



# The New Zealand Gambling Response

## *Integrating Public Health & Clinical Problem Gambling Strategies*

Dr Phillip Townshend

Mathew McMillan

TE RŌPŪ ĀWHINA MATE PETIPETI O AOTEAROA  
**Problem Gambling Foundation  
of New Zealand**



**Te Kahui Hauora  
O Ngati Koata Trust**



# Take Home Message

- **Gambling in NZ – One product associated with majority of harm**
- **NZ's Setting - Large number of small venues leading to a high levels of access**
- **Legislative environment has forced a multi-party response to gambling issues**

# Outline

**1. The New Zealand Experience**

**2. Public Health Approach**

**3. Outcomes – A Successful Integrated Response**



# New Zealand/ Aotearoa

- Small pacific country
- 4 million people– 67.7% European, 14.6% Maori, 9.2% Asian 6.9% Pacific Island
- World Leader in Social Issues– Women’s Vote, Lord of the Rings, Volatile gambling industry
- Machines per Adult (over 18yrs) 1 :135



# **Gambling Act 2003**

## **Gambling a Public Health Issue**

### **Background**

- **Historically Gambling was Government run providing minimal Community Funding**
- **1990's shift in economic policy accompanied by a move to gambling using a Charity Industry Model**

### **Purpose of the Act To:**

- **Ensure Gambling Money Benefits the Community**
- **Control Growth of Gambling**
- **Prevent and Minimise Harm**
- **Regulate Agency Roles**



# Key Players

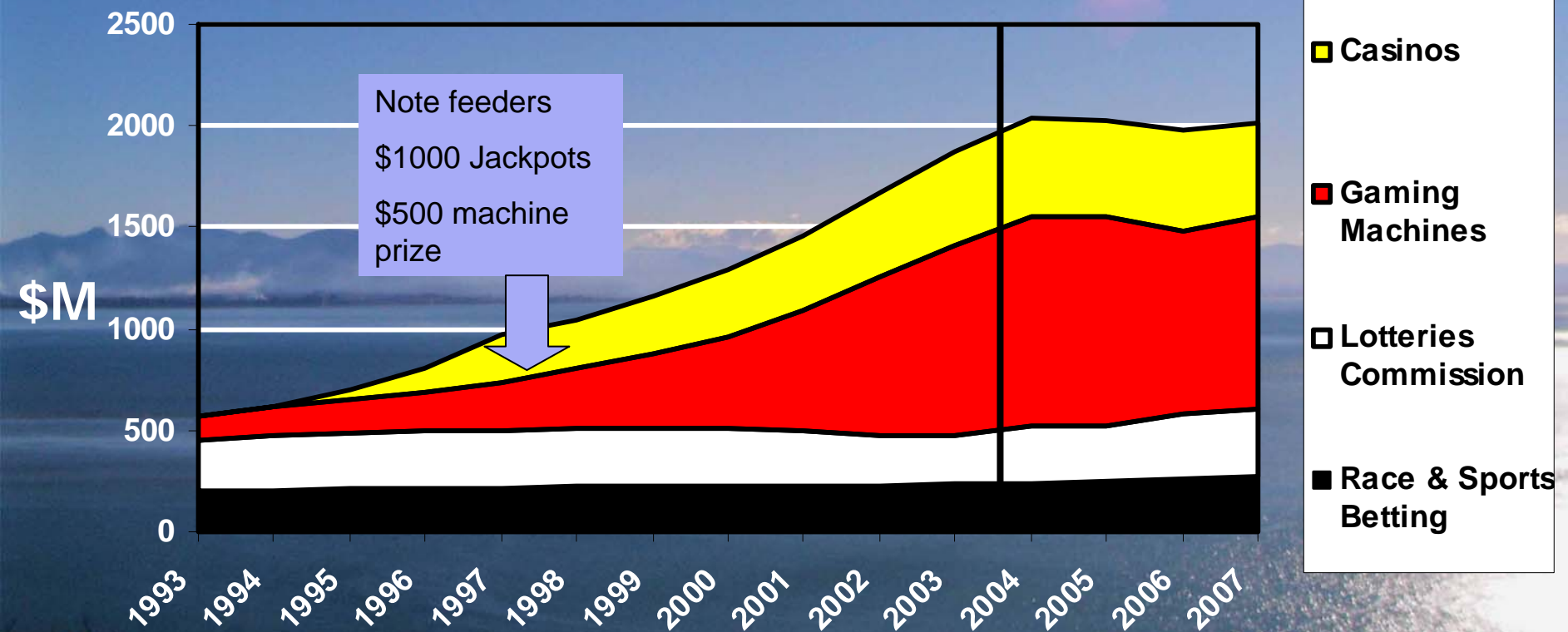
- **Department of Internal Affairs:**
  - The Regulator
- **Gambling Commission**
  - The Appellant body
- **NZ Lotteries Commission**
  - Government owned lotteries product retailer
- **Ministry of Health**
  - Sets and implements a triennial strategic plan to minimise gambling harms

# Integrated Approach

- **Public Health: Applied public health is social activism**
- **Counselling Services**
- **Research**
- **Industry Initiatives**

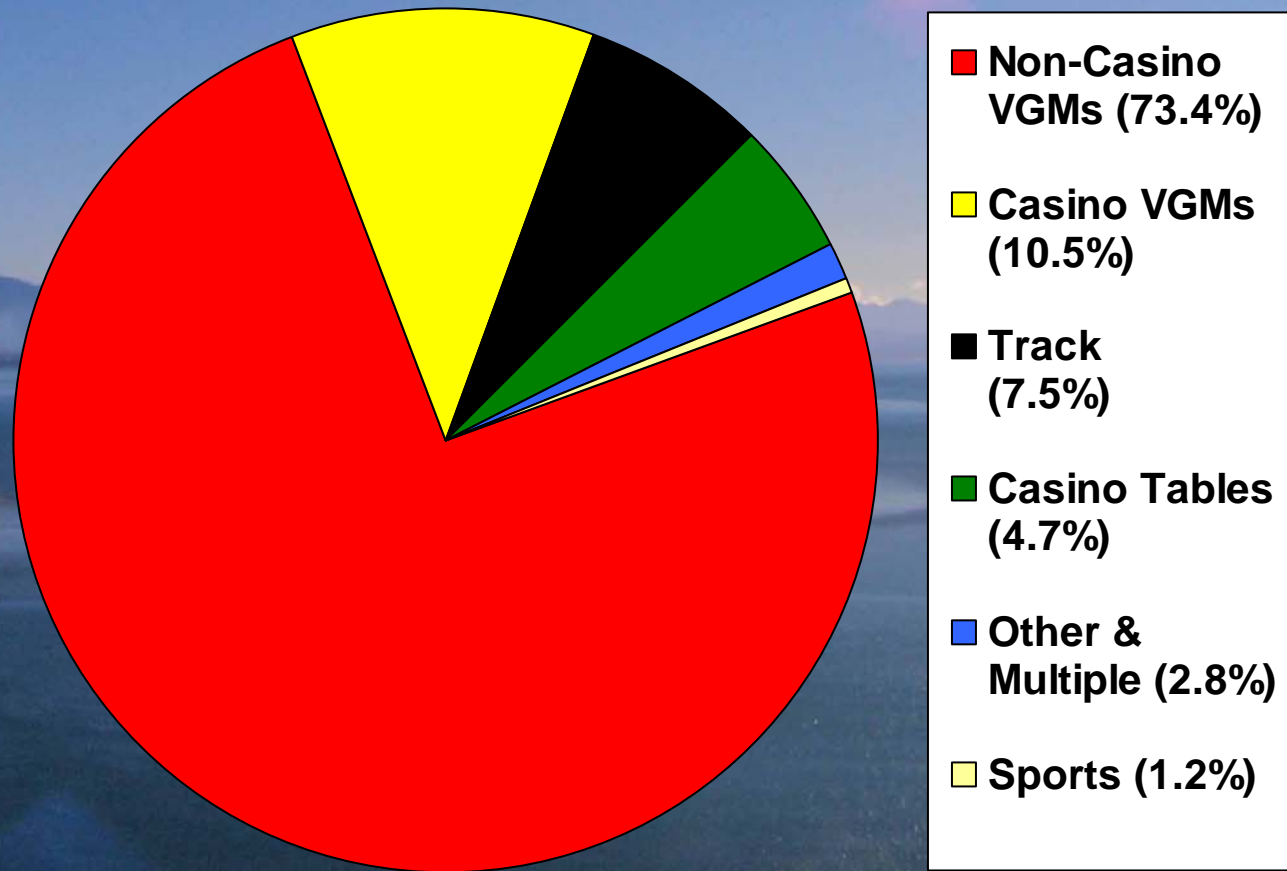


# Gambling in New Zealand





# Mode of Problem Gambling



Source of Harm – 2007

# The Setting



- 18 VGM
- Location/ Access
- Tailored Environment

# Pokie Numbers

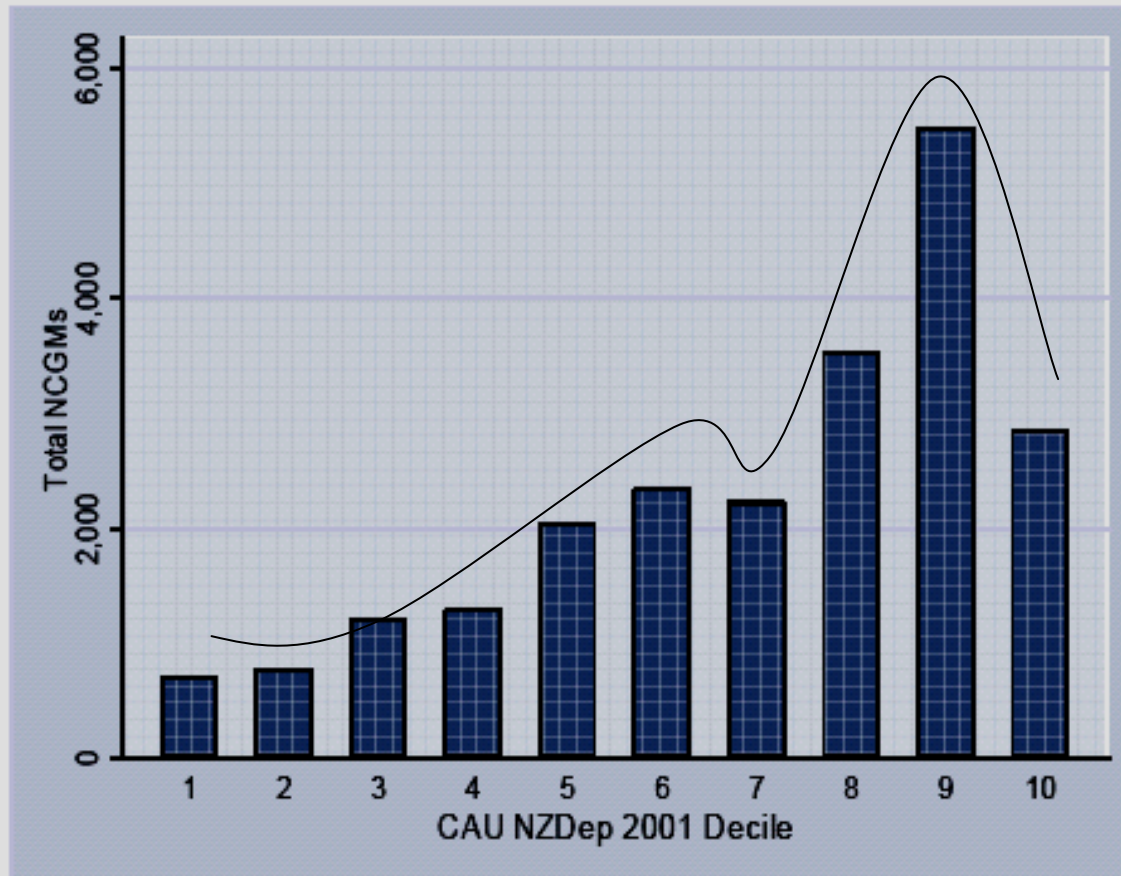


Figure 1. Total Non-Casino Gaming Machines by NZDep 2001 Decile (1=least deprived, 10=most deprived)



# What happens to the Money Gambled in VGM's

19% of Adult NZers Gamble on VGM's

5% are Regular Gamblers

Regular Gamblers Account for about 60% of gambling by time and by money

In May-July 2007 \$606.7m was put into VGM's by gamblers (approx \$2.4b per year)  
Of this money

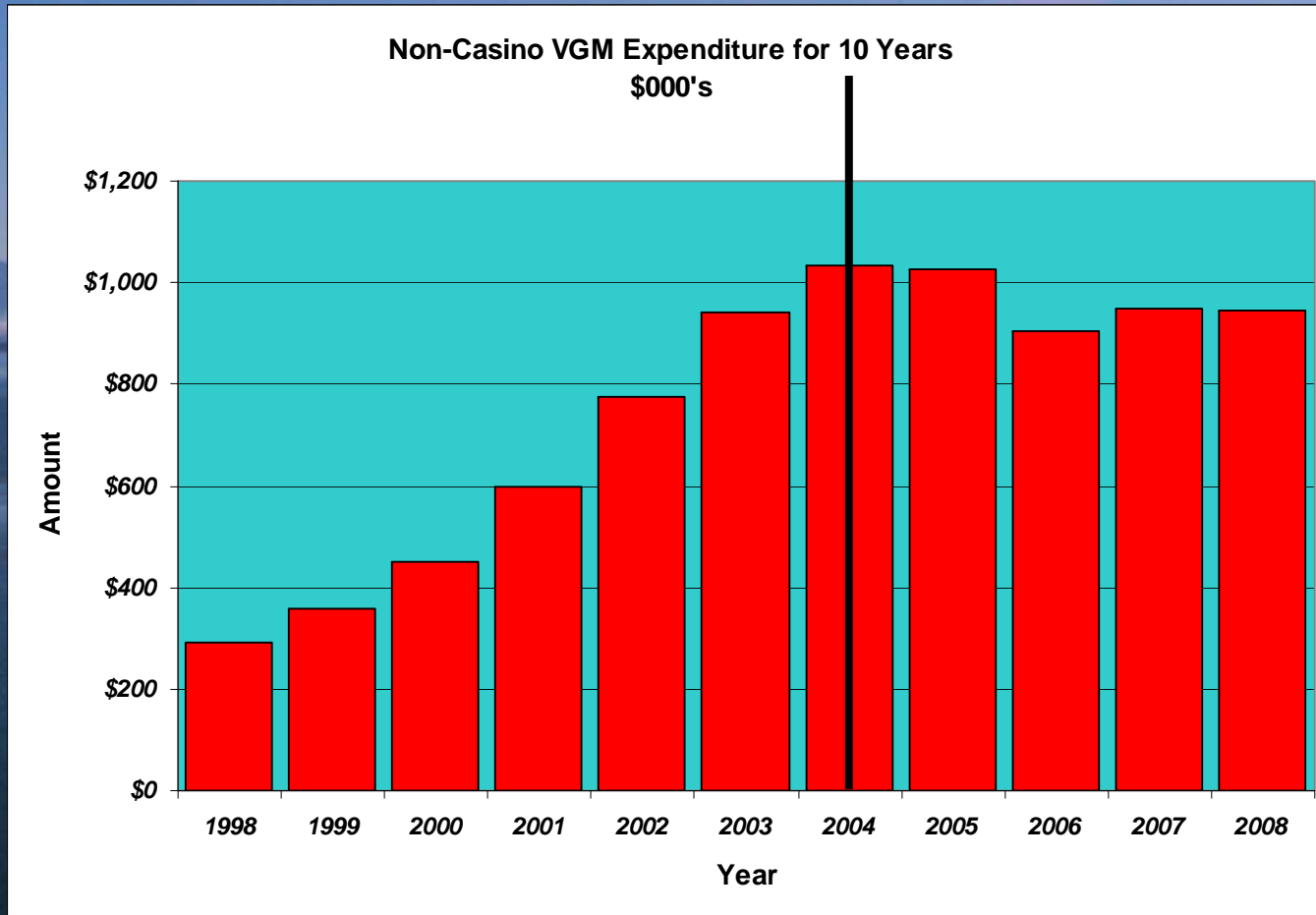
Up to \$1.4b would  
Be Retained by  
gamblers  
Making the [Real]  
RTP = up to 58%

\$304m would go to  
Community groups  
(12.53%)

\$331m would go  
to Government  
Taxes  
(13.63%)

\$385m would go  
to the trusts that  
own machines  
and to venues  
(15.85%)

# Targeted Outcome



# The Integrated Approach is Working

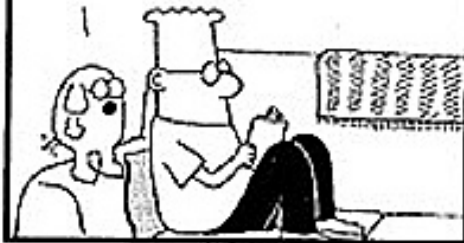
- Industry on board
  - Accepts that to be sustainable gambling has to be offered responsibly
- Community awareness
  - A majority identify machine gambling as the most harmful and most in need of regulation
- Declining participation and expenditure on gambling



# Responsible Gambling

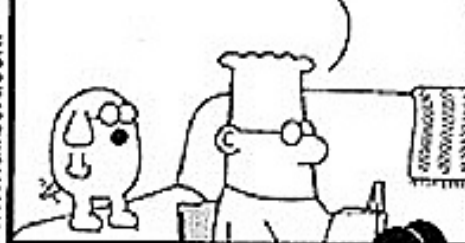
DILBERT

I PLAN TO OPEN A GAMBLING CASINO FOR PEOPLE WHO HAVE EXTRAORDINARILY BAD LUCK.



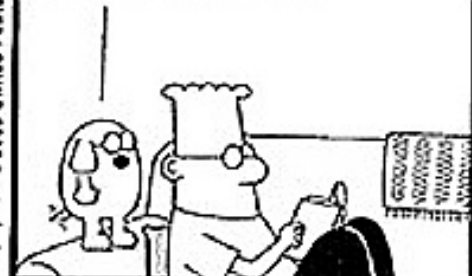
www.dilbert.com ecotads.ms@aol.com

HOW CAN YOU TELL WHO HAS EXTRAORDINARILY BAD LUCK?



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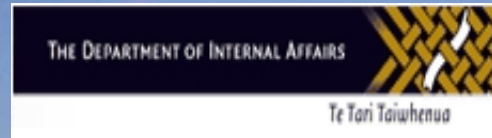
THEY WOULD BE THE ONES THAT GO TO MY CASINO.



# Useful Links & Contacts



[www.moh.govt.nz](http://www.moh.govt.nz)



[www.dia.govt.nz](http://www.dia.govt.nz)



[www.hsc.org.nz](http://www.hsc.org.nz)



[www.pgfnz.co.nz](http://www.pgfnz.co.nz)



[www.gamblingproblem.co.nz](http://www.gamblingproblem.co.nz)

[gamblingwatch.org.nz](http://gamblingwatch.org.nz)

[www.gamblingwatch.org.nz](http://www.gamblingwatch.org.nz)

**Dr. Phillip Townshend:**  
[phil.townshend@pgfnz.org.nz](mailto:phil.townshend@pgfnz.org.nz)

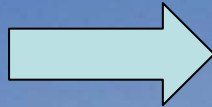
**Mathew McMillan:**  
[gambling@koata.iwi.nz](mailto:gambling@koata.iwi.nz)



# The Pokie Machine Money Go Round



NZ Gamblers put \$2.4b into VGMs per year



Most of the turnover is "virtual money". It's never put in or taken out of the machines



This becomes \$7.546b of machine turnover

Some of the money is recycled



We don't know how much

Every \$20 note in NZ goes through an VGM 1.2 times and every \$2 coin goes through 6 times in a year



\$1.027b is retained by machines (expenditure)

Gamblers take some money away but we don't know how much

It must be between \$0 and \$1.373b





# VGM Growth

**Gaming Machine Numbers: June 1994 to March 31 2008**  
**at 3-Monthly Intervals**

