

Joint Select Committee on Gambling Reform

Inquiry into the prevention and treatment of problem gambling

Public hearing Wednesday, 2 May 2012 – Question on notice

Question from Gai Brodtmann MP (ALP, Canberra) Committee Deputy Chair:

*Your testimony strongly suggested that EGM manufacturers do very little if any research in the business of designing and building EGMs and that “typically” no market research is done. You also said in particular that psychologists would, as far you knew, never have been employed.*

- *Could you clarify that in terms of designing EGMs there was never any psychological or behavioural expertise sought at any stage, in any way (that is not confining yourself as to whether psychologists or behavioural experts are directly employed by a manufacturer)?*
- *Although market research might not be typically done, are there circumstances in which it is done? If so what are they?*

The Gaming Technologies Association has never known any of its members and is not aware of any other parties seeking psychological or behavioural expertise at any stage, in any way in terms of designing EGMs.

Gaming machine suppliers routinely analyse popularity data aggregated by third party providers to gauge market trends and provide a barometer of their products' popularity. In addition, gaming machine suppliers routinely discuss games with their venue operator clients as part of the sales process.