



Ms Lyn Beverley
Committee Secretary
Joint Select Committee on Gambling Reform
PO BOX 6100
Parliament House Canberra ACT 2600

Via email: gamblingreform@aph.gov.au

Dear Ms Beverley

I refer to your letter dated 10 May 2012 regarding the Joint Select Committee on Gambling Reform's inquiry into the prevention and treatment of problem gambling and the advertising of gambling help services.

The ACT Gambling Counselling and Support Service is funded by the Problem Gambling Assistance Fund which is largely made up from a levy on gaming machine revenue. The fund is administered by the ACT Gambling and Racing Commission (the Commission) which is a statutory authority. The new service provided my Mission Australia has responsibility and funding to promote its services and raise awareness of problem gambling issues in the ACT.

The launch of the Gambling Counselling and Support Service's first advertising campaign coincided with the launch of Problem Gambling Awareness Week in mid May 2012. It featured a confronting image of lips sewn together with the text 'If you have to lie, we have to talk'. The advertisement appeared on buses, in local newspapers, in venues and received television and online news coverage.

In response to your questions relating to media campaigns for gambling help services, the Commission is able to advise you of the following information with more detail included in Attachment A.

How much in total has your jurisdiction spent on advertising gambling help services over the past decade?

The Commission has spent \$331,732 in the past decade raising awareness of responsible gambling, including through television and newspaper advertisements.

Contact details for help services are included in the Commission's brochures and problem gambling website. Contact details of an approved counselling service is also published near any advertisement for a gambling service, as required by the ACT's *Gambling and Racing Control (Code of Practice) Regulation 2002*.

How many campaigns have there been over the past decade?

The Commission has conducted four (4) responsible gambling awareness campaigns utilising television and newspaper advertising. Print advertising has also been conducted and the Commission has also produced and distributed responsible gambling brochures on an ongoing basis over the last decade.

These targeted campaigns are in addition to the Commission's on-going role of encouraging and promoting a responsible attitude to gambling and highlighting problem gambling issues as part of its day-to-day functions.

When did each run and how long did each run for?

The Commission's responsible gambling awareness campaigns are usually conducted to coincide with Responsible Gambling Awareness Week. Responsible Gambling Awareness Week is a national campaign run by each state or territory and has been held in May each year since 2006.

In 2001 the Commission conducted a two month television campaign to raise awareness of the mandatory Code of Practice which provides key harm minimisation measures.

From 2009 to 2011 the Commission conducted campaigns featuring television and print advertisements that coincide with Problem Gambling Awareness Week. In 2009 television advertisements aired for three weeks while in 2010 and 2011 television advertising was conducted for one week.

What was the cost of each campaign?

The cost of the Commission's awareness campaign activities is outlined in Attachment A.

Was there any evaluation undertaken on the success of each campaign? If so, could you please provide the evaluation outcomes and the measures of success?

To evaluate the success of campaigns the Commission monitors traffic on its problem gambling website at www.problemgambling.act.gov.au as well as referrals to gambling help services.

Referrals to gambling help services generally increase during campaigns and the Commission's website consistently receives more traffic. The Commission's problem gambling website's address is shown at the end of television advertisements and provides visitors with links to problem gambling help services, self help techniques and other relevant information.

While the campaigns to date have been successful in raising awareness the Commission is currently undertaking research to help inform about targeting future messages to the key risk groups identified in the ACT.

Yours sincerely

Greg Jones
Chief Executive

8 June 2012

Problem Gambling Help Service Expenditure

Year	Item	Expenditure	Total
2001/2002	Cost for Printing Playsmart Brochures Translating Services and Advertisement Brochures	\$17,248.18 \$5,772.73	\$23,020.91
2002/2003	Cost for Printing and designing Playsmart Brochures Grey Advertising Code of Practice Television & Newspaper Campaign OZ Help Foundation - Gambling Awareness Campaign	\$10,423.00 \$86,662.15 \$3,620.00	\$100,705.15
2003/2004	Cost for Printing Playsmart Brochures Ozhelp Promotional Material Lifeline Anniversary Brochures Grey Advertising - Men's Health Cost for Printing Playsmart Brochures	\$1,020.00 \$12,773.54 \$1,950.00 \$771.11 \$2,861.00	\$19,375.65
2004/2005			Nil
2005/2006	Grey Advertising - Responsible Gambling Grey Advertising - Responsible Gambling - Newspaper Grey Advertising - GRC Commercial Update	\$230.00 \$924.00 \$42,588.00	\$43,742.00
2006/2007			Nil
2007/2008	Cost for Printing Playsmart Brochures Canberra Times Responsible Gambling Publication Grey Advertising - Gambling Awareness Commercials	\$6,669.55 \$1,681.00 \$43,091.00	\$51,441.55

2008/2009	Responsible Gambling Brochures & wallet cards Responsible Gambling Posters Canberra Centre merchandising space - Problem Gambling Awareness Week Grey Advertising - Gambling Awareness Week Advertising Campaign	\$3,512.72 \$517.50 \$1,590.91 \$42,559.75 \$48,180.88
2009/2010	Grey Advertising - Gambling Awareness Week Advertising Campaign	\$18,548.75 \$18,548.75
2010/2011	Grey Advertising - Gambling Awareness Week Advertising Campaign	\$19,475.23 \$19,475.23
2011/12	Responsible Gambling Brochures, wallet cards & Playsmart Brochures	\$7,242.36 \$7,242.36

Total	\$331,732.48
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