

Supplementary information for the Parliament of Australia Inquiry into Online Gambling

The Alliance for Gambling Reform, December 2022

Australians gamble 20% more online than any other country in the world.

2021 <u>online</u> global gross gaming revenue, estimated total value \$AUD135 billion			
Per capita online gaming expenditure			
The largest 15 online gaming markets that are regulated or in the process of regulating			
Country	Market size (to nearest \$AUD million)	Population (to nearest million)	Per capita market (to nearest \$AUD)
1. Australia	8,624	26	332
2. Sweden	2,758	10	276
3. Ireland	1,328	5	266
4. Finland	1,521	6	253
5. United Kingdom	16,414	68	241
6. Denmark	1,272	6	212
7. Greece	1,711	11	156
8. Italy	5,935	58	102
9. Canada	3,360	38	88
10. Netherlands	1,489	18	83
11. France	5,041	66	76
12. Germany	4,798	83	58
13. Spain	2,108	47	45
14. United States	14,419	337	43
15. Poland	1,348	38	35

Source: **H2 Gambling Capital** 'the leading supplier of data and intelligence regarding the global gambling industry'.

Source data published: Entain plc, 2021 Annual Report pg37. ([2021 Annual Report and Accounts and 2021 Gender Pay Gap Report - Entain \(entaingroup.com\)](#))

Also cited in: [Online Casino Smartphone Gambling: How the UK and Its Politicians Got Hooked \(bloomberg.com\)](#)

The Australian online gaming market is the third largest in the world.

2021 <u>online</u> global gross gaming revenue, estimated total value \$AUD135 billion			
Market size by country			
The largest 15 online gaming markets that are regulated or in the process of regulating			
Country	Market size (to nearest \$AUD million)	Population (to nearest million)	Per capita market (to nearest \$AUD)
1. United Kingdom	16,414	68	241
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Thousands of Australian children are already problematic¹ gamblers.

A recent United Kingdom Gambling Commission report found that 27% of 11 – 16-year-olds were engaged in gambling with 2.4% classified as risky gamblers and 0.9% problem gamblers. [Prevalence of non-problem, at risk or problem gambling - Gambling Commission](#)

Australians gamble more than in the United Kingdom and gambling advertising is more pervasive, but even if Australians only gambled at the same levels as in the United Kingdom, the figures produced through the Gambling Commission would translate into the following conservative estimates about the extent of gambling by Australian children:

14,400 Australian children under 16 are problematic gamblers

38,400 Australian children under 16 are risky gamblers

432,000 Australian children under 16 are gamblers

(NB. There are 1.6 million 11–16-year-olds in Australia. 0.9% = 14,400 2.4% = 38,400 27% = 432,000)

The number of people who are experiencing gambling harm is growing.

We do not have recent accurate data about the level of harmful gambling in Australia. But we do know that in the United Kingdom, the National Health Service has had to open two new gambling addiction centres with referrals up 42% in the 2022 September quarter compared to 2021 September quarter. [NHS England » NHS opens two new gambling addition clinics amid record referrals](#)

As the number of gamblers increases, so does the number of gamblers experiencing most harm. The most conservative estimates suggest 1% of gamblers will experience significant problems. The last estimate of the number of gamblers in Australia suggested there were around 7 million active gamblers. This would translate into approximately 70,000 gamblers experiencing significant harm. AGR believe this is a very conservative figure.

¹ AGR does not use the term *problematic gamblers*, but this use of the term is drawing on the definitions adopted by the United Kingdom Gambling Commission in their research.