

Some elements of the Problem Gambling Foundation or New Zealand Approach

- Screening: 80% of doctors surgeries have an advanced form which searches co-morbidities and prompts a screen which can report and refer. A manual version is available in budget services and some other welfare agencies. Result only moderately successful and works best for partners and families. Improved understanding of issue by medical staff.
- Territorial Local Authority Team: Research and analysis of local gambling environment and impacts. Informs organising and public advocacy. Promotes sinking lid policy. Result highly effective but needs dedicated staff resources.
- Research Library and online resources: Includes regularly updated fact sheets, physical library and study space, research librarian. Result, improved evidence base, visiting students and scholars, rapid response for policy advocacy.
- Media unit: Dedicated staff, today's stories, media strategy teams rapid dossier production. Result, stronger media relations, inexpensive media generation, over \$5.6m value added.
- Consumer voices program: Dedicated recruitment and training program for consumer advocates, orientation to public health and supply side stories. Result ready store of informed advocates who are media savvy and independent, very effective in localizing issue and engagement in local policy development. Some initial fallout prior to the program.
- Venue operator training: Began with chartered clubs, Brians story, harnessing the intimacy of good training. Dissolves initial hostility, emphasis on the local touch, local staff and personal relationships, development of harm minimisation materials, tripartite exclusion program. Result, hugely improved relationship, improved intelligence to PGF, exclusion system which works from a path of least contest. source of non government income, approach, willing industry research partner, some joint representation to Government.
- Everyone's job; Whole of staff whole of mission approach, utilizing our supporters in every aspect of their lives, routine part of in-service and professional development. Result, able to harness greater resources and make the story local
- Community Funding project: Develop alternative fundraising resources and training destabilize legitimacy of gambling fuelled community services. Result, increased engagement with community organizations, reduced impact of industry lobbying, recognition by non gambling funders, less reliance by groups on gambling funds.
- Pyramid of moral hazard: (note legality issues) Identify and target market organizations who might be internally conflicted about accepting gambling funds. Result, increased media attention and heightened unease over the social contract.
- Asian Team: Dedicated team of Chinese and Korean staff developing dedicated Asian models. Result, improved intelligence to PGF enables specific focus on risks to Asian population. Huge increase in volunteer base, Asian student unit, improved media presence lessons learned applied to mew migrant communities.
- Integrated model: Controversial change in HR where clinicians must accept a PH role and PH staff work together with clinicians on programs such as consumer voices and screenings. Result initial resistance, some staff changes, improved clinician job satisfaction, improved organizational intelligence, improved organizational cohesiveness, brilliant in venue operator training.

- International and local conferences: Hosting International conferences free from industry funding and with an alternative voice to the Reno model, Information translated for smaller local conferences. Result: increasingly difficult to fund, builds organization research culture, opportunity to showcase good independent research to regulators and policy analysts, improved relations with smaller agencies, good for morale.
- Community sector training: seminars and workshops for key community sector organizations, utilizes integrated model. Result improved network of policy supporters, demonstrable shift in public attitudes.
- Legal services training: free training programs and awareness workshops for lawyers, judiciary and fraud and insolvency examiners. Result: improved recognition in key influencers, improved intelligence for PGF integrated into policy advocacy, improved screening.
- National policy advocacy team: Targets legislative and regulatory development including critical case law. Result: Improved relations with regulator, pending
- National Gamble free day: National day of action, awareness and media events, an opportunity for groups to sign on and show support. Result: Improved media coverage, support building, promotes debate on the role of gambling in society.