

## **The New Zealand context**

Bicultural nation of undefeated indigenous peoples and those who came after.

4.2 million population

71 Territorial local authorities

Annual gambling losses of \$2.03 Billion

Casino's \$477m 23%

Racing \$273m 13.4%

Lotteries \$346m 17%

Pokies \$889m 46%

Pokies \$27m wagered and \$2.57m lost each day

About 80% of new help-seekers have a primary problem with pokies

1 pokie per 134 adults

7700 machines in 1994, 25221 in 2003, 19115 in 2010

374 societies, 1470 venues and 19115 machines outside casino's

35% of food-bank customers present because of gambling

Most non casino machines in poorest areas, decile 9, 13 times more than decile 1

6 casinos, mostly VLT action

Charity gaming model

Extensive advertising

2003 act, introduces levy, public health, new regulations

## **Current issues**

Corrupt practice in grants

Turf wars

Trusts not accountable to communities

No advertising code

No Proceeds of crime application

Demoralized SFO, embattled regulator

## **PGF an overview**

- Founded 18 yrs ago in prison “Compulsive gamblers society”
- Self help volunteer telephone service
- Fought to establish PG funding

## **2002**

- Rebranded “Problem gambling foundation”
- Public health strategy, but predominately awareness raising
- Centre for gambling studies
- Organizationally unstable

## **2003**

- New legislation
- Major reorientation
- Beyond addictions

## **By 2008**

- 76 staff
- Own HQ
- Service from 50 locations
- Face to face clinical service including couples and groups
- Asian team including helpline
- Action groups
- Geographic equity
- Effective media unit