

BREAK IT!

Gambling harm prevention project

Community Members Survey Insights

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Overview

- This is the first community members survey of Ethnic Communities Council of Victoria and the Victorian Multicultural Commission Regional Advisory Councils regarding gambling harm across Victoria in 2018
- This document outlines the aim of the survey, how it was conducted, as well as the survey findings
- Analysis and implications of the findings, along with discussion questions for use in future project activities, are also presented

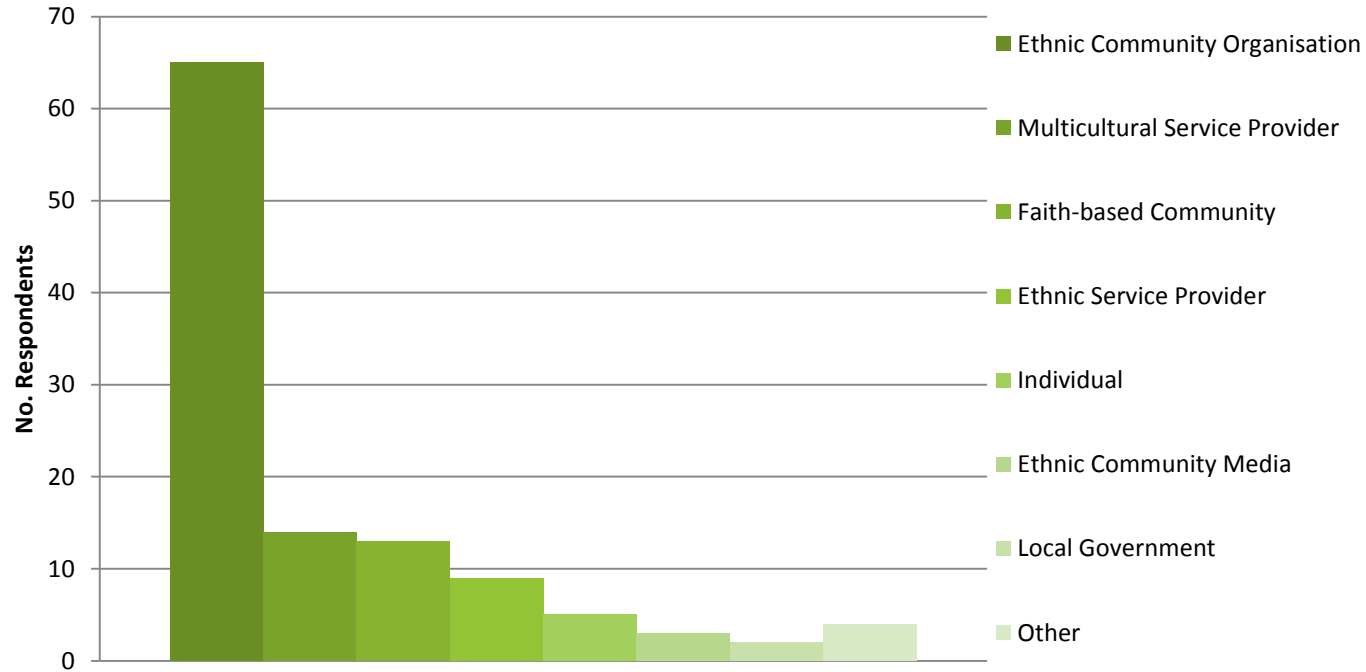
Survey Aim

- This community members survey is a community engagement tool
- To engage Ethnic Communities Council of Victoria (ECCV) members and Victorian Multicultural Commission (VMC) Regional Advisory Council (RAC) in thinking about gambling harm
- To explore culturally and linguistically diverse (CALD) community members understandings and perceptions about gambling harm (e.g. how is it understood, what are the issues?)
- To understand CALD perspectives about how best to address gambling harm
- To inform project activities going forward

Survey methods and respondents

- The survey was designed by the ECCV Project Coordinator, with input from the Project Advisory Group, Victorian Multicultural Commission and the Victorian Responsible Gambling Foundation (VRGF)
- ECCV and the Project Advisory Group members (n260) with Victorian Multicultural Commission (VMC) Regional Advisory Council (RAC) members (n161) were invited to participate in the survey
- The survey invitations were sent electronically by the two respective organisations
- 117 respondents (28% of total 421 invited) completed the 13 questions of the gambling harm prevention project survey in May 2018
- Majority (57%) of respondents represented an ethnic community organisation (*see next slide*)

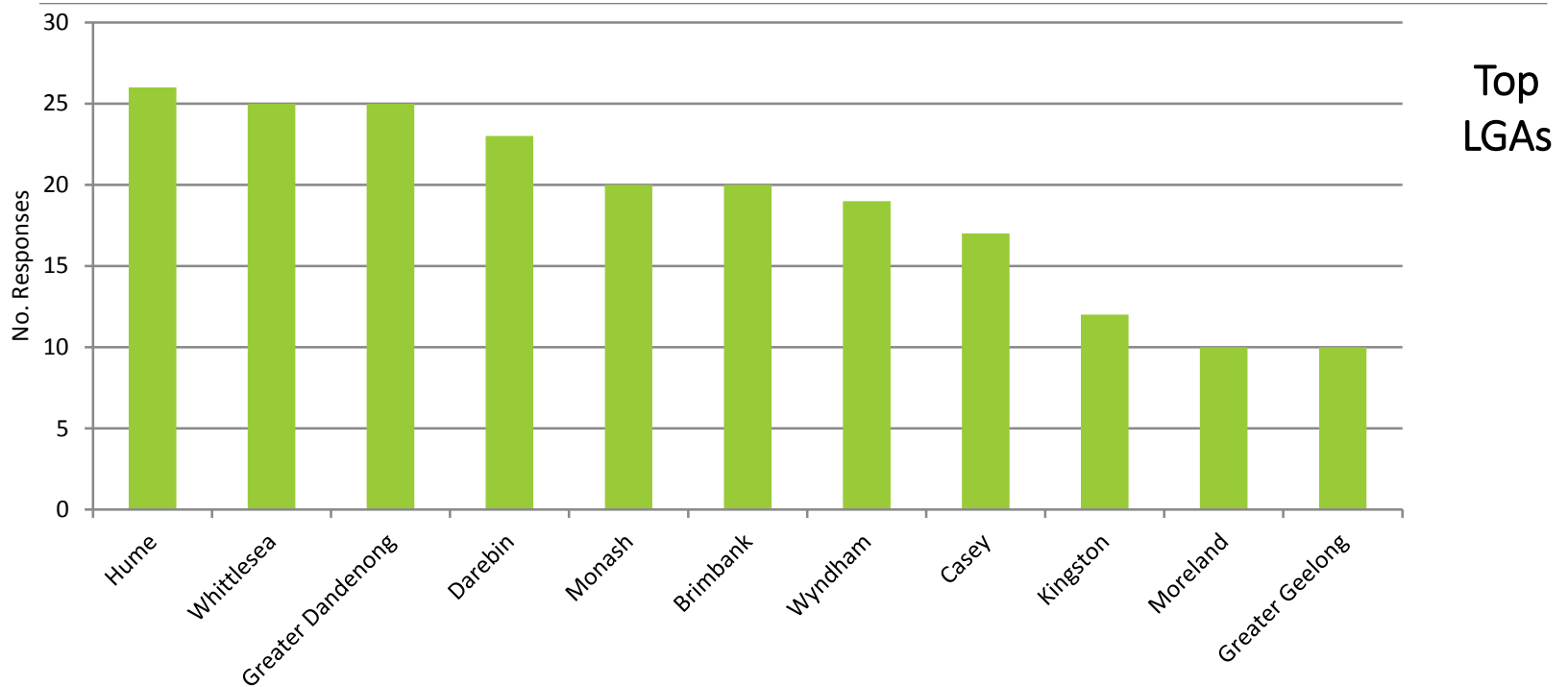
Q: When answering this survey, please select a group that you represent



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	No.	
Ethnic Community Organisation	65	57%
Multicultural Service Provider	14	12%
Faith-based Community	13	11%
Ethnic Service Provider	9	8%
Individual	5	4%
Local Government	3	3%
Ethnic Community Media	2	2%
Other	4	3%
TOTAL	115	100%

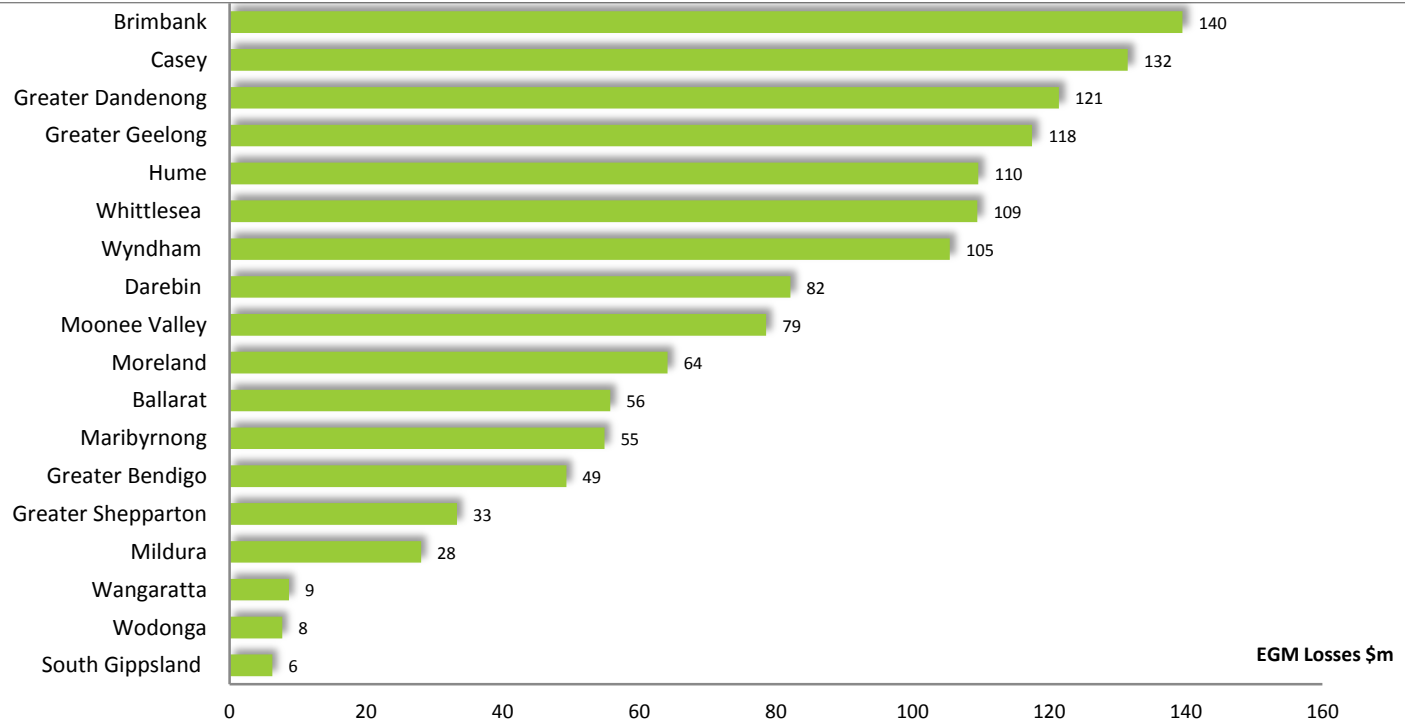
Q: Please select the Local Government Areas in which your community resides




Q: Please select the Local Government Areas in which your community resides

	No.	%
Hume	26	9.3
Whittlesea	25	9.0
Greater Dandenong	25	9.0
Darebin	23	8.2
Monash	20	7.2
Brimbank	20	7.2
Wyndham	19	6.8
Casey	17	6.0
Kingston	12	4.3
Moreland	10	3.6
Greater Geelong	10	3.6
Other LGAs	72	25.8
TOTAL	279	100%
Skipped	46	

Top Electronic Gaming Machine (EGM) Losses in LGAs in Victoria (2017/18)



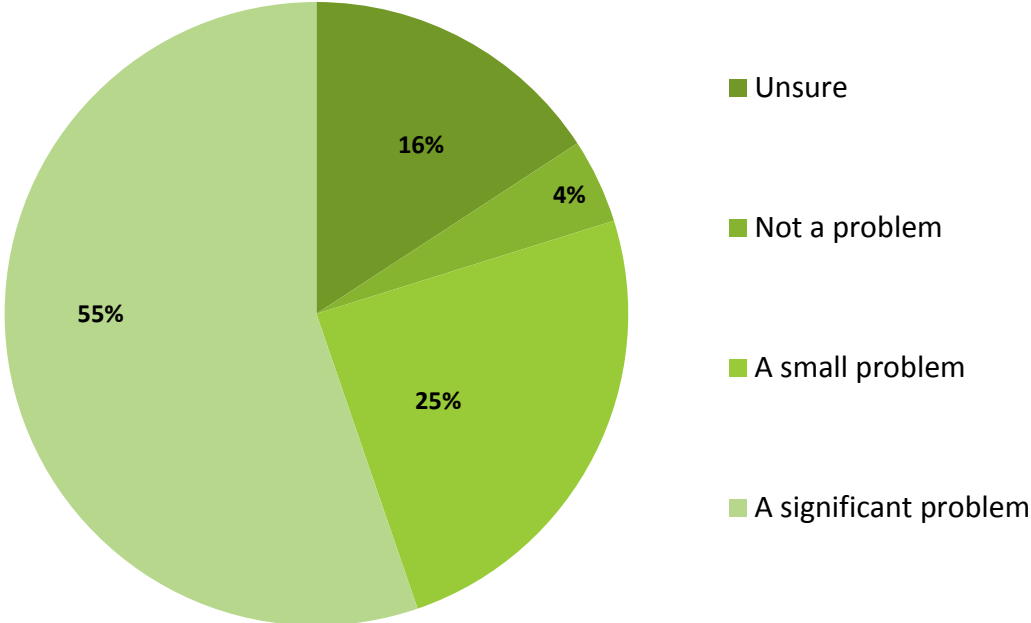
Gambling harm and Local Government Area

- Hume, Whittlesea and Greater Dandenong were the most common areas where respondents' communities were known to reside.
-  These areas are all in the top 6 LGAs for EGM losses (2017/18)
- The most common languages after English spoken in these LGAs (ABS, 2016):
 - Arabic, Turkish, Italian (Hume)
 - Macedonian, Arabic, Italian (Whittlesea)
 - Vietnamese, Punjabi, Mandarin (Greater Dandenong)

"RESEARCH SAYS..."

Increased access to gambling may increase the chance that migrants might gamble, placing them at additional risk of developing problems (Dickins & Thomas, 2016)

Q: To what extent do you think gambling is an issue in your community?



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	No.	
Unsure	18	16%
Not a problem	5	4%
A small problem	28	25%
A significant problem	63	55%
TOTAL	114	100%
Skipped	3	

Is gambling an issue in your community?

- 55% of respondents thought that gambling was a significant issue for their community



This warrants attention!

- 29% of respondents thought that gambling was not an issue or only a small problem in their community



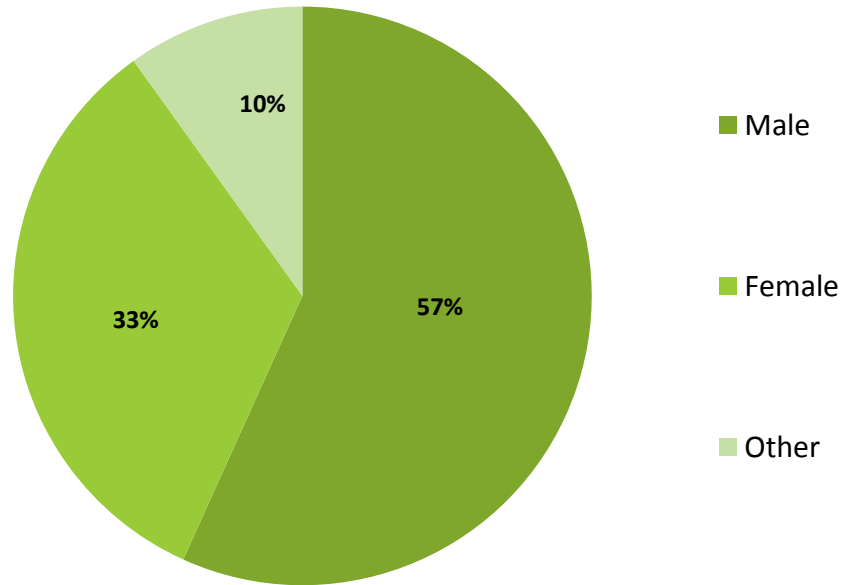
Does this mean that gambling isn't an issue, or that the issue is hidden or normalised?

“While gambling is not a big issue in our community, for those who are affected, it is a huge problem”
(Survey Respondent)

“RESEARCH SAYS...”

- While gambling participation rates for some CALD communities may be significantly lower than average, the rates of excessive gambling and related harm may be significantly higher (Yamine & Thomas 2000)
- New migrants may be particularly at-risk of problem gambling due to personal experiences and a lack of experience and knowledge about gambling (Dickins & Thomas, 2016)

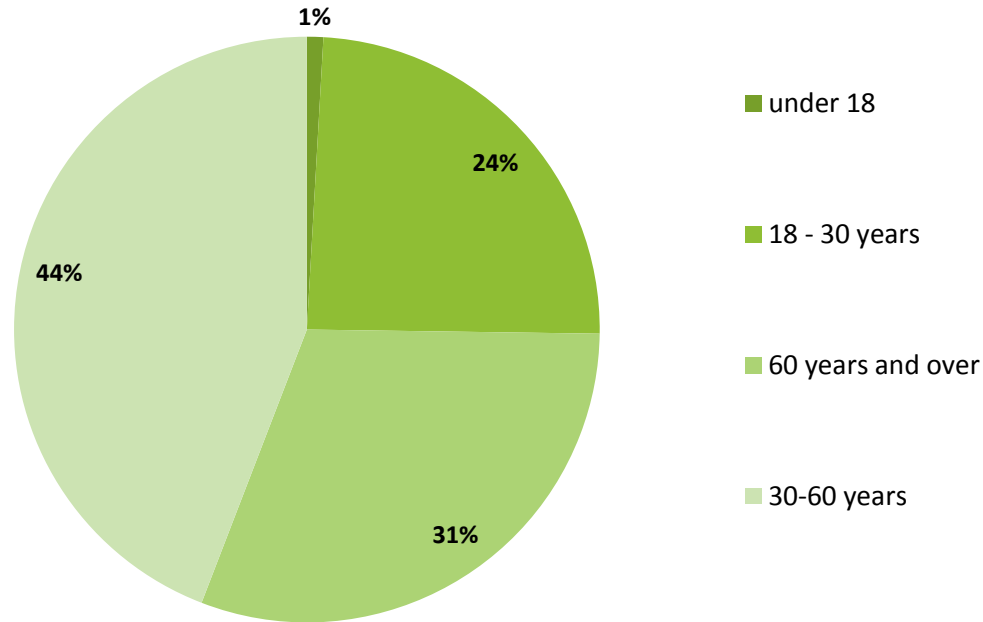
Q: Which gender in your community is vulnerable and experiences social harm from gambling?



Q: Which gender in your community is vulnerable and experiences social harm from gambling?

	No.	
Male	63	57%
Female	37	33%
Other	11	10%
TOTAL	111	100%
Skipped	6	

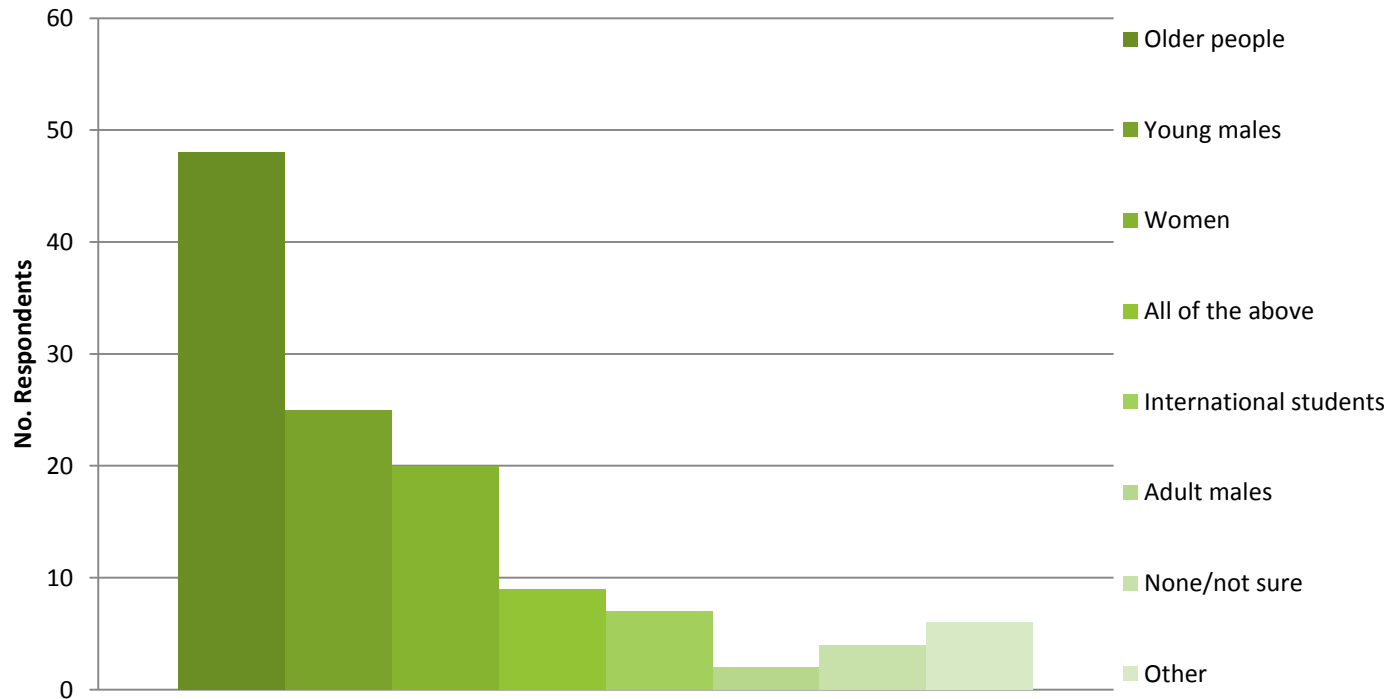
Q: Which age group in your community experience social harm from gambling?



Q: Which age group in your community experience social harm from gambling?

	No.	
Under 18	1	1%
18 - 30 years	27	24 %
30 - 60 years	49	44 %
60 years +	34	31%
TOTAL	111	100%
Skipped	6	

Q: Which vulnerable groups within your community experience social harm from gambling?



Q: Which vulnerable groups within your community experience social harm from gambling ?

	No.	
Older people	48	40%
Young males	25	21%
Women	20	17%
All of the above	9	7%
International students	7	6%
None/not sure	4	3%
Adult males	2	2%
Other	6	5%
TOTAL	121	100%
Skipped	2	

Who experiences harm in the community?

- Men were perceived to be most at risk of harm from gambling than women
- People aged 30-60 years were perceived to be the age group most at risk
- However, older people were perceived to be more at risk than young men, and women

“RESEARCH SAYS...”

The primary targets for public health interventions in the **general population** in Victoria comprise young adults, especially males; older women who play EGMs; and non-English speaking populations (Hing et al., 2014)



Is there a different demographic profile of people at risk of gambling harm in your community than the general population? If so, what is different and what might be the reason?

International students

- Only 7 respondents identified international students as a group being particularly at risk of gambling harm

“Many International students think that it is fun to start with” (Survey Respondent)

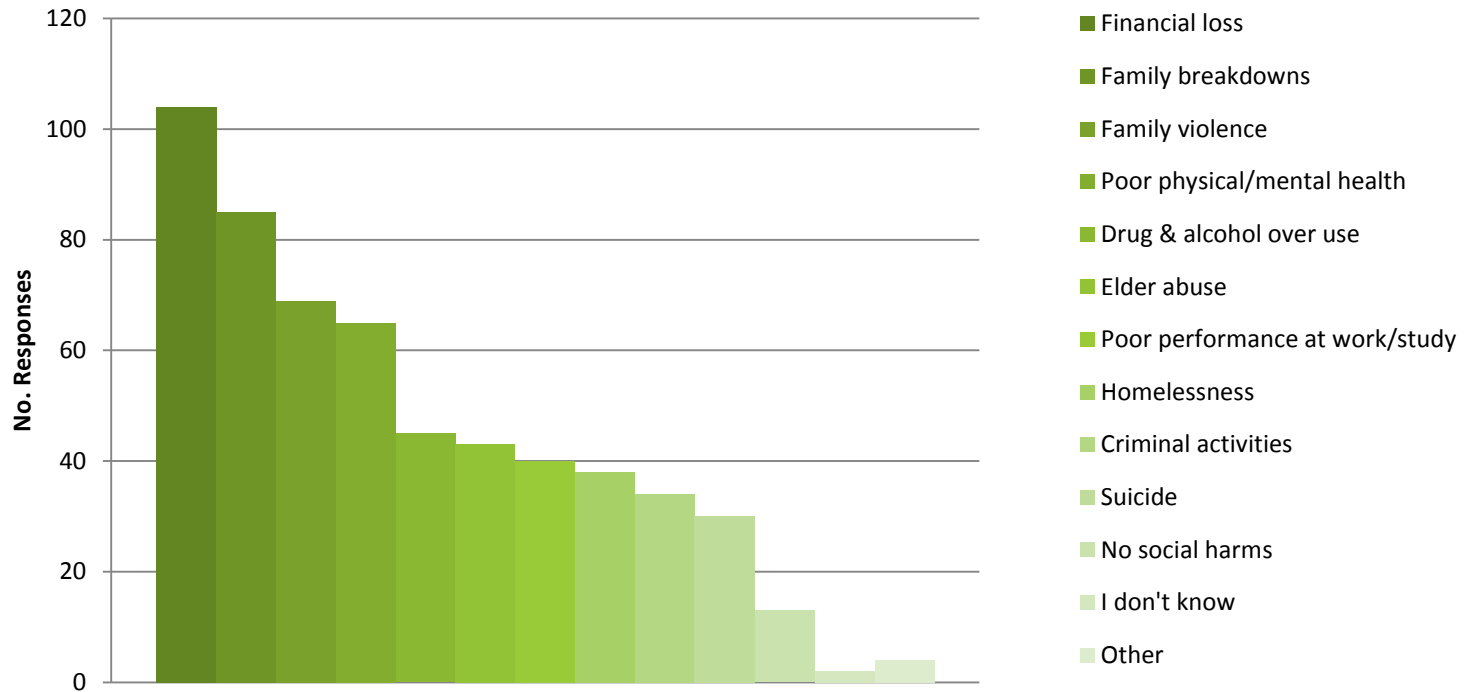
“RESEARCH SAYS...”

International students are particularly vulnerable to engaging in risky gambling behaviour and developing gambling problems (Dickins & Thomas, 2016)



Does this mean that gambling is not an issue for international students in Victoria, or do communities need to be educated about the risk of gambling harm for students?

Q: What do you think are the social harms as a result of gambling in your community?



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	No.	%
Financial loss	104	18
Family breakdowns	85	15
Family violence	69	12
Poor physical/mental health	65	11
Drug & alcohol over use	45	8
Elder abuse	43	8
Poor performance at work/study	40	7
Homelessness	38	7
Criminal activities	34	6
Suicide	30	5
No social harms	13	2
I don't know	2	0.4
Other	4	1
TOTAL RESPONSES	572	100%
Skipped	1	

Respondents could select one or more options

Q: What do you think are the social harms as a result of gambling in your community?

- 90% of respondents reported financial loss to be a harm as a result of gambling
- Family breakdown, family violence and poor physical/mental health were other commonly perceived harms from gambling

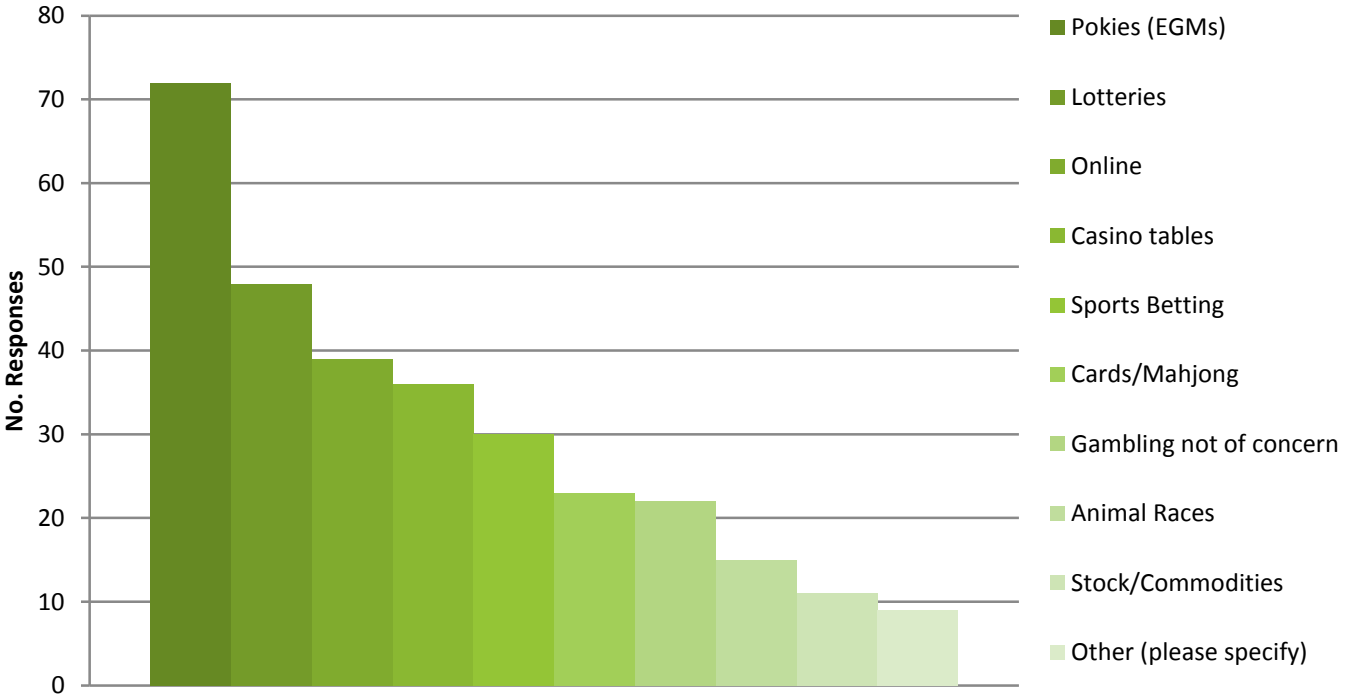
“RESEARCH SAYS...”

- Of the estimated \$7 billion in costs related to gambling, \$2.2 billion concerns family and relationship problems, \$1.6 billion concerns emotional and psychological issues, and \$1.3 billion concerns financial losses (Browne et al, 2017)
- Family violence is strongly correlated to EGM losses by LGA*



So, regardless of background, gambling leads to financial loss and family breakdown?

Q: What types of gambling is of concern to your community?



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	No.	%
Pokies (EGMs)	72	24
Lotteries	48	16
Online	39	13
Casino tables	36	12
Sports Betting	30	10
Cards/Mahjong	23	8
Gambling not of concern	22	7
Animal Races	15	5
Stock/Commodities	11	4
Other (please specify)	9	3
TOTAL RESPONSES	305	100%

Respondents could select one or more option

Types of gambling of concern in the community

- Pokies (EGMs) were the type of gambling of most concern to respondents, with 62% reporting them to be a concern in their community

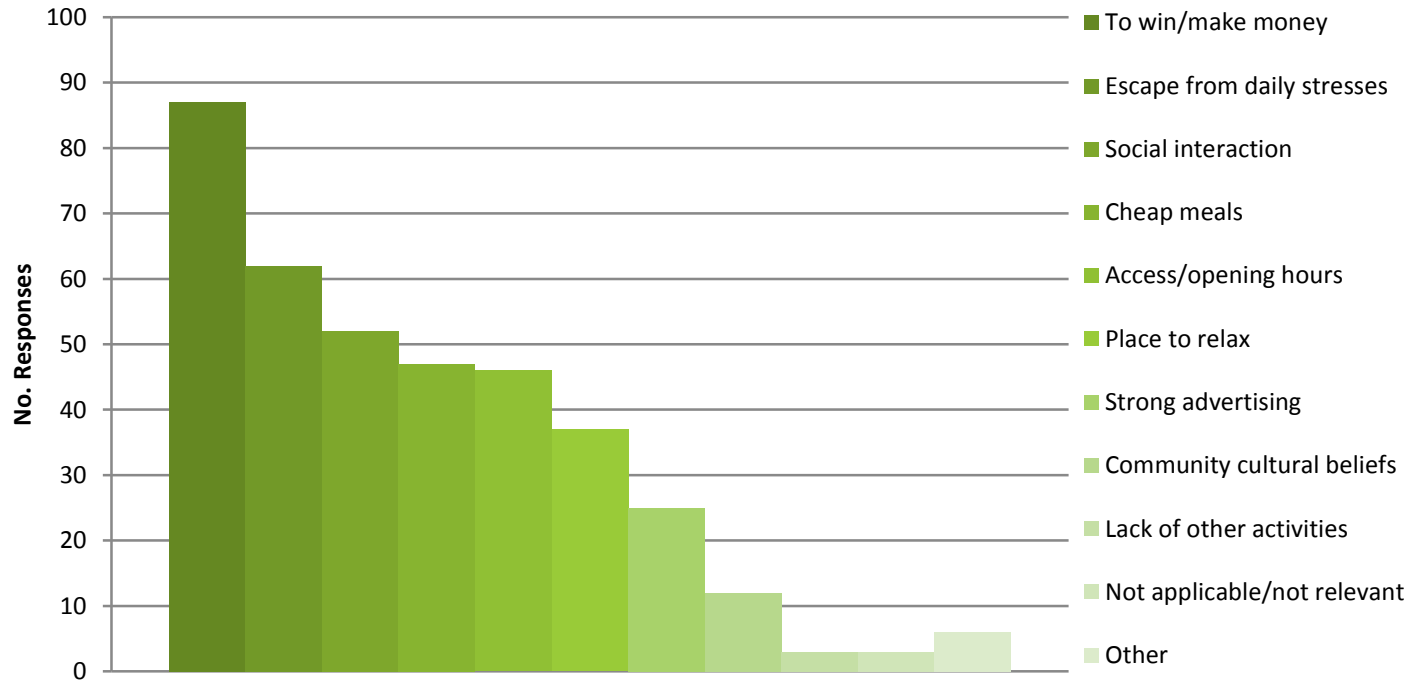
“RESEARCH SAYS...”

- Pokies account for 62% of gambling expenditure, and 75-80% of problem gamblers (Productivity Commission, 2010)
 - Frequent gamblers on EGMs, table games, race and sport wagering should be primary targets for intervention (Hing et al., 2014)
- Again, a large minority (21%) said gambling was not a concern in the community



So regardless of background, pokies are a primary concern?

Q: What things attract or encourage people in your community to gamble?



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	No.	%
To win/make money	87	23
Escape from daily stresses	62	16
Social interaction	52	14
Cheap meals	47	12
Access/opening hours	46	12
Place to relax	37	10
Strong advertising	25	6
Community cultural beliefs	12	3
Not applicable/not relevant	3	1
Lack of other activities	3	1
Other	6	2
TOTAL	380	100%
Skipped	2	

Respondents could select one or more options

Q: What things attract or encourage people in your community to gamble?

- Most common response for why people gamble is to 'win/make money' (3 out of 4 respondents)

"RESEARCH SAYS..."

Pokies have a 80-90% return to player ratio i.e. the machine is programmed to win over time

- 54% of respondents thought people gamble to escape from daily stresses

"RESEARCH SAYS..."

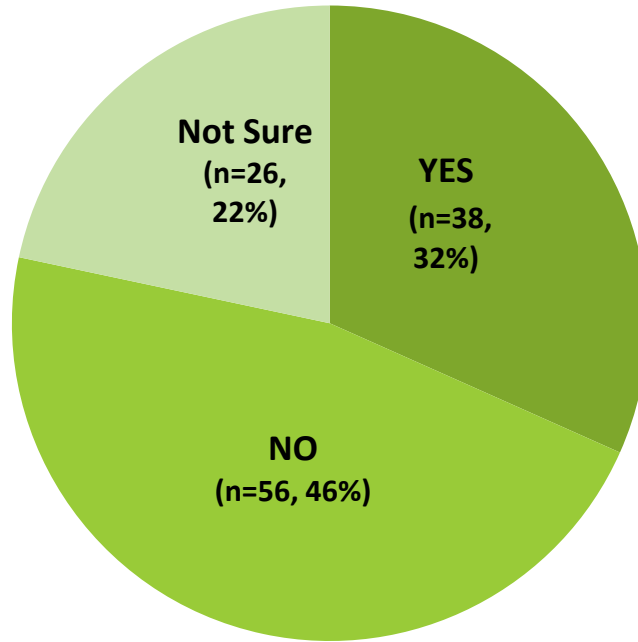
Gamblers motivated by escape-based reasons should be targeted for intervention (Hing et al., 2014)

- Given that pokies are a primary concern for respondents, perhaps a key message to communities might be that gambling is not a way to make money.

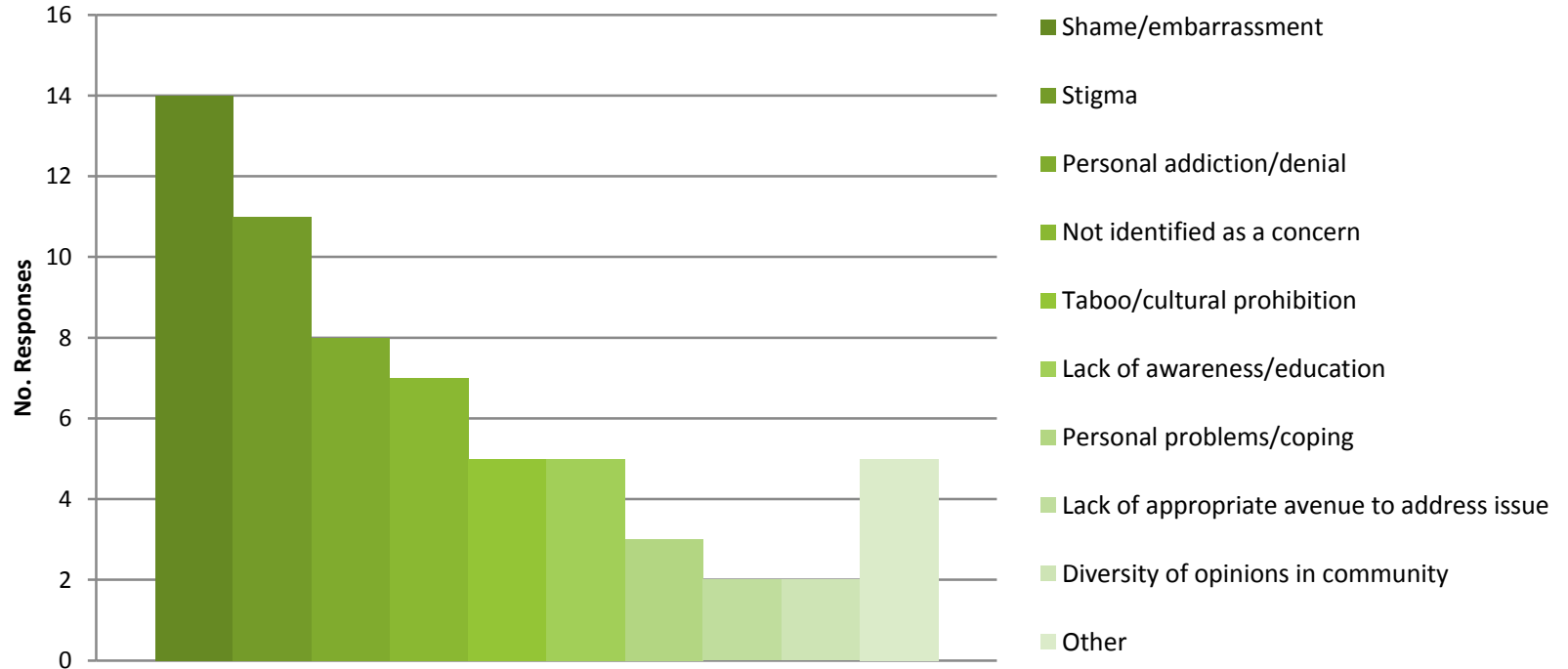


Based on the reasons respondents identify for why people gamble, what would be the effective messages to reduce gambling activity in your community?

Q: Is your community currently discussing social harm from gambling?



Q. Reasons gambling harm not discussed



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	NO.	%
Shame/embarrassment	14	23
Stigma	11	18
Personal addiction/denial	8	13
Not identified as a concern	7	11
Taboo/cultural prohibition	5	8
Lack of awareness/education	5	8
Personal problems/coping	3	5
Diversity of opinions in community	2	3
Lack of appropriate avenue to address issue	2	3
Other	5	8
TOTAL RESPONSES	62	100%

Q: Is your community currently discussing social harm from gambling?

- About half of respondents say that communities are not discussing gambling harm
- Top reasons given for why gambling harm is not discussed are shame/embarrassment (23%), stigma (18%) and personal addiction (13%)

“Many people don't talk about gambling in our community due to shame and stigma. Developing a proactive strategies to break the silence would be very helpful” *(Survey Respondent)*

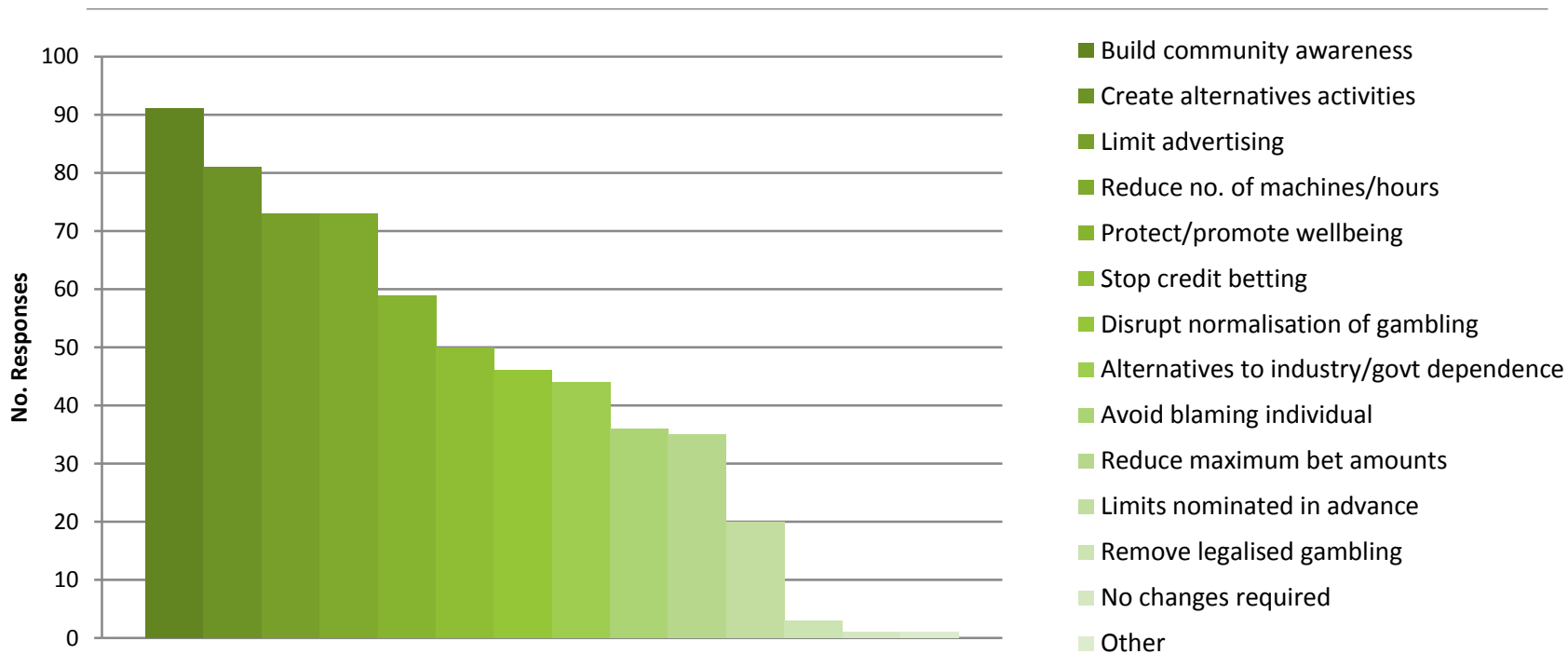
“RESEARCH SAYS...”

Stigma and shame are key issues for not talking about gambling harm, or seeking help when it is needed. However, stigma can also be a protective factor against gambling in the first place. (Dickins & Thomas, 2016)



How does stigma and shame impact on gambling in your community?

Q: What do you think are the most effective strategies to minimise gambling harm in your community?



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	No.	%
Build community awareness	91	15
Create alternatives activities	81	13
Limit advertising	73	12
Reduce no. of machines/hours	73	12
Protect/promote wellbeing	59	10
Stop credit betting	50	8
Disrupt normalisation of gambling	46	7.5
Alternatives to industry/govt dependence	44	7
Avoid blaming individual	36	6
Reduce maximum bet amounts	35	6
Limits nominated in advance	20	3
Remove legalised gambling	3	0.5
No changes required	1	0.2
Other	1	0.2
TOTAL RESPONSES	613	100%

Respondents select one or more options

Q: What do you think are the most effective strategies to minimise gambling harm in your community?

- Most popular strategy to minimise gambling harm was to build community awareness about risks (78%)

“Gambling is legal in Australia and community people have rights to do what they want to do. However there are not much awareness of the impact on one's personal and social life. Community leaders and local gov.t must initiate talk about the impact on individuals and on the community.” *(Survey Respondent)*

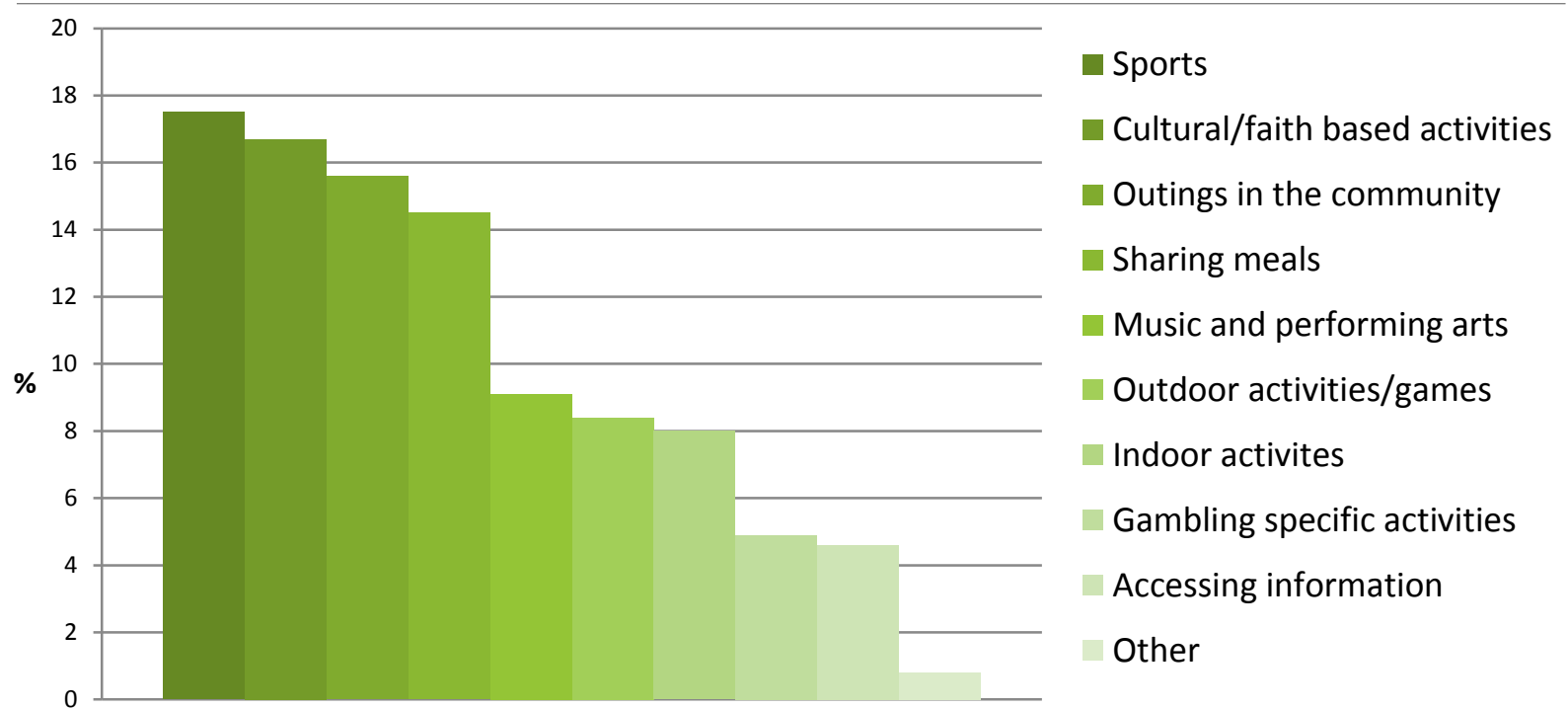
“RESEARCH SAYS...”

Governments promote a perception of EGM gambling that ignore or minimise the harm associated with this product (Miller et al, 2018)



How could you raise awareness about the risk of gambling harm in your community?

Q: What recreational activities does your community enjoy?



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	No.	%
Sports (watching or playing)	46	17
Cultural/faith based activities	44	17
Outings in the community (movies, shopping, trips away, galleries, general socialising)	41	16
Sharing meals (dinner, lunch, BBQ, picnic)	38	14
Music and performing arts (watching or participating in)	24	9
Outdoor activities/games	22	8
Indoor activities (craft, indoor games, TV, visiting others in homes)	21	8
Gambling specific activities	13	5
Accessing information (seminars, talks, reading etc)	12	5
Other	2	1
TOTAL RESPONSES	263	100%
Skipped	2	

Alternative recreational activities

- 69% of respondents identified creating alternative recreational activities as an effective strategy to minimise harm

“RESEARCH SAYS...”

A lack of culturally appropriate recreational alternatives may combine with general curiosity and availability to drive engagement [in gambling] (Miller et al, 2018)

- Popular community recreational activities include watching and playing sports, cultural/faith based activities, community outings (e.g. movies, shopping, trips away, galleries, general socialising) and sharing meals



Looking at the data about popular recreational activities, what would be good activities to do more of or start in your community?

Challenging the discourse about gambling

- 31% of respondents thought that ‘Avoid blaming the individual’ would be an effective strategy to minimise gambling harm

“RESEARCH SAYS...”

Governments emphasised individual responsibility for problem gambling and, in discussions of problem gambling, tended to “blame the victim. Challenging the discourses used by governments and industry to describe gambling may result in reduced stigma associated with problem gambling and more effective public policy approaches to reducing harm. (Miller et al, 2018)



How could you talk about gambling differently in your community? What discourses about gambling could be challenged?

Conclusion

- Good response rate, the community members survey successfully engaged a significant proportion of the ECCV and VMC RAC members to think about gambling harm in their communities (28% key informants invited took part in survey)
- Majority (55%) think that gambling is a significant issue in their community, and there is an appetite to challenge the discourse about gambling in the community.
- About half of respondents say that their communities are not discussing gambling harm.
- Most popular responses for how to address gambling harm were to build community awareness (76%) and create alternative recreational activities (65%).
- Survey has identified some interesting findings to generate debate and discussion amongst the expert advisory group and forums and inform activities going forward.

Implications for project activities

- Survey has confirmed the need to:
 - Educate and build community awareness about the risks of gambling harm, particularly the pokies
 - Explore and address the stigma and shame about gambling, and its role in generating gambling harm
- More research is required as to which cohorts or groups are particularly at risk of gambling harm in CALD communities
- Develop and test tailored messages to minimise gambling harm

Limitations of the survey

- Not a representative sample
- Survey options not always mutually exclusive
- Respondents reporting on behalf of communities – not based on lived experience of people who experience gambling harm
- The survey was based on the perceptions of culturally and linguistically diverse community members and their respective communities

References

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