

REFERENCES ON NOTICE

Re: Joint Select Committee on Gambling Reform (Advertising and promotion of gambling services in sport)

1. Impact of gambling/gambling advertising on young people

Ms BRODTMANN: In your submission on page 48 and on the top of page 49 you talk about research that has been done about the effects of gambling advertising on young people. You make reference to Gainsbury and Hing, that already young people are more at risk of gambling advertising and vulnerable to gambling, with research showing that a substantial proportion of secondary students indicate that they gamble online. You also talk about the emerging technologies and the ease of using them. You make reference here to a number of concerns that you have about young people and their exposure to gambling advertising. There is research, obviously. Can you tell us what that research tells us?

Ms BRODTMANN: I am particularly interested in that first dot point about the sample size and what are the figures.

The paper Ms Brodtmann mentioned by Lamont, Hing & Gainsbury (2011) based its conclusions on several empirical studies as noted in more detail below:

A study in New Zealand found that those aged 15-24 years were more likely than other age groups to remember seeing some form of gambling advertising (e.g. 93% compared to 76% of those aged over 65 years), with an association also found between advertisement recall and participation in gaming activities (Amey, 2001). Face to face surveys were conducted with a randomly selected sample of 1,500 people aged 15 years and over in private households.

Amey, B. (2001). *People's participation in and attitudes to gambling, 1985–2000: Final results of the 2000 survey*. Wellington, NZ: Department of Internal Affairs.

A Canadian self-report survey of 1,072 youth between 10 and 18 years old found that 39% thought they would be more likely to buy lottery tickets based on their exposure to advertisements (Felsher et al, 2004).

“Youth may not understand the inherent risks or the low probability of winning and as such they may be more susceptible to media and governmental promotion of these activities” (Stinchfield & Winters, 1998: cited in Felsher et al, 2004, p.130).

Felsher, J., Derevensky, J., & Gupta, R. (2004). Lottery playing amongst youth: Implications for prevention and social policy. *Journal of Gambling Studies*, 20, 127–153.

Stinchfield, R., & Winters, K. C. (1998). Gambling and problem gambling among youth. *Annals of the American Academy of Political and Social Science*, 556, 172–185.

In a study involving focus groups with Canadian youth (n=67, aged 13-17), virtually all participants were involved in some gambling, with sports-related betting appearing one of the

most popular activities (Korn, Hurson, & Reynolds, 2003). Male youth explained that actively participating in sports betting generated an adrenaline rush and was viewed as a vehicle to demonstrate support for their favourite teams (Korn et al., 2003).

Korn, D., Hurson, T., & Reynolds, J. (2003). Commercial gambling advertising: Possible impact on youth knowledge, attitudes, beliefs, and behavioural intentions. Guelph: Ontario Problem Gambling Research Centre.

Many youth and key informants felt that commercial gambling advertising does have an impact on youths' gambling attitudes, beliefs, knowledge, and behavioural intentions (Korn, Reynolds & Hurson, 2005).

Korn, D., Reynolds, J., & Hurson, T. (2005). Commercial gambling advertising: Understanding the youth connection. Guelph: Ontario Problem Gambling Research Centre.

When Delfabbro, Lahn, and Grabosky (2005) surveyed 926 secondary school students in the ACT) in 2003-4, their findings were broadly consistent with findings from overseas and from those few Australian studies that had been conducted to date, which indicated that the majority of secondary school students gamble, and a small minority do so excessively. Most adolescent gambling (and adolescent problem gambling) tends to entail private activities or parentally sanctioned legal gambling rather than underage access to commercial gambling venues (e.g., casinos or poker machine venues). But this was prior to the relatively recent expansion in internet gambling options and ready access to smartphone technology. They also found that adolescents do remember seeing gambling advertisements:

“Our results are consistent with previous research like Wiebe and Falkowski-Ham's (2003) finding that 78% of Ontario 11 to 16 year olds interviewed had seen a gambling advertisement with 50% having seen it on television and 27% via the internet. Further, our results indicate that adolescent problem gamblers are more likely to recall having seen a gambling advertisement, especial for venue gambling” (p.63)

Delfabbro, P. Lahn, J. and Grabosky, P. (2005). Adolescent gambling in the ACT: Report to the ACT Gambling and Racing Commission, March. Canberra: ANU Centre for Gambling Research. ISBN 0-9757104-3-5 <http://gambling.anu.edu.au>

2. Impact of gambling/gambling advertising on athletes

Ms BRODTMANN: Could I get the evidence too on the athletes. It sounds like that is largely anecdotal. I understand that is the case. If we get some sort of idea of the scale of that, it would be useful.

The evidence regarding the impact of gambling and gambling advertising on athletes is largely anecdotal, and is derived from the experience of sport and exercise psychologists who work with high profile, elite and professional athletes from a range of sports across the country. There is anecdotal evidence to suggest that athletes are impacted across Australia, and it is more common in some sports more than others, and that male athletes are targeted more than females.

Public education treatment programs

CHAIR: Thank you, Ms Gridley, for briefing us today. In your submission you say that the public education treatment program should be expanded and made more accessible.

Has the APS been asked to undertake any public education programs by any sporting bodies?

Ms Gridley: Not that I am aware of, no.

While the APS has not been asked to undertake education programs, it is part and parcel of what many sport psychologists do (e.g. Tracey Veivers, Chair, APS College of Sport & Exercise Psychologists, National Executive Committee) especially in professional sports due to the growing issues around gambling for athletes.

3. Gambling related harm

Mr STEPHEN JONES: Some of your evidence goes to the integrity and amenity issues that I put to earlier witnesses. I line up with those who get annoyed by this advertising, but there are plenty of things that annoy me that I wouldn't want to ban. I am also concerned as we inquire into this area that we don't presume that which needs to be proved. On the third page of your submission you talk about the risk of harm that would be visited upon young people through their immersion in a gambling culture. However, you don't spell out what that harm is. I for one am interested in knowing what the harm is of being immersed in a gambling culture.

Mr STEPHEN JONES: I do not want you or anyone listening to this to take this the wrong way: I am just wondering, if we are making public health claims about this, whether we need to be quite precise about what those public health concerns are, particularly when it concerns young people. If there is a public health risk, we need to be quite precise and base that on some evidence.

Ms Gridley : Yes, we do. Again, because I am reporting for other people here and I am not the one who has done the research and that sort of thing, I am not the best person to comment, but I can take the questions and give you fuller answers if that will be helpful.

(The following text is taken from InPsych, 32, 6)

Prevalence

Overall, 90,000 to 170,000 Australian adults are estimated to experience significant problems from their gambling (0.5 to 1.0% of adults), with a further 230,000 to 350,000 (1.4 to 2.1% of adults) experiencing moderate risks that may make them vulnerable to problem gambling (Jackson et al., 2009). While this might sound like a small percentage, fewer than 1500 people (0.006 of the population) die on Australian roads each year, which is considered unacceptable and attracts widespread media attention. It is estimated that for every person with a gambling problem, there are five to ten other people (such as immediate family, extended family, friends, work colleagues) who are affected by it (Productivity Commission, 1999). For example, relationship difficulties and the hidden nature of problem gambling mean that family finances are often depleted before family members have an opportunity to intervene. Even less researched is the broader community impact of problem gambling in terms of the loss of involvement of people in community related activities and the increased use of the service system – mental health, primary health, criminal justice - for addressing gambling-related problems.

Jackson, A.C., Wynne, H., Dowling, N.A., Tomnay, J.E., & Thomas, S.A. (2009). Using the CPGI to determine problem gambling prevalence in Australia: Measurement issues. *International Journal of Mental Health and Addiction*. Available Online First.

Under-aged gambling is particularly common and of concern, with around 60 per cent of young people (13-17 years) reporting gambling at least once per year (Lambos et al., 2007).

Lambos, C., Delfabbro, P.H., & Pulgies, S. (2007). *Adolescent gambling in South Australia*. Report prepared for the Independent Gambling Authority of South Australia. Adelaide.

Types of gambling-related harm (InPsych, 32, 6, p.13)

Gambling can give rise to different types and levels of harm and these can be personal, social, vocational, financial and legal. The most obvious harm is financial, and this is clearly related to many of the other harms. In terms of psychological harm, it has been found that 40-60 per cent of problem gamblers in treatment samples experience clinical depression, display suicidal ideation, or have significant levels of anxiety (Battersby & Tolchard, 1996). Problem gamblers also have a greater likelihood of engaging in other behaviours that compromise their wellbeing, particularly substance use. Data suggest that 50 to 60 per cent of gamblers smoke compared to 22 per cent of the general population, and that 30 to 40 per cent have a concurrent substance dependence or abuse (Rodda & Cowie, 2005) as well as poorer physical health (Delfabbro & LeCouteur, 2008).

Problem gambling can have significant effects on many aspects of the gambler's life, including their relationships and employment. Many problem gamblers report intimate relationship and family difficulties (Dowling et al., 2009) or having lost or jeopardised relationships as a result of gambling (Jackson et al., 1997). Others report having put off activities or neglected their families because of gambling, and most report having lied to family members or engaged in furtive activities so as to conceal the extent of their gambling and the resultant losses (Productivity Commission, 1999).

Consequently, problem gambling can be particularly devastating for families because the nature and extent of the gambling problem often can be concealed for long periods. Apart from the betrayal of trust that may be felt by families when the problem is finally revealed, the hidden nature of gambling can mean that family finances are depleted before family members have an opportunity to assist the gambler and direct them to treatment. Similarly, although relatively less is known about the vocational impacts of problem gambling, there is evidence that those affected report having given up time from work to gamble, have lost jobs due to gambling, or have used their workplace to commit crimes to continue funding their gambling (Productivity Commission, 1999; 2009). In a detailed analysis of the offending record of 306 problem gamblers in treatment, Blaszczynski and McConaghy (1994) showed that larceny, embezzlement and the misappropriation of funds were the most common crimes reported. Many of those who committed these crimes did not have a previous history of conviction and were found to work in white-collar professions that provided them with direct access to money.