

Joint Select Committee on Gambling Reform
Inquiry into the prevention and treatment of problem gambling
June 2012

Information regarding *Public Information Campaigns*

The South Australian Gamblers Rehabilitation Fund (GRF) is established by section 73BA of the *Gaming Machines Act 1992*. This section also states that the Minister responsible for the Families and Communities Act 1972 is the Minister responsible for the GRF, and the fund should be applied to programs for minimising or rehabilitating problem gambling.

GRF totals \$5.955 million per annum and comprises \$3.845 million from the Government and \$2.11 million from institutional members of the gambling industry – Australian Hotels Association (AHA), Licensed Clubs of SA and Adelaide Casino. GRF is administered by the Office for Problem Gambling, DFC, and funds agencies to provide services for problem gamblers.

▪ ***How much in total has your jurisdiction spent on advertising gambling help services over the past decade?***

A total *approximate* of \$1,279,739 has been spent from 2002 to 2012 (May) specifically on public advertising campaigns (including the promotion of Gambling Help Services in South Australia).

▪ ***How many campaigns have there been over the past decade?***

1. 'Think Of What You're Really Gambling With'
Statewide Media Campaign
2. 'Win Back Your Life'
Statewide Media Campaign
3. Responsible Gambling Awareness Week May 2009
Statewide Media Campaign
4. Responsible Gambling Awareness Week May 2012
Statewide Media Campaign

▪ ***When did each run and how long did each run for?***

1. 'Think Of What You're Really Gambling With'
Statewide Media Campaign run in bursts from 2003 to 2006
2. 'Win Back Your Life'
Statewide Media Campaign run in bursts throughout 2011:
 - 11 April – 15 May 2011
 - 5 June – 30 June 2011
3. Responsible Gambling Awareness Week 2009
Statewide Media Campaign run during RGAW from 18 to 22 May 2009

4. Responsible Gambling Awareness Week 2012
Statewide Media Campaign run during RGAW from 14 to 20 May 2012

▪ **What was the cost of each campaign?**

- 'Think Of What You're Really Gambling With' Campaign
Phase 1 Expenditure: \$403,000
Phase 2 Expenditure: \$452,134
Total Expenditure: \$855,134
- 'Win Back Your Life' Campaign
Total Expenditure: Approximately \$200,000 (final figures unavailable)
- Responsible Gambling Awareness Week 2009 Campaign
Total Expenditure: \$109,605
- Responsible Gambling Awareness Week 2012 Campaign
Total Expenditure: Approximately \$115,000 (final figures unavailable)

▪ **What forms of media were used for each campaign?**

1. 'Think Of What You're Really Gambling With' Campaign

- TV
- Radio
- Print
- In-venue advertising

2. 'Win Back Your Life' Campaign

- Radio
- In-venue advertising
- Online ads
- AdShel (bus shelters)
- ATM screens

3. Responsible Gambling Awareness Week May 2009

- Radio
- In-venue advertising

4. Responsible Gambling Awareness Week May 2012

- Radio
- Print
- Online
- Outdoor: In-venue advertising and LED (AFL Games)

▪ **Was there any evaluation undertaken on the success of each campaign? If so, could you please provide the evaluation outcomes and the measures of success?**

'Think Of What You're Really Gambling With' Campaign

The majority of campaign objectives were achieved as follows.

1. *To increase public awareness about the risks of problem gambling.*
 - *79.5% of individuals surveyed reported having seen the TV advertising and 55.8% were able to describe the ads without prompting (high recall rate).*
 - *Of these, 54.8% stated the TV ads had made them more aware of the risks of gambling.*
2. *To increase awareness of the gambling help services.*
 - *Awareness of the Gambling Help Line was maintained at 37.3% - roughly the same rate as that which followed previous campaign activity in March 2005.*
 - *The rate of awareness of the Gambling Help Line rose from 16.4% to 37.3% in 2003 during phase one of the campaign.*
3. *To complement and strengthen other initiatives for GAW 2006.*
 - *15.1% of people surveyed reported hearing about GAW 2006.*
 - *47.2 % stated they had seen the advertising on TV indicating that the TV campaign reinforced awareness of GAW 2006.*

Furthermore, first time calls to the Gambling Help Line increased for the period between May and June 2006 by 21.4%.

'Win Back Your Life' Campaign

Evaluation Pending

Responsible Gambling Awareness Week 2009 Campaign

Analysis of the total number of calls to the Gambling Helpline shows that the total number of calls during the Week of RGAW 2009 went up considerably compared to the week prior and after Responsible Gambling Awareness Week 2009. Analysis of the hits to the website shows that there wasn't an increase in hits during Responsible Gambling Awareness Week 2009.

According to the evaluation, it can be shown that Responsible Gambling Awareness Week 2009 met its objectives and outcomes outlined in the communications strategy.

As stated in the Communication Strategy for Responsible Gambling Awareness Week 2009 the success of the communication has been measured using data from the Gambling Helpline to analyse the amount of calls to the Gambling Helpline in the weeks before, during and after RGAW 2009. Additional information has been provided through the 'Health Monitor Survey' to evaluate RGAW 2009.

Responsible Gambling Awareness Week 2012 Campaign

Evaluation Pending