

Joint Select Committee on Gambling Reform

Inquiry into the prevention and treatment of problem gambling

Public hearing Wednesday, 2 May 2012 – Question on notice

Question from Gai Brodtmann MP (ALP, Canberra) Committee Deputy Chair:

In the public hearing we had a discussion with you on the best ways of getting responsible gambling messages through to the player while on the machine. Could you please elaborate for us the research on which you rely to maximise the effect of such messages, for example research in terms of where the player's eyes are going or what works best in the presentation of messages.

We are aware of few studies which address the issue of responsible gambling messages in any meaningful way. There has been no research conducted by gaming machine suppliers.

However, the regulatory requirements for such matters is clear in regard to the location and size of player entitlement meters, clocks, messages and Player Information Displays – which is on the main Game Play screen and of a specified size in many cases. Games are not approved for use unless they comply.

Current examples include:

Gaming machines must display the current local time on-screen. The time is to be displayed in 12 hour format (i.e. hh:mm am/pm) at either the top right or bottom left hand corner of the machine's main display. It must be clearly visible to the player while the gaming machine is enabled for play - the size is to be a minimum of 7mm.¹

Messages displayed on a gaming machine must satisfy the following –

- Utilise a 10 point or higher font;
- Be at least 5mm high when measured directly off a properly adjusted VDU.
- Every pixel in the original font definition, when displayed, must map to at least one corresponding VDU pixel.²

Display of time

- The time of day must be displayed by a time display which may be located on the video screen of the gaming machine.
- The time of day displayed must be clearly visible to a person playing a game on the gaming machine.³

¹ A/NZ Gaming Machine National Standard NSW Appendix Version 10.1, page 16 s2.4.96

² A/NZ Gaming Machine National Standard Qld Appendix Version 10.1.2, page 9 sQ3.13

³ A/NZ Gaming Machine National Standard Vic Appendix Version 10, page 17 sV9.4.1 and V9.4.2

Electronic Information for Players

The requirements for Electronic Game Information are laid down in the prevailing Regulations. At the time of issuance of this version of the Victorian Appendix, the requirements for electronic game information as stated in the Regulations are as follows;

A. What is electronic game information?

Electronic game information is the following information generated by, and displayed on the screen of, a gaming machine for each game that may be played on that machine—

- (a) the return to players of that game;
- (b) the average number of individual games played per any win, based on one line being played per game;
- (c) the chances or odds of achieving the top 5 and bottom 5 (in value) individual winning combinations;
- (d) the maximum and minimum bet options available.⁴

New Zealand also has an appendix to the Australia/New Zealand Gaming Machine National Standard, which includes the following requirements:

Elective Information Display

- (i) Game information means the following information generated and displayed on the screen of a gaming machine for each game played on that machine:
 - (a) The odds of winning the game (including the 5 top and bottom winning combinations); and
 - (b) The average winnings paid out to players of the game over a particular period of time or a particular number of plays; and
 - (c) The maximum and minimum player spend rate for the game.⁵

Player information is the following information generated and displayed on the screen of a gaming machine:

- (a) the duration of the player's session of play; and
- (b) the amount, expressed in dollars and cents, that the player has spent during the player's session of play; and
- (c) the player's net wins or net losses during the player's session of play.⁶

⁴ A/NZ Gaming Machine National Standard Vic Appendix Version 10, page 21 sV9.15.1

⁵ New Zealand Class 4 Gaming Machine Appendix to the A/NZ Gaming Machine National Standard Revision 10.0, Appendix Version 1.0, page 8 sDIA9.2 (i)

⁶ New Zealand Class 4 Gaming Machine Appendix to the A/NZ Gaming Machine National Standard Revision 10.0, Appendix Version 1.0, page 8 sDIA9.2 (xiii)