

Department of Racing, Gaming and Liquor (WA)

The problem gambling awareness campaigns in Western Australia are funded by the Problem Gambling Support Services Committee (PGSSC) which is a non-government committee formed under the auspices of the Gaming and Wagering Commission Western Australia. The Committee is comprised of representatives from the Gaming and Wagering Commission of Western Australia, Burswood Entertainment Complex, LotteryWest, the Department for Communities, Racing and Wagering Western Australia and the WA Bookmakers Association. Each organisation, other than the Department for Communities, contributes a voluntary amount to the Problem Gambling Support Fund, which is a government account. These voluntary contributions are then used to fund help services and awareness campaigns.

In this regard, please see the attached document which provides detail in relation to the problem gambling advertising campaigns funded by the PGSSC over the last 10 years.

PROBLEM GAMBLING CAMPAIGNS IN WESTERN AUSTRALIA

JULY 2002 – MAY 2012

Campaign	Duration	Media	Evaluation*	Cost**
Problem Gambling Awareness Campaign	January 2011 to January 2012 (12 months)	Advertisements: <ul style="list-style-type: none"> • radio • press • television • website banners Collateral <ul style="list-style-type: none"> • multilingual brochures • posters • wallet cards 	An in-house evaluation of the campaign was undertaken which indicated that there was an increase to Problem Gambling Helpline calls during the advertising period.	\$295,900
Regional Problem Gambling Awareness Campaign	July 2007 to November 2007 (5 months)	Advertisements: <ul style="list-style-type: none"> • radio • press • television • convenience advertising Collateral <ul style="list-style-type: none"> • brochures • posters • wallet cards 	An in-house evaluation of the campaign indicated that there was a slight increase to Problem Gambling Helpline calls from regional areas during the advertising period. A number of clients indicated that they contacted the Helpline or sought face to face counselling after seeing the awareness campaign advertising.	\$240,000
Metropolitan Problem Gambling Awareness Campaign	9 August 2005 to 20 September 2005 (6 weeks)	Advertisements: <ul style="list-style-type: none"> • radio • press • buses/bus shelters Collateral <ul style="list-style-type: none"> • brochures • posters • wallet cards 	An in-house evaluation of the campaign indicated that there was a slight increase to Problem Gambling Helpline calls during the advertising period. In addition, a number of clients indicated campaign advertisements or collateral as their referral source to the Helpline.	\$180,000
Non campaign gambling help services advertising (i.e. advertising in the Yellow Pages/Sensis) since July 2002				\$46,300
TOTAL				\$762,217

* The effectiveness of awareness campaigns is difficult to measure as the people exposed to the campaign will not necessarily contact the help services during the advertising period which is when campaign statistics are collected.

**Cost includes the creation of the theme/design component of the campaign.