkie

The Health Promotion Evaluation Unit (HPEU) seeks the opportunity to submit the attached two reports to the Joint Select Committee on Gambling Reform:

1. Pettigrew, S., Ferguson, R. & Rosenberg, M. (2013) *Advocacy Monitor 2012-2013*. Health Promotion Evaluation Unit, School of Sport Science, Exercise and Health, University of Western Australia, Perth.
2. Pettigrew, S., Ferguson, R. & Rosenberg, M. (2013) *Children's Assimilation of Sports Sponsorship Messages*. Health Promotion Evaluation Unit, School of Sport Science, Exercise and Health, University of Western Australia, Perth.

HPEU conducts regular community attitudes research for the Western Australian Health Promotion Foundation (also known as Healthway). We have recently added gambling to the list of health issues included in our community monitoring. The attached reports provide the initial results of this monitoring.

The first report shows levels of concern among Western Australian adults relating to the sponsorship of community events, elite sports, and children's sports by various types of industries. Gambling sponsors generated significantly greater concern than alcohol and fast food sponsors for all types of events.

The second report provides an indication of the extent to which children are assimilating sponsorship and advertising messages that seek to associate particular products with various sports. Despite being a relatively recent phenomenon, heavy promotion of gambling has resulted in comparable levels of association to those achieved by the alcohol industry to date.

We hope these reports assist you in your deliberations.

Yours sincerely,

Simone Pettigrew

Professor Simone Pettigrew
Director, Health Promotion Evaluation Unit
University of Western Australia