

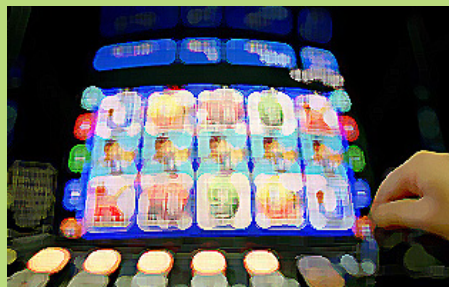


Major findings and implications: Player tracking and pre-commitment trial

A program and outcome evaluation of the PlaySmart precommitment system

August, 2010

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Acknowledgements:

The current trial was conducted by Worldsmart Technology Pty Ltd.

Evaluation of the trial was managed by the South Australian Responsible Gambling Working Party through the Department of Treasury and Finance, South Australia.

The evaluation was funded by the Commonwealth Government through the Department of Families, Housing, Community Services and Indigenous Affairs.

Official trial dates

May 2008 - Worldsmart Technology Pty Ltd implemented PlaySmart

June 13, 2008 - first player use of PlaySmart and official date for commencement of Phase 1

July 2008 - Responsible Gambling Working Party released Third Progress Report containing invitation for trial proposals

July 10, 2008 - Worldsmart submitted trial proposal to Responsible Gambling Working Party

July 23, 2008 - Acceptance of Worldsmart trial proposal announced by Minister for Gambling

August 2008 - Official trial start date

22 April 2009 - Evaluator (Schottler Consulting Pty Ltd) commenced involvement with trial co-ordination group; formerly contracted 3 July 2009

July 1, 2009 - Commencement of Phase 2

August, 2009 - Commencement of Phase 3

October 31, 2009 - End date for period of data collection

January 4, 2010 - Commencement of EGM system data analysis

As data was available for analysis prior to the official trial commencement date, data analysed in the current report draws on all data from the very first use of PlaySmart (June 13, 2008), rather than at the point of official trial commencement (August 2008).

Major findings and implications

Purpose

The purpose of the current report is to present findings of an independent program and outcome evaluation of the PlaySmart precommitment system, developed by Worldsmart Technology Pty Ltd. The evaluation was managed by the South Australian Minister for Gambling's Responsible Gambling Working Party and funded by the Commonwealth Government through the Department of Families, Housing, Community Services and Indigenous Affairs.

Precommitment involves the setting of time and/or money limits by gamblers, typically prior to commencement of gambling. In this context, the implementation of precommitment was examined as applied to electronic gaming machine (EGM) play in six hotel sites across South Australia.

Key aims of the evaluation were to examine the application of precommitment in terms of:

- (1) Is there value for consumers in the industry proponent's trial?
- (2) Is the behavioural impact of the trial consistent with Working Party's goal of customer's gambling responsibly?
- (3) If the trial is extended to full operation, is on-going operation of a pre-commitment and player tracking system cost-effective to the gaming venue?

Specific questions, which form the terms of reference for the trial evaluation, are in Table 1. It should be noted that the key objective of the trial was to provide an evidence-base to further inform the delivery and operationalisation of precommitment through a real-world trial. Testing of the technical functionality of PlaySmart was outside the scope of the evaluation.

Table 1. Terms of reference for the program and outcome evaluation

Aspect of evaluation	Detailed research questions
(1) Is there value for consumers in the industry proponent's trial?	<ul style="list-style-type: none">• Did a significant proportion of customers use the features of the trial?• Did the features of the trial provide on-going value to the customer?• What value was derived by the customers from the features of the trial?
(2) Is the behavioural impact of the trial consistent with the Working Party's goal of customers gambling responsibly?	<ul style="list-style-type: none">• Did the trial support the goals of better money management and informed decision making by customers?• What behaviours did features of the trial target?• What were the impacts of the trial on customers gambling behaviour? Are they consistent with the goals?• Do impacts vary by risk for gambling problems? (based on the Canadian Problem Gambling Severity Index)• Is there opportunity to use features of the trial to support gambling rehabilitation services?^a
(3) If the trial is extended to full operation, is on-going operation of a pre-commitment system and player tracking system cost effective to the gaming venue?	<ul style="list-style-type: none">• What are the likely cost and revenue impacts from operating the system to the gaming venue?• What are the likely transition and implementation costs of the system to the gaming venue?• What are the impacts on staff responsibilities, training and skill requirements?

a. Dual passwords for setting and changing of limits by a counsellor and player are part of the functionality of PlaySmart. However, this feature was not used in the trial, so could not be evaluated.

PlaySmart

PlaySmart is a precommitment system developed by Worldsmart Technology Pty Ltd, a South Australian company which owns the Jackpot Club (J Card) EGM player loyalty scheme. PlaySmart operates in conjunction with J Cards and permits players to set time and/or money limits on their gaming, along with breaks-in-play (along with other features).

Coins were used for EGM play in the current trial (there are no note acceptors in South Australia). On players reaching limits, PlaySmart emits a beep and a discreet reminder message to the J Card reader for attention by players and additionally notifies venue staff that a limit reminder has occurred. Staff were then requested to attend at the particular EGM to switch off the message and engage with the player about whether they had noticed the limit exceeded message. Messages are displayed on a digital card-reader screen approximately 16 characters long (located near the EGM). Progress warnings are also displayed to players at the 50% and 75% points at which limits were set.

Trial sites

Six hotels within South Australia trialled PlaySmart to support the evaluation. One additional hotel was also not included in the trial due to a late start in recruiting players. The six venues included two regional hotels and four metropolitan hotels.

Trial phases

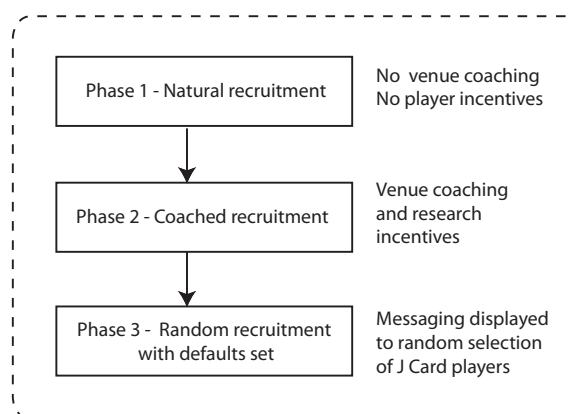
The PlaySmart precommitment trial was structured into three discrete phases (Figure 1) - A natural uptake phase (Phase 1), a coached recruitment phase (Phase 2) and a random recruitment phase with default messages set (Phase 3).

Phase 1 involved an examination of player uptake of PlaySmart in venues without any player incentives. This involved examining the number of players who signed-up to PlaySmart from June 2008 to July 1, 2009 (June 13, 2008 was the date of the first player sign-up). The second phase 'Coached Recruitment' involved applying a coaching and facilitation approach to assist venues to actively recruit players to PlaySmart. Shopping voucher incentives were used to support this process (a \$50 voucher was offered to players who signed-up to participate in the research surveys).

The third phase involved display of three messages to a group of J Card holders who had not previously adopted PlaySmart. Messages were displayed on the J Card reader at \$5, \$10, and \$15 EGM turnover to ensure that all players would be exposed to messaging. Messages displayed were - *PlaySmart - Set a budget*, *PlaySmart - Keep on budget*, *PlaySmart - Ask staff how*.

The objective of Phase 3 was to test whether messaging would encourage players to set limits on their play (and the indicators might be joining PlaySmart as a result of receiving the messaging or setting and/or adhering to psychological limits).

Figure 1. The Three Phases of the PlaySmart trial

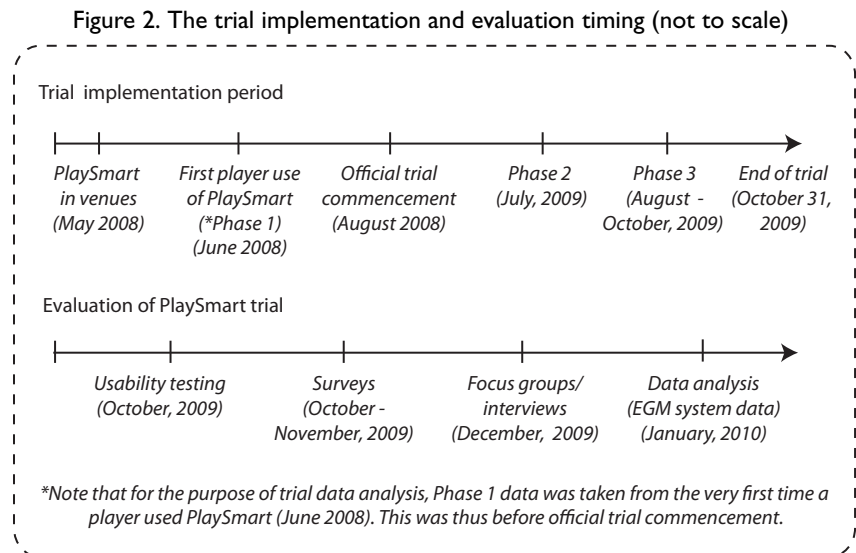


Trial time line

PlaySmart was first implemented in South Australian hotels by Worldsmart during May 2008 (prior to the official commencement of the trial). Worldsmart submitted its proposal to the Responsible Gambling Working Party (RGWP) in July 2008 after the RGWP extended an invitation for proposals for industry trials. Following acceptance of the Worldsmart proposal in August 2008, the trial officially commenced. The trial end date was October 31, 2009.

The evaluation of PlaySmart occurred only during the latter stage of implementation with surveys conducted in October through to December 2009 and system data analysis in early January 2010. The timing of Phases and the trial evaluation work modules is shown in Figure 2.

It should be noted that EGM data logging showed that the very first use of the PlaySmart system by players occurred on June 13, 2008. This is also the commencement date for data analysis associated with Phase 1.



Evaluation methodology

Evaluation modules used to evaluate the trial in line with the terms of reference included:

- **Usability testing (N=7)** - design and implementation of a methodology to conduct one-on-one usability tests of the PlaySmart sign-up process and system usage with players
- **Surveys of PlaySmart users (N=91)** - a total of 91 x 35 minute player telephone surveys were undertaken with Phase 1 and Phase 2 players who consented to research
- **Surveys of default phase players (N=78, with N=32 surveys of players aware of messaging)** - players consenting to participating in research associated with the display of messaging on the J Card reader were surveyed
- **Venue staff and system provider interviews** - were undertaken with venue staff and the system provider to explore experiences during the PlaySmart implementation
- **Costing model** - based on the time taken by staff to undertake various tasks, trial data was modelled to produce a estimate of the costs of precommitment
- **EGM system data analysis** - player data automatically recorded through PlaySmart as part of the trial (provided by Worldsmart Technology Pty Ltd) was analysed to assess the impact of PlaySmart on player behaviour

Within this context, key findings of the evaluation of PlaySmart are structured in line with the key questions for the trial. Readers should note that views of PlaySmart are based on player or venue views and may not have a factual basis.

Caveats when considering the report findings

It should be noted that this report does not aim to endorse PlaySmart or otherwise and the purpose of the evaluation is to inform understanding of the impacts of precommitment from a gambling harm-minimisation perspective. Accordingly, readers should not rely on data or evaluation findings to make commercial decisions about PlaySmart or the cost-benefits of precommitment.

It should also be noted that data analysis in the report is largely contingent on data which was available and able to be supplied by the system provider. While the system provider has been extremely helpful and supportive in trying to supply as much data as possible for analysis, some practical barriers were faced by the provider in extracting certain data fields for the trial.

This is due to the data logging characteristics of the system, the time required for the system provider to extract certain fields (extraction of the current data already required around four months of the system provider's time) and the difficulties faced by the provider in identifying appropriate 'control' players for comparative analyses (despite commendable efforts, not all players could be matched to controls - an unfortunate reality of real-world trials).

As many of the following analyses literally take days of analysis to produce summary results (due to the huge amount of data restructuring required), analysis of system data has also had to be considered in the context of the quantitative budget.

For this reason, the approach to analysis has been to extract as much information and insights as possible from trial data, within the context of these practical real-world constraints.

In addition, having to use EGM turnover to enable comparisons with controls (rather than expenditure) also places some practical constraints around the types of analyses which can be undertaken (this was agreed as the most workable method with the Trial Coordination Group, given that EGM expenditure data fields were not available for the full trial period).

Accordingly, all of the above issues should be considered by readers when interpreting trends.

(1) IS THERE VALUE FOR CONSUMERS IN THE INDUSTRY PROPONENT'S TRIAL?

Uptake of PlaySmart

Findings of the evaluation highlight that PlaySmart is seen as offering EGM players a range of benefits and advantages. While less than 1% of all J Card holders across trial sites signed-up to PlaySmart (258 players), low levels of early market adoption will naturally occur on introduction of any new (and unfamiliar) product to a market. This arguably also reflects the product uptake curve during the trial.

Indeed, while 135 players signed-up with minimal encouragement during the early part of the trial (during Phase 1 - which ran for approximately 12mths), when benefits were emphasised and the product was actively promoted, an additional 133 players signed-up to PlaySmart during Phase 2 (in a relatively short period of only 4 months).

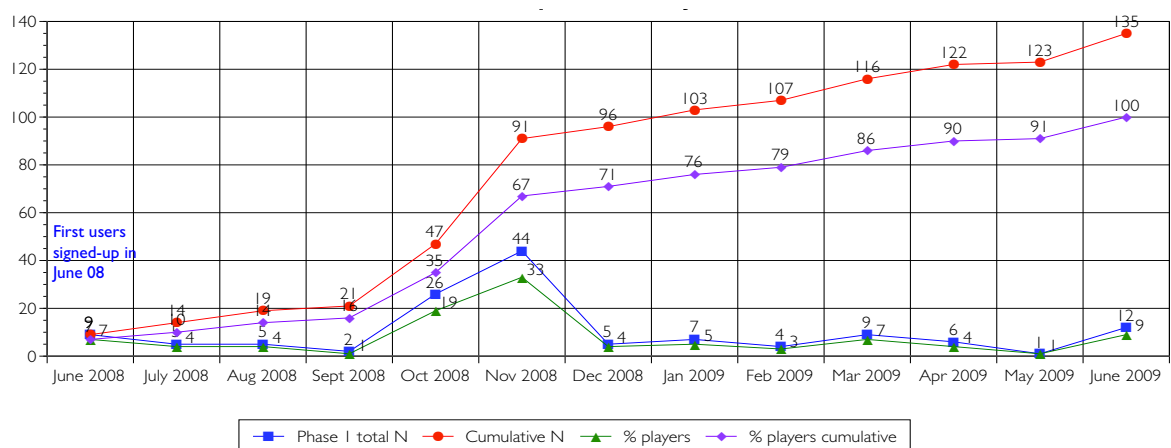
While Phase 2 research participation incentives undoubtedly enticed players to sign-up, many players commented that initial reluctance to try PlaySmart was simply due to lack of product knowledge. Survey findings also show that 78% of PlaySmart users (surveyed) after using PlaySmart felt that they would probably have signed-up to PlaySmart without an incentive.

As Phase 2 sign-ups were roughly the same as for Phase 1 (but occurred in a quarter of the time), findings also highlight the critical importance of effective product marketing in ensuring broader market adoption of precommitment.

A comparison of the age profile of PlaySmart users with EGM players from the South Australian Prevalence Study (2005) also highlights that younger users were generally under-represented in the trial and people 65 years or older (25%), 45-54 years (24%) and 55-64yrs (20%) were over-represented. In addition, 24% were new J Card members.

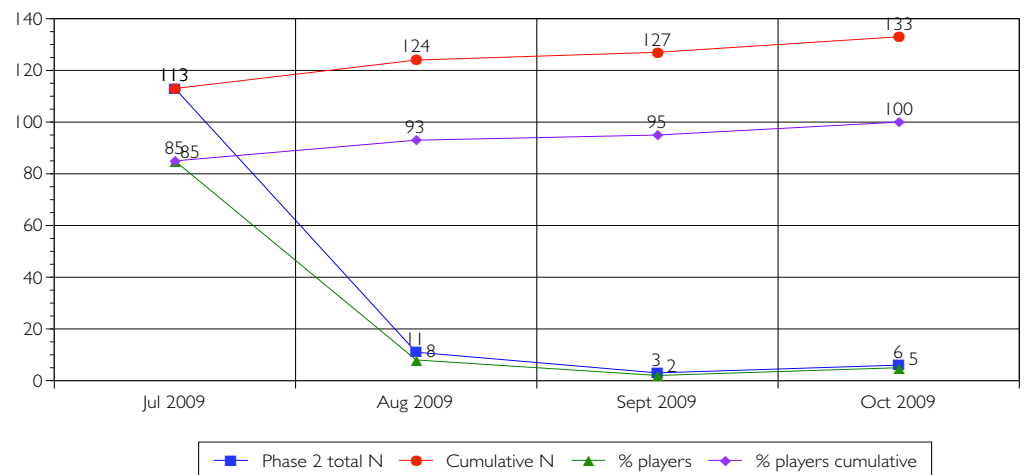
From this perspective, findings highlight the potential to explore ways to encourage adoption of PlaySmart in both younger and new market segments.

Figure 3. Uptake of PlaySmart - PHASE I (N=135, June 2008-June 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Note that official start date was June 13, 2008 (so June was not a complete month).

Figure 4. Uptake of PlaySmart - PHASE 2 (N=133, July 2009-October 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

Features of PlaySmart used during the trial

As part of the trial, a range of features were available in PlaySmart. This included options for time and money limits, breaks-in-play and the ability to personalise limit reminder messages. In addition, players could set both primary and secondary limits (eg. a daily limit, plus a monthly limit) and had access to player activity statements (printed and online format). Players who elected limits were also displayed progress warnings at 50% and 75% of their selected limit.

Of all settings available, PlaySmart users were by far most likely to select expenditure limits for their EGM play. In contrast, time-based limits and breaks-in-play were much less frequently chosen. Qualitative feedback from players also suggested that, for many, time was sometimes not seen as relevant for gaming and that money was the ultimate criterion. It was also apparent that some smokers had seen time limits as a feature for smokers, rather than for harm-minimisation - *The breaks are good for smoking. They are better than the three minute limit.*

A review of electronic system data revealed the specific features of PlaySmart used during the trial. In total, during the trial, the 258 players used PlaySmart each for an average of 19 days, turning over \$1,790,094 (EGM turnover - not expenditure) with a mean turnover per player of \$6,938 (which roughly equates to a mean spend of \$826 per player during the trial). Players played at a total of 53 unique hotels during the trial (refer Table 82).

From the review of system data, analysis showed that:

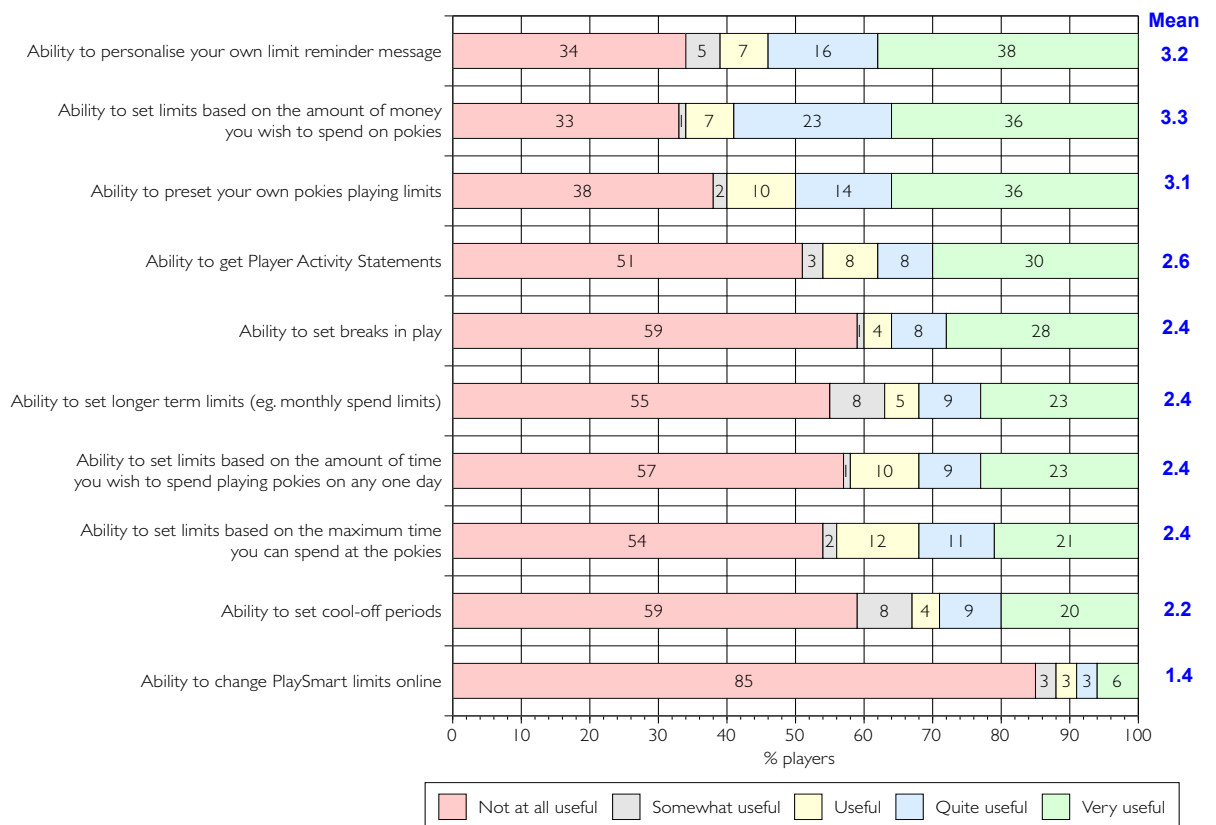
- 94% of players set a primary expenditure limit and Phase 1 players were more likely than Phase 2 players to set both primary and secondary expenditure limit
- the most popular primary expenditure limits were \$100 per day and \$50 per day (each 21 players - 8% each) followed by \$500 per day (17 players - 6%) and \$100 per week (9 players - 3%)
- the most popular basis of a primary expenditure limit was daily (56% of players) followed by weekly limits (20% of players)
- some players had programmed non-sensical limits on their cards - including 9 players who had elected a secondary cycle without a primary cycle (which have implications for activity statement reporting and could have potential to confuse players)
- very few players opted for a secondary spend limit (9% including the above 9 players or 6% excluding the above 9 players) - qualitative research also suggested that many players were confused by the terms primary and secondary 'cycles'

- while raw data appeared to suggest that many players selected time limits, closer examination showed that many players had limits in illogical fields and at levels which implied that no time limits were actually applicable. For instance, in the daily time limits field, some players elected '24hrs per day', a value which was allowed in the system (plus other examples). Once illogical limits were removed, findings showed that only 26 players had primary time limits on their card (10% of players) and 5 players had a secondary time limit programmed (2% of players) (*although several of these were possibly illogical due to the high number of hours programmed*)
- 20% of players set a break-in-play reminder messages and the most popular session length for a reminder was either 30 minutes or 60 minutes (each 5% of players). The most popular length of break was 5 minutes. Phase 1 players also set breaks to occur following a shorter period than Phase 2 players and more players in Phase 1 set breaks (33% compared to only 6% in Phase 2)
- 94% of all players elected the default cooling-off period of 24hrs
- 75% of players did not change their primary spend limit at all during the trial (and only 7 players changed their secondary spend limit)
- 168 players (63%) opted for the default reminder message to appear on the J Card reader upon a player reaching a limit (ie. 'MAX SPEND') and 99 players (37%) elected to personalise their reminder message (ie. using words which had personal meaning - eg. go home)
- PlaySmart users experienced a total of 662 spend limit breaches during the trial - this included 400 daily limit breach reminder messages (with limits overspent by a total turnover of \$2010), 152 weekly limit breaches (with limits overspent by a total of turnover of \$1684), 14 fortnightly limit breaches (with limits overspent by a total of turnover of \$481) and 96 monthly limit breaches (with limits overspent by a total of turnover of \$2031). Time limits were also breached 25 times for a grand total of 259 minutes of play across all PlaySmart users (and Phase 1 players were less likely to breach limits compared to Phase 2 players - but when they did, they tended to spend more) (For detailed results for each type of limit breached, refer Table 73 on page 123)
- Not a single EGM player accessed an activity statement during the trial and there were no reports of usage of the PlaySmart web site - It was also apparent that many PlaySmart users were unaware that activity statements were available (only 14%)
- No players were reported by venues to have reacted negatively to staff approaching the EGM on limit breaches - this is also a reflection of the friendly approach used by venue staff and the related issue that not all staff followed protocol
- Players found the 50% and 75% limit progress warnings as a useful 'checkpoint' to understand where they were relative to limits (although many players couldn't recall seeing these checkpoint messages)

Reflecting perceived benefits of PlaySmart, 19% of users surveyed mentioned that PlaySmart helps keep players to limits, 15% mentioned that the product supports improved expenditure awareness and 8% mentioned improved control over spending - *It makes you aware of your spending, so you have more control... It lets you know if you go over your limit.*

Ratings of usefulness of different PlaySmart features (1=not at all useful, 5=very useful) also showed that being able to set expenditure limits was deemed most useful, followed by personalisation of limit reminder messages and generally being able to pre-set limits (refer Figure 5). In addition, many players qualitatively described the product as user-friendly.

Figure 5. PlaySmart user ratings of the usefulness of different features of PlaySmart (N=91, November 2009)^a



a. Question - How useful are the following features of PlaySmart to you personally
(Base: PlaySmart users)

Issues experienced in use of PlaySmart

While PlaySmart offered value to many players, a range of issues were encountered during the trial that implied that the full value of PlaySmart was not always realised by players. Many of these issues were expected, given the early stage of market adoption of precommitment, the relatively new nature of precommitment to staff and also given that identification of refinements was a key objective of the trial.

In summary, issues experienced included:

- many players were often unaware of the full range of features available in PlaySmart. For instance, only 68% of surveyed PlaySmart users understood that monetary expenditure limits could be set, only 45% knew about the ability to personalise limit reminder messages and only 22% were aware of the availability of breaks-in-play
- while 86% of players agreed signing-up to PlaySmart was easy, 18% of surveyed players reported that staff had selected their limits and a further 20% reported not really understanding what they were choosing at the time
- a high proportion of players were unaware or confused about the limits they set (ie. they couldn't recall the limits) and checking of system data showed that only 17% of surveyed players were actually able to correctly guess their first PlaySmart expenditure limit and only 3 players (6% of those with a break-in-play) were actually able to correctly recall when their break-in-play was set to trigger. Given that very few changes to limits occurred, this highlights the low salience of limits to players. This was also because some players had others select limits for them (eg. spouse, staff)

- a relatively large proportion of surveyed players (73%) could not recall receiving a reminder message through PlaySmart, 63% of PlaySmart users reported never actually hearing the 'beep' and 54% reported never seeing messages on the J Card reader screen. The beep was also described as potentially not loud enough for those hard of hearing (and one older man during usability testing could not hear the beep), although some players appreciated the discreet nature of the reminder message - While receipt of progress reminders (at 50% and 75% of limits) were not logged in system data, in terms of end-of-limit reminders (ie. which were logged in system data), analysis showed that 70% of players did not trigger a break-in-play reminder; 64% did not trigger a spend limit reminder and 96% did not trigger a time limit reminder (based on players who set those respective limits)
- comments from focus group discussions and usability testing with players showed that player comprehension of the PlaySmart application form (and to some degree, the brochure content) was low and that some aspects of the form were seen as confusing

By far the most challenging aspects for players, related to player comprehension of:

- the range of limits - while choice was viewed as positive, the volume and range of options tended to confuse players and for some, too many options was seen as making the choice and setting of limits too onerous
- the difference between primary and secondary cycles
- the section requiring players to personalise limit reminder messages (ie. some players filled out the form with numbers and didn't understand that words to represent messages were required)
- breaks-in-play were seen as for convenience (eg. for smoking), implying that players had not understood the purpose of a break
- the term 'cool-off period' was not understood (eg. players thought the cool-off period was if you wanted to hand back the card and had not understood that it was about having to wait at least 24hrs before a limit could be increased)

In addition, while generally unaware of the availability of player activity statements, when players viewed statements during usability testing, further questioning showed that many had failed to comprehend statement content. In particular, players tended to confuse amounts spent and won, could not always identify when breaches had occurred, failed to notice footnote explanations and missed use of the term 'average' for breaches (ie. average breaches, while players had understood they were absolute breaches).

Also detected during system data analysis, seven players who were registered on the system as signing-up to PlaySmart, did not have PlaySmart operational. This was due to a small software button that staff had failed to click to activate the card. As players had thought that their cards were operational, this has potential to confuse players (ie. players may have thought they had not yet reached their limits). This may also be an indication that players can be committed to limits even without reminder messages.

Together, findings highlight that PlaySmart offers many benefits to players, however; further benefits could be realised if these small refinements were made in future implementations. In particular, while the product is seen by players as quite sound, there is some potential to further optimise staff training, player education and marketing materials (plus a few minor software tweaks) to ensure that the full benefits of precommitment are optimised for all users.

Conclusion

While only a small proportion of consumers trialed PlaySmart, the product is seen by users to offer a range of distinct benefits. Being able to set expenditure limits is seen as the core benefit. Further benefits could also be realised by optimising player education and marketing materials to maximise awareness of PlaySmart and PlaySmart features (including refinements to player activity statements and application forms).

(2) IS THE BEHAVIOURAL IMPACT OF THE TRIAL CONSISTENT WITH WORKING PARTY'S GOAL OF CUSTOMER'S GAMBLING RESPONSIBLY?

FINDINGS RELATING TO PLAYSMART

Attitudinal evidence

While ongoing research needs to be undertaken to understand the effects of precommitment, findings of the evaluation provide a range of insights about the possible impacts of precommitment on EGM player cognitions and behaviours in a responsible gambling context. This includes converging evidence from surveys, qualitative feedback from players during focus groups and evidence from analysis of EGM play data pre- and post PlaySmart.

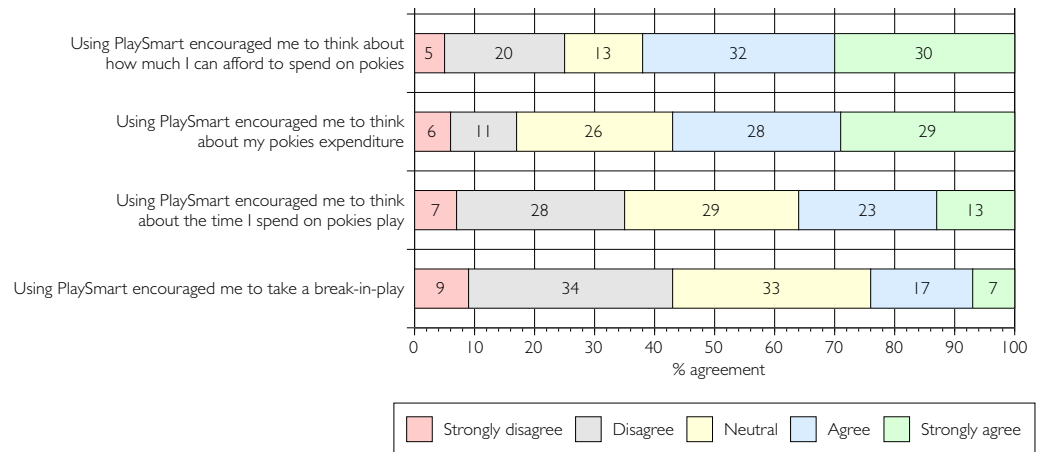
Findings of the evaluation highlight that precommitment may assist players to both better monitor expenditure during gaming and encourage players to set and keep to gaming limits. In addition, there is some emerging evidence to suggest that PlaySmart may particularly facilitate a range of responsible gambling behaviours in players of higher risk status (for problem gambling).

While many players did not recall receiving limit reminder messages (in part because not every player exceeded their limit - refer Figure 42 for further detail), this overarching finding is possibly indicative of precommitment being a psychological contract which players form with themselves. In this context, irrespective of reminder messages recalled, PlaySmart may help to support this process.

Specific evidence which supports this overall conclusion includes:

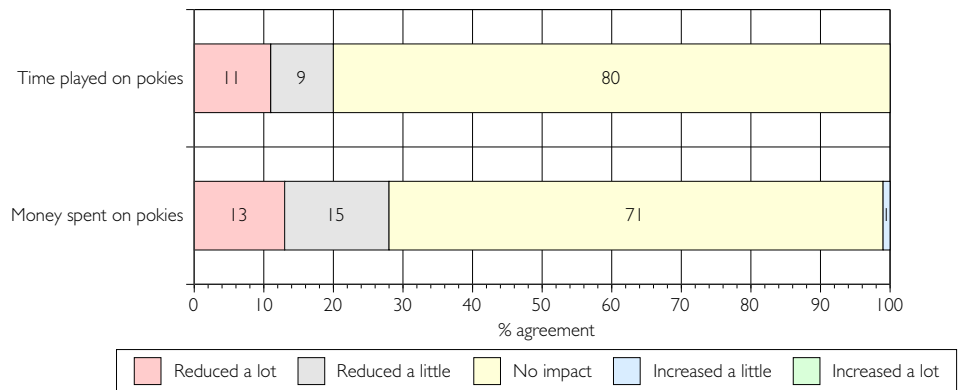
- based on unprompted responses, 23% of moderate risk gamblers reported improved adherence to limits using PlaySmart and 14% reported greater expenditure awareness. In addition, 38% of problem gamblers reported improved expenditure awareness
- 62% of players agreed that using PlaySmart encouraged players to think about how much they can afford to spend on pokies and 57% reported that PlaySmart encouraged thinking about pokies expenditure (Figure 6)
- in addition, at-risk gamblers (low risk, moderate risk and problem gamblers) were significantly more likely to report that PlaySmart encouraged thinking about pokies expenditure and problem gamblers and moderate risk gamblers were more likely to report feeling encouraged to think about how much they can afford to spend ($p < .05$)
- 28% of players reported that their EGM expenditure had reduced since using PlaySmart and problem gamblers were significantly more likely to report that PlaySmart had reduced their spending
- a total of 26% of players recalled receiving reminder messages and problem gamblers appeared marginally more likely to report receiving reminders during the trial (although the result was not statistically significant) *(System data also showed that 70% of limit users did not trigger a break-in-play reminder, 64% did not trigger a spend limit reminder and 96% did not trigger a time limit reminder - ie. based on players who set those limits)*
- 64% of problem gamblers and 53% of moderate risk gamblers (compared to only 25% of low risk gamblers and 8% of non-problem gamblers) preferred gaming with PlaySmart over regular gaming - in addition, only 36% of problem gamblers reported no preference either way (compared to a higher 75% of non-problem gamblers) (Figure 8)
- While staff only responded to limit breaches 25% of the time (ie. attended the EGM to engage with the player), quantitative analysis showed that play time after a limit breach where staff responded was less overall, compared to when they didn't respond (mean of 722 minutes where staff responded v 743 minutes when they didn't respond overall) - this may point to possible benefits of staff intercepts after limits are reached

Figure 6. PlaySmart user views on the use of PlaySmart (N=82, November 2009)^a



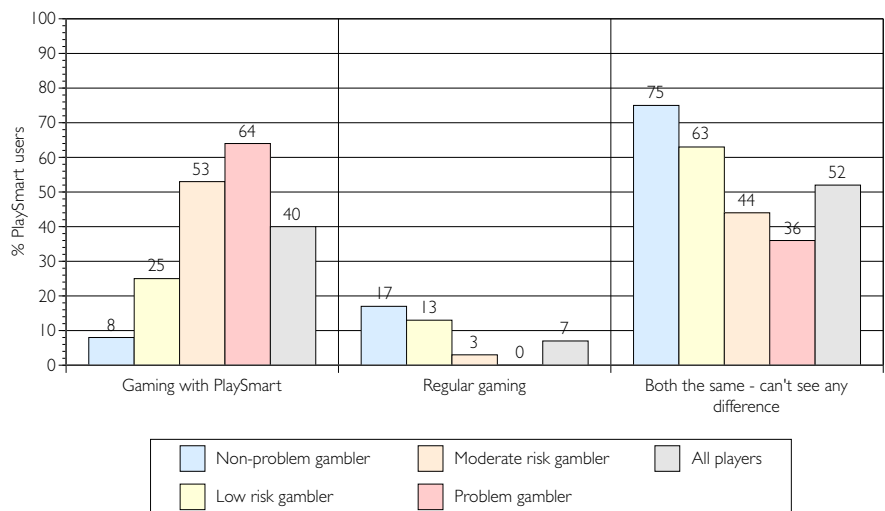
a. Question - Using a scale from 1=strongly disagree to 5=strongly agree, how much do you agree or disagree with the following? (Base: PlaySmart users who had PlaySmart turned-on)

Figure 7. How players reported PlaySmart impacting on the time/money they spent on pokies (self-reported) (N=82, November 2009)^a



a. Question - To what degree do you believe that using PlaySmart affected the total money/time spent on pokies? (Base: PlaySmart users who had PlaySmart turned-on)

Figure 8. Player preference for PlaySmart over regular gaming (N=82, November 2009)^a



a. Question - Which do you believe makes it easier to keep track of and monitor your pokies spending? (options prompted) (Base: PlaySmart users with PlaySmart turned-on)

While small samples should imply extreme caution in interpreting EGM turnover changes, based on 'matched' comparison of PlaySmart users against a control group of players who were similar in age, gender and pre-trial EGM turnover, findings suggested that¹:

- the mean nett change in EGM turnover which may be attributable to use of PlaySmart was a decline of \$181.50 (a 31.7% decrease and roughly about ~\$21.60 spend)

This included a mean nett change in turnover of:

- \$185.90 for Phase 1 players (a 31.5% decrease or spend of roughly ~\$22.12)
- \$178.30 for Phase 2 players (a 31.9% decrease or spend of roughly ~\$21.22)

- the mean nett change in EGM turnover which may be attributable to use of PlaySmart was higher for at-risk gamblers than for non-problem gamblers (although note that this is based on a small matched sample of only N=67 and is also based on the risk segmentation of PlaySmart users, as controls were not identifiable in data)

Specifically (based on corrected figures):

- a nett decrease of only \$8.40 turnover was recorded for non-problem gamblers (a 4.7% decrease or a decrease of roughly ~\$1.00 spend)
 - a nett decrease of \$75.00 turnover was recorded for low risk gamblers (a 11.8% decrease or a decrease of roughly ~\$8.93 spend)
 - a nett decrease of \$399.70 turnover was recorded for moderate risk gamblers (a 48.8% decrease or a decrease of roughly ~\$47.56 spend)
 - a nett decrease of \$292 turnover was recorded for problem gamblers (a 55.8% decrease or a decrease of ~\$34.75 spend)
- a comparison of individual player shifts in EGM turnover since adoption of PlaySmart with the control group showed that moderate risk and problem gambling segments were more likely to record individual decreases in turnover with PlaySmart compared to control group players. While this did not hold for non-problem and low risk gamblers, findings suggested that:
 - 69% of problem gambling PlaySmart users decreased in turnover; compared to only 54% of the controls
 - 60% of moderate risk gambling PlaySmart users decreased in turnover; compared to only 52% of the controls

Findings also suggested similar effects for time played (which may be expected if expenditure is less on PlaySmart), although only for at-risk gambling segments. Based on corrected figures, findings showed that:

- use of PlaySmart was associated with increases in time played for non-problem gamblers. This included a mean increase of:
 - 5.9 minutes for non-problem gamblers (an increase of 10.4%)
- use of PlaySmart was associated with decreases in time played for low, moderate risk and problem gamblers. This included a mean decrease of:
 - 15.1 minutes for low risk gamblers (a decrease of 14.4%)
 - 38.8 minutes for moderate risk gamblers (a decrease of 31.9%)
 - 23.4 minutes for problem gamblers (a decrease of 22.3%)

Together, while small samples and matched samples comparisons on risk segmentation are limitations in the analysis, findings may suggest that the most significant impact of PlaySmart is likely to be on player expenditure and cognitions about expenditure.

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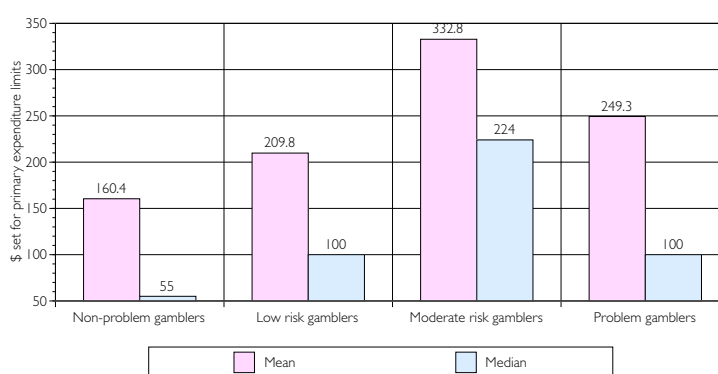
1. Based on corrected figures, which adjusted for minor differences in spending between the control group and the PlaySmart user group on pre-PlaySmart turnover. Expenditure estimates are based on statistics for all EGMs in the J Card network, which show an average return to player of 88.1% (an estimate only).

Other insights by risk segment

Other interesting insights about the behaviours of players of different risk segments included:

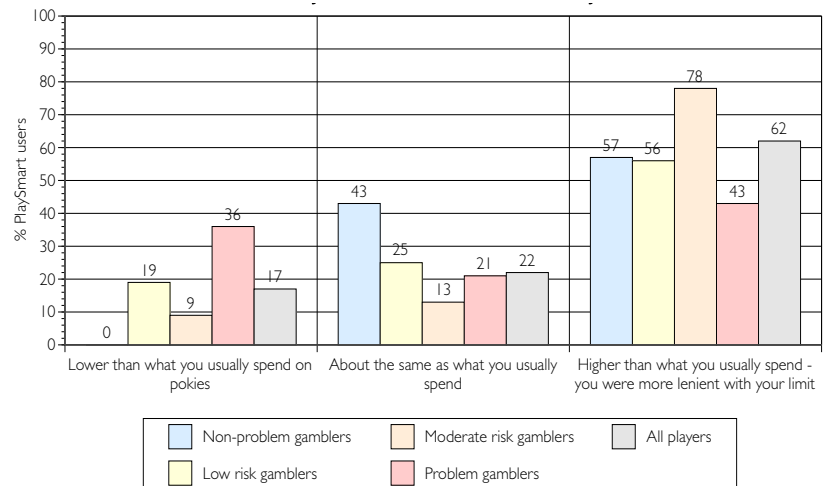
- Higher risk segments set higher limits on average than non-problem gamblers (Figure 9), turned over more money and tended to spend more time on play
- 62% of players reported selecting a limit, which is higher than what they usually spend. While an issue requiring further research, this may imply that limits are not conceived as typical expenditure by players, rather are viewed as a higher threshold or 'safety net' for players. Findings also showed that moderate risk gamblers were significantly more likely to be lenient with their limits, compared to non-problem gamblers (Figure 10)
- 27% of problem gamblers and 25% of moderate risk gamblers actually increased their limit during the trial and this was much higher than for low risk gamblers and non-problem gamblers - Similarly, it was only problem gamblers (7%) who removed PlaySmart limits and never put the limits back on their card
- While differences were not statistically significant - findings suggested that non-problem gamblers were probably more likely to exceed their expenditure limits than the higher risk segments - this is likely to be explained by such players setting more conservative limits (and higher risk segments increasing their limits during the trial)
- Where limits were exceeded, findings also suggested that higher risk segments tended to exceed their spend limit by a larger amount on average than non-problem gamblers
- While players generally only played at an average of 2.4 hotels per player during the trial (suggesting some migration), problem gamblers tended to play at a larger number of hotels than non-problem gamblers ($p < .05$)
- While only based on a very small sample of 7 players, one curious finding was that players who thought they had PlaySmart appeared more likely than both Phase 1 and Phase 2 players to believe that PlaySmart had reduced their EGM expenditure (ie. players had signed-up for PlaySmart, but their card had not been activated). This may be an indication that players can be committed to limits even without reminder messages.

Figure 9. Mean and median primary expenditure limits set - by risk for problem gambling (N=90)^a



a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd

Figure 10. Approach to selection of PlaySmart limits (N=91, November 2009)^a



a. Question - Was this spend limit...? (anchors prompted) (Base: PlaySmart users)

Other issues which may impact use of PlaySmart to support responsible gambling

Other issues which may have implications for the ability of PlaySmart to be effective as a tool for informed player consent, precommitment and gambling harm-minimisation include:

- While players debated the audibility of the reminder message beeps, some players believed that different tones (eg. longer tones) may assist to better trigger players to attention - this highlights potential to consider this design aspect of PlaySmart
- Players raised the issue that pressing 'collect' during play (ie. taking money from the credit meter) and continuing to play can lead players to effectively exceed their limit. While this is due to players not being aware that wins extend limits, the number of players reporting this confusion highlights that this needs to be clarified with PlaySmart users (as many players appeared to not want winnings to be counted towards limits) - *It doesn't discount the winnings from your money limit - If you have a \$500 limit and win a \$30 jackpot, the card doesn't remind you that you've reached your limit until you've gone through your winnings plus your daily limit*
- A further money tracking issue was also raised by several players which may highlight some player difficulty tracking gaming in a cash-based gaming environment - *If you take the cash out and press collect and put coins back in, it adds to your limit. It can't determine whether you're putting in money that you've won or whether it comes from your own pocket. So cashing out leads it to be added to your total. If you leave it in the machine, you can spend all of it. If you collect the money, it counts as your money and it isn't counted as winnings. That could be a problem, as when people do win \$100, they want to go off that machine and go to another. So the machine doesn't keep track of it (an incorrect perception)*
- Some players were unaware that loyalty points ceased on reaching limits - when this was discovered through focus groups, some players discussed that they would either increase their limit or remove the limit to ensure that points would continue to accrue. However, some players also felt that ceasing points was a good incentive - *I hear it beep. It said I reached my limit. Then I didn't get any more points, so I stopped. It was pointless to go on as you always want to try to get points.* This may point to potential to offer the cessation of loyalty points as an option to players
- Some players made comment that messages on the card reader could often be missed, as the display is short. Others also suggested displaying messages on the pokies screen. The effectiveness of such refinements could be further explored
- (as previously highlighted) many players were not able to remember their limits, implying that the salience of limits set was not sufficient for most players. This implies a need to explore additional methods to maintain player awareness of limits set. Having an initial display of limits for each session plus addition of a limits button may assist players

- Staff were reported by players to become complacent in responding to limit breaches over time - some players also pressed the service button to avoid staff having to come out - Accordingly, system refinements may address this human factors issue
- Qualitative feedback suggest that some players may swap cards when limits run out and others merely withdraw their card and continue playing. While players are naturally entitled to make such decisions, this behaviour implies that additional play expenditure would not be accurately recorded on activity statements - For this reason, it may be useful to note such information on statements and remind players on statements to continue to use their cards
- A review of the way PlaySmart time limits operate suggests that time limits may be misleading for players. For example, 24hrs a week would still allow a player to attend the venue each day of the week (as long as 24hrs was not exceeded). As it is likely that some players would interpret time limits on a per visit basis (eg. 24hrs per week may imply a maximum of a visit per week - this impression is also given in the sign-up brochure), this could be clarified with players during sign-up

FINDINGS RELATING TO THE DEFAULT PHASE

Attitudinal evidence

Phase 3 involved display of three messages to a random sample of J Card holders. Messages set at \$5, \$10 and \$15 turnover were - (1) *PlaySmart - set a budget* (2) *PlaySmart - keep on budget* and (3) *PlaySmart - ask staff how*.

The objective of Phase 3 was to test whether messaging would encourage players to set limits on their play (and the indicators might be joining PlaySmart as a result of receiving the messaging or setting and/or adhering to psychological limits). Reminder messages were set at low turnover points, so that all players would receive messages.

Findings of the evaluation showed that, while players saw messages as about responsible gambling, not a single player interviewed using PlaySmart attributed sign-up to message display. Five players in Phase 3 had joined PlaySmart, but four of these players (who were interviewed) reported being approached by staff to sign-up (the other player was not able to be contacted).

While minimal, migration would be somewhat difficult to assess in the current trial design. This is because many default phase players had already been approached about PlaySmart (A refined methodology could have been to introduce Phase 3 first or to conduct Phase 3 at a non-PlaySmart hotel).

Accordingly, results suggest that messaging did not generally lead players to adopt PlaySmart. However, on a positive note, default phase findings interestingly highlighted that:

- Only 20 people out of 655 asked for messaging to be removed from their card - this highlights that discreet responsible gambling messages are probably not seen as too intrusive by the majority of players
- Of the group of 78 players surveyed about their awareness of the messaging, 41% were able to recall the messaging (although it is possible that some were not truthful due to the incentive - ie. awareness was a survey pre-requisite)
- The brand 'PlaySmart' is seen by EGM players as a good name for a precommitment product, given its clear association with responsible gambling
- Based on unprompted responses, 20 of the 32 players (63%) aware of the messaging were able to correctly recall the responsible gambling message content - with the most common response that messages were about responsible gambling, setting a budget or limit and monitoring gambling expenditure
- *PlaySmart - Keep on budget* - appeared to be the most popular with the highest prompted recall (91% compared to 75% each for other messages)
- 82% of players aware of messaging agreed that messages helped keep them to spend limits and 76% agreed that messages encouraged care with spending
- However, interestingly, only 51% of those aware of messaging agreed that messages encouraged enquiries about PlaySmart (although specific actions were not probed)
- The beep was reported by players as reasonably effective in drawing attention to the messaging screen - suggesting some future potential to display responsible gambling messaging in conjunction with tones associated with prizes and promotions (*although some players also believed it would be more effective on the EGM screen*)
- There was comment that messages about budget concepts were clear; but the message designed to 'nudge' players to PlaySmart was too cryptic to trigger action
- Two players reported that they had asked staff at the venue about the meaning of the message '*PlaySmart - ask staff how*' and had found no staff member knew. This may indicate that a few players could have potentially been made aware of PlaySmart

EGM play data evidence

While a maximum of only one player potentially adopted PlaySmart due to messaging (although this could not be verbally confirmed), comparison of Phase 3 players with a control group highlights that budgeting messages may have encouraged some level of responsible gambling behaviours in players.

This analysis was based on a comparison of very small to large turnover players, as there were too few players with problem gambling risk segmentations (given the very small survey). Accordingly, while not identical to risk for problem gambling, the size of players' turnover was used as a 'proxy' measure for comparative analysis.

Based on analysis of 377 players who were able to be matched with controls, findings suggested that mean turnover decreased by an average of \$260.60 per player (a decrease of 38.2% equating to a spend of roughly \$31.01).

This was mainly attributed to very large turnover players, as findings showed that:

- very small turnover players (average of \$0-100 per day) - increased daily turnover by a mean of \$13.00 (roughly an increase of \$1.55 spend or 25%)
- small turnover players (average of \$100-300 per day) - decreased daily turnover by a mean of \$106.60 (roughly an decrease of \$12.69 spend or 55.6%)
- medium turnover players (average of \$300-500 per day) - decreased daily turnover by mean of \$43.60 (roughly an decrease of \$5.19 spend or 11.2%)
- large turnover players (average of \$500 per day or higher) - decreased daily turnover by mean of \$582.40 (roughly a decrease of \$69.31 spend or 40.4%)

In relation to time spent on play, findings also showed that overall play time decreased by 18.70 minutes or an overall decrease of 20.7% across players. This was once again largely attributable to large turnover players, as based on corrected results, findings showed that:

- very small turnover players (average of \$0-100 per day) - decreased average daily play time by 2.2 minutes (a 7.2% decrease)
- small turnover players (average of \$100-300 per day) - decreased average daily play time by 7.5 minutes (a 10.9% decrease)
- medium turnover players (average of \$300-500 per day) - decreased average daily play time by 8.7 minutes (a 8.8% decrease)
- large turnover players (average of \$500 per day or higher) - decreased average daily play time by 38.5 minutes (a 29.1% decrease)

The relatively large decrease in spending and play time observed differentially for larger turnover players may suggest that such players were encouraged through messaging to better monitor their spending (leading to improved precommitment activity). Although, limitations of the control group matching should naturally be considered in interpretation of the results.

Accordingly, while messaging did not lead players to adopt PlaySmart, findings provide some evidence that responsible gambling messaging may assist higher spend players during EGM play.

Conclusion

Findings of the evaluation suggest that PlaySmart and messaging about limits may encourage precommitment activity, better money management and more informed decision making about EGM spending. Cognitions, attitudes and play data support this conclusion.

In addition, impacts may be higher for 'at-risk' and high-turnover gamblers (particularly moderate risk and problem gamblers) and may have smaller impacts on the spending of recreational gamblers. Staff intercepts on limit breaches may also increase the effectiveness of PlaySmart.

While results highlight positive effects of precommitment, findings also suggest that higher risk gamblers may be more likely to set higher limits, exceed limits by a higher amount, increase card limits and remove limits from cards. Accordingly, future precommitment system design should examine ways to address these issues to further enhance consumer protection.

(3) I S T H E O N - G O I N G O P E R A T I O N O F A P R E C O M M I T M E N T A N D P L A Y E R T R A C K I N G S Y S T E M C O S T - E F F E C T I V E T O T H E G A M I N G V E N U E ?

Venue experiences with PlaySmart

Findings of the evaluation highlight that, from an operational and management perspective, PlaySmart is regarded as very easy to operate and manage by venue staff and managers. While staff sometimes had differing views about the market interest in precommitment, there was a generally agreed view that PlaySmart was not labour-intensive, nor operationally burdensome.

All staff attending training about PlaySmart also felt that training provided was quite sufficient to acquire knowledge to operate PlaySmart and to sign-up players. However, the early stage of player sign-up was seen as somewhat resource-intensive, but this period passed fairly quickly and in many cases, sign-ups were reported to take less than 5 minutes per player.

In spite of training, most venues experienced some challenges in the early stages of promoting precommitment. This was largely because precommitment is a new concept and with new concepts come new challenges in developing effective methods of promotion.

In particular, findings showed that barriers to adoption - as reported by venues - included:

- patron perceptions that precommitment must be a product 'only' for problem gamblers (and patrons assuming that staff must think they have a problem)
- patron perceptions that limits are about Government controlling expenditure
- staff using long-winded promotions which were not succinct or clear (as precommitment was found hard to explain by some staff)
- having patrons to fill out or read too much content in marketing materials

Findings also showed that methods which were more effective in signing-up players included:

- offering incentives to players to sign-up - and particular using incentives for night-time players who were described as harder to sign-up (reported as heavier gamblers)
- approaching friendly regular customers to try precommitment (leveraging friendly personal/customer relationships)
- getting social players to sign-up in small groups as a fun activity
- promoting through the same channel as regular gaming promotions (eg. TV screen)
- having an introductory greeting to grab player interest
- being clear on the benefits of precommitment to players and knowing how to describe functionality and benefits in the initial face-to-face promotion
- being mindful not to use language that may lead players to associate the product only with problem gambling (as this can put people off)
- setting daily sign-up targets per staff member to allow ongoing monitoring of sign-ups (and revision and coaching of staff when difficulties were experienced in engaging players)
- encouraging players to recommend precommitment and share positive experiences

In contrast, distribution of brochures/flyers in-venue was not deemed as effective in signing-up players. Similar to PlaySmart users, venue staff reiterated that there would be benefit in restricting the range and number of available limits, as too many options could be confusing (and the time limit was often not seen as relevant). In addition, there was seen to be potential to further simplify the application form to increase the ease of sign-up.

Staff training issues

While many staff developed creative methods to sign-up players and had a reasonable understanding of PlaySmart, findings of the evaluation revealed that many casual staff did not always have knowledge of the operation or functionality of product or system. While somewhat characteristic of a trial situation, ensuring that all future staff have knowledge of core precommitment processes (eg. changing limits, player intercepts on breaches, understanding of how to print activity statements) remains critical in maximising outcomes of precommitment.

Costs of PlaySmart

From this perspective, there is potential to design and implement ongoing staff coaching and training processes to ensure that all staff remain conversant with precommitment operation.

Findings of the evaluation also identified that this should include protocols to:

- ensure that staff do not influence limits set by patrons (as some staff were reported to either recommend high limits to ensure that gaming revenues weren't affected)
- ensure that all patrons must choose their own limit
- ensure that informed consent is achieved for any limit changes (eg. one staff member was reported by a player to have apparently removed his limit)

Overall costs of PlaySmart for the six venues in the trial totalled \$425,686 or an average total cost of \$70,947 for a venue with 35-36 EGMs (approximate only - refer Table 2). As shown, capital equipment is the major cost item (89% of the total cost), followed by monitoring/reporting (7%) and establishment costs (ie. training) (3%). Operation, in contrast, imposes very minimal costs (<1%).

Figures assume that no venues had the Jackpot Club loyalty system, which is needed to operate PlaySmart (ie. so this cost includes the full Jackpot Club loyalty system). Venues with the Jackpot Club loyalty system should discuss individual circumstances with Worldsmart Technology Pty Ltd.

Table 2. Cost breakdown for precommitment equipment, installation and operation based on a 35-36 EGM venue and 43 users per venue (AVERAGES FOR THE TRIAL)

Type of cost item	Cost inputs	Costs per venue	% total costs
Equipment	Capital equipment (35-36 EGMs)	\$63,283	89
Transition and implementation	Training and education	\$1,805	3
	Player establishment	\$583	
Operation	Ongoing operation of system	\$276	<1
Monitoring/reporting	Monitoring and reporting	\$5,000	7
Totals		\$70,947	100

Operation and establishment costs would depend on the number of players who used PlaySmart, but in the current trial, is based on an average of 43 players per venue.

As the Jackpot Club loyalty system is needed to deliver PlaySmart, benefits of the loyalty system should be evaluated as part of the overall cost assessment. Example benefits may potentially include improved customer loyalty and retention and availability of market data to provide insights into customer expenditure and purchases.

A schedule of life cycle costs also shows that the cost per player of precommitment over a five year period (allowing some amortisation of capital equipment costs) is approximately \$18.36 per player (Based on 2000 patron sign-ups for a single venue - GST included) (Table 3).

As the more customers on the system, the higher the commercial benefit (given the market value of loyalty systems), this may be a more realistic scenario for a venue which wishes to actively pursue both precommitment and customer loyalty programs.

This is before depreciation, GST tax credits and other deductions. These are estimates only and should not be relied upon for commercial decisions.

Table 3. Five year life cycle costs using 2000 customers signed-up to PlaySmart and the Jackpot Loyalty Club - PER VENUE (BEST PRACTICE SCENARIO)

Type of cost item	Notes	Cost without depreciation or deductions (GST inc)	% total costs	Estimated Costs Over 5 years (GST inclusive) (before depreciation, GST imputation credits and deductions)				
				Year 1	Year 2	Year 3	Year 4	Year 5
Capital equipment	One-off cost	\$63,283	58	\$63,283	-			
Transition/implementation	One-off cost	\$28,911 ^a	27	\$28,911	-			
Operation	Annual with 5% estimated price escalation (<i>estimated by Schottler Consulting Pty Ltd, not the system provider</i>)	\$11,547 ^b	11	\$11,547	\$12,124	\$12,730	\$13,367	\$14,035
Monitoring/reporting		\$5000	5	\$5,000	\$5,250	\$5,513	\$5,788	\$6,078
Total costs			>>	\$108,741	\$17,374	\$18,243	\$19,155	\$20,113
Approximate total cost over 5 years (note that the system operates indefinitely, but 5yrs is used as the life cycle of a standard piece of technology/gaming machine lifecycle)				\$183,626 plus cost of any new customer sign-ups (GST inclusive)				
Annualised cost based on 5 yr life cycle (BEFORE DEPRECIATION, GST CREDITS AND DEDUCTIONS)				\$36,725 including GST				
Annualised cost based on 5 yr life cycle based on 2000 players (BEFORE DEPRECIATION, GST CREDITS AND DEDUCTIONS)				\$18.36 including GST per EGM player for the loyalty system and PlaySmart precommitment (based on 2000 customers)				

a. Based on costs of \$16,106 for 2000 sign-ups, \$4,000 in marketing materials and \$7,000 in smart card costs (GST inclusive)

b. Based on 8171 predicted staff intercepts on limit breaches (\$10,540), 504 manual limit changes not involving a kiosk (\$813) and four troubleshooting or support enquiries per annum (\$193)

Revenue impacts

Findings of the evaluation showed that the 258 players using PlaySmart during the trial on average decreased their EGM turnover by \$181.50 per player (based on corrected figures) (a 31.7% decline).

Based on an average return-to-player of 88.1%, this equates to an approximate loss of \$21.60 per player in nett spend or a total of \$5,573 expenditure for the 258 players in the trial. Over six venues, this equates to a total average nett revenue loss of approximately \$929 per venue (based on an average of 43 players per venue in the trial).

While taxation components have not been incorporated into this analysis (as they are variable depending on gaming revenues), based on a commercial venue with nett gaming revenue turnover in excess of \$3.5M and with a marginal gaming taxation rate of 65% for hotels and 55% for clubs, revenue impacts would be as follows (based on 2000 loyalty users).

Hotels (65% gaming tax):

- loss of \$43,200 in revenue before gaming taxation (excluding other taxes/deductions) - *this equates to a loss of \$21.60 in spend per player*
- loss of \$15,120 in gaming revenue after gaming taxation (excluding other taxes/deductions) - *this equates to a loss of \$7.56 in spend per player*

Clubs (55% gaming tax):

- loss of \$43,200 in revenue before gaming taxation (excluding other taxes/deductions)
- *this equates to a loss of \$21.60 in spend per player*
- loss of \$19,440 in gaming revenue after gaming taxation (excluding other taxes/deductions) - *this equates to a loss of \$9.72 in spend per player*

Conclusions

Findings of the evaluation suggest that venues see PlaySmart as operationally efficient and posing minimal impacts on the venue. The main costs involved are in the purchase of the loyalty system to operate PlaySmart and in recruiting and signing-up users.

While an evaluation of costs versus benefits of precommitment was outside the scope of the evaluation, precommitment costs amortised across a large base of players are relatively small on a per player basis. However, implementation of precommitment for a very small number of players may not be cost-effective.

This emphasises that effective product marketing and staff training in precommitment delivery will be critical to effective precommitment operation and uptake in venues.

While analysis of system data also suggests that use of precommitment may reduce gambling expenditure, further research is needed to fully understand these effects. This should also include an analysis of whether players are likely to regress to original expenditure levels over time.

Introduction

Purpose

The purpose of the current report is to present findings of an independent program and outcome evaluation of the PlaySmart precommitment system, developed by Worldsmart Technology Pty Ltd. The evaluation was managed by the South Australian Minister for Gambling's Responsible Gambling Working Party and funded by the Commonwealth Government through the Department of Families, Housing, Community Services and Indigenous Affairs.

Precommitment involves the setting of time and/or money limits by gamblers, typically prior to commencement of gambling. In this context, the implementation of precommitment was examined as applied to electronic gaming machine (EGM) play in six hotel sites across South Australia.

Key aims of the evaluation were to examine the application of precommitment in terms of:

- (1) Is there value for consumers in the industry proponent's trial?
- (2) Is the behavioural impact of the trial consistent with Working Party's goal of customer's gambling responsibly?
- (3) If the trial is extended to full operation, is on-going operation of a pre-commitment and player tracking system cost effective to the gaming venue?

Specific questions, which form the terms of reference for the trial evaluation, are in Table 4. It should be noted that the key objective of the trial was to provide an evidence-base to further inform the delivery and operationalisation of precommitment through a real-world trial. Testing of the technical functionality of PlaySmart was thus outside the scope of the evaluation.

Table 4. Terms of reference for the program and outcome evaluation

Aspect of evaluation	Detailed research questions
(1) Is there value for consumers in the industry proponent's trial?	<ul style="list-style-type: none">• Did a significant proportion of customers use the features of the trial?• Did the features of the trial provide on-going value to the customer?• What value was derived by the customers from the features of the trial?
(2) Is the behavioural impact of the trial consistent with the Working Party's goal of customers gambling responsibly?	<ul style="list-style-type: none">• Did the trial support the goals of better money management and informed decision making by customers?• What behaviours did features of the trial target?• What were the impacts of the trial on customers gambling behaviour? Are they consistent with the goals?• Do impacts vary by risk for gambling problems? (based on the Canadian Problem Gambling Severity Index)• Is there opportunity to use features of the trial to support gambling rehabilitation services?^a
(3) If the trial is extended to full operation, is on-going operation of a pre-commitment system and player tracking system cost effective to the gaming venue?	<ul style="list-style-type: none">• What are the likely cost and revenue impacts from operating the system to the gaming venue?• What are the likely transition and implementation costs of the system to the gaming venue?• What are the impacts on staff responsibilities, training and skill requirements?

a. Dual passwords for setting and changing of limits by a counsellor and player are part of the functionality of PlaySmart. However, this feature was not used in the trial, so could not be evaluated.

Implementation and evaluation of the precommitment trial was overseen by the South Australian Responsible Gambling Working Party. The Responsible Gambling Working Party was established in November 2006 to report to the Minister for Gambling on strategies to support consumers to make commitments about their gambling on gaming machines.

In July 2008, the Working Party extended an open invitation to industry to submit proposals for trials of player tracking and precommitment systems in South Australia. The Working Party's role in trial proposals it accepts involves the evaluation of trials.

In response to this invitation, Worldsmart Technology Pty Ltd submitted a proposal in July 2008 for the trial of its Playsmart precommitment system (Playsmart had been implemented in four metropolitan venues in May 2008). Following evaluation of the proposal against set criteria, the Working Party in July 2008 accepted Worldsmart's proposal.

Worldsmart began the trial in four metropolitan venues, adding three regional venues in early 2009. Regional venues were added to the trial at the request of the then Minister for Gambling.

PlaySmart

PlaySmart is a proprietary card-based precommitment system designed to function in conjunction with the Jackpot Club loyalty system (J Card), the largest wide-area network loyalty system in South Australia. PlaySmart was developed by Worldsmart Technology Pty Ltd.

The Jackpot Club is available across approximately 68 gaming venues across South Australia and provides a points-based loyalty system for poker machine play and retail purchases. Points are awarded to members as J Points and form the currency of the Jackpot Club loyalty system (PlaySmart monitors both gaming time and money expenditure).

Coins were used for EGM play in the current trial (there are no EGM note acceptors in South Australia). On players reaching limits, PlaySmart emits a beep and sends a discreet reminder message to the J Card reader for attention by players and additionally notifies venue staff that a limit reminder has occurred.

Staff were then requested to attend at the particular EGM to switch off the message and engage with the player about whether they had noticed the limit exceeded message. Reminder messages are displayed on a digital card-reader screen approximately 16 characters long (which is near the EGM). Progress reminders are also displayed to players at the 50% and 75% points at which limits are set.

To set-up PlaySmart on their J Card, players completed an application form. While PlaySmart functionality was much broader than the features trialled, time, money and breaks-in-play were offered as the core harm-minimisation features in the trial. These features were selected for the trial by Worldsmart Technology Pty Ltd. An overview of the limit and harm-minimisation options offered to players as part of PlaySmart trial are shown in Table 5.

Table 5. Key harm-minimisation features of PlaySmart (precommitment system)

Features of PlaySmart	Description of PlaySmart features
Money limits	<ul style="list-style-type: none"> Daily, weekly, fortnightly or monthly limits Player nomination of preferred spend amounts
Time limits	<ul style="list-style-type: none"> Daily, weekly, fortnightly or monthly limits Days of play allowed for gaming Total hours of play per day
Breaks-in-play	<ul style="list-style-type: none"> Break after 1 hr, 2hr or 3hr (or other time) Length of breaks as 3min, 5min or 10min (or other time)
Other harm-minimisation features of PlaySmart	<ul style="list-style-type: none"> Reminder messages (visual display and beep) Ability to personalise reminder messages (eg. 'Go home John!') (limited to 16 characters) Cooling-off period (minimum of 1 day or longer) Ability to have a primary play cycle (eg. daily limit) with a longer term secondary cycle (eg. monthly limit)
Staff response protocol when limits are breached	<ul style="list-style-type: none"> Staff alerted when players reach limits - staff were then encouraged to press the service button on player's EGM to stop the alert
Progress reminder messages	<ul style="list-style-type: none"> Reminder messages advised players of progress towards limits at the 50% and 75% mark of total limits

Trial phases

The PlaySmart precommitment trial was structured into three discrete phases - A natural uptake phase (Phase 1), a coached recruitment phase (Phase 2) and a random recruitment phase with default messages set (Phase 3).

Phase 1 involved an examination of player uptake of PlaySmart in venues without any player incentives. This involved examining the number of players who signed-up to PlaySmart from June 2008 to July 1, 2009 (June 13, 2008 was the date used for Phase 1 data analysis as this was the date on which the first player signed-up to PlaySmart).

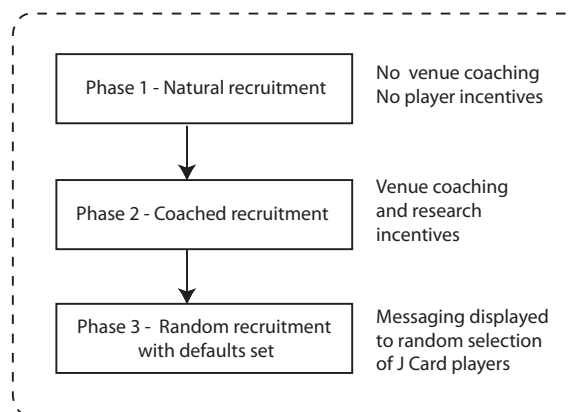
The second phase 'Coached Recruitment' involved applying a coaching and facilitation approach to assist venues to actively recruit players to PlaySmart. This included both a group-based meeting at the start of the phase and weekly telephone-based coaching for a period of approximately six to eight weeks into the phase (until venue staff reported that most 'regular' players had been already approached about PlaySmart). Shopping voucher incentives were used to support this process (a \$50 voucher was offered to players who signed-up to participate in the research surveys).

The third phase involved display of three messages to a group of J Card holders who had not previously adopted PlaySmart. Apart from separating players from Phase 1 and 2, players selected were regular players at each of the six venues and otherwise selected at random (with 675 people mailed a letter advising that messaging would be displayed on their card, without revealing the specific messaging).

Messages were displayed on the J Card reader at \$5, \$10, and \$15 EGM turnover. Turnover points were purposely low to ensure that all players received messages. Three messages were displayed to players - *PlaySmart - Set a budget*, *PlaySmart - Keep on budget*, *PlaySmart - Ask staff how*. When turnover limits were exceeded, players received messages once per day of play.

The objective of Phase 3 was to test whether messaging would encourage players to set limits on their play (and the indicators might be joining PlaySmart as a result of receiving the messaging or setting and/or adhering to psychological limits).

Figure 11. The Three Phases of the PlaySmart trial



The evaluation methodology used in the trial include a series of discrete, but complementary work modules. The linkage between trial phases and the evaluation methodologies is shown in Table 6. While findings have been integrated along the lines of evaluation methodologies in the report, a description of work modules undertaken as part of the evaluation included:

- **Usability testing (N=7)** - this involved design and implementation of a methodology to conduct one-on-one usability tests of the PlaySmart sign-up process and system usage from a player perspective. Each usability test was approximately one hour
- **Surveys of PlaySmart users (N=91)** - a total of 91 x 35 minute player telephone surveys were undertaken with Phase 1 and Phase 2 players who consented to research
- **Surveys of default phase players (N=78, with N=32 surveys of players aware of messaging)** - players consenting to participating in research associated with the display of messaging on the J Card reader were surveyed to assess their awareness of messages. A total of 32 players who were aware of messages were also subsequently surveyed about the impact of the messages and player views about messages
- **Venue staff and system provider interviews** - were undertaken with venue staff and the system provider to explore experiences during the PlaySmart implementation
- **Costing model** - based on the time taken by staff to undertake various tasks, trial data was modelled to produce a estimate of the costs of both the implementation and operational management of precommitment
- **EGM system data analysis** - player data automatically recorded through PlaySmart as part of the trial (provided by Worldsmart Technology Pty Ltd) was analysed to assess the impact of PlaySmart on player behaviour. This also included integration of some attitudinal data with EGM system data where players provided informed consent

Key findings of the evaluation of the PlaySmart precommitment implementation are summarised in the current report. Detailed methodologies used in the evaluation are described in each discrete section. Survey instruments and focus group discussion guides used during the research are presented in the Appendix (refer page 189).

Table 6. How the evaluation methodology linked to various phases of the PlaySmart trial (including the program and outcome evaluation)

Trial phases	Method in snapshot	PROGRAM							OUTCOME
		Analysis of uptake	System usability testing	Venue coaching	Surveys	Qualitative research		Costing method	EGM system data analysis
						Focus groups	Venue staff/ provider interviews		
Phase 1 - Natural recruitment	Observation of uptake without research incentives	Analysis of PlaySmart uptake pre-July 1, 2009 (J Card data)	Non-users of PlaySmart complete usability testing - no linkage to phases	N/A	Telephone surveys including two separate instruments for Phases 1/2 (combined) and Phase 3 players	Two metro and one regional focus group	Venue and system provider interviews	Activity Based Costing estimates	Analysis of PlaySmart users pre and post PlaySmart adoption
Phase 2 - Coached recruitment	Venue staff coached to drive player uptake of PlaySmart plus research incentives	Analysis of PlaySmart uptake July 1 to October 31, 2009		Aims to facilitate recruitment of players and gain player consent to surveys			Gathering of information for cost modelling		
Phase 3 - Random recruitment with defaults	Testing impact of messages to encourage setting of limits and to trigger uptake of PlaySmart	Player migration to Playsmart, changes in player spending		N/A		One metro focus group			
Main source of data used		J Card data	Usability data	(coaching only)	Player feedback/attitudes		Staff and system provider feedback and costings		J Card data

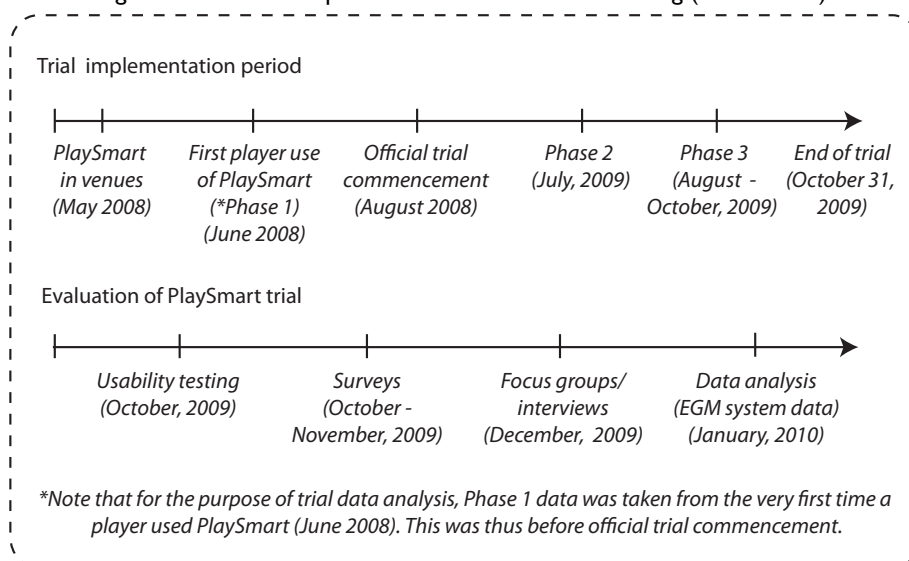
Trial timeline

PlaySmart was first implemented in South Australian hotels by Worldsmart during May 2008 (prior to the official commencement of the trial). Worldsmart submitted its proposal to the Responsible Gambling Working Party (RGWP) in July 2008 after the RGWP extended an invitation for proposals for industry trials. Following acceptance of the Worldsmart proposal, the trial officially commenced in August 2008. The trial end date was October 31, 2009.

The evaluation of PlaySmart occurred only during the latter stage of implementation with surveys conducted in October through to December 2009 and system data analysis in early January 2010. The timing of Phases and the trial evaluation work modules is shown in Figure 12.

It should be noted that, as EGM data logging showed that the very first use of the PlaySmart system by players occurred in June 2008 (on June 13), this is the commencement date for data analysis associated with Phase 1.

Figure 12. The trial implementation and evaluation timing (not to scale)



Strategies for research participation

As the evaluation required player feedback, a range of strategies were used to engage players to participate in research associated with the trial. While Phase 1 players were not offered specific incentives to sign-up to PlaySmart, a mail-out was sent to Phase 1 to invite their participation in a survey and/or focus groups for a \$50 shopping voucher (if Phase 1 players had not already signed-up for the research in venues).

Phase 2 players were recruited to PlaySmart by venue staff and concurrently signed-up to take part in research for a \$50 shopping voucher incentive. This followed a series of coaching strategies to educate staff how to promote the benefits of PlaySmart to prospective users. While the shopping voucher was linked to survey completion, feedback from both staff and players highlighted that it was also an incentive to try PlaySmart (as players wanted to complete the survey on PlaySmart for this reason).

Phase 3 players were recruited for research participation through a general mail-out with a tear-off sign-up slip. This required players to bring in the slip to their local venue to indicate their interest in research participation. As the letter did not reveal the specific messaging, players were only aware that they would participate in a survey about some form of gambling messaging that would be displayed on the J Card reader. No further details were provided, however, relating to when the messages would be displayed (nor the intent of messages).

Usability testing also involved offering \$50 vouchers to players as research participation incentives. Although incentives were linked to research participation, the Independent Gambling Authority of South Australia provided an exemption from the inducements clause of the Responsible Gambling Codes of Practice to permit use of shopping vouchers to support trial research.

Hotel sites in the PlaySmart trial

Seven venues were selected by Worldsmart Technology Pty Ltd for trialing PlaySmart. Each site was a hotel, one of the major types of gambling venue in South Australia. The trial began in 2008 with four metropolitan hotels. Three regional hotels were added in early 2009 following a request by the then Minister for Gambling that a regional venue be included. One of the regional venues was ultimately not included in the evaluation due to a late start with patron enrolments.

The locations of the hotels are shown in Table 7.

Table 7. Hotels participating in the trial - approximate EGMs by venues, J Card holders and distances from Adelaide

Hotel	EGMs	J Card holders ^a	Location from Adelaide
Hotel A	30-35	2000-2500	8km
Hotel B	35-40	8500-9500	30km
Hotel C	35-40	7000-7500	28km
Hotel D	30-35	1000-2000	511km
Hotel E	30-35	3500-4500	232km
Hotel F	30-35	7500-8000	25km

a. The Jackpot Club is a loyalty program in which hotels in South Australia can participate. The program is offered by Worldsmart Technology Pty Ltd.

Report overview

Caveats

With the exception of the analysis of EGM system data, key findings of the report are based on player and staff attitudes and perceptions. For this reason, perceptions identified during research may not be factual in nature and in some cases, may be incorrect. From this perspective, research findings should be considered as indicative of player and industry experiences with and views of the trial and are not designed to confirm or disconfirm the technical functioning or product suitability of PlaySmart or the J Card loyalty system.

Findings should also be considered in terms of the demographics of players who used PlaySmart, the motivations of players to take part in research (especially given the incentive) and the accuracy of player feedback and views.

Findings of the evaluation should thus be interpreted in the context of the trial and should not be taken as providing any endorsement or otherwise of the PlaySmart product by Schottler Consulting Pty Ltd.

Interpretation

Most findings in the report, where samples are of sufficient size, have been subjected to statistical significance testing. Significance testing involves a range of statistical methods to identify what are termed 'statistically significant' differences and trends in data. Such methods allow a test of the probability of two groups being the same or an association occurring between two variables. In some cases, however, statistical significance testing was not warranted given the small study sample sizes (eg. in the default phase study). t-tests and z-tests without Bonferroni adjustments were used for significance testing, given the exploratory nature of the research.

A statistically significant result suggests that the theoretical chance of two groups being the same (or a trend not occurring) is very low probability (with the probability indicated through a p value). For instance, a $p < .05$ indicates that the theoretical chance of two groups being the same is less than 5%. While only a theoretical basis, it provides some indication of the likelihood that a trend is 'real' (although is by no means a guarantee).

Measurement of problem gambling

In the current report, EGM player risk for problem gambling has been measured using the nine-item Canadian Problem Gambling Severity Index (PGSI) (Ferris and Wynne, 2001¹). For consistency, the PGSI used the same scale anchors as in the South Australian prevalence study. This was to ensure some comparability with other South Australian studies of gambling, should readers desire such comparisons (although it was outside the scope of the study to make such comparisons).

The PGSI measures an individual's risk for problem gambling by segmenting gamblers into four risk categories based on a total risk score out of 27. Specifically, these are:

- Non-problem gamblers (a score of 0 on the CPGSI)
- Low risk gamblers (a score of 1-2 on the CPGSI)
- Moderate gamblers (a score of 3-7 on the CPGSI)
- Problem gamblers (a score of 8 or higher on the CPGSI)

Report structure

Key findings of the evaluation are presented in the following discrete sections:

- Findings relating to the default phase messaging trial
- Findings relating to use of PlaySmart by EGM players
- Findings relating to usability testing of PlaySmart
- Findings of a quantitative analysis of PlaySmart and default phase players
- Findings from focus groups with players
- Industry perspectives on the PlaySmart trial
- Costs of precommitment and implementation
- Appendix

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1. Ferris, J. & Wynne, H. (2001). The Canadian Problem Gambling Index: Final Report. Submitted for the Canadian Centre on Substance Abuse (CCSA). Ottawa, Canada.

Findings relating to the default phase messaging trial

The purpose of the current section of the report is to present detailed findings relating to the default phase of the PlaySmart precommitment trial. This involved display of three messages to 655 J-Cards holders not enrolled in Playsmart (across the six trial venues). Messages were displayed for a period of approximately 9 weeks.

A total of 509 players were in the final default phase sample (removing a total of 146 players who did not take part in Phase 3 - This included 20 players who asked for the messaging to be removed and 126 who had not used their card at all during the messaging period).

The objective of Phase 3 was to test whether messaging would encourage players to set limits on their play (and the indicators might be players joining Playsmart as a result of receiving the messaging or setting and/or adhering to psychological limits). Three messages were displayed at \$5, \$10 and \$15 turnover - (1) *PlaySmart - Set a budget* (2) *PlaySmart - Keep on budget* and (3) *Play Smart - Ask staff how*. Messages were displayed at least once per day, once turnover limits were reached.

Within this context, the current section presents key findings of qualitative and quantitative research with players involved in the default phase messaging trial. This included conduct of a telephone survey with players (including screening for awareness of messaging) and conduct of a further focus group with eight players who reported awareness of the messaging.

Given the very small samples involved, results should be considered indicative rather than definitive. Statistical significance testing was not undertaken for the default phase study, given that very small samples implied that all differences would not be statistically significant.

This section includes:

- Player awareness of default phase messaging
- Unprompted recall of default phase messaging
- Prompted recall of default phase messaging
- Player awareness of the intent of default phase messaging
- Self-reported behavioural impact of default phase messaging
- Ease of seeing and hearing the beep associated with reminder messages
- Default phase player awareness and views about PlaySmart
- Default phase player awareness and views about PlaySmart features
- Default phase player demographics

.....

Player awareness of default phase messaging

Overall awareness

Findings of the quantitative research with players consenting to research participation associated with the default phase revealed that approximately 41% of surveyed players were aware of the messaging (32 of a total of 78 people known to be definitely exposed to the messages). Awareness of the display of messages on the J Card reader was also probed by interviewers to ensure that message display was not confused with other forms of messaging in the gambling environment.

While sampling is biased in that it is based on players who consented to research, findings highlight that only a relatively small percentage of consenting players were aware of the messaging. This may also be due to player recall of messages, given that research was undertaken outside the gaming environment (implying the risk of some players forgetting)

The final breakdown of call statistics for the default phase study is presented in Table 8.

Table 8. Survey call statistics - Default Phase (N=78, November 2009)

Final Call Outcome	Total
Player indicated awareness of messages (completed survey) (ie. indicated they were aware of messaging, although this did not guarantee awareness)	32
Did not see messages	34
No answer/answering machine after 10 call backs	6
Refusal following initial consent to survey	2
Unable to participate due to illness	1
Wrong number or number disconnected	3
Grand Total Exposed to Messages	78

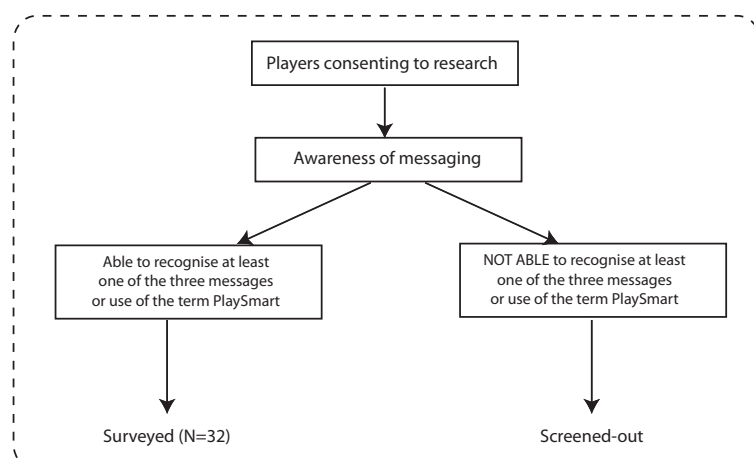
Screening of players

Players who were not aware of any of the three messages or could not recall seeing the term PlaySmart on the J Card reader were screened out and surveys were undertaken with a total of 32 players (ie. the players who were aware of at least one of the three messages or could recall seeing PlaySmart on the J Card screen).

The purpose of the subsequent survey was then to explore the impact of the messages on the small sample of 32 players. While it would have been ideal to gather the demographics and administer the Problem Gambling Severity Index to all players, research incentives needed to be applied to those who were able to complete the full survey (ie. for this reason, only players who had reported awareness of messaging were surveyed).

It should also be noted that, as incentives were involved, it is possible that some players simply indicated message awareness to receive the incentive. The screening methodology for the default phase is summarised diagrammatically in Figure 13.

Figure 13. Screening of players for message awareness in default phase



Unprompted recall of default phase messaging

Unprompted recall of messaging

Unprompted recall of the specific messages displayed on the J Card reader is presented in Table 9. Findings showed that 10 of the 32 players reported seeing messages with either the words 'PlaySmart' or similar words such as 'play safe' (with 6 recalling the brand PlaySmart specifically). A further 6 recalled messages which were broadly related to setting or keeping to budgets, 4 recalled messages about responsible or problem gambling and 4 recalled messages triggering an action to 'ask staff' about the messaging.

While very few players recalled any of the precise wording of messages, most players reporting awareness of messaging seemed to have a general understanding of the broad intent of messages.

Table 9. Unprompted message recall - Default Phase (N=32, November 2009)^a

Theme of messages	Specific messages recalled
PlaySmart or similar (N=10)	<ul style="list-style-type: none"> • <i>PlaySmart (x2)</i> • <i>PlaySmart - don't bet more than you want to lose. Set a limit</i> • <i>PlaySmart - set your limit</i> • <i>PlaySmart - set your pokies limit. See staff for details</i> • <i>It said PlaySmart or something about a budget</i> • <i>I think it just comes up as PlaySafe and it beeps</i> • <i>Play safe. Ask the staff</i> • <i>Play safe. Don't exceed your limit</i> • <i>Play Store - not sure. You get into some competitions</i>
Setting or keeping to budget (N=6)	<ul style="list-style-type: none"> • <i>Keep on budget</i> • <i>Keep to your budget</i> • <i>Play within your budget</i> • <i>Putting a budget</i> • <i>Something about putting a cap on your spending.</i> • <i>Reminding me that I was gambling</i> • <i>I'm close to the limit set and time to go out for a cigarette</i>
Messages about responsible or problem gambling (N=4)	<ul style="list-style-type: none"> • <i>Gamble responsibly and don't go over your limit</i> • <i>Gambling can become a problem. Something to do with being careful how much you play</i> • <i>Be careful of what you do</i> • <i>How to gamble responsibly and to seek help from staff</i>
Messages which triggered action (N=4)	<ul style="list-style-type: none"> • <i>Ask staff about PlaySmart</i> • <i>Ask staff about stuff</i> • <i>Ask the cashier about managing your money</i> • <i>Bet smart. Ask staff how</i>
Could not recall (N=4)	<ul style="list-style-type: none"> • <i>I can't recall (x4)</i>
Miscellaneous (N=4)	<ul style="list-style-type: none"> • <i>Something to do with gambling.</i> • <i>Talking about quitting. Not sure</i> • <i>You are part of the program</i> • <i>Easy - something. Things about money</i>

*a. Question - Can you describe the messages you saw on the J Card reader? (unprompted)
(Base: All players consenting to research in the default phase)*

Prompted recall of default phase messaging

Specific messages recalled

Prompted recall of messaging was also measured, given that it is generally an easier type of message recall. Key findings are presented in Table 10. As part of the research, a range of both correct and incorrect messages were tested. This was deemed necessary to determine whether players actually recalled messages on the J Card reader or whether players were simply reporting recall to obtain the survey incentive (a \$50 shopping voucher).

Findings highlighted that 'PlaySmart - Keep on Budget' was the most salient message recalled (91% recalled), followed by 'PlaySmart - Set a Budget' (75% recalled) and 'PlaySmart - Ask Staff How' (75% recalled). A total of 84% of surveyed players also recalled the name 'PlaySmart'.

While not a correct message per se, it is interesting to observe that 56% of players reported seeing a message with 'J-Smart - Gamble Responsibly'. While obviously incorrect, this may represent some latent awareness that the displayed messages had something to do with a responsible gambling theme (possibly also a reflection of messages introduced under the South Australian Codes of Practice - ie. this reflected the theme 'Gamble Responsibly').

Table 10. Prompted recall of messaging - Default Phase (N=32, November 2009)^a

Messages recalled by players	Recalled message (% players aware of messages)
Awareness of actual messages	
PlaySmart - Keep on budget	91
PlaySmart - Set a budget	75
PlaySmart - Ask staff how	75
Reported awareness of incorrect messages	
J-Smart - Gamble responsibly	56
SafePlay - The best in pokies	28
J-Play - The best loyalty program	13
Recall of specific words	
PlaySmart (correct)	84
SmartPokies (incorrect)	34
J-Play (incorrect)	22

a. Question - Which of the following messages or words did you recall seeing on the J Card reader? (prompt) (Base: All players consenting to research in the default phase)

Total messages recalled

The number of correct messages recalled by players in the default phase survey (following prompted questioning) is shown in Table 11. Findings showed that 3% of players recalled only a single message, 22% (each) recalled either two messages or three messages and 53% recalled the three messages and recognised the word 'PlaySmart'. As samples were very small, trends by risk for problem gambling were not easily identified.

Table 11. Number of messages correctly recalled by players - Prompted Awareness - Default Phase (N=32, November 2009)^a

Total messages correct out of four based on prompted recall	% players by problem gambling severity index				
	Non-problem gamblers (N=4)	Low risk gamblers (N=9)	Moderate risk gamblers (N=15)	Problem gamblers (N=4)	Overall (N=32)
One message	0	11	0	0	3
Two messages	25	33	13	25	22
Three messages	0	11	40	0	22
Three messages including recognition of correct word 'PlaySmart'	75	44	47	75	53

a. Question - Which of the following messages or words did you recall seeing on the J Card reader? (prompt) (Total messages correctly recalled) (Base: All players consenting to research in the default phase and aware of at least one message)

Player awareness of the intent of default phase messaging

As part of the study, player awareness of the meaning or intent of messages was explored. The meaning of default messages, as recalled by players, is shown in Table 12. A total of 20 of the 32 players were able to interpret the meaning of default phase messages. A review of responses showed that most players recalled the same general themes, with limited differentiation between players of different gambling risk segments.

Interestingly, while the words 'gamble responsibly' were not used, most players saw messages as having a responsible gambling theme. Once again, this may reflect some latent awareness of messages introduced under the South Australian Codes of Practice (ie. this reflected the theme Gamble Responsibly). The second and third major themes mentioned related to messages implying a need to set a budget for gambling or the need for players to carefully monitor gambling expenditure.

Table 12. Unprompted message recall - Default Phase (N=20, November 2009)^a

Theme of messages	Player views on general intent of messages displayed
Gamble responsibly (N=8)	<ul style="list-style-type: none"> • <i>About gambling responsibly. They are very nice to play, but if you're not careful, you can lose a lot of money</i> • <i>Gamble responsibly (x2)</i> • <i>Gamble responsibly. Don't spend all your money</i> • <i>Not to gamble irresponsibly</i> • <i>You gamble responsibly. If you can't afford it don't put money in the machine</i> • <i>Letting me know my limit was coming up and to gamble responsibly</i> • <i>Trying to remind us about our gambling and to gamble responsibly. To make us more aware of what we are doing</i>
Set a budget or limit for gambling (N=7)	<ul style="list-style-type: none"> • <i>My interpretation is set a limit and don't go beyond it</i> • <i>Not to go over your budget or limit</i> • <i>Set a dollar limit on the amount you can put through</i> • <i>They are saying to set a limit on how much you really want to spend and not go over that limit</i> • <i>To set a limit and not get carried away</i> • <i>That you are in control of your budget, so long as you use your J Card</i> • <i>Trying to say set yourself a limit. Be in control with your money</i>
Monitor gambling expenditure (N=4)	<ul style="list-style-type: none"> • <i>Telling me what to do so you don't overplay</i> • <i>Just monitor what you are spending. Don't abuse it</i> • <i>They were saying consider what you're spending and don't go overboard</i> • <i>To watch what you spend and keep to a budget</i>
Other response (N=1)	<ul style="list-style-type: none"> • <i>So people can play the pokies properly</i>

a. Question - What do you believe the messages were about - For instance, what were they trying to say?
(Base: All players consenting to research in the default phase and able to identify the meaning of messages)

Self-reported behavioural impact of default phase messaging

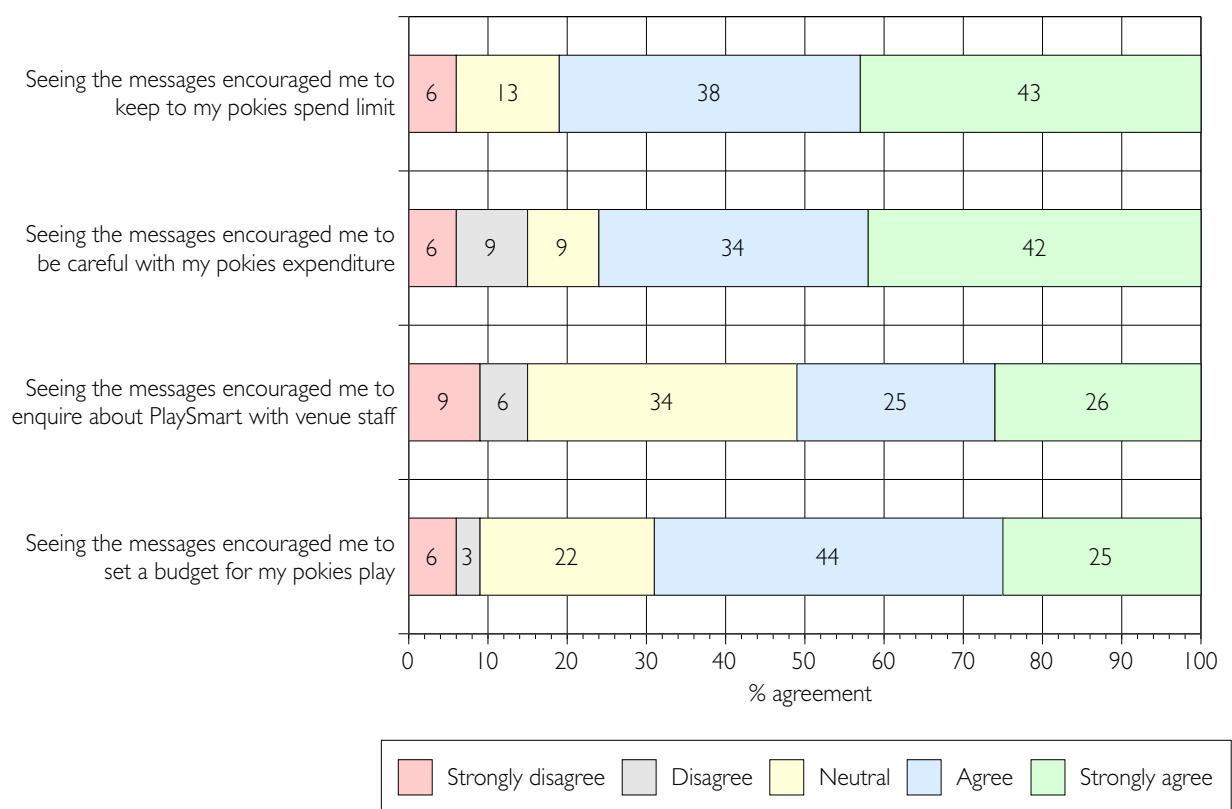
Overall impact

As part of the study, players aware of messages were asked about the level of impact of messages on their behaviour using an agreement-disagreement (Likert) scale. Findings highlighting the overall impact of messages based on player self-report are shown in Figure 14.

Findings showed that 43% of players aware of messages strongly agreed that seeing the messages helped encourage adherence to a spend limit and 42% strongly agreed that messages encouraged the player to be careful with their pokies expenditure.

In contrast, the reported impact of messages on player inclination to enquire about PlaySmart was much lower, with only 26% of players indicating strong agreement. In addition, only 25% of players strongly agreed that seeing the messages encouraged setting of a budget for pokies play.

Figure 14. Level of self-reported impact of default phase messaging on player behaviour (N=32, November 2009)^a

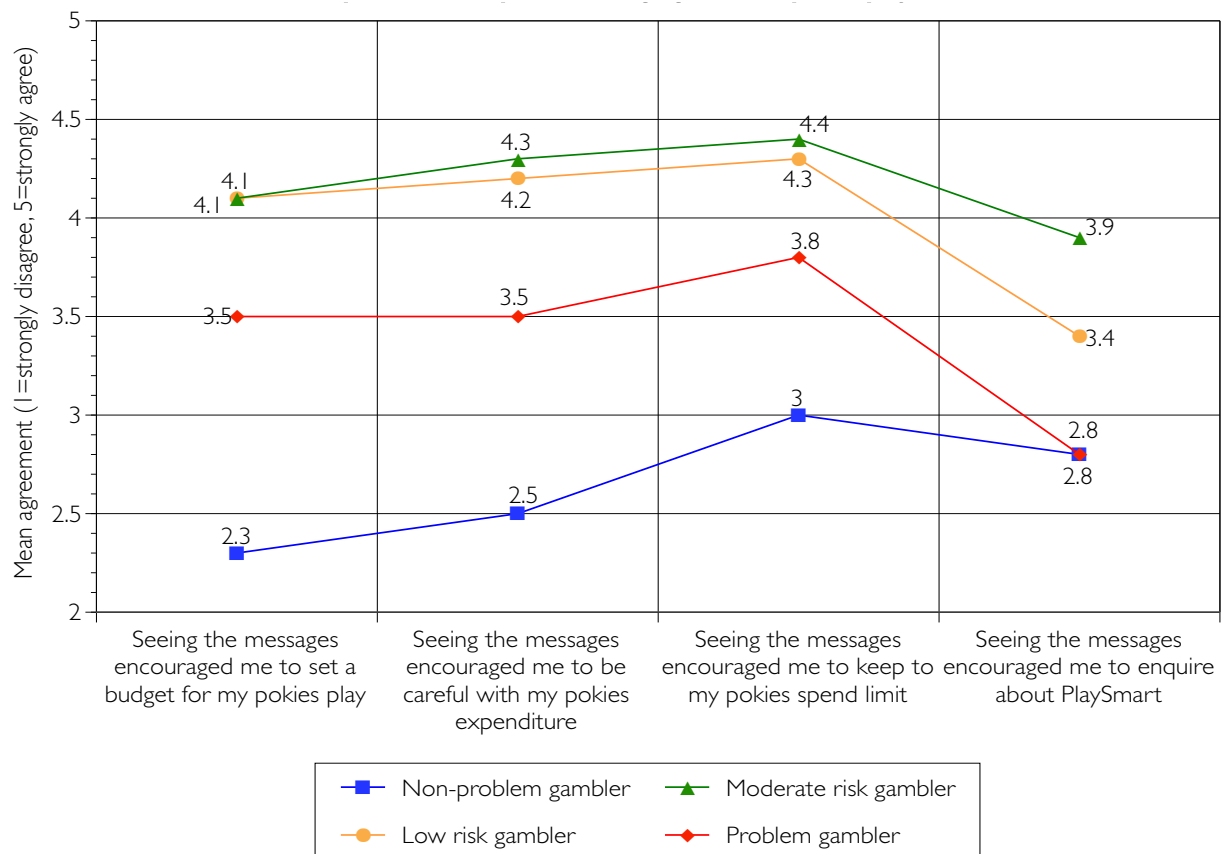


a. Question - Using a scale from 1=strongly disagree and 5=strongly agree, please rate how much you agree or disagree with the following...?
(Base: All players consenting to research in the default phase and aware of at least one message)

Impact by risk for problem gambling

The level of impact of messaging by risk for problem gambling is shown in Figure 15. While only small samples (and too small for significance testing), it is interesting to observe that problem gamblers and non-problem gamblers reported a lower impact of messages than moderate risk and low risk gamblers. Both risk segments were also very unlikely to enquire about PlaySmart.

Figure 15. Self-reported impact of default phase messaging on player behaviour
- Mean results by risk for problem gambling (N=32, November 2009)^a



a. Question - Using a scale where 1=strongly disagree and 5=strongly agree (3 is neutral), please indicate the extent to which you agree or disagree with the following statements about PlaySmart (Base: All players consenting to research in the default phase and aware of at least one message)

Ease of seeing and hearing the beep associated with reminder messages

Ease of seeing reminder messages

Findings showing player views about the ease of seeing the reminder messages on the J Card reader screen are presented in Table 13. In total, 90% of surveyed players reported messages being easy or very easy to see, while 10% reported messages being difficult or very difficult to see.

Table 13. Ease of seeing the default phase messages on the J Card reader screen (N=21, November 2009)^a

How easy or difficult was it to see the messages on the J Card reader screen	% players
Very easy	59
Easy	31
Difficult	6
Very difficult	4

a. Question - How easy or difficult was it to SEE the PlaySmart messages on the J Card reader? (prompt) (Base: All players consenting to research in the default phase and aware of at least one message)

Ease of hearing reminder message beep

The ease of hearing the beep associated with the display of messages on the J Card screen is presented in Table 14. While most players did not experience any difficulty hearing the beep, a review of results shows that the salience of the beep associated with message display is possibly lower than the salience of the visual message (as only 50% of players reporting hearing the beep as very easy).

Table 14. Ease of hearing the beep associated with display of the default phase messages on the J Card reader screen (N=21, November 2009)^a

How easy or difficult was it to hear the beep associated with the display of messages on the J Card reader screen	% players
Very easy	50
Easy	38
Difficult	6
Very difficult - never heard beep	6

a. Question - How easy or difficult was it to HEAR the beep associated with the display of the PlaySmart messages? (prompt) (Base: All players consenting to research in the default phase and aware of at least one message)

Default phase player awareness and views about PlaySmart

Player understanding of purpose of PlaySmart

A total of 16 of the 32 players in the default phase survey sample were aware of PlaySmart. Players universally reported that product awareness was due to an approach by venue staff (which occurred prior to message display) rather than due to the default messaging itself. In this respect, it was not possible to assess the potential impact of messaging on awareness.

Phase 3 design was unfortunately confounded with the the coaching and recruitment of players during Phase 2 (ie. most regular players had virtually all been approached about PlaySmart and there was also in-venue advertising).

Player understanding of PlaySmart is summarised in Table 15. Interestingly, while all players providing a response had some idea of the purpose of PlaySmart, most players reported that PlaySmart was about keeping to play budgets or limits. Other players reported themes such as PlaySmart is about 'responsible gambling', is about spending money wisely or is to help improve player control over gambling.

Table 15. Default Phase player views about what is PlaySmart (N=16, November 2009)^a

What is PlaySmart	Player responses
Keeping to budgets or limits (N=10)	<ul style="list-style-type: none"> • <i>About encouraging people to play smartly. Set a budget and not over-spend</i> • <i>Helping people keep to a budget</i> • <i>I think it's trying to get the message out not to go over your limit</i> • <i>I think it's a suggestion to the person to jog their memory and play within their means</i> • <i>I think it's trying to encourage people to PlaySmart and set a budget</i> • <i>It's to encourage people to set a limit</i> • <i>PlaySmart is setting yourself a limit and it beeps when you are getting close to your limit. Reminds you to take a break</i> • <i>Trying to regulate how much you spend on these things. I try to set myself a budget and don't go over that</i> • <i>Well you PlaySmart with your pokies. You keep to a budget. If I can't afford it I don't go over it</i> • <i>You set a limit and it won't let you play beyond that</i>
Encourages responsible gambling (N=2)	<ul style="list-style-type: none"> • <i>Encourages you to play responsibly</i> • <i>It is so you gamble responsibly and don't be silly with your money</i>
About spending money wisely (N=2)	<ul style="list-style-type: none"> • <i>I think it's very good to know what to spend. All these things tell you what to spend</i> • <i>My opinion is that it is a reminder to gamble carefully. It reminds me to be smart, sensible and not to go stupid and spend all I have</i>
About problem gambling or control over gambling (N=2)	<ul style="list-style-type: none"> • <i>To help you learn not to get into a gambling addiction</i> • <i>To try to control your spending even if you are winning</i>

a. Question - To the best of your knowledge, what is PlaySmart? (probe - eg. what does it do, what is it all about, how would you describe it?) (Base: All players consenting to research in the default phase and aware of at least one message)

Perceived benefits
of PlaySmart to
players

A total of 16 of the 32 players surveyed were able to mention a range of perceived benefits of PlaySmart. Player views are presented in Table 16. The major theme reported related to a view that PlaySmart was about encouraging players to take care with expenditure, followed by a view that PlaySmart encouraged the setting of budgets or limits for gambling.

Table 16. Default Phase player views about benefits of PlaySmart (N=16, November 2009)^a

Benefits of PlaySmart	Player responses
Encourages players to take care with expenditure (N=6)	<ul style="list-style-type: none"> <i>Makes you aware to be careful</i> <i>I assume they teach you how not to overspend</i> <i>From what you are saying, it's giving you messages to keep track of your gambling</i> <i>Just telling us not to spend too much money. Some people gamble their house away. I only spend \$50 a fortnight</i> <i>Play smart with your betting. Keep it to a minimum</i> <i>It might make people aware of spending</i>
Helping set budgets or gambling limits (N=5)	<ul style="list-style-type: none"> <i>I guess it's letting people know their limit as it beeps away every 5min and when it beeps you look at it</i> <i>I haven't asked about it. I'm assuming it would be for people to set a limit</i> <i>To have a certain amount of money with you and not go over that limit</i> <i>When you put too much on. Say you put \$50 on it and you want it to last a month, you cannot go over \$25 a week</i> <i>I think it's good because when you exceed your limit you don't earn any points on your J Card</i>
Helping players gamble responsibly (N=3)	<ul style="list-style-type: none"> <i>I think it's trying to make you aware of the fact that you shouldn't be gambling too much</i> <i>I would say to make people gamble responsibly</i> <i>Not to gamble too heavily</i>
Provides reminder messages to players (N=2)	<ul style="list-style-type: none"> <i>I'm not sure exactly. Just a reminder of what you are doing</i> <i>It sort of helps to maybe see different things that happen with the card</i>

a. Question - If any, what do you see as the benefits of PlaySmart to pokies players? (unprompted - probe why) (Base: All players consenting to research in the default phase and aware of at least one message)

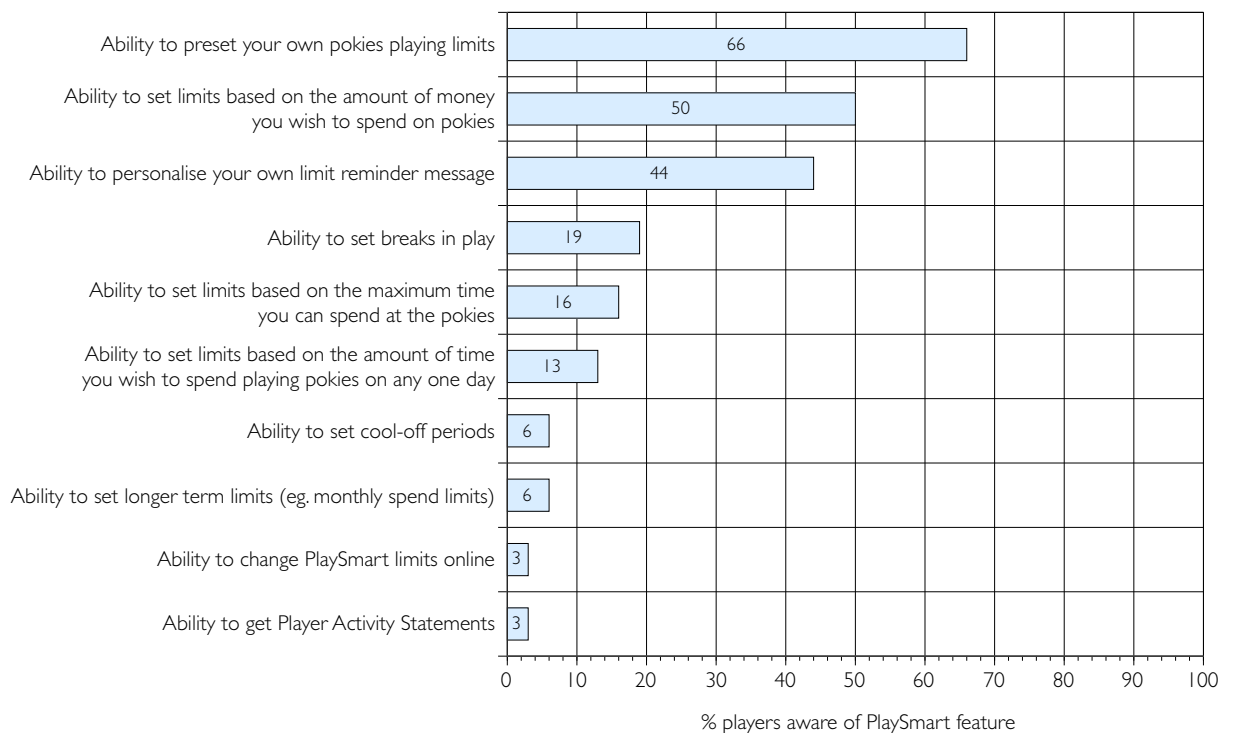
Default phase player awareness and views about PlaySmart features

Player awareness of PlaySmart features

Reported awareness of default phase players of various features of PlaySmart is shown in Figure 16. As shown, overall awareness was highest for the ability to set pokies limits generally (66% aware), followed by the ability to set monetary limits (50%) and being able to personalise limit reminder messages (44%).

In contrast, there was much lower awareness of other features such as the ability to set breaks in play (only 19%) and time limits (13-16%). Once again, it is difficult to link this awareness to the default phase messaging, given that significant awareness raising activities had occurred in venues prior to implementation of the messaging phase.

Figure 16. Default phase player awareness of different features of PlaySmart (N=32, November 2009)^a

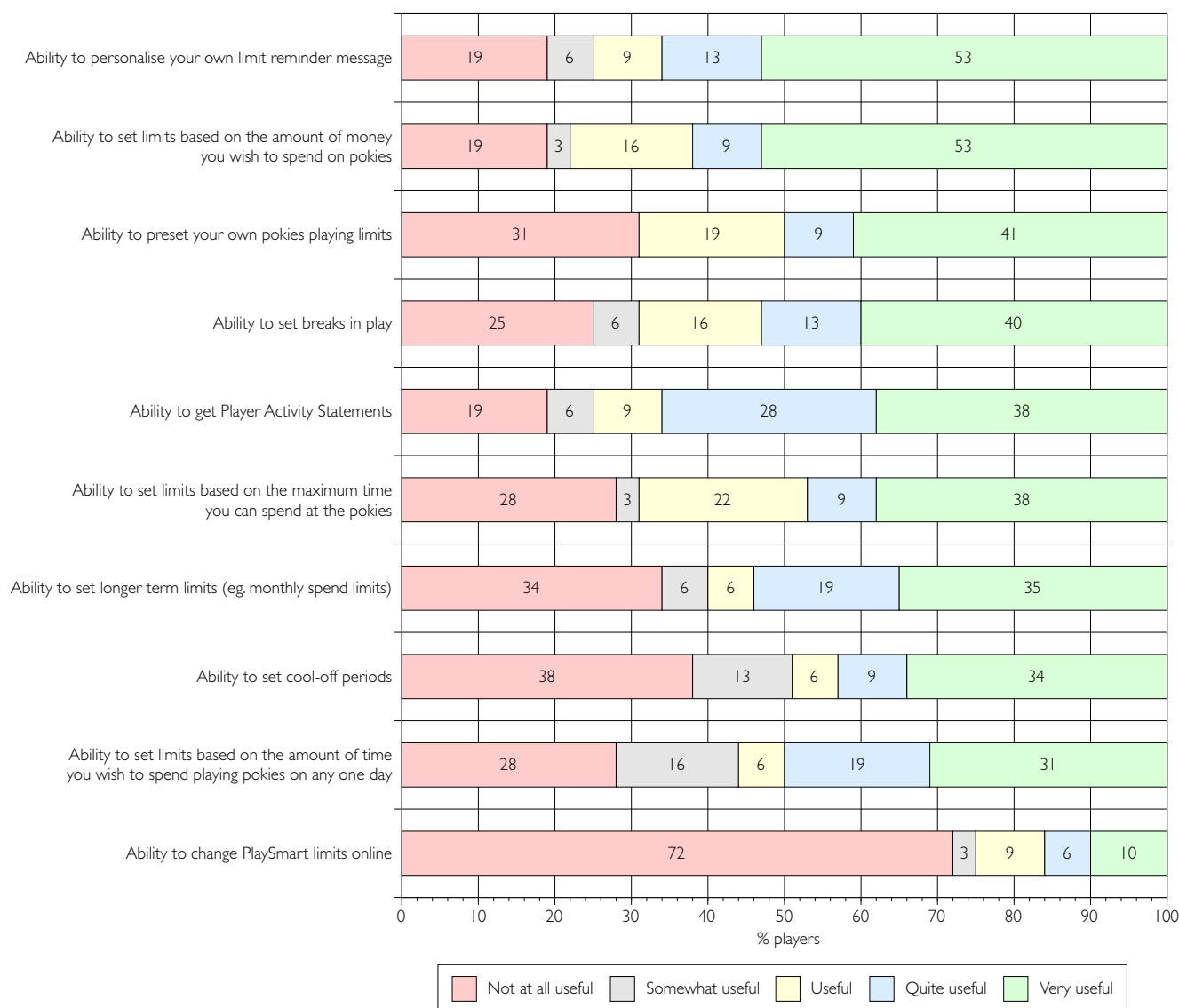


a. Question - Were you aware of the following PlaySmart features? (Base: All players consenting to research in the default phase and aware of at least one message)

Player ratings of usefulness of PlaySmart features

Ratings of the usefulness of different features of PlaySmart from the perspective of default phase players are shown in Figure 17. Interestingly, the features of PlaySmart deemed most useful included the ability to personalise limit reminders messages (53% rated as very useful), the ability to set spend limits (53% also rated as very useful), followed by the ability to preset limits more generally (41%) and the ability to set breaks-in-play (40%). Interestingly, the ability to change limits online was not very popular with players, nor was the ability to set time limits for each day at the pokies or to set cool-off periods and longer term limits.

Figure 17. Default phase player ratings of the usefulness of different features of PlaySmart (N=32, November 2009)^a



*a. Question - How useful would you rate each feature for yourself personally - using a scale where 1 is 'not at all useful' and 5 is 'very useful'? (prompt)
(Base: All players consenting to research in the default phase and aware of at least one message)*

Usefulness ratings by the player's risk for problem gambling are presented in Table 17. While only based on very small samples, the features of PlaySmart deemed most useful to the problem gamblers in the default sample included the ability to set monetary limits (mean=4.5), the ability to personalise limit reminder messages (mean=4.3), the ability to set breaks-in-play (mean=4.0) and the ability to get a player activity statement (mean=4.0).

The other interesting trend was that non-problem and low risk gamblers tended to rate most features as less useful than moderate risk gamblers and problem gamblers. In particular, it is interesting to note the large difference in usefulness ratings between problem gamblers/moderate risk gamblers and the lower risk segments in relation to the benefit of monetary limits. The higher risk segments similarly tended to rate time limits of more value than the lower risk segments.

While most players were lukewarm about being able to change limits online, it is interesting that the moderate risk segment was somewhat more impressed with this feature than the other segments. Closer analysis suggested that this did not appear to be age or gender related (although the overall trend to not deem online services as useful was undoubtedly age-related).

Table 17. Usefulness ratings of different features of PlaySmart by risk for problem gambling (N=32, November 2009)^a

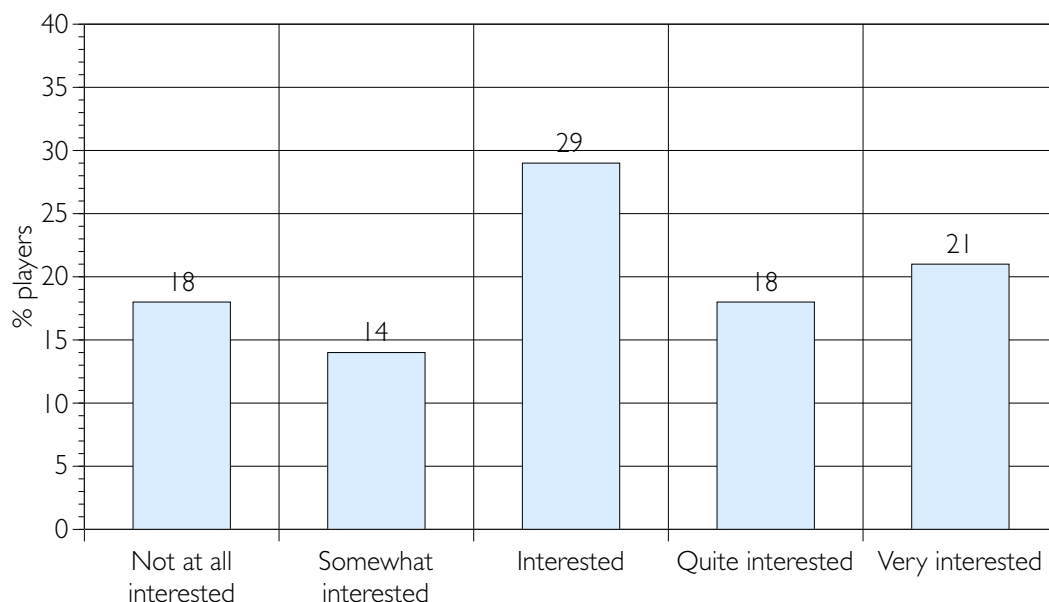
Features of PlaySmart	Usefulness ratings by risk for problem gambling (1=not at all useful, 5=very useful)				
	Non-problem gamblers (N=4)	Low risk gamblers (N=9)	Moderate risk gamblers (N=15)	Problem gamblers (N=4)	Overall (N=32)
Ability to personalise your own limit reminder message when you reach your limit	2.0	3.6	4.2	4.3	3.8
Ability to set limits based on the amount of money you wish to spend on pokies	2.0	3.0	4.5	4.5	3.8
Ability to get Player Activity Statements	1.8	3.6	4.0	4.0	3.6
Ability to set breaks in play	2.5	2.7	3.9	4.0	3.4
Ability to preset your own playing limits	1.5	2.8	4.0	3.5	3.3
Ability to set limits based on the amount of time you wish to spend playing the pokies	1.5	3.1	3.7	3.8	3.3
Ability to set limits based on the maximum time you can spend at the the pokies on any one day	1.5	2.4	3.8	3.5	3.1
Ability to set longer term limits (eg. monthly spend limits)	2.0	2.1	3.9	3.8	3.1
Ability to set cool-off periods	1.5	2.4	3.3	3.8	2.9
Ability to change PlaySmart limits online	1.0	1.2	2.3	2.0	1.8

*a. Question - Were you aware of the following PlaySmart features? (Base: Players exposed to default phase messaging)
(Base: All players consenting to research in the default phase and aware of at least one message)*

Overall interest in PlaySmart

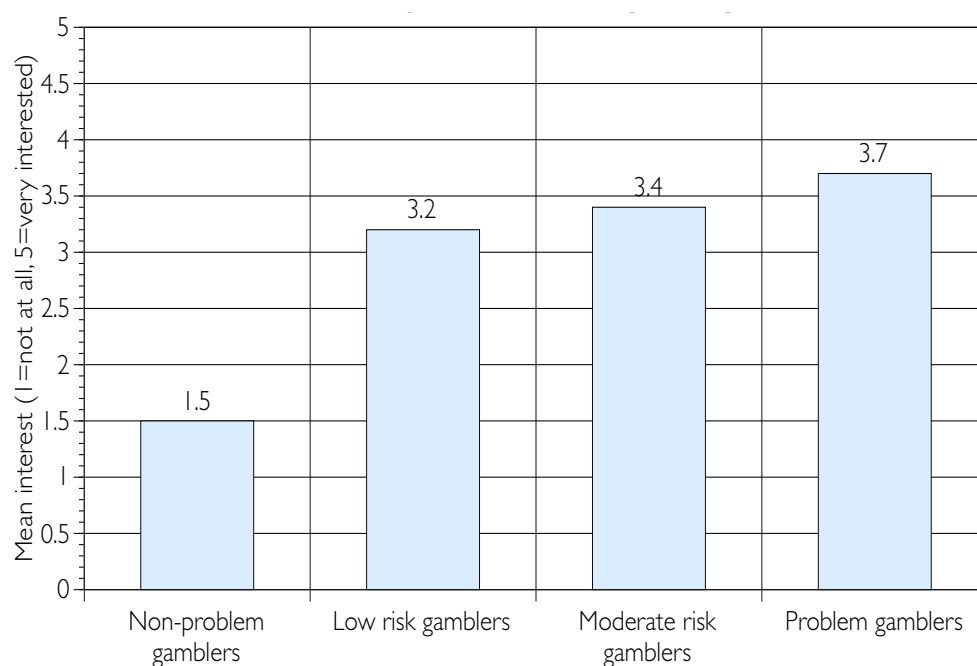
Overall default phase player interest in PlaySmart is shown in Figure 18 and Figure 19. Findings overall showed that 39% of players were either quite or very interested in PlaySmart and 18% were not at all interested. In addition, it was apparent that interest in PlaySmart was higher amongst players at-risk for problem gambling. The mean level of interest for problem gamblers was 3.7 out of 5 compared to only 1.5 out of 5 for non-problem gamblers.

Figure 18. Default phase player interest in PlaySmart (N=28, November 2009)^a



a. Question - Based on the above description of PlaySmart features, using a scale where 1=not at all interested and 5=very interested, how interested are you in trying PlaySmart for your pokies play? (Base: All players consenting to research in the default phase and aware of at least one message)

Figure 19. Default phase player interest in PlaySmart - by risk for problem gambling (N=28, November 2009)^a



a. Question - Based on the above description of PlaySmart features, using a scale where 1=not at all interested and 5=very interested, how interested are you in trying PlaySmart for your pokies play? (Base: All players consenting to research in the default phase and aware of at least one message)

Default phase player demographics

The age profile of players aware of messages in the default phase is shown in Table 18.

Table 18. Age profile of players in default phase by risk for problem gambling (N=32, November 2009)^a

Age of player	% players by risk for problem gambling				
	Non-problem gamblers (N=4)	Low risk gamblers (N=9)	Moderate risk gamblers (N=15)	Problem gamblers (N=4)	All players in default phase (N=32)
18-24 years	0	0	0	0	0
25-34 years	0	0	0	0	0
35-44 years	0	0	7	25	6
45-54 years	50	33	20	0	25
55-64 years	25	33	33	50	34
65-74 years	25	11	27	0	19
75 years or over	0	22	13	25	16

a. Question - What is your age? (age categories created) (Base: All players consenting to research in the default phase and aware of at least one message)

Player gender based on players aware of messages in the default phase is shown in Table 19.

Table 19. Gender of players in default phase by risk for problem gambling (N=32, November 2009)^a

Gender	% players by risk for problem gambling				
	Non-problem gamblers (N=4)	Low risk gamblers (N=9)	Moderate risk gamblers (N=15)	Problem gamblers (N=4)	All players in default phase (N=32)
Male	25	33	47	0	34
Female	75	67	53	100	66

a. Question - Gender (Base: All players consenting to research in the default phase and aware of at least one message)

Gambling activities played by default phase players in the past 12 months are in Table 20.

Table 20. Gambling by default players in the past 12mths by risk for problem gambling (N=32, November 2009)^a

Gambling activities played in past 12 months	% players by risk for problem gambling				
	Non-problem gamblers (N=4)	Low risk gamblers (N=9)	Moderate risk gamblers (N=15)	Problem gamblers (N=4)	All players in default phase (N=32)
Poker machines	100	100	100	100	100
Lotto or any other lottery games	100	100	69	67	82
Instant scratch tickets	67	33	31	67	39
Played Keno	33	33	38	67	39
Bet on horses or greyhounds - excluding sweeps	33	22	31	33	29
Played bingo at a club or hall	0	11	23	33	18
Played games like cards or mahjong privately for money	33	11	0	0	7
Bet on a sporting event like football, cricket or tennis	0	0	8	0	4
Played table games at a casino	0	0	0	0	0
Gambled on the internet	0	0	0	0	0
Gambled via Pay TV	0	0	0	0	0
Played any other gambling activity - excluding raffles or sweeps	0	0	0	0	0

a. Question - Which of the following activities have you played in the past 12 months? (Base: All players consenting to research in the default phase and aware of at least one message)

Findings relating to use of PlaySmart by EGM players

A sample of EGM players who used PlaySmart during either Phase 1 or 2 of the trial completed a telephone survey on their experiences with PlaySmart. Informed consent was gained for research participation, with surveying conducted at the end of the trial.

Phase 2 players comprised the majority of the telephone survey sample, given that this phase involved the coaching of venues to actively recruit players (including use of research incentives). In addition, Phase 2 players were also sent a letter seeking their participation in the evaluation (to boost numbers). Phase 1 players were also recruited via a mail-out and were offered the same incentive to take part in the survey (but this was following their decision to use PlaySmart).

In total, the study of PlaySmart users involved a 35 minute telephone survey of N=91 players. Some players signing-up for research were subsequently identified as not PlaySmart users and for this reason, were not included in the survey sample.

Seven of the 91 interviewed players had signed-up to PlaySmart, however, due to gaming staff error, did not have their cards activated. Discussions with this group, however, indicated that players had believed that PlaySmart was active on their card. A further two of the N=91 players had also signed-up to PlaySmart, but EGM system data indicated that they had not yet used their card. For this reason, some analyses have excluded such players where appropriate.

The small group of N=7 players who had not had their card activated provides an interesting 'natural experiment' with potential to illustrate the psychological effects of precommitment. Indeed, players did not have precommitment enabled, yet may have altered their behaviour in light of believing that they had registered precommitments. For this reason, their results are also presented at some points in this section of the report.

Key findings of the PlaySmart user survey are presented in the following sections:

- PlaySmart user awareness and views about benefits of PlaySmart
- PlaySmart user awareness and usefulness of PlaySmart features
- Likelihood to sign-up for PlaySmart without an incentive
- PlaySmart user experiences signing-up to PlaySmart
- How limits were selected by players under PlaySmart
- Recall of limits and settings set by PlaySmart users
- Perceived impact of PlaySmart on player behaviour
- Player experience with PlaySmart reminder messages
- Ease of seeing and hearing beeps associated with reminder messages
- Player thoughts about increasing limits during PlaySmart use
- Design enhancements and potential refinements to PlaySmart
- Future directions for precommitment from a player viewpoint
- PlaySmart user demographics

Readers should note that Ns (samples) reported in any survey may vary due to non-response (eg. respondents indicating 'don't know' responses, which are removed from data). Table footnotes also show bases, which highlight who was included in the sample.

PlaySmart user awareness and views about benefits of PlaySmart

Player understanding of purpose of PlaySmart

To avoid influencing players, at the beginning of the survey, PlaySmart users participating in the survey were asked to reflect on the nature of PlaySmart as a product. PlaySmart user understanding of PlaySmart, as provided by players, is shown in Table 21 and Figure 10. Monetary limits and reminder messages were the two most salient aspects to PlaySmart recalled (respectively receiving 18% and 16% of responses).

Other common responses included recall that the product was generally about money/time limits/general limits or spending money wisely. A total of 28 respondents (31% of surveyed respondents) were similarly unsure or uncertain about the purpose of PlaySmart and could not provide any understanding of what PlaySmart was about. This may indicate that some players were not highly involved in the decision to sign-up to PlaySmart.

Table 21. PlaySmart user views about what is PlaySmart (N=91, November 2009)^a

Type of response	Player responses regarding what is PlaySmart
Money limits (N=16)	<ul style="list-style-type: none"> • <i>Having a money limit on my card</i> • <i>It's about money limits (x2)</i> • <i>Money limit control</i> • <i>Money limit for gambling</i> • <i>The money limit (x4)</i> • <i>The ability to put a money limit on your card</i> • <i>Puts a limit on your spending</i> • <i>Putting a spend limit on your card</i> • <i>The money limit - \$500 a month</i> • <i>It keeps you to a spending limit</i> • <i>You can have a limit on your card. Once you get there, you either leave it or get the money off it</i> • <i>It helps you control the amount you spend on the pokies at one time</i>
Reminds when limit is reached (N=15)	<ul style="list-style-type: none"> • <i>It lets you know if you are close to your limit</i> • <i>It tells you when you've gone over your limit</i> • <i>It's a method of letting me know if I have gone overboard with my limit</i> • <i>It's a way of letting you know when you've reached your limit</i> • <i>You put on a money limit and it lets you know when you have reached it. It's like a kind of watchdog on your spending</i> • <i>You can set a money limit on your card and when you get near the limit, it will give you a warning on the J Card screen</i> • <i>You can set a money limit and if you reach it, it will give you a warning</i> • <i>It's about money limits and if you go over, it reminds you to stop playing</i> • <i>That's where you nominate an amount of money on your card and if you go over the limit, my card tells me to 'go home'</i> • <i>You put your card in and it lets you go to a certain amount of money and then a beep comes up to let you know you've reached your quota</i> • <i>It tells you you've played enough and to take your card out</i> • <i>When you have a money limit, it lets you know when you get close and if you get extra money, the staff will tell you quietly that you are to your limit</i> • <i>Supposed to control your spending by having a money limit which I ignore when it tells me I have reached my limit</i> • <i>It's the new safeguard to stop and make you think you've spent more than you should, that you should take a break, it's time to go home</i> • <i>It allows you to know how you're going as far as your spending goes. If you get too carried away, it will let you know</i>

Table 21. PlaySmart user views about what is PlaySmart (N=91, November 2009)^a

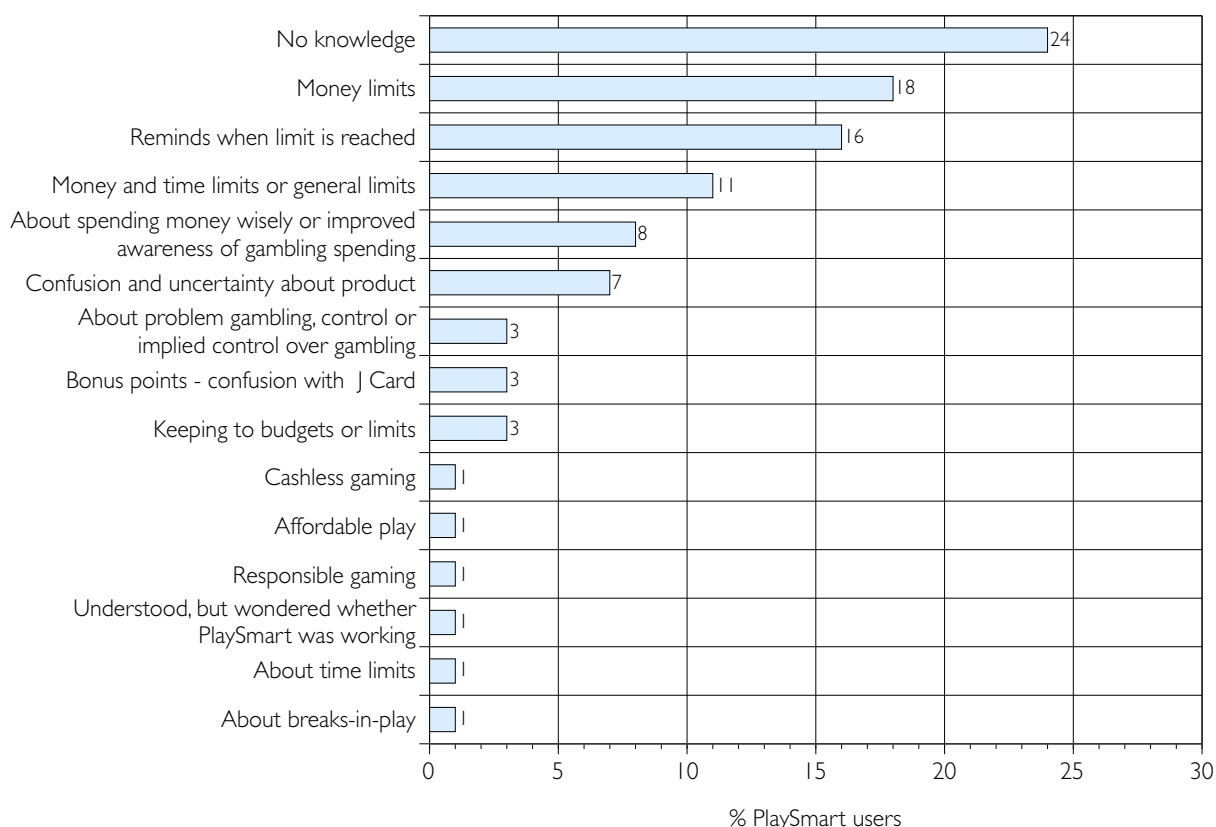
Type of response	Player responses regarding what is PlaySmart
Money and time limits or general limits (N=10)	<ul style="list-style-type: none"> • <i>A money limit and a time limit (x2)</i> • <i>It's where you set your limits</i> • <i>You set a limit</i> • <i>The limit you have on your card</i> • <i>It's for limit playing and not to go over your limit</i> • <i>It tries to help people keep to a money and time limit</i> • <i>It is helpful because I can only play a certain amount</i> • <i>It controls your limit</i> • <i>They put your card through the system and put a limit on it and if you go over your limit, it lets you know</i>
About spending money wisely or improved awareness of gambling spending (N=7)	<ul style="list-style-type: none"> • <i>You only spend what you can afford</i> • <i>To some people it's very good. Some people spend more than they should. It helps them to play up to that amount and then stop playing. Some people might keep playing</i> • <i>So you can play what you can afford</i> • <i>To play with what you can afford and enjoy yourself at the same time</i> • <i>Makes you think about how much money you've spent when you gamble</i> • <i>It is a good idea for letting people know what they are spending on the poker machines</i> • <i>It makes you aware of what you have actually put through the machine</i>
Confusion and uncertainty (N=6)	<ul style="list-style-type: none"> • <i>No idea about what PlaySmart is. Is it about when they cut you off?</i> • <i>I don't know what it is. I think I did set a limit, but I'm not sure</i> • <i>I'm not really sure. They just signed me up and said it was a good thing</i> • <i>Is that where you put money limits on the card?</i> • <i>Is it that you limit yourself to a certain amount of money per month and when you've reached the limit you can't play at that venue for the rest of the month?</i> • <i>I know nothing about it. Is it the one where you set a limit?</i>
Keeping to budgets or limits (N=3)	<ul style="list-style-type: none"> • <i>Have a limit on your card for how much you want to spend</i> • <i>It helps you keep to a budget</i> • <i>To allow you to stick to a budget, because if you go near your allowance you could have a problem</i>
Bonus points - confusion with J Card (N=3)	<ul style="list-style-type: none"> • <i>You get points for dining and drinks. You can actually put a limit on it</i> • <i>When you get to your limit the points cut out and you can't play anymore</i> • <i>It gives you points when you play with the card</i>
About problem gambling, control or implied control over gambling (N=3)	<ul style="list-style-type: none"> • <i>To help people with a gambling problem</i> • <i>To me, it's forcing people that haven't got bad gambling problems. I think it's segregating people and makes people that have got a gambling problem more noticeable. Everyone should have their own limits</i> • <i>I think it's more for problem gamblers really. Tries to tell you to take your card out to stop playing for awhile and have a break</i>
Break in play (N=1)	<ul style="list-style-type: none"> • <i>The PlaySmart card, what I understand is that after awhile it will tell me to take a 10 minute break. My understanding is it's to help cut down on your spending and to make you think about it - but it doesn't!</i>
Time limits (N=1)	<ul style="list-style-type: none"> • <i>Insert J Card - in 1 hr it goes off indicating you've played for 1 hr, whether you've been at the machine all that time or not. I hope people get embarrassed when it goes off and staff has to reset it so everyone will know you've overspent your budget or time</i>
Understood, but was PlaySmart working? (N=1)	<ul style="list-style-type: none"> • <i>I don't know if it's working on my card. I liked the user name that I picked, my husband's name. Having the right message helps to stop and get up and go</i>
Responsible gaming (N=1)	<ul style="list-style-type: none"> • <i>I don't know a great deal about it but it's to encourage people to PlaySmart. So people can't blow all the money they have for bills and food. Like old ladies putting in their last \$5 of their pension</i>

Table 21. PlaySmart user views about what is PlaySmart (N=91, November 2009)^a

Type of response	Player responses regarding what is PlaySmart
Affordable play (N=1)	<ul style="list-style-type: none"> Common sense about what you can afford to gamble
Cashless gaming (N=1)	<ul style="list-style-type: none"> A card that you put money on and bet with it instead of putting money in the machine. That way you're on a limit and know how much you spend
No knowledge (N=22)	<ul style="list-style-type: none"> Don't know (x22)

a. Question - To the best of your knowledge, what is PlaySmart? (probe - eg. what does it do, what is it all about, how would you describe it?) (Base: All PlaySmart users)

Figure 20. Summary - PlaySmart user views about what is PlaySmart (N=91, November 2009)^a



a. Question - To the best of your knowledge, what is PlaySmart? (probe - eg. what does it do, what is it all about, how would you describe it?) (Base: All PlaySmart users)

Perceived benefits
of PlaySmart to
players

PlaySmart users participating in the study were also asked to mention what they perceived as the key benefits of PlaySmart. Player views are summarised in Table 22. By far, the most popular perceived benefit related to a view that PlaySmart helps keep players to their limit during gambling (19% of players), followed by a view that the product assists players to maintain awareness of gambling expenditure (15% of players). Around 34% of players also made comment that they believed the product offered no personal benefits. This appeared to be related to the perception that such players were already setting and keeping to limits.

Table 22. PlaySmart user views about benefits of PlaySmart (N=91, November 2009)^a

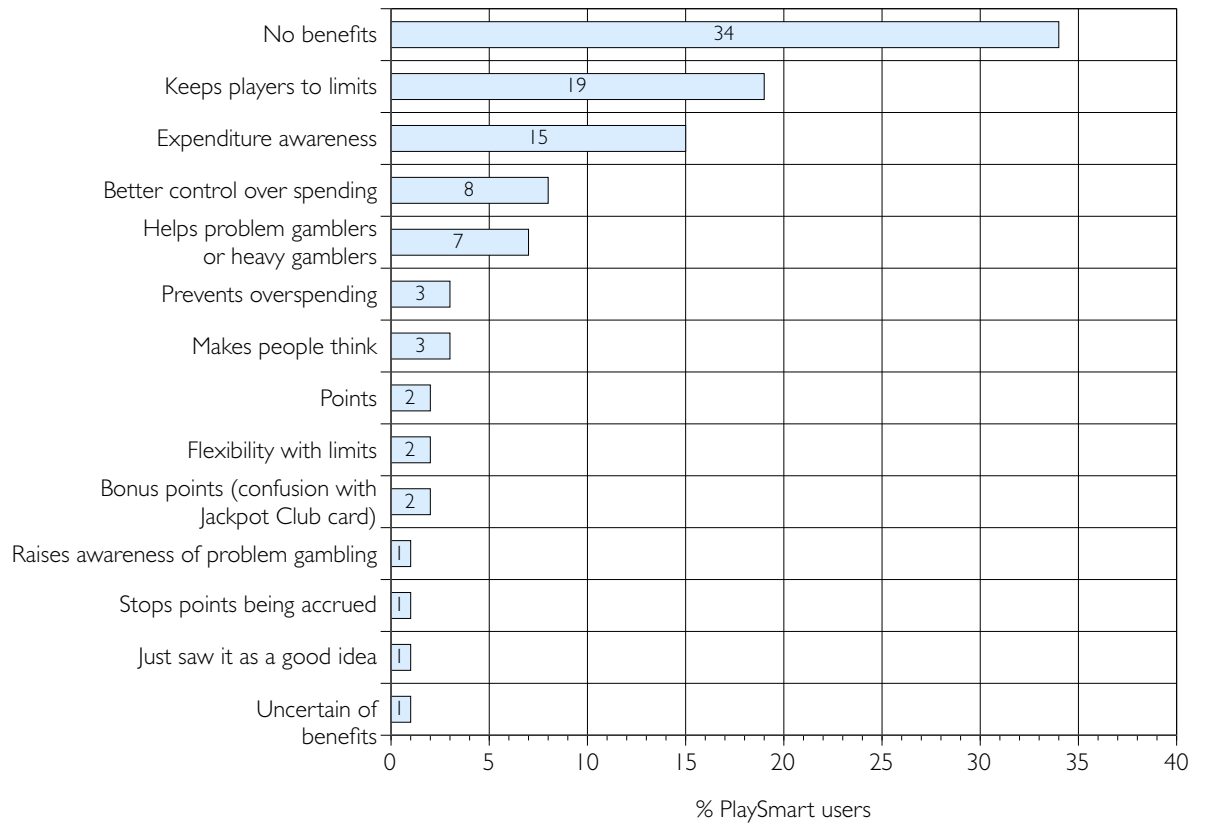
Type of benefit	Player responses relating to perceived benefits of PlaySmart
Keeps players to limits (N=17)	<ul style="list-style-type: none"> • <i>It lets you know if you go over your limit</i> • <i>It stops most people from overspending their limit (x3)</i> • <i>It will notify you if you come close to your limit</i> • <i>It will show you when you've reached your limit (x2)</i> • <i>Once you've set a limit, the machine will let you know when you have reached it</i> • <i>If they use their card, it will advise them that they have reached the amount they wanted to stick to. I know there are a couple of times I should have but I make sure I have only money I want to spend</i> • <i>If you give yourself a limit, it reminds you to stop</i> • <i>It reminds you when you have gone over your money or time limit</i> • <i>It's a good thing because you can't go over your limit once you hear the beep it's time to go home</i> • <i>Putting a limit on what you can afford to gamble</i> • <i>Set a limit and hopefully, not go over it</i> • <i>That there is a limit you have, so you know when to stop</i> • <i>The limit cut-off - you can't gamble more than allowed and that way you wouldn't be allowed to go over budget and wouldn't get into trouble. Bills would get paid</i> • <i>When you get to your limit, it lets you know how much you have spent</i>
Expenditure awareness (N=14)	<ul style="list-style-type: none"> • <i>It makes you aware of what you are spending so you can have more control over it (x2)</i> • <i>It keeps you aware of going near or over your limit</i> • <i>To make people aware of what they are spending and the effect it's having on them. Having something more specific to you like a limit you can afford</i> • <i>If I win, I stop and go home</i> • <i>It shows you how much you have gambled</i> • <i>It will take away the momentum of people just putting more money in and keep playing. It will make them aware of what they are spending and to take a break</i> • <i>It's a wake-up call to let you know how much you have put through the pokie machine, because you can get carried away at times</i> • <i>Keep to your limit and social contacts</i> • <i>Myself, I don't go in with anymore than I can afford to lose. I've seen people with \$1 5,000 up on the machine but walk out with \$500. I suppose it stops people from losing what they can't afford to lose</i> • <i>Not going over your limit</i> • <i>Not to go overboard with your spending on the pokies</i> • <i>That you can't gamble more than you can afford</i> • <i>When you are in the zone it is very addictive. You forget if you've been to the teller and if you've taken money out. The feel that it tells you you've spent X amount, makes you aware</i>

Table 22. PlaySmart user views about benefits of PlaySmart (N=91, November 2009)^a

Type of benefit	Player responses relating to perceived benefits of PlaySmart
No benefits (N=31)	<ul style="list-style-type: none"> No specific benefits could be mentioned (x23) I don't see any benefits. If it shuts down your machine, you take your card out and play another machine or remove the card and keep playing No benefit because the gamblers take the card out if the machine reaches your limit No benefit, because it doesn't stop you from gambling if you don't use your card (x2) None that would apply to me None, because it doesn't stop me from gambling, but I do feel guilty when I see the reminder message None. I only play \$5 Not really any benefits. People can still go to another venue and still play
Better control over spending (N=7)	<ul style="list-style-type: none"> Hopefully to stop people from overspending Having more control over your spending It stops you from overspending It lets you know how much you win or lose It's beneficial to have a limit so you know when to stop gambling To put a limit on it might help them to stop going over the limit To work as a deterrent for people to stop gambling when they have reached their limit
Helps problem gamblers or heavy gamblers (N=6)	<ul style="list-style-type: none"> For a heavy gambler, it would be very beneficial Hopefully helps problem gamblers not to go over their limit Hopefully stops the heavy gamblers from losing too much money If they can help people who do have a gambling problem then it would be very useful It is necessary for heavy gamblers People with a gambling problem would be able to see how much they were spending
Makes people think (N=3)	<ul style="list-style-type: none"> To make them think about whether they have spent as much as they want to It can stop you playing the pokies once you've reached your limit, if you are smart For people who get a warning, hopefully they will stop and think and stop gambling
Prevents overspending (N=3)	<ul style="list-style-type: none"> It gives you a reminder not to overspend (x2) If you only want to spend a certain amount, it lets you know when you've reached it
Bonus points (confusion with J Card) (N=2)	<ul style="list-style-type: none"> Handy to have for the point system. Good idea You get points when you use your card. Good social contacts
Flexibility with limits (N=2)	<ul style="list-style-type: none"> You can decide what you want to lose and you will know once you've reached your limit. It allows you to have more control over what you spend It allows for flexibility otherwise it wouldn't be a benefit. The Gaming Manager said he would be able to change the limits so that it would be of great benefit to me
Points (N=2)	<ul style="list-style-type: none"> Quite a good points system It gives me some excitement when I get bonus points and get a free lunch. Added value because we get our lunch at the hotel
Uncertain of benefits (N=1)	<ul style="list-style-type: none"> I don't know. I know people who have joined and if they were notified about limits they just pull their card out and continue gambling - there is no record
Just saw it as a good idea (N=1)	<ul style="list-style-type: none"> Good idea
Stops points being accrued (N=1)	<ul style="list-style-type: none"> It stops you earning points if you have exceeded your limit
Raises awareness of problem gambling (N=1)	<ul style="list-style-type: none"> To help people realise that they do have a gambling problem

a. Question - If any, what do you see as the major benefits of PlaySmart to pokies players? (unprompted - probe why)
(Base: PlaySmart users)

Figure 21. Summary - PlaySmart user views about benefits of PlaySmart (N=91, November 2009)^a



a. Question - If any, what do you see as the major benefits of PlaySmart to pokies players? (unprompted - probe why) (Base: PlaySmart users)

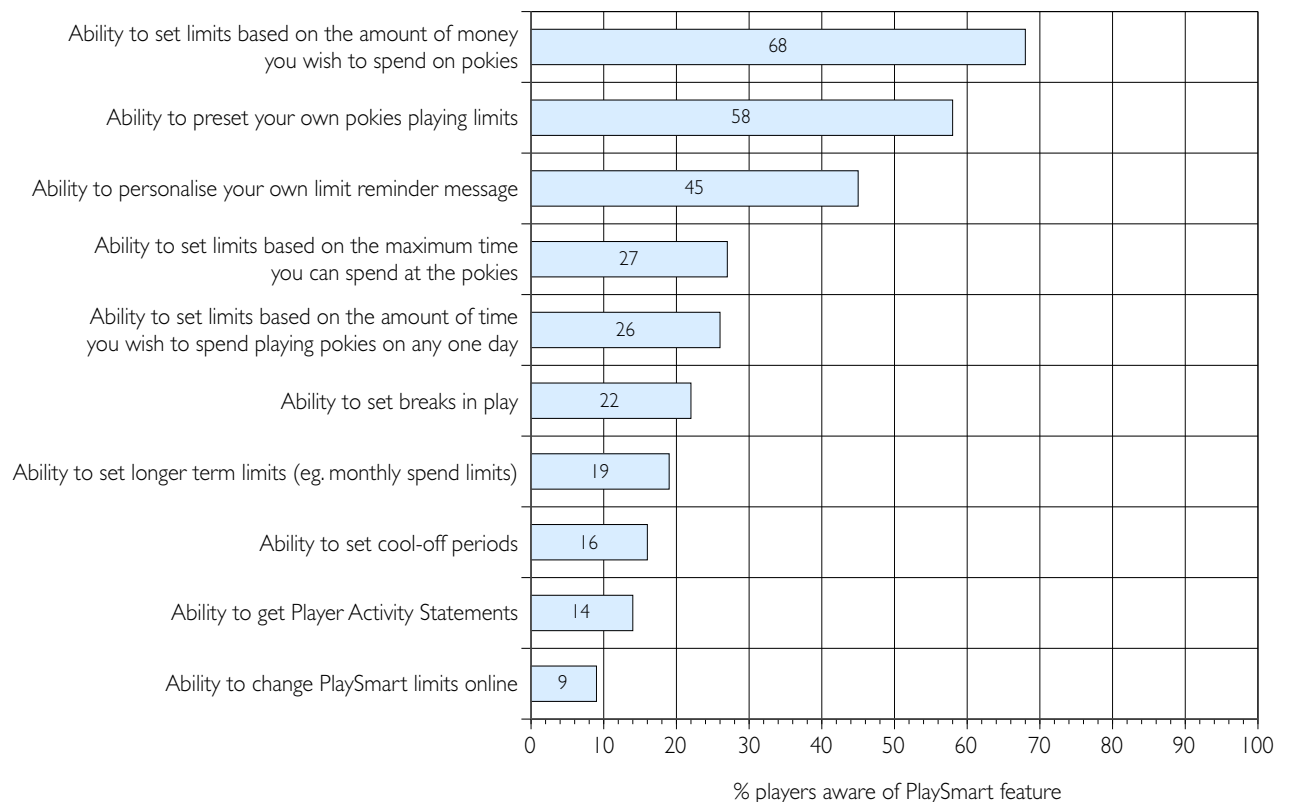
PlaySmart user awareness and usefulness of PlaySmart features

Awareness of PlaySmart features

PlaySmart user awareness of the different features of PlaySmart is presented in Figure 22. The feature of PlaySmart with which players were most familiar was the ability to set money limits (68% of players), followed by the ability to set limits in a general sense (58% of players, without reference to money specifically).

While there was a fairly high percent of players aware of the ability to personalise limit messages (45% of players), awareness of the other features of PlaySmart was particularly low. Player activity statements and the ability to change limits online were typically unknown to most players. Even breaks-in-play were only familiar to 22% of PlaySmart users.

Figure 22. PlaySmart user awareness of different features of PlaySmart (N=91, November 2009)^a

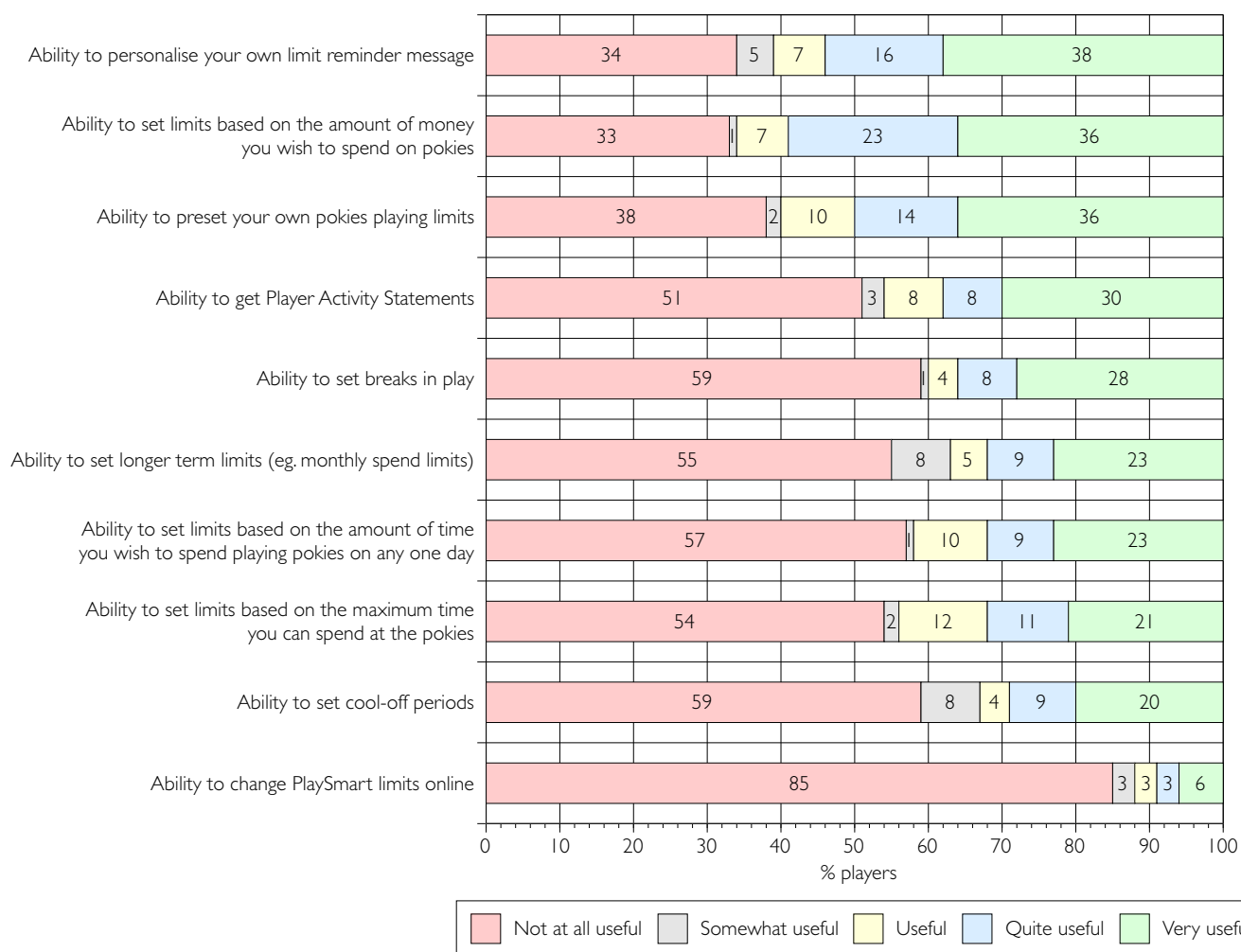


a. Question - Were you aware of the following PlaySmart features? (Base: PlaySmart users)

Player ratings of usefulness of PlaySmart features

PlaySmart user ratings of the usefulness of different features of PlaySmart are shown in Figure 23. Similar to findings in the default messaging phase, the ability to personalise a limit reminder message was rated as the most useful feature of PlaySmart, with 38% of players rating the feature as very useful. Other features rated highly included the ability to set limits on money and the ability to pre-set limits more generally (each rated by 36% of players as very useful). Interestingly, player activity statements were also rated highly, however, previous ratings showed that very few players were aware that these were available in-venue.

Figure 23. PlaySmart user ratings of the usefulness of different features of PlaySmart (N=91, November 2009)^a



a. Question - How useful are the following features of PlaySmart to you personally (Base: PlaySmart users)

Usefulness ratings by the player's risk for problem gambling are shown in Table 23. While a range of significant trends would no doubt occur in the larger sample, findings showed that, compared to non-problem gamblers, problem gamblers rated a range of PlaySmart features significantly higher ($p<.05$). This included the ability to set limits generally, the ability to set monetary limits, the ability to set limits on the maximum time on the pokies for any one day and the ability to set cooling-off periods.

Monetary limits were also rated as the most beneficial by problem gamblers and moderate risk gamblers out of all the limit options. Time based limits were similarly rated much lower by these risk segments.

Table 23. Usefulness ratings of different features of PlaySmart by risk for problem gambling (N=90, November 2009)^a

Features of PlaySmart	Usefulness ratings by risk for problem gambling (1=not at all useful, 5=very useful)				
	Non-problem gambler (N=12)	Low risk gambler (N=28)	Moderate risk gambler (N=34)	Problem gambler (N=16)	Overall (N=90)
Ability to set limits based on the amount of money you wish to spend	2.5	2.9	3.5	4.2	3.3
Ability to personalise your own limit reminder message when you reach your limit	2.6	3	3.2	3.9	3.2
Ability to preset your own playing limits	2.2	2.5	3.5	3.6	3.1
Ability to get Player Activity Statements	1.9	2.3	3	3.1	2.6
Ability to set limits based on the amount of time you wish to spend playing the pokies	2.1	2	2.7	2.9	2.4
Ability to set limits on the maximum time you can spend at the pokies on any one day	1.9	2	2.6	3.1	2.4
Ability to set longer term limits (eg. monthly limits)	1.9	2.1	2.7	2.4	2.4
Ability to set breaks in pokies play	2.2	2.1	2.7	2.7	2.4
Ability to set cool-off periods	1.7	2.1	2	3.2	2.2
Ability to change PlaySmart limits online	1.5	1.2	1.7	1.1	1.4

a. Question - How useful are the following features of PlaySmart to you personally (Base: PlaySmart users)

Likelihood to sign-up for PlaySmart without an incentive

Likelihood to sign-up without incentive

The likelihood of PlaySmart users to sign-up for PlaySmart without the survey participation incentive is shown in Table 24. The survey participation incentive was a \$50 shopping voucher, which could be used across a range of retail stores and hence was a fairly attractive incentive.

Around 56% of all players signing-up for the PlaySmart trial were convinced that they would have signed-up without the opportunity to receive a shopping voucher for survey completion. Trends also showed that the moderate risk and problem gambling risk segments appeared slightly less likely to state they wouldn't have signed-up without the voucher (respectively only 9% and 13%).

Table 24. Player intentions to sign-up to PlaySmart without the survey and survey incentive (N=91, November 2009)^a

Whether players would have signed-up to PlaySmart without the incentive to take part in a survey	% PlaySmart users by risk for problem gambling				
	Non-problem gambler (N=12)	Low risk gambler (N=28)	Moderate risk gambler (N=34)	Problem gambler (N=16)	Overall (N=91)
Would have signed-up	67	61	53	44	56
Would maybe sign-up	17	14	24	38	22
Would not or probably not sign-up	17	18	9	13	13
Was not aware of voucher initially	0	7	15	6	9

a. Question - If you had not been offered a \$50 shopping voucher to take part in a survey about PlaySmart, would you have signed-up? (Base: Players who signed-up to PlaySmart)

Reasons why players would or would not sign-up to PlaySmart

The reasons provided by players to explain whether they would have signed-up to PlaySmart without the survey incentive (or otherwise) are shown in Table 25. Qualitative verbatims are summarised by risk for problem gambling, given that they reveal many player perceptions of PlaySmart and individual motivations for product adoption.

While not intended to be a quantitative analysis, it is interesting to note that many players initially reported some 'latent interest' in the PlaySmart concept when it was described by staff (eg. *The way staff talked to me about PlaySmart, it sounded like a good idea*). It is similarly noteworthy that a number of problem gamblers initially saw the product as having some potential to assist their expenditure during gambling (eg. *Because PlaySmart is very good and you can walk out when you have reached your limit... Yes, because there are times when I need help and when I don't have family or friends to help me, I need something to help me stop*).

The other curious trend is that some players simply signed-up to be 'good customers' for their hotel. This may thus present a further means of encouraging uptake in patrons, who otherwise do not see any direct benefits for adoption of precommitment.

Table 25. Reasons given to explain why players would have or would not have signed-up for PlaySmart (N=91, November 2009)^a

Risk segment	Reasons given to explain whether players would have signed-up for PlaySmart without the survey voucher incentive
Non-problem gamblers (N=12)	<p>Would have participated without incentive (x8)</p> <ul style="list-style-type: none"> • <i>Because I think PlaySmart and the survey is a brilliant idea to help gamblers who have a problem trying to control their spending</i> • <i>Because the way it was described to me it and they wanted names</i> • <i>I don't know</i> • <i>It would be good for some people</i> • <i>PlaySmart has good information for playing the pokies if you are really serious about sticking to a limit</i> • <i>The girl filled out the J Card for me</i> • <i>The way staff talked to me about PlaySmart, it sounded like a good idea</i> • <i>Thought PlaySmart was a good idea and somebody has to do surveys</i> <p>Maybe would have participated (x2)</p> <ul style="list-style-type: none"> • <i>I saw the advertisements around the venue and asked the staff about it. It sounded very good, so I signed up for PlaySmart</i> • <i>I thought the survey was a good idea but still would have done the survey without the voucher</i> <p>Would not have participated (x2)</p> <ul style="list-style-type: none"> • <i>Only took part, because staff asked nicely for me to sign-up</i> • <i>No idea</i>

Table 25. Reasons given to explain why players would have or would not have signed-up for PlaySmart (N=91, November 2009)^a

Risk segment	Reasons given to explain whether players would have signed-up for PlaySmart without the survey voucher incentive
Low risk gamblers (N=28)	<p>Would have participated without incentive (x17)</p> <ul style="list-style-type: none"> • <i>Because everybody I knew signed up for it</i> • <i>Because I don't mind doing them. Because it helps people to understand any problems and work them out</i> • <i>Because I like doing surveys</i> • <i>Because I think it's a good idea. It asks you how much you want to go to</i> • <i>Because it lets me be smarter about my spending limit</i> • <i>Because the person at the hotel asked me to</i> • <i>I thought PlaySmart was a good idea and I like doing surveys</i> • <i>I thought PlaySmart was a good idea even before I signed up</i> • <i>It is a great idea</i> • <i>It's going to be there as a point if I do get out of control, so what have I got to lose? It's there to help the person gambling, so it's a good thing</i> • <i>Just to make sure I don't go overboard. If I won a lot of money somewhere else, I would be tempted to play more. But if I have that limit, I won't be tempted to put more in</i> • <i>PlaySmart is excellent because of the features of the warning when you go over your limit</i> • <i>If I do get addicted, I still have my limits</i> • <i>Sort of to keep tabs on what I'm spending - but only sort of</i> • <i>Sounded like a good idea</i> • <i>The card is a very good idea and if the survey helps any problem gambler, then it will be good</i> • <i>I've been a member for years long before a card came along to give you points, so I was just doing what a good member should do</i> <p>Maybe would have participated (x4)</p> <ul style="list-style-type: none"> • <i>Because my daughter signed me up</i> • <i>I still would have signed up for PlaySmart but was unsure if I wanted to do the survey</i> • <i>My husband set it up for me</i> • <i>The \$50 shopping voucher was a good incentive</i> <p>Would not have participated (x5)</p> <ul style="list-style-type: none"> • <i>Not sure why (x3)</i> • <i>Because I know how much I can afford to spend. I have never gone over my own personal limit, but I think the voucher was a good incentive</i> • <i>The staff convinced me it was a good thing to sign up for</i> <p>Never knew about voucher (x2)</p> <ul style="list-style-type: none"> • <i>I thought it was a good idea to start with and the \$50 voucher was a lovely bonus</i> • <i>Thought it was a good idea to sign-up</i>

Table 25. Reasons given to explain why players would have or would not have signed-up for PlaySmart (N=91, November 2009)^a

Risk segment	Reasons given to explain whether players would have signed-up for PlaySmart without the survey voucher incentive
Moderate risk gamblers (N=35)	<p>Would have participated without incentive (x18)</p> <ul style="list-style-type: none"> • <i>Not sure why</i> • <i>Because all my friends signed-up, so I signed-up as well</i> • <i>Because I think it's a good idea. People do need to be made more aware. If I get to a point of desperation, I'd like someone to tell me I'd reached my limit</i> • <i>Because it is beneficial to use PlaySmart. If you use it correctly with the proper limits in place, you will not overspend</i> • <i>Because it's a good idea and you can set your own limits</i> • <i>Because it's there to help you, if you ever need help for gambling</i> • <i>Because PlaySmart makes you aware of what you are spending</i> • <i>Because it gives you control over your spending</i> • <i>I already had the J Card and thought the PlaySmart was a good idea, so you have more control of what you spend</i> • <i>I like doing surveys and like my opinion and views to be put forward</i> • <i>I think it is important for all types of gamblers to sign up for PlaySmart, so they are aware of how much money they are spending</i> • <i>I think it's a good idea for a lot of people. Sometimes you get out of control. It's a very good idea</i> • <i>I used to gamble a lot more</i> • <i>Just to see what the benefits of it would be</i> • <i>PlaySmart is a good idea, but it's also very nice to be offered a voucher for doing the survey</i> • <i>Thought it was a good idea before signing up</i> • <i>Because it gives me control over my spending limits</i> • <i>I would like to find out what goes on with this research and if it helps people with their gambling</i> <p>Maybe would have participated (x9)</p> <ul style="list-style-type: none"> • <i>Not sure why (x2)</i> • <i>Because I thought doing the survey might help someone who had a gambling problem</i> • <i>Because it didn't matter whether I received the voucher or not</i> • <i>Hopefully, PlaySmart will help stop some people from gambling to excess</i> • <i>I thought I would try it out and see if I liked it</i> • <i>I'm very happy doing surveys</i> • <i>Just thought it would be a good idea</i> • <i>Staff said it would be a good idea to join, so I signed-up with a friend</i> <p>Would not have participated (x3)</p> <ul style="list-style-type: none"> • <i>Because my friend signed-up</i> • <i>Because the person at the venue wanted us to help them out by signing-up and because I was curious</i> • <i>Staff said it was a good idea</i> <p>Didn't know about voucher (x5)</p> <ul style="list-style-type: none"> • <i>Anything that helps you think about how to control your gambling has to be good</i> • <i>Because they said you could put a limit on your card</i> • <i>It's a good idea for people to keep to a budget or limit. I had signed-up for PlaySmart before I knew about the voucher</i> • <i>To help control spending</i> • <i>I would have because you wanted participation in the survey. They looked like they needed people</i>

Table 25. Reasons given to explain why players would have or would not have signed-up for PlaySmart (N=91, November 2009)^a

Risk segment	Reasons given to explain whether players would have signed-up for PlaySmart without the survey voucher incentive
Problem gamblers (N=16)	<p>Would have participated without incentive (x7)</p> <ul style="list-style-type: none"> <i>Because I know I have a problem, it is obsessive gambling. I know I'm not going to win, but I still do it. It's hard to find one cent machines, so you spend more money now</i> <i>Because if we can only go so far, to a limit, we wouldn't end up in trouble</i> <i>Because PlaySmart is very good and you can walk out when you have reached your limit</i> <i>Not sure why</i> <i>I would have signed-up for it even if the \$50 voucher was offered or not. I also think PlaySmart should be a good system</i> <i>Would have signed-up anyway, thought it should be fun</i> <i>Yes, because there are times when I need help and when I don't have family or friends to help me, I need something to help me stop</i> <p>Maybe would have participated (x6)</p> <ul style="list-style-type: none"> <i>Because a shopping voucher wouldn't come close to what I've lost on the pokies and with PlaySmart, I was trying to help myself</i> <i>Because I thought it would help control my gambling, but it didn't</i> <i>Because it's no big deal to fill out a form</i> <i>I know I still would have signed-up for PlaySmart no matter what, but it is very useful to receive a voucher for doing the survey</i> <i>I liked the incentive of the shopping voucher, but I still would have signed up because I thought the PlaySmart was an excellent idea</i> <i>No matter what I think, PlaySmart is a good idea and it should really be made compulsory</i> <p>Would not have participated (x2)</p> <ul style="list-style-type: none"> <i>It helps to be rewarded for doing a survey</i> <i>What is the point, if you are not always using your card when you're on the pokies</i> <p>Never knew about voucher (x1)</p> <ul style="list-style-type: none"> <i>I already signed up two months before the voucher was mentioned</i>

a. Question - Would you have signed-up to PlaySmart without the survey incentive? (provide reasons for response) (Base: PlaySmart users)

PlaySmart user experiences signing-up to PlaySmart

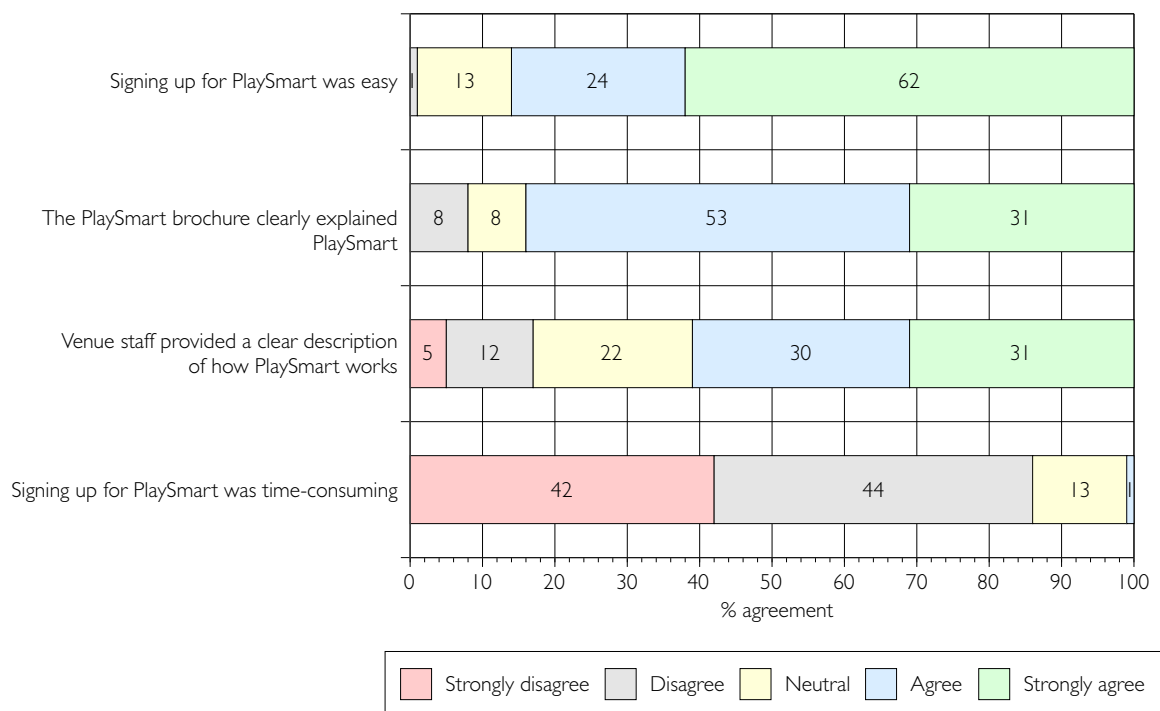
Sign-up process

PlaySmart user views on the ease of signing-up for PlaySmart are shown in Figure 24. From a player perspective, the sign-up process was seen as very easy, with 62% of players strongly agreeing with the statement.

Around 42% also strongly disagreed with a statement suggesting the process was time-consuming. Interestingly, though, the rating for staff explanations of PlaySmart was lower, with only 31% agreeing that the product was clearly described. While there is always room for improving the description of products such as PlaySmart (eg. through staff training), it is also likely that this result may be due to the relatively new nature of precommitment in the market place (ie. it is largely a new concept in the gaming room).

A total of 53% of players recalled receiving a PlaySmart brochure and 77% recalled reading either a little or most of the brochure (with 57% stating they read 'most of it'). Based on players who read the brochure, 31% strongly agreed that it was clearly explained. This may perhaps be a reflection that the product brochure was seen as a little complex by players due to the wide functionality which PlaySmart offers.

Figure 24. PlaySmart user views on ease of signing-up to PlaySmart (N=36-91, November 2009)^a



a. Question - Using a scale from 1=strongly disagree to 5=strongly agree, how much do you agree or disagree with the following?
(Base: PlaySmart users for sign-up questions and users who read the brochure for the brochure questions)

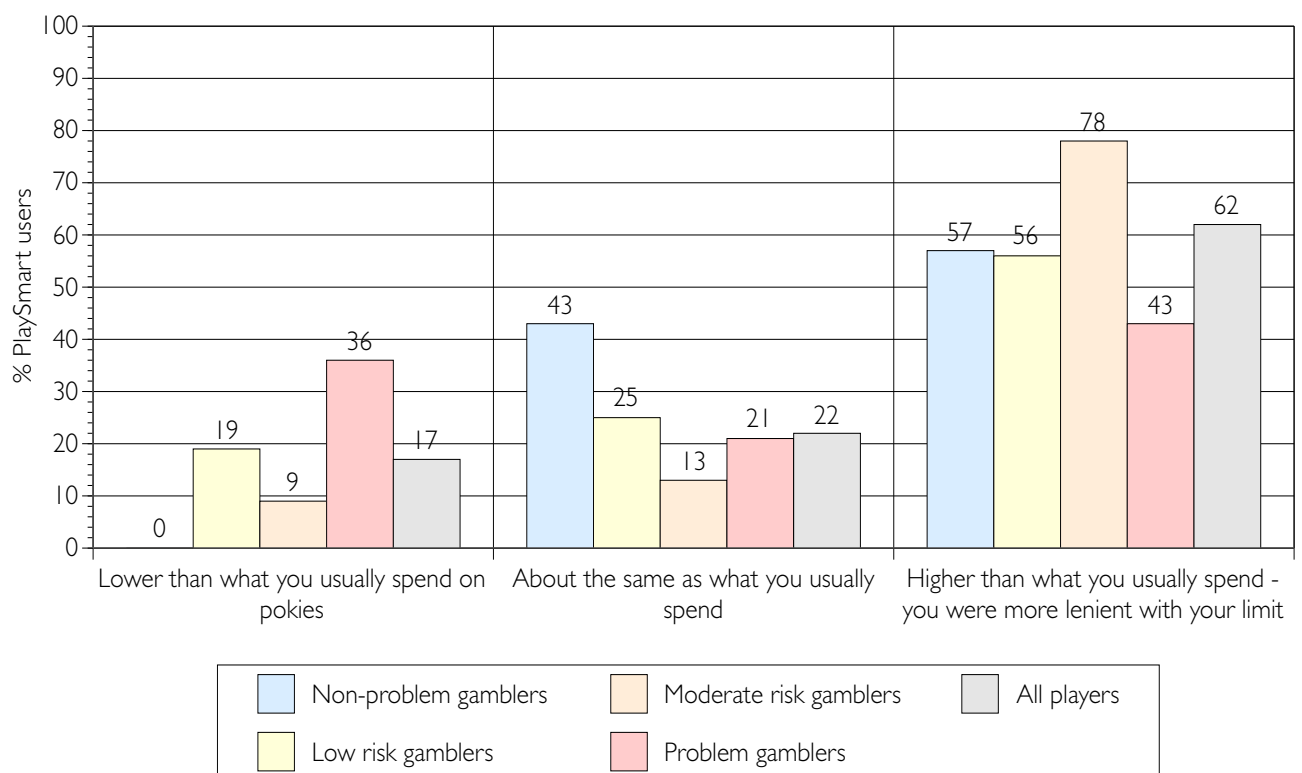
How limits were selected by players under PlaySmart

Whether spend limits were conservative

Whether spend limits were conservatively set by players or were set higher than typical gaming expenditure (based on self-report) is shown in Figure 25. Results seem to suggest that most players set a spend limit which is actually above what they usually spend, with 62% of players setting a higher than usual spend limit as part of PlaySmart. This may imply that a spend limit is not conceived as 'typical expenditure' by players (rather as a higher threshold or 'safety net').

While results comparing problem gamblers with non-problem gamblers were not statistically different, findings showed that moderate risk gamblers were significantly more likely to be lenient with their limits, compared to non-problem gamblers. This is interesting and may be linked with either a motivation to give 'flexibility' in spending or may be linked to motivation to accrue points during gaming (as points are not accrued following a breach of limits).

Figure 25. Player approach to selection of spend limits by PlaySmart users (N=91, November 2009)^a

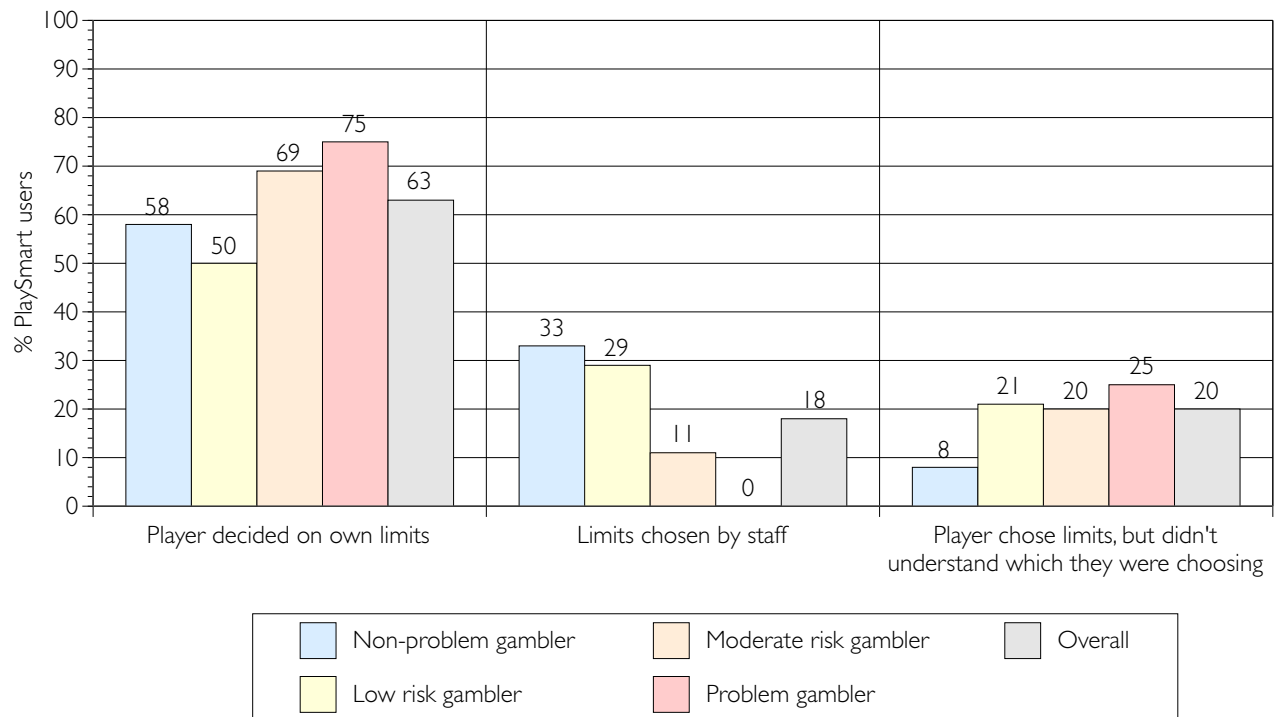


a. Question - Was this spend limit...? (anchors prompted) (Base: PlaySmart users)

Who programmed PlaySmart limits

PlaySmart user recollection of who actually selected the limits programmed on to their J Card as part of PlaySmart is shown in Figure 26. Findings showed that 18% of players had their limits chosen by staff and a further 20% reported not really understanding what they were choosing at the time. This may highlight some difficulty in the way information about PlaySmart was imparted from staff to players and potentially highlights further training issues for consideration. Motivations for staff choosing limits for players may also need to be considered (eg. quicker, easier for players, good customer service, staff theories that low limits may impact revenue).

Figure 26. Player recollection of who chose their PlaySmart limits (N=91, November 2009)^a



a. Question - While gaming venue staff programmed the PlaySmart limits onto your J Card, where these PlaySmart limits? (options prompted)
(Base: PlaySmart users)

Most important
type of limits
to players

PlaySmart user preferences for limits and the preferred basis for limits (eg. weekly, monthly etc.) are shown in Table 26. The most preferred type of limit for players was a daily limit (37%) and there was a strong preference for monetary limits (69%) over any other options. Compared to non-problem gamblers, findings also showed that monetary limits were much more preferred by problem gamblers ($p<.05$).

Table 26. PlaySmart user views about preferred types and basis of limits (N=91, November 2009)^a

Response options	% players by risk for problem gambling				
	Non-problem gambler (N=12)	Low risk gambler (N=28)	Moderate risk gambler (N=34)	Problem gambler (N=16)	Overall (N=91)
Most important type of limits					
Time limit	0	7	6	6	5
Break in play	25	18	17	6	16
Spending limit	50	68	69	88	69
None are important	25	7	9	0	9
Most important basis of limits					
Monthly limit	8	25	23	31	23
Fortnightly limit	17	14	26	13	19
Weekly limit	8	18	17	25	18
Daily limit	58	36	34	31	37
No limit	8	7	0	0	3

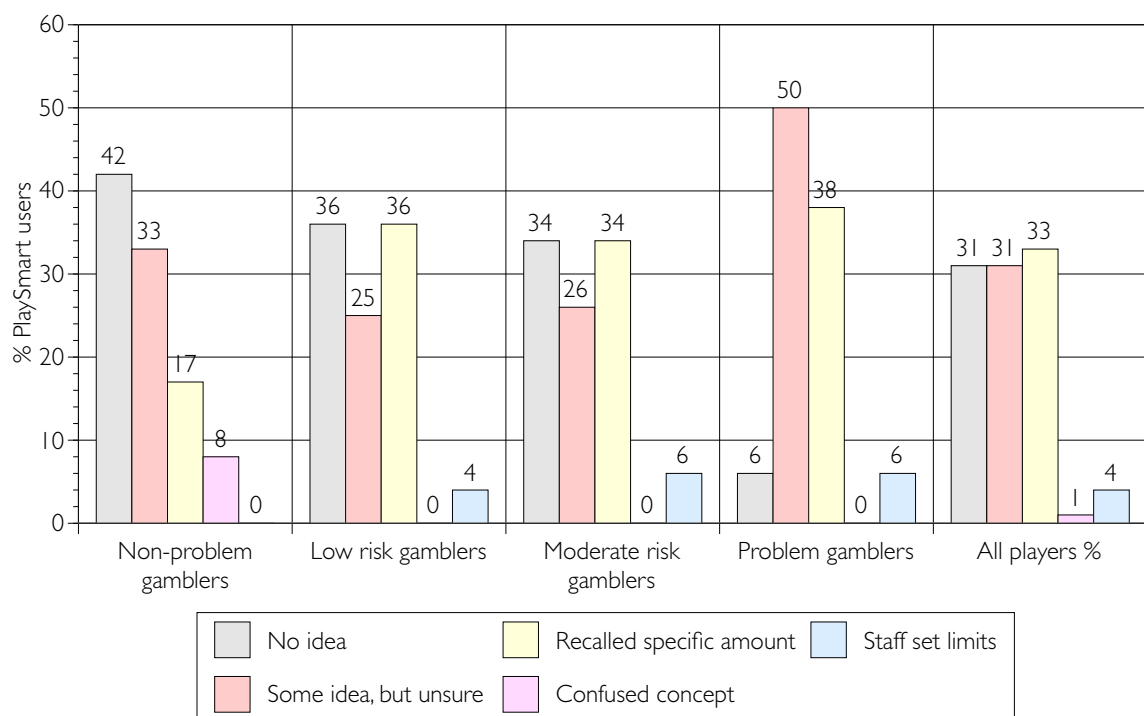
a. Question - Which is most useful to you for pokies play - To have a... (prompted options) For pokies player generally, which is most useful to you personally as a pokies player - Keeping to a (prompted options) (Base: PlaySmart users)

Recall of limits and settings set by PlaySmart users

Unprompted recall

Player recall of the limits and settings they set for PlaySmart (without interviewer prompting) is shown in Figure 27 and Table 27. As an unprompted awareness measure, this is a measure of the extent to which players had 'top-of-mind' awareness of their own limits and settings. As evident in results, a relatively small percentage of each risk segment was able to provide a specific amount representing the settings they selected at the time of filling out the application. A review of verbatims also shows the degree to which players were struggling to recall the limits they had set. Many players for instance recalled an amount, but couldn't remember the basis of the amount (eg. weekly, daily etc.).

Figure 27. Unprompted recall of limits/settings in PlaySmart by PlaySmart users (N=91, November 2009)^a



a. Question - Which types of limits and settings did you select for your pokies play through PlaySmart (unprompted) (Base: PlaySmart users)

Table 27. Unprompted recall of PlaySmart limits/settings (N=91, November 2009)

Risk segment	Unprompted recall of limits/settings by risk for problem gambling
Non-problem gamblers (N=12)	<p>No idea (x5)</p> <ul style="list-style-type: none"> <i>No idea (x5)</i> <p>Some idea, but unsure (x4)</p> <ul style="list-style-type: none"> <i>Signed-up months ago and can't recall exactly the money or time limits I set</i> <i>A money limit - no value noted (x2)</i> <i>I think it was \$100 a day</i> <p>Recalled a specific amount (x2)</p> <ul style="list-style-type: none"> <i>\$20 a day</i> <i>\$200 a day - But I reduced it to \$50 a day</i> <p>Confused (x1)</p> <ul style="list-style-type: none"> <i>Player confused with bet and poker machine denomination limits</i>
Low risk gamblers (N=28)	<p>No idea (x10)</p> <ul style="list-style-type: none"> <i>No idea (x7)</i> <i>Can't remember - signed-up three months ago</i> <i>Can't remember, signed-up a long time ago</i> <i>Don't remember</i> <p>Some idea, but unsure (x7)</p> <ul style="list-style-type: none"> <i>I can't remember but I think my limit was under \$20</i> <i>Money limit - no value noted (x2)</i> <i>Money - \$50 (I think - no setting noted)</i> <i>Money limit - \$1000 a day (not sure)</i> <i>Money limit - \$20 or \$50 a day</i> <i>Money limit - \$30 (no setting noted)</i> <p>Recalled a specific amount (x10)</p> <ul style="list-style-type: none"> <i>The money - \$100 a day</i> <i>The money - \$50 a day</i> <i>The money limit - \$15 a week</i> <i>The money limit - \$150 a fortnight</i> <i>The money limit - \$150 a week</i> <i>The money limit - \$20 a week</i> <i>The money limit - \$200 a day</i> <i>The money limit - \$200 a month</i> <i>The money limit - \$50 a week</i> <i>The money limit - \$500 a day</i> <p>Staff set limits (x1)</p> <ul style="list-style-type: none"> <i>The Manager put on the limits</i>

Table 27. Unprompted recall of PlaySmart limits/settings (N=91, November 2009)

Risk segment	Unprompted recall of limits/settings by risk for problem gambling
Moderate risk gamblers (N=35)	<p>No idea (x12)</p> <ul style="list-style-type: none"> <i>No idea (x5)</i> <i>Can't remember (x3)</i> <i>Filled out the forms 3-4 months ago and can't remember now</i> <i>Filled out the forms so long ago I can't remember</i> <i>Maybe an amount, can't remember</i> <i>Too long ago to remember</i> <p>Some idea, but unsure (x9)</p> <ul style="list-style-type: none"> <i>Money limit - no value noted (x3)</i> <i>An hour setting for a break</i> <i>A money setting with a daily setting</i> <i>The money limit - \$20 (no setting noted)</i> <i>Usually \$50 but I don't recall setting a limit</i> <i>Money limit - \$50 (no setting noted)</i> <i>Money limit - \$100 (no setting noted)</i> <p>Recalled a specific amount (x12)</p> <ul style="list-style-type: none"> <i>The money limit - \$50 a day</i> <i>The money limit - \$100 a day (x2)</i> <i>The money limit - \$200 a day (x2)</i> <i>The money limit - \$300 a day (x2)</i> <i>The money limit - \$100 a week</i> <i>The money limit - \$250 a month</i> <i>The money limit - \$500 a month (x2)</i> <i>The money limit - \$300 a week</i> <p>Staff set limits (x2)</p> <ul style="list-style-type: none"> <i>The Gaming Manager set the limits</i> <i>I didn't fill it out, the staff did</i>
Problem gamblers (N=16)	<p>No idea (x1)</p> <ul style="list-style-type: none"> <i>No idea</i> <p>Some idea, but unsure (x8)</p> <ul style="list-style-type: none"> <i>Money Limit - no value noted (x4)</i> <i>The money limit - \$500 (no setting noted)</i> <i>A monthly limit and a certain amount of hours. I can't remember it's too long ago</i> <i>Can't remember - think it was \$50 or \$100 - something reasonable. I think it was a fortnightly limit</i> <i>I think a maximum of \$200 in a sitting. I can't remember a weekly maximum</i> <p>Recalled a specific amount (x6)</p> <ul style="list-style-type: none"> <i>The money limit - \$1000 a week with 1 week cooling off notice</i> <i>The money limit - \$200 a day</i> <i>The money limit - \$50 a day</i> <i>The money limit - \$200 a month</i> <i>The money limit - \$30 a week</i> <i>The money limit - \$50 a fortnight and a notice to have a break</i> <p>Staff set limits (x1)</p> <ul style="list-style-type: none"> <i>I can't remember because they did it in the venue</i>

Prompted recall -
spend limit

Player recall of PlaySmart spend limits following prompting by interviewers is shown in Table 28. As shown, findings showed that 67% of respondents were able to recognise that they had indeed set a spend limit after prompting. While not statistically significant, it is interesting that problem gamblers appeared more likely to recall a spend limit than other risk segments.

Table 28. Whether players recalled a PlaySmart spend limit (after spend limit was prompted) (N=91, November 2009)^a

Whether players recalled a PlaySmart spend limit	% PlaySmart users by risk for problem gambling				
	Non-problem gamblers	Low risk gamblers	Moderate risk gamblers	Problem gamblers	All players %
Recalled a spend limit	67	57	71	75	67
Recalled no spend limit	17	36	26	13	25
Not sure/didn't know	17	7	3	13	8

a. Question - Did you have a PlaySmart spend limit programmed into your J Card? (Base: PlaySmart users)

Whether players correctly guessed their first PlaySmart expenditure limit (with reference to PlaySmart system data logs) is shown in Table 29. Overall findings showed that only 17% of players correctly guessed their first PlaySmart limit and the rest made incorrect guesses. A review of responses also showed that limits were significantly out and in most cases, just pure guesses (suggesting that most players had very little recall of the limits they set for play). Recall also seemed higher for problem gamblers, possibly a reflection of their greater involvement in gaming or in the selection of limits for play.

Table 29. Whether players correctly guessed their PlaySmart expenditure limits (N=91, November 2009)

Whether players correctly guessed their first PlaySmart expenditure limit ^a	% PlaySmart users by risk for problem gambling				
	Non-problem gambler	Low risk gambler	Moderate risk gambler	Problem gambler	All players %
Limit correct	8	18	9	38	17
Player close to correctly guessing limit	8	0	0	0	1
Limit incorrect	83	79	82	50	76
No limit, but recalled a specific amount	0	4	9	13	7

a. This also accounts for potential confusion between primary and secondary spend limits and any one correct was classified as correct. Quantitative prompted spend limits in survey was compared with actual limits.

Prompted recall -
time limit

Prompted player recall of time limits set in PlaySmart are shown in Table 30. According to player recall, 87% of players recall not opting for a time limit and 8% couldn't remember. Problem gamblers were also more likely to indicate that they had NOT set a time limit than non-problem gamblers ($p<.05$). Interestingly, when compared to actual system data, findings showed that not a single player was able to correctly guess the time limit they had placed on their PlaySmart card.

Table 30. Whether players recalled a PlaySmart time limit (after time limit was prompted) (N=91, November 2009)^a

Whether player recalled a time-based PlaySmart limit	% PlaySmart users by risk for problem gambling				
	Non-problem gambler	Low risk gambler	Moderate risk gambler	Problem gambler	All players %
Yes	17	0	6	6	5
No	67	93	89	88	87
Not sure/don't know	17	7	6	6	8

a. Question - Did you have a PlaySmart time limit programmed into your J Card? (Base: PlaySmart users)

Prompted recall -
break in play

Player recall of setting a break in play under PlaySmart is shown in Table 31. While not statistically significant, it is interesting to note the possibility that the at-risk groups (ie. low risk, moderate risk and problem gamblers) were more likely to not have a break-in-play programmed into PlaySmart. In addition, there was only one single player who claimed that a break-in-play was something new that they had tried as a result of using PlaySmart. This implied that other players were used to having a break-in-play as part of their regular gaming.

Actual comparison of the data with system data in PlaySmart also showed that only 3 players were able to correctly recall when their break-in-play triggered (although the session length was not rated, as this is arguably less important than realising when the break should trigger).

Table 31. Whether players recalled a PlaySmart break in play (after a break in play was prompted) (N=91, November 2009)^a

Whether player recalled a break-in-play in PlaySmart	% players by risk for problem gambling				
	Non-problem gambler	Low risk gambler	Moderate risk gambler	Problem gambler	All players
Had break in play	8	0	6	13	5
Did not have break in play	75	86	94	81	87
Not sure/don't know	17	14	0	6	8

a. Question - Did you have a PlaySmart break in play programmed into your J Card? (Base: PlaySmart users)

Setting of personalised reminder messages for limit message display

While 20% of the surveyed players recalled setting a personalised limit reminder message to display when limits are breached, only relatively few players were able to recall the specific reminder messages. Most of the reasons given for use of specific reminders seemed to relate to catching the player's attention in some way. Comedy, the use of a husband's name and even unusual words were all reported.

Examples of the rationale for different types of personalised reminder messages included:

- *You've reached your limit/Limit reached (self-explanatory)*
- *My husband's name - Something that scares me and takes me out of the zone*
- *Betty Boop (just like the name)*
- *Time to go home (x2) and Go Home (x2) - Because I've reached my limit and it's time to go home*
- *Go home [nickname] - Because it's my nickname*
- *Boo - it's unusual*
- *[Nickname] - it's how I look*
- *[Person's name] - STOP - It just alerts me not to spend anymore*
- *Take a break - So I could stop and have a coffee*

Perceived impact of PlaySmart on player behaviour

How PlaySmart influenced players - unprompted

The way PlaySmart was seen to influence player behaviour while playing pokies is shown in Table 32. This was based on unprompted responses by players (to avoid bias). Results are analysed by problem gambling risk segment. While non-problem and low risk gamblers perceived no influence of PlaySmart on their play behaviour, a reasonable proportion of both moderate risk and problem gamblers saw that PlaySmart had assisted their pokies play.

Around 23% of moderate risk gamblers reported improved adherence to limits and 14% reported greater awareness of expenditure. In comparison, 38% of problem gamblers reported improved expenditure awareness. It was apparent from one problem gambler's comments that embarrassment was also associated with 'reaching one's limit' - *If you use it correctly and you reach your limit, it could embarrass you, so you don't gamble so often.*

Table 32. Perceived impact of PlaySmart on player behaviour (N=91, November 2009)^a

Risk segment	How PlaySmart influenced pokies player
Non-problem gamblers (N=12)	<p>No impact (x2)</p> <ul style="list-style-type: none"> <i>It hasn't affected me because I've never reached my limit</i> <i>We only play with a certain amount so if we don't win, we go home</i> <p>Hasn't influenced play (x10)</p> <ul style="list-style-type: none"> <i>No influence at all (x10)</i>
Low risk gamblers (N=28)	<p>No impact (x28)</p> <ul style="list-style-type: none"> <i>It hasn't, because I never chase lost money</i> <i>Don't think it has</i> <i>It hasn't at all because I only go twice a month</i> <i>Not much, I'm not a big gambler</i> <i>I suppose I don't see the change because I don't overspend or try to chase my losses. But it can make people more aware. It's not talked about much at the moment, most people aren't aware of it, but I think it's a good thing</i> <i>I think it helps, only in the fact of the added excitement with getting extra points</i> <i>I'm not a big spender. It's just a little bit of fun. I feel that I would rather be in control than have someone else tell me what to do</i> <i>No influence at all (x21)</i>

Table 32. Perceived impact of PlaySmart on player behaviour (N=91, November 2009)^a

Risk segment	How PlaySmart influenced pokies player
Moderate risk gamblers (N=35)	<p>Helped adherence to limits (x8)</p> <ul style="list-style-type: none"> <i>Helped me keep to a limit</i> <i>Helps to control your spending when you're playing the pokies</i> <i>It holds you to a limit</i> <i>It made me more aware of when you have reached your money limit, to pack up and go home</i> <i>I put a \$50 limit on but it's rare I'll use the \$50. I think it's good when I do reach \$50, it lets me know</i> <i>I put a limit on myself. The girl put a limit of \$100 on my card, just in case. The girl said that \$100 was the minimum limit, but I'd never spend up to that amount</i> <i>In the back of your mind, you know it's there so you can play to budget</i> <i>It has helped me to determine it's time to go home and no more gambling for the night</i> <p>Greater awareness of expenditure (x5)</p> <ul style="list-style-type: none"> <i>I am probably more aware of what I'm spending</i> <i>More aware of the amount of money spent on playing the pokies</i> <i>It really makes you think more about the money you are spending on the pokies</i> <i>I know my spending limit and have never gone over it</i> <i>It makes me more aware of what I'm spending. I'm more conscious of what I'm spending when I'm cashing in a note or coins</i> <p>Greater control (x1)</p> <ul style="list-style-type: none"> <i>It allows me to have more control</i> <p>Unsure of impact (x1)</p> <ul style="list-style-type: none"> <i>I don't really know</i> <p>No impact (x20)</p> <ul style="list-style-type: none"> <i>No effect, I don't go over my limit</i> <i>I don't use it, I took it off my card. You could be there for two hours, go to the toilet, get a drink, have a smoke - everyone knows what you're doing. it makes you wait ten minutes</i> <i>No impact (x18)</i>

Table 32. Perceived impact of PlaySmart on player behaviour (N=91, November 2009)^a

Risk segment	How PlaySmart influenced pokies player
Problem gamblers (N=16)	<p>No impact (x4)</p> <ul style="list-style-type: none"> <i>It doesn't influence you at all</i> <i>Don't think it has at all because I only go twice a month</i> <i>Not very much because I don't use my card all the time</i> <i>It hasn't because I still play the pokies without the J Card when I've reached my limit</i> <p>Improved expenditure awareness (x6)</p> <ul style="list-style-type: none"> <i>It makes you think about what you are spending on the pokies</i> <i>Made me think about how much money I was actually spending</i> <i>It makes you realise how quickly you can go through money</i> <i>It influences me because I only have a certain amount of money to use and then I can't use the card</i> <i>It makes me keep within my limit, which is very good for me</i> <i>It makes me think about it twice, marginally reduced the amount I'm losing. I think my limit needs to be brought down, needs to be reassessed. There should be a program that re-visits people with a problem and provides more of a continued program for us</i> <p>Less spending (x1)</p> <ul style="list-style-type: none"> <i>I'm not spending as much money on the pokies as I used to</i> <p>Other (x2)</p> <ul style="list-style-type: none"> <i>If you use it correctly and you reach your limit, it could embarrass you, so you don't gamble so often</i> <i>It only has the ability to help me at the hotel, but if I go to another venue, I can get into a lot of strife with my spending</i> <p>Uncertain if it's working (x1)</p> <ul style="list-style-type: none"> <i>I don't know. I don't think it's on my card yet. I like the card because it builds up points and helps me think about the money I'm spending. It stops me spending too much as I don't want the light to go on</i> <p>No impact on play (x2)</p> <ul style="list-style-type: none"> <i>No impact at all (x2)</i>

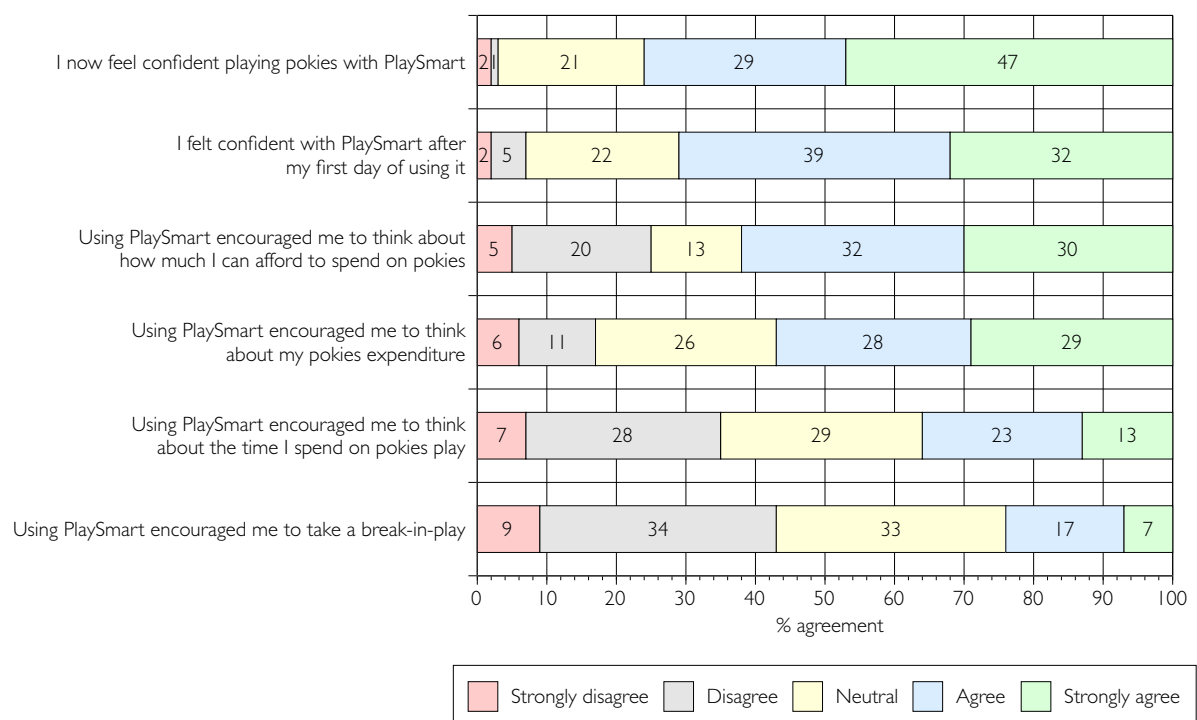
a. Question - If at all, how do you believe that PlaySmart has influenced the way you play pokies? (unprompted - probe effects) (Base: All PlaySmart users)

How PlaySmart influenced player cognition

PlaySmart user views about the use of PlaySmart and the way it influenced player thought processes are shown in Figure 28. Nine players who actually did not have PlaySmart turned-on (two never used PlaySmart and seven signed-up for PlaySmart, but data showed that staff did not enable the product) were excluded from the analysis. Findings showed that 47% of actual users strongly agreed that they felt confident playing pokies with PlaySmart and 32% strongly agreed that they felt confident on the first day of using it.

Based on strongly agree and agree ratings, about 62% of players also felt that they were encouraged to think about how much they could afford to spend and 57% were encouraged to think about their pokies expenditure more generally. Results showed, however, that thinking about time spent on pokies was less evident in players, nor was being encouraged to take a break during pokies play. It should be noted that this was not necessarily a reference to setting time limits or breaks-in-play in PlaySmart, but was more a general inquiry about the way PlaySmart influenced player thought processes.

Figure 28. PlaySmart user views on the use of PlaySmart (N=82, November 2009)^a



a. Question - Using a scale from 1=strongly disagree to 5=strongly agree, how much do you agree or disagree with the following? (Base: PlaySmart users who had PlaySmart turned-on and had used the product)

Results by risk for problem gambling are shown in Table 33. As shown, findings highlighted that low risk, moderate risk and problem gamblers were significantly more likely to report a higher tendency to think about their pokies expenditure using PlaySmart and problem and moderate risk gamblers were more likely to report being encouraged to think about how much they can afford to spend on pokies ($p<.05$). Other trends, however, while suggesting some possible differences, were not statistically significant.

Table 33. Player ratings associated with use of PlaySmart (N=82, November 2009)^a

Aspects of PlaySmart	Mean ratings (1=strongly disagree, 5=strongly agree)				
	Non-problem gamblers (N=12)	Low risk gamblers (N=24)	Moderate risk gamblers (N=32)	Problem gamblers (N=14)	All players (N=82)
I felt confident with PlaySmart after my first day of using it	3.6	4	4	4.1	3.9
I now feel confident playing pokies with PlaySmart	4.3	4.2	4.1	4	4.2
Using PlaySmart encouraged me to think about my pokies expenditure	2.9	3.5	3.8	4.2	3.6
Using PlaySmart encouraged me to think about the time I spend on pokies play	2.8	2.8	3.1	3.6	3
Using PlaySmart encouraged me to take a break-in-play	2.7	2.8	2.8	2.9	2.8
Using PlaySmart encouraged me to think about how much I can afford to spend on pokies	3	3.3	3.9	4.2	3.6

a. Question - Using a scale from 1=strongly disagree to 5=strongly agree, how much do you agree or disagree with the following? (Base: PlaySmart users who had PlaySmart turned-on)

As samples were extremely small, there was not sufficient data for meaningful analysis of players in different phases. However, for curiosity purposes, results relating to PlaySmart usage items by phase are shown in Table 34. This includes ratings for players who thought they had PlaySmart turned on (which was probably a staff training issue in venues), along with mean ratings for players in Phase 1 and Phase 2. Phase 1 players to recap were those who adopted precommitment without the incentive applied during Phase 2.

While caution should be applied in interpreting group trends, it is interesting that Phase 1 players reported a higher tendency than Phase 2 players to think about pokies expenditure following PlaySmart adoption. This may reflect their internal motivation to be careful with their gaming expenditure (and explain why they adopted PlaySmart prior to use of incentives).

Also noteworthy is that this trend was somewhat higher in players who thought they were using PlaySmart (this latter group also reported higher encouragement to think about how much they could afford to spend on pokies). This may represent a type of 'placebo' effect and may be due to player's self-monitoring their expenditure. However, such trends would need a larger sample to be considered more definitive.

Table 34. PlaySmart user views on the use of PlaySmart (N=7-70, November 2009)^a

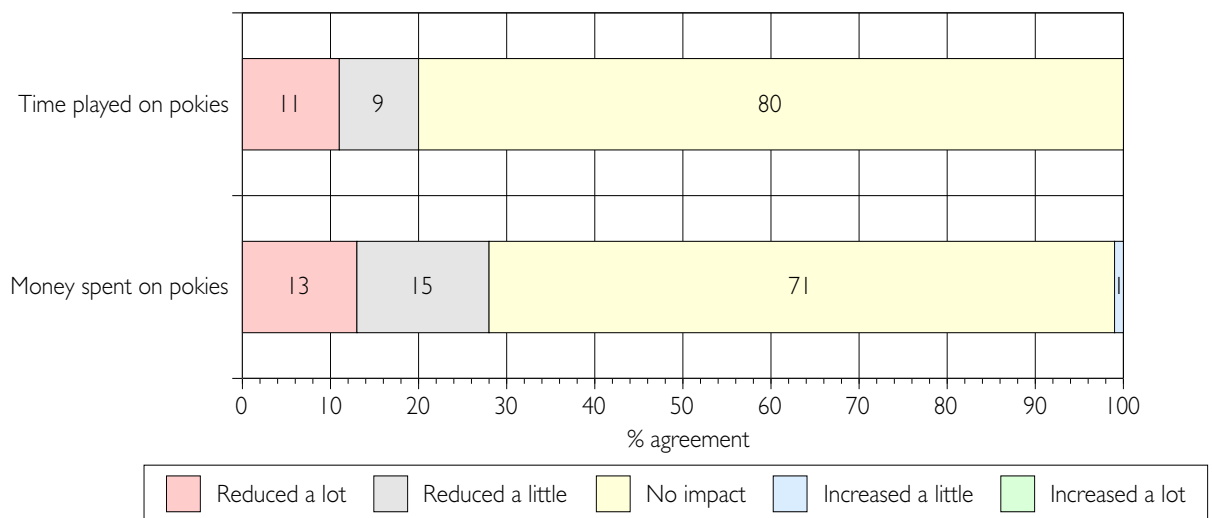
Aspects of PlaySmart	Mean ratings (1=strongly disagree, 5=strongly agree)		
	Phase 1 players (N=12)	Phase 2 players (N=70)	Players who thought they had PlaySmart (N=7)
I felt confident with PlaySmart after my first day of using it	3.7	4.0	4.0
I now feel confident playing pokies with PlaySmart	4.1	4.2	4.3
Using PlaySmart encouraged me to think about my pokies expenditure	4.0	3.6	4.1
Using PlaySmart encouraged me to think about the time I spend on pokies play	3.3	3.0	4.0
Using PlaySmart encouraged me to take a break-in-play	3.1	2.8	3.3
Using PlaySmart encouraged me to think about how much I can afford to spend on pokies	3.5	3.7	4.6

a. Question - Using a scale from 1=strongly disagree to 5=strongly agree, how much do you agree or disagree with the following? (Base: PlaySmart users who had PlaySmart turned-on/thought PlaySmart was turned on)

How PlaySmart impacted time/money spent - self-reported

Player perceptions of the impact of PlaySmart on the time and money they spent on the pokies are in Figure 29. It should be remembered at this point, that players may be more cognisant of their limits when using PlaySmart, even in spite of receiving no reminders. Players may be of the view that they had made their own 'psychological contract' (ie. to keep to limits). As shown, the overall trend was for players to generally report no impact on the time spent on play or pokies spending (respectively mentioned by 80% and 71% of players). There was a slightly higher trend for money, however, compared to time spent on play.

Figure 29. How players reported PlaySmart impacting on the time/money they spent on pokies (self-reported) (N=82, November 2009)^a



a. Question - To what degree do you believe that using PlaySmart affected the total money/time spent on pokies?
(Base: PlaySmart users who had PlaySmart turned-on)

Results presented by risk for problem gambling showed some interesting trends (Table 35). Results showed that, compared to non-problem gamblers, problem gamblers were significantly more likely to self-report that PlaySmart had reduced the money they had spent on the pokies (but the result for time was not significant) ($p < .05$). This may point to some value of precommitment to people experiencing problems with gambling.

Table 35. Impact of pokies on time/money spent on pokies (self-reported) (N=82, November 2009)^a

Impact	Mean impact of PlaySmart on time/money spent (self-reported) (1=reduce time/money a lot, 3=no impact, 5=increased time/money a lot)				
	Non-problem gamblers (N=12)	Low risk gamblers (N=24)	Moderate risk gamblers (N=32)	Problem gamblers (N=14)	All players (N=82)
Impact on money spent on pokies	2.9	2.9	2.6	1.9	2.6
Impact on time spent playing pokies	2.8	3.0	2.6	2.4	2.7

a. Question - To what degree do you believe that using PlaySmart affected the total money/time spent on pokies?
(Base: PlaySmart users who had PlaySmart turned-on/thought they had PlaySmart turned on)

Again for interest only, results are presented for Phase 1 and Phase 2 players, plus players who thought they had PlaySmart (but didn't have it turned on) (Table 36). Possibly reflecting the value of a psychological contract, players who thought they had PlaySmart, yet did not have it turned on, reported that PlaySmart reduced their spending more than the other groups. However, such results should be interpreted with caution, given the small sample.

Table 36. Impact of pokies on time/money spent on pokies (self-reported)
(N=89, November 2009)^a

Impact	Mean impact of PlaySmart on time/money spent (self-reported) (1=reduce time/money at a lot, 3=no impact, 5=increased time/money a lot)		
	Phase 1 players (N=12)	Phase 2 players (N=70)	Players who thought they had PlaySmart (N=7)
Impact on money spent on pokies	2.6	2.6	2.1
Impact on time spent playing pokies	2.7	2.7	2.7

a. Question - To what degree do you believe that using PlaySmart affected the total money/time spent on pokies? (Base: PlaySmart users who had PlaySmart turned-on)

Player experience with PlaySmart reminder messages

Player recollection of receiving reminder messages

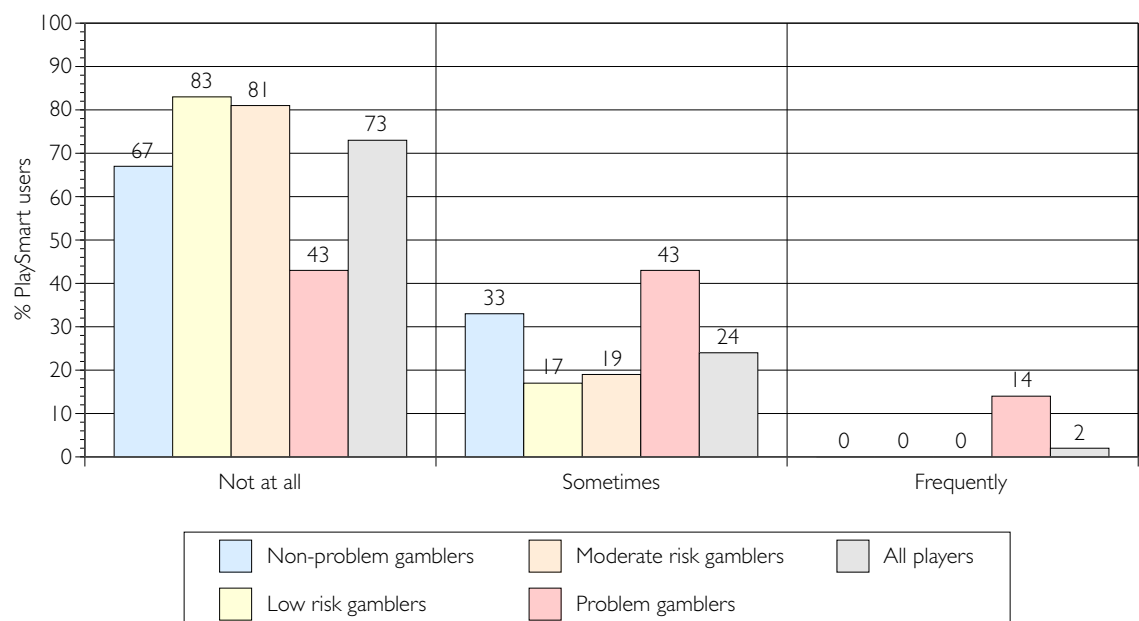
Players who exceeded any of their defined limits under PlaySmart received a reminder message on the card reader screen. Progress reminders at the 50% and 75% mark were also provided. As part of the study, players were asked whether they recalled receiving any reminder messages during use of PlaySmart (ie. any reminder including progress reminders and the final limit exceeded reminder). Findings are in Figure 30.

Very few players actually recalled receiving PlaySmart reminder messages (only 26% of surveyed players). While not statistically significant, recollection of receipt of reminders appeared somewhat higher for problem gamblers. This may also be because such segments appeared to be more likely to set gambling spend limits under PlaySmart.

Unfortunately, system data only provided data on limit exceeded reminders received by players and not progress limit reminders (ie. at the 50% and 75% mark). It was not possible to reliably ascertain whether players who claimed not to receive any reminders actually did not receive any reminders at all (However, qualitative feedback from some players suggests that messages were reasonably easy to notice, but some felt that message display was too quick).

System data also showed that 70% of players did not trigger a break-in-play reminder; 64% did not trigger a spend limit reminder and 96% did not trigger a time limit reminder (based on only players who set those respective limits).

Figure 30. PlaySmart user recollection of receipt of reminder messages in PlaySmart (N=82, November 2009)^a



a. Question - Did you receive any reminder messages during use of PlaySmart - these appear on the screen where you insert your J Card (Base: PlaySmart users who had PlaySmart turned-on)

Specific reminder messages recalled by players

While only a very small proportion of players were able to provide an indication of the types of reminder messages received, the specific reminders recalled are shown in Table 37. Most players (68%) recalled receiving a spend limit breach.

Table 37. Recall of specific types of reminder messages by PlaySmart users (N=22, November 2009)^a

Were these reminder messages notifying player of...	% players by risk for problem gambling				
	Non-problem gambler (N=4)	Low risk gambler (N=4)	Moderate risk gambler (N=6)	Problem gambler (N=8)	All players (N=22)
Spend limit	50	25	83	88	68
Break-in-play	0	25	0	0	5
Play time limit	50	0	17	0	14
You don't recall	0	50	0	0	9
Money limit and break in play	0	0	0	13	5

a. Question - Were these reminders notifying you of reaching a...? (prompt)

Impact of spend reminder messages

Only the players who recalled receiving spend reminder messages were able to recall the impact of the reminders on their behaviour (Table 38). Other players receiving time limit reminder messages or break-in-play reminder messages, in contrast, could not recall whether they continued to play after the reminder. This could point to gambling spend limits being potentially a more salient type of limit for players.

While results are based on extremely small samples, it is worth noting that only two of the eight problem gamblers continued playing after reaching the spend limit and that five actually reported stopping playing following the spend limit reminder message.

A few notes made by interviewers during this question showed that one player reported using a friend's card after the reminder message (*I just continued playing but with a friend's play card*) and another reported playing for only a short time after the reminder message (*Played for a few minutes, then went home*).

Table 38. Player recall of what they did following receipt of spend limit reminder messages (N=16, November 2009)^a

What player did on receiving spend limit reminder messages (recall only)	% players by risk for problem gambling				
	Non-problem gamblers (N=2)	Low risk gamblers (N=1)	Moderate risk gamblers (N=5)	Problem gamblers (N=8)	All players (N=16)
Actually stopped playing pokies for the day	50	100	60	63	63
Thought about stopping, but continued playing	0	0	20	13	13
Just continued playing	50	0	20	25	25

a. Question - When you received the reminder message relating to your spend limit, did you...? (options prompted)
(Base: PlaySmart users who recalled receiving a spend limit and were able to remember their behaviour)

Ease of seeing and hearing beeps associated with reminder messages

Ease of seeing reminder messages

Findings showing player views about the ease of seeing the messages on the J Card reader screen are presented in Table 39. The concept of reminder messages was clearly explained to survey participants to ensure that players understood that this was a reference to messaging on the card reader screen (which was typically adjacent to the EGM).

A total of 54% of players reported not seeing any reminder messages appear on the J Card reader (ie. could not recall seeing a limit exceeded reminder or any of the progress reminders at the 50% and 75% mark of player limits).

It should be noted that this data is only attitudinal and cannot be reliably compared with system data, as the system did not log the occurrence of progress reminders (Also refer Figure 42 for the actual percent of players receiving no reminders based on system data). This question was primarily to determine whether players had noticed messaging of any sort on the J Card reader screen.

Table 39. Ease of seeing the PlaySmart reminder messages on the J Card reader screen (N=87, November 2009)^a

How easy or difficult was it to see the messages on the J Card reader screen	% players
Very easy	15
Easy	28
Difficult	3
Very difficult	0
Never saw it	54

a. Question - How easy or difficult was it to SEE the reminder message on the J Card reader? (prompt) (Base: PlaySmart users)

Ease of hearing reminder message beep

The ease of hearing the beep associated with the display of messages on the J Card screen is presented in Table 40. A total of 63% of PlaySmart users reported never hearing the beep.

It is once again difficult to know which players were exposed to any reminder 'beeps' during play, as only limit exceeded reminders and not progress reminders (which were both audible and visible) were logged in system data (Once again refer Figure 42 for further detail).

Table 40. Ease of hearing the beep associated with display of the PlaySmart reminder messages on the J Card reader screen (N=87, November 2009)^a

How easy or difficult was it to hear the beep associated with the display of messages on the J Card reader screen	% players
Very easy	8
Easy	24
Difficult	3
Very difficult	1
Never heard the beep	63

a. Question - How easy or difficult was it to HEAR the beep associated with the reminder message when it occurred? (prompt) (Base: PlaySmart users)

Player thoughts about increasing limits during PlaySmart use

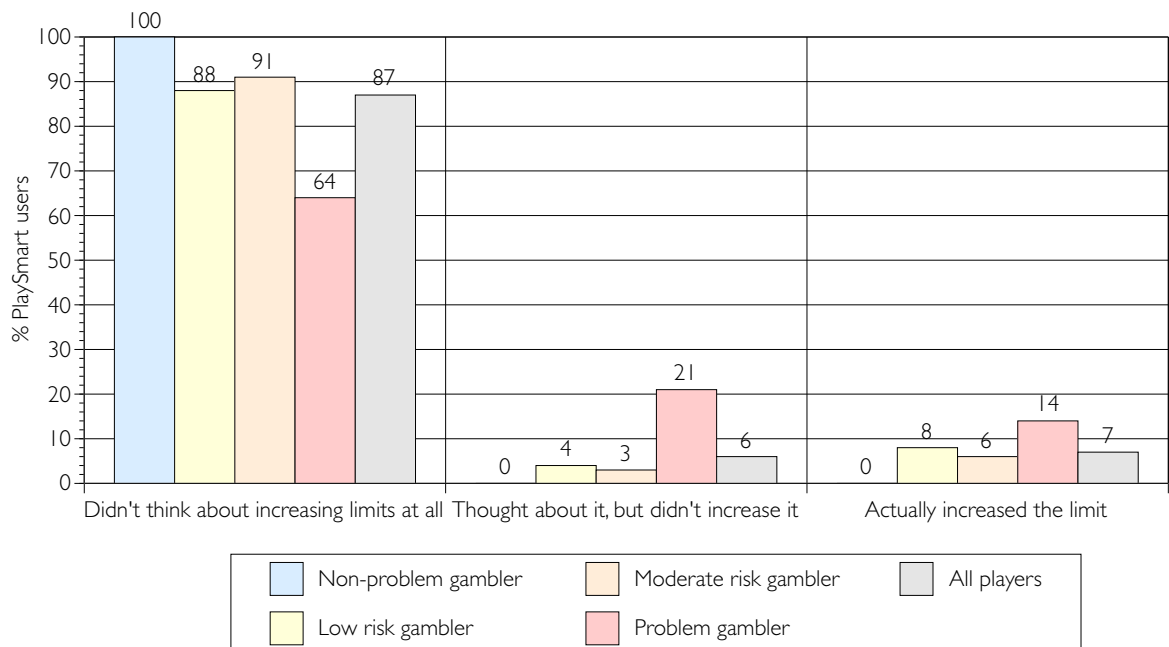
Thoughts about increasing limits

Whether players considered increasing their limit or actually reported increasing their limit is presented in Figure 31. Interestingly, most segments did not think about increasing limits at all. While trends were not statistically significant, it is interesting to note the slightly higher proportion of problem gamblers who both thought about increasing their limit or actually increased their limit.

As there were only six players able to recall why they had either increased their limit or thought about increasing their limit, trends were difficult to analyse. However, three said that their limits were set too low or conservative, two wanted to spend more time on play and one wanted to spend more money.

Another player made comment that *The staff in the pub just took it off - I'm not sure why* and several others reiterated that they didn't know what their limit was in the first place.

Figure 31. PlaySmart user recollection of thinking about or actually increasing their limits in PlaySmart (N=82, November 2009)^a



a. Question - Did you increase your PlaySmart limits at any point or think about increasing them?
(Base: PlaySmart users who had PlaySmart turned-on)

Design enhancements and potential refinements to PlaySmart

Technical issues reported

No players were able to identify any technical problems or issues with PlaySmart. However, three players believed that they did not receive any points after PlaySmart had been activated and were not aware that points were not awarded when they reached their limits. One further player raised the issue that pressing collect during play (ie. taking money from the credit meter) and continuing to play can lead players to effectively exceed their limit. This may be due to such players not being aware that wins effectively extend player limits.

Possible design enhancements

While most players were happy with the design of PlaySmart, the following design refinements were suggested by players (Table 41). There were comments from some players about needing to clarify how winnings are handled in PlaySmart (ie. whether they count towards limits or otherwise), as this tended to confuse some players (PlaySmart counts winnings towards player limits, so if money is won, this increases the money which can be spent before reminders are displayed).

Table 41. Types of improvements suggested by PlaySmart users (N=26, November 2009)^a

Type of improvement	Description of improvement
Shut down EGMs (not physically possible in South Australia)	<ul style="list-style-type: none"> When the limit has been reached, have the poker machine shut down and let the staff know that your limit has been reached and not let you gamble anymore that night Once you reached your limit, the machine should lock down so they can't gamble anymore. And, also lock down any other machine they try to gamble on I don't think they can make this work unless they can shut down the machine. It is really useless from the start
More effective warnings	<ul style="list-style-type: none"> A stronger response on J Card readers for problem gamblers once they've reached their limit - which requires that they respond, that they realise how much money they have gambled Hopefully more forceful messages to make people take a break in play
More information on signing-up to PlaySmart	<ul style="list-style-type: none"> We could have more information when signing up for PlaySmart
Increase uptake	<ul style="list-style-type: none"> Try and get more people to do it.
Measure to stop players from just playing without cards	<ul style="list-style-type: none"> If they could do something to stop people from just taking their card out - they can keep spending any money they want to. Once they reached their limit, staff could be notified and prevent them from playing
Limit bet amounts	<ul style="list-style-type: none"> There should be a limit on the amount bet - ie. the credits. It means a gambler could not go onto a \$1 machine. There should be notes that come in the mail that support changing your limit
Compulsory cards for gaming	<ul style="list-style-type: none"> The poker machine won't operate without the J Card being inserted Make it compulsory that players must insert their J Card and if they don't, the poker machine won't work. Problem gamblers could always use their friends J Card to bypass any limits and checks It's OK the way it is, but one improvement could be not being able to use a poker machine without a PlaySmart card being inserted It should be made compulsory that, if you want to play the pokies, the PlaySmart card must be used. And if you go over your limit, then no poker machine will work with your card for the rest of that day I don't know how you come around people just pulling their card out and gambling without it. If they were re-designing it this issue needs to be addressed I actually think it is a waste of time, because they can pull the card out once they have reached their spend limit and keep gambling Everybody should have a PlaySmart card with at least a money limit and also make sure the poker machines don't work if the PlaySmart card hasn't been inserted
Card reading issues	<ul style="list-style-type: none"> Sometimes you have a problem with some machines not being able to read the card
Raise awareness of breaks in play	<ul style="list-style-type: none"> Reminders that there are other aspects to the card - like taking breaks every hour

Table 41. Types of improvements suggested by PlaySmart users (N=26, November 2009)^a

Type of improvement	Description of improvement
Clarify handling of winnings	<ul style="list-style-type: none"> Problem with PlaySmart: It doesn't discount the winnings from your money limit - eg. if you have a \$500 limit and win a \$30 jackpot, the card doesn't remind you that you've reached your limit until you've gone though your winnings plus your daily limit Need to clarify and inform people how the card differentiates between spending and wins. This will impact limits - eg. a win of \$80 and keep playing with \$40 of the win, is that going to be counted as part of the \$50 limit?
Lower money limits to assist problem gamblers	<ul style="list-style-type: none"> More strict control to make money limits lower to maybe be able to control the spending of some problem gamblers
Limit on venues	<ul style="list-style-type: none"> It should be programmed to stop gamblers going from venue to venue
Message on EGM rather than reader	<ul style="list-style-type: none"> It has a little beeper on it - perhaps a message on the machine rather than the reader, the reader is hard to read. This would make you stop and think about it. I think a short message should be put on or near the machine to warn people
Add responsible gambling messaging	<ul style="list-style-type: none"> I seriously doubt whether it would. It hasn't really affected me because I can't see the benefits. A message - 'Have you paid your bills yet?' would help
Player privacy regarding activity statements	<ul style="list-style-type: none"> I don't think it will work because they will up their limit or go somewhere else. I'm concerned about staff being able to view player activity statements. Staff can be very judgemental
Points awarded even after limit breach	<ul style="list-style-type: none"> Give out points when your limit has been reached

a. Question - How do you believe that the design of PlaySmart could be further improved? (Base: PlaySmart users)

Types of information to assist in the setting of limits

While most players found it difficult to identify information to assist in the setting of limits, a range of suggestions were provided. Interestingly, paying bills first and raising awareness of common household expenses featured heavily in player suggestions, along with the tip to spend a certain percent of income (such as 5% or up to 25% of weekly incomes as a maximum).

Illustrative suggestions made by players included:

- After all bills have been paid and food bought, then you could gamble money that was left
- Examples of other people's situations and limits
- Gamble no more than 5% of your weekly income
- If it said make sure to think about the household budget. Some type of indicator of all the types of bills you have to pay because you might have forgotten one
- If you have \$50 pocket money for a week, you shouldn't spend anymore than \$20 a week
- If you're a pensioner, you wouldn't want to go more than \$50, so you have money for bills and food. Examples of different expenses for different people to help them work out what they can afford to spend so they don't get into trouble
- Should have the message - 'Have you paid your bills yet?'
- Look at what money you have left over after paying all of your bills and spend a quarter of it
- Make sure all bills are paid and what is left only spend half of that on gambling
- Maybe a checklist of the normal expenses, like bills that have to be paid. Perhaps someone to sit down with people and work this out with them. Perhaps for 1/2 a day per month to talk to people who have a concern, the one's spending what they can't afford
- Only spend a quarter of your income/weekly income (x2)
- Pay all your bills first and then gamble 20% of what's left
- Pay bills first, and if anything is left, maybe you could gamble 10% of what was left
- Something to help them calculate maybe 5% of their earnings
- Whatever is left over from your wages after paying bills and groceries

Future directions for precommitment from a player viewpoint

Whether pokies limits should be compulsory

PlaySmart user views on whether pokies limits should be compulsory or optional for pokies play are shown in Table 42. While differences were not statistically significant, it is interesting to note that 50% of problem gamblers believed that limits should be compulsory, compared to only 17% of non-problem gamblers.

Table 42. Whether pokies limits should be compulsory or optional according to PlaySmart users (N=90, November 2009)^a

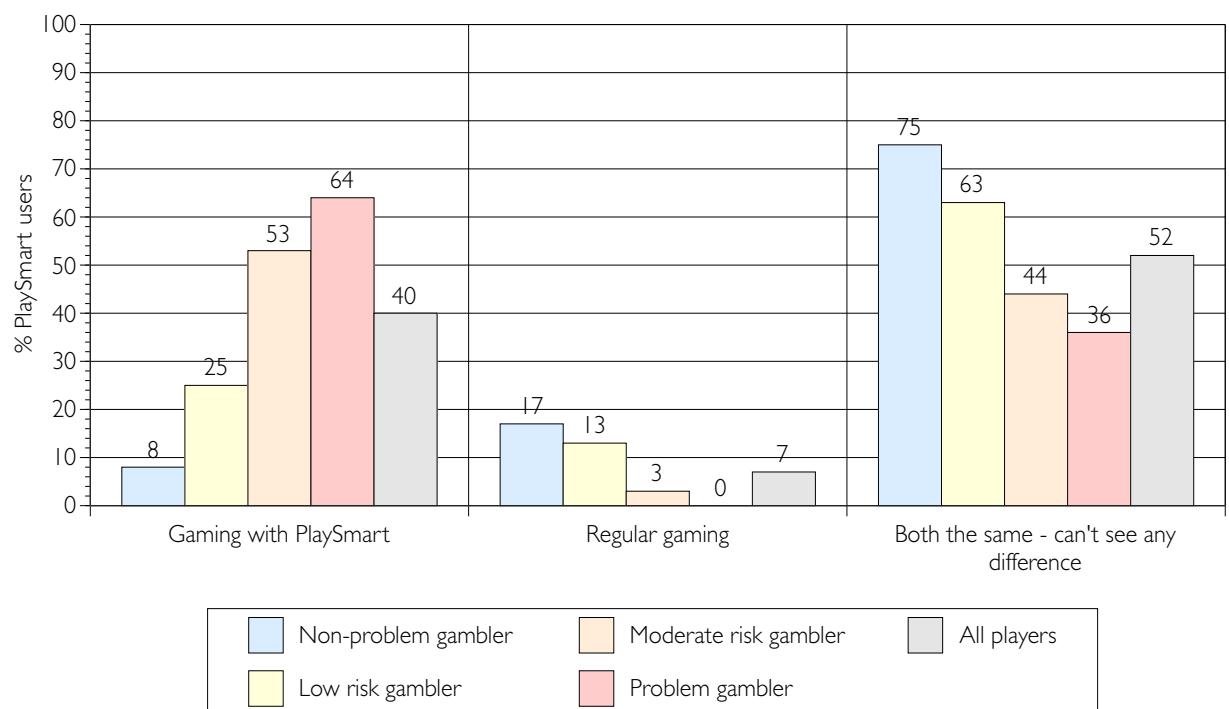
Whether pokies players should be required to set limits on their play	% players				
	Non-problem gambler (N=12)	Low risk gambler (N=28)	Moderate risk gambler (N=34)	Problem gambler (N=16)	Overall (N=90)
Should be compulsory	17	25	26	50	29
Should be optional	75	64	57	44	59
No view either way	8	11	17	6	12

a. Question - To what degree, do you believe that players should be required to set limits on their pokies play?
(Base: PlaySmart users)

Player preferences

Player views on the type of gaming they find easier for the monitoring of their gaming expenditure are shown in Figure 32. Problem gamblers and moderate risk gamblers were both more likely to have a preference for PlaySmart compared to non-problem gamblers and were also less likely to say that it doesn't make any difference ($p<.05$). This suggests that the higher risk segments do see some benefit in PlaySmart based on reported preferences.

Figure 32. Player preference for PlaySmart over regular gaming (N=82, November 2009)^a



a. Question - Which do you believe makes it easier to keep track of and monitor your pokies spending? (options prompted)
(Base: PlaySmart users with PlaySmart turned-on)

PlaySmart user demographics

The age profile of players completing the PlaySmart study by Phase is shown in Table 43.

Table 43. Age profile of players by Phase participating in the PlaySmart study (N=82, November 2009)^a

Survey	18-24yrs (N=2)	25-34yrs (N=2)	35-44yrs (N=5)	45-54yrs (N=23)	55-64yrs (N=25)	65-74yrs (N=13)	75yrs and older (N=12)
Phase 1	0	0	0	25	42	8	25
Phase 2	3	3	7	29	29	17	13
Both phases	2	2	6	28	30	16	15

a. Question - What is your age? (Base: PlaySmart users with PlaySmart turned-on)

The age of players by gender and risk segment is shown in Table 44.

Table 44. Age and gender profile of players by risk for problem gambling participating in the PlaySmart study (N=82, November 2009)^a

Age	Non-problem gamblers %		Low risk gamblers %		Moderate risk gamblers %		Problem gamblers %		By gender %		All players %
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
18-24yrs	0	0	0	5	0	4	0	0	0	3	2
25-34yrs	0	0	0	0	0	0	0	18	0	3	2
35-44yrs	0	14	0	0	0	12	0	9	0	8	6
45-54yrs	0	29	0	26	33	35	67	27	21	30	28
55-64yrs	20	14	20	21	50	35	33	45	32	30	30
65-74yrs	40	14	60	21	0	12	0	0	26	13	16
75yrs and older	40	29	20	26	17	4	0	0	21	13	15
TOTALS	42	58	21	79	19	81	21	79	23	77	
Risk segment (%)	15%		29%		39%		17%		TOTALS		

a. Question - What is your age/gender? Plus completion of the Problem Gambling Severity Index (Base: PlaySmart users with PlaySmart turned-on)

Gambling activities of players in the PlaySmart study in the past year are shown in Table 45.

Table 45. Gambling by PlaySmart users in the past 12mths by risk for problem gambling (N=82, November 2009)^a

Past 12mth activities	% players				
	Non-problem gamblers (N=12)	Low risk gamblers (N=24)	Moderate risk gamblers (N=32)	Problem gamblers (N=14)	All players (N=82)
EGMs	100	100	100	100	100
Lotto/other lottery games like Powerball, Pools, Super 66	90	75	86	67	80
Instant scratch tickets	40	20	61	58	46
Bet on horses/greyhounds - excluding sweeps	30	30	29	50	33
Played Keno	10	35	68	58	49
Played table games at a casino - Blackjack or Roulette	10	0	0	0	1
Played games like cards or mah-jong privately for money	30	5	0	0	6
Bet on a sporting event like football, cricket or tennis	0	5	7	8	6
Played bingo at a club or hall	20	10	7	17	11
Gambled on the internet	0	0	0	0	0
Gambled via Pay TV	0	0	0	0	0
Any other gambling activity - excluding raffles/sweeps	0	0	0	0	0

a. Question - Which of the following gambling activities have you played in the past 12 months? Plus completion of the Problem Gambling Severity Index (Base: PlaySmart users with PlaySmart turned-on)

Findings relating to usability testing of PlaySmart

As part of the evaluation, N=7 x 1 hour usability tests were undertaken one-on-one with poker machines players to assess the effectiveness of PlaySmart product and early user-experience. Players were non-users of PlaySmart to prevent familiarity with PlaySmart and were regular poker machine players at a suburban venue where PlaySmart was installed. Test cards were used to conduct testing and players were demonstrated features of PlaySmart and were asked to sign-up to PlaySmart on a 'pretend' basis (including completion of pretend application forms).

For ethical reasons, players were not asked to spend their own money during the demonstration of PlaySmart and reminder messages were demonstrated in the context of usability testing by the usability tester. This included the setting of reminder messages to display at a minimum of \$1-2 expenditure and seating of players at the EGM to demonstrate these product features.

Participants taking part in the usability testing sessions were provided a shopping voucher as an incentive to participate. A range of ages were included. This included a male - 75 years or over (N=1), a male - 25-34yrs (N=1) and females 18-24 years (N=2), 35-44 years (N=1), 45-54 years (N=1) and 65-74 years (N=1).

The Independent Gambling Authority of South Australia provided an exemption from the inducements clause of the Responsible Gambling Codes of Practice to permit use of shopping vouchers to support this research.

It should be noted that this is not intended to be a comprehensive usability test of PlaySmart as a product and has only been undertaken to understand the early player sign-up and usage experiences.

Within this context, the current section of the report summarises key findings of usability testing and is structured in line with the following headings:

- First impressions of PlaySmart from a player perspective
- Basic player understanding of PlaySmart
- Player completion of the PlaySmart application form
- Player feedback on other features of PlaySmart

First impressions of PlaySmart from a player perspective

Meaning of 'PlaySmart'

As part of usability testing, players were asked to state their thoughts when they first heard the name PlaySmart. No players taking part in usability testing had prior knowledge of the nature or purpose of PlaySmart. Findings showed that players automatically associated the product name with the need to gamble responsibly and to take care with gambling expenditure. There was similarly a strong association between PlaySmart and the setting of gambling limits.

Illustrative comments included:

- *It seems to say don't go overboard and spend too much money, spend what you can afford, don't go stupid. Don't get addicted to it, be sensible with the pokies*
- *I've been gambling since I was a kid. So to PlaySmart, you've got to know your limits. There's 1001 tipsters, so you shouldn't be a fool and get tripped up by it all*
- *To make sure you keep to a limit*
- *It has no meaning at all. Is it a new system to control your spending?*
- *Playing games smarter than normally*
- *It sounds like some Keno thing. I don't relate to gambling as smart*
- *It must mean you need to gamble wisely*

First impressions of PlaySmart

Players were asked to read the PlaySmart product brochure and to provide their top-of-mind impressions of PlaySmart as a product. To ensure that players were encouraged to concentrate on the brochure, they were told they would be asked several questions about the product and left alone for several minutes (to allow player concentration).

After reading the PlaySmart brochure, a range of first impressions were provided by players. Interestingly, a smoker immediately saw a 'break in play' as being convenient for smoking, although the player also recognised the value of other product limits. Three of the seven players also made comments to suggest that they were a little overwhelmed by the amount of information in the product brochure (one person was also over-whelmed in a positive way).

Comments included:

- *I see it gives 5 minutes on a break. Usually it gives 3 minutes. I see that as an advantage as I'm a smoker. It's good as it sets limits for you to stop spending too much money. Time can be set as well. That's important so you know how much time you're in each session. Gee, there's a lot of information there*
- *I just set my own limits. It triggers your thoughts about spending. I come here for entertainment and relaxation. I can manage myself. Everyone should keep themselves under control. Boy, it's a bit heavy going in places*
- *It's not complicated, but people may not like it. I convert it back to pounds although I've been here for 40yrs. Mainly because people have to nominate what they're going to spend*
- *It's about limits and you sit people at EGM's to target a certain spending level on it*
- *It just seems like an intelligent card that prevents people from going over the limit. My mum 10 year ago could have used it and we could have used it (reference to an association with problem gambling)*
- *A way to help people with gambling problems. It's a sneaky way to keep people playing and still keeping a company free of responsibilities*
- *It seems very complex. There's so many things to do. It's like - wow, positive! The brochure is very informative though*

Perceived benefits of PlaySmart

Players were asked to state what they perceived as the key benefit of PlaySmart to pokies players. While three players saw the product as having some benefits, four of the seven players saw that the product was more for people who needed improved control during gambling, rather than for themselves personally. Two players, however, saw some personal benefits.

Comments highlighting perceived benefits included:

- *I think it's more for bad gamblers. Mainly the limits and the 5 minute break. Three minutes is too short for a smoko, loo trip and a drink*
- *I can't see many benefits for me. I just leave. I think that if people can't control themselves, then it would be OK*
- *I think it would be a benefit, as it would help me limit what I spend*
- *It's only a benefit to problem gamblers. Not me as I have a limit - \$50*
- *You don't over gamble and stay in your boundaries. Good for people who are addicted*
- *Knowing when you're going out of budget and staying within budget. The information is private and not made public. The code word is good - it saves people from embarrassment*
- *The information is a benefit, like setting hints, periods for time and you can change your limits. It's like setting text messages. I could see it being of some benefit*

Motivations and needs of people who would see benefit in PlaySmart

When asked about the motivations and needs of people who would see benefit in PlaySmart, six out of seven players described the product as offering most benefit to problem gamblers or people who tended to need improved control over expenditure during gambling. In contrast, only one player saw the product as having application for any general EGM player and did not associate the product with problem gambling. This highlights that players tend to associate limits with problem gambling, rather than general pokies play.

Comments included:

- *Someone like a bad gambler. Like my brother, he gambled away four houses*
- *People that overdo it, not general players. They're mainly pensioners who use it. They bet low*
- *Big gamblers who are younger. Although I don't think young ones would do it as they play too big - \$5 a spin*
- *Problem gamblers as it controls how much money you spend*
- *Old people with retirement dollars. The young people who spend money like there's no tomorrow. Like problem gamblers, for example*
- *Problem gamblers would benefit most*
- *I think it's for just about any player*

User-friendliness of product brochure

The user-friendliness of the product brochure, as rated by usability test participants, is shown in Table 46. Interestingly, older players found the brochure more difficult to understand than younger players and also experienced more difficulties in understanding how PlaySmart works. Younger players also rated the benefits of PlaySmart higher than the older players. Together, results suggest that there is room to fine-tune the communications impact of the brochure from the perspective of older players.

Table 46. Player ratings of different aspects of the PlaySmart brochure (N=7, October 2009)^a

Aspects of the PlaySmart brochure	Player ratings by age (1=very poor, 5=very good)		
	Older players (N=4)	Younger players (N=3)	All players (N=7)
The brochure highlights the benefits that PlaySmart offers me personally as a pokies player	2.3	3.7	2.9
The ease of understanding how PlaySmart works	3.0	5.0	3.9
The ease of understanding language/words/terms used in the brochure	3.0	4.3	3.6

a. Question - Using a scale from 1=very poor to 5=very good, how would you rate the PlaySmart information brochure in terms of the following? (Base: Usability testing participants)

Basic player understanding of PlaySmart

What is PlaySmart and how it works

When asked to describe what is PlaySmart and how it works, most players saw PlaySmart as a type of player protection tool and six of the seven players were able to correctly identify that the product was primarily about limits. Feedback provided after review of the PlaySmart brochure is presented in Table 47. One older player in his 80s had quite a lot of difficulty grasping the product concept and it was apparent that this was due to some difficulties understanding content in the product brochure. This was possibly due to the player having a low education background. His other responses, however, indicated some basic understanding.

Table 47. Player responses to questions about PlaySmart (N=7, October 2009)^a

What is PlaySmart?	How PlaySmart works?
<ul style="list-style-type: none">• <i>It has various limits. It had a \$50 limit</i>• <i>I'm not sure. It's a bit hard to work out</i>• <i>To set limits, it's quite clear</i>• <i>Controls your spending</i>• <i>It's about a safe way to gamble</i>• <i>It's to prevent people from over gambling</i>• <i>It's about protecting people</i>	<ul style="list-style-type: none">• <i>It's about limits</i>• <i>(Played cognitively struggled to explain)</i>• <i>Card - set limits - you choose limits</i>• <i>If you set \$50, it stops you spending more by telling you on the reader</i>• <i>Limits</i>• <i>Setting limits</i>• <i>Message comes up when you reach your limit</i>

a. Question - What is PlaySmart? How does PlaySmart work? (What can you tell me about how it works?) (Base: Usability testing participants)

Recall of PlaySmart product features

Following a review of the PlaySmart brochure, players were asked to recall any specific product features of PlaySmart. This was without any prompting of players, implying that most had to rely on their memory of content in the brochure. Results are shown in Table 48. As apparent, usability testing participants were generally only able to recall the core functions of PlaySmart, namely that it permits setting of limits. In contrast, very few other product features could be recalled without explicit prompting. This could in part be attributed to players trying to read the brochure in a gaming room (which is quite noisy and distracting when concentrating).

Table 48. Recall of PlaySmart features by players (N=7, October 2009)^a

PlaySmart features recalled	Number of responses
Setting limits/set your own limits	5
Doesn't interfere with gaming machine	1
Time limits	1
Breaks-in-play	1

a. Question - What features do you recall about PlaySmart? (unprompted - describe as many as possible) (Base: Usability testing participants)

How PlaySmart keeps players informed about gaming

When participants were asked to state how PlaySmart keeps players informed about their gaming, all but two players were able to identify relevant functionality such as limit reminder messages and player activity statements. This suggests that clearer wording of the core functionality of PlaySmart may assist players to improve their immediate understanding of the product.

Comments included:

- *It did see it, but I've forgotten. I think it was a cooling-off period*
- *Don't know (x3)*
- *You'd push buttons on the reader and it would come up as a reading (assumed)*
- *Player spending statements*
- *It's like a text message, that's letting you know when you pass your limits (Younger male)*

Where to access activity statements

As player activity statements are a core feature of PlaySmart, participants were asked to identify from reading the brochure where they can access player activity statements. While none of the older players could identify the source for accessing such statements, three of the younger players were able to recall either the venue cashier or the password-protected web site. This may also suggest that the web site is more salient and possibly appealing to younger players.

Table 49. Where players can access activity statements (N=7, October 2009)^a

Where players can access activity statements	Number of players
Venue cashier	1
Password protected web site	2
Didn't know	4

*a. Question - Where can you access Player Activity Statements from?
(Base: Usability testing participants)*

Player completion of the PlaySmart application form

How to join PlaySmart

Of the seven players reviewing the PlaySmart product brochure, only four of the seven were aware that there was a need to fill out an application form to join PlaySmart. For others, the process was a little unclear. As the application form is present on the brochure (at the back of the brochure), it is likely that the level of detail on the brochure had led players to ignore this information. All of the three younger players, however, were able to immediately recall this information, suggesting that they had higher level reading comprehension.

One player raised a query about whether this implied that they would 'lose' their J Card - *Ask the cashier and she'd give you the form. Does it mean you'd lose your J Card?* This may suggest the need to promote PlaySmart 'on your J Card' to avoid some players being turned away from the product due to the perception that they may 'lose' their J Card.

Player concerns about PlaySmart

Players were also asked to state any concerns they had when reviewing the product brochure. Interestingly, player 'privacy' was raised by one player and a further player immediately rejected the product, as it was seen as being only for 'problem gamblers'. Comments included:

- *It is a little bit confusing for me. I couldn't see the advantages of it. I understand you can set what you want. It's about helping people*
- *Privacy came to mind, but I didn't know how this would be handled*
- *No. I didn't want it as I'm not a problem gambler*
- *I'm dyslexic, but it was pretty self-explanatory to me. I didn't feel I needed to ask someone about anything (although further queries about understanding revealed some issues)*
- *No concerns - it was well-covered*
- *It was fine*

Application form completion

All players were asked to attempt completion of the PlaySmart application form at the back of the product brochure. While the younger players generally had fewer difficulties than the older players in completing the application form, further questioning showed that all players had some difficulty in understanding various aspects of the PlaySmart application form. Interestingly, the concept of a break-in-play and the cooling-off period were both raised as difficult to comprehend on asking players for unprompted feedback - *I think it was fairly clear. Cool-off period is hard to understand regarding the increasing part. What does it mean?.... Choosing a break and a cool-off period is confusing.*

While most players thought that the form was quite easy to complete, further questioning showed that most had struggled to understand the full range of limits and concepts on the PlaySmart application form.

Following is an overview of player experiences with specific parts of the PlaySmart form. Mean ratings of the ease of completion of each major section of the PlaySmart application form are also provided (where 1 is not at all easy and 5 is very easy).

Getting started. This 'Getting started' section of the PlaySmart application form was relatively easy for all players to complete (Table 50). It should be noted, however, that all but two younger players were existing J Card members. For the players who were not J Card members, the reference to J Points required some further consideration and may thus confuse new players who are not already part of the J Card scheme. This is because the concept of a J Card also requires some explanation to players if they are unaware of the loyalty scheme.

Table 50. Getting started section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
Getting started What date would you like PlaySmart to commence? / / Do you wish to activate the loyalty feature of JCard and earn JPoints when gaming? (New members only) <input type="checkbox"/> Yes <input type="checkbox"/> No Do you wish to use your existing JCard Password? <input type="checkbox"/> Yes <input type="checkbox"/> No I wish to use this new Password (min 4 digits)	All 7 players able to complete correctly Older players - 4.5 Younger players - 3.7

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

Limit reminder message. The limit reminder message section of the PlaySmart form was difficult for four out of the seven players to understand (Table 51). It was apparent that all players were confused about the purpose of the limit reminder spaces, implying that they had failed to understand that the words would display on a limit being reached. From a cognitive design perspective, there was also the issue that the concept of the personalised limit reminder message was presented prior to explaining what available limits exist and how limits display.

Reflecting the player confusion, one player wrote the word 'yes' to the right of the black writing to signify a desire for a message to display when the gaming limits had been reached. A further player also wrote a numerical password in the character spaces, following a review of the question which asked for a new J Card password in the section directly above (a further player also wrote \$50). When players were informed about the purpose of the personalised reminder message, most similarly found it difficult to work out what reminder message wording to use.

Comments highlighting some confusion included:

- *I didn't understand. But I thought it may make a noise and make you crazy. But the form didn't give me that impression*
- *What does it mean? What is the limit message? 16 characters - clear but only after explanation*

Table 51. Limit reminder message section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
Setting your limit reminder message What word(s) would you like to use as a personal reminder on the reader that: One or more of your gaming limits has been reached (max 16 characters) 	3 understood, 4 players had no idea Older players - 2.8 Younger players - 4.0

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

PlaySmart cycle. Several players were somewhat confused about the concept of a PlaySmart cycle (Table 52). This was the word used for defining the period for the limits set (eg. weekly, daily). Most players were able to relate the concept to gaming, but couldn't quite figure out how to answer the section of the form. While three players understood the general concept of a cycle, the additional concept of two cycles caused confusion and players were uncertain about how these would work. A couple of players also thought it would imply that they could only go once per week, month etc. (ie. one visit per cycle).

A comment illustrating the confusion included - *It's not clear at all. I feel it's trying to say do I play daily, weekly or monthly. Monthly I guess is like being a once month player. Looks like you can play once a month from the form. I'm not sure what to put.*

Table 52. PlaySmart cycle section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
<p>STEP 1: SET YOUR PLAYSMART CYCLE</p> <p>Choose the PlaySmart Cycle that best suits your needs (e.g. daily, weekly, etc).</p> <p>If you prefer closer control, choose a combination of two (e.g. a monthly cycle with an additional daily cycle). Choose up to two:</p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Fortnightly <input type="checkbox"/> Monthly</p>	<p>4 understood, 3 players had no idea</p> <p>Older players - 2.5</p> <p>Younger players - 5.0</p>

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

Choose and Set Your PlaySmart Limits. The section on the PlaySmart form requiring specification and selection of various types of PlaySmart limits was generally found fairly complex by most players (Table 53). Older players also struggled much more than younger players to comprehend this section of the form.

Overall trends suggested that money spent was probably the most meaningful limit to players and most were also quick to understand the concept. In comparison, while the time played concept was also clear to most players, it was evident that the concept took longer to comprehend. In this respect, players had to read the section multiple times to work out the meaning of the form requirements.

One player had also written \$50-\$100 as a range in the Weekly Cycle 'Money Spent' box and had not understood that a single figure was required. This player had also written \$50 initially in the box at point A, which actually required the player to tick the money spent limit. It was also apparent that no players selected two PlaySmart cycles, possibly a reflection that players find it difficult to think in terms of two concurrent limits. One player also made mention that he didn't link the boxes requiring the monetary amounts to the previously answered money limits.

Younger players, however, found the concept of a single cycle quite straightforward - *Oh, I see - I need to put my weekly spend in the weekly box. Oh yes, that's easy. I don't care about time - money is the most important to me.*

Other comments offered by players when completing the section of the form included:

- *Thought I put my limits using dollars and time, but those boxes are a problem for me. I didn't link the boxes to time and money limits. They only have dollars - where does time go?*
- *I wouldn't like a daily time limit, as if I was chasing a jackpot, I'd go over*
- *What's a PlaySmart Cycle? - the word cycle isn't clear (In relation to time played and daily time limits) When I read these, I thought it's none of their business. Are they invading my privacy? This shouldn't be part of it*
- *(Daily playing time limit) I have no idea how to fill this out*
- *It's not clear that we can tick both daily and another one*
- *I didn't understand any of it*

Table 53. PlaySmart limits section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
<p>STEP 2: CHOOSE AND SET YOUR PLAYSMART LIMITS</p> <p>I wish to set my PlaySmart Limits by:</p> <p><input type="checkbox"/> Money Spent ^A <input type="checkbox"/> Time played ^B <input type="checkbox"/> Combination of both ^C</p> <p>Money Spent</p> <p>How much of your own money are you comfortably prepared to spend on gaming during the PlaySmart Cycle(s) you nominated in Step 1?</p> <p>D <input type="text" value="\$"/> <input type="text" value="\$"/> <input type="text" value="\$"/> <input type="text" value="\$"/></p> <p>Daily Cycle Weekly Cycle Fortnightly Cycle Monthly Cycle</p> <p>Time Played</p> <p>How many days within your chosen PlaySmart Cycle do you wish to allow for gaming?</p> <p>E <input type="text" value=""/> days</p> <p>Daily Playing Time Limit</p> <p>Would you also like to limit the total number of hours you play on any given day? If so how many? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>F <input type="text" value=""/> hours</p>	<p>A. Money Spent</p> <p>5 players understood, 1 player - no idea 1 player - some idea</p> <p>B. Time played</p> <p>5 players understood, 1 player - no idea 1 player - some idea</p> <p>C. Combination</p> <p>2 players understood, 5 players - no idea</p> <p>D. Money boxes</p> <p>4 players understood, 2 players - no idea, 1 player - some idea</p> <p>E. Time played</p> <p>3 players understood, 4 players - no idea,</p> <p>F. Daily Playing Time Limit</p> <p>4 players understood, 3 players - no idea,</p> <p>Overall rating</p> <p>Older players - 2.3 Younger players - 3.7</p>

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

Choosing and setting a break in your play. While most players generally found the break-in-play section of the form reasonably easy to understand, the wording of some aspects of the form was cryptic to players (Table 54). The concept of a break-in-play was understood in principle, but players had little idea about how this would be achieved in the context of PlaySmart.

In this respect, while players were able to fill out the form, it was clear that they were largely unaware of the implications of their choices. Four players had also viewed the break as more about convenience, as this would allow a longer time for smoking. The overall link to harm-mimimisation, however, was not clear. Indeed, as emphasised by one player - *I know what a break-in-play is, but I'm not sure how this will work on PlaySmart. I'm not sure what I'm really choosing here.*

Example comments about the break-in-play concept included:

- *I wouldn't like that. For a cigarette maybe. It's not fair, as it's reserving a machine for too long. Three minutes should be the limit. People go for a meal sometimes, it's ridiculous*
- *It's quite good for a smoko - 5 minutes is good*
- *What does own time choice mean?*

Table 54. Choosing and setting a break in play section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
<p>Choosing and setting a break in your play</p> <p>This is where you decide if you would like to interrupt your continuous play with a predetermined break.</p> <p>A I would like a break in play and reminder message: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I would like a break in play after:</p> <p>B <input type="checkbox"/> 1hr <input type="checkbox"/> 2hrs <input type="checkbox"/> 3hrs Own time choice <input type="text"/></p> <p>I would like my play to resume after:</p> <p>C <input type="checkbox"/> 3min <input type="checkbox"/> 5min <input type="checkbox"/> 10min Own time choice <input type="text"/></p>	<p>A. I would like a break in play and reminder message</p> <p>5 understood, 2 players had no idea</p> <p>B. I would like a break in play after</p> <p>6 understood, 1 players had no idea</p> <p>C. I would like my play to resume after</p> <p>3 understood, 4 players had some idea</p> <p><i>Older players - 3.0</i></p> <p><i>Younger players - 5.0</i></p>

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

Cool-off period. The cooling-off period was generally quite difficult for players to comprehend (Table 55). While players understood the concept in a general sense, they found it difficult to link the concept to PlaySmart and poker machine play. For instance, one player thought it must relate to increasing bets during poker machine play, while another thought it was more so related to handing the PlaySmart card back if you change your mind.

Comments reflecting player difficulties with the concept of a cooling-off period included:

- I know what cooling-off means, but I don't get the meaning of it here
- Cool-off means you go over your limit and take \$200 from the teller machine and then it tells you to stop gaming
- Cooling-off is about handing the card back. They're making it harder than it should be. You don't have to keep the card unless you don't want it
- When you want to increase your bet (You have to wait for a cooling-off period to end)

Table 55. Cool-off period section of PlaySmart form (N=7, October 2009)

Section of PlaySmart form	Results ^a
<p>Choosing and setting your Cool-off period C</p> <p>This is where you decide if you would like a Cool-off period to apply when increasing any of your gaming limits - minimum 1 day, maximum 7 days.</p> <p>A I would like a Cool-off period to apply: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>B If Yes, I would like my Cool-off period to be: <input type="text"/> day(s)</p>	<p>A. I would like a cool-off period</p> <p>1 understood, 6 players had no idea</p> <p>B. If Yes, I would like my cool-off period to be</p> <p>1 understood, 6 players had no idea</p> <p>C. Increasing any of your gaming limits</p> <p>2 understood, 5 players had no idea</p> <p>Older players - 1.8 Younger players - 3.7</p>

a. Players rated the ease of completing the section (1=not at all, 5=very easy)

Player feedback on other features of PlaySmart

PlaySmart reminder messages

As part of the usability testing, an example of the reminder message was demonstrated to players through the use of a test card. This gave players the opportunity to view reminder messages on the J Card reader screen and hear the beep associated with the display of the reminder message. For ethical reasons, however, players were not encouraged to spend their own money on play.

Results showed that all, but two players reported hearing the beep on presentation of the PlaySmart reminder message. One of the two players heard the beep on a second demonstration, however, one older male player never heard the beep. This was attributed to partial deafness in the older male player.

While most players were satisfied with the audibility of the beeps, three players believed that they could be a little louder than present. Players also made comment, however, that there was a need to balance loudness with player privacy.

In relation to the ease of seeing reminders, players were also generally happy with the ease of reading the display on the J Card readers. However, a couple of players made mention that the messages would be easier to view on the EGM screen.

Comments made by players included:

- *It could be louder, but not really loud. It wouldn't be very private then*
- *I'm deaf, so I didn't hear it*
- *Needs to be louder, but not too loud*
- *I'd like it a little louder, but I can hear it. It's probably not good for people with hearing problems*
- *I would like to see the messages on the poker machine screen. It would make it easier to see*

Table 56. Auditory and visual aspects to PlaySmart (N=7, October 2009)

Ease of hearing beep and seeing PlaySmart reminder messages	Number of players	Usefulness of reminder messages to keep to limits ^a
Player could hear the beep on first presentation	5 players heard, 2 players didn't (older players - 1 male and 1 female)	Older players - 3.5 Younger players - 3.0
Player could see the reminder message on first presentation (on the J Card reader)	6 players saw reminder message, 1 player didn't (older player - 1 male who was also partially deaf)	

a. Players rated the usefulness of reminder messages to keep to limit (1=not at all, 5=very useful)

Staff attendance on reminder messages

Players were informed about the protocol for staff to attend EGMs on the display of messages in PlaySmart. When limits are reached, an indicator displays to staff at the cashier and staff have to press the EGM service button to make the reminder message go away. While participants saw this as potentially useful for some players, some players believed that this should be an optional feature of PlaySmart, given that some players would not use the product given this protocol.

Comments included:

- *I think it's a good idea. It would be embarrassing for bad gamblers*
- *I don't like the idea. I'd like to have it as an option. People shouldn't be forced*
- *People should be able to agree to that as an option - not as a compulsory thing*
- *It's a bit embarrassing*
- *Good idea - I would thank staff for coming up*
- *I find it too intrusive. It's not for everyone*

PlaySmart web site

The older players who participated in usability testing were not sufficiently familiar with the internet to give considered feedback on the PlaySmart web site. This implied that when shown the PlaySmart web site, most were too unfamiliar to understand how to navigate the web and web pages (with two never having touched a computer mouse). Younger players, however, were very positive about the concept of changing limits and accessing activity statements online and were able to offer the following feedback:

- *The site seems fairly clear once you understand limits and all the features of PlaySmart*
- *I think it's a good site. I wouldn't personally change limits online though. I would probably do it at the cashier*
- *The configuration and third party section is a bit unclear. That you can't make any changes until approved wasn't clear at first. May be this could be described in a way which is easier for people to understand*

Player activity statement

The final aspect to the usability testing involved providing participants with a player activity statement and asking each participant a number of questions about data and information contained on the activity statement. An **EXAMPLE** player activity statement examined as part of usability testing is shown in Figure 33.

While several players said that the statement was fairly 'easy' to understand, it was clear that many had misinterpreted data on the statement. Despite some difficulties with the statement, however, most players remarked that they would find the information quite useful.

Overall analysis of player understanding of information on the statement highlighted that certain data on the statement was complex for participants to process. Indeed, only one of the seven players had very minimal difficulties interpreting the information.

Overall trends relating to interpretation of data on the activity statement included:

- **Total spent and total wins (A & B)** - was commonly confused by players. Players were not sure if they had spent \$475 and won \$16,722 (ie. were in front) or whether they had won the large amount and then lost it again to be \$475 in the red. It was also apparent that no-one saw the small footnote explaining the term 'total spent', suggesting that this is not sufficiently salient to assist players to interpret expenditure
- **Total time card inserted (C)** - when players were asked to state how long the player had been playing, it was clear that many had to study the statement for a relatively long period of time. While the information is clearly provided, it was not sufficiently lay-oriented to be identified by players. This seems to be due to the wide range of information on the page - ie. players struggle to synthesise the meaning of largely numerical information

- **Break in Play and Daily Spent Limit breaches (D & E)** - still learning about PlaySmart limits, players were a little confused about this section and most did not recognise that this was summarising the type of limit breached and the level each limit was breached. While the daily limit was generally the limit most recognised by players, the phrasing of the limit as a 'daily spent limit' was also seen as unusual terminology. Several players also struggled to identify the times each limit was breached and also overlooked use of the term 'average' in understanding the limit breaches.

This implied that 'on average' limits were breached by so many minutes. However, it was clear that even when players were cued to view the information, they still overlooked the use of the word 'average'. In this regard, players thought the player had only breached their limit by a small amount (\$10.73) and failed to realise that this was the average amount exceeded per day. The same issue applied to the time breach in that players failed to read-in the word 'average'

Example verbatim comments made by players illustrating the difficulty experienced in interpreting the player activity statement included:

- *They spent \$475 with a total spend of \$16,722. He spent 54hrs playing. No hang on. That may not be right. No it's wins. So how do you work out what they spent?*
- *It's not that obvious at first. I think it's a very useful idea though. I'd get it*
- *I think he spent \$16,000. I don't know about the time (Player couldn't figure out the time in minutes and didn't understand the time by which the player exceeded his limits. Player had very poor understanding and struggled with interpretation)*
- *He's spent \$475 in 54 hours and 1 minute. He took home \$16,000. He exceeded his limits four times and had a break six times. His limit for the day was \$10.73*
- *Is this saying how much they spent per day - \$10.73? So is \$475 on the first day or overall? Have they spent \$16,000 or did they put it through? How much he's taking home is unclear*
- *\$475.63 is the amount spent. He took home \$16,722. He breached the break in play for 53 minutes and spent \$10.73*
- *A lot of disconnected text is on it. It's a bit hard to follow*
- *It's easy. He spent \$475.63 and took home \$16,722.42*
- *Limits breached was hard to see. In 53 minutes, they spent \$10.73 going by this. I'm not good in maths.*

Figure 33. The **EXAMPLE** player activity statement tested as part of the PlaySmart trial

A Total Spent*		B Total Wins*	Total Auto Points Earned	Total Points Redeemed
\$475.63		\$16,722.42	6,318.7	8,400.0

Date	Venue	Total Time Card Inserted Per 24 Hours
Tue 01-Sep-2009		279 minutes
Thu 03-Sep-2009		236 minutes
Fri 04-Sep-2009		145 minutes
Sun 06-Sep-2009		336 minutes
Mon 07-Sep-2009		280 minutes
Tue 08-Sep-2009		147 minutes
Wed 09-Sep-2009		193 minutes
Thu 10-Sep-2009		277 minutes
Mon 14-Sep-2009		154 minutes
Tue 15-Sep-2009		280 minutes
Wed 16-Sep-2009		177 minutes
Thu 17-Sep-2009		117 minutes
Fri 18-Sep-2009		221 minutes
Sun 20-Sep-2009		160 minutes
Mon 21-Sep-2009		82 minutes
Tue 22-Sep-2009		102 minutes
Tue 29-Sep-2009		55 minutes

C Total Time Card Inserted: 54 hours 1 minutes

Limit	Number Of Times Limit Exceeded	Amount Exceeded By (Average)
D Break In Play	6	53 minutes
E Daily Spent Limit	4	\$10.73

***Notes:**

Total Spent = Turnover less wins (Net Gaming Expenditure)

The information detailed in this statement:

(a) only relate to the occasions on which the participant used his or her card under the player reward scheme to play a gaming machine, and

(b) does not necessarily relate to all of the participant's gaming machine activity during the reported period, and

(c) contains total spent and total wins for participating venues only

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Findings of a quantitative analysis of PlaySmart and default phase players

As part of the evaluation of PlaySmart, analysis of EGM system data associated with player use of PlaySmart was undertaken. Data was analysed in a de-identified format to ensure protection of the privacy of players. This included analysis of limits set, changed and breached during the trial and other data logged by PlaySmart from the first day of player adoption of the system to October 31, 2009 (the official end of the trial) (eg. player turnover, time spent on gaming, time/money turnover following limit breaches etc.).

Analysis involved examination of uptake curves for PlaySmart and analysis of the impact of both default phase messaging and PlaySmart on player gambling behaviour. Measures of respondent risk for problem gambling (obtained from the attitudinal surveys) were also combined with system data to provide further insights (although this was only based on a small sample of participants and was limited to survey budgets). Data supplied for the analysis was issued by Worldsmart Technology Pty Ltd in line with a specification by Schottler Consulting Pty Ltd.

As with all systems, PlaySmart had a data logging methodology which was unique to the design of the product. Individual EGM transactions were not recorded in a readily accessible format during the trial and for this reason, were not part of the analysis.

It should be noted that the current research was not aiming to develop a player tracking methodology and scope was limited to an analysis of player spend and other trends before and following the adoption of PlaySmart.

To allow a more sensitive analysis of possible effects of PlaySmart, a control group (which matches the same characteristics as PlaySmart users) was implemented for both Phases 1 and 2 (PlaySmart users) and Phase 3 of the trial (players exposed to default phase messaging).

This allowed a 'matched-samples' type of research design, which while by no means is a guarantee of a true control group, allowed some comparison of similar players before and following the adoption of PlaySmart. This also helps account for seasonal effects which affect gaming expenditure at different times of the year.

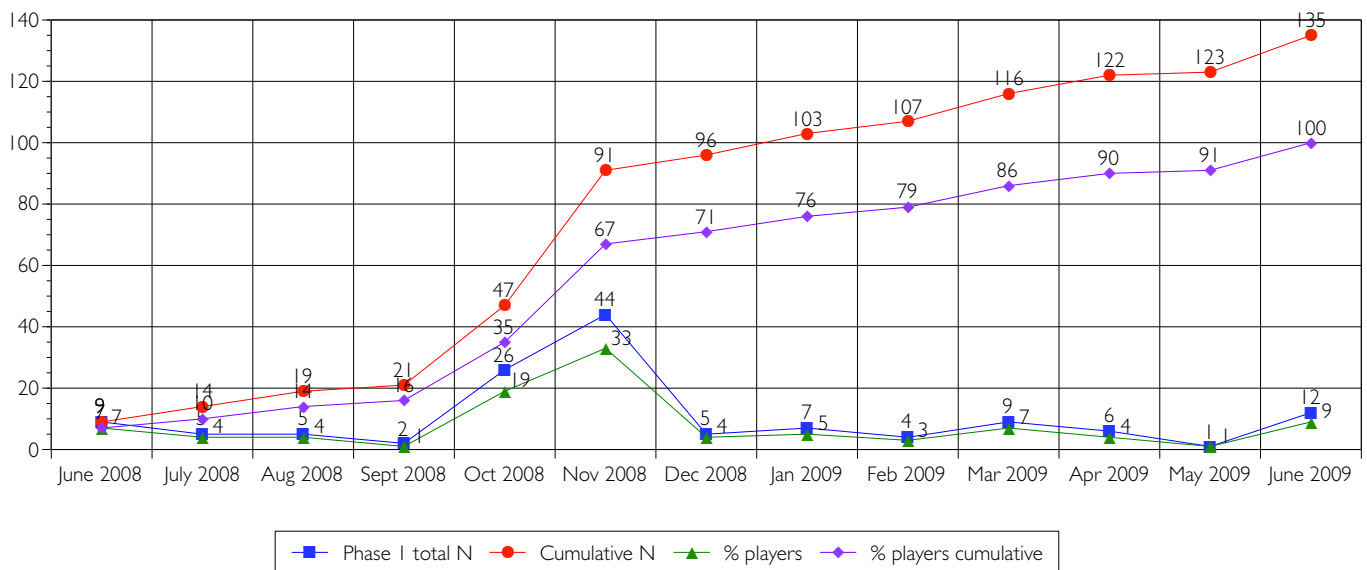
Data in this section of the report should be carefully interpreted in the context of both the limitations of sample matching (ie. using only very few matching variables) and the small samples available for data analysis. Future trials may further enhance the delineation of trends by including a greater number of variables for matching (including surveys of both the precommitment and control group) and larger sample sizes. However, this data was not available in the current trial.

Uptake of PlaySmart during Phases 1 and 2

Phase 1
(June 08-June 09)

As part of the analysis of PlaySmart system data, uptake curves for PlaySmart were modelled. The uptake curve for Phase 1 players is shown in Figure 34. This includes a small group of players who thought they had enrolled in PlaySmart, but whose cards were actually not enabled. In total, 135 players signed-up for PlaySmart during the Phase 1 period (June 2008 to June 2009). This represents more 'natural' uptake of PlaySmart by players without any specific incentives. Uptake curves show that uptake peaked during the sixth month following the first sign-up (with 67% of players signing-up from June 2008 to November 2008). While speculative, the peak during October to November 2008 may be due to upscaled implementation activity.

Figure 34. Uptake of PlaySmart - PHASE 1 (N=135, June 2008-June 2009)^a

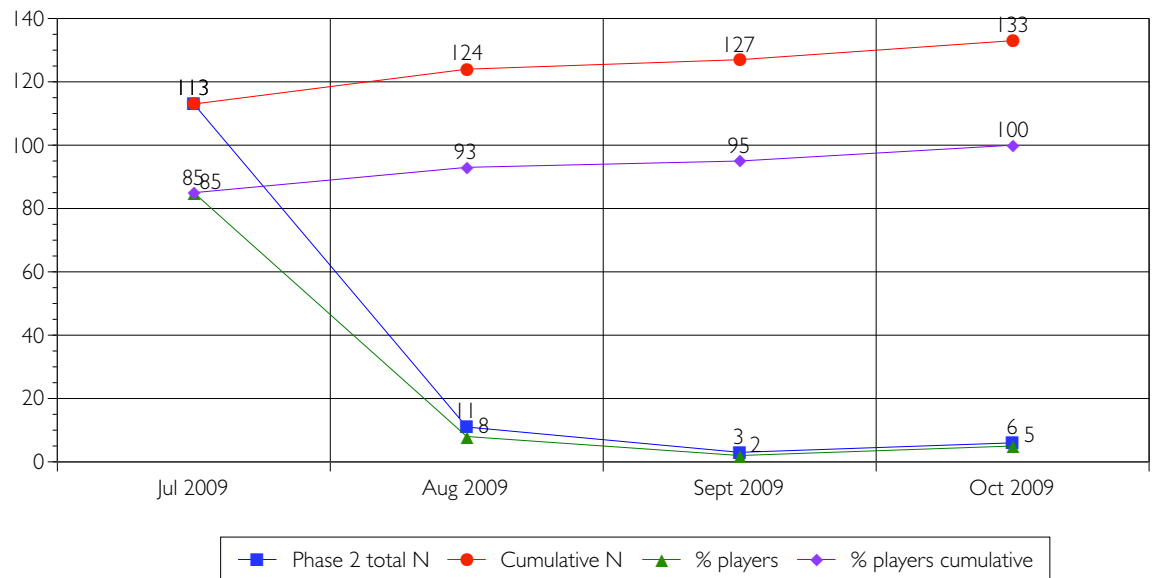


a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Note that official start date was June 13, 2008 (so June was not a complete month).

Phase 2
(July 09-Oct 09)

A total of 133 players took up PlaySmart during Phase 2. Players were offered an incentive to take part in research associated with PlaySmart and staff were coached about how to drive uptake in players. Phase 2 went from July 2009 to October 2009. Data show that the coaching phase had an immediate impact on numbers of PlaySmart sign-ups and achieved nearly the same sample of players in about one quarter of the time (four months).

Figure 35. Uptake of PlaySmart - PHASE 2 (N=133, July 2009-October 2009)^a



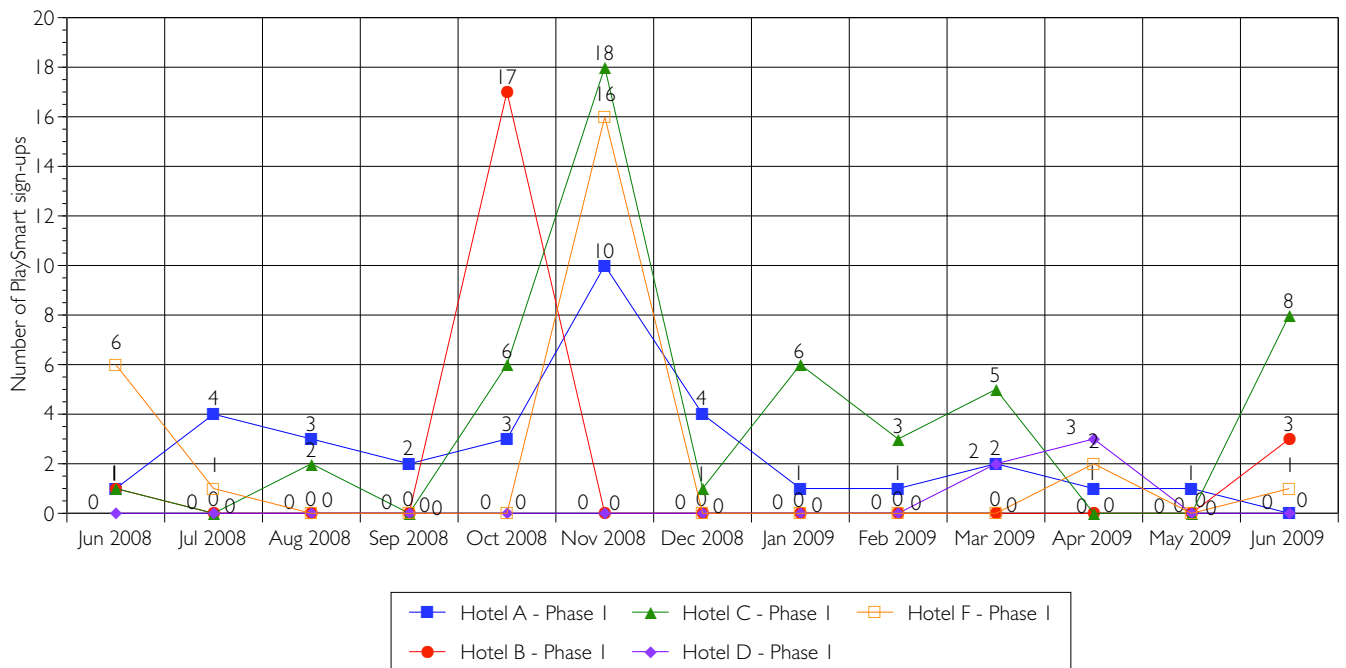
a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

Uptake of PlaySmart during Phases I and 2 - by hotel

Phase I sign-ups by hotel

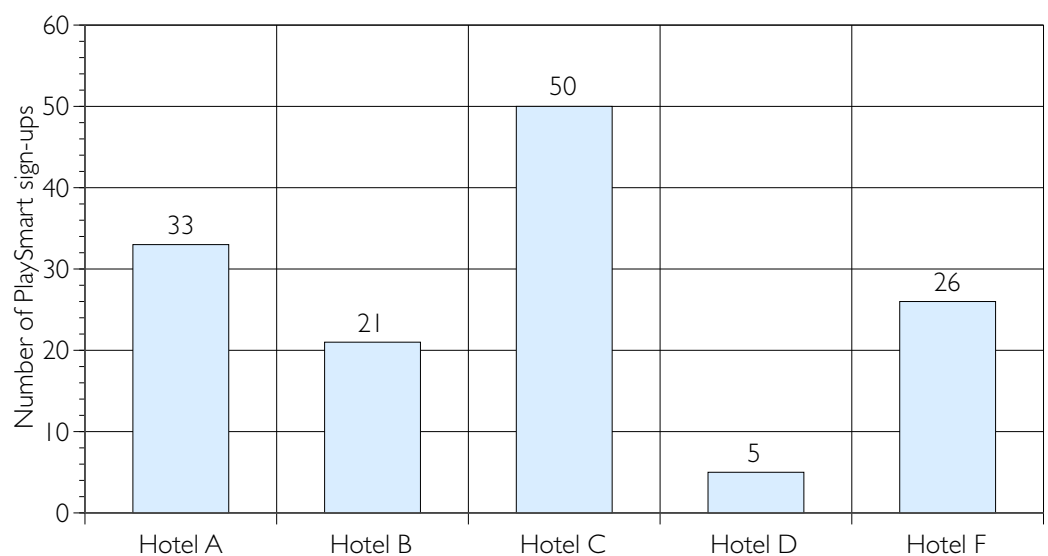
Phase I sign-ups by hotel during each month of Phase I are shown in Figure 36. This highlights a burst of sign-up activity during October to November 2008. Overall trends by hotel for Phase I are also shown in Figure 37. Hotel C achieved the most sign-ups, followed by Hotel A. Hotels E and Z had zero sign-ups during Phase I (Hotel Z was not included in the trial).

Figure 36. Uptake of PlaySmart by hotel - PHASE I (N=135, June 2008-June 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Note that official start date was June 13, 2008 (so June was not a complete month).

Figure 37. Total PlaySmart sign-ups by hotel - PHASE I (N=135, June 2008-June 2009)^a

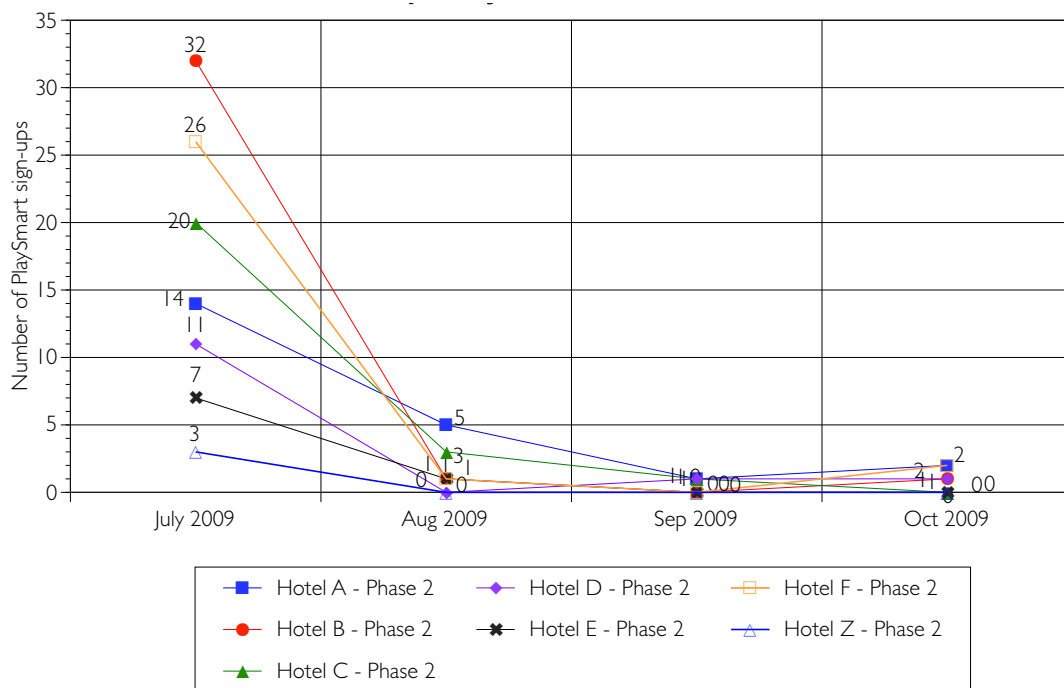


a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Hotels E and Z had zero sign-ups. Note that official start date was June 13, 2008 (so June was not a complete month).

Phase 2 sign-ups by hotel

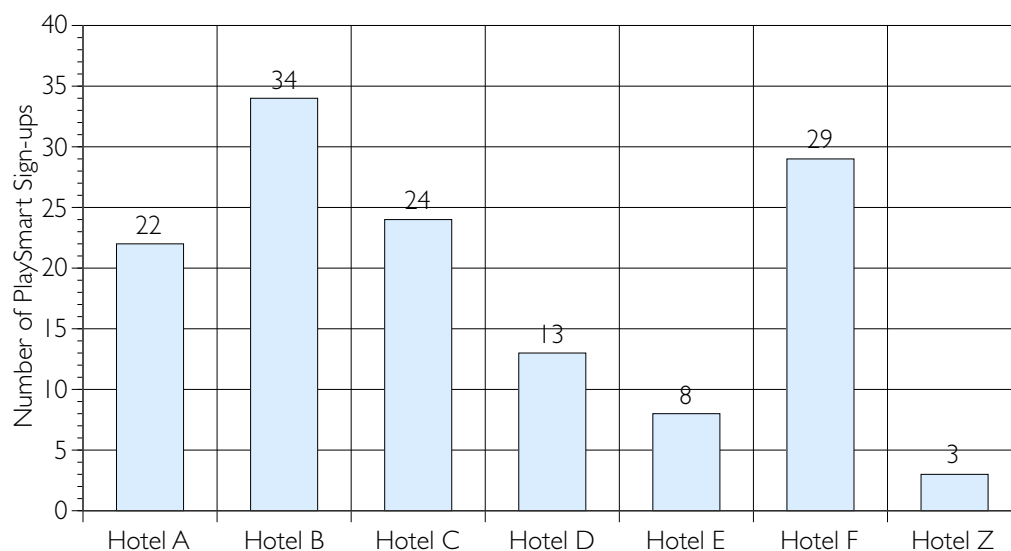
Uptake of PlaySmart during Phase 2 is shown in Figure 38. Most of the sign-ups were achieved in the first month when motivational calls and a meeting with staff were held. Following the first month, staff reported that sign-ups became increasingly more difficult, as most regular players in the gaming room had been approached about PlaySmart. Total sign-ups by hotel for Phase 2 are shown in Figure 39. Hotels B and F achieved the most sign-ups during this phase.

Figure 38. Uptake of PlaySmart by hotel - PHASE 2 (N=133, July 2009-October 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

Figure 39. Total PlaySmart sign-ups by hotel - PHASE 2 (N=133, July 2009-October 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

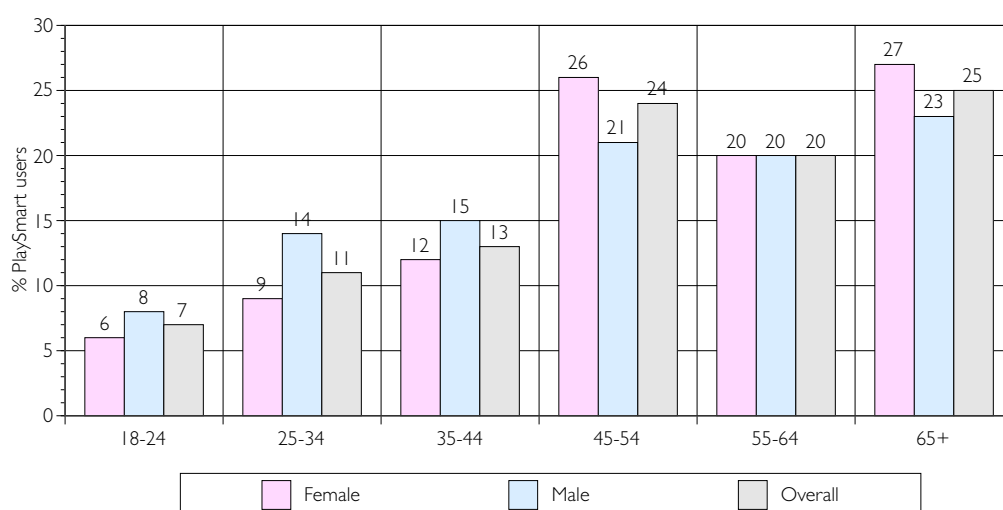
Demographics of players signing-up for PlaySmart

Age and gender profile of PlaySmart users

The age and gender profile of PlaySmart users based on EGM system data is shown in Figure 40. This was the only major form of demographic data available in the system. The analysis shows that most PlaySmart users from Phases 1 and 2 were most commonly 65 years or older (25%) and 45-54 years (24%). When compared to the age profile of EGM players from the South Australian Prevalence Study (2005) (Figure 41), younger users are generally under-represented (particularly players 18-34 years). This may also be attributable to the demographic profile of the venues at which PlaySmart was trialled (although such additional data was not available for the analysis).

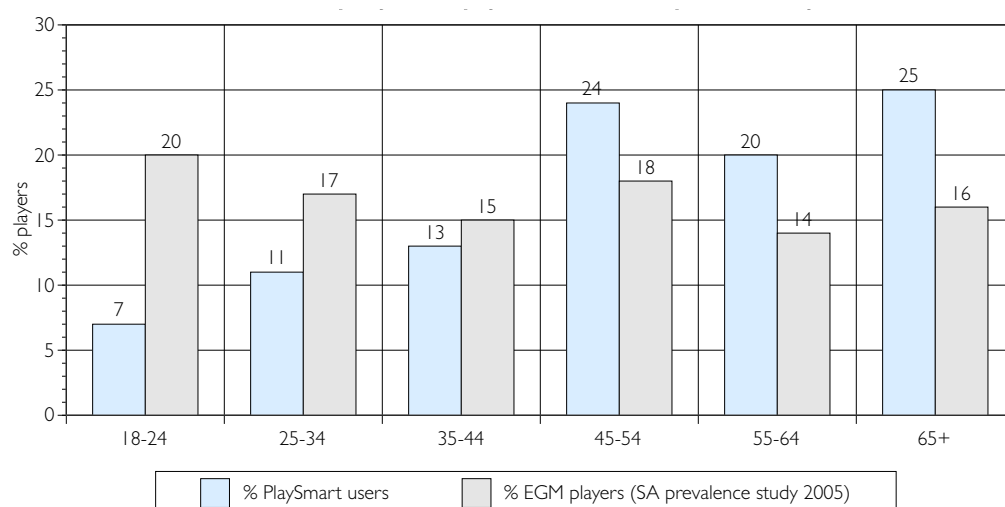
As the demographic profile of J Card players is commercially sensitive information, this data was not available for comparative analysis. For this reason, a comparison between trial participants and J Card players generally cannot be made.

Figure 40. Age and gender of PlaySmart users based on system data (N=268, June 2008-October 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Figure 41. Age and gender of PlaySmart users (from system) versus EGM players from the 2005 SA Prevalence Study^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.
Extra from weighted data in a table from the SA Prevalence study 2005 (Table 3.2)

Age and gender profile
of PlaySmart users -
by Phase

A breakdown of age and gender by Phase is shown in Table 57. This shows that the gender and age profile of players was fairly similar for Phase 1 and Phase 2. Offering an incentive during Phase 2 positively impacted sign-up of males 25-34 years and 55-64 years. Moreover, males were generally more influenced by the voucher incentive than females.

**Table 57. Age and gender of players using PlaySmart based on system data
(N=268, June 2008-October 2009)^a**

Age of PlaySmart users	% Females by Phase		% Males by Phase	
	Phase 1	Phase 2	Phase 1	Phase 2
18-24	4	8	9	7
25-34	12	7	11	18
35-44	13	11	18	11
45-54	24	27	26	14
55-64	21	20	12	30
65+	27	27	25	20
Mean	53.6yrs	52.9yrs	49.8yrs	50.2yrs

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Limit and settings initially used in PlaySmart (first limits set)

EXPENDITURE LIMITS ON SIGN-UP

Spend limits set with primary cycle

Following sign-up by PlaySmart, players were given the opportunity to set a range of limits. The number of players choosing a (primary) nett expenditure limit and a primary cycle are shown in Table 58. The primary cycle is the first period over which limits are applied (eg. daily, weekly, fortnightly, monthly). Interestingly, 45 of the 265 players with PlaySmart data (17% of players) had a nett expenditure amount of zero, indicating that they had not selected a primary cycle nett expenditure limit.

The most popular types of limits were \$100 per day and \$50 per day (each 21 players), followed by \$500 per day (17 players) and \$100 per week (9 players). Limits set, however, were very diverse. The most popular basis of a limit was daily (56% of players), followed by weekly (20% of players). A scan of limits set also suggests the potential for some errors being made with 2 players (each) selecting a limit of either \$1 or \$4 (with the former unlikely to be correct, although the latter is possible).

It should be remembered that this is the first limit set by players on sign-up of their card and doesn't account for any subsequent limit changes during the trial.

Table 58. Players selecting a spend limit and a primary limit cycle - **FIRST LIMIT SET** (June 2008-October 2009, N=265)^a

First nett expenditure amount selected by players (\$)	Type of primary cycle selected (N)						% players
	Didn't set a primary cycle (0)	Daily (1)	Weekly (7)	Fortnightly (14)	Monthly (28)	Totals	
0	15	12	13	3	2	45	17
1	0	2	0	0	0	2	1
4	0	2	0	0	0	2	1
5	0	3	0	0	0	3	1
10	0	1	1	0	0	2	1
20	0	7	3	1	0	11	4
25	0	1	0	0	0	1	0
30	0	5	1	0	0	6	2
40	0	0	2	1	0	3	1
50	0	21	5	0	1	27	10
60	0	2	0	0	0	2	1
75	0	1	0	0	0	1	0
80	0	1	0	1	0	2	1
100	0	21	9	0	0	30	11
120	0	1	0	0	0	1	0
150	0	9	0	1	1	11	4
200	0	15	5	1	4	25	9
250	0	4	0	0	0	4	2
300	0	6	2	1	1	10	4
400	0	3	0	1	0	4	2
500	0	17	2	7	3	29	11
575	0	0	1	1	0	2	1

Table 58. Players selecting a spend limit and a primary limit cycle -
FIRST LIMIT SET (June 2008-October 2009, N=265)^a

First nett expenditure amount selected by players (\$)	Type of primary cycle selected (N)						% players
	Didn't set a primary cycle (0)	Daily (1)	Weekly (7)	Fortnightly (14)	Monthly (28)	Totals	
600	0	1	0	0	2	3	1
700	0	0	2	0	6	8	3
800	0	1	0	0	2	3	1
1000	0	8	4	0	8	20	8
1050	0	0	1	0	0	1	0
1200	0	0	1	0	0	1	0
1500	0	0	0	0	1	1	0
2000	0	3	0	0	0	3	1
2500	0	1	0	0	0	1	0
5000	0	0	0	0	1	1	0
% players	6	56	20	7	12	100	38
Totals	15	148	52	18	32	265	100

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Nine of the fifteen players who hadn't selected a primary maximum expenditure cycle, however, had elected a secondary limit expenditure cycle. This may suggest that staff accidentally programmed the expenditure cycle in the incorrect system field (ie. it should have been programmed into the primary cycle, given that this was the only spend limit).

Seven (of the nine) players were from Phase 1 and two were from Phase 2 (possibly suggesting that staff skills had improved during Phase 2 due to the coaching and extra practice). This issue would not affect activation of limits, but could have potential implications for reporting of player activity (ie. in activity statements).

Players with a secondary expenditure cycle (but no primary expenditure cycle) are in Table 59.

Table 59. Players without a primary cycle nett expenditure limit (zero), but with secondary cycle nett expenditure limit (June 2008-October 2009, N=9)^a

Secondary cycle days	Specific limit selected in secondary nett expenditure cycle (\$)
Daily	5
Daily	5
Daily	500
Daily	200
Daily	200
Daily	4
Weekly	20
Weekly	500
Weekly	100

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

*Spend limits set
with secondary cycle*

Players who selected a secondary nett expenditure amount (with a secondary cycle) are shown in Table 60. A secondary amount is the basis by which a limit is monitored over another period of time. For instance, while a primary cycle may be daily, a secondary cycle may be weekly or monthly.

A total of 24 players (9%) initially chose a secondary spend limit under PlaySmart when they first set-up their card. This also includes nine players who were programmed as having a secondary spend limit cycle without a primary spend limit cycle. A review of specific secondary limits set also suggested that all secondary expenditure limits set were logical.

**Table 60. Players selecting a spend limit and a secondary limit cycle -
FIRST LIMIT SET (June 2008-October 2009, N=265)^a**

Secondary nett expenditure amount selected by players (\$)	Type of secondary cycle selected (N)						% players
	Didn't set a secondary cycle (0)	Daily (1)	Weekly (7)	Fortnightly (14)	Monthly (28)	Totals	
0	241	4	1	0	0	246	93
4	0	1	0	0	0	1	0
5	0	5	0	0	0	5	2
10	0	1	0	0	0	1	0
20	0	1	1	0	0	2	1
30	0	2	0	0	0	2	1
100	0	0	2	0	0	2	1
200	0	2	0	0	0	2	1
500	0	1	1	0	0	2	1
1000	0	2	0	0	0	2	1
Totals	241	19	5	0	0	265	100
% players	91	7	2	0	0	100	

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Overall trends
by Phase

The mean and median initial PlaySmart expenditure limit set by players in each Phase of the PlaySmart trial is summarised in Table 61. This highlights that Phase 1 players were generally more conservative than Phase 2 players overall. This may represent the motivation to use PlaySmart without an incentive.

Table 61. Initial mean and median PlaySmart expenditure limits set by Phase -
FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Expenditure limit basis	Phase 1				Phase 2				Both Phases			
	Mean (\$)	Median (\$)	N	% players	Mean (\$)	Median (\$)	N	% players	Mean (\$)	Median (\$)	N	% players
Primary cycle												
Didn't set	0	0	11	8	0	0	4	3	0	0	15	6
Daily	250	100	54	40	267.5	150	94	72	261.1	100	148	56
Weekly	179	40	29	21	302.8	100	23	18	233.7	100	52	20
Fortnightly	300.8	400	13	10	271	200	5	4	292.5	350	18	7
Monthly	817.9	700	28	21	350	200	4	3	759.4	700	32	12
Secondary cycle												
Didn't set	0	0	116	86	0	0	125	96	0	0	241	91
Daily	167.7	7.5	18	13	0	0	1	1	158.9	5	19	7
Weekly	20	20	1	1	175	100	4	3	144	100	5	2
Fortnightly	n/a	n/a	0	0	n/a	n/a	0	0	n/a	n/a	0	0
Monthly	n/a	n/a	0	0	n/a	n/a	0	0	n/a	n/a	0	0

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

TIME BASED LIMITS ON SIGN - U P

All time based limits are entered in the same single field in the Worldsmart database. They are provided in hours. For this reason, limits on maximum hours of play per day and limits on the days allowed for gaming (each week, fortnight or month) are summarised in the same section for both primary and secondary limits.

Maximum hours of play with primary cycle

Player time limits based on the primary limit cycle selected are shown in Table 62. In total, an initial review suggests that many players elected to have some type of time-based limit on their card and a daily limit on hours of play was most popular overall. A closer examination of daily limits selected, however, shows that many players have time limits entered in illogical fields, suggesting that many had actually no time-based limit.

For instance, in relation to the daily time limit on gaming (maximum hours of play per day), three players elected '24 hours a day', a value which seemed to be allowed, as it did not have a field validation. This implies that only 26 players actually had a daily limit on hours of EGM play on their primary play cycle (equivalent to only 10% of all players) (see yellow shading).

In relation to limits on days played per week/fortnight/month, similar errors were apparent. While 168 hours was most popular (chosen by 6 players), this is actually equivalent to play 7 days a week (and hence implies no real limit). Similar, 3 players choosing 336 hrs is in effect equivalent to 24 hours a day over a fortnight.

This implies that the real number of players who elected to have primary time limits was 12 players for daily limits, 6 players for weekly limits, 5 for fortnightly and 3 for monthly (26 players in total).

Table 62. Players selecting a limit on maximum hours of play and a primary limit cycle - FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Primary maximum hours of play	Type of primary cycle selected (N)						% players
	Didn't set a primary cycle	Daily time limit	Days allowed for gaming				
		Daily	Weekly	Fortnightly	Monthly	Total	
0	15	132	40	10	15	212	80
1	0	1	0	0	0	1	0
2	0	1	0	0	0	1	0
3	0	1	0	0	0	1	0
4	0	3	0	0	0	3	1
5	0	2	0	0	0	2	1
6	0	4	0	0	0	4	2
10	0	1	0	0	0	1	0
24	0	3	1	0	0	4	2
48	0	0	1	0	0	1	0
72	0	0	1	0	0	1	0
96	0	0	1	0	0	1	0
120	0	0	2	0	0	2	1
168 (24hrs a day over 7 days)	0	0	6	5	0	11	4
192	0	0	0	0	2	2	1
240	0	0	0	0	1	1	0
336 (24hrs a day over 14 days)	0	0	0	3	0	3	1
672 (24hrs a day over 28 days)	0	0	0	0	14	14	5
Total	15	148	52	18	32	265	100
% players	6	56	20	7	12	100	38

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Maximum hours of play with secondary cycle

Players selecting a limit on their maximum hours of play along with a secondary play cycle are shown in Table 63. Applying the same method of interpretation as per the primary limit (removing the illogical fields), findings show that 5 players had a daily play time limit applied (2% of players) and no players had a weekly, fortnightly or monthly time limit on the days allowed for gaming (once again, yellow shading indicates the logical limits).

Table 63. Players selecting a limit on maximum hours of play and a secondary limit cycle - FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Secondary maximum hours of play	Type of secondary cycle selected (N)						% players
	Didn't set a secondary cycle	Daily time limit	Days allowed for gaming				
		Daily	Weekly	Fortnightly	Monthly	Total	
0	241	13	5	0	0	259	98
1	0	1	0	0	0	1	<1
2	0	1	0	0	0	1	<1
3	0	2	0	0	0	2	1
6	0	1	0	0	0	1	<1
24	0	1	0	0	0	1	<1
Total	241	19	5	0	0	265	100
% players	91	7	2	0	0	100	

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Overall trends

Overall trends relating to the maximum hours of play limits set by players are shown in Table 64. As time-based limits were selected by so few players, trends by Phase did not produce meaning.

From a review of the way the single field operates in the PlaySmart system, it is apparent that limits on days played does not limit the player to actual venue visits by day. For instance, a setting of 24hrs a week is recorded if a player wants to play one day per week. If a player attends on a given day and hence plays for 1hr, technically, they can still play EGMs on other days, as 23hrs remain. As most players will assume that play is 'visit-limited' by the brochure description, this type of limit is also likely to be incorrectly interpreted by most players.

Table 64. PlaySmart time limits summary with illogical limits removed - FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Cycle	Time limits	N	% all PlaySmart users
Primary cycle			
Daily time limit	Daily	12	5
Days allowed for play	Weekly	6	2
	Fortnightly	5	2
	Monthly	3	1
Secondary cycle			
Daily time limit	Daily	5	2
Days allowed for play	Weekly	0	0
	Fortnightly	0	0
	Monthly	0	0

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

B R E A K I N P L A Y

Break in play settings

The very first break-in-play reminder setting selected by PlaySmart users during sign-up is shown in Table 65. As shown, 20% of players set a maximum session break-in-play reminder and the most popular session length for a reminder was either 30 minutes or 60 minutes (each 5% of players). The most popular length of break-in-play following the reminder was 5 minutes. As break-in-play settings did not have primary and secondary limit values, only a single table is provided.

Table 65. Break in play settings selected by PlaySmart users - FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Maximum session minutes to trigger break in play reminder message	Players by length of break selected (N)						% players
	0min	1 min	3min	5min	10min	Total	
0	213	0	0	0	0	213	80
3	0	2	0	0	0	2	1
28	0	0	0	2	0	2	1
30	0	0	0	12	0	12	5
55	0	0	0	2	0	2	1
60	0	0	1	9	2	12	5
90	0	0	0	6	0	6	2
120	0	0	0	5	2	7	3
180	0	0	2	2	0	4	2
240	0	0	0	3	0	3	1
260	0	0	0	2	0	2	1
Totals	213	2	3	43	4	265	100

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

Overall trends
by Phase

The mean and median lengths of sessions at which a break-in-play was triggered are shown in Table 66. For the most common break length (5 minutes), the mean session length for Phase 1 players was interestingly less than Phase 2 players, highlighting again that the early uptake group is probably more conservative in their gaming time expenditure. It is also interesting to note that 44 players (33%) in Phase 1 opted for a break-in-play, compared to only 8 players in Phase 2 (6%).

Table 66. Length of session which triggered a break-in-play reminder message - FIRST LIMIT SET (June 2008-October 2009, N=265)^a

Session break length in minutes	Measure	Length of session which triggered a break-in-play reminder message		
		Phase 1	Phase 2	Both Phases
No break in play set	Mean	0	0	0
	Median	0	0	0
	N	91	122	213
1 minute break	Mean	3	n/a	3
	Median	3	n/a	3
	N	2	0	2
3 minute break	Mean	180	120	140
	Median	180	120	180
	N	1	2	3
5 minute break	Mean	86.7	102	88.5
	Median	60	90	60
	N	38	5	43
10 minute break	Mean	100	60	90
	Median	120	60	90
	N	3	1	4

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

Cooling-off periods chosen by PlaySmart users

The cooling-off periods selected by PlaySmart users are shown in Table 67. As shown, there was very little variation amongst players, with 94% opting for the default period of 24 hours. Interestingly, 9 players had a cooling-off period of 'zero' hours. This may be due to a setting change early in the implementation of PlaySmart (to require 24hrs as the minimum standard).

**Table 67. Cooling-off periods selected by PlaySmart users
(June 2008-October 2009, N=265)^a**

Cooling-off periods selected	N	% players
0 hours	9	3
24 hours (1 day)	250	94
48 hours (2 days)	1	0
72 hours (3 days)	1	0
96 hours (4 days)	1	0
120 hours (5 days)	1	0
168 hours (7 days)	2	1

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Changing of limits and other settings

Expenditure limits changes

While the previous tables presented the very first limits set under PlaySmart, some players altered and added limits during the trial. The range of changes made by players to their primary and secondary cycle spend limits during the trial are shown in Table 68. As shown, 75% of all PlaySmart users did not change their primary spend limit at all during the trial.

As very few players had secondary spend limits, it is also not surprising that only 7 players made changes to their secondary limits during the trial. This suggests that most players tend to keep the initial limit they first select.

Table 68. Changes to primary and secondary expenditure limits during the trial - ALL LIMIT CHANGES (June 2008-October 2009, N=265)^a

Primary and secondary expenditure limit changes during the PlaySmart trial	Phase 1		Phase 2		Overall	
	N	% players	N	% players	N	% players
Primary spend limit changes						
Limit increased once	25	19	9	7	34	13
Limit decreased once	1	1	1	1	2	1
Limit removed (set to zero) and never put back on	3	2	3	2	6	2
No limit change	90	67	108	83	198	75
Limit increased twice	2	1	1	1	3	1
Limit removed and re-added	0	0	0	0	0	0
Set a limit after not initially having one	2	1	3	2	5	2
Didn't have a limit at all	10	7	4	3	14	5
Limit increased, then removed	1	1	1	1	2	1
Set a limit after not having one, then increased	1	1	0	0	1	0
Set a limit after none, then increased	0	0	0	0	0	0
Limit increased, removed, put back on, then increased	0	0	0	0	0	0
Secondary spend limit changes						
Limit increased once	2	1	0	0	2	1
Limit decreased once	0	0	0	0	0	0
Limit removed (set to zero) and never put back on	0	0	0	0	0	0
No limit change	13	10	2	2	15	6
Limit increased twice	0	0	1	1	1	0
Limit removed and re-added	0	0	0	0	0	0
Set a limit after not initially having one	2	1	0	0	2	1
Didn't have a limit at all	117	87	126	97	243	92
Limit increased, then removed	0	0	0	0	0	0
Set a limit after not having one, then increased	0	0	0	0	0	0
Set a limit after none, then increased	0	0	1	1	1	0
Limit increased, removed, put back on, then increased	1	1	0	0	1	0

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

*Break-in-play
limit changes*

Changes made by players to their break-in-play limits during the trial are shown in Table 69. Findings showed that only 3% of all PlaySmart users altered this setting during the trial.

Table 69. Changes to break-in-play limits during the trial - ALL LIMIT CHANGES
(June 2008-October 2009, N=265)^a

Changes to break-in-play limits	Phase 1		Phase 2		Both Phases	
	N	% players	N	% players	N	% players
Limit removed (set to zero) and never put back on	2	1	0	0	2	1
No limit change	47	35	10	8	57	22
Set a limit after not initially having one	3	2	2	2	5	2
Didn't have a limit at all	83	61	118	91	201	76

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd

*Cooling-off
period changes*

Findings also showed that not a single player changed their cooling-off period during the trial. This is the time which must pass before a player can increase their play limits.

Words used by players for personalised reminder messages

The words used by players for the personalised reminder messages in PlaySmart are shown in Table 70. While most players opted for the default message (eg. 'Max Spend' for expenditure limits was selected by 168 players), players used a range of words to trigger their attention to limits. Humor is clearly evident in some of the messages selected, along with attempts to trigger the player to think about the money that they are gambling with (eg. bills, kids etc.).

Table 70. Personalised reminder messages selected by PlaySmart users (June 2008-October 2009, N=265)^a

Personalised reminder messages		
Reminder messages on player's reaching maximum expenditure limits		
<ul style="list-style-type: none"> • MAX SPEND (x168) • (Msg left blank) (x6) • BILLS (x6) • TIME TO GO HOME (x4) • MAX EXPENDITURE (x4) • MONEY (x3) • GO HOME (x3) • GIRLS (x3) • COFFEE TIME (x3) • WARN EXPENDITURE (x2) • TIME FOR A SMOKE (x2) • STOP (x2) • LIMIT REACHED (x2) • KIDS (x2) • HOME TIME (x2) • [Name] x17 • YA HOO • WIZARD • TRYING • TIME UP • TIME TO LEAVE • TIME TO GO • TIME FOR A DRINK • TIME 4 A COFFEE 	<ul style="list-style-type: none"> • [Removed for confidentiality] • STOP NOW • STOP CHUTING • SPENDING • SPEND • SPECIAL • SILLY • [profanity] • REACHED LIIMIT • PERSONALISED LMT • NO MORE GAMBLING • MUM • MAXIMUM LIMIT • MAXIMUM • ITS A LOVLEY DAY • [Removed for confidentiality] • HELP • HAY LOVELY • HAY BEAUTIFUL • HAPPY 	<ul style="list-style-type: none"> • GRAN • GO HOME [NICKNAME] • ELEC BILL • DAILY LIMIT • BRANDY • BOYS • BOO HOO • BOO • BETTY BOOP • [Removed for confidentiality] <p>Expenditure limit messages changed</p> <ul style="list-style-type: none"> • (Msg left blank) (x258) • BILLS • BREAK • FINISH • GO HOME • [Name] x2 • LIMIT • LIMIT REACHED • [profanity] • TIME TO LEAVE
Reminder messages on reaching maximum hours of play		Reminder messages for session length
<ul style="list-style-type: none"> • (Msg left blank) (x11) • BILLS (x6) • GIRLS (x2) • KIDS (x2) • [Name] x3 • BOO 	<ul style="list-style-type: none"> • BOOHOO • BOYS • BREAK DUE • ENOUGH! • HELP 	<ul style="list-style-type: none"> • (Msg left blank) (x262) • WARN TAKE BREAK (x3) • [Name] • PERSONALISED BRK • TAKE BREAK

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Player usage of PlaySmart during the trial period (after PlaySmart)

Overall trends

Play statistics associated with players using PlaySmart during the trial period from PlaySmart adoption through to October 31, 2009 are shown in Table 71. This is based on a sample of 258 players who used PlaySmart during the trial.

The period of adoption for PlaySmart was the date on which each player individually signed-up for PlaySmart, implying that each player had their own unique date of adoption. All usage statistics presented were those available in the PlaySmart system.

As actual expenditure fields (rather than EGM turnover) were introduced into the PlaySmart system during May 2009 (by the system provider), statistics for the period of May to October 2009 are only presented for interest purposes (see bottom section of the table).

It should be noted, however, as many players had been using PlaySmart since 2008, only turnover figures in the top section of the table (ie. where turnover is based on loyalty points) are accurate for the full trial.

Means indicate average values, medians represent the middle value once players are sorted from lowest to highest, maximums show the highest value and totals show summed values for all players in the trial.

For the full trial, findings showed that players used PlaySmart for an average of 19 days each, with all PlaySmart users spending a total of 4,893 days on PlaySmart during the trial (a total of 22,500 gaming sessions).

Sessions are defined as the time period from when a card is inserted into the J Card card reader to when it is removed. On average, players turned over \$6938.40 per player during the trial. This highlights that players had reasonable usage of PlaySmart during the trial period.

Table 71. Player usage of PlaySmart after each player signed-up to PlaySmart - usage statistics (June 2008-October 2009, N=258)^a

Measures per player	Base	Mean	Median	Maximum	Sum total
Measures using turnover based on auto-points (more accurate as for the full trial period)					
Days of EGM play after PlaySmart	Days	19	12	92	4893 (days)
Total turnover after adoption of PlaySmart	\$	6938.40	2206	157829.60	1790094.97 (\$)
Sessions of play	Sessions	87.20	39.5	979	22500 (sessions)
Total minutes of play using PlaySmart (all time with PlaySmart card in EGM)	Minutes	1717.10	625.5	35347	443003 (minutes)
Measures using actual expenditure (following new PlaySmart expenditure fields in May 2009)					
Days of EGM play after PlaySmart	Days	9.7	1	93	2509 (days)
Nett Player expenditure after adoption of PlaySmart	\$	270.30	0	13085.97	69748.20 (\$)

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. This table shows the days players used PlaySmart, the amount they turned over and the time they spent on PlaySmart. Note that turnover measures at the top of the table are only valid for the full trial. Measures based on actual nett expenditure were only implemented during May 2009 and for this reason are not valid for the full trial.

Trends by
Phase

The same trends for Phase 1 versus Phase 2 players are shown in Table 72. Once again, turnover figures in the top section of the table are accurate for the full trial and the figures at the bottom are based on the new fields implemented in PlaySmart in May 2009 (which allowed recording of direct EGM expenditure). Findings overall showed that Phase 2 players played slightly more during the trial and turned over more compared to Phase 1 players.

Table 72. Player usage of PlaySmart after each player signed-up to PlaySmart - usage statistics for Phase 1 and 2 players (June 2008-October 2009, N=258)^a

Measure	Base	Phase 1 (N=135)				Phase 2 (N=123)			
		Mean	Median	Maximum	Sum total	Mean	Median	Maximum	Sum total
Measures using turnover based on auto-points (more accurate as for the full trial period)									
Days of EGM play after PlaySmart	Days	18.6	11	72	2508 (days)	19.4	12	92	2385 (days)
Total turnover after adoption of PlaySmart	\$	6186	1845.9	50640	835111.02 (\$)	7764.1	3094.6	157829.6	954983.95 (\$)
Sessions of play	Sessions	88.9	36	979	1200 (sessions)	85.4	45	885	10500 (sessions)
Total minutes of play using PlaySmart (all time with PlaySmart card in EGM)	Minutes	1595.7	564	11465	215413 (minutes)	1850.3	720	35347	227590 (minutes)
Measures using actual expenditure (following new PlaySmart expenditure fields in May 2009)									
Days of nett player expenditure after adoption of PlaySmart	Days	1.2	0	46	160 (days)	19.1	12	93	2349 (days)
Nett Player expenditure after adoption of PlaySmart	\$	46.9	0	3897.55	6331.47 (\$)	515.6	190.8	13085.97	63416.73 (\$)

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. This table shows the days players used PlaySmart, the amount they turned over and the time they spent on PlaySmart. Note that turnover measures at the top of the table are only valid for the full trial. Measures based on actual nett expenditure were only implemented during May 2009 and for this reason are not valid for the full trial.

Player breaches of money and time limits during the trial

Money and time limits

Player breaches of money and time limits during the trial are shown in Table 73. Money limit breaches are presented for daily, weekly, fortnightly and monthly limits. They are presented in gaming machine turnover due to the way the system recorded data during the trial (as highlighted, nett expenditure was not logged until May 2009). As daily time limits were really the main type of time limit set, only daily time limits breached were supplied by the system provider (others had too small samples).

Analysis revealed that PlaySmart users overspent daily limits by a total turnover of \$2010 (daily limits exceeded 400 times), weekly limits by \$1684 turnover (152 times), fortnightly limits by \$481 turnover (14 times) and monthly limits by \$2031 turnover (96 times) (based on EGM turnover). This equates to a total of 662 spend limit breaches for the full trial period. The daily time play limit was also breached 25 times and for a grand total of 259 minutes of extra play across all players.

The means for measures are also presented in Table 73. In relation to daily limits (the most popular monetary limit and the only monetary limit which had sufficient sample for comparison between Phases), findings also showed that Phase 1 players were a little less likely to breach their limits compared to Phase 2 players. However, when breaches occurred, Phase 1 players tended to turnover a little more than Phase 2 players. This is probably explained by Phase 1 players being slightly more conservative with their daily monetary limits.

Table 73. Player breaches of money and time limits during the trial - by phase and overall (June 2008-October 2009, N=258)^a

Summary limits exceeded	Phase 1		Phase 2		Overall		
	Mean	Median	Mean	Median	Mean	Median	Sum total
Daily spend limits (\$ indicates turnover)							
Daily monetary limit breached - total \$ breached per player	40.6	12.6	34.4	11.1	36.5	12.5	2010.18
Times daily monetary limit was breached - total times per player	1.5	0	1.6	0	1.6	0	400
Daily monetary limit breached - mean \$ breach per player	7.2	2.3	-18.2	4.8	-9.4	4.5	-517.15
Weekly spend limits (\$ indicates turnover)							
Weekly monetary limit breached - total \$ breached per player	108.7	23.9	101.8	156.7	105.3	90.5	1684.08
Times weekly monetary limit was breached - total times per player	0.8	0	0.4	0	0.6	0	152
Weekly monetary limit breached - mean \$ breach per player	20.7	3	18.2	19.3	19.4	17.8	311.13
Fortnightly spend limits (\$ indicates turnover)							
Fortnightly monetary limit breached - total \$ breached per player	89.7	89.7	301.9	301.9	160.4	172.5	481.28
Times fortnightly monetary limit was breached - total times per player	0	0	0.1	0	0.1	0	14

Table 73. Player breaches of money and time limits during the trial - by phase and overall (June 2008-October 2009, N=258)^a

Summary limits exceeded	Phase 1		Phase 2		Overall		
	Mean	Median	Mean	Median	Mean	Median	Sum total
Fortnightly monetary limit breached - mean \$ breach per player	23.3	23.3	37.7	37.7	28.1	37.7	84.29
Monthly spend limits (\$ indicates turnover)							
Monthly monetary limit breached - total \$ breached per player	767.1	757.5	n/a	n/a	767.1	757.5	2301.33
Times monthly monetary limit was breached - total times per player	0.7	0	n/a	n/a	0.4	0	96
Monthly monetary limit breached - mean \$ breach per player	28.2	32.8	n/a	n/a	28.2	32.8	84.47
Total all spend limits breached (\$ indicates turnover)							
Total times all monetary limits breached	3.1	0	2	0	2.6	0	662
Mean amount monetary limits breached - \$	13.3	4.1	-10.5	6.6	-0.9	5.1	-70.12
Minutes daily playing limit exceeded							
Total minutes daily playing limit was breached - total minutes	110.5	110.5	38	38	86.3	97	259
Total times daily playing limit was breached - minutes	0.2	0	0	0	0.1	0	25
Total minutes daily playing limit was breached - mean minutes	33.2	33.2	38	38	34.8	38	104.41

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Break-in-play limits

Breaks-in-play were a feature used by some players in the trial. This allowed players to set a certain break from EGM play for a preferred period of time. For example, players could set a 5 minute break per hour (60 minutes). Messages were then received 5 minutes before the break was due and also at the time of the break. Breaks were also required to be continuous (or data would be recorded that the limit was exceeded).

Using the above example, Playsmart would record each session of play and would only recognise breaks of at least 5 minutes taken. This implied that if a player took a 5 minute break at 30 minutes, the 60 minute limit would reset. However, if a player moved between EGMs during that hour and took less than 5 minutes, the system would not recognise this as a break.

While there was very little data on break-in-play limits, findings showed that limits were breached by 17 players (out of 52 who set breaks in play or 33% of users) for a total of 367 times (an average of 21.7 times per player). Breaks were exceeded for an average of 695 minutes (per player). Monetary expenditure associated with breaks-in-play was discussed with the system provider; however, it was apparently not feasible to obtain such data due to system field design issues.

Further investigations also showed that a sufficient control group was not available for players with just breaks-in-play (only two players were potentially available as controls). Accordingly, it was not possible to conduct reliable analysis to determine the unique effect of breaks-in-play.

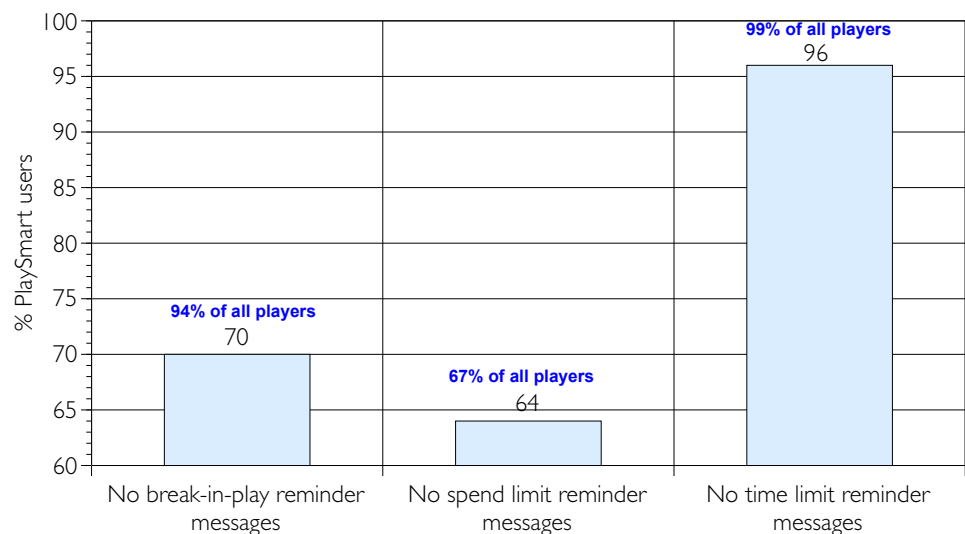
Percent of PlaySmart users receiving no limit exceeded warning messages

The percentage of PlaySmart users who actually received no limit reminder messages during the trial period are presented in Figure 42. This is based on system data logging for different types of limits, rather than player recollection of receipt of limits.

The bar graph percents are based on only players who set the types of limits outlined below. The text above bars additionally shows the percent of all players who received no limits (ie. a base of 265 which also includes players who did not set the outlined types of limits).

It should be noted that data presented excludes progress reminders, which players received at 50% and 75% of their limit, as these were not logged in system data (ie. the system only recorded when limits were exceeded). It is arguably likely that most players would have received progress reminders at some point during play.

Figure 42. PlaySmart users who did not trigger reminder messages for their break-in-play, money or time limit (June 2008-October 2009)^a



a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd (Base: All PlaySmart users)

Staff response to limits being exceeded by players

Whether staff responded on players reaching limits

Whether staff responded on players reaching their limit is shown on Table 74. This involved staff pressing the service button on the player's EGM once a limit had been breached. While data provided did not link staff responses to the type of limit exceeded, analysis of findings showed that only 25% of all reminder messages were accompanied with a staff response. A slightly higher volume of responses during Phase 2 is probably due to increased staff awareness as a result of the more intense (staff and possibly player) coaching.

Table 74. Whether venue staff responded on player's reaching limits (June 2008-October 2009, N=130 potential responses)^a

Whether staff responded once limit was reached ^b	Phase 1		Phase 2		Overall	
	N	% players	N	% players	N	% players
Responded	13	23	13	26	26	25
Didn't respond	55	98	49	98	104	98

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

b. Respond coded 1 and Didn't respond coded 2 in system

The total mean and median play time for the trial after a limit breach - based on whether staff responded - is presented in Table 75. As shown, play time after a limit breach was less when staff responded, compared to when staff didn't respond. The limitation of this data, of course, is that PlaySmart would not record any play where the card was not used.

Readers should consider that this data is based on an analysis of the total time played after a limit was exceeded (by whether staff did or did not respond). This implies that the trend is based on the overall impact of staff responding to players (at the EGM) for the full trial.

Table 75. Mean and median values when staff did or didn't respond following a player breaching a limit (June 2008-October 2009, N=130)^a

Measures for the full trial	Minutes of play following a limit breach based on whether staff did or did not respond to the player	
	Staff Responded	Staff didn't respond
Mean	721.9	742.7
Median	249	262

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Other data-based trends in PlaySmart

A small number of other observations were made about player behaviour as part of the trial. These are briefly summarised in Table 76. This is based on an analysis of system data.

Table 76. Other observations about player behaviour during use of PlaySmart^a

PlaySmart feature	Trial statistics
Secondary access password	This permitted use of two separate passwords to set and change limits and reminder messages on the PlaySmart card. It was not used during the trial, but potentially has future application to problem gambling counselling contexts (eg. allowing counsellors to set limits for people who request assistance with the control of gambling time or money expenditure). The dual password system works similar to dual signatory cheques where both the player and counsellor must agree to any card changes (eg. limit increases) before these take effect (eg. limit changes must be approved by two separate users with two unique passwords).
Web access to limits/activity statements	This permitted players to set and change their PlaySmart limits and other card features over the internet. Activity statements are also available online. It was not used at all during the trial.
Loyalty points also selected	All players opted for loyalty points in the trial. This was an optional preference offered at the time of PlaySmart sign-up.
Card disabled during trial	This involved venues removing patrons from J Card membership (for reasons they determine). This applied to 1 player in Phase 1 and 7 players in Phase 2 (4 low risk gamblers, 2 moderate risk gamblers, 1 problem gambler - other unknown).
New versus existing members	76% of players were existing members in the J Card loyalty system and 24% were new members (30% of Phase 1 players were new players compared to 18% of Phase 2 players).

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Analyses by risk for problem gambling

Overview

A small range of analyses matching system data to survey data was undertaken as part of the evaluation. This particularly focused on analyses by risk for problem gambling - based on the nine item Problem Gambling Severity Index (PGSI) of the Canadian Problem Gambling Index.

Matching was only undertaken using data from players who gave consent to their survey data being matched with their play data. Given that only a small sample of players was available for matched data analyses and that not all players had each type of limit, in many cases, samples were simply too small for meaningful analysis. However, the following analyses had reasonable sample sizes for examination of comparative trends.

It should be noted that overall figures are not provided, as these naturally do not match overall figures for the trial, given that analyses are only based on players giving consent to data matching. While statistical significance testing was undertaken, readers should consider the trends as exploratory and even non-significant results may have become significant if there had been larger samples available.

Types of limits selected by PGSI

While no players in the survey sample set a secondary expenditure limit, the types of primary expenditure limits chosen by the different risk segments are shown in Table 77. Most differences were not statistically significant, although findings showed that problem gamblers were less likely to select a monthly limit ($p < .05$). Of the 90 players in the full survey sample (there are also 87 in the current analysis), 98% elected to set a spend limit and a daily limit was most popular (70%).

As (logical) primary time limits were set by so few players, it was not possible to conduct meaningful analysis. Similarly, only 8 players in the survey sample set a break-in-play limit (9%), so trends were not meaningful.

Table 77. Primary expenditure limits selected by survey participants - by risk for problem gambling (June 2008-October 2009, N=87)^a

Risk for PG	% players				
	Didn't set a primary cycle	Daily	Weekly	Fortnightly	Monthly
Primary expenditure limits					
Non-problem gambler	50	17	0	0	0
Low risk gambler	50	29	38	33	50
Moderate risk gambler	0	41	31	0	33
Problem gambler	0	13	31	67	17
N	2	63	13	3	6
% ALL surveyed players who set this type of spend limit	2	70	14	3	7

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

Primary expenditure limits set by players

Mean and median primary expenditure limits by risk for problem gambling are shown in Table 78. While results are not statistically different, findings suggested that the higher risk segments seemed to set higher limits on average than the non-problem gambling risk segment. It is also interesting that moderate risk gamblers seemed to set the highest limits overall. While this may reflect typical expenditure limits, it highlights that higher risk segments are likely to select much higher limits than lower risk segments.

Table 78. Mean and median primary expenditure limits selected by survey participants - by risk for problem gambling (June 2008-October 2009, N=90)^a

Risk for PG	Mean (\$)	Median (\$)	N
Non-problem gambler	160.4	55	12
Low risk gambler	209.8	100	28
Moderate risk gambler	332.8	225	34
Problem gambler	249.3	100	16

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

Changes to limits

While the time and break-in-play limits were too small samples for meaningful analysis, player changes to the expenditure limit during the trial are shown in Table 79. No significant differences were apparent overall, however, results are presented for exploratory purposes.

It is interesting to observe that 27% of problem gamblers and 25% of moderate risk gamblers actually increased their limit during the trial and this was much higher than for the low risk gamblers and non-problem gamblers. It is also interesting that 8% of non-problem gamblers decreased their limits during the trial (the only segment that did this). Similarly, it was only the problem gamblers (7%) who removed PlaySmart limits and never put the limits back on their card during the trial.

Table 79. Primary expenditure limit changes during the trial - by risk for problem gambling (June 2008-October 2009, N=87)^a

Primary spend limit changes	% players			
	Non-problem gambler	Low risk gambler	Moderate risk gambler	Problem gambler
No limit change	67	79	75	73
Didn't have a limit at all	8	4	0	0
Set a limit after not initially having one	8	4	0	0
Limit decreased once	8	0	0	0
Changes to limits				
Limit increased once	8	14	19	20
Limit removed (set to zero) and never put back on	0	0	0	7
Limit increased twice	0	0	3	0
Set a limit after not having one, then increased	0	0	3	0
% surveyed players who increased limit	8	14	25	27

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

Limit breaches

Expenditure limit breaches (the only limit with sufficient sample to examine by risk segment) for players surveyed are shown in Table 80. Once again, this was the only type of limit for which sufficient data was available for meaningful analysis. Negative values indicate wins (which tend to bias the results in small samples).

While differences were not statistically significant, findings suggested that non-problem gamblers were probably more likely to exceed their expenditure limits than the higher risk segments. This is likely to be explained by such players setting more conservative limits (and higher risk segments increasing their limits during the trial). When limits were exceeded, findings also suggested that higher risk segments tended to exceed their spend limit by a larger amount on average than non-problem gamblers.

It should be noted that negative values are present in cases where players underspent their limit and thus were ahead (eg. due to EGM wins). This is always possible, given that the analysis is only based on a small sample.

Table 80. Primary expenditure limit changes during the trial - by risk for problem gambling (June 2008-October 2009, N=90)^a

Type of primary expenditure limit	Mean and median by risk for problem gambling							
	Non-problem gambler		Low risk gambler		Moderate risk gambler		Problem gambler	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Daily expenditure limits								
Total amount players exceeded daily limits	22.6	2.8	-86.2	4.5	17.1	9.7	55.4	13.6
Total times players exceeded daily limits	4.4	0	1.4	0	0.6	0	2.2	0
Average amount players exceeded daily limits	1.6	1.9	-93.2	2.7	14.6	6.2	-39.6	4.5
All types of expenditure limits (ie. daily, weekly, fortnightly, monthly)								
Total times players exceeded all limits	4.4	0	3.2	0	0.6	0	3.8	2.5
Average amount players exceeded all limits	1.6	1.9	-82.5	3.6	14.6	6.2	-14.6	5.1

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

Length of play
after staff
intercept post-breach

The mean and median length of play in minutes following staff approaches after a limit breach are shown in Table 81. No data was available for non-problem gamblers. While low risk gamblers played for a similar length of time when staff approached or otherwise, having staff approach had a relatively larger effect on reducing time played for problem gamblers (although the reverse was true of moderate risk gamblers).

Table 81. Mean length of play after limit breaches when staff responded versus didn't respond (June 2008-October 2009, N=42)^a

Measures for the full trial (Yes - staff response, No - no response)	Mean and median length of time played (minutes)					
	Low risk gamblers		Moderate risk gamblers		Problem gamblers	
	Yes	No	Yes	No	Yes	No
Mean length of play	612.5	612.5	128.7	121.6	393.2	453.7
Median length of play	32.5	32.5	117.4	84.9	98.3	105.5
N	3	11	4	10	6	8

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

PlaySmart user migration patterns

All players

PlaySmart user play patterns at various hotels since use of PlaySmart was examined as part of the analysis. Phase 2 players tended to play at a slightly higher number of hotels. This suggests that, while a very small number of players travel to different hotels across the J Card network, most players on average play at approximately two hotels. Average turnover is again reported, given that expenditure measures were not available for the full trial period.

It should be considered, however, that play outside the J Card network is not able to be tracked over time (as only about 11% of venues are part of the J Card network in South Australia). For this reason, player migration statistics need to be interpreted with some caution. A total of 53 unique hotels were also played across the sample.

Table 82. Player migration statistics associated with use of PlaySmart - results by Phase (June 2008-October 2009, N=265)^a

Measure	Phase 1		Phase 2		Both Phases	
	Mean	Median	Mean	Median	Mean	Median
Total days of visits to pokies	20	15	24.6	23	22.2	19
Total hotels played	2.1	2	2.7	2	2.4	2
Average turnover per day of play (\$) - all hotels played	1750.8	667.7	1276.6	652.6	1497.1	665.2
Average duration per day of play (min) - all hotels played	124.9	82.7	154.3	100.4	140.6	92.6
Maximum hotels played	11		16		16	
% players playing over 3 venues	21%		28%		24%	
Average turnover per day (\$) - players signing-up at Hotel A - 94% of total turnover spent at the sign-up venue					579.2	204.6
Average turnover per day (\$) - players signing-up at Hotel B - 82% of total turnover spent at the sign-up venue					1682.5	1166
Average turnover per day (\$) - players signing-up at Hotel C - 79% of of total turnover spent at the sign-up venue					1347.8	576.3
Average turnover per day (\$) - players signing-up at Hotel D - 99% of total turnover spent at the sign-up venue					930.5	271.9
Average turnover per day (\$) - players signing-up at Hotel E - ~100% of total turnover spent at the sign-up venue					2029	1202.8
Average turnover per day (\$) - players signing-up at Hotel F - 82% of total turnover spent at the sign-up venue					3206.2	1203.8
Average turnover per day (\$) - players signing-up at Hotel Z - 93% of total turnover spent at the sign-up venue					145.6	130.2

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Surveyed players

Migration statistics by risk for problem gambling are in Table 83. Problem gamblers tended to play at a larger number of hotels than non-problem gamblers ($p < .05$). This is also quite consistent with self-reported venues in most gambling prevalence surveys (ie. problem gamblers typically report playing at a higher number of venues than the lower risk groups). Moderate risk to low risk gamblers tended to turn over more on EGM play than other groups.

Table 83. Player migration statistics associated with use of PlaySmart - results by risk for problem gambling (June 2008-October 2009, N=86)^a

Measures	Non-problem gamblers		Low risk gamblers		Moderate risk gamblers		Problem gamblers	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Total days of visits to pokies	29.4	31	25	30.5	32.5	31	37.6	28
Total hotels played	3	2.5	2.4	2	3.2	2	4.2	3
Average turnover per day of play (\$)	539.8	308.5	1673.7	703.6	2204.3	1648.5	1394.6	1055.1
Average duration per day of play (min)	145.1	102.3	147	113.9	272.7	222.6	135.1	108.8

a. Risk for problem gambling matched with data supplied by Worldsmart Technology Pty Ltd.

EGM turnover before and after PlaySmart

Overview

As expenditure and other play data required PlaySmart to be operational, the following analyses were based only on players who had PlaySmart enabled on their card (ie. some players had set-up limits, but PlaySmart inadvertently was not enabled due to staff error).

In this context, the following analyses compare players who used PlaySmart with a control group of players who did not have PlaySmart. Control group players were matched on pre-PlaySmart expenditure at the same time individual players adopted PlaySmart. Where possible, players were taken from the same venue and in every case, matched individual PlaySmart users in terms of both age and gender (using age bands that aligned to the South Australian Gambling Prevalence Study 2005).

This allowed a 'matched samples' type of research design and associated pre- versus post comparisons (ie. comparing the change observed in PlaySmart users to that observed in the control group). While investigations were made to examine the potential for closer matching (eg. on minutes played, patterns of play, gaming sessions etc.), controls with this degree of similarity were simply either not available or specific data points were not available for the requested time period (as reported by the system data supplier). Accordingly, this should be considered as a limitation of the analysis.

As PlaySmart did not record expenditure for some of the trial (only since May 2009 was actual expenditure recorded), gaming turnover based on loyalty points and minutes played were the only available units for pre- versus post-comparisons (as provided by the system supplier).

To ensure that bonus points were not influencing turnover figures, these were removed by the system provider prior to analysis. High concordance between turnover (based on loyalty points) and actual turnover (since May 09) was established prior to use of the methodology.

As players and controls invariably played over a different number of days before and following the trial period, the days before and following the trial were calculated separately for players and controls to develop mean turnover measures.

It should also be noted that some players in the sample did not have any pre-PlaySmart or post-PlaySmart play history to allow their inclusion in the analysis (comparing turnover and other data before and after PlaySmart). For this reason, a smaller set of players with some pre- and post-play history was used for the analysis of player behaviour.

In total, this group consisted of 154 players with pre- and -post data for PlaySmart users and controls. This included 64 players in Phase 1 and 90 players in Phase 2.

Turnover data for the 154 players is shown in Table 84. As shown, the mean per day turnover was as close as possible to the real PlaySmart user group. However, 100% exact matches were not always possible. This explains the small discrepancy in means for the before turnover between PlaySmart users and controls. The sample included 105 females and 49 males.

Table 84. Players in PlaySmart trial matched with controls (June 2008-October 2009, N=154)^a

Type of EGM player	Turnover per day per player (\$)	Phase 1		Phase 2		Phases 1 and 2 combined	
		Mean (\$)	N	Mean (\$)	N	Mean (\$)	N
PlaySmart users	Turnover Before Adoption of PlaySmart	590.9	64	558.6	90	572.0	154
	Turnover After Adoption of PlaySmart	436.8	64	462.5	90	451.8	154
Controls	Turnover Before Adoption of PlaySmart	576.7	64	562.7	90	568.5	154
	Turnover After Adoption of PlaySmart	650.2	64	585.8	90	612.6	154

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

*Daily EGM turnover
before and after
PlaySmart*

Findings showing daily player turnover (in dollars) before and after (following) adoption of PlaySmart are in Table 85. This involved selecting only the players in Phase 1 and 2 who had data both before and after PlaySmart implementation (a total of 64 players in Phase 1 and 90 players in Phase 2).

Each of these players also had a control EGM player matched to their age, gender and approximate pre-PlaySmart EGM turnover. Following weighting of the control turnover post-PlaySmart (applying a weighting correction based on the discrepancies in turnover between PlaySmart users and their controls before PlaySmart adoption), a corrected post-play turnover is supplied for the controls. An estimate of actual spend per player is also provided. A multiplier of 0.119 is assumed on the basis that average return to player is 88.1% (based on an EGM analysis across the J Card network).

Based on corrected figures, overall results indicated that use of PlaySmart was associated with a decrease in EGM turnover by a mean of \$181.50 (equivalent to expenditure of ~\$21.60 or a turnover decline of 31.7%). Similar effects were noted for both Phase 1 and Phase 2 players (although there was a slightly larger decline in the case of Phase 1 players).

Interpretation note

In examining the data in Table 85, the final cells in yellow shading are the main cells of interest. These show the level of nett turnover change observed for PlaySmart users compared to controls each using both corrected or uncorrected results.

Interested readers may wish to note the following additional technical interpretation points (Refer the letters in the far left-hand column of Table 85 and subsequent tables). While turnover calculations are referred to in the following description, the same approach was also used for session length calculations:

- Step A. The turnover change within PlaySmart users was examined (ie. before v after use of PlaySmart) - this examined the turnover change within PlaySmart users during the trial
- Step B. The turnover change within controls was examined (ie. before v after during the same trial period in which PlaySmart was operational) - this examined the turnover change for control players during the trial period. The above also included an uncorrected and correct turnover change calculation
- Step C. The amount of 'nett change' in turnover was then compared between PlaySmart and controls - with the nett difference attributed to use of PlaySmart. A corrected calculation was also made given the previous corrections. Both calculations may be referred to in drawing conclusions about possible effects of PlaySmart.

The limitations of sample size should be considered in interpreting trends. In Table 85, a total of 154 players were able to be matched with controls. While very large samples are most ideal, only 154 players could be matched reliability with controls due to data availability. This is also undoubtedly due to the relatively small number of regular players within most gaming venues and due to the difficulty of finding players within similar age ranges.

In addition, the possible impact of other unexplained influences should also be considered (eg. other differences between the control and PlaySmart group such as motivation to reduce spending, other individual differences etc.).

Table 85. Players in PlaySmart trial matched with controls - Mean turnover comparison (June 2008-October 2009, N=154)^a

Type of EGM player	Measures (Mean \$ per day)	Mean turnover per player per day (\$)		
		Phase 1	Phase 2	Phases 1 and 2
A. PlaySmart user turnover changes (pre v post)	Turnover Before Adoption of PlaySmart	590.9	558.6	572.0
	Turnover After Adoption of PlaySmart	436.8	462.5	451.8
	Difference (Mean \$)	-154.1	-96.1	-120.1
B. Control turnover changes (pre v post)	Turnover Before Adoption of PlaySmart - UNCORRECTED	576.7	562.7	568.5
	Turnover After Adoption of PlaySmart - UNCORRECTED	650.2	585.8	612.6
	Difference (Mean \$) - UNCORRECTED	73.5	23.1	44.1
	Turnover Before Adoption of PlaySmart - CORRECTED	590.9	558.6	572.0
	Turnover After Adoption of PlaySmart - CORRECTED	622.7	640.8	633.3
	Difference (Mean \$) - CORRECTED	31.8	82.2	61.3
C. Nett amount by which PlaySmart (PS) affects mean turnover (nett \$) (Comparing PlaySmart changes with control changes)	Nett change in mean turnover (\$) - UNCORRECTED	Use of PS decreased turnover by mean of \$227.60 (~\$27.08 spend)	Use of PS decreased turnover by mean of \$119.20 (~\$14.18 spend)	Use of PS decreased turnover by mean of \$164.20 (~\$19.54 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-PlaySmart turnover (of PlaySmart users) - UNCORRECTED	Use of PS led to a 38.5% decrease in EGM turnover	Use of PS led to a 21.3% decrease in EGM turnover	Use of PS led to a 28.7% decrease in EGM turnover
	Nett change in mean turnover (\$) - CORRECTED	Use of PS decreased turnover by mean of \$185.90 (~\$22.12 spend)	Use of PS decreased turnover by mean of \$178.30 (~\$21.22 spend)	Use of PS decreased turnover by mean of \$181.50 (~\$21.60 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-PlaySmart turnover (of PlaySmart users) - CORRECTED	Use of PS led to a 31.5% decrease in EGM turnover	Use of PS led to a 31.9% decrease in EGM turnover	Use of PS led to a 31.7% decrease in EGM turnover

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Matched on age, gender and approximate historical EGM turnover, controls are assumed to be identical to PlaySmart users (this was the only available basis for comparison). Each PlaySmart user was matched with a single control based on these characteristics. All percentages reported are for the total trial period by Phase. It should be noted that figures have been rounded, so some small discrepancies may be apparent.

Turnover changes
by risk for problem
gambling

While only based on a very small sample of players (so extreme caution should be applied to interpretation), trends by risk for problem gambling are shown in Table 86. This analysis was based on players giving consent to data matching from the telephone survey.

It should be noted that risk for problem gambling was not able to be measured in the controls as data had to be supplied in a de-identified format by the system provider. This implies that risk for problem gambling is only true for PlaySmart users (with the risk segmentation matched to controls). Accordingly, this is naturally a limitation of the analysis.

Based on corrected data, findings suggested that the impact of PlaySmart on non-problem gamblers was fairly small and mean turnover only decreased by \$8.40 since adoption of PlaySmart (4.7% of their pre-PlaySmart turnover). For low risk gamblers, turnover reduced by \$75.00 (decline of 11.8%), for moderate risk gamblers turnover reduced \$399.70 (decline of 48.8%) and for problem gamblers, turnover declined \$292 (decline of 55.8%). It should be noted that percentages are relative to each group's own pre-PlaySmart turnover.

While only based on a small sample, results may suggest that precommitment is associated with the reduction of EGM turnover of at-risk gamblers. However, once again, findings should be interpreted with caution.

Once again, interested readers may wish to refer to the interpretation note on page 135 to further explore each step in the analysis. Yellow cells present the nett comparison between the change observed in PlaySmart users versus controls.

**Table 86. Daily turnover comparison before and after adoption of PlaySmart -
by risk for problem gambling - CAUTION SMALL SAMPLES (June 2008-October 2009, N=67)^a**

EGM player	Measures (Mean \$ per day)	Risk for problem gambling			
		Non-problem gamblers (N=10)	Low risk gamblers (N=19)	Moderate risk gamblers (N=25)	Problem gamblers (N=13)
A. PlaySmart user turnover changes (pre v post)	Turnover Before Adoption of PlaySmart	178.7	637.3	819.5	523.2
	Turnover After Adoption of PlaySmart	185.1	482.9	713.2	377.3
	Difference (Mean \$)	6.4	-154.4	-106.3	-145.9
B. Control turnover changes (pre v post)	Turnover Before Adoption of PlaySmart - UNCORRECTED	174.8	695.5	719.3	594.2
	Turnover After Adoption of PlaySmart - UNCORRECTED	186.4	580	858.4	797.8
	Difference (Mean \$) - UNCORRECTED	11.6	-115.5	139.1	203.6
	Turnover Before Adoption of PlaySmart - CORRECTED	178.7	637.3	819.5	523.2
	Turnover After Adoption of PlaySmart - CORRECTED	193.5	557.9	1112.9	669.3
	Difference (Mean \$) - CORRECTED	14.8	-79.4	293.4	146.1

Table 86. Daily turnover comparison before and after adoption of PlaySmart -
by risk for problem gambling - **CAUTION SMALL SAMPLES** (June 2008-October 2009, N=67)^a

EGM player	Measures (Mean \$ per day)	Risk for problem gambling			
		Non-problem gamblers (N=10)	Low risk gamblers (N=19)	Moderate risk gamblers (N=25)	Problem gamblers (N=13)
C. Nett amount by which PlaySmart (PS) affects mean turnover (nett \$) (Comparing PlaySmart changes with control changes)	Nett change in mean turnover (\$) - UNCORRECTED	Use of PS decreased turnover by mean of \$5.20 (~\$0.62 spend)	Use of PS decreased turnover by mean of \$38.90 (~\$4.63 spend)	Use of PS decreased turnover by mean of \$245.40 (~\$29.20 spend)	Use of PS decreased turnover by mean of \$349.50 (~\$41.59 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-PlaySmart turnover (of PlaySmart users) - UNCORRECTED	Use of PS led to a 2.9% decrease in EGM turnover	Use of PS led to a 6.1% decrease in EGM turnover	Use of PS led to a 30% decrease in EGM turnover	Use of PS led to a 66.8% decrease in EGM turnover
	Nett change in mean turnover (\$) - CORRECTED	Use of PS decreased turnover by mean of \$8.40 (~\$1.00 spend)	Use of PS decreased turnover by mean of \$75.00 (~\$8.93 spend)	Use of PS decreased turnover by mean of \$399.70 (~\$47.56 spend)	Use of PS decreased turnover by mean of \$292.00 (~\$34.75 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-PlaySmart turnover (of PlaySmart users) - CORRECTED	Use of PS led to a 4.7% decrease in EGM turnover	Use of PS led to a 11.8% decrease in EGM turnover	Use of PS led to a 48.8% decrease in turnover	Use of PS led to a 55.8% decrease in turnover

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Matched on age, gender and approximate historical EGM turnover; controls are assumed to be identical to PlaySmart users (this was the only available basis for comparison) and risk segmentation is based on the risk of PlaySmart users, as measured in the telephone survey. Each PlaySmart user was matched with a single control based on these characteristics. All percentages reported are for the total trial period. It should be noted that figures have been rounded, so some small discrepancies may be apparent.

Daily EGM minutes
before and after
PlaySmart

The time spent on EGM play daily before and after adoption of PlaySmart is in Table 87. A correction weight was also developed for the minutes variable. This adjusted the post-PlaySmart EGM minutes by the same amount as the discrepancy between the EGM minutes from controls to PlaySmart users (with the latter based on the before-PlaySmart EGM minutes).

As shown, PlaySmart users reduced the minutes they spent on EGM play after adoption of PlaySmart. Based on corrected data, Phase 1 and 2 players combined reduced their play time by a mean of 22.7 minutes (a decline of 23.7% based on their pre-PlaySmart mean EGM play duration). Phase 1 players also reduced play a little more than Phase 2 players (mean of 29 minutes compared to 18.2 minutes).

Once again, interested readers may wish to refer to the interpretation note on page 135 to further explore each step in the analysis. Yellow cells present the nett comparison between the change observed in PlaySmart users versus controls.

**Table 87. Players in PlaySmart trial matched with controls -
Mean EGM minutes comparison (June 2008-October 2009, N=154)^a**

Type of EGM player	Measures (mean minutes of EGM play per day)	Mean minutes of EGM play per day		
		Phase 1	Phase 2	Phases 1 and 2
A. PlaySmart user session length changes (pre v post)	Session Length Before PlaySmart	98.7	94	95.9
	Session Length After PlaySmart	87.5	88.1	87.9
	Difference (Mean minutes)	-11.2	-5.9	-8
B. Control session length changes (pre v post)	Session Length Before PlaySmart - UNCORRECTED	83.6	89	86.8
	Session Length After PlaySmart - UNCORRECTED	93.7	86.6	89.5
	Difference (Mean minutes)	10.1	-2.4	2.7
	Session Length Before PlaySmart - CORRECTED	98.7	94	95.9
	Session Length After PlaySmart - CORRECTED	116.5	106.3	110.6
	Difference (Mean minutes)	17.8	12.3	14.7
C. Nett amount by which PlaySmart (PS) affects mean minutes of EGM play (Comparing PlaySmart changes with control changes)	Nett change in mean EGM play (minutes) - UNCORRECTED	Use of PS decreased play time by mean of 21.3 minutes	Use of PS decreased play time by mean of 3.5 minutes	Use of PS decreased play time by mean of 10.7 minutes
	Nett change in mean EGM play (minutes) expressed as a % of the pre-PlaySmart minutes (of PlaySmart users) - UNCORRECTED	Use of PS led to a decrease of 21.6% in EGM play minutes	Use of PS led to a decrease of 3.7% in EGM play minutes	Use of PS led to a decrease of 11.2% in EGM play minutes
	Nett change in mean EGM play (minutes) - CORRECTED	Use of PS decreased play time by 29.0 minutes	Use of PS decreased play time by 18.2 minutes	Use of PS decreased play time by 22.7 minutes
	Nett change in mean EGM play (minutes) expressed as a % of the pre-PlaySmart minutes (of PlaySmart users) - CORRECTED	Use of PS led to a decrease of 29.4% in EGM play minutes	Use of PS led to a decrease of 19.4% in EGM play minutes	Use of PS led to a decrease of 23.7% in EGM play minutes

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Matched on age, gender and approximate historical EGM turnover, controls are assumed to be identical to PlaySmart users (this was the only available basis for comparison) and risk segmentation is based on the risk of PlaySmart users, as measured in the telephone survey. Each PlaySmart user was matched with a single control based on these characteristics. All percentages reported are for the total trial period by Phase. It should be noted that figures have been rounded, so some small discrepancies may be apparent.

*Changes in EGM minutes
by risk for problem
gambling*

Changes in EGM minutes while using PlaySmart by risk for problem gambling are in Table 88. Based on corrected figures, non-problem gamblers slightly increased their play time (by 5.9 minutes), while low risk, moderate risk and problem gamblers decreased their play time (by respectively 15.1, 38.8 and 23.4 minutes). While the increase in EGM play time of non-problem gamblers may be an anomaly, increased novelty value of the card may also potentially explain the result.

It should again be noted that the risk segmentation for controls is based on PlaySmart users (as measuring risk of controls was not possible due to de-identified data). In addition, it should also be considered that some error may also be present in play time data, given that the system also records cases when cards were accidentally left in EGMs. Accordingly, these caveats should be considered as limitations of the analysis.

Once again, interested readers may wish to refer to the interpretation note on page 135 to further explore each step in the analysis. Yellow cells present the nett comparison between the change observed in PlaySmart users versus controls.

**Table 88. Daily comparison of EGM minutes before and after adoption of PlaySmart -
by risk for problem gambling (June 2008-October 2009, N=67)^a**

Type of EGM player	Measures (mean minutes of EGM play per day)	Mean EGM minutes per player per day			
		Non-problem gamblers (N=10)	Low risk gamblers (N=19)	Moderate risk gambler (N=25)	Problem gamblers (N=13)
A. PlaySmart user session length changes (pre v post)	Session Length Before PlaySmart	57	104.7	121.6	104.9
	Session Length After PlaySmart	67.6	96.3	110.9	91.9
	Difference (Mean minutes)	10.6	-8.4	-10.7	-13
B. Control session length changes (pre v post)	Session Length Before PlaySmart - UNCORRECTED	61.6	124.3	90.7	110.5
	Session Length After PlaySmart - UNCORRECTED	62.1	114.5	101.6	115.4
	Difference (Mean minutes) - UNCORRECTED	0.5	-9.8	10.9	4.9
	Session Length Before PlaySmart - CORRECTED	57	104.7	121.6	104.9
	Session Length After PlaySmart - CORRECTED	61.7	111.4	149.7	115.3
	Difference (Mean minutes) - CORRECTED	4.7	6.7	28.1	10.4

Table 88. Daily comparison of EGM minutes before and after adoption of PlaySmart - by risk for problem gambling (June 2008-October 2009, N=67)^a

Type of EGM player	Measures (mean minutes of EGM play per day)	Mean EGM minutes per player per day			
		Non-problem gamblers (N=10)	Low risk gamblers (N=19)	Moderate risk gambler (N=25)	Problem gamblers (N=13)
C. Nett amount by which PlaySmart (PS) affects mean minutes of play (Comparing PlaySmart changes with control changes)	Nett change in mean EGM play (minutes) - UNCORRECTED	Use of PS increased play time by mean of 10.1 minutes	Use of PS increased play time by mean of 1.4 minutes	Use of PS decreased play time by mean of 21.6 minutes	Use of PS decreased play time by mean of 17.9 minutes
	Nett change in mean EGM play (minutes) expressed as a % of the pre-PlaySmart minutes (of PlaySmart users) - UNCORRECTED	Use of PS led to an increase of 17.5% in EGM play minutes	Use of PS led to an increase of 1.3% in EGM play minutes	Use of PS led to a decrease of 17.8% in EGM play minutes	Use of PS led to a decrease of 17.1% in EGM play minutes
	Nett change in mean EGM play (minutes) - CORRECTED	Use of PS increased play time by mean of 5.9 minutes	Use of PS decreased play time by mean of 15.1 minutes	Use of PS decreased play time by mean of 38.8 minutes	Use of PS decreased play time by mean of 23.4 minutes
	Nett change in mean EGM play (minutes) expressed as a % of the pre-PlaySmart minutes (of PlaySmart users) - CORRECTED	Use of PS led to an increase of 10.4% in EGM play minutes	Use of PS led to a decrease of 14.4% in EGM play minutes	Use of PS led to a decrease of 31.9% in EGM play minutes	Use of PS led to a decrease of 22.3% in EGM play minutes

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Matched on age, gender and approximate historical EGM turnover, controls are assumed to be identical to PlaySmart users (this was the only available basis for comparison) and risk segmentation is based on the risk of PlaySmart users, as measured in the telephone survey. Each PlaySmart user was matched with a single control based on these characteristics. All percentages reported are for the total trial period. It should be noted that figures have been rounded, so some small discrepancies may be apparent.

Changes for individual gamblers on turnover pre- and post-PlaySmart

As the previous mean changes in turnover are influenced by individual gambler play, the following presents an analysis based on whether individual gamblers changed their turnover pre- and post-PlaySmart. Findings are summarised for turnover in Table 89.

Time is not included in the analysis as players can spend time (and have time logged on their card) when talking and doing other activities, implying that it is not a perfect measure of time spent on play (particularly given that venues commonly report cards left overnight in EGMs).

Findings suggest that non-problem and low risk gamblers may have been less affected by PlaySmart compared to the higher risk segments. In particular, 30% of non-problem PlaySmart users decreased their turnover, while 70% increased their turnover since adoption of PlaySmart. This split, however, was 50-50 for non-problem controls and more controls in the low risk segment decreased their spending than in the low risk PlaySmart user group.

The pattern for the higher risk segments showed the reverse trend. For both moderate risk and problem gamblers, more players using PlaySmart decreased their turnover, compared to the control group (in the same risk segment). While only small samples, results may point to some potential benefits of precommitment for higher risk segments.

Table 89. Whether turnover increased or decreased for individual players - by risk for problem gambling and overall (June 2008-October 2009, N below)

Type of EGM player	Shifts in turnover pre- v post-PlaySmart	% risk segment which increased v decreased their turnover				
		Non-problem gambler	Low risk gambler	Moderate risk gambler	Problem gambler	Overall ^a
PlaySmart users	Decrease in turnover	30	53	60	69	54
	Increase in turnover	70	47	40	31	46
	PlaySmart users (N)	10	19	25	13	154
Controls	Decrease in turnover	50	58	52	54	55
	Increase in turnover	50	42	48	46	45
	Controls (N)	10	19	25	13	154

a. Based on all players with data - including those without a measure of risk for problem gambling. Matched on age, gender and approximate historical EGM turnover, controls are assumed to be identical to PlaySmart users (this was the only available basis for comparison) and risk segmentation is based on the risk of PlaySmart users, as measured in the telephone survey. Each PlaySmart user was matched with a single control based on these characteristics.

Changes in behaviour for Phase 3 players exposed to messaging

Context

Phase 3 involved displaying messages about budgets and PlaySmart at \$5, \$10 and \$15 EGM turnover. Each time players inserted their J Card into an EGM for pokies play, messages were displayed to players on the J Card reader at each of the three turnover points.

A total of 509 players were in the final default phase sample (removing a total of 146 players who did not take part in phase 3 - This included 20 players who asked for messaging to be removed and 126 who had not used their card during the default phase messaging period).

Similar to the analysis associated with PlaySmart, the aim of Phase 3 data analysis was to examine the effect of messages displayed on player behaviour. Once again, the system provider was only able to supply EGM turnover and EGM play time (in minutes) pre- and -post messaging as the core units of analysis.

Also similar to Phases 1 and 2, Phase 3 players had control EGM players matched to their approximate age, gender and historical daily turnover prior to the display of messages. Unfortunately, however, the system provider reported difficulty identifying controls for every player exposed to the messaging.

However, 377 players were provided with matched controls in the final sample (with both pre- and -post data for players exposed to messaging and their control). Controls in this instance were obviously not exposed to the messaging.

As messages only displayed in a single venue and players were a single group, it was not logical to examine changes across venues or sub-phases. Similar to the PlaySmart analysis, a corrected mean turnover and a corrected mean minutes of EGM play was used in the Phase 3 pre- versus post behavioural analysis.

Behavioural changes for Phase 3 players

Data related to Phase 3 messaging is shown in Table 90. As there were too few players with a problem gambling risk segmentation for meaningful segment comparisons, players have been segmented into those with very small, small, medium and large EGM turnover. This may provide some indication of the impact of messaging on players who turnover different amounts of money on EGM play. Once again, however, the limitations of this analysis should also be considered.

As shown, based on corrected figures, findings suggest that turnover may have decreased by a mean of \$260.60 due to display of messaging (a decrease of 38.2% based on the overall mean pre-messaging turnover). Uncorrected figures, however, suggest quite a different result with a mean turnover decrease of only \$39.70 (a decrease of 5.8%).

This is possibly due to the influence of players who had high levels of turnover (or players who had less reliable turnover estimates based on a small number of days - The system provider tried to avoid such cases, although it was inevitable that some had to be included).

It is also noteworthy that the group turning over larger amounts (ie. \$500 or greater turnover per day) experienced a much larger mean decrease in turnover (\$582.40 - based on corrected figures), compared to other groups.

Pre- v post comparisons on time spent on EGM play are also in Table 90. In total, corrected figures suggested that display of messages was associated with a decrease in play time of 18.7 minutes on average (a decrease of 20.7%). In the case of uncorrected figures, this decrease was much smaller at only 4.3 minutes (a decrease of 5%).

While some differences in results are apparent, they may provide some evidence that players of higher turnover levels may be more likely to decrease play time following display of messaging. Although limitations of the analysis such as possible differences between players exposed to messaging, compared to controls, need to be considered.

Once again, interested readers may wish to refer to the interpretation note on page 135 to further explore each step in the analysis. Yellow cells present the nett comparison. The only minor difference is that this data shows the nett the change observed in players exposed to messaging users versus controls (who were not exposed to messaging).

Table 90. Comparison of Phase 3 players in terms of mean turnover and EGM minutes before and after the display of messages (October-November 2009, N=377)^a

Type of EGM player	Measures	\$0-\$100 turnover (Very small) (N=71)	\$100-\$300 turnover (Small) (N=105)	\$300-\$500 turnover (Medium) (N=54)	\$500 or higher turnover (Large) (N=147)	Overall
CHANGES IN EGM TURNOVER (MEAN \$ PER DAY)						
A. Players exposed to messaging - turnover changes (pre v post)	Turnover Before Messaging	51.9	191.8	387.6	1443.3	681.5
	Turnover After Messaging	78.6	213.1	376.2	1353.4	655.7
	Difference (Mean \$)	26.7	21.3	-11.4	-89.9	-25.8
B. Control turnover changes (pre v post) (Controls are those not exposed to messaging)	Turnover Before Messaging - UNCORRECTED	123.7	314.2	532.7	1297.3	692.9
	Turnover After Messaging - UNCORRECTED	105.3	278.4	444.0	1399.7	706.8
	Difference (Mean \$) - UNCORRECTED	-18.4	-35.8	-88.7	102.4	13.9
	Turnover Before Messaging - CORRECTED	51.9	191.8	387.6	1443.3	681.5
	Turnover After Messaging - CORRECTED	65.6	319.7	419.8	1935.8	916.3
	Difference (Mean \$) - CORRECTED	13.7	127.9	32.2	492.5	234.8
C. Nett amount by which messages affects mean turnover (Comparing the change in players exposed to messaging and those who were not)	Nett change in mean turnover (\$) - UNCORRECTED	Exposure to msgs increased turnover by \$45.10 (~\$5.37 spend)	Exposure to msgs increased turnover by \$57.00 (~\$6.78 spend)	Exposure to msgs increased turnover by \$77.30 (~\$9.20 spend)	Exposure to msgs decreased turnover by \$192.30 (~\$22.88 spend)	Exposure to msgs decreased turnover by \$39.70 (~\$4.72 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-Messaging turnover (of the messaging group) - UNCORRECTED	Exposure to msgs increased turnover by 86.9%	Exposure to msgs increased turnover by 29.7%	Exposure to msgs increased turnover by 19.9%	Exposure to msgs decreased turnover by 13.3%	Exposure to msgs decreased turnover by 5.8%
	Nett change in mean turnover (\$) - CORRECTED	Exposure to msgs increased turnover by \$13.00 (~\$1.55 spend)	Exposure to msgs decreased turnover by \$106.60 (~\$12.69 spend)	Exposure to msgs decreased turnover by \$43.60 (~\$5.19 spend)	Exposure to msgs decreased turnover by \$582.40 (~\$69.31 spend)	Exposure to msgs decreased turnover by \$260.60 (~\$31.01 spend)
	Nett change in mean turnover (\$) expressed as a % of the pre-Messaging turnover (of messaging group) - CORRECTED	Exposure to msgs increased turnover by 25.0%	Exposure to msgs decreased turnover by 55.6%	Exposure to msgs decreased turnover by 11.2%	Exposure to msgs decreased turnover by 40.4%	Exposure to msgs decreased turnover by 38.2%

Table 90. Comparison of Phase 3 players in terms of mean turnover and EGM minutes before and after the display of messages (October-November 2009, N=377)^a

Type of EGM player	Measures	\$0-\$100 turnover (Very small) (N=71)	\$100-\$300 turnover (Small) (N=105)	\$300-\$500 turnover (Medium) (N=54)	\$500 or higher turnover (Large) (N=147)	Overall
CHANGES IN EGM SESSION LENGTH (MEAN MINUTES PER DAY)						
A. Players exposed to messaging - session length changes (pre v post)	Session Length Before Messaging	29.8	68.8	99.1	132.2	90.5
	Session Length After Messaging	34.6	69.8	94.4	121.6	86.9
	Difference (Mean Minutes)	5.0	1.0	-5.0	-11.0	-4.0
B. Control session length changes (pre v post) (Controls are those not exposed to messaging)	Session Length Before Messaging - UNCORRECTED	43.0	74.7	91.7	116.1	87.3
	Session Length After Messaging - UNCORRECTED	38.6	70.2	87.7	123.6	87.6
	Difference (Mean Minutes) - UNCORRECTED	-4.4	-4.5	-4.0	7.5	0.3
	Session Length Before Messaging - CORRECTED	29.8	68.8	99.1	132.2	90.5
	Session Length After Messaging - CORRECTED	36.8	77.3	103.1	160.1	105.6
	Difference (Mean Minutes) - CORRECTED	7.0	8.5	4.0	27.9	15.1
C. Nett amount by which messages affects mean session length (Comparing the change in players exposed to messaging and those who were not)	Nett change in mean EGM play (minutes) - UNCORRECTED	Exposure to msgs increased play time by 9.4 min	Exposure to msgs increased play time by 5.5 min	Exposure to msgs decreased play time by 1 min	Exposure to msgs decreased play time by 18.5 min	Exposure to msgs decreased play time by 4.3 min
	Nett change in minutes expressed as a % of the pre-Messaging EGM play minutes (of the messaging group) UNCORRECTED	Exposure to msgs increased play time by 31.5%	Exposure to msgs increased play time by 8%	Exposure to msgs decreased play time by 1%	Exposure to msgs decreased play time by 14%	Exposure to msgs decreased play time by 4.7%
	Nett change in mean EGM play (minutes) - CORRECTED	Exposure to msgs decreased play time by 2.2 min	Exposure to msgs decreased play time by 7.5 min	Exposure to msgs decreased play time by 8.7 min	Exposure to msgs decreased play time by 38.5 min	Exposure to msgs decreased play time by 18.7 min
	Nett change in minutes expressed as a % of the pre-Messaging play minutes (of the messaging group) - CORRECTED	Exposure to msgs decreased play time by 7.2%	Exposure to msgs decreased play time by 10.9%	Exposure to msgs decreased play time by 8.8%	Exposure to msgs decreased play time by 29.1%	Exposure to msgs decreased play time by 20.7%

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd. Matched on age, gender and approximate historical EGM turnover; controls are assumed to be identical to players exposed to messaging (this was the only available basis for comparison). Each PlaySmart user was matched with a single control based on these characteristics. It should be noted that figures have been rounded, so some small discrepancies may be apparent.

Changes for individual gamblers on turnover pre- and post-messaging

Similar to Phases 1 and 2, individual player differences in turnover were examined for Phase 3. Results are in Table 91. While results are segmented on risk for problem gambling, the very small sample available makes it extremely difficult to draw conclusions. Indeed, there were only 28 sample items which had a risk segmentation for problem gambling in Phase 3 and had both pre- and -post turnover data for each player and their control.

When all Phase 3 players were considered (N=377), findings suggested that 56% of players exposed to messaging decreased their spending, compared to only 46% of the controls. This may point to a small effect of the messaging in reducing player turnover.

Trends by risk segment, however, are difficult to interpret. While non-problem gamblers and low risk gamblers exposed to messaging tended to behave identically to their controls, the results for moderate risk gamblers and problem gamblers were mixed.

Of the small sample, 50% of moderate risk gamblers exposed to the messaging decreased their turnover, compared to 64% of controls. In relation to problem gamblers, however, 75% (N=3) decreased their spending compared to only a single problem gambler in the control group (equivalent to 25%).

Once again, given the very small samples, conclusions are difficult to draw based on the provided risk segmentation. Once again, it should also be considered that risk segmentations are based on players exposed to messaging and that this is a limitation of the analysis.

Table 91. Whether turnover increased or decreased for individual players in Phase 3 - by risk for problem gambling and overall (October-November 2009, N below)^a

Type of EGM player	Type of turnover change (Mean \$)	Risk for PG									
		Non-problem gambler		Low risk gambler		Moderate risk gambler		Problem gambler		All Phase 3 players	
		N	%	N	%	N	%	N	%	N	%
Players exposed to the messages	Decrease in spending following messages	2	67	4	57	7	50	3	75	211	56
	Increase in spending following messages	1	33	3	43	7	50	1	25	166	44
Controls	Decrease in spending following messages	2	67	4	57	9	64	1	25	173	46
	Increase in spending following messages	1	33	3	43	5	36	3	75	204	54

a. Source: PlaySmart system data supplied by Worldsmart Technology Pty Ltd.

Findings from focus groups with players

As part of the PlaySmart evaluation, four qualitative focus groups - each approximately 1.5 hours in duration - were undertaken with EGM players. This included three focus groups with PlaySmart users and a further focus group with players in the Default Phase (who had been exposed to the messaging and were aware of the messaging). Two of the PlaySmart user focus groups were undertaken in metropolitan hotels and a further group was undertaken in a regional hotel.

A total of 30 players participated in the focus groups in total and an incentive of a \$50 shopping voucher was provided to each player for their participation (implying between 7 and 8 players attended each focus group, with eight recruited for each group).

Players attending groups were contacted based on their indication to give consent during the PlaySmart and default messaging phase telephone surveys. Players attending groups contained a mix of low risk, moderate risk and problem gamblers.

Following is a description of qualitative observations made during player focus groups. Findings are structured in the current section of the report as follows:

- Themes emerging from the focus group with default phase players
- Themes from focus groups with PlaySmart users

.....

Themes emerging from the focus group with default phase players

Player curiosity about messages

Discussions with players exposed to the default phase messaging showed that most players were rather curious about the meaning and purpose of displayed messages. While all players attending focus groups had seen the displayed messages presented during pokies play, most had wondered about the purpose of the messages and found themselves wondering what to 'read-in' to the displayed messages. Indeed, it was for many the case that - *I was quite curious about some of those messages. Some made me think, but I wasn't quite sure what they were on about.*

A couple of players also reported that they had asked staff at the venue about the meaning of the message 'PlaySmart - Ask staff how', however, no-one at the venue had been sure about the meaning of the message - *I just wondered how it worked - it says ask the staff, but I wondered what PlaySmart was all about... There was no-one who knew what it was all about... I asked the staff and they didn't know.* It was also interesting to note that one player had PlaySmart described by venue as a product which is 'trying to control your spending' - *I eventually found out after a staff member asked her manager. It was explained as it's trying to control your spending.*

A further comment summarised the issue from this small group of players - *The messages about budgeting were clear, but the PlaySmart aspect was unclear. The staff didn't know about it at all. The staff should have been told, so people were more aware. They were too busy to get change and serve at the bar.*

One player also added that he would have felt foolish asking staff about what seemed a trivial message displayed at a poker machine - *I thought I'd be making a fool of myself asking. I'd feel a bit silly asking staff about something like that.* Another player also reported that they had asked about it due to curiosity, but not because they wanted to join PlaySmart - *I asked about it as curiosity, but not because I wanted to go in it. It was just a curious message.*

This suggests that some players may have been led to PlaySmart if venue staff had known more about both the purpose of the messaging or PlaySmart as a product. The small screen space for writing on the J Card reader in turn implied that messages were necessarily very short. However, this had made it difficult for players to gain meaning from messages.

While all players had seen the messages, one player reported seeing the messages once and then never saw the message again during ongoing pokies play. In this respect, the unpredictability of messages was somewhat disconcerting to the player - *It seemed that it was supposed to come up, but then during the next visit, I didn't see the messages at all.* The player could, however, not recall their expenditure during subsequent gaming play (as messages were turnover related). It was also apparent that players attending the focus group had been somewhat 'primed' for the messages, as most had recalled being sent the letter asking about interest in taking part in research.

Meaning of messages

While players saw the messages as somewhat cryptic and in some cases 'subliminal' (as described by two players), discussions with players indicated that most had a general idea about the meaning of messages. In one respect, messages being unclear had led some players to read in their own meaning to messages.

Comments made by players about the meaning of messages included:

- *I think it was trying to tell you about how much you are gambling*
- *I think it was designed for you to set a budget. The whole idea was to keep you conscious of the fact, you need to set a budget*
- *It's just making you think of what you're spending*
- *I wondered how it would work - is it going to turn the machine off or stop you playing*
- *Set a budget - how much you want to lose/spend*
- *PlaySmart - ask staff how. It was just curiosity that led me to ask about the message*
- *It's obviously an idea to make you realise what you're spending*
- *An initiative to reduce gambling problems. PlaySmart is both a catch phrase and a product*

Players who saw themselves as already adept at precommitting also often reflected that the messages were not really useful from their perspective. Comments included:

- *I set a budget before I go, so it wasn't that relevant to me*
- *When my husband and I go to pokies, we leave our money at home. When you're on the pension for a while, you have to budget anyway. It's not telling us anything we don't know*

There was also a view that the messages could not play a role in stopping players with problems from overspending, implying that players often saw the messages as being for this purpose - *If someone is addicted, these messages aren't going to help. You'll find ways to play. People won't listen to them overall. Looking at a machine or message won't help people. They need to talk to someone.*

Ease of hearing beeps and seeing reminder messages

From a player attention perspective, discussions showed that the beep was reasonably effective in drawing player attention to the J Card reader screen. This was also the screen upon which players were conditioned to view on receipt of pokies bonus points. Some players reported 'disappointment' after seeing the messages, as they had thought they were actually bonus points - *I used to think I won some points until I looked and became disappointed. It does make you think, but you do think that there are points when you hear the beep. Then you see the message again and think what a shame!*

One player also believed that the small-screen display of messages would not be sufficiently salient for players who are prone to mindlessly fixate on a machine - *People who are tunnelled into the machine and the button won't notice the messages. I come for social reasons, so I'm not that focused on the machine.* Other comments about the beep included - *The beep was audible enough. You thought you won points.*

While players had heard the beep associated with the display of the messages, there was a general view that the beeps could be a little louder and may not be suitable for older people with hearing issues. In this respect, the beep was viewed as loud enough for the average person, but not loud enough to cater to the full spectrum of players who may have hearing issues - *I think a lot of older people wouldn't hear it with hearing problems. It is loud enough for the average player with reasonable hearing. So most people should be able to hear it. But a lot of older people play pokies. I'm not sure if they would all hear it.*

Impact of messages

Players in the focus group who had seen the messages generally reported some degree of contemplation about their gambling spending when they had seen the messages. It was unclear, however, whether the messages had influenced their play behaviour and most were not sufficiently cognisant of the impact of the messages to be able to articulate their true impact.

When some players saw the messages, there was also the comment that the messages were sufficiently 'annoying' to the point, where they had been rejected by players. It was almost viewed as too repetitive by some players to the point where they saw the messages as akin to 'nagging'. Comments included:

- *When it came up, I thought of it as annoying message. So I thought I don't need to look at it. I thought I already know what I'm spending. I thought I don't need a machine to tell me what I'm spending. It's not for people like us, but more for the problem gamblers (Low risk gambler)*
- *PlaySmart - keep on budget - it's a bit nagging - a bit annoying really. It puts me off playing. It makes me feel guilty to be honest. If I lose, I'm thinking I've just put \$20 through there. So I think why did I come if I'm losing (Low risk gambler)*

Understanding of PlaySmart

While players had found the messages somewhat curious, some players in the focus group (three of the eight players) had a general understanding of PlaySmart as a product. It was also apparent that these players had been previously approached by staff in the venue and one of the players had also filled out a form to join PlaySmart. While this player reported filling out a form, it was interestingly apparent that PlaySmart data records did not show evidence that the player's card had been activated.

Given the player's awareness of PlaySmart and recollection of filling out the form, it seems quite possible that activation of the card had been overlooked - *I filled out a form and joined PlaySmart. I saw the signs and asked about it. So I don't think [the messages] came till after. I gave in the form, but I'm not sure if it's activated, as it may be because I haven't reached my limit. I set it at \$50 - maybe a week or a session? I can't remember. I think it was a session, but I'm not even sure if it's on at all. The staff said most people just put \$50. Staff advice as a rule of thumb was that \$50 is about right.*

Players who had no knowledge of PlaySmart as a product, generally saw the term PlaySmart as more of a concept to 'play smart' - in other words, to play sensibly and keep within reasonable expenditure limits. In this respect, the term PlaySmart had broad meaning to both players who knew about the product and to players who had no specific product knowledge.

Views about idea of precommitment

During the default player focus group, players were asked about their reaction to the idea of limits following a description of PlaySmart. Universally, players advocated that monetary limits were most important and some also liked the idea of a break-in-play. Interestingly, however, the latter was seen as most useful for smokers, given that a 5 minute or 10 minute break was longer than the standard three minute break (and hence allowed players to reserve their machine for longer in the process). Accordingly, the main benefit of a break-in-play was seen to allow more time for smoking and was generally less seen as a time for reflection on gambling expenditure (although players acknowledged that this may also occur).

When presented with the concepts of money, time limits and breaks-in-play, player reactions and comments included:

- *I think money limits are most important. Time is automatically dictated by the money. If it goes for two hours, we stay there. Occasionally, I think I need a time limit - eg. Such as I'm coming down for an hour. So I'm not so concerned about the money*
- *I have a limit before I start. I cash my \$20 and that's it. I don't need reminders or anything like that. I have my own way of managing what I spend*
- *A break-in-play can be good for smokers - It would probably encourage me to take up smoking. I gave up after 54 years. I'd like the break-in-play for the cigarettes, but that's it*

It was also apparent that default phase players saw the idea of staff intercepting players who had reached their limit as 'embarrassing' - *Staff coming out is like keeping you under watch - a bit embarrassing and other people around will think you have a problem. It sounds a bit much.*

Longer term limits

While most players emphasised the greater relevance of pokies session-based limits (ie. daily limits), the concept of longer term limits such as monthly or annual limits were seen as useful. However, many players saw that it would be too hard to budget on that basis and probably unnecessary for most players, as most tended to work on either daily or weekly limits.

Comments made by default phase players about longer term limits included:

- *I don't see an annual limit as a silly idea. I think for someone who plays daily, it may be handy. \$20 a day over twelve months is quite a lot of money. It could be useful for people to keep track of it I guess*
- *I think it's a stupid idea. You may spend different amounts each week. It's going too far. Where do we stop - tables and TAB too?*
- *I don't want Government to tell me how to spend my money. But really, how many people are going to listen? When it was just the casino, we didn't have this problem with people spending too much*

Reaction to default concept

As part of the focus group, players were presented the concept of an 'opt-out' approach to provision of precommitment. This was described as requiring all players to set a limit as the default or blanket approach, whilst providing the ability for any player to opt-out if they decided not to pursue a limit.

Feedback by players at a general level suggested that most would initially react negatively to the concept of being 'facilitated' to set a limit in this manner. Given that all players would need to decide on an individual limit, most were also adamant that a default limit amount (eg. \$50) was too difficult to implement for all players. The concept of a default limit at the present point in time was also seen as 'impossible to implement', given that players who didn't like the concept of limits would simply elect not to use their J Card.

Comments about the default concept included:

- *It's like big brother - it's like selling a pack of cigarettes and then saying you can only smoke five per day*
- *If it's designed to stop people from overspending, it's pointless. People will just throw their card away*
- *I don't have a problem with that*
- *I don't like it. If it was at the beginning of getting my J Card, you wouldn't mind. But not existing players. Saying you have to have a new card is a bit much*

While players initially reacted negatively to the idea of all players having to set a limit (or opting-out), some players were placated when they were presented with an easy way of opting-out. In this respect, if the opt-out process consumed very little time, players were more comfortable with the concept (eg. clicking a button on the pokies screen). However, if forms had to be completed or alternatively players had to talk to a staff member, such activities were generally seen as too 'time-consuming' and onerous. Comments included:

- *I don't like the idea of filling a form - that's like a legal document and it's way too serious. I wouldn't mind pressing a button to opt-out though. I could handle that*
- *I wouldn't want to talk to the cashier - too intrusive and they're too busy. It's not their business and it's my decision. I don't need anyone to hear it. I'd like to have the button on the J Card reader. Make it simple. Otherwise, way too intrusive*

Casual players who may not have a J Card were also seen as a sticking point in ensuring widespread use of precommitment by players, along with the broader issue that different venues had different loyalty schemes across South Australia. Comments included:

- *How about if you're a casual player and don't have a J Card. You can get one straight away*
- *All clubs seem to have different loyalty schemes, so how would we get a system across all venues. I'm not sure how that would work. If I go to another club, it's all different*
- *I think it's wrong for all people to have to have a card. Like in Queensland, where they make you sign-in or be accompanied by a member (reference to Queensland Clubs policy). If that's the policy, you just sign-in. It's the law in those states*

Encouraging affordable limits for gambling

As a general rule, focus group participants struggled to identify ways to assist pokies players more generally to select the affordable limits for their gambling. Most even saw offering such information as an intrusion of a person's privacy and certainly not an activity that Governments or venues should be involved in. Others made comment that *You have it on your bank statement anyway*, implying that such information was certainly available to those who sought it.

The only concepts mentioned, however, related to the potential to either give player's tips to ensure affordable expenditure (eg. Pay bills first), give people information on what they can do with their money or alternatively, provide players with a handy reference card, which shows how weekly gambling along with other types of expenditure, can add-up over a year.

Specific comments included:

- *Tips like pay all your bills and then set a budget of \$100 per week and put it to one side. Keep gambling money in a bucket. Keep it separate from other money - things like that are probably more useful*
- *Tell people what they can do with their money other than gambling. Show people the bigger picture*
- *You could put earnings on an information card. Or show examples of different people spending percents of money on different things - eg. \$500 a week over several months. But you have it on your bank statement anyway. But giving people a concept to look could be useful*

Players also thought that encouraging limits in new players - possibly in the context of sending out a new card - was possibly the best strategy to encourage precommitment adoption.

Player tracker card concept

The concept of a player tracker card, where players record their expenditure or coins cashed was also tested in the default phase focus group. While participants understood the purpose and rationale to the card, all saw the card as too labour-intensive and unlikely to be used by the players that need it most. In this respect, motivation to track spending on such a card was seen as requiring diligence and commitment which would probably only apply to gamblers who were already very careful at monitoring their expenditure. One player believed, however, that it could potentially be used as a tool for problem gamblers to report expenditure to counsellors.

Forgetting to carry the card to the pokies was also seen as a further usage barrier - even if the card was wallet-sized. This was also a reflection from players who continually left their wallet sized J Cards either at home or at the venue after play.

While the concept of the player tracker card was seen as harmless and well-intentioned, players predicted that its main barrier would be low uptake and poor utilisation amongst players. In this respect, having a card automatically keep track of limits (such as PlaySmart) was seen as superior and significantly more convenient for players.

Comments made by players about the player tracker card concept included:

- *People will do it to start with and then forgot or leave it at home. Surely the people who fill it in are the ones that haven't a problem*
- *People will say I forgot the card. Yes - in your wallet is better, but not a foolproof solution as you take it out and can leave it anywhere. Look how many people leave their J Card at home or at the venue all the time!*
- *I wouldn't use it. I write down too many things, so I don't want to write it down. I don't need too. The problem gambler is not going to do it anyway - of all people and the people who would do it are the ones that don't spend much or wouldn't need it*
- *I don't think it's a bad idea, but I think people won't use it*
- *If people are problem gamblers, they aren't going to use it*
- *Perhaps link counsellors with player who are spending too much - the card can help with this*

Encouraging future uptake of PlaySmart

All players in the focus group were of the view that the messaging was probably not the best way to encourage uptake of PlaySmart and that a more effective approach would be to use incentives to encourage players to sign-up. Even offering players a small incentive of 100-200 J Card points (equivalent to \$1-\$2) was seen as having potential to increase uptake.

The offering of limits to all new J Card players was also seen as a way to increase utilisation of limits in the community over time. There was similarly a view that displaying messages on the pokies screen - rather than on the (very small) J Card reader screen - would be much more conspicuous to players and may also allow less cryptic messages (ie. as messages had to be fairly short to be able to fit on the J Card reader screen). Displaying messages for a longer period of time was also seen as a way to increase player awareness.

Final comments made about increasing the uptake of PlaySmart included:

- *I would incorporate it into a new J Card as part of the contract when you sign-up. Perhaps you can't get a card, unless you say yes or no to limits*
- *Put a reward for people setting limits. Like 100-200 points - anything people get for nothing would be helpful. Sometimes I realise I'm only getting \$1 or so for the points I get, but it still motivates me to get those points*
- *I think the length of time it's been on, people aren't going to join up. May be the messages should be on for longer*
- *I don't think the screen is visible enough. It's too small and too easy to ignore overall*
- *Put it on the pokies screen although I seriously doubt whether it can be done overall*
- *You have ultimately to give people an incentive*

Themes from focus groups with PlaySmart users

PLAYER VIEWS ON PLAYSMART CONCEPT AND SIGN-UP

Sign-up process for PlaySmart

Gaming machine players using PlaySmart generally recalled signing-up to PlaySmart due to information supplied by venue staff. Discussions also showed that word-of-mouth played a small role in encouraging uptake, as players talked to their peers about the product.

Player recollections of reasons and circumstances surrounding their sign-up included:

- *My relative works here and they said it was a good idea to join. They wanted practice in joining people up, but also wanted to try it out on people. I used to work in hospitality and saw it was coming out*
- *I just read the leaflet and thought it was a brilliant idea. I think it was just a good thing for policing yourself and not losing track. So that I can reflect on spending over a period of time*
- *I was approached by staff. It seemed like a good way to control your spending. I just liked the idea that it gave awareness to people, who can be affected from spending too much money*
- *I read the leaflet first and spoke to staff about it at length*
- *I thought it was a good idea when the lady explained what it was. I like putting my limit per week, day or month. And then you get a message when you reach your goal*
- *I got excited by being surveyed. I would have done it without the \$50 survey incentive*
- *I was approached and didn't get a good explanation. I just said yeah - that sounds good to get \$50. Although I know it wasn't a definite. I was married to a problem gambler for many years, so I tried it in part for that reason*
- *We were approached by management and they said it was a good idea. They said it was worth thinking about*
- *You can limit what you can spend. I've been caught once. I had \$4 left over. So I thought it would be good to try*
- *The J Card is alright. I leave it behind the bar. When you've had a few drinks and bets, it amounts up. I use points on alcohol and food, smokes and so on. So I thought I'd give it a go*
- *I wanted to be on it. Occasionally when you come into money, you think you're smart, but you hurt yourself. Like selling the car - I had cash in hand. You then hurt yourself and spend \$140. That's groceries for a fortnight*
- *It was a few months ago. To be honest, I don't know much about what it is. I can barely remember filling the form in. I think the staff member put it on my card*
- *I filled out my husband's form for him, so he wasn't very aware of what it's all about*
- *Yes - PlaySmart is that J Card system that gives you the warnings. Mine says go home or something and it's only told me once. I've only reached my limit once*
- *Doesn't it warn you how much you've spent?*
- *I think there's break limits and time limits, as well as money limits*
- *It was easy. It took 5-6 minutes. My wife filled mine in. I sat outside with a smoke and a coffee and she filled it in*
- *I think the voucher had something to do with it. It was just to control the gambling. We're all long term players, so we've played for quite a few years and we wanted to help the staff. I don't mind to give my time away for the survey. We didn't know about vouchers at all. We did it very early*

Some players were also confused about what they would see if PlaySmart was applied to their card and thought it must be on there, but weren't sure how to exactly tell as they hadn't seen any warnings to date - *Yes. I got my limits, but I haven't got a warning. I don't know what I put. I can't remember. How do you actually even know it's working on your card?....* A couple of players also believed that they had PlaySmart, but hadn't set any limits - *I've got PlaySmart. The staff filled it out, but I didn't put any limits on it.*

Feedback on the PlaySmart brochure

While most players recalled that a brochure was available on PlaySmart, it was apparent that most had only read the brochure in brief and had not read through many of the features of PlaySmart. In this respect, players preferred relying on staff to inform them about PlaySmart and how the product could benefit players.

Where players had read through the brochure, there was a general view that the content was a little 'wordy' and repetitive and most had difficulty working out all the features of PlaySmart. The font size used on the brochure was also described as too small and was seen as particularly difficult for older players to read.

Players suggested that future brochures should be both more concise, use larger font and aim to summarise the core features of PlaySmart using punctuated writing such as dot points. While players mostly preferred that staff filled out their application form, it was apparent that this itself had led to some players being rather unaware of the limits they were setting.

Comments made by players about the product brochure included:

- *I read some of the brochure. Writing could be a bit bigger*
- *I think the brochure seemed repetitive. I think it was too much, but dot points should have been used. You can do this, this and this. That's all you need to know. Then ask for more information if you want it. So highlight the more important points*
- *It could have been much shorter - You read paragraphs and all have the same sort of information*
- *Staff filled out the form for me. I was keen for that. I didn't want to read through all that detail, so I was happy that they did it*
- *I read the brochure. It was easy to understand. No issues with it. The staff member made us read it. I found it good. She was trying to protect our interests*

Player understanding of limits in PlaySmart

A few players made comment that they had set a limit which was 'too low' and believed that this was due to a misunderstanding about how limits were calculated. There was also significant discussion amongst players suggesting that many did not understand how limits were calculated and were quite confused about whether winnings were counted in limits (ie. whether winnings allowed players to increase their limit to allow winnings to be spent).

Illustrative comments included:

- *The first problem I had when I signed-up, I didn't realise the winnings are counted into your daily limit. So when I set it, it was too low to start with*
- *If you take the cash out and press collect and put coins back in, it adds to your limit. It can't determine whether you're putting in money that you've won or whether it comes from your own pocket. So cashing out leads it to be added to your total. If you leave it in the machine, you can spend all of it. If you cash out and collect and then put the money back in, it counts as money out of your pocket, rather than your winnings*
- *But we want it out of the machine. If you collect the money, it counts as your money and isn't counted as the winnings. That could be a problem, as when people do win \$100, they want to go off that machine and go to another. So the machine doesn't keep track of it. So when you press collect, it's a good thing as you're keeping to your limit*
- *How does it work if you take money out of a machine and take money out and then put \$5 back in? If you pocket your winnings and then put another \$5 in, it doesn't count. A lot of people don't like seeing a large amount on the screen. So they draw the money out. People are pretty confused about how the machine would tracking your winnings*
- *The only thing I think which is bad is that if you have \$900 on your machine, it won't assume it's your money, so you can keep spending it. But if you cash out, it's not counted. So maybe there should be a safe guard - like forcing you to take out the coins from the credit meter*
- *I like to keep my amounts in \$5 increments and then I take the rest out. So I cash out and then only put back in \$5. I always cash out after a win. I can't figure out how it works out when to cut out your limit*
- *I always press collect as I hate people looking at what I'm spending. If I'm spending that, I don't want anyone to know. It's for safety as well - you don't want to show all your credits*
- *So is it counting your winnings or not? If it's not counted towards your limit, it's useless*

- *My idea is that whether you win or lose, it's still your limit. So the winnings should extend your limit*
- *The jackpot I won was \$150. I left it in the machine to get the \$1000 jackpot. The \$150 went towards my \$500 limit. So you need to take the money out when you win*
- *If I win \$20, I take \$15 out and put it back on my EGM. The \$5 you leave there counts to the limit and the rest doesn't (as you take it out). So it's a problem for players*
- *If you want money to count towards your limit, you need to leave it in the machine. If you take it out, it doesn't count*
- *A lot of people cash out or won't load the machine up with \$50. They may put \$5 or \$20. A lot of people will continually cash out and start again. It's only if you feed it in does it count towards the limit*
- *The only way you can fix the issue is to increase your limit at any time, but it takes 24hrs to register. But why would you want to - it's not the purpose of the whole thing*

Information on how to set affordable limits

Provision of information on how to select an affordable limit was also seen as quite intrusive and inappropriate by most players attending focus groups. However, comments and suggestions made by players during focus groups included:

- *I think it's too personal to give guidelines. I think we let them get the information they need. It's the choice that we make as individuals. It's no-one else's business. Like we make a choice to smoke. If you lose your money, it's tough bickies*
- *The average wage may be a guideline for most gamblers*
- *A pension guideline would be handy for single mothers based on the kids they have to feed*
- *I set my limit based on how much I could afford. It's easy. You don't need information on how to do it*
- *I set it at what I usually spend. Plain and simple*
- *Tell people what they can buy*
- *You have to be realistic about the limits you're setting. So venues would need to give a guideline. For instance, I could set a \$1000 limit*
- *Maybe they say for pensioners a percent of income. Like a brochure if you're earning this amount, this percentage is realistic. If the venue is coming to the party with double points, you'd have to have a reasonable limit*
- *Just put it as a suggestion - you can't force people. You can give reasonable amounts and put it on your brochures. It's another aide to consider*
- *I don't think I'd use a budget tool on a doorman. I think people would see me putting my information in. We all have an idea of what we can spend. We don't need advice*

Staff support during setting of limits

Feedback from players suggested that most had relied heavily on staff 'advice' for what types of limits and limit amounts they should set. While some players reported that staff provided 'guidelines' on how to select a limit, in other cases players reported that staff recommended a certain amount or actually chose limits for players. Some players also reported setting their limit purposely high so as to avoid losing out on points. The general method for selecting a limit also seemed to be about how much the player typically spent at the pokies (ie. if they spent \$50 a day, then this became a \$50 limit), although some people set maximum upper limits which were more than average expenditure.

Comments included:

- *Staff gave guidelines - it was helpful*
- *Staff gave me a number such as \$100 per day as the recommendation. I take my coins out when I win and then because I collected/cashed out, it didn't take that into account (in relation to the player's limit)*
- *Staff chose the limits for me. You don't think about what you spend until you are forced to think about your limit*
- *The staff suggested a limit - but I didn't know whether it was daily, weekly or monthly. I just said that's fine - I'm happy with whatever you put*
- *How much I'd like to spend and wouldn't normally worry about as an amount*
- *People will also set high limits, so people don't lose their points*

- *I spend \$10, but my limit was set at \$50. Staff recommend not to set it too low*
- *My husband and I had a tiff about our limits - he wanted \$20 and I wanted \$200. So we compromised and I was \$100 in the end. I tell my husband I play the 1 cent machines. But I don't always play them*
- *The staff member recommended \$500 for the month. I can't remember. I presume I have one. How do we find out? I think we need to ask. How do they work it out? (Another player - Take it to the desk and check the limits)*
- *I thought the form was pretty easy. One of the staff filled it out for me*
- *I set what I can afford. It was what I normally spend to go out and socialise on the pokies. For a lot of women that come in on their own, they play the whole time. So it's when I'm out with the girls socialising, that's the amount I spend then. Rather than an amount that I may spend on a full day*
- *I basically say as long as I can pay my bills and debts. Whatever I have left over, that's what I play with. As long as I don't go over, I feel I can go out and play with it*
- *The staff set my limits for me*
- *I found sign-up difficult. The staff there at the time couldn't do it. She wasn't experienced and said you'd have to come and do it tomorrow. The questions were a bit confusing overall*
- *People call it the smart card. But we call it the J Card, so it was confusing because of the name change. J-smart is what they should have called it!*

Preferences for limits

Players universally reported that money limits were the most important type of limit for pokies players. While some players saw potential for time limits being useful to 'other players', others often failed to understand the rationale for time limits. Time limits were also seen as inappropriate for social players given that players would often stop to chat during pokies play or even reserve machines for extended periods to continually fetch drinks, have a smoke or to socialise with staff. In this respect, time limits were seen as inflexible for such activities to the social gambler (although most were unaware that time limits could only be counted when cards were in the EGM).

Comments made about the various types of limits available in PlaySmart included:

- *I don't think I'd like a time limit - I could be having a bad day*
- *Money is most important - not a time limit. Leave it as an option, but don't make everyone have to do it*
- *Time limits are no use to me. Because it's monetary. People start and stop and go from the bar to the restaurant and socialise. So it shouldn't limit your time*
- *I used the break-in-play to think things over. I have it set for every half hour*
- *I think time limits are some value, but money is most practical. I don't think a great deal of people would use a time limit. You set the time aside to play the pokies. People go to socialise. But sometimes I do lose track of time*

Player recall and views about PlaySmart features

Players attending focus groups had only a general understanding of the various features and potential applications of PlaySmart. In this respect, there was relatively high general awareness of the monetary limits in PlaySmart, but limited awareness of the full range of other product features. Discussions also showed that quite a number of players were even unaware that J Card loyalty points would cease when players reached their limit. Many were also unaware that player activity statements were available and few understood the full range of limits that could be set by players.

Features recalled by players and associated comments included:

PlaySmart feature	Player comments about features
Limits	<ul style="list-style-type: none"> <i>I know you can set your own limits</i> <i>You can change your limit and limits are daily, monthly and weekly</i>
Loyalty points stopping on the limit reminder messages	<ul style="list-style-type: none"> <i>You don't get loyalty points if you go over limits - I knew that (Other players - Really?)</i> <i>It tells you when you reach your limits. It came up on a screen. But after that, the points stop (Other players - Gee, I wasn't aware)</i> <i>I knew about the points. (Three other players) I didn't. Oh - I thought you couldn't put money in at all. So what's the point in that really if you can still continue playing? I can see the incentive if you don't get points. But I'd prefer that I couldn't put any money in</i>
Activity statements	<ul style="list-style-type: none"> <i>You can ask for a statement to show how much you've played for a whole month, so you have a better record and understanding what you're spending (Several other players - I never knew that - I will get one in the future to think about in the new year when the resolutions come up</i>
Internet site	<ul style="list-style-type: none"> <i>Is there an internet site you can go to? Can you access your monthly statement from there. That would be handy (Most players were unaware that this was available)</i> <i>Would you really want to see how much you've spend. I'm more likely to go on the internet (younger lady - 20s)</i>
Time limits	<ul style="list-style-type: none"> <i>Time limits can be set - 2hrs flag to let you know you've been playing for 2hrs</i>
Breaks in play	<ul style="list-style-type: none"> <i>Also break times to let you know to take a break</i>
Breaks in play were seen as useful for smokers	<ul style="list-style-type: none"> <i>The three minutes for the typical smoke break makes you worry about your machine. It's not long enough</i> <i>Five minutes is a good time for a smoke or even going to the ATM or toilet. You need more time than the 3 minute break. It takes longer than 3 minutes to have a smoke</i> <i>From a smoker's point of view, you want to take a break. I didn't realise that aspect was on the card</i> <i>But the sign is three minutes and your break is 5 minutes and so it doesn't make sense</i> <i>If the whole intention is to get players to think about their spending to take a break, 5 minutes isn't long enough. I'd double it like 10 minutes. When it's busy, you can't hold up the machines up too much. So 5 minutes is reasonable</i> <i>You can stop and take a break so you can go outside for a smoke. You just need to get away and you go out for a smoke or a coffee and then you look at how much you've spend. I set a break so I go out for a smoke (Another player - I did too). I take the 15 minutes break - I set it on my card. I go for a walk and have coffee. I reserve the machine. It's because no one can pinch the machine and you're on a roll. Being a smoker is a stronger impulse than pokies</i> <i>We find the breaks are good for smoking. So it's better than the three minute limit</i>
Cooling-off period	<ul style="list-style-type: none"> <i>I didn't know about the cooling off period until the phone survey</i>
Secondary limit cycle	<ul style="list-style-type: none"> <i>I didn't know about the longer term limit until the survey process. For a year, that could be freaky. That statement would be scary</i>

PlaySmart feature	Player comments about features
Personalised reminder messages	<ul style="list-style-type: none"> Personalised reminder - like the bomb is ticking. I didn't know that you could. But when you've set your limit, it tells you you've reached you're limit. I got a reminder that I was getting close to the limit - I can't remember the exact words When you want to put a personal message, do you go to the front desk? No - I didn't know you can set a personal reminder. It would have to be something to take your eye. It would have to be harsh, otherwise you don't take notice. Like - Think of your family values - think about eating tomorrow. Think of the price of clothes (Female)
Application across hotels on the J Card network	<ul style="list-style-type: none"> I wasn't aware of this. So this means your limits will apply across a number of hotels?
Internet	<ul style="list-style-type: none"> Internet - I never knew about this. I wouldn't use it

REPORTED IMPACT OF LIMITS ON PLAYER BEHAVIOUR

Ease of hearing beep associated with limit breaches

Most players in focus groups believed that it was reasonably easy to hear the beeps which were triggered on reaching limits. However, some players also believed that the beeps may be easier to hear if they were slightly louder or were longer and more continuous in tone. This was also seen as a way to differentiate the 'limits breached' beeps from the beeps associated with receipt of bonus points. It should also be noted at this point that players received progress warning beeps at the 50% and 75% of their selected limits.

Some players believed that it could be difficult to process beeps when they were 'in the zone' and concentrating on pokies play. Others also felt that anything too different from the standard range of tones would attract the attention of other players and potentially lead to player embarrassment.

Comments about the auditory beeps which display on limit breaches included:

- *I just ignored the beep - I get in the zone and then ignore it, so I sort of hear it, but I ignore it. I'd often think something has happened - probably bonus points - but it didn't occur to me it was the limit going off*
- *Even the random bonus points. I can't hear that message going off. It needs to be louder or flash at you. If the bonus draws weren't on the speaker, I wouldn't have heard the noise*
- *I'd like flashing or a different sounds. It's too common with the other sounds*
- *Maybe a voice would be better - you've reached your limit (imitation of computerised voice)*
- *I think the beep is loud enough*
- *Something different in sound from the bonus point sound would be good*
- *I liked it the same as the bonus points. You don't want it too distinct, so people look*
- *I heard it beep (older man-late 70s). It said I reached my limit. Then I didn't get any more points so I stopped. It was pointless to go on as you always want to try to get points*
- *It was a bit hard to hear for me though. The sound isn't clear enough. A longer beep would do it*

Ease of seeing the reminder messages

Most players found the screen fairly easy to see, however, some players felt that the reminder messages could come fairly quickly and then disappear before they had seen them. A few players also suggested that an improvement would be to display the messages on the pokies screen, as this would also serve to 'interrupt' the player's train of thought during play. One illustrative comment included - *I'd like to see it on the pokies screen. It would be easier to see. It would make you stop and think and stop you from concentrating on the game.*

Impact of reminder messages

Some players also withdrew their card to avoid the beeps occurring and others had seen players do the same. Most players who were aware that the beeps were associated with limit reminder messages had thought about their spending on the beep. However, other players found it very difficult to work out which limit each reminder message was associated with. Players who reported receiving the 50% and 75% limit progress warnings found these as helpful checkpoints in the context of play.

Several also reported that, while staff used to attend machines when players reached limits, in the latter phase of the trial, staff became increasingly less likely to attend players and players quickly learned to press the service button themselves to avoid such intercepts. There was a general trend for most players to remove their card if they wanted to continue playing as the constant beeps were found to be quite annoying.

Comments highlighting the impact of reminder messages included:

- *The person next to me one time just removed the card to stop the beep*
- *I took my card out and stopped playing with it. Even if I reached my limit, I take my card there and stopped playing. The staff don't come out anymore as I take my card out, so the staff don't appear. Early on they were doing things right - it was their job to raise awareness, so now I pull the card out. I do it without the card, so people can't see me play*

- *I got a reminder that came up before my limit was there. It told me I'm getting close and then I took out my card and played on. I took it out as I wasn't getting loyalty points - I wasn't aware that staff were supposed to come out*
- *I was aware. My friend's daughter works elsewhere. But you can take the card out and keep playing anyway. But then you get a guilt complex*
- *I can't see any potential for problem gamblers to use the system because they can take the card out. The only way is for everyone to have the card. But they'll pinch the cards and keep playing*
- *I don't think I'd like someone to tap me on the shoulder*
- *I didn't stay long enough to see the staff come over. I left. I did too. I tell them to get lost if I was drunk. I'd tell them where to go*
- *I'd feel embarrassed if staff came out. Staff came out when ours went off. At the same time, we left*
- *I saw the limit and then I thought I'm out of here. (Other player) We did the same thing*
- *The points system is poultry. It's not a sufficient disincentive to stop most people*
- *I set a reminder 'Go Home'. It works! I would have ignored anything else. I just put time to go home. I haven't had it come up yet. When it happened I went home though, so it must be effective*
- *There's no obligation for you to go home. It's just to jog your memory*
- *I get a message showing I've spent 50% of my allowance and then 75% and then I get told to 'Go home'. When you reach your limit, it comes up. It makes you think*
- *I must say it has made me more aware of my spending*
- *It's like you get mesmerized at times. I'd like to be reminded that I've reached my limit. My husband is currently on PlaySmart too. To me, that should be the nuts and bolts of the whole thing. For me, I only play here*
- *I'd like the staff to come up and tell you to go home. Then they say 'Did you get your message?' - I said 'Yeah, I'm just going home'. I think it should be no different from a drunk. You're served enough and you're going home. I liked it because she was very discreet. They are very friendly and the staff all know you*
- *I don't think the onus should be on the staff at all. It should just lock it out. But then people will swap cards. Why would you set a limit if you're going to ignore it*
- *I find it loud enough. I've heard my card beep - maybe I have got it. I've read things like PlaySmart - such as ask the staff. I was worried coming here as I may not have much to say.*
- *Maybe a longer beep, so you know it's not a random bonus draw. I think it would make you take more notice. If it's noisy, you don't always hear the short beep.*
- *For PlaySmart, it's like the breaks. Now I have to think twice. I think it's just the system making me think - not the system really. It now takes me 24 hours and by then I'll have cooled-off*
- *I didn't really know why the warning was going off. I can't remember what I set as a limit*
- *You do know what limits are reached. For instance, when it says, you have reached 50% of your spend, you knew it was a spend limit. But I never reached my time limit. I find money more important.*

Several players had believed that PlaySmart would 'block' players who reached their limit by stopping the gaming machine. Most were also quite surprised to hear that this wouldn't occur and for some, this seemed counterintuitive to the purpose and objective of limits - *I thought the whole idea of it was that you reach your limit and it blocks you. So you take your card out and you try another and you're blocked from the whole venue. But people will drive elsewhere.*

One player also reflected that they would be very unlikely to cease play if they received a limit reminder in the context of a jackpot that was guaranteed to pay-out at a certain point in time - *When you see the jackpot at \$96 (and it goes off between \$50 and \$100), you're going to keep playing. So you keep going. You'd be a mug to stop. You're sometimes coming in with \$50 and you want to quadruple it before you go. We try to come in with \$50 and it hopefully lasts a couple of hours, but with jackpots, I wouldn't stop even if I did get a warning.*

Availability of PlaySmart

While most players attending focus groups had used their card at a particular hotel, not all were aware that the limits would apply across the J Card network. This also surprised players when they became aware of this during the focus groups. Some players also held the view that having limits across the J Card network was not sufficient as it allowed players to play outside J Card hotels (which may have different loyalty programs and cards). There was also a view from one player that limits should apply across all forms of gambling, however, another player rejected this concept and believed that limits should only apply to pokies.

Specific comments included:

- *I used it, as it stops me from gambling more than I should. But you can go elsewhere. You have a limit here, but you can go back to another hotel*
- *I didn't know that I could play at any J Card hotel*
- *I don't want my racing limit confused with the pokies. Keep them separate*

INCREASING WIDER UPTAKE OF PRECOMMITMENT

Reaction to limits as a default

Players in focus groups varied in their view about the appropriateness of having to set limits as a default for all players. While some players understood the rationale, others believed that they would reject the concept and 'opt-out', simply because the process was seen as 'forcing players'. Most players were more comfortable, however, when presented with an easy methodology to opt-out, although some players thought that the method was too easy, too many people would decide not to have a limit. There was a broader view, however, that if limits were required of every player (across all venues within South Australia), players would gradually learn to accept the system.

Comments included:

- *I like that. It's a good idea as it gives them the option of saying no*
- *I think it's alright, as long as you can opt-out*
- *For me, I think it's personal choice. You're making a choice for someone if you have to set a limit as a standard*
- *It would only be effective if everyone has the J Card. But there are all different cards*
- *A button is OK. Filling out a form sounds more difficult, as long as you can do it immediately and instantly. You wouldn't want anything too involved - it would put people off*
- *It's still forcing people to do it. But people will still then opt-out. That won't stop them*
- *Filling out a form wouldn't bother me*
- *I'd throw the card in the bin. I don't need people telling me to set a limit (Another player - I feel the same). It's like being forced. You're always being told what to do. I got a J Card as I chose to do it. It doesn't sound like a choice. It's a forced choice*
- *I'd find that OK. If something applies to everyone, people would grow to accept it*
- *I think it would be OK. It would make people aware of what they are spending. More so than now. People would benefit from it for sure.*
- *Some people will get cheesed-off. But you can ignore it anyway if you choose*

The other interesting aspect to default limits at a national level was seen to be that the model did not allow players to have big expenditure days on gaming for 'special events'. In this respect, players thought that visits to the casino fell into this type of category. Indeed, if players travelled to casinos interstate, they often wanted the ability to increase their expenditure as this was part of enjoying a holiday and receiving a quality entertainment experience:

- *It is was a national thing, you would definitely opt-out. When I go to the casino, I want to spend up more, so I don't want my local limit to apply*

One comment made by a player in a focus group also showed that group sign-up could potentially be made as quite fun and enjoyable for players, given that there was a social element. Accordingly, this may be a way to engage small groups of players attending venues at the same time (and also assist venues to efficiently sign-up players):

- *The staff member made it fun in a group format. We did it individually at the front bar. They said there were limits on how much to spend. Then it reminds us. It was made quite a social event. She also made us read the form to ensure that we knew about it all*

Whether limits should be compulsory

Players were mixed in their views about whether PlaySmart should be compulsory for players. While many people thought it would good to have compulsory limits, others believed that this would not be sensible, given that players who were motivated to evade limits would do so anyway (eg. by setting a very high unaffordable limit). Introduction of cards was also seen to raise the issue of players continually losing cards or forgetting to bring their card to pokies play.

Comments included:

- *I think that PlaySmart shouldn't be compulsory. They'll still find a way to waste their money. If everyone had to have a card, people would leave their card at home or lose their card*

Ways to increase the uptake of precommitment

Players universally believed that the most effective way to increase player utilisation of limits would be for venues to provide an incentive. In the context of the J Card, bonus points were seen as a useful methodology to attract further players to PlaySmart - *They could give you extra bonus points to go on PlaySmart - I think if you obey your own rules, they should give you some bonus points - 200-250 points would be reasonable. People forget it is really \$2. But in reality, it would still motivate people to keep their limits. If PlaySmart people got double of the normal points, they would definitely join up.*

Players also suggested combining the J Card and PlaySmart sign-up form to ensure that all players were offered the opportunity to use PlaySmart (These players probably filled out forms separately, prior to this change being implemented within venues) - *At the moment, to get a J Card you don't have to be part of PlaySmart. So make it compulsory to join J Card scheme. At the moment, it's not clear that it's an option. It needs to be more open to what it does.... Are people who are on J Card now told about PlaySmart?*

Encouraging positive word-of-mouth was also seen as a useful way of promoting uptake of PlaySmart across a venue, along with increased promotion and advertising of the product benefits - *I think word-of-mouth is best. Advertising is the way too. They need to make it more obvious that it's there... Make it more prominent. People have said it's not well-promoted. It should be out in front.*

PLAYER VIEWS ON WAYS TO IMPROVE PLAYSMART

Product enhancements

While most players using PlaySmart were happy with the product's design (*I like it how it is... I agree*), a range of practical suggestions were offered by players about how to further enhance the product. By far the most common suggestions related to a need for improved player awareness of limits during play, simplification of the product brochure and application form and provision of a button on the EGM (or J Card reader screen) to assist players to check their limits either before, during or following play.

One innovative suggestion also came from players relating to provision of an information pack to confirm the limits selected by players and to reinforce player awareness of product features. While players were asked about the value of progress warnings (eg. at 75% of play), some players recalled receiving no such warnings and wondered why these hadn't been appearing during play.

A further player believed that beeps could be aligned to the points that led up to a player's limit to continually warn a player where they are at in relation to their spending - *I would like to have a longer beep or have it beep several times at different points. Like at 25% I beep, 50% would give 2 beeps, 3 beeps would be at 75% and then 4-continuous beeps till you take your card out. Or 'Go home' as the message. I think audio is more of an impact than the visual. I'd like it on the full pokies machine. Not the little reader. It's too small. So after each 25%, it would flash up right in your face!*

Players who were unaware of the ability to personalise reminder messages also made comment that if they had chosen a personalised message, they would have definitely chosen a message which is negative, rather than positive. This was seen to be because negative messages have greater impact on players, while positive messages were not seen as enough to encourage players to focus on keeping to their limits.

As many players were not aware that exceeding limits would cut out their J Card points, several were quite surprised when they heard this in the focus group. One player also decided that this system wouldn't allow her to 'cheat' to get more J Card points, by allowing her friends and husband to use her card to increase the points she would accrue. After hearing comments from other players in the group, she then indicated that she would probably remove the limit given this limitation.

A couple of comments highlighting the issue included:

- *If people knew there was a disincentive, people wouldn't go over their limits. I think though not getting points is a reasonable disincentive. But if everyone knows, they may just set their limits high, so they can share cards and keep getting heaps of points*
- *Swapping cards isn't working as people can't get their points if they go over their limit. The computer pulled us up, so I didn't get my free bottle of scotch. So now I have to take the limits off so I can cheat and get the points. So I will take off limits because I want the points*
- *My friend spent my \$50 limit when he used my card. Then it wouldn't give me any more points. When people get on to this, I reckon many will just change their limits*

Specific improvement suggestions relating to how to enhance the design of PlaySmart included:

Type of improvement	Player comments relating to possible PlaySmart design enhancements
Welcome pack or regular newsletter	<ul style="list-style-type: none">• <i>I'd like to have a yearly newsletter updating and reminding me of the options I've taken. When I joined up, I have no record of my limits. They should send a welcome pack to send out - to remind you of the services you have. After the first month of using the card and show what it's capable of and what services you can use. Until the survey, you didn't know half the features. Then they could show you an activity statement of your play - just for the first month and then after that, it's optional and so people know what they can get</i>

Type of improvement	Player comments relating to possible PlaySmart design enhancements
Information button for display of limits	<ul style="list-style-type: none"> I'd like an information button so you can press the PlaySmart button to look at your limit. It would flash up your limit and show how much you've used so far. It would be on the J Card reader, as it's more discrete than on the pokie machine
Information button for the display of expenditure	<ul style="list-style-type: none"> I'd like it to tell you how much you've spent. If you had a reminder (about what is progressively being spent), it would give you the willpower to stop When you put your card in the reader, it should tell you - This is your money and time limit or whatever (Other players - I agree)
Limit progress reminder messages	<ul style="list-style-type: none"> One reminder is enough - 75% is good
Default messages to be personalised	<ul style="list-style-type: none"> Why not give people a set of messages, so they don't have to think. Things like Going, going, gone. This is next mortgage money. The car payment is gone. There goes the holiday. Remember the rent You could personalise if it has your name on it. You can pre-set it with your name. The hang man's noose with the neck would be good! Come on, keep to your limit - Oh no. That doesn't work. Something negative is much more powerful
Remove points	<ul style="list-style-type: none"> Maybe if you start losing points, that could work. Take the points away from your card. So you lose twice. You may be less likely to play on
Improved reminder message display	<ul style="list-style-type: none"> Once you've reached your limit, it should go up on your pokies screen. Not the little J Card screen. Then all your mates would see it.
Stopping EGMs on reminder messages (This is not currently technically possible in South Australia)	<ul style="list-style-type: none"> I think the machine should stop when you reach your limit In New Zealand, when you reached a certain amount of money it stops and you can't do anything for a half hour
Kiosk	<ul style="list-style-type: none"> I'd like to set my limits at a kiosk. Then no-one knows.
Setting limits at the EGM	<ul style="list-style-type: none"> Don't put it on the pokies as it's too easy to change. But you'd come in the next day always I don't want to be able to change my limit at the pokie. It's too convenient if you can change it. Once you set it, you're locked in I'd like to be able to program my limits near the poker machine. I don't want to have to go to staff to tell them what I want
SMS reminders for lost cards	<ul style="list-style-type: none"> I'd like to see an SMS if you leave your card at the venue. Like a courtesy call to see your card is available at the venue. Wouldn't work for me. If you leave your card, it goes behind the bar. Maybe it should beep when you leave your card.
Emphasise ability for players to use the J Card to better manage expenditure	<ul style="list-style-type: none"> It should transfer money from one hotel to the other. I may be broke and at another hotel and she could send you \$20 via the J Card. It's like the TAB. I used to put me pay in the TAB. So I used it like a bank account. But it would have to be a through a central account or a PIN or code. Like internet banking You put your money \$50 on your J Card and that goes on the card. I buy my drinks. You can spend it on the pokies as long as you get the cash. You say I have \$50 on my card and it helps me keep my limit. I do it too. I put money on the card once a week and we pay for our meals. I use it for lunches. I put my money on my card for my drinks for Friday night. Just so we don't lose our money or it gets stolen
Display of reminder messages on the EGM screen	<ul style="list-style-type: none"> If it came up on the big screen, my daughter would see it and say out. Then everyone else would know. It would be embarrassing, but it would be good! This would stop people from doing their limit in a month. It doesn't have to tell you your limit - just that you've reached it

*Preferred future
directions*

Players universally agreed that it would be worthwhile for PlaySmart to be rolled-out across all venues and that it seemed to be sensible to offer limits as a tool to assist all players across South Australia. While players were aware that the product was being trialled, most had come to rely on PlaySmart and accept that it would be there during future pokies play. In this respect, there was a general expectation that such tools should be offered to all pokies players.

A couple of players also made mention that they would feel rather annoyed if PlaySmart was removed - *I'm staying on it in the future. If they took it away, I'd feel annoyed. It's a good thing. It should work at the casino or wherever you go. PlaySmart should be everywhere.... Why don't they put it in all the venues. It's a good system and it's no good having it in the one venue.*

PLAYER VIEWS ON ALTERNATIVE MODELS OF PRECOMMITMENT

Player tracker card concept

Players were also asked about a non-card based model of precommitment involving a simple player tracker card, where players record their pokies expenditure or coins cashed in a written format. Similar to players in the default messaging phase, while the concept was sound in principle, most felt that players would simply not be motivated to track their expenditure over time. There was also seen to be the issue that players would not only have to record expenditure, but also have to add up their expenditure over time (and this was seen as too 'mathematical' and annoying for social gamblers).

Comments about the player tracker card concept included:

- *It's like the food diary or a Weight Watchers log book or a fuel logbook, no-one will do it*
- *What are you going to do with the card? You'll have to do your calculations and reflect on it*
- *When the pokies first came out, I started doing it. Then I got sick of it and didn't want to do it anymore*
- *I think it would be tedious to say I've spent \$5 in this session or \$10 on that machine*
- *Not worth the paper and pencil in my view. No-one will use it*
- *If someone does it for me, it'll work for me. It has to be automatic. If manual, I won't do it*
- *I wouldn't use it. I stick to \$10 or \$20. If I get drunk, I go over*
- *It's like kindergarten. If people want to play the pokies, they should be able to. People don't need to bring out a card. It's my head anyway. We don't need it. My wallet will tell me. I am a Scott. It's all in my pocket*
- *I wouldn't do it. Then you lie to yourself about what you spend. I don't think you want to record every cent you spend. People know how much they've blown. For me, it's too tedious*

Other ways of managing expenditure

Players in the context of focus groups were asked to consider whether any other approaches could be used to assist players to keep to their limits and better monitor their expenditure. Interestingly, some players raised the notion of card-based gaming as a potential approach that may assist players to better manage their expenditure. It was based on players having experience with such gaming in other states within Australia.

While such players who had exposure to this model of gaming tended to see benefits in the approach, other players who had not had the experience tended to believe that it would have potential to tokenise money and for some, take the experience of money handling (which was seen as part of the gaming experience for some) away from the context of play.

Comments highlighting other ways of managing expenditure during pokies play from a player perspective included:

- *In NSW, the casinos there, you don't put money in the machine, you have a card. You take it up to the teller. I thought that was excellent when I was there. You press collect and it goes on your card. You can go back and buy another card. They just renew it. If you press collect, it goes on to the card. For me, it's convenient and if I have a limit, I put the money which is the limit on the card. So it works for me. So if I win, it goes straight on the card. In NSW cards, they have those note slots. They are dangerous, but the card idea, you have to get up and put money on the card. I think the Government should give it to us as an option*
- *I like the idea and have been in NSW and used it too. I think the idea of a break is good. In NSW, you have to go to a teller to put money on your card. There are equivalent to coin machines, which credit money on your card. With a combination of both it would be better - still putting the limit on there would be good. Putting money on the card is your pokies money*
- *For me, I need something tangible. At least, with feeling money, you get that feedback. I'd like to have them both. At the end, [cashless gaming] doesn't tempt you to spend the money itself. You can just go. I didn't feel like I had to as it was on the card.*

Industry perspectives on the PlaySmart trial

Following is a summary of feedback from interviews with venue staff and managers about their experiences during the PlaySmart trial and a further interview with the system provider on the provider's perspectives. The system provider gave consent for feedback to be identified in the report, while comments from gaming venue staff and managers have been de-identified.

This section is structured as follows:

- Venue perspectives on the PlaySmart trial
- System provider perspectives on the PlaySmart trial

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Venue perspectives on the PlaySmart trial

Product marketing of PlaySmart

Discussions with venue staff and managers highlighted that precommitment was viewed as a product, which was initially a little challenging to promote to poker machine players. This is particularly due to the very new nature of the product (and the unfamiliarity of precommitment to players) and the fact that promotion of any new product is difficult until promotional methods are refined through trial and error. In spite of this, many staff were convinced of the merits of PlaySmart and were keen to develop ways to effectively promote the product to players.

Staff reported taking some time to work out an appropriate method of describing the product to players, as many players would view PlaySmart as a form of 'control' if it was promoted or pitched by staff in the wrong way - *Sometimes if we described it in the wrong way, players who ultimately start to see it as telling them how to spend their money. Like a form of control. So we had to be careful to work out how to pitch it right. Once we got the hang of it, it got better. But without the survey vouchers, it probably would have been hard to get people to use it.* In this respect, while product training was well-regarded by staff, the new nature of the product implied some learning curve in developing an effective approach to 'selling' the product to patrons in venues. Some also recognised that this was quite expected given the new nature of the product in the market place.

One of the barriers faced by staff in promoting PlaySmart was the common view held by players that the player did not 'play frequently enough' to warrant the need for limits. This implied some recognition that precommitment must be a tool for more regular gamblers - *The majority of people jumped straight to the point - I don't play enough.*

Comments made by staff about the process of promoting precommitment to players included:

- *A few customers thought it was a good idea and thought it would be helpful. They liked the idea it kept track of your spending*
- *There were only about three who set their limits quite low. There was one that changed. She put it at \$20 a week and then realised it should have been higher. She didn't seem to put enough thought into her limit*
- *I think the issue was that people don't want others to know what they're spending on the machines. Like with smoking, people went home as they didn't want to stand outside. So it's like the big brother concept - almost like a police state. People don't want to be controlled*
- *Some people seem to think we're prying into their business. There was a bit of a mix. I gave the pamphlets to a lot of people. Some people read them and got on it straight away*
- *It would have been hard without the voucher. But some people did like the idea. The voucher made it easier overall. I left it for the staff to do when I went away, but they didn't do it. You're not there supervising, so it's quite hard to get all staff on it. The day time players were the main ones that took it up. They were the regulars*
- *Not a lot of people joined up overall. The \$50 voucher drove people to take part. If people didn't get the voucher, not many would have taken it up. Those have joined were mainly attracted to the voucher*
- *I don't think you would be able to get lots of people on the system. It's too big brother like. It's a bit like saying when you have a beer, you have to do an alcohol test to prove you can have another. I couldn't see it taking off hugely unless it becomes a government law*
- *I think that everyone knowing each other can be both good and bad. Although it's the same in a lot of gaming venues. So personal identification could be an issue for some people*
- *The main query in the beginning was about the study voucher. People wanted to participate at first for the voucher, but once they went on, they were quite happy with the system*
- *Initially, staff thought it was big brother. They saw it quite time-consuming*
- *I think the overall reaction was good. To get the full effect of it, it should probably have been through all the hotels. Rather than just a handful. The demographics across hotels are quite different. So it would have been interesting to see the reactions in different areas*

Complexity of limit options

Staff were of the view that most of the limit options in PlaySmart were probably too extensive for the 'average player' and that this added some complexity during player sign-up. There was also the view that monetary limits were most relevant to players and time limits and secondary limits were not relevant and served to confuse players.

Weekly limits were also seen as too restrictive for players and didn't allow players to adjust their limits in line with their changing budgets. For instance, due to large expenses, some players may adjust limits lower during certain weeks and higher for others. So flexibility was not seen to be afforded by weekly or monthly limits.

Comments made by venue staff included:

- *People find it too complex to read daily, weekly and so on. People were quite confused. All they want to know what they're spending - like \$20. Not all that time etc. Being prompted every session would be good for them too. All they want to do is spend their \$20 and just to be let known when they've spent it. They don't understand the hourly and weekly limits and so on*
- *People don't like weekly limits as they are too restrictive. People relate on a daily basis best*
- *Time limits are not relevant to most players. I don't think it's worth offering it. It's a waste of form. People just want to monitor money - One lady comes in and spends about \$200. She has a card and knows when she's up. The time doesn't matter. She signed-up trying to look after us, given that we are trialing a new product*
- *To get players, it needs to be simple. People understand it now, as it's been pushed. But in a future test, I'd say do you want to set a spend limit - without all the other stuff. I think people would like to set their limit on the doorman, but there are people always looking over their shoulder. So maybe the reader is a more private and personal way to set a limit. So you'd put your card in and you're reminded when you get there. An indicator should then come up saying that Mary has reached her limit for the day*
- *It just has to be made a very simple, basic system. People don't care if the \$20 goes over an hour or a day, it's just \$20. Not time*
- *If it's too complicated, they just walk away from it. A lot of people can see that we as the venue are trying to do things. They can see the venue is trying to have a go and implement something. Initially, they thought it was the Government watch dog, due to the politics*
- *I haven't come across any problems with the system. The system was explained quite well to them. Sometimes people have asked questions. People thought the machines would switch off at first*

One venue also made mention that they had the greatest return when they had commenced promotion of PlaySmart (and the survey with the incentive) on a hotel TV screen - *We had the biggest turn-around when we did advertising. WANTED - sat on the screen for a couple of seconds - J Card holders - PARTICIPATE IN A SURVEY FOR A \$50 VOUCHER. This drew people in and got everyone interested.*

One venue also made comment about ways to further enhance the sign-up and card set-up process in the future:

- *The whole set-up was difficult and time-consuming. People don't like filling out application forms and they were way too complicated. The amount of reading to understand the concept was too difficult. Even just a separate PC, where they could put in a card and it would prompt them with the options and then say yes or no. Filling out a form and giving it to the staff to enter was too complex. The cashiers don't have time to do the administration. People feel like someone is also looking at their data. Older people are a bit scared of kiosks, but they can be shown. The other option could be to do it on a PC near the bar with help from a staff member. So away from the cashier area. The sign-up was the biggest issue and the players understanding the form and the concepts on the form*

Training provided by the system provider was also seen as good by venues:

- *We had a training session here and they told us that it was coming. They said pass the pamphlets out. We gave them out. But no-one came back and said I want to join up. Then when the voucher was linked (to the survey), people got interested*
- *The training was fairly comprehensive, as lots of us did remember the training. But at the time, it wasn't of great interest to employees. Many of the staff could see that people wouldn't want it. We gave out lots of pamphlets, but the interest wasn't there*
- *It was pretty easy to learn - the training was quite good*
- *There was a product manual. We read it. It was pretty straight forward.*

In terms of the market segment that signed-up to PlaySmart, most venues reported that 'day players' were more likely to take up limits than night time players, with the latter typically being the more regular, heavier gamblers:

- *The ones who are likely to be involved in it control themselves pretty well. They mostly seem to be the day players. The night time ones didn't want to go on it. The day players are the smaller gamblers. They don't go to the coin expresses - they have their coffee and biscuits and go home. The bigger players are less likely to be involved*
- *The people who are on it are typically the small punter. It's an older bracket who is using it. We find the night time players are a different breed. They are hard core players. We're open till 3am weeknights, except Sunday. People come in at 2am - especially people of Vietnamese background. The late night people aren't particularly interested. These people will hop on the \$1 machines*

Some staff also mentioned that certain players struggled to work out their limit and needed some level of guidance:

- *I wouldn't say it was time-consuming. I filled out the form for some. I tried not to influence their limits. They chose their own limits. Some people struggle to work out their limit though*
- *A question may be helpful - how much you spend on average per day or per week, so they can work it out. Perhaps a tear-off part as part of the application form*
- *As much as I perceive it to be a good idea, if they set a high limit, they'll stick with it. But if they set the limit too low, they soon get sick of it. People don't want other people around to know that the machine is beeping and they have reached their limit*

One venue also reported experience with two players who had dropped PlaySmart and then returned. The players were unrelated and the incident was described as follows:

- *We had a couple who pulled out and then come back. They thought it wasn't for them and then said they wanted to be signed-on again. They found that when they took it off, they spent more, so wanted it back on. It was two independent people*

Sign-up process

Staff made comment that the PlaySmart brochure had potential to be made a little more straight-forward and possibly with less content for players to read.

There were also a few form design issues that made it difficult to transition players who were not J Card users to PlaySmart. In particular, there was comment that there needed to be more commonality between the PlaySmart form and the J Card system requirements - especially in relation to password characteristics and the address:

- *There are a few irrelevant bits in the form. Like the optional address - if they weren't already J Card members, they also had to fill out the J Card form. For address - it says it's optional, but it's actually compulsory for J Card holders to provide a full address*
- *The password (on the J Card system) must be numbers and players have to give a full date of birth, so all that information was not correctly filled out, as the PlaySmart form doesn't provide the right instructions for what players have to put down*
- *On the PlaySmart application form, it's only got year, not the full date of birth which is required for J Card*

- *I filled out the form for them. But they didn't understand the part where they put information into the card. You don't need half the stuff on the form. People don't need the time limit and all that. They just want the money limit. No-one has the time limit. It's too confusing. Money makes more sense to people*
- *People liked putting their personal message on. Go home [nickname] and silly things. So it was a bit of a fun game for players. It changes colour on the computer, so you know when a limit goes off*

Several other aspects of the PlaySmart form were also deemed confusing by staff. This included a general comment that some of the limit concepts were confusing and that too many options tended to confuse players. A further issue related to the cool-off preference on the form, which was 24 hours by default:

- *There was also a problem with the cool off period - it was a bit confusing. People mark 'no' for cool-off and it's a minimum of one day anyway. So if they did set it wrong, you can't change it for 24hrs*

One gaming staff member who had not been trained in PlaySmart was quite interested to hear about the product and saw a definite application in the gaming room. It was apparent that this staff member had not been briefed on the product or on the process of how to assist players to either change limits or to sign-up new players to the product. They also reflected that they could have promoted the product to a player experiencing gambling difficulties, if they had known about PlaySmart:

- *I think it is a good thing for us to keep our eye on problem gamblers. I did a course on problem gamblers - I am surprised to hear about this product. It sounds great. I could have offered it to a person who was crying the other day in the gaming room. I will be offering it to them next time now that I know*

*Precommitment
seen as mainly for
'problem gamblers'*

The other related view was that the product was generally seen as a tool for 'problem gamblers' and was automatically not viewed as a product which could benefit recreational or social gamblers.

There was also the issue that staff found it hard to engage with social gamblers who had attended the venue to relax and tune-out. For this reason, many staff members found that the only way to encourage players to sign-up to PlaySmart was to 'take over the paperwork' and explain the basic concept (and foregoing the intricate details) - *People aren't just interested. They are gamblers - they don't want to be bothered. If we could do it for them, no drama. But with their involvement, no way. They are just not that interested to pay attention, as they want to relax*

Comments made by venue staff included:

- *It was very negative. It was more that they couldn't be bothered rather than hating the product*
- *If people have to do something, it's too much of a bother*
- *People don't want to have to think about limits. They want to relax, so it's mostly that people just can't be bothered to do anything like sign-up forms*
- *People jump to the conclusion that it's for only people with gambling problems*

This is also an issue in the context that most poker machine players do not see themselves as 'problem gamblers' - *We also got bad reactions. People saw it as something for problem gamblers, not for them. When we approach them about it, they think that we are assuming they have a problem. So they react negatively.*

One staff member thought that a future way to encourage players to use PlaySmart was to make it a compulsory part of joining the Jackpot Club - *The only way is to make it mandatory when they join the Jackpot Club when people become new members. Then if people have it from the outset, they know nothing else. It's trying to change old players over that is the main problem.*

*Player reactions
to limit reminder
messages*

Staff and managers had experienced mostly positive reactions to players receiving warnings on breaching their limits. In this respect, there was no reported overt negativity by players and only very few players had become angry or upset at not receiving bonus points upon breaching their limits (but no negative comments were made about staff approaching players).

Discussions also suggested that staff would sometimes offer advice to players who reported some discontent in receiving limit reminder messages. Other players were also reported to not see the need to cut-out points following a breach of one's limits.

Illustrative comments included:

- *Some didn't like not getting points after their limit, but most didn't seem to worry that much. I would then say you can set it higher. But that's the point where you lose them.... People didn't see the limit idea relevant to their points. Some are keen on points and others don't seem to care*
- *I think they liked it. A few players came up and said my thing went off. It must be working!*
- *A young fellow came up and said it keeps going off at me. I knew why - he tried to alter it. Then he didn't realise it was a 24hr cooling off period. He set it down low to see what would happen with it. When it went off the first day, he said he'll alter the limit and then it was still going off. He hadn't understood about the cooling-off period*
- *I was talking to a lady who said it doesn't worry her - when I reach my spend, it wakes me up. She then said she often goes over anyway*
- *I think it has a broader application for many people - the general feeling I get is that it's giving awareness of the spending. People get a wake up call when they reach their spend limit. So instead of going the extra \$40, they may only go \$5*
- *I think a lot more people are aware of the product. Our staff have actively marketed the product. Psychologically, people are more aware of their spending. Some people see it as controlling their spending. Most people seem to view it positively. People say 'this thing you're running here' is good for a lot of people. When people say something about it, they say it's generally good for people and we believe they are often thinking of themselves*

*Staff views on
attending
EGMs*

Although initially somewhat disconcerting, venue staff generally reported feeling reasonably comfortable presenting to players when a limit was breached. There was also report that, while it became a little difficult to do when staff became busy, it happened so infrequently that the impact was negligible. Most staff seemed to use the approach to greet players when they reached their limit, rather than telling players directly that they had reached their limit.

One example included:

- *We found a great idea. We'd come out and say Hi Mary - how are you going? Patrons seemed OK with it. It didn't worry them. I think they know. A lot of them just got up and played another machine. So they'd go to another - it was more psychological. But most knew that going to another machine wouldn't reset the limit*

There was similarly mention that some players had 'learned' to either press the button themselves to avoid staff coming out or alternatively to removing their card (and playing on) after reaching their limit. Staff also stated that players would frequently 'move machines' on reaching their limit, almost to give the impression that they were aware they had reached their limit and hence needed to stop on that machine (although many went to other machines). Several staff also seemed unaware of the protocol to attend EGMs on a limit breach.

Interesting comments made by staff included:

- *People seem to notice the beeps. We have to press the service button to ask if they got the message. One lady started to press the service button herself*
- *I don't think staff came out enough to judge whether they would get sensitive about a staff member coming out. It was so infrequent*
- *One lady would just pull out the J Card when the limit went off. She would keep going on a different machine or stay on the same one. It was her way of (psychologically) escaping from the warning*
- *I haven't heard many people coming up and saying their limits are going off. Staff aren't coming out to push the buttons. I didn't know about it. Does something happen at the console? (Staff member was unaware of the protocol for staff to attend EGMs on limit breaches)*
- *Some players would spend their limit and then rip out the card before the limit is updated and go to another one. Almost like they were trying to 'trick' the machine. One other lady takes a rabbit foot. So there you go. Pokies players are a bit superstitious*

Impact on operations

From a venue operation and process perspective, PlaySmart was not seen to have a major impact on venue operations or be time-consuming in its management and administration. The exception to this, however, was the initial sign-up process which often required roughly 5-10 minutes per player. Some players also required more time and some less, depending on their ability to understand the concept and their overall interest in learning about the product.

The idea of a kiosk assisting in the sign-up of players was also discussed with staff. While some staff believed that an automated system would facilitate sign-up, some held the view that the main time impost was in explaining the concept of precommitment to players as a new 'product' in the market place.

In this respect, this is likely to be characteristic of the early stage of market adoption of precommitment and will become easier and less resource-intensive over time (ie. as more venues start to introduce products that permit limits) - *I don't think a doorman would help sign up people. It still needs someone to explain the whole thing at this early stage. It may be too difficult to put into a few words. And if it is written, people won't tend to read the information.*

The potential value of additional labour to sign-up patrons was also explored. However, while staff saw this as helpful, it was apparent that the main challenge was lack of player interest and one staff member made comment that ten staff could not address this issue - *We're a venue with virtually a single staff member. We have a good contact with customers here. It wouldn't have helped having extra staff to recruit people. It was the lack of interest. If they are not interested, they're not interested. What can you do?*

While staff initially required time to sign-up patrons to PlaySmart, the resourcing and support requirements associated with the product past this point were deemed very minimal by staff. Some staff also described the time required as 'negligible', with staff reporting no major system issues, faults or flaws - *All they had to do was come up to us to sign-up as the patrons. There were only software changes that Worldsmart did (to implement PlaySmart). Our role was only signing up people. It didn't impact us much at all.*

A very minor issue was noted by one venue with regards to the doorman hub and a further small issue was noted with regards to the site controller:

- *We've come across a small issue with the doorman hub. If it isn't working correctly, people think the hub isn't working even on the doorman. But in reality, they should only not get points on the pokies, but should be able to get points on the doorman. So 'congratulations you've won points' doesn't come up if players have reached their limits. So people think it's faulty and people get snakey*
- *There was a minor communication issue between PlaySmart and the site controller. It didn't seem to be picking up the read. Worldsmart were right onto it. It was completely fixed. Worldsmart did it well*

Other example comments about the operational impacts of PlaySmart included:

- *Most people didn't seem to change their limits, so this wasn't a big deal - only one from memory. I went up to her and she was cool. She wanted to up her limit. But she couldn't do anything for a 24hr period anyway*
- *It doesn't require any time - just looking at the monitor (to see if limits are breached)*
- *There's no technical issues as far as I'm aware of. If there are, people haven't told us*
- *We had a few issues reading cards*
- *The only thing I've found is that I keep forgetting how to change limits, as most players don't change them that often, so you tend to get out of practice*
- *It was no big deal for us. It doesn't take much time - only a few minutes explaining the system to players. That's about it*
- *For us, the implementation was quite easy. The support has been great. There were no problems at all*

Views on potential future universality of precommitment

Most staff were at two minds about whether limits should be compulsory for all players. There was a view, however, that it was difficult for venues to enforce precommitment, when other venues would not follow. In this respect, precommitment was seen as difficult for venues to deliver in a competitive market, where all venues would not universally see the benefit of a tool to assist players to better manage their expenditure. There was similarly concern of some venues that points not accruing after a limit breach may impact negatively on the hotel and that limits which are too low may simply annoy players, leading them to go elsewhere.

Comments made by venues included:

- *If the whole state has to do it, it'll gradually be accepted. I can't see people taking up unless it's compulsory. You can see the smaller players don't mind a \$100 limit for a week or so, but you'll never get the big players to be part of it. If the hotels don't do it, Government will just take it over*
- *A lot of them are scared to lose points. I'm concerned that as a venue if it starts to annoy people that it's gone off, they'll just go elsewhere. So I've told people to set the limit here, as I don't want it to affect hotel turnover. They can just go elsewhere or it'll just affect revenue. If it was law and everyone had it, that would be OK. I don't think people always realise the effects*
- *If it was compulsory, people would just fall into line*
- *I am a firm believer if people play the pokies they play with a card and a limit. Limits for everyone would be better. Even if people exceed it, it's a reminder*

Venue staff also thought that introducing compulsory limits as a Government initiative would be met with much resistance from the general community:

- *It's bad enough now that they want to bring it to \$200 for an ATM transaction. Blokes sit down and then can't get cash. They may get it out for the dinner and booze and then run out. Then they can't have any more booze and so on. So if a Government went with that as a policy, there would be great outcry from the community*
- *You should always give people the option to set their own limits. If you say my limit has to be \$50, I'd say I'm not going to use that. People would be put-off*

Incentives were also seen as a key to promoting wider uptake of precommitment in players:

- *Giving players incentives to uptake limits such as points could be considered. Giving people an incentive such as up to \$5 per player would be reasonable. You wouldn't want to go less. It's a good incentive, as people will put it back into the venue - ie. cash it in and use it on a drink or so on*

Future product improvements

Most venues were not able to highlight any major product improvements, as most were quite satisfied with the product design. However, the major challenge was seen to lie in developing effective ways to promote PlaySmart to increase its uptake amongst players.

Specific comments included:

- *I couldn't see how it could be improved. No matter what inducements you offer, some just won't use it. People often don't want to join it for this reason*
- *The beep isn't loud enough for most players. The beep can be the same sound, but it needs to be more prominent. People don't often hear the machines. I'd like a bolder coloured line in bright red on the cashier to notify that someone has reached their limit. You don't really need a pager or anything too complex. In an average pub with 30-40 machines, the cashier location is fine. We also need a beep on the cashier end, so it's easier to hear. When a meal is up, we hear a bell. The normal person doesn't pick it up, but we know the sound. It's just an awareness thing*
- *If I was seeing it introduced again, the brochure would be very simple in design. Not a 5 page brochure, just a single page. Presenting concepts such as - do you want to participate - yes or no?*
- *I'd like to see it trialled again in other venues*

System provider perspectives on the PlaySmart trial

Background on the trial

The PlaySmart trial was viewed by the system provider as an opportunity to ensure that the PlaySmart system was optimised in line with the needs of both venues and players. In this respect, the opportunity was viewed as allowing not only the analysis of player experiences with the system, but also allowing the system provider the opportunity to prioritise the desired product features (ie. which limits to provide to players), along with the design of support materials for precommitment delivery (eg. testing of draft activity statements and other marketing materials).

The design of the product was also described as being tailored to the specific situation and characteristics of the South Australian gaming environment:

- *The whole process started in 2005 with the Independent Gambling Authority's involvement in the Smart Card Inquiry. We tried to foresee issues that may affect delivery of precommitment in South Australia. In the South Australian environment, the protocols in the gaming machines govern what we can do with regards to precommitment. For instance, machine shutdowns are not possible on players reaching limits*
- *The concept of a compulsory system is not supported by the industry in South Australia. So as a system's provider, we had to acknowledge and understand this perspective. The IGA also raised a range of issues relating to Code Changes - so we set out to explore ways to deliver value to venues and players by working with existing infrastructure - namely loyalty systems - in venues*
- *During 2008, the Working Party made a request to explore the idea of a trial in South Australia. This implied the need to work quickly on collateral to roll-out the system. Instead of declining this opportunity, we developed a range of processes to ensure successful system delivery*
- *We were also cognisant of the study Analysis of Gambler Pre-Commitment Behaviour, (funded by Gambling Research Australia) and incorporated some of these findings into the systems functionality*

Rationale for trial and product design

The system provider reported that the trial sites had been selected to include both metropolitan and regional venues across South Australia, with all venues in the J Card network.

Allowing players to experience a broader range of limits was also seen as a way to help identify the priority limits for future product design and marketing - *We thought it would be best to trial a range of limits to identify the ones, which appeal most to players. This also helped to build further knowledge about precommitment options most useful to players, along with those most desired by the market.*

Focusing on a small number of sites was described as a practical measure to ensure a workable trial, which could be managed and implemented within a relatively short time frame - *Only the venues that were part of the trial could allow players to change their limits. This was a practical measure for the purpose of limiting a trial.*

While many aspects of PlaySmart had potential for evaluation during the trial, the system provider saw the potential to include other design features of PlaySmart during the implementation (eg. trialing the use of dual passwords for counselling contexts and use of kiosks). However, such features were not able to be trialled.

While the trial was viewed as very successful, there was a suggestion that earlier engagement of an evaluator may have assisted to shape the trial method in a way to deliver further understanding of the impacts of precommitment (given available research expertise). In this regard, there was seen to be potential to address a few methodological issues identified during the trial through improved implementation design:

- *It was a great trial, but there would have been merit in having an evaluator on-board earlier to guide the trial design. The date of initial roll-out was around May 2008, so there was quite some time between then and the time when an evaluator was appointed in mid 2009*
- *The design of Phase 3 wasn't as clear as it could have been and Phase 3 was rushed at the end. There were also some difficulties identifying the effects of Phase 3, as this phase should have been separated from the rest of the trial*
- *Due to the rush of Phase 3, there was not time to incorporate a staff response or staff training into the design. There would have also been potential to further shape the points in play when messages occurred*

Given some methodology issues encountered with design of the trial, further improving the clarity of the role of the system provider was also seen as an opportunity for future trials:

- *As it was the first trial, we were all learning. I guess, at times, there could have been improved clarity about our role at different points during the trial - such as when we were able to start promoting PlaySmart to players. At some points, we had been looking for further clarification of phase objectives to ensure that each part of the trial was well-synchronised*
- *In future, it would be useful for trial objectives to be more detailed to ensure that their intent is sound and clear.*

Reflections on trial issues and challenges

The system provider reflected that staff training was a key ingredient in the successful implementation of precommitment and that some positive learnings had been made about ways to further refine the sign-up and precommitment education process during the trial. This was also one key reason that the system provider decided to take part in the trial.

Example comments included:

- *We certainly recognise that staff training and marketing materials - including application forms - are critical in terms of design. There is always room to enhance the design of the current form and potentially reduce the range of options in the early phase while players get used to PlaySmart. Ideally, the key features of the product could be restricted to money, time and breaks*
- *The option for additional features such as play cycles, dual passwords and assistance from welfare agencies - which are all available through PlaySmart - are aspects that could be offered as additional features, as opposed to offered in the first cut*
- *While the concept of precommitment is talked about by industry, it's relatively new to players. It will naturally take a little time for players to understand the concept of limits*
- *We did understand that some limits may have been guided by staff, as players are still unfamiliar with the concept of precommitment. I suspect that because staff approached familiar players, some players have probably also accepted the product on face value due to their relationship with staff*
- *I don't recall any requests for activity statements from anyone. I think that this would be a future area to look at. Also ensuring that design is very clear and understood by non-technical audiences*
- *We see potential for further training to assist staff to educate players about the concept of limits. This could perhaps involve fewer limit options and include an advanced functionality, with more senior staff coaching players through the process. This could look at exclusion of days, second password use and so forth*
- *I think that some players feared it was a Government trial which led some people to think that they were being watched. We understand that Government involvement was anecdotally provided as a reason for some players not participating. Once such rumours occur, it can go through venues*

Implementation of PlaySmart

While the ability to set limits online is a feature of PlaySmart, uptake was not aggressively promoted during the trial. The potential to promote such product features in the future, however, was emphasised.

The kiosk was also a product under development at the time and was seen as a means to increase the ease of player sign-up and of raising awareness of PlaySmart amongst players - *There is potential for us to further promote the web site and examine ways to increase its utilisation by players. The kiosk was not included in the evaluation, given that it was in final testing at the time of the appointment of the evaluator, so it was not a core part of the evaluation. This would be an important priority for future implementations.*

The PlaySmart system was also described as having a range of other features, which were not examined in the current trial. One such example related to the use of dual passwords, which could assist players and their counsellors to work out appropriate limits for players who desired such assistance - *The Worldsmart system has the potential to be used by players who need assistance with their gaming.*

Similar to the experience of venues, the implementation of PlaySmart was straight-forward for the system provider, given that the J Card loyalty system only required a software change to implement precommitment. From a training perspective, this implied only a small increase in knowledge for staff who were already familiar with and part of the Jackpot Club network. This implied the opportunity to develop very focused training specifically around how to turn-on the PlaySmart system in the context of the J Card.

Comments made about the implementation of PlaySmart included:

- *We were able to implement the system fairly quickly, as it simply required a download of software to the system at the venue level. That meant that terminals communicated with Worldsmart through the site controller. It was thus a straightforward software change to the Worldsmart system*
- *The staff were also very familiar with the loyalty system and were thus only taking on an additional feature of the J Card. But the challenge still is transferring knowledge to players. So installation was easy and straight forward, but market education is always more difficult as a new concept*
- *The staff training program was developed for the venues who were going to participate. It included a written plan and Powerpoint presentation. Each of the staff were taken through the training. The training was then delivered at the venues by the Gaming Manager. There were also Jackpot Meetings, where a general overview was given with information on the expected staff and player response. This included how to administer the system and set-up players in the system (Note that Jackpot Meetings are meetings of venues in the Jackpot Club network).*

Very few technical issues were experienced by the system's provider. There was, however, a small number of minor card reading issues reported by venues in the very early phase of the trial. These were attributed to the age of a small number of cards across the Jackpot Club network and were easily resolved with new cards issued - *We resolved a few card-reading issues in the very early stages. This was because there are 300,000 cards in the market place and some were getting old. This was probably the only system's issue we came across. In terms of system issues, there was nothing additional than this.*

Perspectives on
market reactions

Like all products new to the market place, the system's provider acknowledged that introduction of any new product is accompanied by a phase of market testing and increasing market acceptance. In this respect, low initial uptake was expected, given that precommitment is very much a new concept to EGM players and unknown by many.

A number of challenges were also described as characteristic of any players new to precommitment. Comments included:

- *Player understanding of turnover and expenditure are always confused. It is continually an issue and the focus needs to be on ways to increase player understanding of the difference, so that limits are meaningful to players*
- *Anecdotally, day players have been easier to enrol than night time players. It will always be the case that some players will be more interested than others*
- *The kiosk concept would be for customers to put a card into the kiosk and to enter the data live without the need for staff. While not part of this trial, this functionality exists and it would have been interesting to have included it in the trial had timing allowed this*
- *The voucher was undoubtedly an incentive to try precommitment, as it was attached to a survey and research process that surrounded the product*
- *There was initially a little apprehension from staff to attend players when limits were breached, but we emphasised that it was no different to providing good customer service. In this regard, we see the system as another tool to support the responsible service of gaming. I suspect that some staff may not have approached players and that is a training issue for consideration. However, interestingly, we didn't receive any negative reports from players*

The system provider also made comment that the loudness of the tone of the beeps associated with the display of limits in PlaySmart was a balancing act, which needed to both balance player privacy with the need to trigger player attention:

- *The sound of the beeps is a balance. It's a balance between player privacy and awareness. So when players reach a limit, there's a message to the reader and a beep. There is also a message to the cashier. If the beep is too intrusive, it has the potential to cause embarrassment to the cardholder and may disturb adjoining players*

Future directions
for precommitment

The system provider viewed products such as PlaySmart as an important tool in ensuring that players are aware of their expenditure during gaming and as essentially a customer service and responsible gaming tool for venues. There was similarly a view that educating players about how to use limits during gaming held great merit and should be offered voluntarily to players:

- *The best approach is to provide a tool to allow customers the option to use limits if they choose to use them and to engage and educate players about the benefits.*

.....

Costs of precommitment and implementation

The following section presents a costing model for the implementation and operational impacts of precommitment from a venue perspective. This is based on cost parameters discussed with the system provider with reference to the PlaySmart data set. It should be noted, that given the small samples in the trial, the following cost estimates are only indicative, rather than definitive costs and due care should be applied to interpreting and extrapolating the data.

Venues should not rely on this data to make commercial decisions about the impacts of precommitment or the cost-benefits. This is only for research and general informational purposes. Readers should also note that costs cannot be guaranteed by the system supplier and may also vary depending on the location.

This section includes:

- Costs of PlaySmart
- Possible revenue impacts of precommitment

.....

Costs of PlaySmart

Overall costs

Overall costs of PlaySmart installation and operation are shown in Table 93. It should be noted that it was not possible to separate the costs of precommitment alone from the Jackpot Club loyalty system and a combined overall figure is provided.

This figure assumes that no venues had the Jackpot Club loyalty system, which is needed to operate PlaySmart. Members already in the Jackpot Club network should contact Worldsmart Technology Pty Ltd to discuss relevant commercial costs (which would be lower than in Table 93, as costs include all equipment necessary to join the Jackpot Club loyalty network).

Venues should thus not rely on figures to make commercial decisions about precommitment and should discuss individual circumstances direct with Worldsmart Technology Pty Ltd.

Overall costs for the six venues in the trial totalled \$425,686 or an average total cost of \$70,947 for a venue with 35-36 EGMs (approximate only).

As regulatory costs at this stage are unknown, they are not included in the costing model. Overheads have been costed at 25% of staffing costs. It should also be noted that this is only based on players who used PlaySmart in the trial.

As new player sign-ups, lost cards, activity statements/printing and the like would be likely to pose very minimal additional costs with the use of self-service kiosks and online access, such cost items are not included in the analysis.

Obligations of venues under the Code

It should be noted that the current South Australian Responsible Gambling Code of Practice does not allow gambling providers to offer any loyalty system, other than a program which includes a precommitment system (see www.iga.sa.gov.au for regulatory requirements). Exemptions should also be noted in Table 92.

Table 92. IGA requirements regarding provision of loyalty systems to EGM players

<p>The gambling provider will not offer -</p> <p>(a) any inducement (other than participation in a loyalty program) directed at encouraging patrons to gamble;</p> <p>(b) participation in a loyalty program (other than a program which includes a pre-commitment program approved by the Authority).</p> <p><i>(p 5 - Responsible Gambling Code of Practice - as in force December 1, 2008)</i></p>
<p><u>Exemptions to be noted</u></p> <p>A club or hotel signed up to an Approved Intervention Agency Agreement (AIA) is exempt from Codes clause 6A(b) which says:</p> <p>'The gambling provider will not offer participation in a loyalty program (other than a program which includes a pre-commitment program approved by the Authority)'</p> <p>Two agencies are approved as AIA's in South Australia - Gaming Care and Club Safe. Any hotel or club venue not party to an AIA Agreement, must comply with clause 6A(b) from 1 May 2010 - that is not offer a loyalty scheme unless it includes a precommitment program approved by the Authority.</p>

Benefits

As the Jackpot Club loyalty system is needed to deliver PlaySmart, benefits of the loyalty system should be evaluated as part of the overall cost assessment. Example benefits may include improved market intelligence on customer purchasing patterns, increased customer loyalty through return visits to venues and the potential to monitor customer expenditure over multiple product lines (which extend beyond gambling) (although individual customer names cannot be revealed under South Australian loyalty program regulations).

Table 93. Costing model for PlaySmart installation and operation based on the six trial sites (and a total of 215 EGMs) (inc GST)

Type of cost	Unit	Unit cost	Total units across all trial venues	Total cost for 6 trial venues (inc GST)	Average cost per venue (inc GST)	Notes
CAPITAL EQUIPMENT						
EGMs (<i>hardware, on-site computer and software</i>)	Per EGM	1350	215	\$290,250	\$48,375	Includes hardware, on-site computer and software.
Installation cost of pre-commitment system (by Worldsmart)	Per EGM	250	215	\$53,750	\$8,958	Approximate, as depends on site-specific parameters. Includes cables, EGM-specific metalwork, technician time and use of peripheral devices.
Kiosk for player use in-venue	Per venue	4250	6	\$25,500	\$4,250	Estimate, as costs will vary depending on model and manufacturer.
Marketing signage to promote availability of precommitment	Per venue	1700	6	\$10,200	\$1,700	Could include a sandwich board or similar.
Subtotals				\$379,700	\$63,283	
MONITORING AND REPORTING (NOTE - also includes Jackpot Club monitoring and loyalty system)						
Venue monitoring system (eg. For limit breaches)	Per venue	2000	6	\$12,000	\$2,000	Reporting managed in-house is roughly \$300 per venue and \$200 managed externally (hence, combined cost of ~\$250 for the purpose of calculation rough costs).
Reporting and systems management	Per venue	250 per mth	6	\$18,000	\$3,000 (see note)	
Subtotals				\$30,000	\$5,000	
TRAINING AND EDUCATION						
Staff training - loyalty and precommitment	Per venue	500	6	\$3,000	\$500	Based on 4hrs (\$120 per hour plus travel). Regional costs may be higher.
Staff training - training delivery	Per venue	500	6	\$3,000	\$500	
Staff training attendance and supervisor support	Five staff x 5hrs each (25hrs) per venue	\$25.77 per hr + 25% on-costs	125hrs plus 25% on-costs	\$4,832	\$805	Allows time for staff to attend training and learning in the early phase. Assumes 5 core staff are trained per venue.
Subtotals				\$10,832	\$1,805	
PLAYER ESTABLISHMENT						
Staff time to explain system and sign-up players	0.25 hr per EGM player	\$25.77 per hr + 25% on-costs	258	\$2,078	\$346	Assumes 50-50 split between Gaming Managers (\$26.50 per hour) and Gaming Employees (\$25.03 per hour) - \$25.77 per hour
Application forms and marketing materials	One item per player	2	258	\$516	\$86	Includes forms and brochures as a consumable cost
Smart card costs	Per card per player	3.5	258	\$903	\$151	Players who are existing J Card members would not require a card as these already are smart cards
Subtotals				\$3,497	\$583	
COSTS RELATED TO ONGOING OPERATION OF SYSTEM						
Staff intercepting players on limit breaches	3min intercept per breach	1.29	1054 breaches	\$1,360	\$227	There were 1054 breaches during the trial. Assumes 3min intercept - allows for discussion with players. It should be noted that staff did not always present during the trial. Hence, this is based on best practice and assumes that intercepts would occur on each instance of a limit breach

Table 93. Costing model for PlaySmart installation and operation based on the six trial sites (and a total of 215 EGMs) (inc GST)

Type of cost	Unit	Unit cost	Total units across all trial venues	Total cost for 6 trial venues (inc GST)	Average cost per venue (inc GST)	Notes
Player changing of limits	3min each for N=65 players (25% of players)	1.29	65	\$104	\$17	25% of players changed limits during the trial. As multiple parameters may have been changed when involving staff, incidents of changing limits are recorded.
Troubleshooting enquiries during the trial/calls to helpdesk	4 calls per venue - 60min of staff time assumed	25.77	\$155	\$193	\$32	Four calls per venue with 15 minutes per call have been assumed to allow some time for venue support. This is actually an estimate of calls. In the trial, there were very few calls to the helpdesk, as none of the six trial venues reported difficulties.
Subtotals				\$1,657	\$276	
TOTAL COSTS (including GST)				\$425,686 for trial venues	\$70,947 per venue	Based on average cost for 6 trial venues

Cost breakdown

Rolled-up cost estimates for a venue with roughly 35-36 EGMs are Table 94. As shown, capital equipment is the major cost item (89% of the total cost), followed by monitoring/reporting (7%) and establishment costs (ie. training) (3%). Operation, in contrast, imposes very minimal costs (<1%).

Operation and establishment costs would depend on the number of players who used PlaySmart, but in the current trial, based on an average of 43 players per venue, costs are very minimal.

In summary, this suggests that player establishment and ongoing operation of PlaySmart pose very minimal costs to venues. This was also reported by venue staff who held the view that operation of PlaySmart was not very labour-intensive and barely required any additional work over their regular duties. Most staff, however, did find the early stage (the first few weeks) more involved, given the need to sign-up players.

It should also be noted that costs of operation and/or player establishment could be further reduced with the use of kiosks and the PlaySmart web site. At this stage, this has not been included in the analysis and manual limit and setting changes are assumed.

Table 94. Cost breakdown for precommitment equipment, installation and operation based on a 35-36 EGM venue and 43 users per venue (AVERAGES FOR THE TRIAL)

Type of cost item	Cost inputs	Costs per venue	% total costs
Equipment	Capital equipment (35-36 EGMs)	\$63,283	89
Transition and implementation	Training and education	\$1,805	3
	Player establishment	\$583	
Operation	Ongoing operation of system	\$276	<1
Monitoring/reporting	Monitoring and reporting	\$5,000	7
Totals		\$70,947	100

Costs of loyalty system used by most patrons plus PlaySmart

As the above costs are only based on patrons who trialled PlaySmart (a small number given the trial status), some costs may naturally vary if a venue elected to have most gaming patrons on the loyalty system (for regular market intelligence) and most gaming patrons on precommitment (PlaySmart).

On this basis, player establishment costs and operational costs (eg. staff intercepts on limit breaches) would naturally vary. With effective use of a self-service kiosk, however, ongoing operational costs may be minimal.

Table 95 shows cost estimates for a fictitious venue which elects to have 2000 gaming customers on PlaySmart and the Jackpot Club loyalty system. As the more customers on the system, the higher the commercial benefit (given the obvious market intelligence), this may be a more realistic scenario for a venue which wishes to actively pursue both precommitment and customer loyalty programs (as not only gaming, but purchasing habits of customers can be tracked, along with their patronage at different competing hotels).

Accordingly, this model may maximise the commercial returns to venues, as it is based on having 2000 patrons on PlaySmart and in the Jackpot Club loyalty network. This is roughly based on a 12 month period and assumes that 2,000 customers would be card users by the end of the 12 month period.

Table 95. Cost breakdown assuming a 35-36 EGM venue PLUS ALL patrons signing up to the loyalty system and precommitment (BEST PRACTICE SCENARIO)

Type of cost item	Cost inputs	Costs per venue	% total costs
Equipment	Capital equipment (35-36 EGMs)	\$63,283	58
Transition and implementation	Training and education	\$1,805	27
	Player establishment (assuming 2000 patrons)	\$27,106 ^a	
Operation	Ongoing operation of system (based on 2000 patrons)	\$11,547 ^b	11
Monitoring/reporting	Monitoring and reporting	\$5,000	5
Totals		\$108,741	100

a. Based on costs of \$16,106 for 2000 sign-ups, \$4,000 in marketing materials and \$7,000 in smart card costs

b. Based on 8171 predicted staff intercepts on limit breaches (\$10,540), 504 manual limit changes not involving a kiosk (\$813) and four troubleshooting or support enquiries per annum (\$193)

Five year
life cycle
costs

A schedule of costs from Year 1 to Year 5 is provided in Table 96. This is before equipment depreciation, GST tax credits and other deductions. These are estimates only and should not be relied upon for commercial decisions. An estimated 5% annual price escalation is assumed for operation, monitoring and reporting (eg. possible staff wage or price increases etc.).

Table 96. Five year life cycle costs using 2000 customers signed-up to PlaySmart and the Jackpot Loyalty Club - PER VENUE (BEST PRACTICE SCENARIO)

Type of cost item	Notes	Cost without depreciation or deductions (GST inc)	% total costs	Estimated Costs Over 5 years (GST inclusive) (before depreciation, GST imputation credits and deductions)				
				Year 1	Year 2	Year 3	Year 4	Year 5
Capital equipment	One-off cost	\$63,283	58	\$63,283	-			
Transition/implementation	One-off cost	\$28,911 ^a	27	\$28,911	-			
Operation	Annual with 5% estimated price escalation (estimated by Schottler Consulting Pty Ltd, not the system provider)	\$11,547 ^b	11	\$11,547	\$12,124	\$12,730	\$13,367	\$14,035
Monitoring/reporting		\$5000	5	\$5,000	\$5,250	\$5,513	\$5,788	\$6,078
Total costs			>>	\$108,741	\$17,374	\$18,243	\$19,155	\$20,113
Approximate total cost over 5 years (note that the system operates indefinitely, but 5yrs is used as the life cycle of a standard piece of technology/gaming machine lifecycle)				\$183,626 plus cost of any new customer sign-ups (GST inclusive)				
Annualised cost based on 5 yr life cycle (BEFORE DEPRECIATION, GST CREDITS AND DEDUCTIONS)				\$36,725 including GST				
Annualised cost based on 5 yr life cycle based on 2000 players (BEFORE DEPRECIATION, GST CREDITS AND DEDUCTIONS)				\$18.36 including GST per EGM player for the loyalty system and PlaySmart precommitment (based on 2000 customers)				

a. Based on costs of \$16,106 for 2000 sign-ups, \$4,000 in marketing materials and \$7,000 in smart card costs (GST inclusive)

b. Based on 8171 predicted staff intercepts on limit breaches (\$10,540), 504 manual limit changes not involving a kiosk (\$813) and four troubleshooting or support enquiries per annum (\$193)

Possible revenue impacts of precommitment

Revenue impacts

Findings of the analysis of the PlaySmart trial impacts showed that the 258 players using PlaySmart on average decreased their EGM turnover by \$181.50 (based on corrected figures) (a 31.7% decline).

Based on an average return-to-player of 88.1%, this equates to an approximate loss of \$21.60 per player in nett spend or a total of \$5,573 for the 258 players in the trial. Over six venues, this equates to a total average nett revenue loss of approximately \$929 per venue (based on an average of 43 players per venue in the trial).

While taxation components have not been incorporated into this analysis (as they are variable depending on gaming revenues), based on a commercial hotel with nett gaming revenue in excess of \$3.5M and a marginal taxation rate of roughly 65%, the total nett loss in company earnings in gaming after gaming taxation (but excluding depreciation and other deductions) would be roughly \$7.56 per player.

Revenue impacts for 2000 patrons

While figures could theoretically be modelled for different risk segments, EGM players on a loyalty system may have a particular risk profile, which is different from both regular EGM players and EGM players at a population level.

Loyalty customers are not only regular players, but are possibly also quite different in other ways to other regular EGM players in that they place value on loyalty rewards. The South Australian Prevalence Study (2005) also reports that only 15% of poker machine players made use of loyalty or reward cards in South Australia.

For this reason, in the absence of other data, it is arguably more accurate to use the overall figure of a decline of \$21.60 per player in revenue and multiply this by the total patrons using a loyalty system.

On this basis, revenue impacts for 2000 patrons in a hotel on a loyalty system would be:

- loss of \$43,200 in revenue before gaming taxation (excluding other taxes/deductions) - this equates to a loss of \$21.60 per player based on 2000
- loss of \$15,120 in gaming revenue after gaming taxation (excluding other taxes/deductions) - this equates to a loss of \$7.56 per player based on 2000 players

Corresponding figures for a not-for-profit club (which pay 10% less gaming tax) on the same assumptions would be:

- loss of \$43,200 in revenue before gaming taxation (excluding other taxes/deductions) - this equates to a loss of \$21.60 per player based on 2000
- loss of \$19,440 in gaming revenue after gaming taxation (excluding other taxes/deductions) - this equates to a loss of \$9.72 per player based on 2000 players

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Appendix

The following appendix contains the following materials:

- Survey instrument for the default message phase (Phase 3)
- Survey instrument for survey of PlaySmart users (Phases 1 and 2)
- Protocol for Phase 3 focus group
- Protocol for Phase 2 focus groups
- Protocol for venue staff interviews

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SURVEY FOR DEFAULT MESSAGING PHASE (PHASE 3)

Good morning/afternoon/evening. This is XX calling from Schottler Consulting. I understand that you have expressed interest in taking part in a survey relating to messaging being trialled at your local pokies venue. A \$50 shopping voucher was offered to those who qualify for and complete the survey. Are you still happy to take part?

RESPONSE Y/N _____

May I also confirm that you are happy to give consent for your J Card play data to be considered as part of the study?

RESPONSE Y/N _____

Thanks. All information is strictly confidential and no individual results will be identified. Before we start, we have a few questions to see if you qualify for the study.

A. MESSAGE AWARENESS (UNPROMPTED AND PROMPTED)

1. Have you seen any messages which appear while playing pokies using your J Card over the past few weeks?

1. Yes - saw messages
2. No - did not see messages

2. (if Yes) Where did the messages appear?

1. J Card reader/card reader (CORRECT)
2. Other response (INCORRECT) (record) _____

(If Yes)

3. Can you describe the messages you saw on the J Card reader? (unprompted - probe)

4. Which of the following messages or words did you recall seeing on the J Card reader? (prompt)

PlaySmart Features	SAW MESSAGE		
	YES	NO	Don't know
1. PlaySmart - Set a budget (real message)	1	2	98
2. SmartPokies	1	2	98
3. PlaySmart - Keep on budget (real message)	1	2	98
4. SafePlay - The best in pokies	1	2	98
5. PlaySmart - Ask staff how (real message)	1	2	98
6. J-Smart - Gamble responsibly	1	2	98
7. J-play - The best loyalty program	1	2	98
8. Which word do you recognise seeing? 1. PlaySmart (correct) - YES / No 2. J-Play - YES / No 3. SmartPokies - YES / No			
Total correct out of 4 - _____			

IF ZERO CORRECT - THEN CONCLUDE:

Sorry - to qualify for this survey, players must have seen some of the messages. But thanks anyway for your interest.

B. FOR PLAYERS RECALLING MESSAGES

1. What do you believe the messages were about - For instance, what were they trying to say?

> if relevant - 99. Player had no idea

2. If any at all, what effect did the display of messages have on your pokies play? (*probe*)

3. Using a scale from 1=strongly disagree and 5=strongly agree, please rate how much you agree or disagree with the following:

STATEMENTS	YOUR AGREEMENT LEVEL				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Seeing the messages encouraged me to <u>set a budget</u> for my pokies play	1	2	3	4	5
2. Seeing the messages encouraged me to be careful with my pokies <u>expenditure</u>	1	2	3	4	5
3. Seeing the messages encouraged me to keep to my pokies <u>spend limit</u>	1	2	3	4	5
4. Seeing the messages encouraged me to <u>enquire</u> about PlaySmart with venue staff	1	2	3	4	5

4. How easy or difficult was it to **SEE** the PlaySmart messages on the J Card reader? (prompt)

1. Very easy
2. Easy
3. Difficult
4. Very difficult

5. How easy or difficult was it to **HEAR** the beep associated with the display of the PlaySmart messages? (prompt)

1. Very easy
2. Easy
3. Difficult
4. Very difficult - never heard beep

6. To the best of your knowledge, what is PlaySmart? (*probe - eg. what does it do, what is it all about, how would you describe it?*)

> if relevant - 99. Player had no understanding of PlaySmart at all

7. If any, what do you see as the major benefits of PlaySmart to pokies players? (*unprompted - probe why*)

> if relevant - 99. Player had no understanding of PlaySmart benefits at all

8. Which of the following features of PlaySmart are you aware of and how useful would you rate each feature for yourself personally - using a scale where 1 is 'not at all useful' and 5 is 'very useful'? (prompt)

PlaySmart Features	A. Were you aware this feature was available?		B. How useful is this to you personally? (1=not at all, 5=very useful)
	Aware	Not aware	
1. The ability to preset your own pokies playing limits	1	2	
2. The ability to personalise your own limit reminder message when you reach your limit (for instance, you may add a message to yourself like 'Keep on budget' which displays when you reach your limit)	1	2	
3. The ability to set limits based on the amount of <u>money</u> you wish to spend on pokies (eg. like a \$50 daily limit)	1	2	
4. The ability to set limits based on the amount of <u>time</u> you wish to spend playing the pokies (eg. like 2hrs a week)	1	2	
5. The ability to set limits on the <u>maximum time</u> you can spend at the pokies on ANY one day (eg. 3hrs maximum)	1	2	
6. The ability to set <u>longer term limits</u> , such as monthly spend limits, in addition to short term limits such as daily limits	1	2	
7. The ability to set <u>breaks in pokies play</u> - for instance, having the card remind you to take a 10 minute break after 1hr of play	1	2	
8. The ability to set <u>cool-off periods</u> which determine when you can increase your play limits (For instance, not being able to increase your limits for a cool-off period of 48hrs)	1	2	
9. The ability to get <u>Player Activity Statements</u> , which show your total spending or time played on pokies over a period of time	1	2	
10. The ability to change PlaySmart limits online through a web site	1	2	

C. QUESTIONS BASED ON PLAYSMART USAGE/POTENTIAL USAGE

[Players who joined PlaySmart]

9A. Which of the following was the main source of information which encouraged you to join PlaySmart? (Single response)

1. You saw the messages about PlaySmart on the J Card screen
2. You saw advertising about PlaySmart in the venue
3. You heard about PlaySmart from another player
4. You heard about PlaySmart from venue staff

[Players who did not join PlaySmart]

9B. Based on the above description of PlaySmart features, using a scale where 1=not at all interested and 5=very interested, how interested are you in trying PlaySmart for your pokies play? _____

D. YOUR GAMBLING OVER THE PAST 12MTHS

The final questions refer to all your gambling over the past 12mths. Please consider your pokies play as a type of "gambling" for the purpose of the study, as well as any other types of gambling you do - like for instance, casino table games, lotteries, competitions, TAB punting and even private bets - like playing cards at home. [READ VERBATIM]

PGSI_1. Thinking about the past 12 months, how often have you bet more than you could really afford to lose?
WOULD YOU SAY (PROMPT):

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_2. Thinking about the past 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement? (PROMPT): WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_3. Thinking about the past 12 months, WHEN YOU GAMBLLED, how often have you gone back another day to try to win back the money you lost? (PROMPT): WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_4. Thinking about the past 12 months, how often have you borrowed money or sold anything to get money to gamble? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_5. Thinking about the past 12 months, how often have you felt that you might have a problem with gambling? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_6. Thinking about the past 12 months, how often have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_7. Thinking about the past 12 months, how often have you felt guilty about the way you gamble, or what happens when you gamble? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_8. Thinking about the past 12 months, how often has your gambling caused you any health problems, including stress or anxiety? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_9. Thinking about the past 12 months, how often has your gambling caused any financial problems for you or your household? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

E. PROFILE

I. The following information is for background demographics only and all information is strictly confidential.

(a) What is your <u>J Card number</u> (Compulsory)	(b) Please provide your full name (first name + surname) (Compulsory)	(c) What is your postal address for mailing of the voucher? (Compulsory)
<p>Make sure it is recorded with 100% accuracy, as incentives cannot be paid if this number is incorrect.</p>	<p>First name _____</p> <p>Surname _____</p> <p>Note that individual results are strictly ANONYMOUS</p>	<p>Address _____</p> <p>Suburb _____ Postcode _____</p> <p>(We will forward your voucher to this address - the voucher may take up to 8wks)</p>
(d) Which voucher would you like? Please note preferences cannot be guaranteed	(e) What is your age?	(f) RECORD Gender
<p>1. Coles Myer gift card</p> <p>2. Woolworths food store gift card</p> <p>3. Caltex petrol voucher</p>		<p>1. Male</p> <p>2. Female</p>
(g) Would you be interested in taking part in a focus group discussion at the venue for a further \$50 voucher?	(h) Which of the following activities have you played in the past 12mths? (multiple response)	(i) Date of survey completion
<p>1. Yes - interested</p> <p>2. No - not interested</p>	<p>1. Lotto or any other lottery games like Powerball, Pools or Super 66</p> <p>2. Instant scratch tickets</p> <p>3. Bet on horses or greyhounds - excluding sweeps</p> <p>4. Played Keno</p> <p>5. Played table games at a casino such as Blackjack or Roulette</p> <p>6. Played games like cards or mah-jong privately for money at home or elsewhere</p> <p>7. Bet on a sporting event like football, cricket or tennis</p> <p>8. Played bingo at a club or hall</p> <p>9. Gambled on the Internet</p> <p>10. Gambled via Pay TV</p> <p>11. Played any other gambling activity - excluding raffles or sweeps</p>	

THANK YOU - THIS COMPLETES THE SURVEY.

As a Research company, we comply with the requirements of the Privacy Act.

Would you like me to read out our full Privacy Statement?

1. YES

2. NO

In accordance with the Privacy Act, once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey.

After that time we will no longer be able to identify the responses provided by you.

However, for the period that your name and contact details remain with your survey responses, which will be approximately 2 weeks, you will be able to contact us to request that some or all of your

information be deleted. If you request information or your survey to be deleted, please be aware that respondents who request this will not be eligible for the \$50 shopping voucher.

If you have any questions, please feel welcome to contact the Schottler Survey Line.

SURVEY OF PLAYSMART USERS (PHASES 1 AND 2)

Good morning/afternoon/evening. This is [name] calling from Schottler Consulting. I understand that you have expressed interest in taking part in a survey about PlaySmart, which you have been trialing as part of your pokies play. Would you still like to take part in the survey for the free \$50 shopping voucher?

RESPONSE Y/N _____

May I confirm that you are still happy for your PlaySmart data to be examined as part of the study?

(This is so we can understand things such as the different card settings players prefer for PlaySmart)

RESPONSE Y/N _____

Thanks for that. All feedback is confidential and no individual results will be revealed.

A. YOUR GAMBLING OVER THE PAST 12MTHS

The first questions refer to all your gambling over the past 12mths. Please consider your pokies play as a type of "gambling" for the purpose of the study, as well as any other types of gambling you do - like for instance, table games, lotteries, competitions, horses and private betting. [READ VERBATIM]

PGSI_1. Thinking about the past 12 months, how often have you bet more than you could really afford to lose?
WOULD YOU SAY (PROMPT):

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_2. Thinking about the past 12 months, how often have you needed to gamble with larger amounts of money to get the same feeling of excitement? (PROMPT): WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_3. Thinking about the past 12 months, WHEN YOU GAMBLED, how often have you gone back another day to try to win back the money you lost? (PROMPT): WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_4. Thinking about the past 12 months, how often have you borrowed money or sold anything to get money to gamble? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_5. Thinking about the past 12 months, how often have you felt that you might have a problem with gambling? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_6. Thinking about the past 12 months, how often have people criticized your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_7. Thinking about the past 12 months, how often have you felt guilty about the way you gamble, or what happens when you gamble? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_8. Thinking about the past 12 months, how often has your gambling caused you any health problems, including stress or anxiety? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

PGSI_9. Thinking about the past 12 months, how often has your gambling caused any financial problems for you or your household? (PROMPT) WOULD YOU SAY

- 0. Never
- 1. Rarely
- 1. Sometimes
- 2. Often
- 3. Always

B. VIEWS ABOUT PLAYSMAART AND HOW PLAYSMAART AFFECTED PLAY

1. To the best of your knowledge, what is PlaySmart? (*probe - eg. what does it do, what is it all about, how would you describe it?*)

> if relevant - 99. Player had no understanding of PlaySmart at all

2. If any, what do you see as the major benefits of PlaySmart to pokies players? (*unprompted - probe why*)

> if relevant - 99. Player had no understanding of PlaySmart benefits and features at all

3. If at all, how do you believe that PlaySmart has influenced the way you play pokies? (*unprompted - probe effects*)

> if relevant - 99. Player claimed it had no effect at all

4. If you had not been offered a \$50 shopping voucher to take part in a survey about PlaySmart, would you have signed-up to PlaySmart? (please be honest)

1. Yes

2. Maybe

3. No or probably not

[Don't prompt] 4. I never knew of the \$50 voucher when I signed-up

5. Why do you say this?

C. UNPROMPTED AND PROMPTED AWARENESS OF PLAYSMART LIMITS

1. Which types of limits and settings did you select for your pokies play through PlaySmart? (*unprompted*)
(Remember when you filled out the form at the start)

> if relevant - 99. Player could not recall any limits or parameters at all

2. Which of the following features of PlaySmart are you aware of and how useful would you rate each feature for yourself personally - using a scale where 1 is 'not at all useful' and 5 is 'very useful'? (*prompt*)

PlaySmart Features	A. Were you aware this feature was available?		B. How useful is this to you personally? (1=not at all, 5=very useful)
	Aware	Not aware	
1. The ability to preset your own playing limits	1	2	
2. The ability to personalise your own limit reminder message when you reach your limit (for instance, you may add a message like 'Keep on budget')	1	2	

PlaySmart Features	A. Were you aware this feature was available?		B. How useful is this to you personally? (1=not at all, 5=very useful)	
	Aware	Not aware		
3. Did you choose a personalised reminder message that comes up when you reach your limit? 1. Yes - chose a personalised limit > go to Q4 2. No - did not choose a personalised limit > skip to Q5				
4. (A) Which <u>words</u> did you choose for your personalised reminder and (B) why were these chosen? (A) _____ (B) _____ (98 - Couldn't recall)				
5. How easy or difficult was it to SEE the reminder message on the J Card reader? (prompt) 1. Very easy 2. Easy 3. Difficult 4. Very difficult 5. <u>Never saw it</u>				
6. How easy or difficult was it to HEAR the beep associated with the reminder message when it occurred? (prompt) 1. Very easy 2. Easy 3. Difficult 4. Very difficult 5. <u>Never heard the beep</u>				
7. The ability to set limits based on the amount of <u>money</u> you wish to spend on pokies (eg. like a \$50 daily limit)	1	2		
8. The ability to set limits based on the amount of <u>time</u> you wish to spend playing the pokies (eg. like 2hrs a week)	1	2		
9. The ability to set limits on the <u>maximum time</u> you can spend at the pokies on ANY one day (eg. 3hrs maximum)	1	2		
10. The ability to set <u>longer term limits</u> , such as monthly spend limits, in addition to short term limits such as daily limits	1	2		
11. The ability to set <u>breaks in pokies play</u> - for instance, having the card remind you to take a 10 minute break after 1hr of play	1	2		
12. The ability to set <u>cool-off periods</u> which determine when you can increase your play limits (For instance, not being able to increase your limits for a cool-off period of 48hrs)	1	2		
13. The ability to get <u>Player Activity Statements</u> , which show your total spending or time played on pokies over a period of time	1	2		
14. The ability to change PlaySmart limits online through a web site	1	2		

3. While gaming venue staff programmed the PlaySmart limits onto your J Card, were these PlaySmart limits?
(Prompt)

1. Chosen by yourself - that is, you decided on your own limits OR
2. Chosen by staff at the venue for you OR
3. Chosen by yourself, but you didn't really understand what limits you were choosing

4. For pokies play generally, which is most useful to you personally as a pokies player - Keeping to a: (*prompt*)

1. Time limit
2. Taking a short break in play after so many minutes or a
3. Spending limit
- (Don't prompt) 4. None are important

5. Which is most useful to you for pokies play - To have a...? (Single response)

1. Monthly limit
2. Fortnightly limit
3. Weekly limit
4. Daily limit

6. What types of information may be useful to help players make decisions about the limits they selects? (*probe*)
(for instance, what information would help you know that a \$50 limit is affordable for a person like yourself)

7a. Did you have a PlaySmart spend limit programmed into your J Card? (eg. you may have chosen a \$100 daily limit)

1. Yes
2. No > **skip to Q8a**
98. Don't know

(ONLY If Yes to spend limit in Q7a)

7b. How much was the VERY FIRST spend limit you set through PlaySmart (ie. the programmed limit)?

- (A) Limit - _____
- (B) Basis - Daily / Weekly / Fortnightly / Monthly
98. Don't know

(ONLY If Yes to spend limit in Q7a)

7c. Was this spend limit: (*prompt*)

1. Lower than what you usually spend on pokies - that is, you were more conservative with your limit
2. About the same as what you usually spend
3. Higher than what you usually spend - that is, you were more lenient with your limit

8a. Did you have a time-based PlaySmart limit programmed onto your J Card? (eg. 3hrs play maximum per day)

1. Yes
2. No > **skip to Q9a**
98. Don't know

(ONLY If Yes to spend limit in Q8a)

8b. How much was the FIRST time-based limit you set through PlaySmart?

- (A) Limit - _____
- (B) Basis - Daily / Weekly / Fortnightly / Monthly
98. Don't know

9a. Did you have a break in play programmed onto your J Card?

1. Yes
2. No > **skip to Section D - Q1**
98. Don't know

(ONLY If Yes to spend limit in Q9a)

9b. How long was the break in play programmed?

- A. Break length in minutes _____
- B. After how many hours of play _____
98. Don't know

(ONLY If Yes to spend limit in Q9a)

9c. Was this break in play: (*prompt*)

1. Something new you tried only in PlaySmart

2. Something you usually do even without PlaySmart - that is, you usually take a break

D. RATINGS OF VARIOUS ASPECTS OF PLAYSMA

1. Using a scale where 1=strongly disagree and 5=strongly agree (3 is neutral), please indicate the extent to which you agree or disagree with the following statements about PlaySmart...

STATEMENTS	YOUR AGREEMENT LEVEL				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
SIGNING UP FOR THE CARD					
5. Signing up for PlaySmart was easy	1	2	3	4	5
6. Signing up for PlaySmart was time-consuming	1	2	3	4	5
7. Were you provided with a <u>written PlaySmart brochure</u> prior to signing up? 1. Yes - written brochure provided 2. No - just verbal information provided by staff > skip to q6 8. (If Yes) Did you read the PlaySmart brochure? 1. Not at all > skip to q6 2. Read a little 3. Read most of it					
9. (If 'read a little' or 'most') The PlaySmart brochure clearly explained PlaySmart	1	2	3	4	5
WORKING OUT HOW TO USE PLAYSMA					
10. Venue staff provided a clear description of how PlaySmart works	1	2	3	4	5
11. I felt confident with PlaySmart after my first day of using it	1	2	3	4	5
12. I now feel confident playing pokies with PlaySmart	1	2	3	4	5
IMPACT OF PLAYSMA ON THOUGHT PROCESSES					
13. Using PlaySmart encouraged me to think about my <u>pokies expenditure</u>	1	2	3	4	5
14. Using PlaySmart encouraged me to think about the <u>time I spend on pokies play</u>	1	2	3	4	5
15. Using PlaySmart encouraged me to <u>take a break in play</u>	1	2	3	4	5
16. Using PlaySmart encouraged me to think about how much I can <u>afford</u> to spend on pokies	1	2	3	4	5
REMINDER MESSAGES					
17. Did you receive any reminder messages during use of PlaySmart - <u>these appear on the screen where you insert your I Card</u> ? 1. Frequently 2. Sometimes 3. Not at all > skip to q21 18. Don't know > skip to q21					
18. Were these reminders notifying you: (PROMPT - multiple response) 1. That you had spent up to or more than your spend limit > ask Q15 below 2. That you were supposed to have a break in play > ask Q16 below 3. That you had played longer than your play time limit > ask Q17 below 4. You don't recall > skip to Q18 below					

STATEMENTS	YOUR AGREEMENT LEVEL				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<p>19. (IF RECALLED MONEY REMINDER IN Q14 - Code 1) When you received reminder messages relating to your SPEND limit, did you....? (PROMPT)</p> <p>1. Actually stop playing pokies for the day</p> <p>2. Think about stopping, but continued playing</p> <p>3. Just continued playing</p> <p>[DON'T READ] 4. Not applicable</p> <p>[DON'T READ] 5. Other (record what happened) _____</p>					
<p>20. (IF RECALLED BREAK IN PLAY REMINDER IN Q14 - Code 2) When you received reminder messages relating to your BREAK-IN-PLAY limit, did you....? (PROMPT)</p> <p>1. Actually stop playing pokies and take a break</p> <p>2. Think about a break, but continued playing</p> <p>3. Just continued playing</p> <p>[DON'T READ] 4. Not applicable</p> <p>[DON'T READ] 5. Other (record what happened) _____</p>					
<p>21. (IF RECALLED REMINDER ABOUT PLAY TIME IN Q14 - Code 3) When you received reminder messages relating to your PLAYING TIME limit, did you....? (PROMPT)</p> <p>1. Actually stop playing pokies</p> <p>2. Think about stopping, but continued playing</p> <p>3. Just continued playing</p> <p>[DON'T READ] 4. Not applicable</p> <p>[DON'T READ] 5. Other (record what happened) _____</p>					
22. (If REMINDERS in Q13) Receiving reminder messages made you think about your gaming expenditure	1	2	3	4	5
23. (If REMINDERS in Q13) Receiving reminder messages made you think about the time you spent playing pokies	1	2	3	4	5
24. (If REMINDERS in Q13) Receiving reminder messages made you think about the need to take a break in play	1	2	3	4	5
<p>25. Did you increase your PlaySmart limits at any point or think about increasing them?</p> <p>1. Didn't think about increasing limits at all</p> <p>2. Thought about it, but didn't increase it</p> <p>3. Actually increased the limit</p>					
<p>26. (If 2 or 3) Was this because you... (PROMPT) <u>(MULTIPLE RESPONSES ALLOWED)</u></p> <p>1. Wanted to remove the reminder messages</p> <p>2. The limits you set were too low or conservative</p> <p>3. You wanted to spend more money</p> <p>4. You wanted to spend more time on play</p> <p>5. Another reason (describe) _____</p>					

E. HOW PLAYSMART AFFECTED PLAY

1. To what degree do you believe that using PlaySmart affected the total money you spent playing the pokies? (or perhaps it had no effect) (PROMPT)

1. It reduced the money you spent on the pokies quite a lot
2. It reduced the money you spent playing the pokies a little
3. It had no impact on the amount of money you spent
4. It increased the money you spent on the pokies a little
5. It increased the money you spent on the pokies a lot

2. To what degree do you believe that using PlaySmart affected the total time you spent playing the pokies? (or perhaps it had no effect) (PROMPT)

1. It reduced the time you spent on the pokies quite a lot
2. It reduced the time you spent playing the pokies a little
3. It had no impact on the amount of time you spent playing
4. It increased the time you spent on the pokies a little
5. It increased the time you spent on the pokies a lot

3. Which do you believe makes it easier to keep track of and monitor your pokies spending? (PROMPT)

1. Gaming with PlaySmart
2. Regular gaming
3. Both the same - can't see any difference

F. WHETHER PLAYER NOTICED ANY PROBLEMS WITH PLAYSMA

1. Did you come across any problems with PlaySmart or with your J Card since PlaySmart started? (eg. technical hitches)

1. Yes
2. No

2. (If YES) - Please describe the problems and your experiences in detail...

3. How do you believe that the design of PlaySmart could be further improved?

G. PLAYER ACTIVITY STATEMENT

1. If at all, how many times did you ask staff at the venue for a statement of your pokies expenditure and play activity since starting PlaySmart?

_____ times > IF NONE - skip to q3

2. If 1=not at all and 5=very useful, how useful was the information on this statement?

(If No player activity statements asked for in Q1)

3. Were you aware that a player expenditure or player activity statement is available to players?

1. Yes - Aware
2. No - Not aware

4. To what degree, do you believe that players should be required to set limits on their pokies play?

1. Should be compulsory for players to set limits
2. Should be optional for players to set limits
3. Don't have a view either way

H. PROFILE OF YOURSELF

1. The following information is for background demographics only and all information is strictly confidential.

(a) What is your J Card number (Compulsory)	(b) Please provide your full name (first name + surname) (Compulsory)	(c) What is your postal address for mailing of the voucher? (Compulsory)
<p>Make sure it is recorded with 100% accuracy, as incentives cannot be paid if this number is incorrect.</p>	<p>First name _____</p> <p>Surname _____</p> <p>Note that individual results are strictly ANONYMOUS</p>	<p>Address _____</p> <p>Suburb _____ Postcode _____</p> <p>(We will forward your voucher to this address - the voucher may take up to 8wks)</p>
(d) Which voucher would you like? Please note preferences cannot be guaranteed	(e) What is your age?	(f) RECORD Gender
<p>1. Coles Myer gift card</p> <p>2. Woolworths food store gift card</p> <p>3. Caltex petrol voucher</p>		<p>1. Male</p> <p>2. Female</p>
(g) Would you be interested in taking part in a focus group discussion at the venue for a further \$50 voucher?	(h) Which of the following activities have you played in the past 12mths? (multiple response)	(i) Date of survey completion
<p>1. Yes - interested</p> <p>2. No - not interested</p> <p>Record person's contact phone below:</p> <p>Ph: (08) _____</p> <p>Mob: _____</p>	<p>1. Lotto or any other lottery games like Powerball, Pools or Super 66</p> <p>2. Instant scratch tickets</p> <p>3. Bet on horses or greyhounds - excluding sweeps</p> <p>4. Played Keno</p> <p>5. Played table games at a casino such as Blackjack or Roulette</p> <p>6. Played games like cards or mah-jong privately for money at home or elsewhere</p> <p>7. Bet on a sporting event like football, cricket or tennis</p> <p>8. Played bingo at a club or hall</p> <p>9. Gambled on the Internet</p> <p>10. Gambled via Pay TV</p> <p>11. Played any other gambling activity - excluding raffles or sweeps</p>	<p>(j) May I also confirm where you signed-up for PlaySmart? (which hotel) (circle)</p>

THANK YOU - THIS COMPLETES THE SURVEY.

As a Research company, we comply with the requirements of the Privacy Act.

Would you like me to read out our full Privacy Statement?

1. YES

2. NO

In accordance with the Privacy Act, once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey.

After that time we will no longer be able to identify the responses provided by you.

However, for the period that your name and contact details remain with

your survey responses, which will be approximately 2 weeks, you

will be able to contact us to request that some or all of your

information be deleted. If you request information or your survey to be deleted,

please be aware that respondents who request this will not be eligible for the \$50 shopping voucher.

If you have any questions, please feel welcome to contact the Schottler Survey Line.

Player name: _____ Gender: Male / Female

Age - 18 to 24 years / 25 to 34 years / 35 to 44 years / 45 to 54 years / 55 to 64 years / 65 to 74 years / 75 years or over

Venue: _____ Interviewer: _____ Date: _____

Usability Testing Data Collection Instrument

1. When you see and hear the name PlaySmart, what first comes to mind?

PlaySmart Product Information Brochure

[Ask player to review PlaySmart brochure]

2. After reading the PlaySmart brochure, what is your first impression of PlaySmart?

3. What do you see as the benefits of PlaySmart to pokies players?

4. How would you describe the motivations/needs of people who you believe would see benefit in a product like PlaySmart?

5. Using a scale from 1=very poor to 5=very good, how would you rate the PlaySmart information brochure in terms of the following?

(a) The brochure highlights the benefits that PlaySmart offers me personally as a pokies player _____

(b) The ease of understanding how PlaySmart works _____

(c) The ease of understanding language/words/terms used in the brochure _____

6. From review of the PlaySmart information brochure, please describe in your own words:

(a) What is PlaySmart?

(b) How does PlaySmart work? (What can you tell me about how it works?)

(c) What features do you recall about PlaySmart? (unprompted - describe as many as possible)

<p>Correct answers:</p> <ol style="list-style-type: none"> 1. Setting limits/set your own limits 2. Managing expenditure 3. Free to use 4. Feature on J Card 5. Puts you in control over play 6. Works whenever you use your J Card at other venues 7. Reminds when limits/preferences reached 8. Can still use coins for pokies play (same as usual) 9. Doesn't interfere with gaming machine 10. Private/confidential/discrete 11. Player activity statements at cashier 	<ol style="list-style-type: none"> 12. Need to fill out an application form 13. Encourages responsible gambling 14. Good for regular players 15. Allows informed decisions 16. Time limits 17. Frequency of play limits 18. Spending level limits 19. Breaks in bplay 20. Settings stored on J Card - goes wherever you go 21. Beep on reaching limits 22. Gaming host may personally confirm that PlaySmart msg was received
<p>13. Other features of PlaySmart mentioned without prompting:</p>	
<p>Record issues/problems:</p>	

(d) What are the ways PlaySmart keeps you informed about your gaming? (unprompted - record comments)

Correct answers: 1. Player Activity Statements 2. Reminder messages in line with selected limits 3. Option to display PlaySmart balance during play 4. Didn't know/no idea
Record issues/problems:

(e) Where can you access Player Activity Statements from?

Correct answer: 1. Venue cashier 2. Password protected web site/web site
Record issues/problems:

(f) How do you join PlaySmart?

Correct answer: 1. Fill-out application form 2. Didn't know
Record issues/problems:

7. After reading the information brochure, did you have any questions or concerns about PlaySmart? (describe)

PlaySmart Application Form

[Ask player to pretend to fill out the form unassisted]

8. What was your experience in completing the PlaySmart application form? (general comments)

9. Now I'd like you to describe your experience in completing each section of the PlaySmart application form.

Form section	Player experiences in completion of PlaySmart application form	Player rating of ease of understanding overall section (1=not at all easy, 5=very easy)
Getting started	<p>Player understanding of getting started section</p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <hr/> <p>Getting started</p> <p>What date would you like PlaySmart to commence? / /</p> <p>Do you wish to activate the loyalty feature of JCard and earn JPoints when gaming? (New members only) <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Do you wish to use your existing JCard Password? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I wish to use this new Password (min 4 digits) _____</p> <hr/> <p>Record issues/problems:</p>	Rating = _____
Setting your limit reminder message	<p>Player understanding of requirements for reminder</p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <hr/> <p>Setting your limit reminder message</p> <p>What word(s) would you like to use as a personal reminder on the reader that:</p> <p>One or more of your gaming limits has been reached (max 16 characters)</p> <p> </p> <hr/> <p>What words were selected and why?</p> <hr/> <p>Record issues/problems</p>	Rating = _____

Step 1 - Set your PlaySmart Cycle	Was player able to explain the concept of a PlaySmart Cycle? 1. Good understanding 2. Some idea 3. Incorrect - didn't understand	Rating = _____
	<p>STEP 1: SET YOUR PLAYSMART CYCLE</p> <p>Choose the PlaySmart Cycle that best suits your needs (e.g. daily, weekly, etc).</p> <p>If you prefer closer control, choose a combination of two (e.g. a monthly cycle with an additional daily cycle). Choose up to two:</p> <p> <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Fortnightly <input type="checkbox"/> Monthly </p>	
	Record issues/problems:	

<p>Step 2 - Choose and set your PlaySmart limits</p>	<p>Rate player understanding of PlaySmart Limits including:</p> <p><u>A. Money Spent</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand <p><u>B. Time played</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand <p><u>C. Combination of both</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand <p><u>D. What to put in 'Money Spent' section boxes</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand <p><u>E. Time played (days allowed for gaming)</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand <p><u>F. Daily playing time limit</u></p> <ol style="list-style-type: none"> 1. Good understanding 2. Some idea 3. Incorrect - didn't understand 	<p>Rating = _____</p>
	<div data-bbox="331 1048 1257 1702"> <p>STEP 2: CHOOSE AND SET YOUR PLAYSMART LIMITS</p> <p>I wish to set my PlaySmart Limits by:</p> <div> A <input type="checkbox"/> Money Spent B <input type="checkbox"/> Time played C <input type="checkbox"/> Combination of both </div> <p>Money Spent</p> <p>How much of your own money are you comfortably prepared to spend on gaming during the PlaySmart Cycle(s) you nominated in Step 1?</p> <div> D <div> <div>\$</div> <input type="text"/> </div> <div> <div>\$</div> <input type="text"/> </div> <div> <div>\$</div> <input type="text"/> </div> <div> <div>\$</div> <input type="text"/> </div> </div> <div> Daily Cycle Weekly Cycle Fortnightly Cycle Monthly Cycle </div> <p>Time Played</p> <p>How many days within your chosen PlaySmart Cycle do you wish to allow for gaming?</p> <div> E <input type="text"/> <div>days</div> </div> <p>Daily Playing Time Limit</p> <p>Would you also like to limit the total number of hours you play on any given day? If so how many?</p> <div> F <input type="text"/> <div>hours</div> </div> <div> <input type="checkbox"/> Yes <input type="checkbox"/> No </div> </div>	<p>Record issues/problems:</p>

Choosing and setting a break in your play	<p>Rate player understanding of:</p> <p><u>A. Break in play end reminder message:</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <p><u>B. I would like a break-in-play after:</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <p><u>C. I would like my play to resume after:</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p>	Rating = _____
	<p>Choosing and setting a break in your play</p> <p>This is where you decide if you would like to interrupt your continuous play with a predetermined break.</p> <p>A I would like a break in play and reminder message: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>I would like a break in play after:</p> <p>B <input type="checkbox"/> 1hr <input type="checkbox"/> 2hrs <input type="checkbox"/> 3hrs Own time choice <input type="text"/></p> <p>I would like my play to resume after:</p> <p>C <input type="checkbox"/> 3min <input type="checkbox"/> 5min <input type="checkbox"/> 10min Own time choice <input type="text"/></p>	
	<p>Record issues/problems:</p>	

Choosing and setting your cool-off period	<p>Rate player understanding of:</p> <p><u>A. Meaning of a cool-off period:</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <p><u>B. Days associated with cool-off period:</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p> <p><u>C. Increasing any of your gaming limits</u></p> <p>1. Good understanding 2. Some idea 3. Incorrect - didn't understand</p>	Rating = _____
	<p style="text-align: center;">Choosing and setting your Cool-off period</p> <p style="text-align: center;">This is where you decide if you would like a Cool-off period to apply when increasing any of your gaming limits - minimum 1 day, maximum 7 days. ^C</p> <p>A I would like a Cool-off period to apply: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>B If Yes, I would like my Cool-off period to be: <input type="text"/> day(s)</p>	
	<p>Record issues/problems:</p>	

PlaySmart Web Site

[Ask player to view PlaySmart Web Site live on laptop]

I0. How easy is the PlaySmart web site to use? Can you describe any issues or problems?

PlaySmart Activity Statements

I 1. Show player a copy of a PlaySmart Activity Statement and ask for general feedback and comments about ease of understanding the information contained in the Statement (probe understanding of time/money expenditure, money taken home, value of limits breached).

PlaySmart Product Use in Demonstration Mode

[Advise players of limit to allow demonstration of product]

I 2. Give player test card and ask player to attempt card insertion - Record:

(a) Was card able to be inserted without difficulties?

1. No problems at all
2. Some issues
3. Player unable to insert

(b) Record issues/problems:

I 3. Demonstration of reminder messages based on \$2 daily spend. Demonstrate more than once if needed.

Sit player in front of machine, supply the 2 x \$1 coin and demonstrate PlaySmart reminders

(a) Did player appear to hear the audible beep?

1. Yes
2. No

(b) Record issues/problems:

(c) Did player see the reminder on the small screen?

1. Yes
2. No

(d) (Explain that staff member attends EGM on reminders) What is your view about staff attending poker machines following reminder messages? (eg. positive or negative and probe why)

(e) How useful or not useful would that be to you personally to assist you to keep track of your pokies spending? _____
(1=not at all useful, 5=very useful)

(f) Could you offer any other comments about the PlaySmart reminder messages/system?

Provide player with \$50 voucher for participating in the usability testing and explain how information will be used.

Protocol for Phase 3 focus group

Explain timing and purpose on focus group. Round table introduction of participants.

Awareness

- How easy or difficult was it to see or hear the messages which displayed on your J Card reader? Why?
- Do you recall what the messages were? What were they about?

Impact

- What impact if any did the messages have on your poker machine play? /How do you feel about messages being displayed?
- What specific impact did the following messages have on your play? (*probe thought processes, motivations, recall of points during EGM play and message influence*)
 - PlaySmart - Set a budget
 - PlaySmart - Keep on budget
 - PlaySmart - Ask staff how
- Did you ask or enquire about PlaySmart in the venue? If any, what role did the message 'PlaySmart - Ask staff how' have on your inclination to do this?
- Did it bother you in any way to have messages displayed on your card? Why? (did you find it distracting or annoying or perhaps a good thing?)

Understanding of PlaySmart

- What is your overall understanding of PlaySmart? (ie. what does it do, what is it?)
- How did you find out about PlaySmart?
- (Describe PlaySmart) How interested are you in using PlaySmart? Why?

Default concept

- How would you feel if all pokies players were required to use a system like PlaySmart? (or a system which encouraged players to set limits) Why?
- How about if all players had to use limits when playing pokies as the 'standard', but could opt-out of limits if desired?
- Would you just keep to the standard and use limits or opt-out? Why?
- How likely would you be to opt-out of limits if you had to:
 - (A) Fill out a form to formally opt-out at the venue
 - (B) If you had to press a button before pokies play (ie. it was on the pokies screen)
 - (C) Request to opt-out by talking to the venue cashier

Limits

- If you had to set limits on your pokies play, what type of information may be useful to help you set limits? (ie. to help you work out whether the limit is affordable)
- How would you work out what limits (amounts) to set?
- How important are money limits? Why?
- How important is to have a time based limit? Why?
- How about breaks in play?
- How likely would you be to have a daily/weekly/monthly or yearly limit? (probe also for likely use of both primary and secondary limits)
- (*Player Tracker card*) How useful would it be to have a card where you could write down your expenditure to keep track of your gaming spending? Why? (even if in addition to PlaySmart)
- Are there any other things that could help players keep better track of their gaming expenditure?

Casual players

- How do you believe we could encourage casual players who may not be part of the J Card club to set limits?

Improvements

- How could we further improve the display of messages to encourage players to sign-up for PlaySmart? Would messages be any different? Could they have been better worded perhaps?
- Overall, how effective were the messages in raising your awareness of PlaySmart? How about in leading you to ask about PlaySmart or to sign-up?
- Can you think of any ways to stimulate wider uptake of limits by gaming machine players? (ie. if limits are optional) How would venues best do this?
- What strategies could be used to get players to set affordable limits and keep to or under the limits they set?
- How could we best manage situations where players go over their limits?

Conclusion

- Thank participants. Conclude group and administer incentives.

Protocol for Phase 2 focus groups

Explain timing and purpose on focus group. Round table introduction of participants.

Awareness of PlaySmart

- To the best of your knowledge, what is PlaySmart?
- Can you identify any features of PlaySmart? (ie. what it does)
- What do you know and think about the following features of PlaySmart?
 - Ability to set limits - time and money (probe for understanding)
 - Ability to have a personalised reminder message
 - Getting reminders up to and on reaching your limits
 - PlaySmart cycles (What is it?)
 - Breaks in play
 - Cooling off periods
 - Being able to track your limits across venues?
 - Player Activity Statements
 - Being able to set limits online
 - Having 2 passwords for third-party limits

Joining PlaySmart

- How did you end up using PlaySmart? What occurred?
- Thinking back to your original discussion of PlaySmart, what motivated you to join? (What role did the \$50 voucher play?)
- If any, what benefits did you see in PlaySmart?
- If any, did you have any reservations in joining PlaySmart? Why?

Brochure

- If any, how much of this brochure (display) did you read on PlaySmart? Why?
- What comments do you have on the clarity of information in the brochure?
- How easy or difficult was the brochure to understand? Why?
- How clearly was the concept explained to you by staff?

Experiences using PlaySmart

- How would you describe your experiences in using PlaySmart for pokies play?
- If any, what impact did it have on your pokies play? Why?
- Can you describe the instances as to WHEN it had this impact? (For instance, the points during play - eg. what were your thoughts and why?)

Limits

- Which limits did you choose under PlaySmart? Do you remember?
- What was the main reason you selected the limits you did?
- Which is most important - money or time limits? Why?
(probe also for understanding and use of both primary and secondary limits)
- What type of information may be useful to help you set limits? (ie. to help you work out whether the limit is affordable)
- (Player Tracker paper format) How useful would it be to have a card where you could write down your expenditure to keep track of your gaming spending? Why?
- Are there any other things that could help players keep better track of their gaming expenditure?
- What could we do for casual players who may not want to be a J Card member?

Reminders

- Did you get any reminders/warnings when playing using PlaySmart?
- Did you select a personal reminder? Why?
- What did the reminder say?
- Do you know why the reminders appeared during play? What did they mean?
- How easy or difficult was it to work out WHY you were getting a reminder?
- Did a staff member come to your machine when this occurred? If at all, how did this affect you and your play?

Ease of seeing/ hearing messages

- How easy or difficult was it to see the message or hear the beep which occurred during on display of the message? Why?
- Can you identify any ways to make the reminder messages more effective?

Default concept

- How would you feel if all pokies players were required to use a system like PlaySmart? (or a system which encouraged players to set limits) Why?
- How about if all players had to use limits when playing pokies as the 'standard', but could opt-out of limits if desired?
- Would you just keep to the standard and use limits or opt-out? Why?
- How likely would you be to opt-out of limits if you had to:

(A) Fill out a form to formally opt-out at the venue

(B) If you had to press a button before pokies play (ie. it was on the pokies screen)

(C) Request to opt-out by talking to the venue cashier

Future system

- If you were designing a system to help players set and keep to limits, what would the system look like?
- What improvements could be made to a product like PlaySmart to assist players to better keep track of limits?

Uptake of limits

- Can you think of any ways to stimulate wider uptake of limits by gaming machine players? (ie. if limits are optional) How would venues best do this?
- What strategies could be used to get players to set affordable limits and keep to or under the limits they set?
- How could we best manage situations where players go over their limits?

Conclusion

- Thank participants. Conclude group and administer incentives.

Protocol for venue staff interviews

PlaySmart establishment

- What were your views on the ease of establishing the PlaySmart system in-venue?
- If any, what activities were required of the venue and what was involved?
- If any, what training was provided and what was the quality of training on PlaySmart?
- How long did it take for staff to get up-to-speed on managing PlaySmart from a venue perspective?
- How many staff were involved and what tasks and time was involved at each step?

Venue views on PlaySmart

- What is your overall view of PlaySmart? Do you like or dislike the system? Why?
- What value if any does PlaySmart offer to your patrons? Why?
- What features of PlaySmart are you aware of? Which do you most like and dislike?
- What feedback do you have on the following features of PlaySmart?
 - Ability to set limits - time and money (probe for understanding)
 - Ability to have a personalised reminder message
 - Getting reminders up to and on reaching your limits
 - PlaySmart cycles (What is it?)
 - Breaks in play
 - Cooling off periods
 - Being able to track your limits across venues?
 - Player Activity Statements
 - Being able to set limits online
 - Having 2 passwords for third-party limits

Market acceptance and market reactions

- What has been the general market reaction to PlaySmart?
- If any, what benefits do you see in PlaySmart? What benefits do players see?
- How easy or difficult was it to get players to sign-up for PlaySmart?
- Which segments of players seemed to be more v less likely to uptake PlaySmart?
- If at all, how onerous or easy was the sign-up process for BOTH (A) players and (B) the venue/venue staff?
- How easy or difficult was it for staff to train players about PlaySmart? What aspects of the system seemed to be most v least well-understood?
- How helpful was any product literature provided? (eg. PlaySmart brochure)
- Did you receive any other product information? (eg. staff training manuals)
- Were any sticking points encountered related to PlaySmart and why were these an issue?
- Which techniques do you believe worked best in encouraging players to use PlaySmart? (ie. promotional activities used) What didn't work so well?
- Could you suggest any future 'best practice' techniques for product marketing and promotion? Why do you recommend these?
- How well did players accept staff attending machines on display of messages?
- How well did players accept loyalty points not being accrued on reaching limits?
- Did any patrons ask to have PlaySmart removed? If yes, any reason given?
- Do you know anyone who continued to play without their card after reaching a limit?

System issues

- Did you experience any problems or technical issues with the system since implementation? (describe)

Player activity statements

- Are you aware that player activity statements are available with PlaySmart?
- To what degree did you actively promote player activity statements to players?

Operational effectiveness

- If at all, how did PlaySmart impact your business operation? Or back-of-house processes? (describe)
- Could PlaySmart processes or the product be further improved in any way to lessen the impact on your business?

General improvements

- How do you believe that PlaySmart could be improved from a venue perspective?
- How do you believe that PlaySmart could be improved from a player perspective?
- If a system like PlaySmart was being implemented in the future, what overall improvements could be considered and why?

Time spent to date (for costing analysis)

- How many staff have been involved in the implementation or operation of PlaySmart at this venue and what was the role of each staff member?
- Can you break down the activities performed by each staff member and the approximate time required for each activity?
 - Time on precommitment implementation
 - Time to sign-up and train players to use precommitment
 - Time for attending training or venue training its own staff in the system
 - Time associated with meeting regulatory compliance requirements
 - Time for troubleshooting any faults raised by staff or players with the system
 - Time associated with changing or resetting limits
 - Time associated with fielding player enquiries
 - Marketing and promotion time
 - Time associated with staff attendance after limits breached
 - etc.

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