

# From treatment to prevention: adopting a public health approach

The Office of Responsible Gambling

International Gambling Conference 2022

29 June 2022

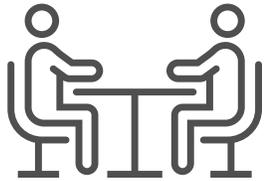
Natalie Wright, Director, NSW Office of Responsible Gambling

# The Responsible Gambling Fund (RGF)

- Established under the *Casino Control Act 1992*.
- Responsible Gambling Levy paid by NSW casinos into the Fund
- Overseen by a board of Trustees
- Supported by the Office of Responsible Gambling

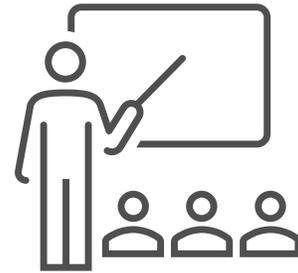


# The Responsible Gambling Fund (RGF)



Support and  
counselling  
services

80-85% of funding



Awareness  
and education

10% of funding



Research

5-10% of funding

# From treatment to prevention



What did the research say?

## 2015: Environmental scan



## 2017: Governance review

- proposed a new, integrated model that is in line with public health framework
- suggested to shift the RGF expenditure from primarily treatment focused to invest more on prevention and early intervention

- RGF needed uplift in capacity and capability to pursue responsible gambling objectives.
- RGF required dedicated support to drive the strategic agenda

# Office of Responsible Gambling

## 2017

- RGF Trust enhanced, with capability and capacity uplifted

## 2018

- Office of Responsible Gambling established
- Work commenced on first strategic plan



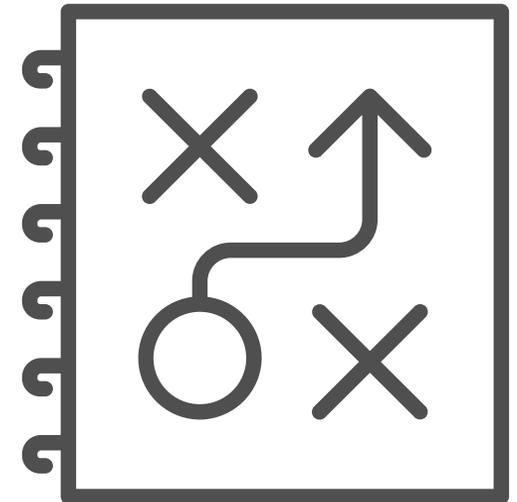
# Our first strategic plan: 2018-2021



- Research
- Partnerships
- Education and awareness
- Support services
- Technology and innovation

# Key priorities

- reform the service delivery model so that it's integrated and multimodal to meet the needs of diverse cultural, geographic and population groups across NSW
- develop a three-year research agenda
- develop and implement an education and awareness strategy
- work with partners to prevent and reduce gambling related harm
- proactively work with industry on new and emerging technologies and innovations to trial and implement responsible gambling practices



# Education and awareness strategy

- underpinned by research
- recognises diversity of the population in NSW
- targets priority communities and populations
- long term, sustained and multifaceted approach
- empowers communities to take action
- work collaboratively and in partnership
- adopts a harm minimisation approach recognising gambling is a lawful activity



# Gambling harm prevention continuum



Who

Aim

How

## Prevention

People in the NSW community who gamble recreationally without experiencing gambling harm

Empower people to make safe choices about their gambling behaviour

- Awareness campaigns and social media
- Resource development
- Capacity building
- Community education

## Early intervention

Priority populations directly affected by gambling harm. Those who can influence the gambling harm experienced by others

Prevent and reduce the impact of gambling harm experienced by priority populations

- Settings based approaches
- Awareness campaigns and social media
- Resource development
- Capacity building
- Community education

## Help seeking

People affected by gambling harm on an individual level

Provide appropriate support and treatment services

- Settings based approaches
- Capacity building
- Community education



# Priority populations



Men



Young people



Culturally diverse communities



Aboriginal communities



People with co-morbidities



Affected others

# Major education programs



**GambleAware in schools**



**Upskilling professionals**



**Local prevention grants**

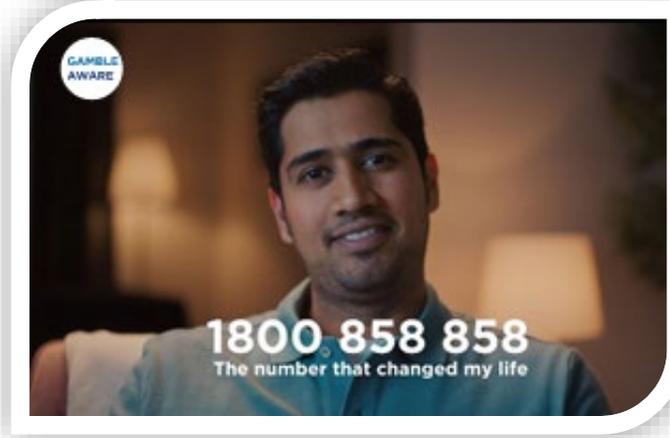


**Odds on youth**

# Awareness campaigns



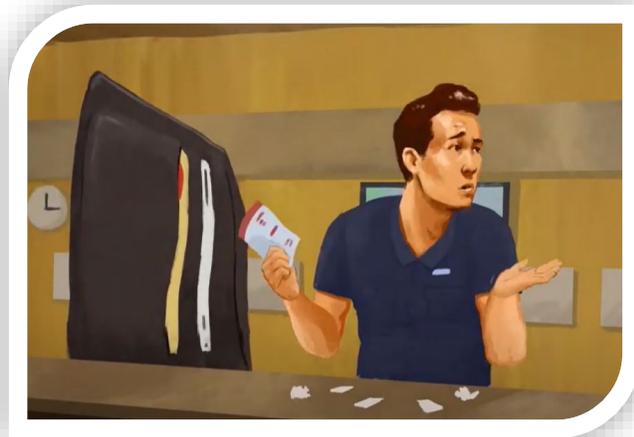
GambleAware week



The Number that changed my life



Be Aware Visit GambleAware



Betiquette



Reclaim the Game

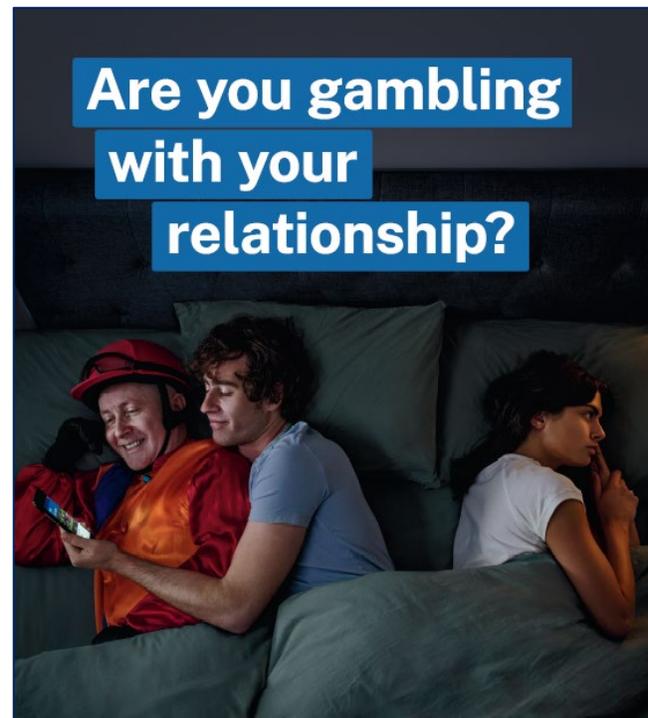
# Be Aware. Visit GambleAware



**Are you gambling  
with your  
career?**

**Be Aware. Visit GambleAware.**

For information and confidential support 24/7  
gambleaware.nsw.gov.au  
Call 1800 858 858



**Are you gambling  
with your  
relationship?**

**Be Aware. Visit GambleAware.**

For information and confidential support 24/7  
gambleaware.nsw.gov.au  
Call 1800 858 858



**Are you aware  
gambling exists  
in kids games?**

**Be Aware. Visit GambleAware.**

For information and confidential support 24/7  
gambleaware.nsw.gov.au  
Call 1800 858 858



# Challenges

- Building capacity within the NSW Government and the sector
- Engaging new sectors and partners
- Shifting the narrative
- Continued support of people impacted by gambling



# Key achievements 2018-2022

- Open and transparent funding model aligned to RGF strategic priorities
- Major reform of support & treatment services – now known as GambleAware
- Establishing the Reclaim the Game sporting partnership program
- Campaigns – GambleAware, the Number that Changed my Life, Betiquette
- Young people and gambling research
- Odds on Youth and Local Prevention grant programs
- GP and community worker training programs
- RCG and Advanced RCG training development



# Strategic Plan 2021 - 2024

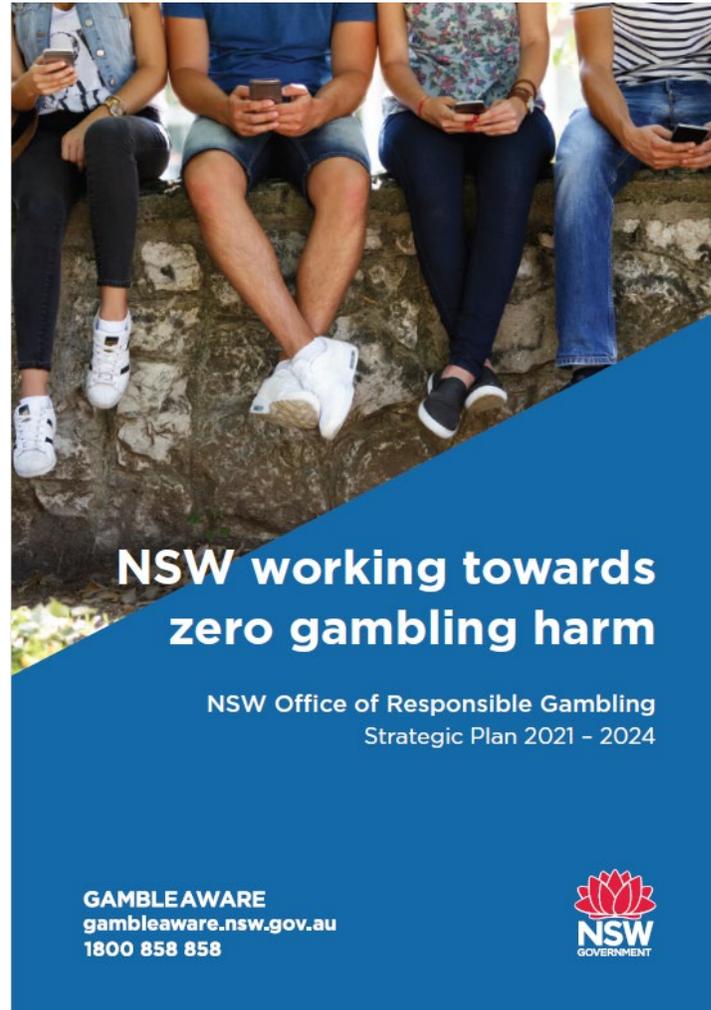
1 Empowerment

2 Partnership

3 Transparency

4 Public health

5 Harm minimisation



5 Harm minimisation

6 Inclusion

7 Continuous improvement

8 Future focused

9 Evidence based

# What's next?

- Continue build on the shift in NSW to a public health approach
- Be responsive to our changing environment
- Embed and monitor the new GambleAware support and treatment service model
- Broaden gambling education and awareness programs
- Improve the translation of the high-quality research into outcomes

# Office of Responsible Gambling

Natalie Wright

Director

[natalie.wright@responsiblegambling.nsw.gov.au](mailto:natalie.wright@responsiblegambling.nsw.gov.au)

