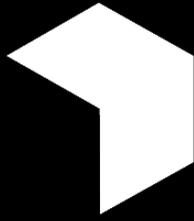


Research into gambling prevalence and gambling harm in Western Australia

Final report





BIT is a global research and innovation consultancy which combines a deep understanding of human behaviour with evidence-led problem solving to improve people's lives. We work with all levels of government, nonprofits and the private sector, applying behavioural science expertise with robust evaluation and data to help clients achieve their goals.

Find out more at bi.team

If you'd like this publication in an alternative format such as Braille or large print, please contact us at: info@bi.team

Authors

Dr Joshua Rhee, Dr Elizabeth Convery, Joseph Cushing and Minjin Erdene-Ochir

Acknowledgements

The Behavioural Insights Team (BIT) was engaged to conduct this project by the Department of Local Government, Sport and Cultural Industries (DLGSC), on behalf of the Problem Gambling Support Services Committee (PGSSC). Funding was provided from the Gambling Harm Reduction Support Service Fund, which is a special purpose account managed by DLGSC, and from the Gaming and Wagering Commission (GWC).

DLGSC provided input in defining the project scope and objectives, and maintained oversight of the project's day-to-day operations. All research activities, including data collection, analysis and interpretation were conducted independently by BIT.

First and foremost, we would like to thank Western Australians who took the time to complete the survey, or shared their views and experiences with us by taking part in interviews.

We thank members of the Behavioural Insights Team (BIT) who assisted with the recruitment and conducting of interviews, in particular Dr. Bowen Fung, Amy Coates, Juliet Morgan, and Saul Wodak. Thanks also to Ruth Persian, and Eleanor Collerton from BIT UK's gambling research team, for their work in reviewing the research materials and outputs throughout the project. We would also like to acknowledge and thank Dr. Dan Myles for sharing his advice and expert opinion throughout the project.

We thank the team at Empirica Research, in particular Dr. Cassie Hayward and Hannah Capes, for their work in preparing the prevalence survey.

We thank the team at PureProfile for their work in collecting the survey data, as well as preparing and weighting the data to be ready for analysis. We also thank the team at Thinkfield for their work in recruiting participants for the interviews. We would also like to thank Centrecare for their support throughout the project, including their work in helping to recruit interview participants, and for their feedback and advice on the interview recruitment process.

We would like to thank the representatives from the following organisations who generously gave their time to take part in our consultations with stakeholders and other interested parties:

- Gaming and Wagering Commission of Western Australia
- The Office of the Commissioner for Children and Young People, Western Australia
- The Office of the Chief Health Officer of Western Australia
- Department of Local Government, Sports and Cultural Industries, Western Australia
- Department of Education, Western Australia
- Gambling Help WA, Centrecare
- WA gambling support online, Amplar Health
- Gambling Help Online
- Gaming Disorder Clinic, Fiona Stanley Hospital
- Western Australian Association of Mental Health
- Financial Counsellors Association of Western Australia
- Multicultural Services Centre of Western Australia
- Public Health Association of Australia
- Experimental Gambling Research Laboratory, Central Queensland University
- Homeless Healthcare
- PeopleSense: Psychology & Wellbeing by Altius
- Aboriginal Health Council of Western Australia
- Gambling Harm Lived Experience Experts
- Racing and Wagering Western Australia
- Lotterywest
- Crown Perth

Executive Summary

Introduction

Western Australia (WA) holds a unique position among Australian jurisdictions in the regulation and administration of gambling activities. Notably, the Perth casino holds the sole licence to operate electronic gaming machines (EGMs) within WA, which are recognised as a leading cause of gambling related harms in other states (see: Brown et al, 2023a). However, as observed by the Perth Casino Royal Commission (PCRC), the scarcity of WA-specific prevalence research on gambling has historically necessitated reliance on prevalence research from other jurisdictions to approximate gambling-related harms in WA. The overarching objective of this study was to establish a baseline of evidence on the prevalence of gambling-related harms in WA that will enable the WA Government to monitor changes in gambling participation and harm over time, and to respond with evidence-based strategies to address gambling harm in partnership with stakeholders.

The study employed a mixed-methods approach, combining a quantitative gambling trends survey administered to a representative online sample of 2,512 WA adults with qualitative interviews conducted with key stakeholders and a cross-section of the WA community. This combination of methodologies was especially important given WA's distinct regulatory and administrative gambling environment, which impacts both the accessibility and experience of different forms of gambling for Western Australians compared to those living in other state jurisdictions. By collecting both quantitative and qualitative data, the study was able to capture broad trends in gambling participation and gambling harms and interpret them through the unique experiences, attitudes and perspectives of WA community members.

Importantly, this is the first jurisdiction-level prevalence study into gambling participation and gambling-related harm to integrate quantitative data with qualitative insights from interviews with community members with lived experience of gambling harm – whether as individuals who gambled or as concerned significant others. These interviews provide insights that traditional research might overlook by illuminating how gambling harm unfolds in real life, the human emotions and struggles involved, and the gaps in existing support systems.

Trends in gambling participation

Gambling participation in WA is widespread, with 86% of survey respondents participating in at least one form of gambling in the past 12 months. Consistent with trends observed across Australian jurisdictions, the purchase of lottery products is the most prevalent form of gambling among survey respondents (67%).

The gambling participation profile in WA also differs from other Australian jurisdictions in important respects. Most notably – reflecting the unique regulatory framework that limits EGMs to the Perth Crown casino – EGMs are a relatively uncommon form of gambling among survey respondents. Specifically, 12% of survey respondents reported playing EGMs in the past 12 months, making it less common than activities such as race betting (24%) and sports betting (19%).

Risk of gambling harms

Overall, 37% of survey respondents were classified as being at some risk of experiencing gambling harm, measured using the Problem Gambling Severity Index (PGSI). Among those who had engaged in at least one form of gambling in the past 12 months, the proportion of survey respondents at risk of gambling harm was 43%, which was comparable to the proportion observed across a national sample of Australian adults (46%; Australian Gambling Research Centre, 2023b).

WA appears to follow broad trends observed throughout Australian jurisdictions in terms of specific population groups most at risk of gambling harm. Among survey respondents, a greater proportion of men (42%) were at some risk of gambling harm compared to women (31%), with the proportion at risk of gambling harm across genders decreasing with age. Overall, the risk of gambling harm was highest among men aged between 18-24 years with 60% being at some risk of gambling harm, and almost half (45%) being at *moderate* to *severe* risk of gambling harm.

The distinctive profile of gambling activities that Western Australians participate in has important implications for understanding which activities contribute most to gambling harm. As observed in other Australian jurisdictions, EGM use is associated with elevated levels of harm, with 40% of survey respondents who had played EGMs in the past 12 months classified as being at moderate to severe risk of gambling harm. However, due to comparatively low engagement with EGMs in WA, their overall contribution to gambling harm is limited.

In contrast, among the five most commonly reported gambling activities, sports betting and race betting emerged as the most significant contributors to gambling harm risk, with 39% of past-year sports betting participants and 35% of past-year race betting participants classified as being at *moderate* to *severe* risk. Interview participants described sports betting as a normalised part of life in WA, often framing it as a natural extension of sporting culture. Such findings around the prominence of wagering as a form of gambling in WA is corroborated by the most recent edition of the *Australian Gambling Statistics* report, wherein WA had the highest wagering expenditure as a percentage of total gambling expenditure in Australia in 2023 (QGSO, 2024).

Experience of gambling harms

The types of gambling related harms most frequently experienced by Western Australians over the past 12 months were quantified using the Gambling Harms Scale (GHS-10). Overall, 34% of survey respondents who gambled in the past 12 months said that they had experienced at least one of the gambling harms listed in the GHS over the same period, with the most frequently experienced harms involving financial impacts, such as reduction in available spending money or savings. Interview participants with lived experience of gambling harm recounted how the need for money to fund their gambling had led them to borrow from friends and family, accumulate unsustainable amounts of debt, or sell sentimental items such as family heirlooms. Interview participants also described a range of psychological and social impacts that went beyond the financial strain of gambling. These included feelings of guilt, shame, anxiety, and hopelessness, as well as increased social isolation as they withdrew or attempted to conceal the extent of their gambling from their friends, family, and romantic partners.

Gambling-related harms are not limited to the individuals who participate in gambling. The types of gambling related harms that Western Australians experience from someone else's gambling were quantified using the Gambling Harms Scale - Affected Others (GHS-AO). Overall, 9% of survey participants said that they had experienced at least one gambling harm from someone else's gambling in the past 12 months. The most frequently reported harms among survey respondents who had been impacted by someone else's gambling included feelings of anger or hopelessness and getting less enjoyment from spending time with loved ones.

Attitudes toward gambling and awareness of gambling help services

Despite the high rate of gambling participation among survey participants, the majority (76%) also agreed that there are too many opportunities to gamble, and that gambling should be discouraged (72%). Interview participants expressed particular concern about how easy it was for young people to access gambling platforms online or via their smartphones. However, only 30% of survey respondents agreed that gambling should be banned altogether.

The majority (62%) of survey respondents said that they had heard of at least one gambling support service, with the most common being Gambling Help Online (44%), followed by the Problem Gambling Helpline (22%). Awareness of gambling support services was higher among survey respondents who were at higher risk of experiencing gambling harm, with fewer than 15% of survey respondents at severe risk of gambling harm saying that they were not aware of any gambling help services.

Around 12% of survey respondents said that they had wanted to seek help for their gambling in the past 12 months, with 4% of survey respondents saying they had wanted to seek help for their own gambling, and 7% saying they had wanted to seek help for someone else's gambling. Of the survey respondents that wanted to seek help for gambling, around a quarter (24%) said that they had not sought or tried to get help. The most commonly reported barriers for seeking help among those who had wanted it in the past 12 months included thinking they could deal with the issue on their own (40%), and feeling too embarrassed (36%).

Implications and conclusions

The findings from this inaugural gambling study provide an evidence base to guide future policy, prevention, and support efforts. While many of the observed patterns align with national trends, the unique regulatory landscape in WA has shaped a distinctive profile of gambling participation and harm. In particular, WA's distinctive policy settings have likely limited some of the harms from gambling activities – most notably EGMs – that have been more prevalent in other jurisdictions. However, as gambling participation continues to evolve, particularly among younger demographics, maintaining the status quo may not be sufficient to prevent future

gambling-related harm. WA's unique regulatory position offers an important opportunity to demonstrate leadership, by trialing, evaluating and refining policies for targeting other emerging forms of high risk gambling that may have broader relevance across Australia.

- **WA is in a unique position to develop innovative policies for addressing gambling harm from sports and race betting:** WA's relatively low engagement with EGMs offers a rare opportunity to focus harm minimisation efforts on other gambling activities, particularly sports betting and race betting, which are now among the most common and harmful forms of gambling in the state. With 39% of sports bettors and 35% of race bettors classified as at *moderate* to severe risk of gambling harm, WA is well placed to lead the development of innovative policies targeted specifically at minimising the harms associated with these forms of gambling.
- **Young people, especially young men, are at elevated risk:** The demographic profile of gambling risk in WA mirrors national findings, with young men aged 18–24 emerging as the group most likely to experience gambling-related harm. This points to the importance of developing age and gender-sensitive prevention strategies, including education, targeted messaging, and online safeguards.
- **Broader impacts of gambling harm need to be recognised:** One in ten survey respondents reported experiencing harm from someone else's gambling, and nearly one-third reported direct personal harm. These findings reinforce the need to view gambling harm not solely as an issue for individuals, but as a public health concern with social, emotional and financial consequences for families and communities.
- **The unique profile of gambling participation in WA highlights the limitations of relying on prevalence data from other jurisdictions, and emphasises the need for more WA-specific gambling prevalence research:** Ongoing data collection, combined with insights from members of the WA community, and those with lived experience of gambling harm, will be essential to assess the effectiveness of harm minimisation initiatives and to adapt responses as gambling products and technologies evolve. Such ongoing research could be carried out and/or funded by an independent advisory body such as that recommended in Chapter 15 of the PCRC report (2022).

Contents

| | |
|--|-----------|
| Acknowledgements | 2 |
| Executive Summary | 4 |
| Introduction | 4 |
| Trends in gambling participation | 5 |
| Risk of gambling harms | 5 |
| Experience of gambling harms | 6 |
| Attitudes toward gambling and awareness of gambling help services | 7 |
| Implications and conclusions | 7 |
| Contents | 9 |
| Abbreviations and Acronyms | 11 |
| Defined Terms | 12 |
| List of Figures | 15 |
| List of Tables | 17 |
| 1. Introduction and background | 18 |
| Gambling participation and trends in Australia | 18 |
| Gambling-related harms: a public health perspective | 20 |
| National approaches to gambling regulation in Australia | 24 |
| Western Australia: a unique gambling environment | 30 |
| 2. Methodology | 35 |
| Research design | 35 |
| Prevalence survey | 35 |
| Semi-structured interviews | 38 |
| Implications of online panel-based sampling in the WA gambling prevalence survey | 40 |
| 3. Gambling participation in Western Australia | 45 |
| Prevalence of participation in any gambling activity in the past 12 months | 46 |
| Gambling prevalence (last 12 months) by age, gender, location, and other demographics | 47 |
| Participation and frequency in each gambling activity | 49 |
| Participation in each gambling activity by age and gender | 57 |
| Participation in each gambling activity by location | 59 |
| 4. Prevalence of risk of gambling harm in Western Australia | 61 |
| Problem gambling severity index | 62 |
| Problem Gambling Severity Index by age and gender | 63 |
| Problem Gambling Severity Index score by Aboriginal or Torres strait islander identification or LOTE | 65 |
| Problem Gambling Severity Index score by gambling activity | 69 |
| Emerging gambling modalities of concern | 70 |
| 5. Experience of Gambling Harm | 72 |

| | |
|---|------------|
| Experience of gambling harm from own gambling | 73 |
| Experience of harm from the gambling of someone else | 74 |
| How gambling harm is experienced by members of the WA community | 76 |
| 6. Alcohol, mental health and gambling harm | 82 |
| Prevalence of gambling participation by alcohol consumption | 82 |
| Prevalence of gambling participation and risk of harm by typical depression, anxiety and stress severity | 86 |
| Prevalence of risk of gambling harm by typical depression, anxiety and stress severity | 87 |
| 7. Attitudes toward gambling and the gambling industry | 89 |
| Western Australian Community perceptions of individuals who gamble | 95 |
| Awareness of the regulation of illegal online gambling activities | 96 |
| 8. Tools and support services | 101 |
| Awareness of gambling support services | 102 |
| Awareness of gambling support services by PGSI | 102 |
| Awareness of consumer protection options from the Perth Casino and for EGMs | 104 |
| Awareness of consumer protection options for online gambling | 106 |
| Prevalence of help-seeking for gambling related harms | 108 |
| Motivators and for help-seeking | 111 |
| Barriers for help-seeking | 114 |
| 9. Gambling advertising | 117 |
| Exposure to gambling advertising by media platform | 118 |
| Perceived increases in gambling advertising and promotion | 121 |
| Community perceptions and understanding of the role of gambling advertising | 122 |
| Perceived impact and effectiveness of warnings about gambling harm | 127 |
| Suggested changes to gambling advertising regulation from community members | 129 |
| 10. Conclusion | 132 |
| References | 134 |
| Appendix A: Prevalence Survey | 141 |
| Appendix B: Topic guide for community member interviews | 187 |
| Appendix C: Topic guide for interviews conducted with Western Australian residents who have lived experience of gambling harm | 191 |
| Appendix D: Topic guide for the interviews conducted with Western Australian residents who are concerned significant others of people experiencing gambling harm | 194 |
| Appendix E: Topic guide for the interviews conducted with stakeholders or interested parties | 197 |

Abbreviations and Acronyms

| Abbreviation | |
|------------------|---|
| ABS | Australian Bureau of Statistics |
| ACMA | The Australian Communications and Media Authority |
| AGRC | Australian Gambling Research Centre |
| ATGS | Attitudes to Gambling Survey |
| BetStop | The National Self-Exclusion Register for online gambling |
| CALD | Cultural and Linguistically Diverse |
| CATI | Computer-Assisted Telephone Interviewing |
| CSO | Members of the Western Australian community who are concerned significant others of people who gamble |
| EGM | Electronic Gaming Machine |
| FIFO | Fly-in Fly-out |
| GHS | Gambling Harms Scale |
| GHS-AO | Gambling Harms Scale - Affected Others |
| Lived Experience | Members of the Western Australian community who have personally experienced harm from gambling |
| NCPF | National Consumer Protection Framework |
| PCRC | Perth Casino Royal Commission |
| PGSI | Problem Gambling Severity Index |
| RDD | Random Digit Dialing |
| RWWA | Racing and Wagering Commission WA |
| SEIFA | Socio-Economic Indexes for Areas |
| TAB | Totalisator Agency Board, a government licensed organisation that offers legal betting services |

Defined Terms

| Term | |
|--------------------|--|
| Gambling | An activity that involves staking money or something of value on an outcome that is determined by chance, with the potential for profit or loss |
| Gaming | In the context of gambling refers to activities like lotteries, slots, and many casino games – these games often have fixed odds and payouts determined by mathematical algorithms or random number generators. |
| Wagering | A form of gambling which involves betting on events where the outcome is less predictable and influenced by external factors, such as horse races and sporting events. ¹ |
| Interactive gaming | Gambling on activities conducted via the internet. It specifically excludes wagering in the form of racing and sports betting, Keno and lotteries via the internet. Interactive gambling services provided to Australian residents by an internet casino are banned under the <i>Commonwealth Interactive Gambling Act 2001 (IGA)</i> which came into effect in August 2001. |
| Gambling harm | Any initial or exacerbated adverse consequence due to an engagement with gambling that leads to a decrement in the health or wellbeing of an individual, family unit, community or population. ² |

¹ Unambiguous evidence that over half of gambling problems in Australia are caused by electronic gambling machines: Results from a large-scale composite population study in: *Journal of Behavioral Addictions* Volume 12 Issue 1 (2023). Retrieved October 10, 2024, from <https://akjournals.com/view/journals/2006/12/1/article-p182.xml>

² Langham, E., Thorne, H., Browne, M., Donaldson, P., Rose, J., & Rockloff, M. (2016). Understanding gambling related harm: A proposed definition, conceptual framework, and taxonomy of harms. *BMC Public Health*, 16(1).

Gambling activities included in the prevalence survey³

| | |
|-----------------------------------|--|
| Electronic Gaming Machines (EGMs) | EGMs refer to devices used for gambling that operate based on random number generation. Players typically insert money or credits and attempt to win prizes by engaging with interactive games on a digital screen. A common form of EGMs is poker machines ('known as pokies' or 'slot machines'). ⁴ |
| Casino table games | playing casino table games such as poker, blackjack or roulette |
| Informal gambling | playing card games like poker or other games such as mahjong or dice games privately for money |
| Bingo | playing bingo |
| Race betting | betting on thoroughbred, harness or greyhound races excluding sweeps |
| Sports betting | betting on sporting events such as football, cricket, boxing or motorsports (excluding fantasy sports and e-sports) |
| Fantasy sports | betting on fantasy sports |
| E-Sports | betting on e-sports |
| Scratchies | buying instant scratch tickets |
| Lotteries | buying lotto, or any other lottery games like Saturday Lotto, Powerball, Oz Lotto, the Pools or bought lottery products (not including instant scratch tickets) |
| Keno | a game where a player wagers that their chosen numbers match any of the 20 numbers randomly selected from a group of 80 numbers via a computer system or a balldraw device. |

³ Stock market trading is generally not classified as gambling. However, short term, high risk strategies focused on quick wins like day trading share similarities with gambling in terms of the potential for significant losses and harm. This study does not include trading within its scope, as it falls under a separate [regulatory framework](#) outside of state's jurisdiction. In Australia, trading is primarily overseen by the Australian Securities Commission (ASC) under Commonwealth Corporations Law and regulated by registered stock exchanges.

⁴ <https://www.dlqsc.wa.gov.au/department/publications/publication/electronic-gaming-machines-policy>

| | |
|--|---|
| Raffles/ sweeps | buying tickets in a draw for a prize (house, car, boat, sweep, or raffle) |
| Skins | using skins won or purchased within computer games to gamble to win more skins and/or money |
| Loot boxes | purchasing loot boxes with real money while playing computer games |
| Non-money Social media/ app-based casino games | playing casino-style games via social media or mobile app, that doesn't involve money |
| Money Social media/ app-based casino games | playing casino-style games via social media or mobile app, that do involve money |
| Real life events | betting on elections, TV shows or other novelty events |

List of Figures

| | |
|--|-----|
| Figure 3.1: Prevalence of gambling participation in the past 12 months..... | 46 |
| Figure 3.2: Prevalence of gambling participation in the past 12 months by age, gender and location..... | 47 |
| Figure 3.3: Prevalence of participation in different gambling activities over the past 12 months..... | 49 |
| Figure 3.4: Frequency of purchasing a lottery product in the past 12 months..... | 50 |
| Figure 3.6: Frequency of placing bets on thoroughbred, harness or greyhound races in the past 12 months..... | 52 |
| Figure 3.7: Frequency profile of those who placed bets on sporting events in the past 12 months..... | 53 |
| Figure 3.8: Location or modality of gambling among those who placed bets on sporting events in the past 12 months..... | 54 |
| Figure 3.9: Frequency profile of those who played EGMs in the past 12 months..... | 55 |
| Figure 3.10: Location or modality of gambling among those who played EGMs in the past 12 months..... | 56 |
| Figure 3.11: Prevalence of participation in different gambling activities over the past 12 months by gender..... | 57 |
| Figure 3.12: Gambling activities with highest participation across age and gender groups...58 | |
| Figure 3.13: Prevalence of participation in different gambling activities over the past 12 months by location..... | 60 |
| Figure 4.1: Prevalence of PGSI risk categories..... | 62 |
| Figure 4.2 : Prevalence of PGSI risk categories among survey respondents by age and gender..... | 63 |
| Figure 4.3 : PGSI scores among WA Aboriginal and Torres Strait Islander identification..... | 65 |
| Figure 4.4 : PGSI scores among WA participants who speak a language other than english (LOTE) at home..... | 66 |
| Figure 4.5: Gambling activities by prevalence of participation in the last 12 months, and proportion gambling activity participants at moderate to severe risk of gambling harm..... | 69 |
| Figure 5.1 : Prevalence of gambling harms from the GHS-10 among respondents who have gambled in the past 12 months..... | 73 |
| Figure 5.2 : Proportion survey respondents in a close relationship with someone who gambles, who have been personally affected by their gambling in the past 12 months..... | 74 |
| Figure 5.3: Prevalence of harms from the GHS-AO experienced by respondents negatively affected by the gambling of someone they are in a close relationship with..... | 75 |
| Figure 7.1: Attitudes toward gambling..... | 91 |
| Figure 7.2: Knowledge of the illegality of online poker and online slots..... | 97 |
| Figure 7.3: Knowledge of online poker and online slots regulation by PGSI..... | 98 |
| Figure 7.4: Agreement with predictive control questions by PGSI..... | 99 |
| Figure 7.5: Agreement with predictive control questions by age and gender..... | 100 |
| Figure 8.1: Awareness of gambling support services..... | 102 |
| Figure 8.2: Proportion of survey respondents who are aware of gambling support services by | |

| | |
|---|-----|
| PGSI..... | 103 |
| Figure 8.3: Awareness of exclusion options from the Perth Casino..... | 104 |
| Figure 8.4: Awareness of consumer protection tools for EGM..... | 105 |
| Figure 8.5: Awareness of exclusion options for online gambling providers..... | 106 |
| Figure 8.6: Awareness of consumer protection tools for online gambling providers..... | 107 |
| Figure 8.7: Prevalence of desire for gambling help over the past 12 months..... | 108 |
| Figure 8.8: Prevalence of actual help sought, among those who wanted help in the past 12 months..... | 109 |
| Figure 8.9: Support services accessed in the past 12 months for respondents' own gambling, and someone else's gambling..... | 110 |
| Figure 8.10: Motivators for help seeking for own gambling..... | 111 |
| Figure 8.11: Motivators for help seeking for someone else's gambling..... | 112 |
| Figure 8.12: Barriers for help seeking for own gambling..... | 114 |
| Figure 9.1: Exposure to gambling advertising in WA by channel..... | 119 |
| Figure 9.2: Perceptions on how the volume of gambling advertising has changed over time... 121 | |
| Figure 9.3: Prevalence of seeing media content that might indirectly encourage gambling | 123 |
| Figure 9.4: Attitudes toward acceptability of gambling advertising..... | 126 |
| Figure 9.5: Attitudes toward effectiveness of harm minimisation messages..... | 127 |

List of Tables

| | |
|--|----|
| Table 2.1: Unweighted sample data and population data on key demographics.... | 36 |
| Table 2.2: Comparison of recent prevalence studies of gambling and gambling-related harm in Australia by sampling method..... | 42 |
| Table 3.1: Proportion of survey respondents who have engaged in at least one gambling activity over the past 12 months..... | 48 |

1. Introduction and background

Gambling participation and trends in Australia

Gambling is a widespread activity in Australia. In a 2022 national survey of Australian adults conducted by the Australian Gambling Research Centre (AGRC), it was estimated that roughly two-thirds to three-quarters of Australian adults gamble at least once in a given year (Australian Gambling Research Centre, 2023). The most common form of gambling is playing lotteries (including lotto draws and purchase of instant scratch tickets), with around half of adults participating in these products annually (Australian Gambling Research Centre, 2023). Other prevalent activities include buying raffle tickets, betting on thoroughbred or greyhound races, playing electronic gaming machines (EGMs), and sports betting (Australian Gambling Research Centre, 2023). Notably, a substantial minority, nearly one-quarter, participated in six or more types of gambling (Australian Gambling Research Centre, 2023).

Overall gambling participation rates in Australia have shown a modest decline over the past 10–20 years, but remain high by international standards (Productivity Commission, 2010; Australian Gambling Research Centre, 2023). In 1999, it was estimated that over 80% of Australian adults had gambled in the previous year (Productivity Commission, 1999), compared to the more recent estimates that put annual participation closer to 60-70% of adults. Notwithstanding the slight decline in gambling participation, Australia continues to record the highest per-capita gambling losses in the world. In the 2022–23 financial year, Australians lost approximately AU\$31.5 billion on legal forms of gambling – equivalent to around \$1,500 per adult (Equity Economics, 2025). This amount has risen in recent years despite a national cost-of-living crisis. Overall gambling expenditure thus seems to be increasing even if the proportion of people who gamble has decreased slightly.

The demographic profile of Australians who gamble skews toward certain groups. Men are more likely to gamble (and to spend more when gambling) than women across most forms of gambling (Australian Gambling Research Centre, 2023). People with lower educational attainment or lower income are more likely to participate in gambling overall, especially in land-based forms accessible in local communities. Older adults also have high participation rates, particularly in traditional forms such

as lotteries and bingo. They also commonly engage in venue-based gambling (such as gambling on EGMs in pubs or clubs) – a form of gambling that remains popular across age groups but is especially prevalent among older adults. For example, past research has found that EGM players are disproportionately represented among older adults, retirees, and people on lower incomes (Australian Gambling Research Centre, 2017). In contrast, some newer forms of gambling are attracting younger demographics. Sports betting and casino table games, for instance, tend to be most popular among younger men in their 20s and 30s. Overall, men, older individuals, and people of lower socioeconomic status have traditionally been the groups most likely to gamble regularly, though the rise of online gambling is bringing in younger gamblers as well.

One of the most significant trends in Australian gambling over the past decade has been the shift toward online gambling. While overall gambling participation has eased slightly, online wagering participation and expenditure have surged. Between 2019 and 2022, online gambling expenditure in Australia jumped by approximately 72%, a spike attributed in part to the COVID-19 pandemic and the proliferation of easy-to-use mobile betting apps (Australian Parliament House of Representatives Standing Committee on Social Policy and Legal Affairs, 2023). During pandemic lockdowns, many individuals who would normally gamble in venues (such as casinos, betting shops, or clubs) turned to online platforms. Additionally, government policies like the temporary early release of superannuation (retirement savings) in 2020 provided some people with funds that, in some cases, were channeled into gambling online. Young adult males (approximately 18–34 years old) were the cohort most likely to increase their online gambling during the COVID-19 period (Australian Gambling Research Centre, 2023). Even after pandemic restrictions eased, online gambling has remained more popular than before – by 2024, participation in online forms of gambling was highest among men, middle-aged adults (35–54), those in full-time employment with higher incomes, and those with post-secondary education (Suomi, Hahn, & Biddle, 2024). The convenience and constant accessibility of internet gambling have fundamentally changed Australia's gambling landscape, raising new regulatory challenges and concerns about gambling-related harm (discussed further below).

Gambling-related harms: a public health perspective

The concept of gambling-related harms has evolved in recent years from a narrow focus on a minority of “*problem gamblers*” to a broader public health understanding of how gambling can negatively affect individuals, families, and communities. Gambling-related harm is now commonly defined as any adverse consequence due to engagement in gambling that leads to a decrement in the health or well-being of an individual, family unit, community, or population (Langham et al., 2016; Browne et al., 2016). This definition encompasses a spectrum of negative outcomes that can arise from gambling, including in people who might not meet clinical criteria for a gambling disorder. It is important to distinguish between the medical diagnosis of Gambling Disorder (as defined in psychiatric manuals) and the broader notion of gambling harm. While “*problem gambling*” or gambling disorder refers to a condition of impaired control with severe personal consequences, the public health perspective recognises that harm can occur at much lower levels of gambling involvement and is not limited to those with an addiction (Browne et al., 2016).

Gambling harms span multiple domains of life. Langham et al. (2016) identified seven key dimensions of gambling harm:

- Financial harms, such as excessive debt, loss of savings or assets, and reduced financial security.
- Relationships and family harms, including interpersonal conflict, relationship breakdown, neglect of family responsibilities, or domestic violence linked to gambling stress.
- Emotional or psychological harms, including feelings of shame, guilt, anxiety, and depression resulting from gambling losses or associated life problems.
- Health harms, including negative impacts on physical and mental health, which can range from stress-related illnesses and sleep problems to increased risk of suicide in severe cases.
- Work or study harms, such as reduced performance at work or school, job loss, unemployment, or absenteeism due to gambling or its consequences.
- Cultural harms, meaning erosion of cultural practices or values, or conflict with cultural norms (this may be particularly relevant in certain communities where gambling disrupts customary social structures or communal obligations).

- Criminal harms, meaning illegal activities undertaken to finance gambling or as a consequence of gambling (for instance, theft, fraud, or embezzlement to obtain money, or criminal charges due to gambling-related family violence).

These harms often overlap and reinforce one another. For example, financial losses from gambling can trigger emotional distress and relationship conflict; strained relationships and mental health issues can, in turn, lead to job problems or further financial instability, creating a vicious cycle. In extreme cases, individuals experiencing severe gambling harm have significantly elevated risks of suicidal ideation and suicide attempts (Productivity Commission, 2010; Australian Parliament House of Representatives Standing Committee on Social Policy and Legal Affairs, 2023). Qualitative studies have described gambling-related crises where the combination of unmanageable debt, guilt, and hopelessness led people to consider or attempt taking their own lives (Lorains, Cowlishaw, & Thomas, 2011). Thus, although not as outwardly visible as some other public health issues, the psychological toll of gambling harm can be profound, and its worst outcomes can be life-threatening.

A critical insight from a public health approach is that focusing solely on the small proportion of individuals with severe gambling addiction understates the true scale of gambling harm in the population. Research has demonstrated a “*prevention paradox*” in gambling: the majority of gambling-related harm is actually experienced by people who do not fall into the highest risk categories for gambling-related harm. For instance, Browne et al. (2016) found that in Victoria, only about 15% of the total harm caused by gambling was attributable to those in the highest risk category. The remaining 85% of harm was distributed among low-risk and moderate-risk gamblers, simply because these lower-risk gamblers are far more numerous in the population even if the harm each individual experiences is less severe. In other words, many people who gamble even at modest levels can suffer some negative consequences (such as financial stress or regret), and collectively this accounts for a large burden of harm. This finding suggests the need to shift policy discussions toward gambling harm minimisation for the whole population rather than exclusively focusing on treating “*addicted*” gamblers.

Adopting a public health perspective means viewing gambling harm as a preventable and reducible problem at the population level. It emphasises measures that can reduce risk exposure and harm across the entire community, not just

interventions for individuals once problems are severe. This perspective is analogous to how public health approaches issues like alcohol consumption, i.e. by recognising a continuum from low-risk to hazardous use and implementing broad, multi-pronged strategies (e.g. a combination of taxation, access restrictions, education, and support services) to reduce overall harm. In the context of gambling, a public health approach highlights several important considerations, which are described in the sections below.

However, it is important to acknowledge that the public health framing of gambling harm has not been without criticism. Delfabbro and King (2020), for example, argue that gambling presents challenges for public health approaches due to the highly skewed distribution of harm to a relatively small proportion of society, and the difficulty of applying population-level interventions to what is often a highly complex, individualised problem. They suggest that individual-focused disciplines such as psychology and social work may offer more effective pathways to harm reduction in some cases.

Accessibility and exposure

The extent of gambling opportunities in society is directly linked to harm. Australia's high per-capita losses are often attributed to the easy availability of high-risk products, especially electronic gaming machines (EGMs), in local communities (Livingstone et al., 2019). From a public health standpoint, limiting exposure – for example, through caps on EGM numbers or restricting where and when gambling is offered – is a logical harm-reduction strategy. Western Australia's policy of confining EGMs to a single casino, unique in Australia, is one example of reducing community exposure to a harmful product (this is discussed further in the Western Australia section below).

Product safety and risk

Different gambling forms carry different levels of risk for harm. Continuous forms that allow rapid, repeated staking (such as EGMs or online casino games) are known to be most strongly associated with gambling problems (Browne et al., 2023). These products are often deliberately designed to encourage intensive play – for instance, modern poker machines feature immersive graphics and sounds, “losses disguised as wins,” near-miss symbols, and fast spin cycles that can trigger dopamine release in

the brain's reward pathways (Dowling et al., 2019). Such design features can foster addictive behaviour and impair a player's ability to track losses, making it easy to lose large sums quickly. Indeed, over half of gambling problems in Australia are attributable specifically to EGMs according to recent analyses (Browne et al., 2023). From a public health view, improving the "safety" of gambling products (e.g. slowing down play, reducing maximum bets, prohibiting certain features) or removing the most harmful products from general availability can significantly reduce harm.

Cognitive and informational factors

Many people who gamble have a limited understanding of the actual odds or underlying mathematics, and their decisions are often shaped by cognitive biases. Common fallacies include the "*illusion of control*" where individuals believe they can influence random outcomes and the "*gambler's fallacy*" which is the mistaken belief that a win is likely after a series of losses. These misconceptions, coupled with highly persuasive marketing, can lead to irrational and risky gambling behaviour (Leonard, Williams, & McGrath, 2021). A public health approach acknowledges the need for education and information to correct false beliefs about gambling. However, education alone is often not enough; it is most effective when combined with environmental measures. Public health experts often argue that just as the responsibility of reducing alcohol-related harm is not placed solely on individual drinkers, efforts to reduce gambling harm should not rely only on individual "*responsible gambling*" behaviours. Instead, a combination of individual-focused and systemic measures is necessary.

Broader determinants and co-morbidities

Gambling harm does not occur in isolation. It is frequently interwoven with other issues such as mental health disorders (e.g., depression, anxiety), substance abuse, and socio-economic disadvantage. People experiencing gambling problems often also experience stress, loneliness, and other mental health struggles, and vice versa (e.g. Lubman et al., 2017; Manning et al., 2017). This interplay can exacerbate harms. For example, someone gambling to cope with depression may fall deeper into financial trouble, worsening their mental health in a feedback loop. Additionally, gambling problems can both stem from and contribute to broader social issues like poverty, domestic violence, and crime. A public health lens therefore encourages viewing gambling harm in context: addressing underlying risk factors (such as

economic hardship or social isolation) and providing integrated support (e.g. mental health services alongside gambling help). It also means acknowledging that certain populations (for instance, some Aboriginal communities or culturally and linguistically diverse groups) might face unique vulnerabilities to harm due to historical and social factors, and tailoring responses accordingly.

National approaches to gambling regulation in Australia

Australia's system of gambling governance is complex, with responsibilities split between federal and state/territory governments. This has resulted in a patchwork of regulations and programs. Below is an overview of how gambling is being regulated nationally, including both regulatory frameworks and support services, as well as some recent reform efforts.

Regulatory framework

Regulation of gambling in Australia is primarily the responsibility of individual state and territory governments. Each state/territory has its own laws and regulatory bodies governing gambling activities (for example, licensing casinos, setting EGM regulations, and collecting gambling taxes). Private companies typically operate casinos, betting agencies, or machine venues under licenses issued by these state regulators. One important exception is WA's model (detailed in the next section), where certain forms of gambling are operated by state-run entities.

At the federal level, the Australian Government has a more limited but crucial role. The key area of Commonwealth responsibility is online gambling (interactive gambling), such as internet sportsbooks, betting apps, and certain lottery services. It is principally regulated under the *Interactive Gambling Act 2001*, which prohibits online casino-style games and unlicensed gambling, and under the oversight of the Australian Communications and Media Authority (ACMA). The federal government, in cooperation with states, has also developed the National Consumer Protection Framework (NCPF) for Online Wagering, which was agreed in 2018. Although its content centres on consumer protection, the NCPF reflects a coordinated regulatory approach across jurisdictions.

It is also worth noting that illegal offshore gambling websites pose a regulatory challenge. Despite Australian laws, many offshore online casinos and betting sites

(not licensed in Australia) are accessible to Australians. These sites operate outside the consumer protection frameworks, potentially increasing harms. For example, they may not honor self-exclusion or have proper identity checks, and winnings are not guaranteed, meaning that players who win money on illegal offshore gambling websites may not actually receive their winnings because those sites are not subject to Australian regulatory oversight or enforcement. The ACMA has been working to block or deter these illegal services (e.g., by requesting internet service providers block access, and by disrupting financial transactions to known illegal operators), but enforcement is difficult. This grey area means that if domestic regulations tighten (for example, banning certain products or ads), some gamblers might seek out offshore options, making enforcement and public education about these risks an ongoing component of harm minimisation strategy.

Consumer protection

The NCPF provides a set of 10 standard consumer protection measures that apply to online wagering nationally. These measures include, for example: mandatory account verification to prevent underage gambling, voluntary opt-out pre-commitment (where players can set deposit limits), a national self-exclusion register, consistent responsible gambling messaging in advertising, and a ban on lines of credit being offered by wagering providers. Implementation is shared – some aspects are enforced by ACMA, while others rely on state regulators – but the aim is to provide a baseline of harm minimisation standards across all online betting providers in Australia.

One notable recent initiative from the NCPF is BetStop, the National Self-Exclusion Register for online gambling, which launched in 2022. BetStop allows individuals to self-exclude from all licensed online wagering services in a single step, for a chosen period (up to lifetime). This is a significant step because previously, self-exclusion had to be requested separately with each operator. While BetStop is an important tool, early evidence suggests that such self-exclusion programs are under-utilised and not fully effective on their own. Many people who could benefit from self-exclusion either do not sign up or relapse into gambling despite being registered (Gainsbury, 2014). Additionally, an individual could self-exclude from online betting yet continue to gamble in venues or via other means. Lack of integration between different

self-exclusion systems (online vs. venue-based, and across different states) remains a challenge.

Advertising regulation has become a focal point of national harm-minimisation policy in recent years. In response to mounting community concern about the saturation of gambling ads (particularly during sports broadcasts when children might be watching), the Australian Government introduced new advertising restrictions in 2018. These rules – often referred to as the “*siren-to-siren*” ban – prohibit gambling advertisements during live sports events on television, radio, and streaming services from 5 minutes before the start until 5 minutes after the conclusion of play (up until 8:30 PM for games that run in the evening). Promotions of betting odds during play are also banned, and broadcasters must adhere to responsible gambling messaging guidelines. These restrictions do not apply to dedicated gambling programs or to advertising during horse racing broadcasts, and they do not cover the entire spectrum of advertising (for instance, billboard and online/social media ads remain prevalent). While the 2018 measures were a step forward, some have argued they do not go far enough. In 2023, a federal parliamentary inquiry into online gambling recommended moving towards a comprehensive ban on all gambling advertising on TV, radio and online within a three-year window (House of Representatives Standing Committee on Social Policy and Legal Affairs, 2023). Public policy momentum appears to be shifting toward stricter control of gambling ads, recognising their role in normalising gambling and potentially encouraging young people to start gambling.

Beyond advertising, broader regulatory reforms are being actively discussed at the national level. A recent report by the Grattan Institute called for sweeping changes to better prevent gambling harm (Sathanapally et al., 2023). Key recommendations included:

- Banning all gambling advertising and inducements (such as sign-up bonuses) to significantly reduce the exposure of the general public, and especially minors, to gambling promotion.
- Reducing the number of EGMs in the community over time, particularly in states where machine densities are highest, to lower overall harm caused by these devices.

- Implementing mandatory pre-commitment systems on gambling expenditure – for example, requiring all gamblers to set binding limits on their losses (daily, monthly, annual) for both online betting and electronic gaming machines.
- Strengthening intervention measures in venues, such as requiring carded play and real-time monitoring of EGM play to identify and assist problem gamblers (as has recently been trialled in some jurisdictions).

These proposals reflect a more proactive, population-wide preventive approach. While some states, notably New South Wales (NSW) and Victoria (VIC), have started to implement or pilot such measures (e.g. Victoria introduced a statewide mandatory pre-commitment and carded play system for its casino EGMs in 2023). However, implementation of such measures remains fragmented across states and territories. The absence of a single national regulator for most gambling means reform often depends on coordinated state action or federal leadership in its limited domain.

However, these initiatives have not been universally welcomed. Industry stakeholders, such as Responsible Wagering Australia, have raised concerns that overly stringent regulation could have unintended consequences. Responsible Wagering Australia argues that excessive restrictions may push consumers toward unregulated offshore markets, where protections are weaker or absent. The industry has also contended that most players gamble responsibly, and that educational approaches, data-driven tools, and voluntary measures are more effective than blanket bans or rigid mandates. Some gambling operators have supported harm-reduction measures in principle but cautioned against overreach that could penalise non-problem gamblers or reduce product availability in a way that distorts the legal market (Responsible Wagering Australia submission to the Public Accounts and Estimates Committee, Parliament of Victoria, 2023).

Support services and harm minimisation programs

Alongside regulatory measures, Australia has developed a network of support services and programs aimed at reducing gambling harm and assisting those affected. Many of these services are funded by State governments (often via the levy on gambling revenue) and delivered by non-government organisations. Key components of the support system include:

- **Telephone and online helplines.** Australia has a National Gambling Helpline (reached through a single number, which then directs callers to the service in their state). This 24-hour helpline offers immediate crisis support, information, and referral to local services. Additionally, Gambling Help Online is a national online service providing live chat counseling, email support, and online resources, catering especially to those who prefer anonymity or cannot easily attend face-to-face services.
- **Face-to-face counseling services.** Each state and territory funds free or low-cost counselling for people experiencing gambling problems and for affected others (such as family members). In WA, for example, organisations like Centrecare and Relationships Australia provide gambling help counselling. These services typically offer individual counseling, financial counseling (to help manage debts and finances), and often group support programs. Group programs can be important in reducing isolation and help people build skills to manage gambling urges in a supportive peer environment.
- **Self-exclusion programs.** As mentioned earlier, self-exclusion is a harm-reduction tool whereby individuals can sign up to ban themselves from gambling venues or websites. Every state has provisions for self-exclusion from casinos and EGM venues; this usually involves filling out a form, after which venue staff are responsible for denying entry or removing the individual if recognised. With the advent of BetStop for online betting, Australians can now also self-exclude from all licensed online operators in one process. However, uptake is relatively low compared to the number of people who could benefit. According to figures released by the ACMA, 30,493 people in Australia had registered to self-exclude from all licensed online and phone wagering providers between the date BetStop first launched (21 August 2023) and the end of the first quarter of FY 2024-25. As at 30 September 2024, 23,182 people had active exclusions, meaning that 7,311 people had completed their self-exclusion or cancelled their exclusion early (Australian Communications and Media Authority, 2024). Many people who gamble delay self-exclusion until harms become very severe, and some revoke their exclusions once acute feelings of regret subside. Therefore, while useful, self-exclusion has not been found to be sufficient on its own to mitigate harm (Thomas et al., 2016; SA Centre for Economic Studies, 2003); it works best in

conjunction with other supports (like counseling) and when exposure to gambling is also limited in other ways.

- **Education and early intervention programs.** Various educational initiatives exist to raise awareness about gambling risks and to encourage responsible gambling behaviours. These range from school-based programs (to teach adolescents about probability and the risks associated with gambling, particularly relevant given the rise in sports betting advertising targeting young people), as well as public awareness campaigns (e.g., media campaigns warning about the signs of problem gambling, or encouraging people to “set a limit”). Some jurisdictions run specific programs for high-risk groups – for example, tailored resources for culturally and linguistically diverse (CALD) communities, youth, or for industries like the armed forces or mining (where evidence suggests higher gambling participation). The effectiveness of education programs is mixed; they can improve knowledge, but translating that into behaviour change is difficult. Still, they form an important part of a comprehensive harm-minimisation approach.
- **Venue responsibility measures:** In all states, gambling venues (such as casinos, clubs, pubs with EGMs, and TAB betting outlets) are subject to responsible gambling regulations. These typically require staff training to recognise and respond to signs of problem gambling, the display of information about support services, and provision of self-exclusion on request. Some venues also implement additional voluntary measures like setting time or spending limits, providing ATM withdrawal limits or removing ATMs, offering deposit limit setting on loyalty cards, etc. However, the enforcement of responsible gambling in venues has been critiqued as inconsistent. Investigations have found that intervention by venue staff is often lacking even when patrons show clear signs of distress or excessive gambling (Rintoul et al., 2017; Delfabbro et al., 2007). The onus has largely been on individuals to control their gambling (the so-called “responsible gambling” paradigm), which as noted, is being re-examined in light of a public health view that systemic changes are needed.

Help-seeking from gambling support services in Australia

Research into help-seeking behaviour consistently shows that only a minority of people with gambling problems seek formal assistance. Some commonly reported

barriers include: a desire to handle the problem alone (self-reliance), feelings of shame or embarrassment (stemming from the stigma around uncontrolled gambling), denial or minimisation of the problem (not perceiving one's gambling as “*serious enough*” to warrant help), and practical issues with services (such as not knowing services exist, or perceiving them as inconvenient or not culturally suitable (Suurvali et al., 2009; Gainsbury, Hing, & Suhonen, 2014; Pulford et al., 2008; Evans and Delfabbro, 2005).

Western Australia: a unique gambling environment

WA represents a distinctive case within Australia in terms of gambling regulation and associated gambling harms. The state's gambling landscape is characterised by a more restrictive regulatory model, differing participation patterns, and unique demographic factors, all of which influence gambling prevalence and the incidence of harm.

Regulatory model – “destination gambling”

A key distinction in WA is the adoption of a “destination model” for EGMs. Unlike all other Australian jurisdictions, WA does not permit EGMs in hotels or clubs; they are restricted solely to the licensed casino, Crown Perth (formerly Burswood Casino; Productivity Commission, 2010). This policy, in place since the 1980s, reflects a longstanding harm minimisation strategy intended to limit widespread community access to EGMs, identified elsewhere as a significant contributor to gambling-related harm (Productivity Commission, 1999). Even within licensed casinos, EGMs can only be operated if they meet specific design specifications. For example, since July 2023, the maximum stake per spin has been capped at \$10, and machines must follow a predefined speed of play of at least 3 seconds for unpaid game features and 5 seconds for paid game features, aiming to mitigate harm through slower play and lower betting intensity (Department of Local Government, Sport and Cultural Industries [DLGSC], 2023).

The consequence of the destination model for EGMs is that gambling on EGMs in WA is a more deliberate activity, requiring intentional travel to the Crown Perth casino, in contrast to jurisdictions where casual EGM access is across local pubs, clubs and hotels. EGM participation in WA is correspondingly lower: the Second

National Study of Interactive Gambling reported that approximately 8–9% of WA adults played EGMs in the past year, compared with 15–20 % in most other states (Hing et al., 2021).

Conversely, Western Australians exhibit higher participation rates in lotteries and scratch ticket products. Rockloff et al. (2021) found that approximately 50 per cent of WA adults purchased lottery or scratch tickets annually, a higher rate than elsewhere in Australia. Higher engagement in casino table games has also been observed in WA, which may reflect the tendency for patrons visiting Crown Perth for EGMs to also participate in table games (Rockloff et al., 2021). These patterns suggest a form of substitution effect: in the absence of widespread pokies and Keno (a lottery-style gambling game commonly found in casinos, pubs, clubs, and online platforms), gambling expenditure may be channelled into lotteries or into casino games and online gambling.

State-run gambling operations

WA is unique among Australian jurisdictions in operating state-owned gambling enterprises. Lotterywest operates the public lottery, and Racing and Wagering Western Australia (RWWA) controls parimutuel betting services (*Racing and Wagering Western Australia Act 2003*). Lotterywest is mandated not only to operate lottery products but also to distribute proceeds through grants to charitable and community organisations, presenting a model of community benefit from gambling revenue (Lotterywest, 2022). This contrasts with other jurisdictions where lotteries are operated by private entities such as Tabcorp.

The WA Government's dual role as regulator and operator presents potential conflicts between harm minimisation and revenue generation, a well-recognised dilemma in gambling regulation (e.g. Rockloff et al., 2021). While Lotterywest products are generally classified as low-risk forms of gambling (Productivity Commission, 2010), Racing and Wagering WA's wagering operations are exposed to the challenges associated with problem gambling among customers.

WA's regulatory environment includes several additional harm minimisation measures: a 90 per cent minimum return-to-player on all EGMs, prohibition of credit betting at Crown Perth, and the early adoption (in 2019) of a 15 per cent

point-of-consumption tax on wagering revenues (Government of Western Australia, 2018).

Gambling harm and prevalence in WA

WA exhibits relatively high overall gambling participation but lower rates of recorded gambling harms compared to other Australian jurisdictions. The Second National Interactive Gambling Study (2019–20) found that WA had the highest proportion of adults who gambled in the past year (63 per cent), compared to between 56 and 60 per cent in other states (Hing et al., 2021). However, WA consistently reports lower rates of problem gambling. Earlier data from national inquiries (Productivity Commission, 1999; 2010) estimated WA's problem gambling rate (as measured by tools such as the Problem Gambling Severity Index⁵) at approximately 0.7–1.0 per cent of the adult population, about half the rate recorded in other jurisdictions. More recent estimates presented to the Perth Casino Royal Commission indicated that 0.9 per cent of WA gamblers across all forms of gambling were classified as problem gamblers, compared to around 2.3 per cent nationally (Perth Casino Royal Commission, 2022).

Additionally, a higher proportion of WA gamblers fall into the “*non-problem*” category: approximately 85 per cent compared to approximately 80 per cent nationally (Perth Casino Royal Commission, 2022). These findings are consistent with the expectation that limiting community access to EGMs can reduce gambling harm at the population level (Productivity Commission, 2010). However, concerns have also been raised that WA's relatively low prevalence of problem gambling may foster complacency, potentially allowing emerging risks – such as those associated with online sports betting – to receive insufficient policy attention (Rockloff et al., 2021; Australian Gambling Research Centre, 2023b; Australian Parliament House of Representatives Standing Committee on Social Policy and Legal Affairs, 2023).

⁵ The Problem Gambling Severity Index (PGSI) is a standardised tool used to assess the severity of gambling-related issues (Ferris & Wynne, 2001). It consists of nine questions that explore behaviours such as betting more than one can afford, chasing losses, feeling guilty about gambling, and the impact on finances and relationships. Based on total scores (ranging from 0 to 27), individuals are categorised as follows: 0 = non-problem gambling, 1–2 = low risk, 3–7 = moderate risk, and 8 or above = problem gambling.

Geography and accessibility

WA's large geographic size and low population density also shape gambling participation patterns. With most of the 2.8 million residents concentrated in Perth, the location of the sole casino limits physical access to high-intensity gambling for regional and remote populations. In contrast to other states, where most residents live within a few kilometres of an EGM venue, many WA residents particularly in regional areas, have no proximate access to EGMs (Productivity Commission, 2010). Research has identified reduced physical accessibility as a protective factor against frequent and impulsive gambling (Delfabbro & King, 2020; Badji, Black, & Johnston, 2021; Young, Markham, & Doran, 2012).

Nonetheless, informal gambling and online gambling are also present in remote areas. Additionally, specific sub-populations, such as Fly-In Fly-Out (FIFO) workers in the mining sector, may face elevated gambling risks. A study by Doran and Young (2010) examined EGM usage among mobile construction workers, a group analogous to FIFO workers, on the Sunshine Coast (Queensland). The study found that construction workers, due to their limited discretionary mobility and reliance on gambling venues for social interaction, exhibited higher levels of problem gambling risk. The authors concluded that mobility combined with social isolation increases vulnerability to gambling-related harm. While there is limited WA-specific research on this issue, it remains a relevant consideration for policy development.

Aboriginal communities and gambling

Aboriginal and Torres Strait Islander people comprise approximately four per cent of WA's population (Australian Bureau of Statistics [ABS], 2021), with many residing in regional or remote areas. Gambling occupies a complex role in Aboriginal communities. Although traditional cultural practices did not include commercial gambling, gambling activities such as card games have become widespread social practices (Breen, 2008). Research indicates higher participation rates in gambling among Aboriginal and Torres Strait Islander peoples relative to non-Aboriginal and Torres Strait Islander people (Hing & Breen, 2014). Factors contributing to gambling-related harm among Indigenous populations include socioeconomic disadvantage, geographic isolation, and the communal sharing of financial resources, which can amplify the impacts of gambling losses (Hing & Breen, 2014;

Hing et al., 2014). However, there is limited systematic research specific to Aboriginal communities in WA. Culturally appropriate harm minimisation strategies, including community-led education initiatives and tailored support services, are considered essential to addressing gambling-related harm among Aboriginal people (Hing et al., 2014).

Implications and the need for WA-specific research

The unique features of Western Australia's gambling environment – stricter regulation of EGMs, state-run lottery and betting, the geographic isolation of many communities, and distinctive workforce and demographic factors, have resulted in a somewhat different profile of gambling behaviour and harm. By some accounts, WA may have seen lower levels of gambling harms, partly due its more restrictive policies. In fact, Western Australia is sometimes cited as an example of how limiting machine gambling can significantly reduce harm at a population level. However, it is also the only jurisdiction in Australia without recent comprehensive data on gambling prevalence and harm. The last detailed gambling prevalence survey specific to WA is over a decade old, and much of WA's policy has been guided by national data or older inquiries. The 2021–2022 Perth Casino Royal Commission (PCRC), which was established to investigate Crown Perth's suitability to hold its casino licence, highlighted this gap. In its final report, the PCRC explicitly recommended that the WA Government undertake state-specific research into the prevalence of gambling participation and gambling-related harm in Western Australia (Perth Casino Royal Commission, 2022). The Commission noted that without up-to-date evidence, it is difficult to gauge the true extent of issues in WA, especially given changes such as the growth of online gambling. It also pointed out that WA's apparent lower harm rates should be interpreted cautiously, as they might be changing with new gambling trends. The current research aimed to address this gap in up-to-date evidence identified by the Commission.

2. Methodology

Research design

A mixed-methods study consisting of a quantitative prevalence survey and semi-structured qualitative interviews.

Ethics

The Bellberry Human Research Ethics Committee reviewed and approved this study (Application No. 2024-11-1982), including both the prevalence survey and interviews, in accordance with the National Statement on Ethical Conduct in Human Research (2023). Participants provided informed consent prior to participation in the survey and the interviews. Participants were additionally provided with contact details of free support services including Lifeline, Beyond Blue, The National Gambling Helpline, Gambling Help Online, and Gambling Help WA.

Prevalence survey

Data collection for the WA gambling harms survey was conducted via an online survey panel (PureProfile). This was a nationally representative cross-sectional survey to assess the prevalence of gambling participation and associated harms in WA. The survey was conducted over a period of approximately 8 weeks, from 6 February 2025 to 31 March 2025.

Sample

A total of 2,512 current WA residents aged 18 or over took part in the survey. There were no further exclusion criteria on participation. Survey respondents were recruited through an online panel provider, using a representative sampling quota approach that aimed to reflect the most recent Australian census across age, gender, and location (metropolitan vs non-metropolitan).⁶ See the *Table 2.1* below for deviations of our sample from census data.

Survey respondents received an incentive payment between AU\$5.75 and AU\$10 for completing the survey.

⁶ Location was classified using postcode information provided by survey respondents.

Table 2.1: Unweighted sample data and population data on key demographics

| | Unweighted sample proportion (% of entire sample) | Population data from census (% of population) |
|--|--|--|
| Age | | |
| 18-24 | 11% | 11% |
| 25-34 | 20% | 18% |
| 35-44 | 20% | 18% |
| 45-54 | 16% | 17% |
| 55-64 | 13% | 15% |
| 65+ | 20% | 21% |
| Gender | | |
| Male | 46% | 49% |
| Female | 54% | 51% |
| Location | | |
| Metropolitan | 82% | 80% |
| Non-metropolitan | 18% | 20% |
| CALD | | |
| Identification as Aboriginal or Torres Strait Islander | 3.5% | 3% |
| Socio-Economic Indexes for Areas | | |
| Metropolitan | | |
| Quintile 1 | 10% | 8.6% |
| Quintile 2 | 11% | 10.4% |
| Quintile 3 | 19% | 17.7% |
| Quintile 4 | 16% | 16.4% |
| Quintile 5 | 26% | 26.8% |
| Non-metropolitan | | |
| Quintile 1 | 5% | 4.1% |
| Quintile 2 | 9% | 8.8% |
| Quintile 3 | 3% | 4.0% |
| Quintile 4 | 1% | 2.1% |
| Quintile 5 | 1% | 1.0% |

Survey Instrument

The survey instrument was designed to align with other gambling prevalence surveys developed for use in Australia which included questions on:

- General demographic information
- Gambling participation across a range of gambling modalities (Adapted from the *Queensland Gambling Survey 2023*)
- The frequency of, and expenditure associated with participation (Adapted from the *Queensland Gambling Survey 2023*)
- Beliefs around gambling, and gambling harm (including the *Attitudes Towards Gambling Scale*: Canale, et al. 2016)
- Risk of gambling-related harms (including the *Problem Gambling Severity Index*: Ferris & Wynne, 2001)
- Self reported experience of harms from own gambling (including the *Gambling Harms Scale*: Browne et al. 2022)
- Self reported experience harms from others' gambling (including the *Gambling Harms Scale - Affected Others*: Browne et al. 2023b)
- Gambling advertising and promotion
- Gambling literacy (including the *Gambling Related Cognitions Scale*: Raylu, 2004)
- Knowledge of legal restrictions and responsibility of gambling operators
- Knowledge and experience with gambling support services
- Co-morbidities (including alcohol use and the 10-item *Depression Anxiety Stress Scale*: Halford & Frost, 2021)
- General profiling (media use and sports participation)

The full survey is available in Appendix A.

Data analysis

Data analysis was performed using the R statistical computing language. Survey data was weighted to align with census data on age, gender, and location of residence, and only complete cases were used in analysis.

A total of 8 participants responded to the question about gender with an answer other than man or woman. Where plots were produced for examining trends by age group, gender and/or location, it was not possible to include columns for people who identified as another (or no) gender by age group, due to small numbers.

Semi-structured interviews

50 semi-structured interviews and one focus group were conducted to better understand how gambling is perceived and experienced in WA. The focus group was conducted in person, along with five expert stakeholder interviews. The remaining 45 interviews were conducted online via Microsoft Teams. Participants included a mix of:

- WA community members
- People with lived experience of gambling harm
- Concerned significant others
- Relevant stakeholders from across the gambling, health, and policy sectors.

Interviews were typically one hour in length. Stakeholder interviews followed tailored topic guides depending on participant background and expertise.

Interviews with WA community members

Sixteen interviews were conducted with members of the WA community. Participants were recruited via a panel provider (ThinkField), and included individuals from metropolitan ($n = 3$), regional ($n = 2$), and rural areas ($n = 2$), as well as culturally and linguistically diverse backgrounds ($n = 5$) and FIFO workers ($n = 3$). Participants were recruited solely on the basis of their membership of these demographic categories, and not, for example, whether they gamble or not. Participants received AU\$70 in the form of a Giftpay voucher for their participation.

These interviews focused on perceptions of gambling, participation in gambling activities, experiences of gambling advertising, and views on the risks and harms associated with different gambling products.

The topic guide for the interviews conducted with WA community members is available in Appendix B.

Interviews with Western Australian residents with lived experience of gambling harm and concerned significant others

Eight interviews were held with people who had personal lived experience of gambling harm, and a further four were conducted with concerned significant others (CSOs) - friends or family members who had supported someone affected by gambling harm. Participants were recruited through a combination of referrals from a gambling support service, and via a panel provider (Thinkfield). Participants received AU\$70 in the form of a Giftpay voucher for their participation.

These conversations centred on participants' personal stories, their experiences with support services, and their reflections on how gambling advertising had influenced their or their loved ones' behaviour. The topic guide for the interviews conducted with WA residents who have lived experience of is available in Appendix C.

The topic guide for the interviews conducted with CSOs is available in Appendix D.

Consultation interviews with stakeholders or interested parties

Twenty-two interviews were conducted with stakeholders or interested parties who have a professional or organisational role in understanding, responding to, or regulating gambling in WA. These included representatives from WA Government departments and regulators, gambling support services, public health organisations, academic institutions, and gambling operators. Stakeholders or interested parties were not offered incentive payments (monetary or otherwise) for their participation.

Stakeholder interviews covered a range of themes, including the nature and drivers of gambling harm, barriers to help-seeking, and the perceived impact of gambling advertising. Interview guides were adapted based on each participant's area of expertise - for example, public health stakeholders were asked more detailed questions about awareness campaigns and preventative strategies.

A focus group was also held with representatives from the Gaming and Wagering Commission to gain insight into regulatory perspectives and operational priorities.

The topic guide for the interviews conducted with stakeholders or interested parties is available in Appendix E.

Implications of online panel-based sampling in the WA gambling prevalence survey

The sampling method applied in a study refers to the channels and procedures used to select and gather responses from a selection of individuals in a population to estimate the characteristics of the whole population of interest. Two sampling methods have predominantly been applied in Australia for the purposes of conducting prevalence studies on gambling:

- **Random Digital Dialing (RDD)** is a method of selecting participants from a comprehensive database of all (or most) landline and mobile phone numbers. This method has long been considered the gold standard for prevalence studies that try to estimate trends occurring in state or national populations. Because almost every person in the population has a phone number, randomly selecting people from a list of phone numbers theoretically means that every person in the population has a chance of being picked for the study. In prevalence studies conducted using RDD, survey questions are usually administered via phone call, where a researcher asks the participant survey questions over the phone, and records their response.
- **Online panel-based sampling** is a method of selecting participants from a large panel of individuals who have agreed to participate in research activities, including surveys, on an ongoing basis. Panel providers often collect demographic information from their panel members, which allows for targeted recruitment of participants based on the population being studied. For prevalence studies, online panel-based sampling allows for the targeted recruitment of participants so that the composition of demographic characteristics such as age, gender, and location among participants in the sample reflects the Australian census. In prevalence studies conducted using online panel-based sampling, survey questions are administered using an anonymous online survey that is completed independently by the participants.

Both RDD and online panel-based sampling approaches have also been used to inform gambling policy in Australia. For example, an online-panel based sampling approach was used by the Australian Gambling Research Centre (AGRC) to conduct a 2022 prevalence study on gambling participation and gambling-related harms in Australia, which was as a key source of evidence in the *Australian Senate*

Inquiry into online gambling and its impacts on those experiencing gambling harm (2023). At the state-level, QLD, NSW and VIC have recently conducted gambling prevalence studies using RDD or similar phone-number based sampling, providing important state-specific prevalence estimates to inform evidence-based policy making.

Prevalence studies using online-panel based sampling typically yield higher estimates of gambling participation and gambling harm

Recent research in both Australia and the United Kingdom has found that prevalence studies using online panel-based samples tend to yield higher estimates of gambling participation and gambling harm compared to studies using RDD. For example, in the UK, the Gambling Commission's pilot phase of the Gambling Survey for Great Britain reported elevated levels of gambling harm in its online panel-based survey compared to previous face-to-face and telephone-based surveys (see also: Sturgis & Kuha, 2022).

Similar trends can also be observed in recent gambling prevalence studies conducted in Australia. *Table 2.2* outlines the sampling methods used by recent prevalence studies (including the current WA study), alongside the reported prevalence estimates of gambling participation in the past 12 months ("12-month gambling"), and of people who are at any level of risk of gambling harm ("PGSI+1"). Notably, the prevalence estimates of PGSI+1 observed in the online panel-based samples (46% of National population, 42% of WA residents) were more than double the prevalence estimates in phone-based samples (20% of NSW residents, 15.8% of VIC residents, 9.5% of QLD residents).

Table 2.2: Comparison of recent prevalence studies of gambling and gambling-related harm in Australia by sampling method

| | Target population | Sampling Method | 12-month gambling | PGSI+1 |
|---|---------------------|---|-------------------|--------|
| NSW Gambling Survey 2024 | NSW residents | Random selection from a list of mobile phone numbers from the Integrated Public Number Database | 53.5% | 20% |
| Victorian population gambling and health study 2023 | VIC residents | Random digit dialing of mobile phone numbers | 53.3% | 15.8% |
| Queensland Gambling Survey 2023 | QLD residents | Stratified selection from a list of landline and mobile phone by SA4 regions | Not reported | 9.5% |
| Gambling participation and experience of harm in Australia 2023 | National population | Representative online-panel sample aligned with ABS population on age, gender and location | 73% | 46% |
| WA Gambling Survey 2025 (the current study) | WA residents | Representative online-panel sample aligned with ABS population on age, gender and location in Western Australia | 86% | 43% |

There is currently no clear consensus on whether RDD or online panel-based sampling provides more accurate estimates of gambling participation and gambling-related harm

Both RDD and online panel-based sampling are subject to different forms of bias (for

recent Australian discussion see: Russell et al, 2022). RDD can suffer from low compliance rates, as potential respondents may decline to participate or screen out unknown calls. Social desirability bias is also a risk in surveys conducted via phone call, where respondents may downplay behaviours perceived as stigmatised, increasing the risk of under-estimating the prevalence of gambling participation and gambling related-harm. Online panel-based surveys mitigate some of these issues through self-completion, but are more vulnerable to selection bias if certain population groups such as older adults or those with limited internet access are underrepresented. Conversely, online samples can overrepresent people who are younger, more technologically engaged, and more likely to gamble online, which may in turn inflate estimates of harm (Sturgis & Kuha, 2022).

Implications for the current study

In the WA context, the online panel used for this study was structured to align with ABS census benchmarks on key demographics including age, gender, and region. However, online panel-based samples may still under-represent individuals who are not regular internet users, including some older adults and those in remote areas. At the same time, this approach may over-sample younger and more frequent internet users - groups that are more likely to engage in high-risk forms of gambling, such as online wagering.

This has important implications. The sample's composition may increase sensitivity to emerging forms of gambling harm, particularly those associated with online products. While this may result in higher prevalence estimates compared to other survey methods, it also enables early identification of risk in demographic groups that are increasingly exposed to digital gambling environments. The relative efficiency and low cost of online panel-based sampling approaches also mean that prevalence studies can be conducted more regularly to quickly identify new and emerging forms of gambling participation, and sources of gambling harm. In this way, online panels can be a valuable tool for informing forward-looking harm minimisation strategies.

Key takeaways: Implications of online panel-based sampling

- The WA gambling prevalence survey employed an online panel-based sampling approach, the same approach is used by Australian Gambling Research Centre (AGRC) when conducting prevalence studies on gambling participation and harm in the national population. However, other state-level gambling prevalence studies such as those conducted in NSW, QLD and VIC have employed a telephone based sampling approach.
- Online panel-based sampling approaches yield higher prevalence estimates of gambling participation and gambling harm compared to telephone based approaches such as Random Digit Dialling. For this reason, **readers should avoid comparing prevalence estimates from this report directly with those reported in other states.**
- The following conventions have been adopted in this report for the purposes of making comparisons with other Australian jurisdictions:
 - Where appropriate, the prevalence estimates from the WA gambling prevalence survey have been benchmarked to the prevalence estimates reported by the AGRC.
 - Due to the difference in sampling methodology, no direct comparisons will be made between the prevalence estimates from the WA gambling prevalence survey, and other state-level prevalence studies.
 - Any comparisons between the WA gambling prevalence survey and other state-level prevalence studies presented in the report refer only to broad patterns such as the relative ordering of gambling activities, or relative prevalence across population groups.

3. Gambling participation in Western Australia

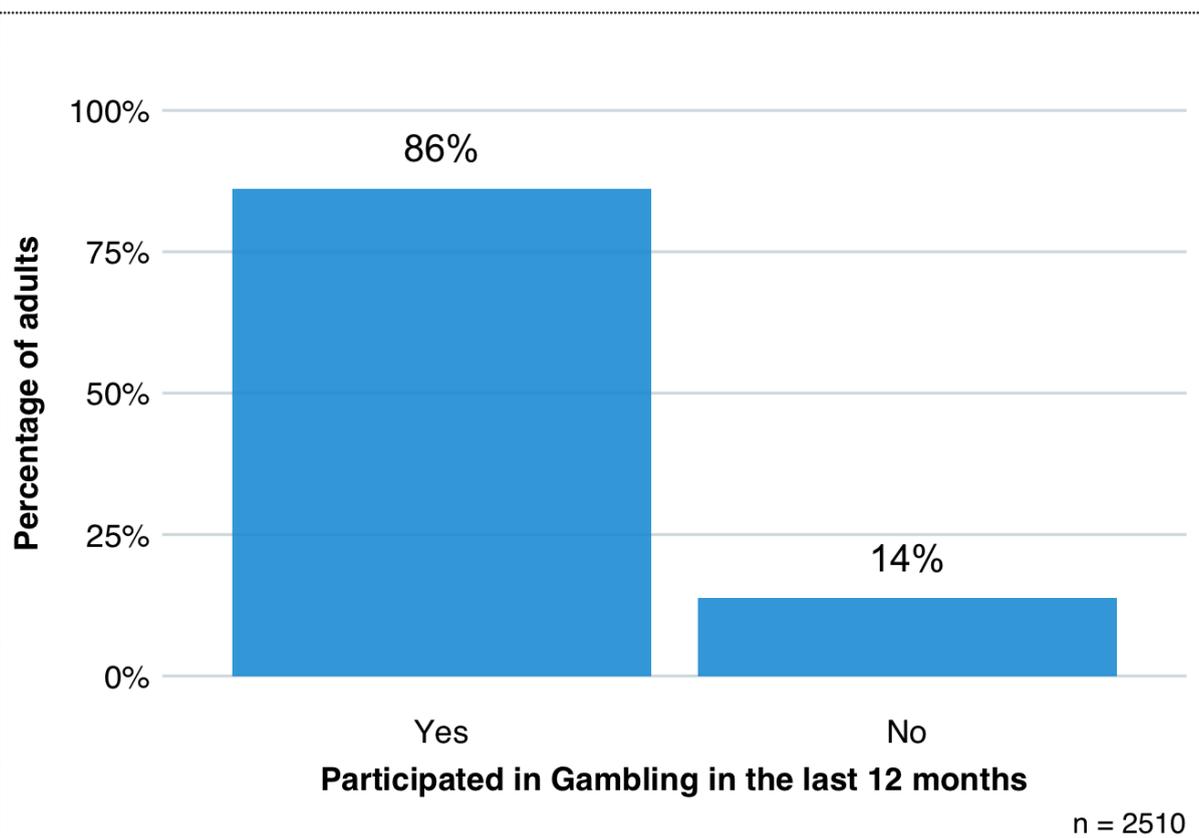
Key findings

- Approximately 86% of WA survey participants reported engaging in at least one form of gambling in the past 12 months.
- Overall, male survey respondents (88%) and female respondents (85%) had similar rates of participation in at least one gambling activity over the past 12 months. Rates of participation were also similar among survey respondents living in metropolitan (86.5%) or non-metropolitan (84%) locations. Gambling participation over the past 12 months was lower among 18–24-year-olds (79%), whereas rates remained consistent across older age groups.
- Lottery products were the most prevalent form of gambling among survey respondents, with 67% having purchased at least one lottery ticket in the past 12 months. Notably, EGMs were a relatively uncommon form of gambling activity among survey respondents, with past 12 month participation in EGMs (12%) being almost half as common as activities such as race betting (24%) and sports betting (19%).
- Female respondents had higher rates of purchasing scratch tickets (49% for female, 41% for male), while male respondents had higher rates of participation in race betting (18% for female, 31% for male) and sports betting (11% for female, 30% for male). Sports betting participation was particularly prevalent among men aged between 18 and 44 years. Participation in lottery products increased with age, with survey respondents aged between 18-24 being the least likely to have purchased lottery products in the past 12 months (32% for women, 28% for men).

Prevalence of participation in any gambling activity in the past 12 months

Approximately 86% of WA survey participants reported engaging in at least one form of gambling in the past 12 months (Figure 3.1). This is notably higher than the national prevalence estimate published by the Australian Gambling Research Centre (72.8%). This elevated rate aligns with findings from the only other large-scale gambling study conducted in WA (Russell et al., 2023), which reported that 62.9% of WA participants had gambled in the previous year, compared to 56.3% of participants from other states.

Figure 3.1: Prevalence of gambling participation in the past 12 months



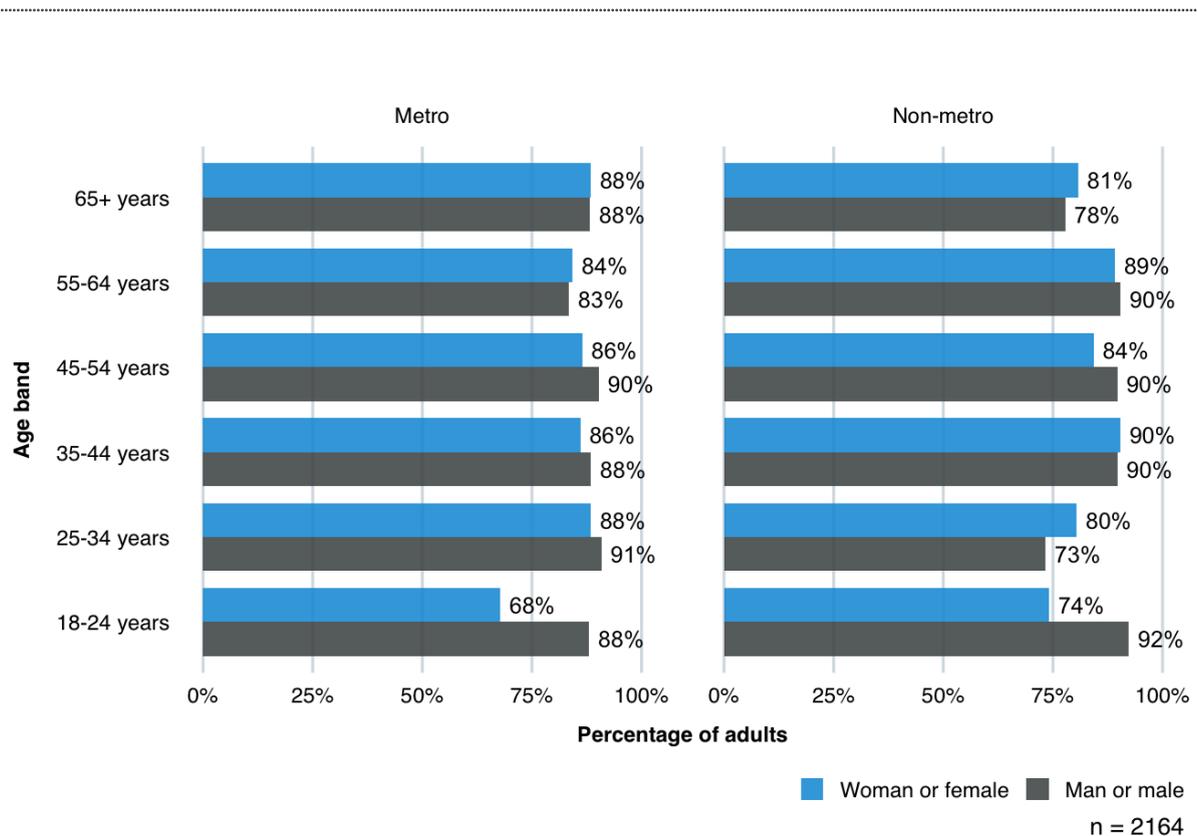
Notes: ABS weights used for estimation

Gambling prevalence (last 12 months) by age, gender, location, and other demographics

Overall, male survey respondents (88%) and female respondents (85%) had similar rates of participation in at least one gambling activity over the past 12 months. Rates of participation in at least one gambling activity over the past 12 months was also similar across survey respondents living in metropolitan (86.5%) or non-metropolitan (84%) locations.

Most age groups had similar rates of gambling participation over the past 12 months, with the exception of those aged 18-24 years (79%). There was also a higher rate of gambling participation over the past 12 months among men (89%) than among women (69%) aged 18-24 years (see Table 3.1)

Figure 3.2: Prevalence of gambling participation in the past 12 months by age, gender and location



Notes: ABS weights used for estimation

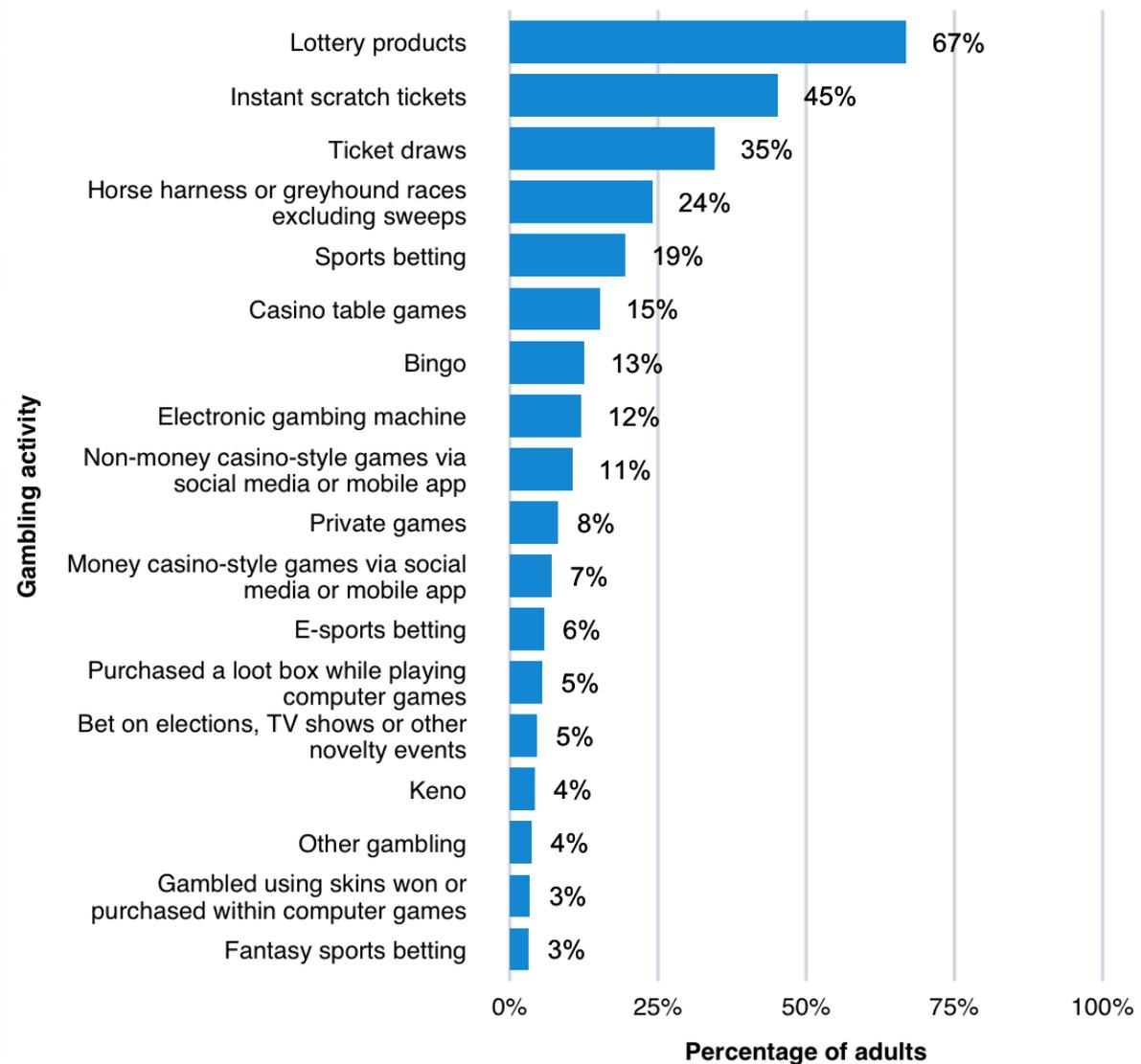
Table 3.1: Proportion of survey respondents who have engaged in at least one gambling activity over the past 12 months

| | Proportion who have gambled in the past 12 months | | |
|---|---|---------------------------------|-----------------------------------|
| | Total participation (weighted %) | Male participation (weighted %) | Female participation (weighted %) |
| Overall sample | 86% | 88% | 85% |
| Age | | | |
| 18-24 | 79% | 89% | 69% |
| 25-34 | 87% | 88% | 87% |
| 35-44 | 88% | 89% | 87% |
| 45-54 | 88% | 90% | 86% |
| 55-64 | 85% | 85% | 85% |
| 65+ | 86% | 86% | 87% |
| Location | | | |
| Metropolitan WA | 86.5% | 88% | 85% |
| Non-metropolitan WA | 84% | 85% | 84% |
| CALD | | | |
| Aboriginal or Torres Strait Islander | 93.5% | 96% | 91% |
| LOTE status | 80% | 82% | 79% |
| | | | |
| Socio-Economic Indexes for Areas | | | |
| Quintile 1 (most disadvantaged) | 87% | 87% | 88% |
| Quintile 2 | 83% | 84% | 83% |
| Quintile 3 | 85% | 85% | 85% |
| Quintile 4 | 86% | 88% | 86% |
| Quintile 5 (most advantaged) | 88% | 92% | 83% |

Participation and frequency in each gambling activity

Figure 3.3 shows the percentage of all survey respondents who have gambled on each form of gambling activity in the last 12 months.

Figure 3.3: Prevalence of participation in different gambling activities over the past 12 months



n = 2512

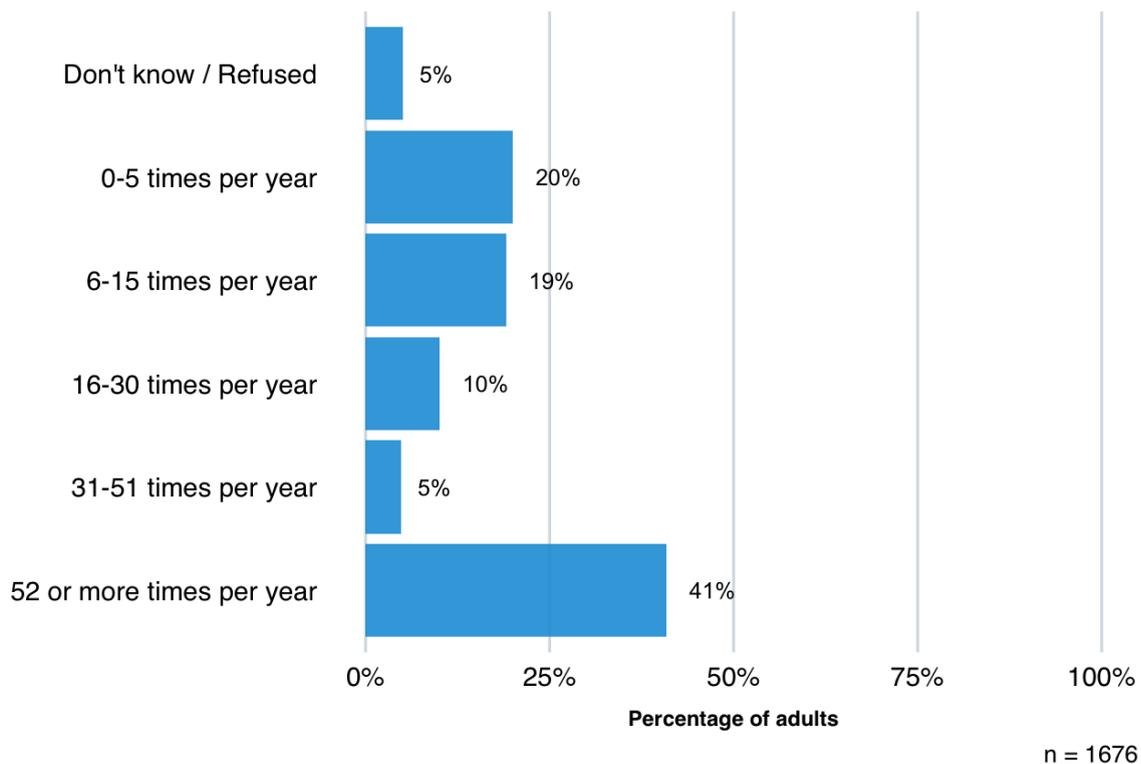
Notes: "For the first section of this survey we will be asking some questions about gambling. Here is a list of popular gambling activities. Over the past 12 months, have you...? (Select as many as apply)". ABS weights used for estimation

Lottery and scratch ticket products

Lottery products were the most prevalent form of gambling among survey respondents, with 67% having purchased at least one lottery ticket in the past 12 months, followed by instant scratch tickets (45%) and ticket draws (35%).

Survey results indicated that those who buy lottery products tend to do so frequently. Of the survey respondents who purchased a lottery product in the past 12 months, 41% had done so at least 52 times.

Figure 3.4: Frequency of purchasing a lottery product in the past 12 months



Notes: "How often have you bought lotto, or any other lottery games like Saturday Lotto, Powerball, Oz Lotto, the Pools or bought lottery products in the past 12 months?". ABS weights used for estimation

Lottery products may be particularly socially acceptable in WA due to their connection with the community benefit practices of Lotterywest

Interview participants noted that purchasing lottery tickets was a particularly socially acceptable form of gambling in WA due to the fact that Lotterywest, the government-owned and operated organisation that operates the lottery in WA, reinvests their profits to the WA community through direct grants and statutory allocations.

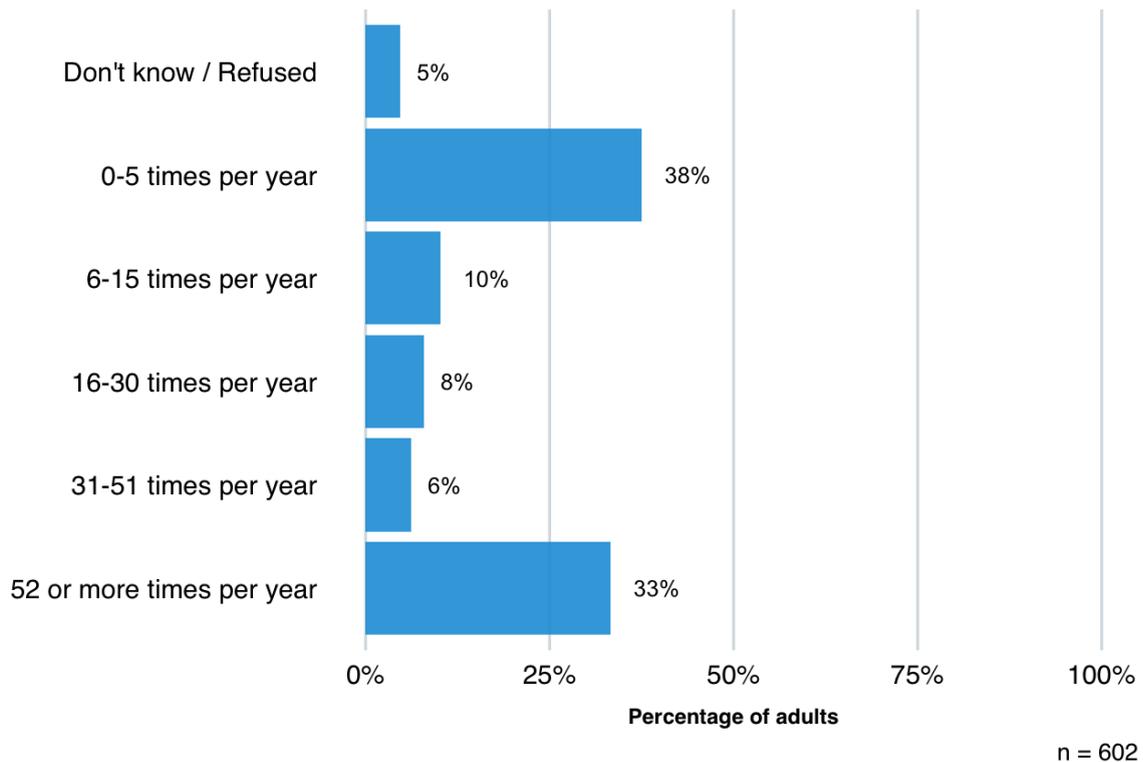
"Lotterywest reinvests revenue into community and local events etcetera... it's going to a good cause, sponsoring local cultural events. You go, 'Oh, it's not too bad if I lose money' because the money is being invested into medical research or whatever." – WA community member

A representative from a gambling harm support organisation noted that lottery participation is deeply embedded in culture, often seen as a form of charitable giving and normalised through practices like gifting scratch tickets. For some, the normalisation of lotteries in WA has the effect of minimising its association with other forms of gambling. One community member interviewee noted: *"To be honest, I don't usually think of lotteries as gambling. When I think of gambling, I think of racing or sports"*.

Thoroughbred, harness, and greyhound racing

The next most prevalent form of gambling in WA is betting on thoroughbred, harness, or greyhound races (24%). There were two distinct profiles of gambling engagement among survey respondents who had placed bets on thoroughbred, harness or greyhound racing in the past 12 months, with 38% engaging infrequently (5 times or less), and 33% engaging very frequently (52 times or more).

Figure 3.6: Frequency of placing bets on thoroughbred, harness or greyhound races in the past 12 months



Notes: "How often have you placed bets on horse, harness or greyhound racing events in the past 12 months?". ABS weights used for estimation

The high prevalence of infrequent race betting (38%) likely reflects survey respondents who only bet on high profile races or events. Indeed, a number of WA community members interviewed for this research reported that they would typically bet on the Melbourne Cup, with one community member noting that "I'm the classic Melbourne Cup once-a-year thing when it comes to horses".

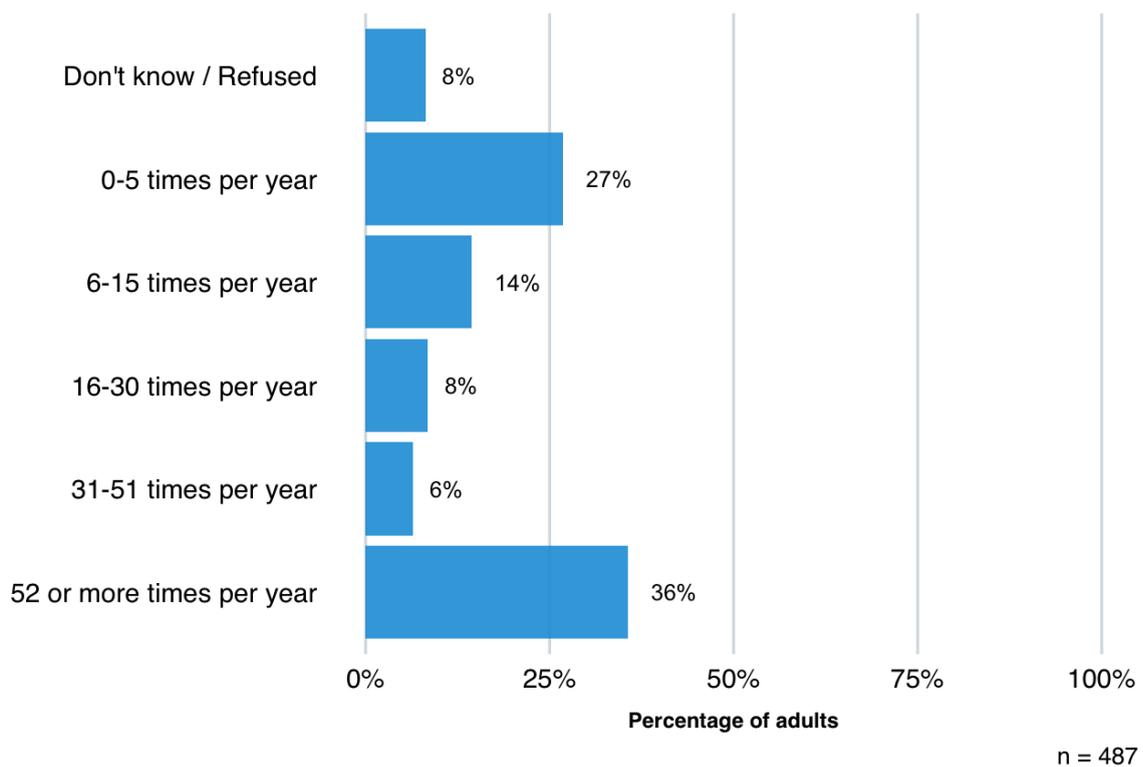
On the other hand, the similarly high prevalence of frequent race betting (33%) may partly be explained by race betting venues being particularly embedded into the social fabric of certain areas in WA. For example, one community member said that betting on horse racing was a social norm in their geographic area:

"A lot of people bet on horse races. In the local pub, the horses, the greyhounds are on the TV and the TAB is attached to the pub. The horse community is big in [my suburb of Perth]. It's part of the fabric of Perth I suppose." – WA Community member

Sports betting

One in five survey respondents (19%) reported participating in sports betting in the past 12 months. Of the survey respondents who had participated in sports betting in the past 12 months, 36% had done so 52 times or more (see Figure 3.7).

Figure 3.7: Frequency profile of those who placed bets on sporting events in the past 12 months

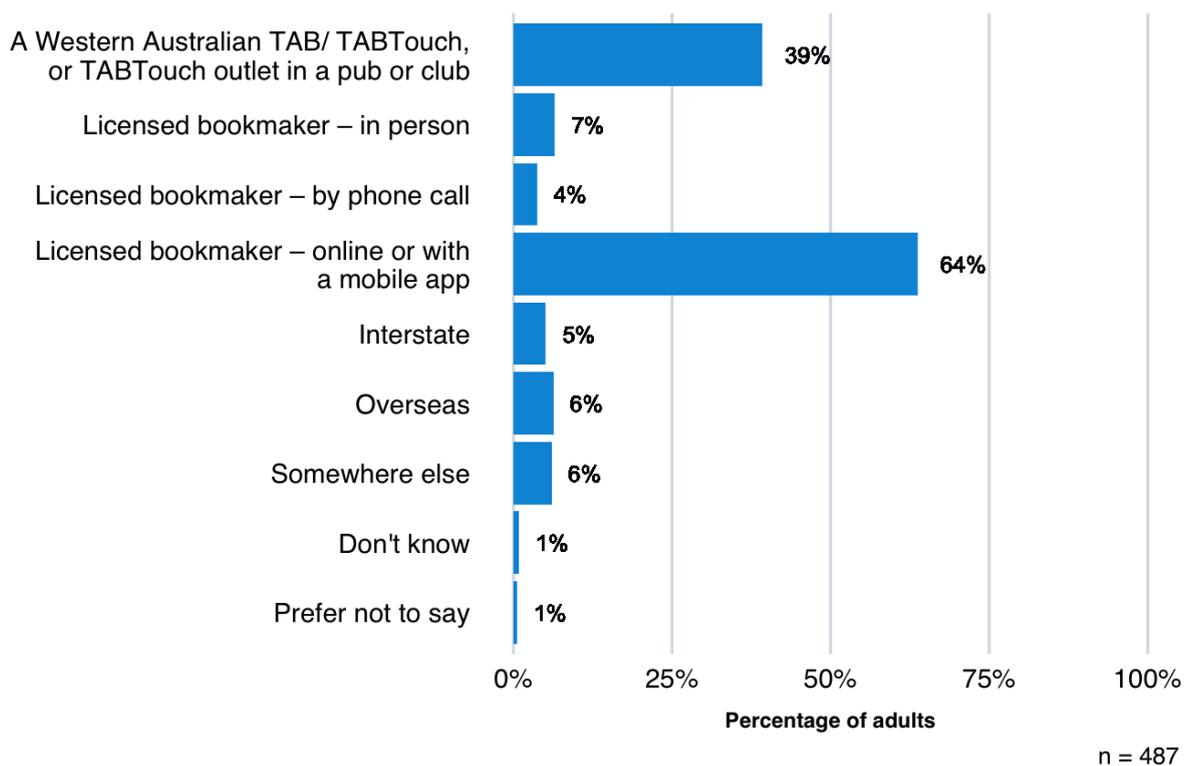


Notes: "How often have you placed bets on sporting events in the past 12 months?". ABS weights used for estimation

Among survey respondents who had engaged in sports betting in the past 12 months, 64% reported doing so online or with a mobile app (see Figure 3.8). Insights

from the qualitative interviews suggest that the online accessibility of sports betting is contributing to its normalisation in WA, particularly among younger people. Several interviewees observed that sports betting is not only widely accessible through mobile apps but also embedded in social and cultural environments such as FIFO workplaces and sporting communities. One participant commented that “a lot of the FIFO and mining guys are doing sports betting. It’s just what everyone’s doing. It’s normal up there” (WA community member). Similarly, a community member who reported regularly betting online via Sportsbet noted that “there are other [friends of mine] that play Sportsbet and other sports betting apps on their phones. It [betting] surrounds football since we’re all into football”.

Figure 3.8: Location or modality of gambling among those who placed bets on sporting events in the past 12 months

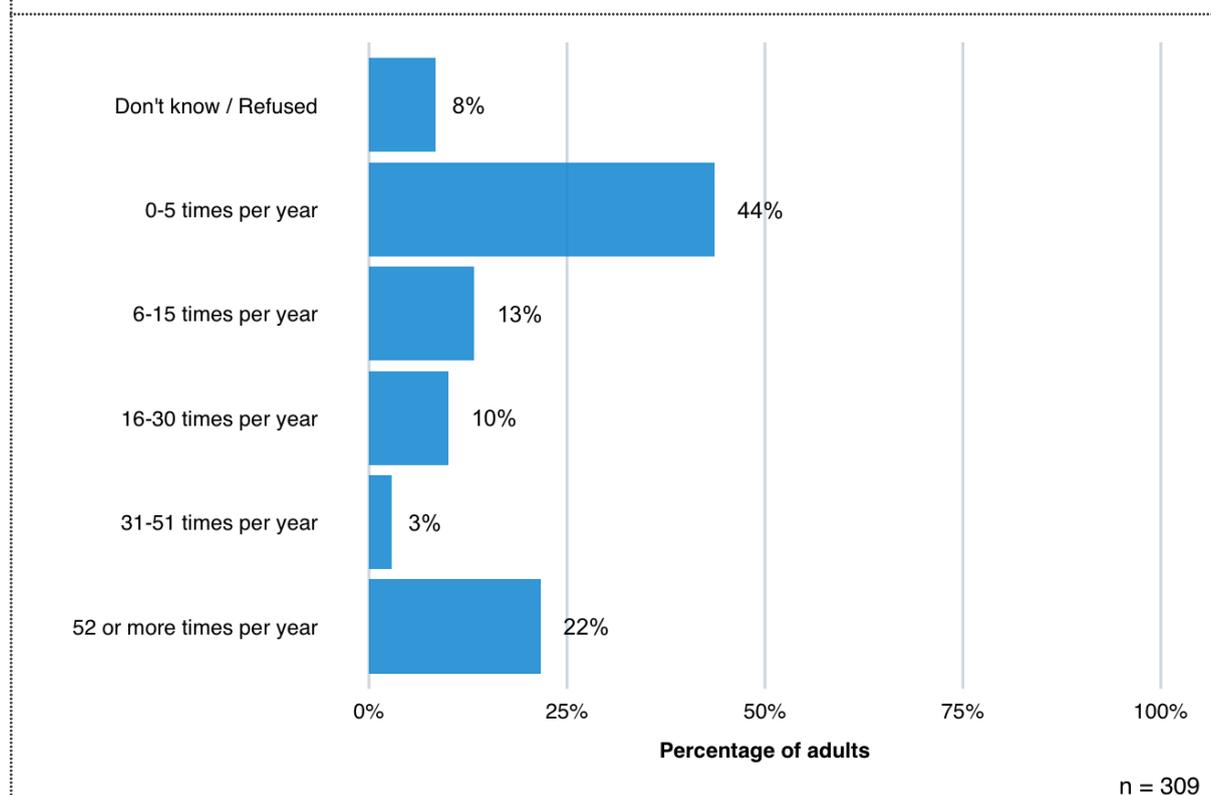


Notes: "Where have you placed your bets on sporting events in the past 12 months?". ABS weights used for estimation

Electronic gaming machines (EGMs)

EGMs were a relatively uncommon form of gambling activity among survey respondents. The proportion of survey respondents who had used EGMs at least once in the past 12 months (12%) was about half that of thoroughbred, harness, or greyhound races (24%) or sports betting (19%). Frequent engagement was also relatively low among survey respondents who played EGMs compared to other gambling activities, with around 22% playing EGMs 52 times or more in a year, compared to 40% for lottery products, 33% for race betting, and 35% for sports betting (see Figure 3.9).

Figure 3.9: Frequency profile of those who played EGMs in the past 12 months

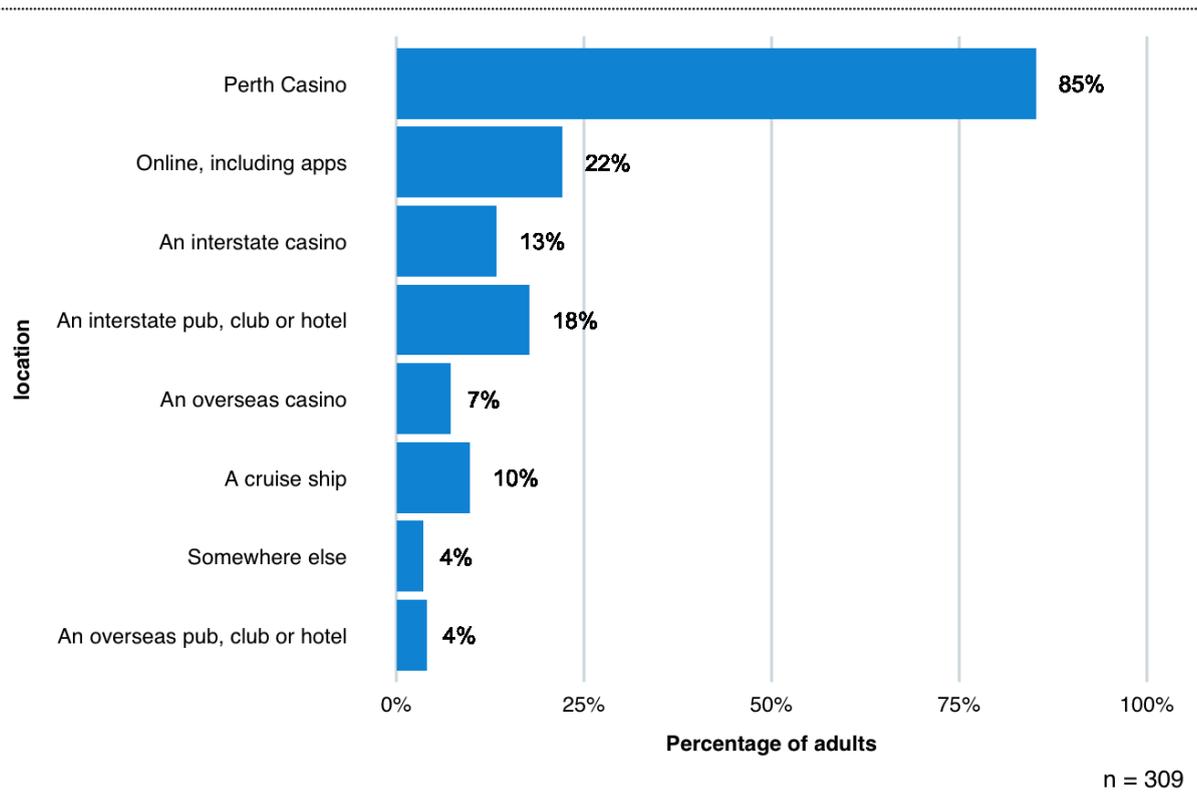


Notes: "How often have you played on electronic gaming machines (EGMs) in the past 12 months?". ABS weights used for estimation

The lower rate of EGM participation in WA is likely due to EGMs only being available at the Perth casino. Indeed, 85% of survey respondents who had played EGMs in the

past 12 months said they had done so at the Perth Casino (see Figure 3.10). In contrast, in states such as QLD and NSW, where EGMs are legal in pubs and clubs, the prevalence of EGM participation was around double that of race betting and sports betting. Several community member interviewees noted the contrast between WA and the eastern states, with one saying, “I’ve spent some time on the east coast, and there were pokies [i.e. EGMs] everywhere. I was quite a bit taken aback, having come from Perth where we don’t have that. We don’t have gambling machines.” (WA community member).

Figure 3.10: Location or modality of gambling among those who played EGMs in the past 12 months

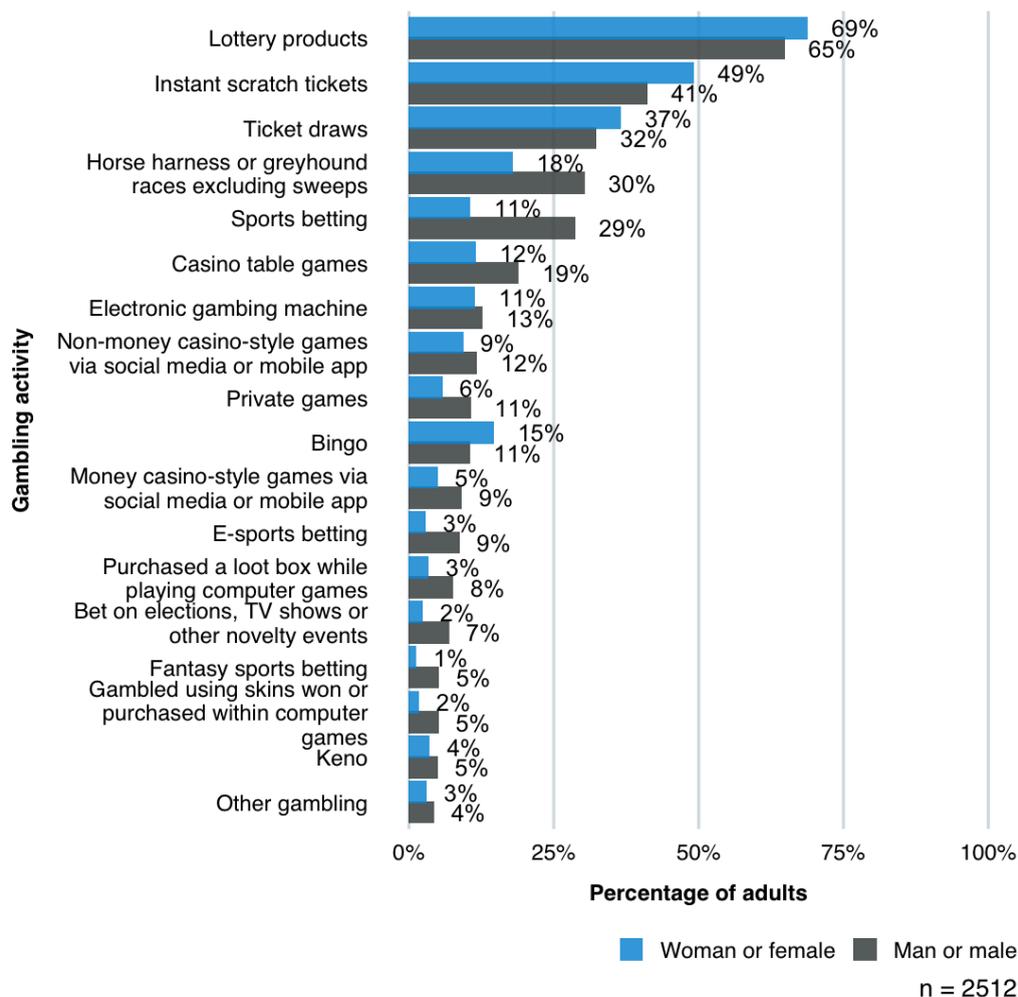


Notes: "Where have you played on electronic gaming machines (EGMs) in the past 12 months?". ABS weights used for estimation

Participation in each gambling activity by age and gender

Of the five most prevalent gambling activities among survey respondents, men and women participated at similar rates in lottery products (69% for female, 65% for male) and ticket draws (37% for female, 32% for male). In contrast, female respondents had higher rates of purchasing scratch tickets (49% for female, 41% for male). While male respondents had higher rates of participation across a number of activities – in particular, race betting (18% for female, 30% for male) and sports betting (11% for female, 29% for male).

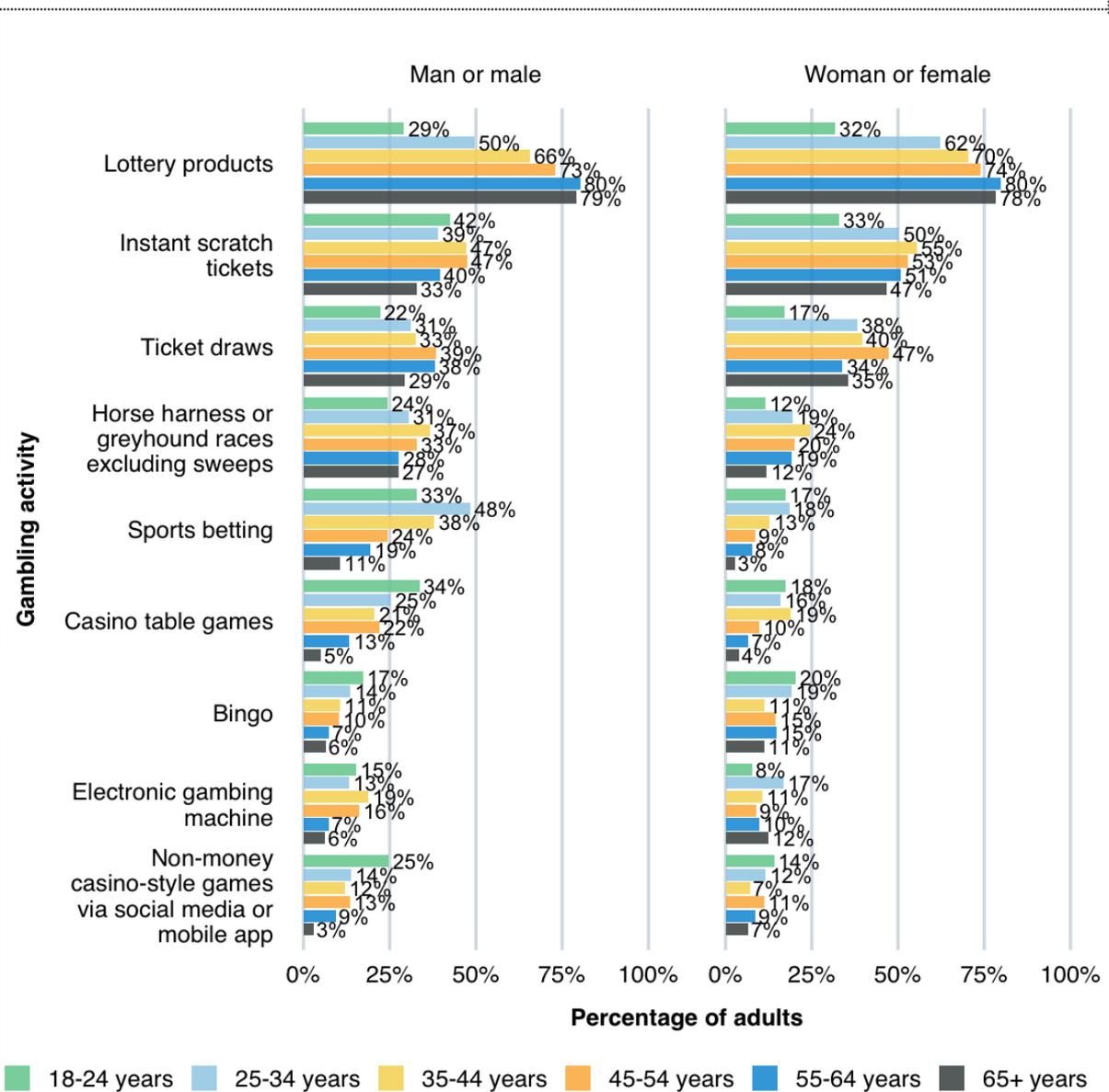
Figure 3.11: Prevalence of participation in different gambling activities over the past 12 months by gender



Notes: ABS weights used for estimation

Sports betting participation was particularly prevalent among men aged between 18 and 44 years. Participation in lottery products increased with age, with survey respondents aged between 18-24 being the least likely to have purchased lottery products in the past 12 months (32% for women, 29% for men).

Figure 3.12: Gambling activities with highest participation across age and gender groups

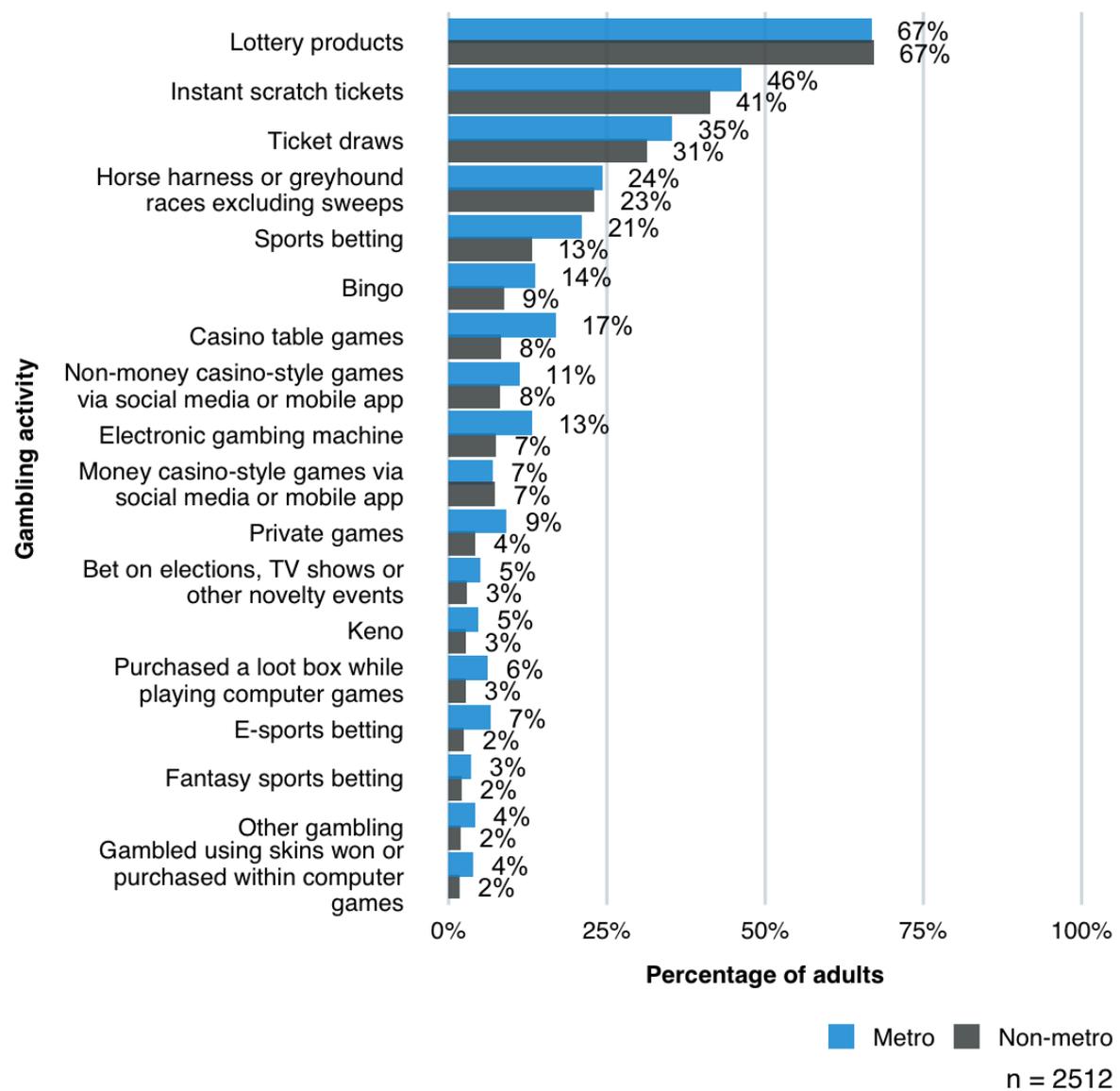


Notes: ABS weights used for estimation

Participation in each gambling activity by location

Figure 3.13 presents the rates of participation in gambling activities by survey respondents who live in metropolitan or non-metropolitan areas of WA. Lottery products, instant scratch tickets, raffle draws, and thoroughbred, harness or greyhound races were the most prevalent forms of gambling in both metropolitan and non-metropolitan areas of WA. EGM participation was lower among survey respondents living in non-metropolitan areas (7%) compared to those from metropolitan areas (13%). In contrast, the most recent prevalence studies on gambling reported no difference in EGM participation between Victorian adults living in metropolitan versus non-metropolitan locations, and EGM participation was higher among NSW adults living outside metropolitan areas compared to those living in metropolitan areas. The lower rate of EGM participation in non-metropolitan areas is likely due to the fact that EGMs are only available at the Perth Casino, whereas in other states, EGMs are present in local pubs and clubs.

Figure 3.13: Prevalence of participation in different gambling activities over the past 12 months by location



Notes: ABS weights used for estimation

4. Prevalence of risk of gambling harm in Western Australia

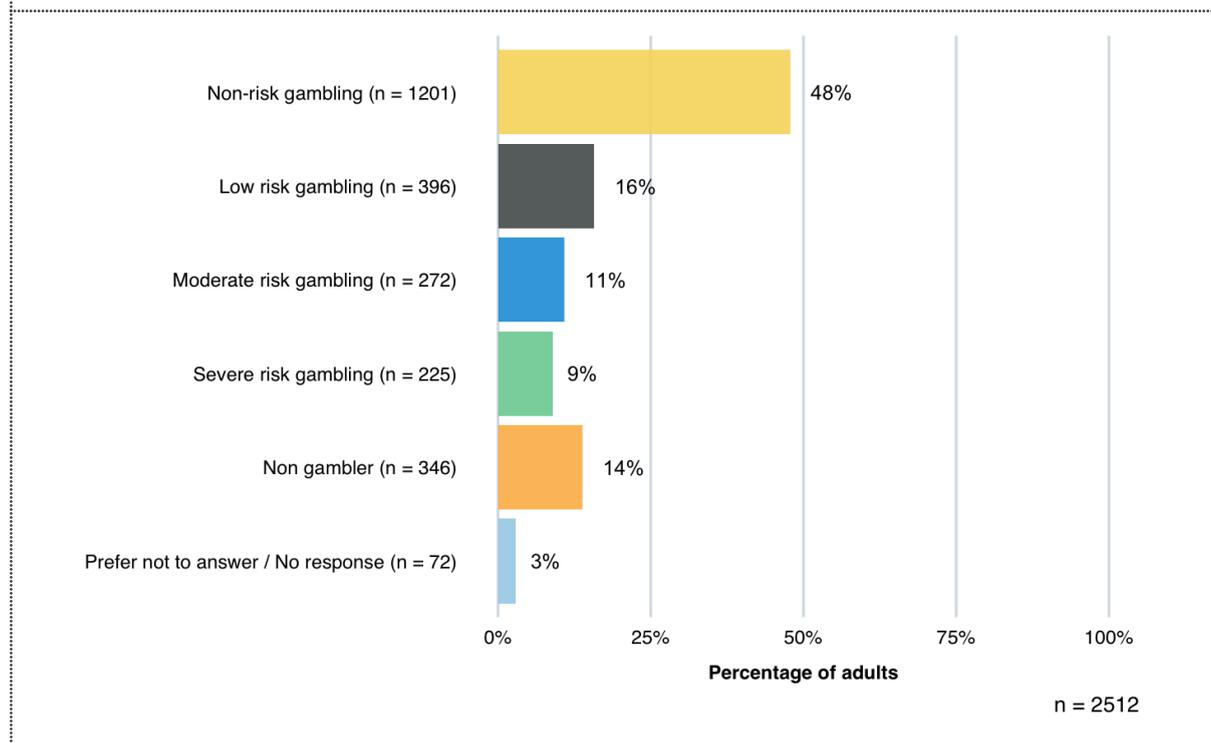
Key findings

- Overall, 37% of survey respondents were classified as being at some risk of experiencing gambling harm, measured using the Problem Gambling Severity Index (PGSI).
- Among those who had engaged in at least one form of gambling in the past 12 months, the proportion of survey respondents at risk of gambling harm was 43%, which was comparable to the proportion observed across a national sample of Australian adults (46%; Australian Gambling Research Centre, 2023b).
- Consistent with nationally observed trends, a greater proportion of men (42%) were at some risk of gambling harm compared to women (31%), with the proportion at risk of gambling harm across genders decreasing with age. Overall, the risk of gambling harm was highest among men aged between 18-24 years with 60% being at some risk of gambling harm, and almost half (45%) being at moderate to severe risk of gambling harm.
- Stakeholders and community members identified FIFO workers as being a population group within WA who may be at particular risk of experiencing gambling-related harm.
- Among the five most commonly reported gambling activities, those who had participated in sports betting over the past 12 months were most likely to be at moderate to severe risk of gambling harm (38%), followed by those who had participated in race-betting (35%).

Problem gambling severity index⁷

Overall, 36% of survey participants had PGSI scores indicating at least some level of risk of gambling harm, and 9% of participants had PGSI scores indicating severe risk of gambling harm. Among survey participants who had engaged in at least one form of gambling in the past 12 months, the proportion that were classified as being at some risk of gambling harm (43%) was comparatively similar to the proportion observed across a national sample of Australian adults (46%; Australian Gambling Research Centre, 2023b). The pattern of findings are also consistent with Russell et al (2023) who employed a RDD sampling approach and observed a prevalence of 14.1% among Western Australian participants, and 19.9% among participants from the rest of Australia.

Figure 4.1: Prevalence of PGSI risk categories



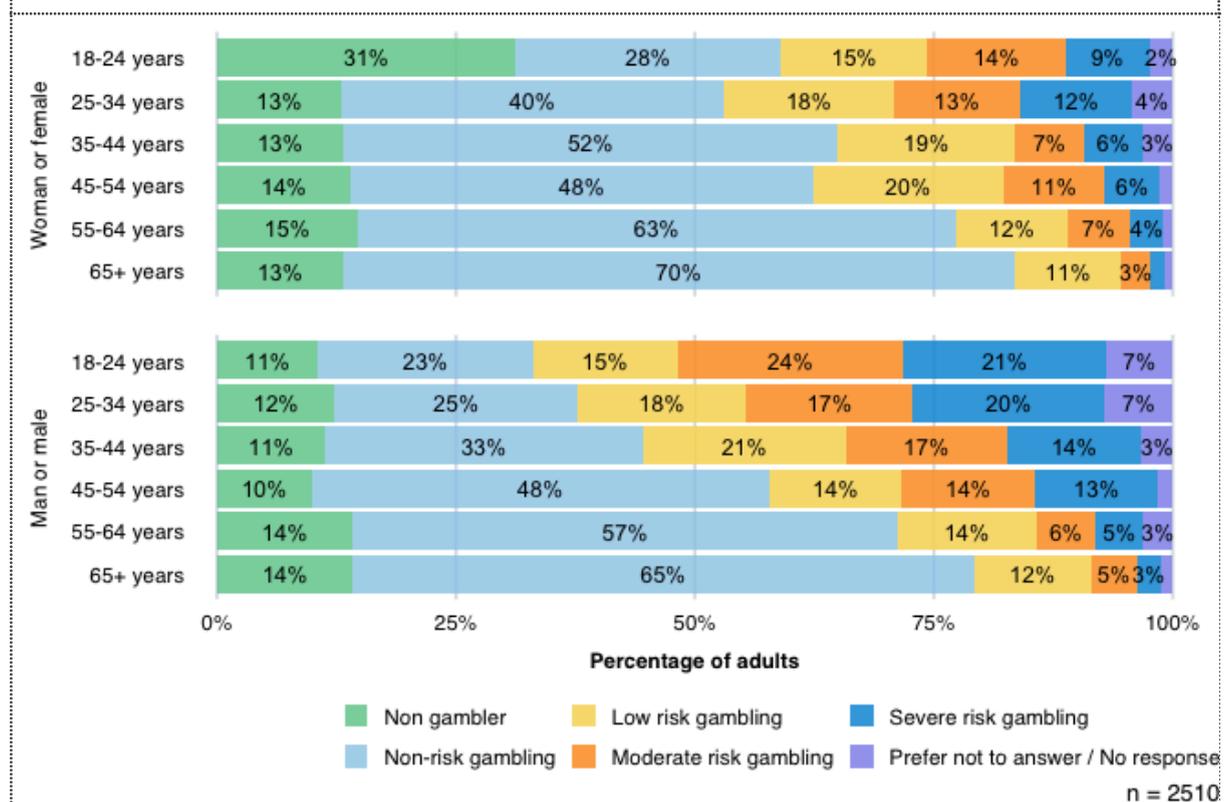
Notes: “Prefer not to answer / No response” were retained for a more accurate assessment of PGSI score prevalence in the survey sample. ABS weights used for estimation

⁷ Following the labelling practice adopted by the AGRC, the labels used for PGSI risk categories in this report are non-risk, low-risk, moderate-risk and high-risk. These correspond with the labels that are typically used for the PGSI: non-problem, low-risk, moderate-risk and severe-risk gambling.

Problem Gambling Severity Index by age and gender

A greater proportion of male respondents (42%) were at some risk of gambling harm compared to female respondents (31%). The proportion at risk of gambling harm decreased with age, with those aged 18-24 years being three times as likely to be at some risk of gambling harm (48%) compared to those aged 65 or over (18%). Out of all survey participants, men aged between 18-24 years were most likely to be at risk of gambling harm, with 60% being at some risk of gambling harm, and almost half (45%) being at moderate to high risk of gambling harm.

Figure 4.2 : Prevalence of PGSI risk categories among survey respondents by age and gender



Notes: "Prefer not to answer / No response" were retained for a more accurate estimate of PGSI score prevalence in the full survey sample. Values below 1% have been omitted for readability. ABS weights used for estimation

Interview participants offered varied perspectives on which age and gender groups might be more vulnerable to gambling harm

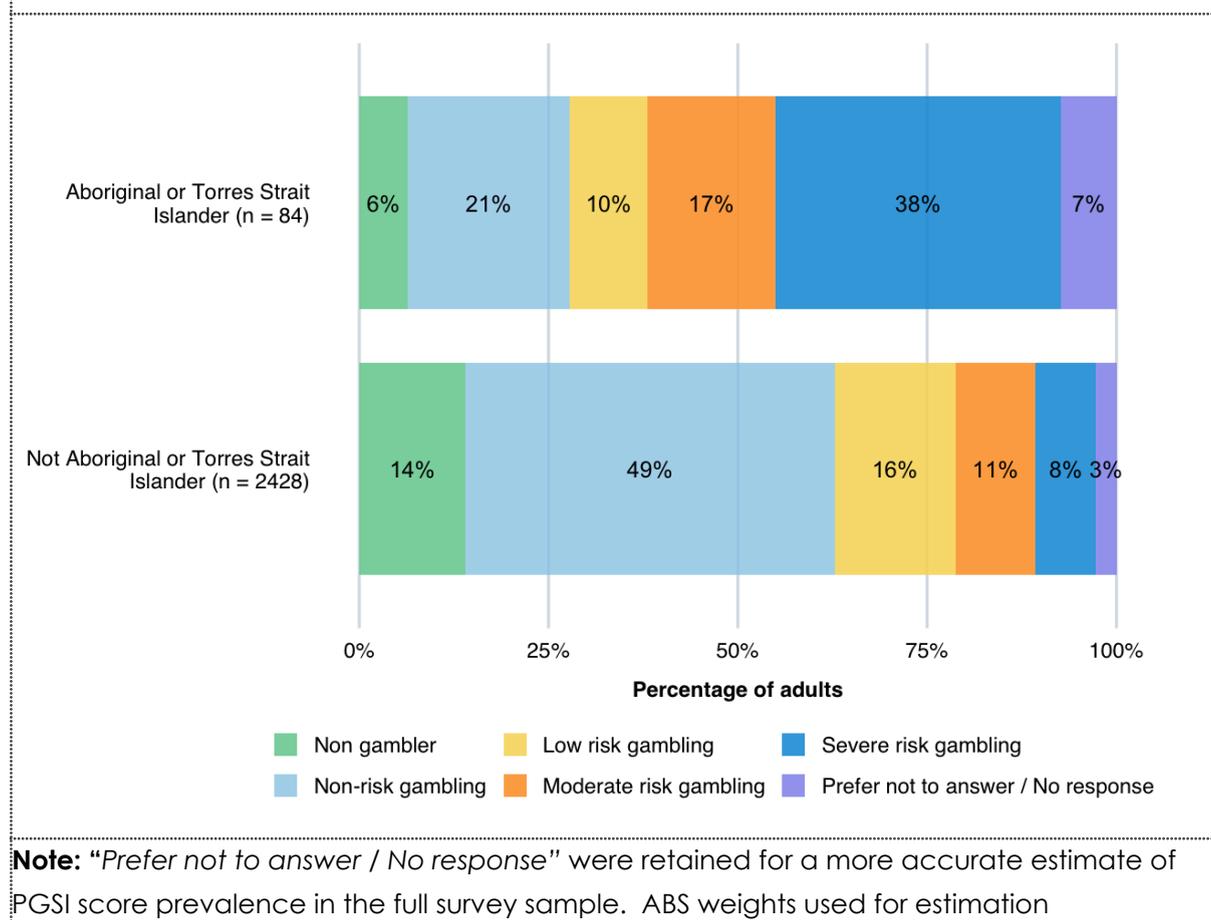
WA community members speculated that young men were at risk, often citing personal observations of who they saw gambling most frequently in venues such as casinos or at the TAB. Some linked this to the appeal of social gambling among younger people or the increased exposure to online gambling apps and games with gambling-like features. A number of expert stakeholders echoed this view, with one representative of a gambling harm support organisation noting that people aged 18-29 made up a large proportion of those seeking support services with them. Another stakeholder suggested that higher levels of risk-taking and impulsivity among young men, compared to women, may contribute to their increased susceptibility to gambling harm.

In contrast to the survey findings, the view that older adults face significant risk of gambling harms was frequently reported by interview participants. Some community members noted a consistent presence of older people at the casino. These participants suggested that factors such as social isolation, the desire for connection, and financial insecurity (especially amongst pensioners) are motivating older people to gamble more frequently at the casino, increasing their vulnerability to gambling harm. One stakeholder highlighted that older women in particular might gravitate toward the casino for its familiarity and perceived safety.

Problem Gambling Severity Index score by Aboriginal or Torres Strait islander identification or LOTE

The proportion of those with PGSI scores indicating severe risk of gambling harm was more than four times higher among survey respondents identifying as Aboriginal or Torres Strait islander (38%) compared to those who don't (8%). However, this finding should be interpreted with caution due to the small number of respondents identifying as Aboriginal or Torres Strait islander in the weighted survey sample (n = 84).⁸

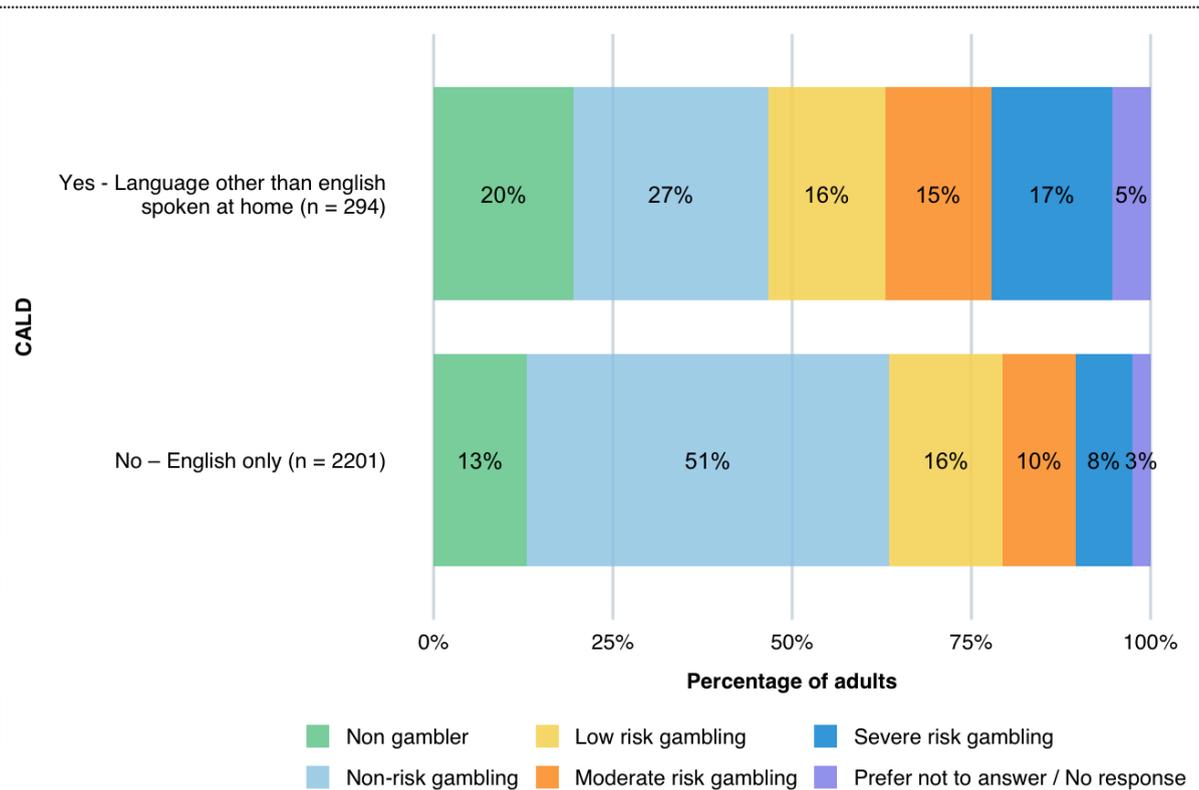
Figure 4.3 : PGSI scores among WA Aboriginal and Torres Strait Islander identification



⁸ The proportion of survey respondents identifying as Aboriginal or Torres Strait islander in the survey sample (3.5%) was representative of the proportion of the Western Australian population observed in the 2021 census (3.3%).

Among survey respondents who said they speak a language other than English at home (LOTE), the prevalence of PGSI scores indicating severe risk of gambling harm was around double (17%) that of those who speak only English at home (8%)

Figure 4.4 : PGSI scores among WA participants who speak a language other than english (LOTE) at home



Note: “Prefer not to answer / No response” were retained for a more accurate estimate of PGSI score prevalence in the full survey sample. ABS weights used for estimation

Several expert stakeholders identified specific factors that may place people from aboriginal and linguistically diverse (CALD) communities at greater risk of gambling harm

Informal gambling practices, such as card games, were described as relatively normalised and socially acceptable in some Aboriginal communities, potentially introducing gambling behaviours at a young age. Racial discrimination and broader social disadvantage were also highlighted as risk factors for gambling harms. One stakeholder pointed to the cumulative impacts of discrimination and exclusion in

Indigenous communities as key drivers of stress and vulnerability, factors that can increase the risk of gambling harm. A healthcare professional noted that shame may also play a key role in contributing to risk of harm in Indigenous communities, by preventing help-seeking behaviours.

“In Indigenous communities, shame plays a big role. People don’t want to admit there’s a problem, so they don’t seek help.” - Health care professional

For people from CALD backgrounds, the pathways into gambling harm were described as linked to economic pressure, isolation, and cultural expectations. A representative from a community service organisation described how international students and recent migrants (many of whom arrive having borrowed significant sums of money to support their studies or families) face unexpected financial strain when they encounter a highly competitive job market. For some, gambling can appear to offer a quick fix. In certain cultures, gambling is also normalised as a way to cope with stress, compounded by other challenges such as loss of status, language barriers, and adjusting to a new environment. Stakeholders also observed that in some cultures, expressing vulnerability is culturally discouraged. High levels of stigma surrounding gambling can prevent open discussion, leading individuals to gamble in secret and experience harm in isolation.

Fly-in, Fly-out (FIFO) workers were identified by stakeholders and community members as being particularly prone to gambling harm

FIFO workers were also identified as a relatively unique population to WA who may be at greater risk of gambling harm due to a combination of high incomes relative to the general population, and a lack of alternative forms of entertainment while they are on site. In such circumstances, the accessibility of gambling through online or mobile apps can make it a particularly attractive form of entertainment for FIFO workers. One FIFO worker we interviewed gave the following description of how FIFO work sites may influence gambling behaviour:

“The lack of potential entertainment after work does make FIFO workers more vulnerable to gambling. Employees don’t have full control over their environment, so they have limited activities to engage in after work if it’s not provided by the employer.” - WA community member (FIFO)

The susceptibility of FIFO workers to harm from gambling was echoed by community support service and health professionals we interviewed:

"FIFO workers are a group I worry about. They're isolated for weeks, often bored, with a lot of disposable income. That combination makes them vulnerable." - Health care professional

Both people with lived experience and CSOs also described how the work patterns and high income of FIFO work made gambling particularly attractive as a form of entertainment.

"It's a very different culture [in WA] compared to everywhere else in Australia. Perth is a small country town but if you get people on high incomes they don't manage the money – buying expensive boats or cars or gambling. [FIFO workers] feel that they need a reward for being somewhere they don't like." - CSO

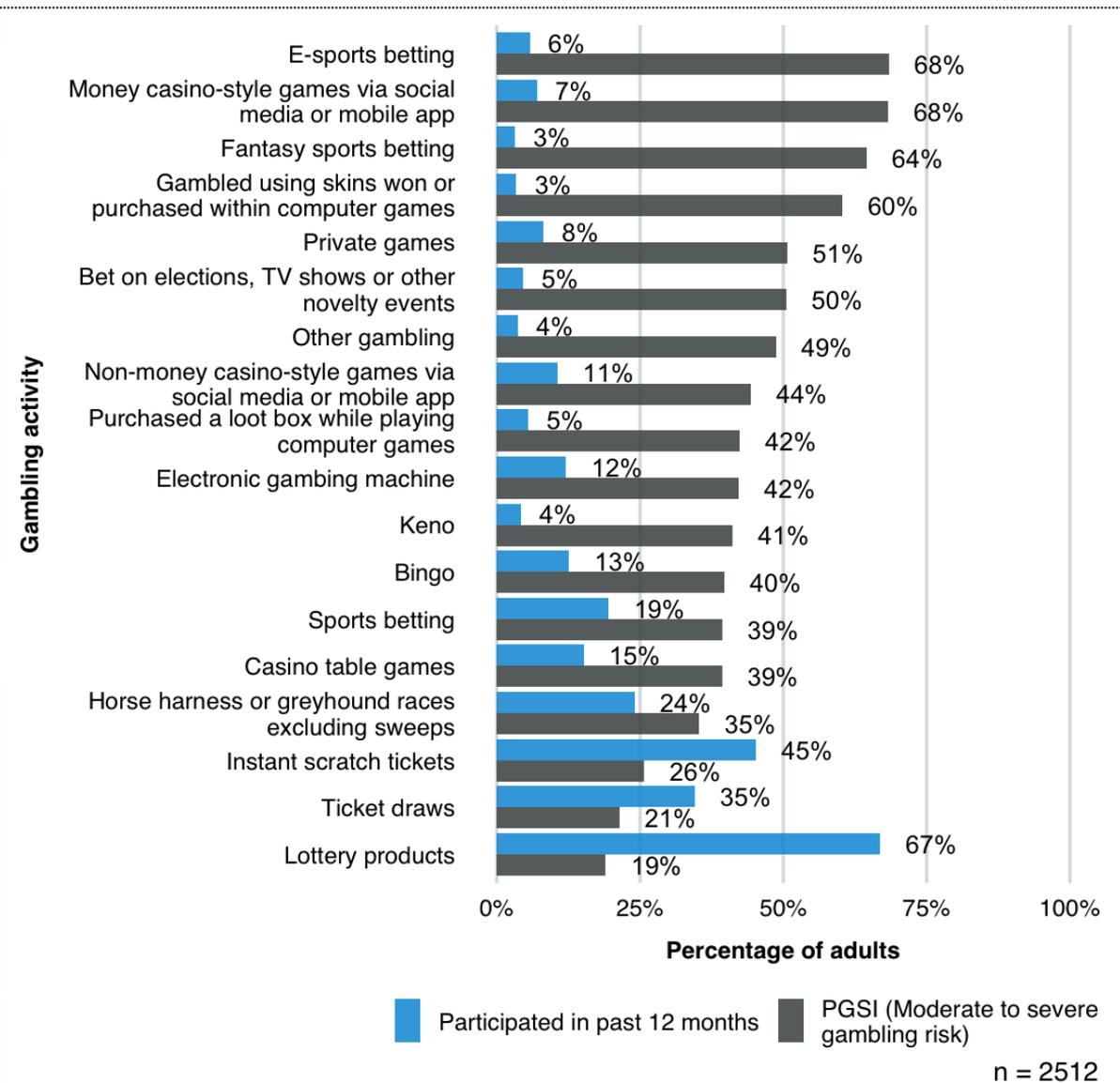
However, community members we interviewed also expressed disagreement with the hypothetical prospect of specifically limiting FIFO workers' access to gambling. For example, one FIFO worker we interviewed, who had expressed concern about the risk of gambling harm on FIFO work sites, nonetheless also stated:

"I think you should be careful around restricting people's rights to gamble just because they are FIFO. Having one type of job shouldn't automatically mean that your freedom to gamble should be taken away." - WA community member (FIFO)

Problem Gambling Severity Index score by gambling activity

Survey respondents engaging in online casino-style games (68%), or engaging in e-sports betting (68%) were most likely to score highly on the PGSI, indicating a moderate to high risk of experiencing gambling related harm (see Figure 4.5).

Figure 4.5: Gambling activities by prevalence of participation in the last 12 months, and proportion gambling activity participants at moderate to severe risk of gambling harm



Notes: ABS weights used for estimation.

While the high rate of PGSI scores indicating moderate to severe risk of gambling harm among participants engaging in online casino-style games is striking, the causal direction of this relationship is uncertain. Online casino-style games involving real money are illegal in Australia, meaning that there is a higher barrier to accessing these platforms. It is therefore possible that online casino-style games tend to be accessed by those who are particularly motivated to gamble (and therefore more at risk of gambling harm). Additional suggestions raised by interview participants to explain these harms included the lack of physical barriers for engaging in casino-style games online, as well as the lack of consumer protection design features. For example, lack of restriction on how much money you can spend at one time on stakes, opening the door to higher losses in shorter time periods.

High PGSI scores are particularly common among Western Australians who engage in sports betting and EGMs

Among the five most prevalent forms of gambling, participants who engaged in sports betting (39%) and race betting (35%) in the past 12 months were most likely to have high PGSI scores indicating moderate to severe risk of gambling harm, while those who engaged in Lottery were least likely (19%). While EGMs were a relatively less common form of gambling in WA compared to other states, they are associated with a higher risk of harm compared to other forms of gambling.

Emerging gambling modalities of concern

Several interview participants raised concerns about gambling-like activities

Several interview participants, including those with lived experience and CSOs, raised concerns about speculative stock trading, describing it themselves as a form of gambling. In some cases, the harms described were severe, ranging from suicidal ideation to psychiatric hospitalisation and major financial loss. While stock trading was not an activity that was covered in the prevalence survey, the behaviours described by interview participants mirrored those seen in more traditional forms of gambling, such as casino games or sports betting. These included obsessive thinking, emotional highs and lows, a belief in personal expertise or control, and continued engagement despite clear negative outcomes.

Beyond speculative trading, stakeholders also pointed to crypto trading, day trading apps and similar platforms as emerging areas of concern. Stakeholders described how financial activities such as crypto trading are typically fast-paced, emotionally charged, and designed to encourage repeat engagement, features commonly associated with gambling products such as EGMs. Therefore, stakeholders argued that these financial activities may carry similar risks or patterns of harm as gambling products sharing those features. Recent research lends some support to this association between gambling harm and high risk financial activities; one study found a correlation between high-frequency stock trading and elevated PGSI scores among US investors (Mosenhauer et al., 2021).

Stakeholders also raised serious concerns about the way gambling-like features are embedded within digital games

Representatives of a public health provider described how individuals, often young people, are effectively “groomed” through these platforms. Initial engagement begins within the game, but players are soon drawn into external platforms where they can chat, exchange videos, and, in some cases, become targets of financial exploitation. When asked whether exposure to gambling-style mechanisms in games leads young people to transition to gambling, the public health provider representatives responded that it's not a transition because many of these games already are forms of gambling. Features like loot boxes, randomised rewards, and pay-to-play mechanics mimic gambling behaviours, reinforcing similar psychological patterns: chasing rewards, distorted beliefs about control, and compulsive spending (University of Plymouth, 2021).

“Children have increasing access to online gambling. And video games and [the practice of] paying for additional powers can be a precursor to future gambling behaviour.” - Public health advocacy organisation

5. Experience of Gambling Harm

Key findings

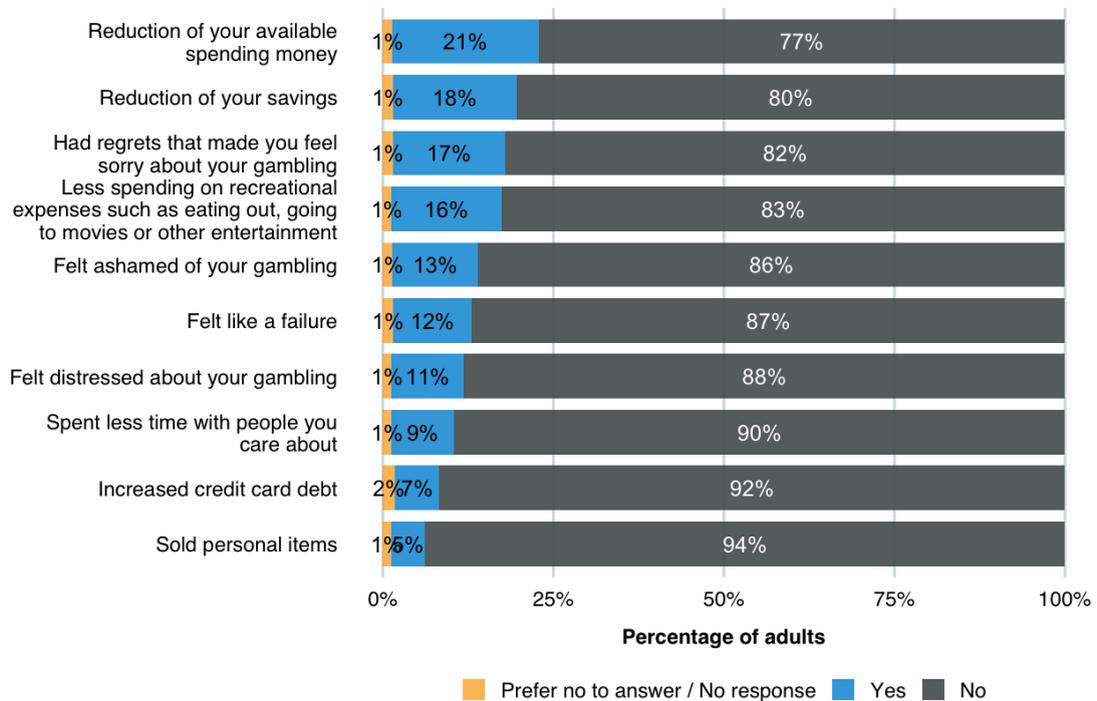
- Among survey respondents who had gambled in the past 12 months, 34% reported experiencing at least one form of gambling harm, with the most commonly reported harms being financial impacts such as reduction in available spending money (21%), or reduction in savings (18%).
- The experience of financial harms from gambling described by interview participants ranged from having to borrow from friends and family, accumulating unsustainable amounts of debt, selling sentimental items such as family heirlooms. Financial harms could also extend to friends of family members who have to cover unpaid bills or stretch their own incomes to compensate for shortfalls in a household budget.
- Interview participants also described a range of psychological and social impacts that went beyond the financial strain of gambling. These included feelings of guilt, shame, anxiety, and hopelessness, as well as increased social isolation as they withdrew or attempted to conceal the extent of their gambling from their friends, family, and romantic partners.
- Gambling-related harms were not limited to those who had gambled in the past 12 months. Among survey respondents, 66% said that they were in a close relationship with someone who had gambled, and 21% said that this person's gambling had impacted them negatively.
- The most commonly reported harms among survey respondents who had been negatively impacted by a close person's gambling were feelings of anger (44%) or hopelessness (39%), followed by feeling less enjoyment while spending time with loved ones (36%), and loss of sleep due to stress or worry about their loved one's gambling (36%).

Experience of gambling harm from own gambling

Participants' experience of different dimensions of gambling-related harms from their own gambling was measured using the Gambling Harms Scale (GHS-10; formerly the Short Gambling Harms Scale) which includes ten "yes/no" style questions capturing a range of negative consequences of a person's own gambling (Browne et al., 2023).

27% of survey respondents, and 34% of those who had gambled in the past 12 months, reported experiencing at least one form of gambling-related harm from their own gambling. The most commonly experienced form of gambling harm were financial impacts such as a reduction in available spending money (21%), or a reduction in savings (18%), followed by experience of negative emotions such as feelings of regret (17%) and shame (13%).

Figure 5.1 : Prevalence of gambling harms from the GHS-10 among respondents who have gambled in the past 12 months



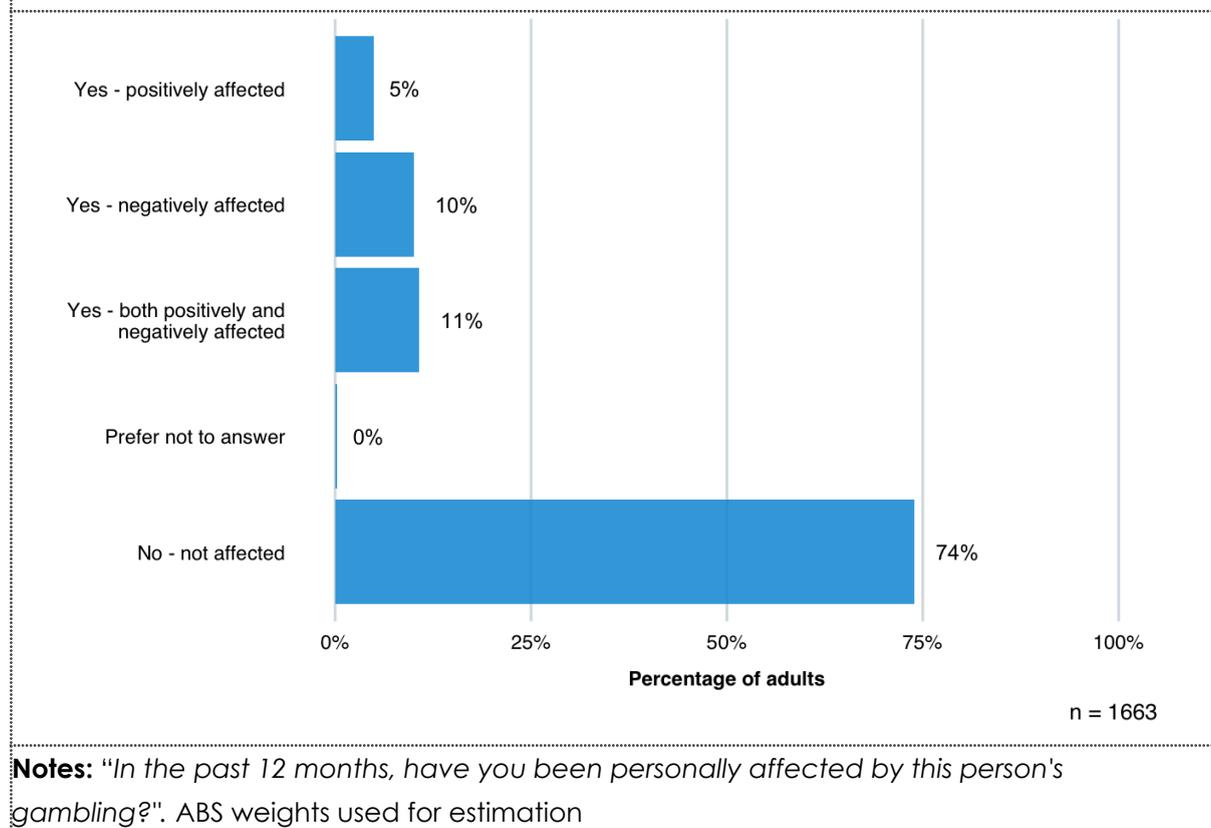
Note: "In the past 12 months, did any of these occur as a result of your gambling?". ABS weights used for estimation

Experience of harm from the gambling of someone else

Survey respondents' experience of harm related to another's gambling was measured using the Gambling Harms Scale - Affected Others (GHS-AO: Brown et al. 2023b), a 10-item scale that targets the impact of gambling on individuals who are experiencing harm due to someone else's gambling.

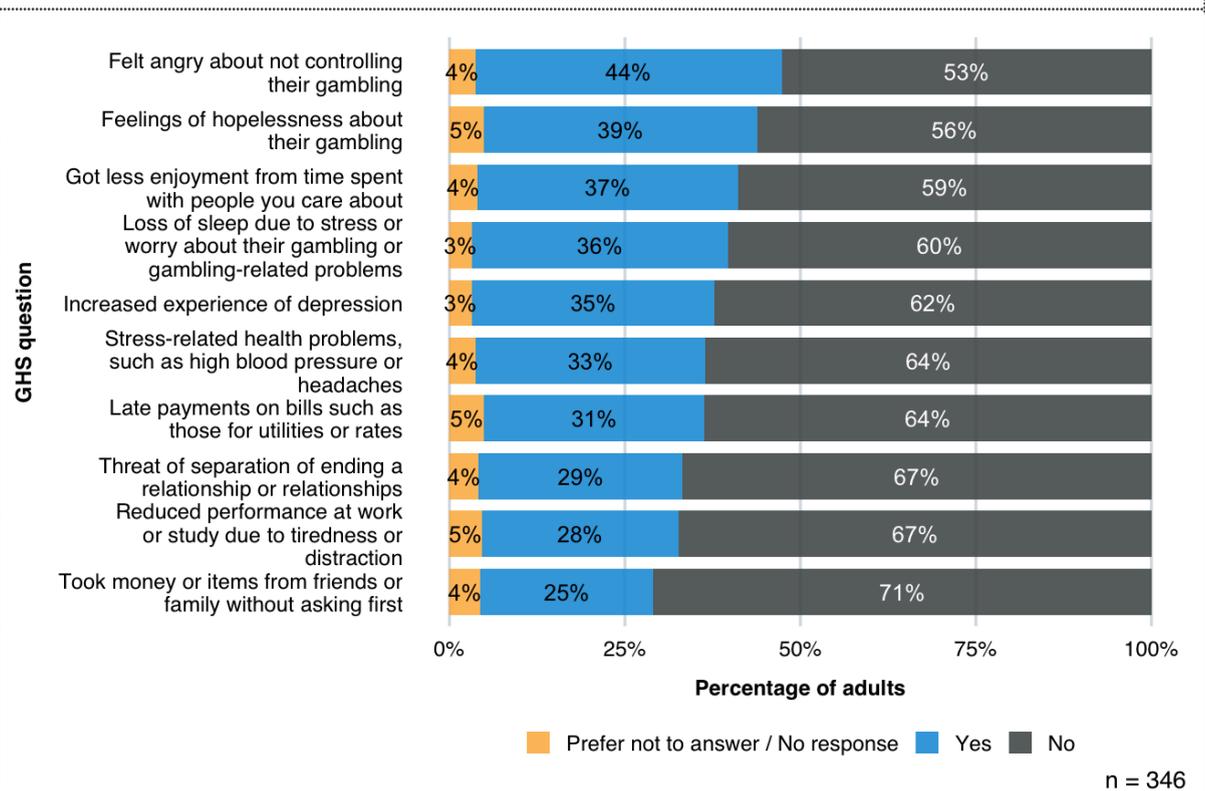
66% of survey respondents reported having a close relationship with at least one person who had gambled in the past 12 months, where "close relationship" was defined as: a family member, or one where you know each other well, you care about each other or you depend on each other. Of those respondents, 21% reported being either negatively, or both positively and negatively affected by the gambling of the other person.

Figure 5.2 : Proportion survey respondents in a close relationship with someone who gambles, who have been personally affected by their gambling in the past 12 months



Overall, 9% of all survey respondents reported experiencing at least one type of harm listed in the GHS-AO scale from someone else's gambling. Of the survey respondents who said they had been negatively, or positively and negatively, affected by a close person's gambling in the past 12 months, the most prevalent harms included feelings of anger (44%), hopelessness (39%) about the close person, feeling less enjoyment from spending time with others (37%), and loss of sleep due to stress or worry about the close person's gambling or gambling-related problems (36%: see Figure 5.3).

Figure 5.3: Prevalence of harms from the GHS-AO experienced by respondents negatively affected by the gambling of someone they are in a close relationship with



Notes: "During the past 12 months, did any of these occur to you as a result of this person's gambling?". ABS weights used for estimation.

How gambling harm is experienced by members of the WA community

Several expert stakeholders challenged the idea that gambling harm fits neatly into 'safe' or 'problematic' categories

Instead, they described harm as existing on a continuum, ranging from mild and short-term to severe and ongoing. In their view, harm can emerge even at low levels of gambling involvement.

"We now look at it as a spectrum. There's no natural threshold where people go from 'recreation' to 'harm'. No defined barrier. Even minimal exposure can be enough of a doorway for the industry to prey upon individuals. Like now we understand every cigarette does harm. Potentially every engagement with the industry can cause harm." - Gambling harm support organisation

One expert stakeholder also emphasised the non-linear nature of harm. People may move in and out of periods of distress, with shifts that can be sudden or unpredictable. This contrasts with the more traditional view that harm worsens steadily over time, following a staged or progressive path. In practice, interviewees suggested, the experience of harm is often more fluid, resisting easy classification and changing in response to life events, emotional states or other stressors.

Interview participants consistently identified financial harm as the most immediate and enduring impact of gambling

Participants referred to financial strain as either the initial sign of gambling harm or the most visible and persistent consequence. While the scale varied, from skipping bills to bankruptcy, the financial impacts often played a central role in shaping other forms of distress.

A number of interview participants spoke of accumulating debt over time. Some described initially losing manageable amounts, only for those losses to grow as gambling escalated. One participant reflected on how their gambling losses had become serious enough to threaten their ability to finish their university studies and they risked bankruptcy. Others reported being offered credit limit increases by their bank at the height of their gambling involvement, making it even easier to chase

losses and “*dig a deeper financial hole*”. Several participants described resorting to payday loans, overdrafts, and borrowing from friends and family. One participant said they had to sell sentimental items, including their grandma’s jewellery, just to meet debt repayments.

“I lost a huge amount of money to gambling - the losses started at about 100 a week, then up to 500 a week. Sometimes I would lose up to 3000 at one time.” - WA community member

Basic living costs were frequently affected. Participants talked about not having enough money for rent, groceries, or utility bills due to gambling losses. One interviewee described how, after losing more money than they had budgeted to spend gambling, they no longer had money left to buy groceries for the family. Other participants shared similar experiences of how gambling losses affected their ability to afford essentials. Some had reached a point where their housing was at risk, or their bank accounts were persistently overdrawn, creating ongoing financial stress.

“The gambling became harmful when I started attending the Casino on a weekly basis. This led to a lot of problems in my life, including severe financial difficulty. I was close to bankruptcy, and losing my house from my credit card debts.” - WA community member

These pressures often extended beyond the individual who gambled. CSOs described having to cover unpaid bills or stretch their own incomes to compensate for shortfalls in a household budget. In some cases, relationships were placed under severe strain due to the redistribution of resources. One CSO explained that their partner sometimes couldn’t pay their share of the household bills due to gambling losses, forcing them to make up the difference.

While financial harm was often the first to be noticed, it rarely occurred in isolation. Participants frequently described how money problems triggered emotional distress, shame, and conflict – both internally and within relationships. A recurring theme was that financial stress acted as both a consequence of gambling and a trigger for further gambling, creating a self-reinforcing cycle. The emotional toll of this cycle is explored in the following section.

Interview participants described a range of emotional harms linked to gambling

Emotional and psychological harm did not follow a fixed path. For some participants, distress surfaced early, even when gambling was infrequent or losses were minor. For others, emotional consequences appeared suddenly, tied to a single event or crisis point. One interview participant described experiencing a “*mental hangover*” following a significant loss, marked by emotional numbness and intense frustration. Others recalled weekends where they lost a significant sum of money, followed by days of low mood and feelings of hopelessness. Some participants reported that gambling affected their emotional state regardless of the outcome. Wins could trigger just as much anxiety or volatility as losses.

“Sometimes the day after an especially big loss I would just feel so incredibly frustrated, like a kind of mental hangover. I would get suicidal thoughts.” - WA community member

A strong theme across interviews with participants with lived experience was shame. Participants described keeping their gambling hidden, often due to embarrassment or fear of judgement. The secrecy placed further strain on their relationships and created a cycle of guilt and avoidance. One interviewee reflected on a year spent grappling with intense regret and shame following a period of uncontrolled gambling. During that time, they had to give up on things like foods, social outings, and struggled to pay rent in order to service their debt.

“I went through a year of regret and shame. I didn't have to sell my soul. I spent it all. It was my fault. Then I had to work, not eat nice food, not go out, scrounge to make rent payment.” - WA community member

CSOs also described the emotional toll gambling placed on them. One interviewee described how, upon learning of their family member's gambling, they experienced various stages of emotions, from anger to guilt to frustration. The stress significantly impacted their health and personality, as they stopped seeing friends and colleagues. Another participant described how their partner's mood would swing dramatically after placing large bets when they experienced a loss. The intense stress and emotional strain these frequent episodes caused resulted in the dissolution of the relationship.

“If he'd lost and we had plans for the evening, he may not come or his mood was really bad. I would have to explain to people. I couldn't deal with that behaviour anymore. I'm busy and he was acting like a child. For my mental health, I had to end it.” - WA community member

Some accounts described more severe psychological harm. One participant mentioned experiencing suicidal thoughts after major financial losses. Another spoke of supporting a loved one who was addicted to gambling through repeated breakdowns.

“He swears never again, but then he goes through the same process again. Depression, suicidal aspects and a very long recovery. The recovery period is about 3 years – it's not a blip in our daily lives. It's a long haul for him and the family.” - WA community member

Some participants shared experiences that reflected the most severe consequence of gambling harm: suicide. One participant described how their loved one had come to view their gambling addiction as a “parasite” – something they could not escape. They had made sustained and year long efforts to treat their addiction. The interviewee described how the cycles of major financial losses and mounting, subsequent emotional distress, shame, and feelings of intense hopelessness, all contributed to a sense that there was no way out. The culmination of which was the loved one taking their own life.

“He left a letter saying he was really scared about what the gambling would turn into. I think he saw the gambling as like a parasite, something attached to him that he couldn't get rid of. He saw people older than him in much greater debt and in much worse positions – he was scared of that happening to him.” - WA community member

Interview participants described how gambling harm can cascade out to affect workplaces, services, and community

Several interviewees pointed to the ways gambling harm extends into wider social and community settings, with consequences for families, workplaces, and broader support systems.

A small number of participants also raised domestic violence as a potential consequence. One interviewee, a detective, noted that gambling sometimes appeared as a contributing factor in domestic violence cases they had investigated, often intertwined with financial pressure and emotional volatility. While not widespread in the data, these accounts suggest that gambling harm can escalate into more serious forms of interpersonal harm in some circumstances.

Children and extended family were also affected. As noted earlier, some participants described missing out on everyday family responsibilities, such as helping children with homework or spending time together, due to time spent gambling. One participant explained that their parent's routine casino visits every Friday had a disruptive effect on the whole family. Others noted that the burden of dealing with gambling harm could stretch beyond the immediate household.

"It impacts the family on multiple occasions. There's the immediate family - parents and siblings. But it's also the extended family - nieces, nephews etc. We're all spreading ourselves a bit thinner to give him the time and space and assistance necessary." - CSO

Participants also described impacts in community and workplace settings. One person who worked in a liquor store next to a pub with a TAB facility described race days as an "eggshell situation" due to the volatile behaviour of customers affected by gambling outcomes. Another participant gave the example of a FIFO worker whose gambling became so difficult to manage that he eventually deleted all gambling apps from his phone to limit access. Although it had not yet affected his job performance, colleagues were concerned enough to intervene.

"We became aware that a FIFO worker was spending so much money on gambling to the point that they weren't able to pay bills. They were taking pay day loans. We asked if he'd surrender the phone for the day so he didn't have access to the app. It wasn't that it was affecting his work but we deleted the app on the phone to make it harder to access the gambling sites." - WA community member

In this section, interview insights have been divided into rough sections; financial harms, emotional harms, and broader community/social harms. However, it is important to note that the experiences described by interview participants were not of one particular harm in isolation, such as only financial harm. Rather, they

recounted a constellation of harms – emotional, financial, relational – that were interwoven and compounding. One form of harm made another more likely. And for participants with lived experience, gambling was often described as more than just a 'bad habit' but something that reshaped their entire lives, often with consequences that extended far beyond the gambling itself.

Expert stakeholders contextualised these experiences within a broader public health framework. One described gambling as a “*social determinant of health*”, citing its cumulative effects on mental wellbeing, family functioning and economic stability. Others pointed to broader systemic costs, including increased demand on social services, normalisation of gambling in everyday life, and the absence of early support pathways.

Across these accounts, gambling harm was not described as a contained issue, but as something that can ripple outward, placing pressure on families, relationships, workplaces, and communities.

6. Alcohol, mental health and gambling harm

Key findings

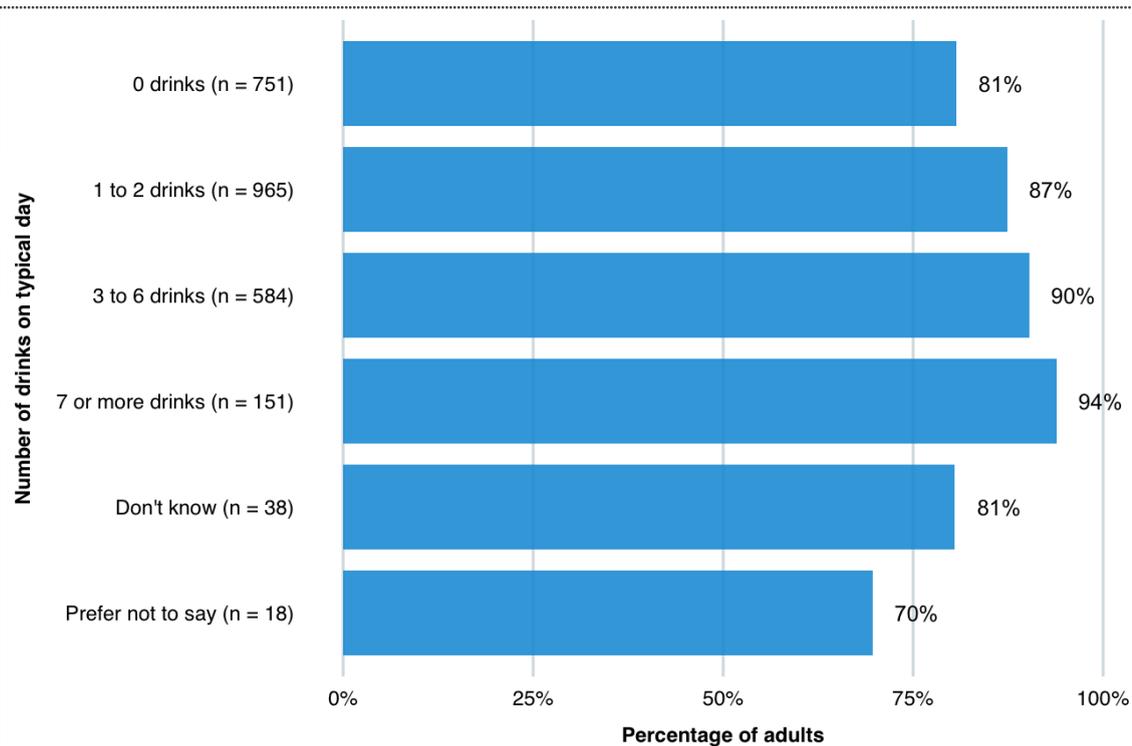
- Gambling rates were higher among those who typically consumed 7 or more drinks in a day (93%), compared to 81% among those who did not drink alcohol on a typical day.
- Almost half of survey respondents (44%) who reported consuming 7 or more drinks on a typical day had moderate to severe risk of gambling harm, compared to 14% of those who did not consume any alcohol on a typical day. However, it is important to note that the directionality of this association between alcohol use and gambling remains unclear.
- Some interview participants with lived experience and CSO participants described gambling as something that naturally co-occurred with alcohol, with some describing gambling as “something to do” after a few drinks, while others described alcohol as a trigger for relapsing into gambling.
- While depression, anxiety and stress were not linked to how often participants gambled, almost half of survey respondents (47%) with severe depression, anxiety or stress scores were also likely to have moderate to severe risk of experiencing gambling harm.
- A number of WA community members with lived experience of gambling harm described gambling engagement as a coping mechanism that they were drawn to when they felt stressed or experienced poor mental health. The experience of depression, anxiety or stress is likely to be both a driver and outcome of gambling and gambling harms.

Prevalence of gambling participation by alcohol consumption

The prevalence of gambling participation among survey respondents was higher for

those who consumed more alcohol on a typical day. The prevalence of gambling participation in the past 12 months was 81% among survey respondents who said they did not consume any alcohol on a typical day, and 94% among respondents who said they consumed 7 or more drinks per day (see Figure 6.1)

Figure 6.1: Participation in gambling in the past 12 months by number of alcoholic drinks consumed on a typical day



Notes: "How many drinks did you have on a typical day when you were drinking in the last 12 months?". ABS weights used for estimation.

The link between alcohol and gambling also emerged as a clear theme across interviews with WA community members. Some WA community members saw gambling as part of a “night out” at a TAB or the Perth Casino.

“I would say the most common form of gambling I see around me is things like putting money on the dogs or something at a TAB. People are drinking and gambling happens as part of a social occasion.” - WA community member

Other WA community members perceived a more direct link between alcohol consumption and the desire to gamble. For example, one community member described drinking as having a “spiralling effect” on their gambling. Another community member described alcohol as loosening inhibitions, increasing their willingness to spend money and take risks and therefore increasing their tendency to gamble.

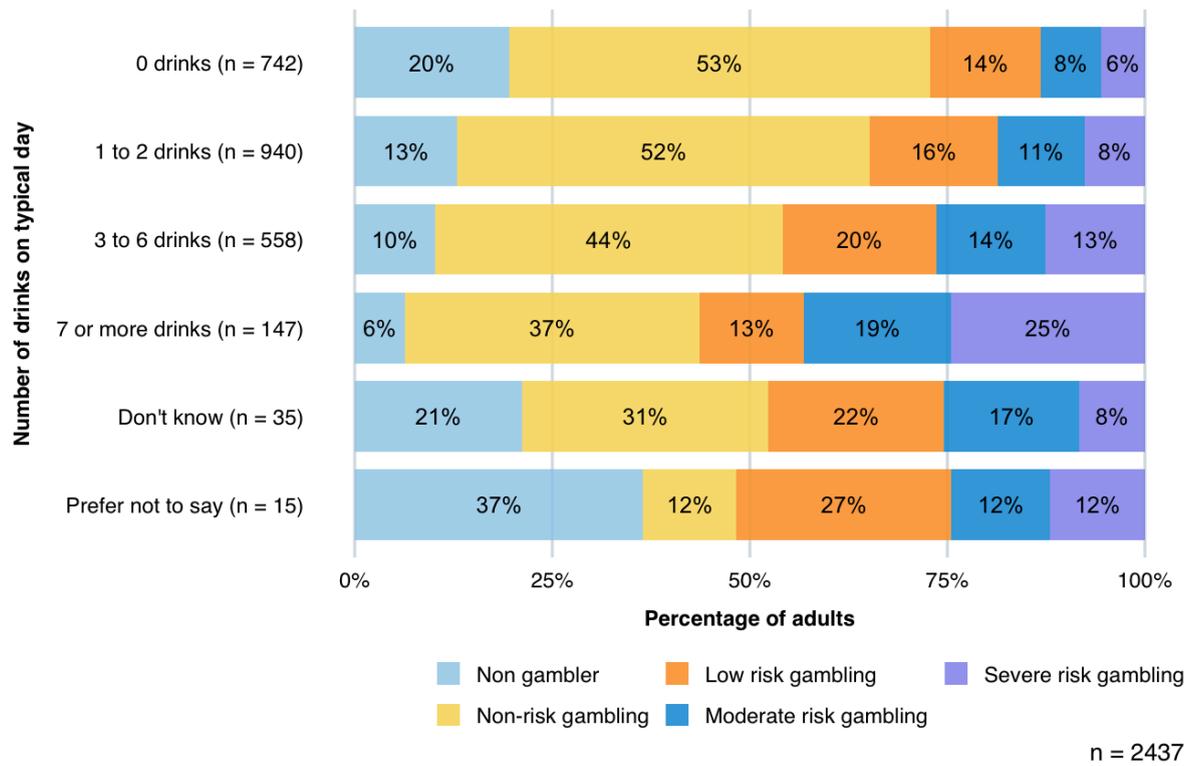
The role of alcohol in driving a desire to gamble was raised by interview participants. One participant with lived experience described drinking alcohol as a trigger for relapsing into gambling, while other lived experience and CSO participants described gambling as something to do while drinking.

“I think what motivates my partner to want to gamble is that he wants something to do and likes to drink.” - CSO

“Usually at the pub in that point in the night, once I’ve had like 7 drinks, and I’m getting bored with my mates and the pub, I start thinking what else can I do?” - Person with lived experience of gambling harm

The association between alcohol consumption and potential gambling harm was corroborated by the survey findings. The proportion of survey respondents with high PGSI scores indicating moderate to severe risk of gambling harm increased with alcohol consumption on a typical day. Almost half of survey respondents (44%) who reported consuming 7 or more drinks on a typical day had PGSI scores indicating moderate to severe risk of gambling harm, compared to 14% of those who did not consume any alcohol on a typical day (see *Figure 6.2*). However, it is important to note that the directionality of this association between alcohol use and gambling remains unclear.

Figure 6.2: PGSI score by number of alcoholic drinks consumed on a typical day

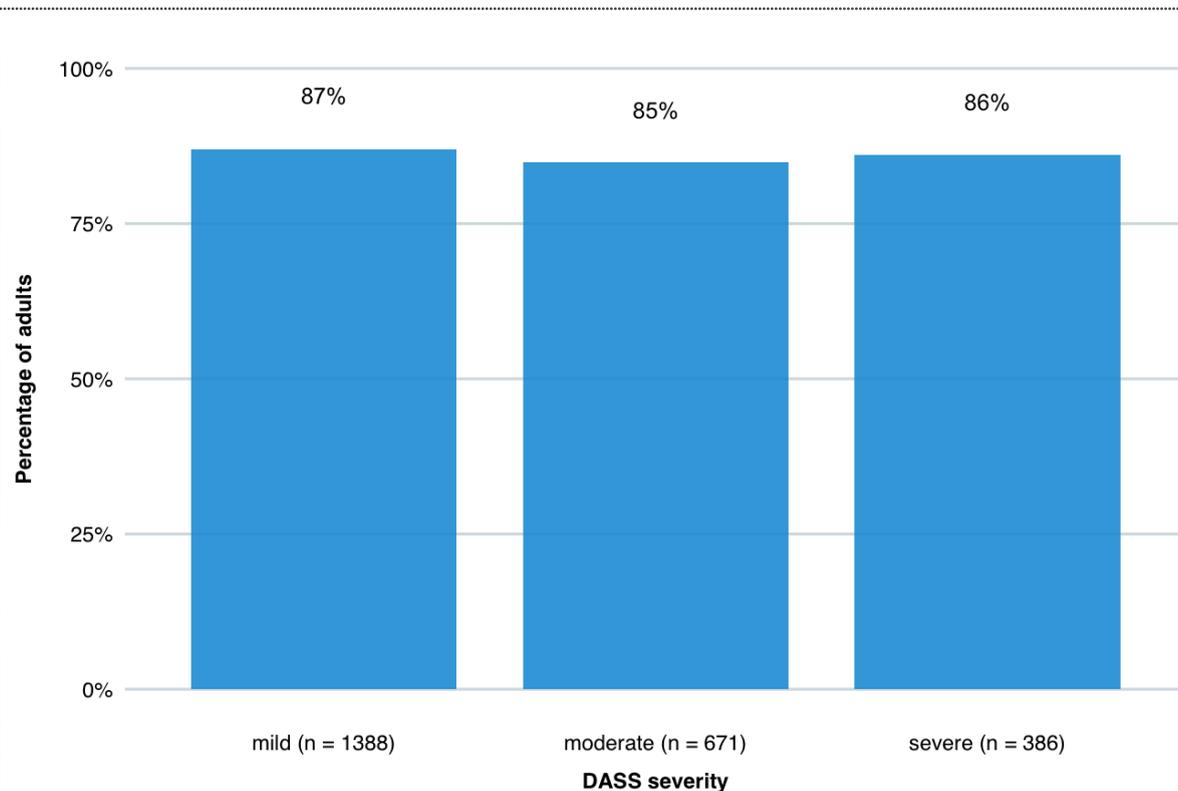


Notes: "How many drinks did you have on a typical day when you were drinking in the last 12 months?". ABS weights used for estimation.

Prevalence of gambling participation and risk of harm by typical depression, anxiety and stress severity

WA participants' experience of depression or anxiety appeared unrelated to their frequency of gambling, with participants reporting mild depression and anxiety symptoms (87%) being just as likely to have engaged in gambling over the past 12 months, compared to those with moderate (85%) to severe (86%) depression and anxiety symptoms.

Figure 6.3: Participation in gambling in the past 12 months by Depression, Anxiety, and Stress severity score (DASS)

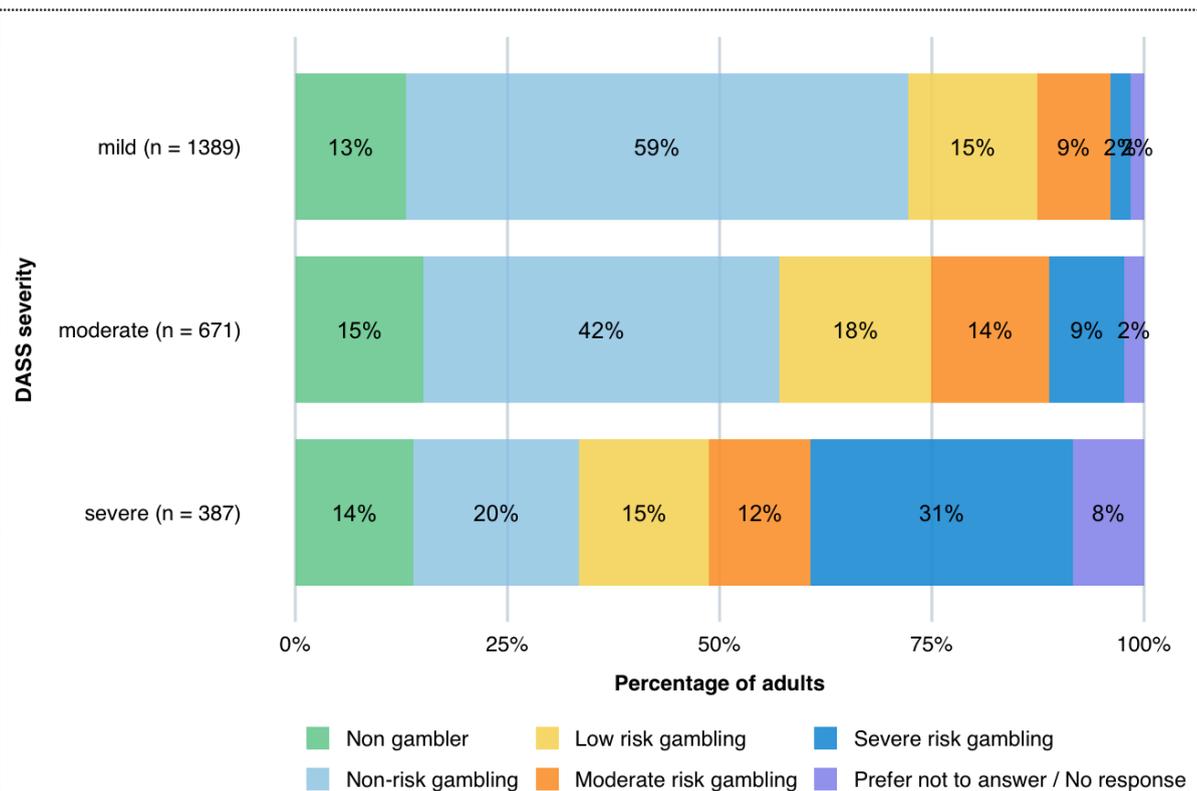


Notes: ABS weights used for estimation.

Prevalence of risk of gambling harm by typical depression, anxiety and stress severity

There was, however, a clear correlation between experiencing depression, anxiety and stress severity and respondents' risk of experiencing gambling harm. Almost half of survey respondents (47%) with severe depression, anxiety or stress scores were also likely to have PGSI scores indicating they are at a moderate to severe risk of experiencing gambling harm, compared to 11% of survey respondents with mild depression, anxiety and stress scores (see *Figure 6.4*). There was also a clear link between experiencing depression, anxiety and stress severity and participants' experience of gambling harms, both from their own gambling, and from the gambling of others (see *Figure 6.5*).

Figure 6.4: PGSI score by Depression, Anxiety, and Stress severity score



Notes: ABS weights used for estimation.

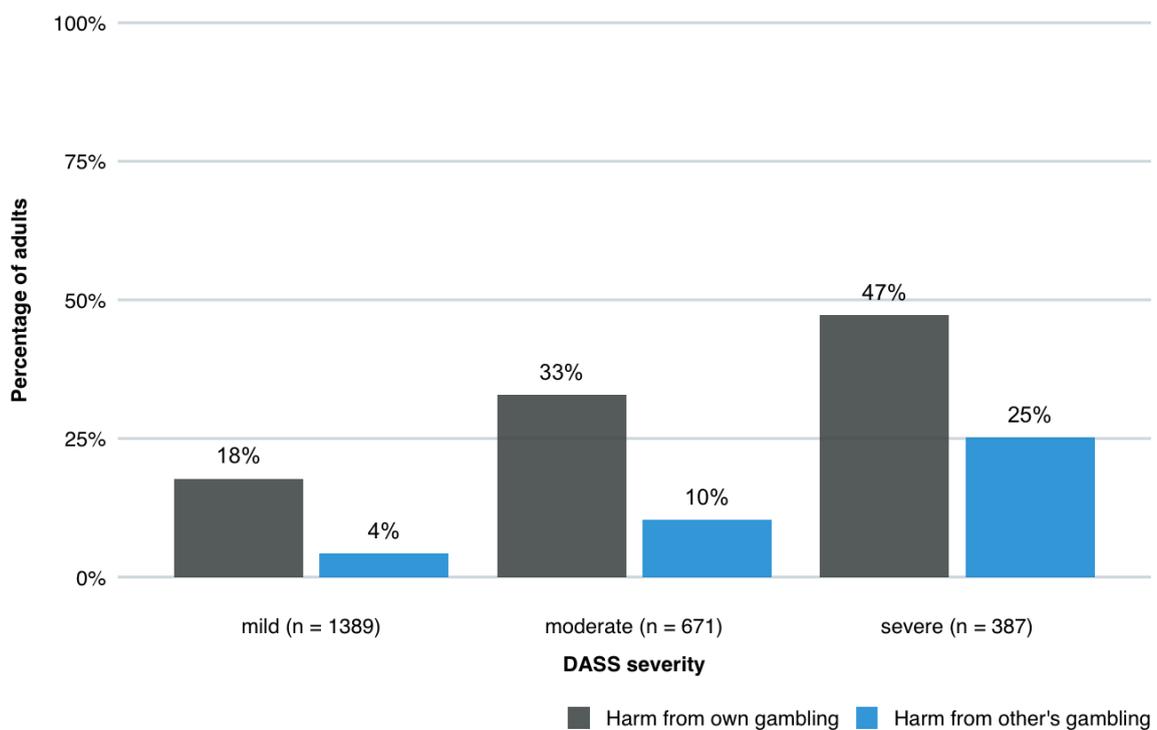
A number of WA community members with lived experience of gambling harm described gambling engagement as a coping mechanism that they were drawn to when they felt stressed or experienced poor mental health.

“When stressful things are happening, it’s a way to cope” - Person with lived experience of gambling harm

“When you’re in a bad place mentally, you tend to go towards what you are familiar with” - Person with lived experience of gambling harm

However, when interpreting these findings, it is important to note that the experience of depression, anxiety or stress is likely to be both a driver and outcome of gambling and gambling harms (see Section 5: Prevalence of risk of gambling harm in Western Australia).

Figure 6.5: Prevalence of experiencing at least one gambling harm (GHS or GHS-AO) in the past 12 months by Depression, Anxiety, and Stress severity score



Notes: ABS weights used for estimation.

7. Attitudes toward gambling and the gambling industry

Key findings

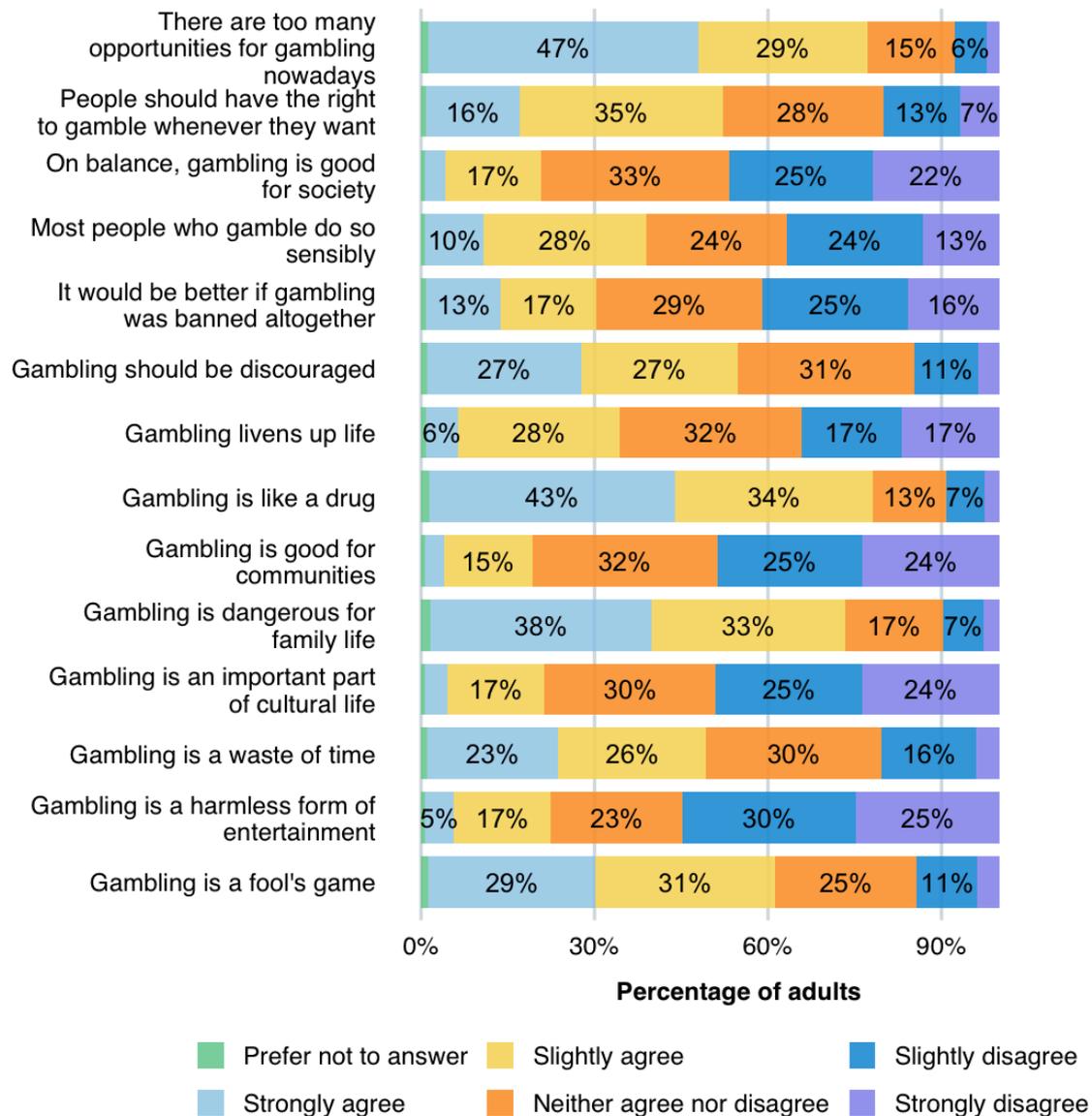
- Notwithstanding the high prevalence of gambling participation among survey respondents, most agreed with the statements that “*there are too many opportunities to gamble nowadays*” (76%) and that “*Gambling is dangerous for family life*” (71%). Interview participants commonly described gambling as a highly normalised and socially acceptable activity in WA. In particular, participants raised concerns about the accessibility of online gambling, especially for young people.
- Some interview participants described gambling as a recreational activity that could be part of a fun or social occasion. While other participants voiced more critical perspectives, for example, the view that gambling disproportionately profits off of vulnerable individuals. Others noted the addictive nature of gambling products and the harm that gambling addiction causes in their community.
- Interview participants expressed mixed views on individuals who gamble, and where the responsibility of experiencing gambling harm lies. Some participants likened gambling to personal vices such as alcohol or unhealthy eating, where it is up to the individual to responsibly moderate their consumption. Contrastingly, other participants emphasised the role of gambling operators and regulators in mitigating the harm gambling can produce.
- Most survey respondents reported low awareness about the illegality of online poker and slots. Only 5% of respondents correctly responded that providing online poker is illegal in Australia, and only 6% of survey respondents correctly responded that providing online slots are illegal.

The majority of survey respondents (76%) either slightly or strongly agreed that “*there are too many opportunities to gamble nowadays*”, indicating similar levels of concern about the availability of gambling compared to a national sample of Australian adults (77%; Australian Gambling Research Centre, 2023b).

As shown in *Figure 7.1*, most respondents agreed with the statements “*Gambling is dangerous for family life*” (71%)” and “*Gambling should be discouraged*” (54%). Most also agreed with the statement “*Gambling is like a drug*” (77%) and “*Gambling is a fool’s game*” (60%). Similarly, the majority disagreed with more positive statements – such as gambling being good for communities, harmless entertainment, or beneficial to society.

That said, most survey respondents did not support measures like banning gambling, with only 30% of respondents slightly or strongly agreeing that gambling should be banned altogether, compared to 36% in a national sample of Australian adults (Australian Gambling Research Centre, 2023b). Many survey respondents also slightly or strongly agreed with the sentiment that people should have the right to gamble whenever they choose (51%), compared to 47% of adults in the national population (Australian Gambling Research Centre, 2023b).

Figure 7.1: Attitudes toward gambling



Notes: "The next few questions are things that some people have said about gambling. Please indicate how much you agree or disagree with each one.". Values below 5% have been omitted for readability. ABS weights used for estimation.

A consistent theme across interview participants was the perception that gambling is highly normalised within the Western Australian context

Community members frequently described gambling as embedded in the social and cultural fabric of everyday life. Participants described it as part of the broader social environment and culture, citing common activities like footy tipping, chatting about odds during sports events, and casual betting among friends and colleagues. One participant, for example, recalled teachers discussing footy tipping at school:

“There is a general culture of gambling in AFL, it's socially sanctioned. Footy tipping is very normalised, you even saw it with teachers doing it openly at schools.” - WA community member

Normalisation was not limited to a specific type of gambling. Sports betting was widely described as socially acceptable, often framed as a natural extension of sporting engagement or “*getting into the sporting spirit*” (WA Community member). Other gambling formats, such as bingo, raffles, and lottery products, were similarly regarded as uncontroversial or routine. Community members frequently observed these activities in informal social settings, including private gatherings and community events.

As noted in *Section 3: Gambling participation in Western Australia*, lottery products were seen by interview participants as especially normalised and broadly accepted in WA. A recurring view was that lottery purchases were seen not only as harmless but also beneficial, due to proceeds going to public or community causes. A number of interviewees spoke favourably about Lotterywest's role reinvesting profits into community initiatives.

“I like Lotterywest, their funds go back into the community and they fund lots of good things.” - WA community member

Some community members framed gambling as a relatively low-risk, recreational activity

Some interview participants described gambling as an occasional, low-risk form of entertainment, reflecting the diversity of views also seen in the survey. Interviewees framed their gambling as linked to social events, or part of a broader experience,

rather than a standalone activity. For instance, one participant described a weekly “Ladies Day” at the races, where dressing up and attending with friends was seen as a fun tradition.

Others highlighted the enjoyment of risk and unpredictability, particularly in settings like the Perth casino, where gambling was viewed as a form of escapism from everyday routines. Even among those who acknowledged that the odds were not in their favour, there was a sense that the experience itself (especially when tied to a social occasion) was still worthwhile. One participant, for example, mentioned placing a bet once or twice a year during trips to the races, despite being aware of the low chance of winning.

“I am good at maths and know the chances are I will lose money. Though I do gamble maybe once or twice a year for social occasions.” - WA community member

Other community members, in contrast, expressed a more negative attitude towards gambling

Among WA community members who expressed negative views towards gambling, some described the gambling industry as profiting from people experiencing serious harm, particularly those with addiction. This concern was especially strong among participants with lived experience and CSOs.

“Gambling is so predatory. It’s about the guys staying up at night, spending every bit of cash they have, that’s where they are making the money. It’s concentrated on the people suffering the most already.” - Person with lived experience of gambling harm

Some interviewees suggested that gambling products are deliberately designed to foster ongoing use rather than casual participation. Their concerns centred on how accessible and appealing these products are, especially to groups like pensioners and young people. In this context, the industry was viewed not as offering entertainment, but as promoting habitual gambling. A community member, for example, spoke about an older relative who regularly spent their entire income on gambling, an experience that left a lasting negative impression.

"I really dislike gambling. I had a close uncle who spent all his money on gambling and other vices, and that really left an impression on me." - WA community member

A number of participants with lived experience described gambling as emotionally compulsive and difficult to resist. One individual compared it to substance use, warning it can lead to cycles of dependence and harm. Another likened it to chasing a "mystery box", where the allure of a possible win keeps people hooked despite repeated losses. These reflections reinforced a broader view of gambling not as harmless recreation, but as something that can entrap people and lead to significant personal harm.

"Gambling is like getting a mystery box, there's always the chance of getting lucky. It's addictive to be chasing that high." - WA community member

Other participants expressed more general disapproval of gambling. One person said they "don't support it" and would never gamble, while others described gambling as "a waste of money". In some cases, this sentiment was paired with sympathy or frustration toward those who continue to gamble. One participant described it as a "tax on the uneducated", reflecting the belief that while individuals are free to choose, gambling is ultimately a poor decision.

Western Australian Community perceptions of individuals who gamble

As part of the interviews, participants were asked for their views on the terms *responsible gambling* and *safe gambling* – phrases commonly used in government and industry messaging. Responses fell into one of two camps. The first represented an endorsement of the responsible gambling framing, which positions individuals as ultimately responsible for managing their gambling to avoid harm. The second camp reflected opposition and criticism of the framing, with participants questioning both its logic and the shift of responsibility away from gambling providers and the wider system.

Community members described gambling as similar to other personal vices, like alcohol or unhealthy eating, that should be approached in moderation

In these accounts, responsibility lay primarily with the individual to understand their own limits and act accordingly. One participant explained that in their religious community, gambling is discussed alongside drugs and alcohol, with moderation as the guiding principle. Some participants shared practical examples: bringing only cash to the casino, setting a fixed budget, or stopping once a self-imposed limit was reached. One person remarked that they saw gambling in the same light as other lifestyle choices: something that can be done responsibly if kept in check. The term responsible gambling was often interpreted to mean gambling within one's means and not allowing gambling losses to interfere with essential expenses or family wellbeing.

"If you have to put fuel in the car, food on the table, and because of gambling you can't do that, then it's not responsible." - WA community member

In contrast, other participants rejected the responsible gambling framing altogether

Some community members rejected the idea that gambling could ever be truly "safe" or "responsible", arguing that the very nature of gambling makes it financially reckless or psychologically risky. One person said there was "no such thing" as

responsible gambling, since the “house always wins”. Another drew a parallel to marketing terms like “clean coal”, suggesting that “safe gambling” was a sanitising phrase that masked the potential for harm. Others questioned the utility of these terms for people experiencing addiction or emotional distress, arguing that once someone is compelled to gamble, individual responsibility becomes less relevant.

“If someone is addicted to gambling, they can't control themselves, basically by definition. So especially when it comes to gambling addicts, responsible gambling does not really apply at all.” - WA community member

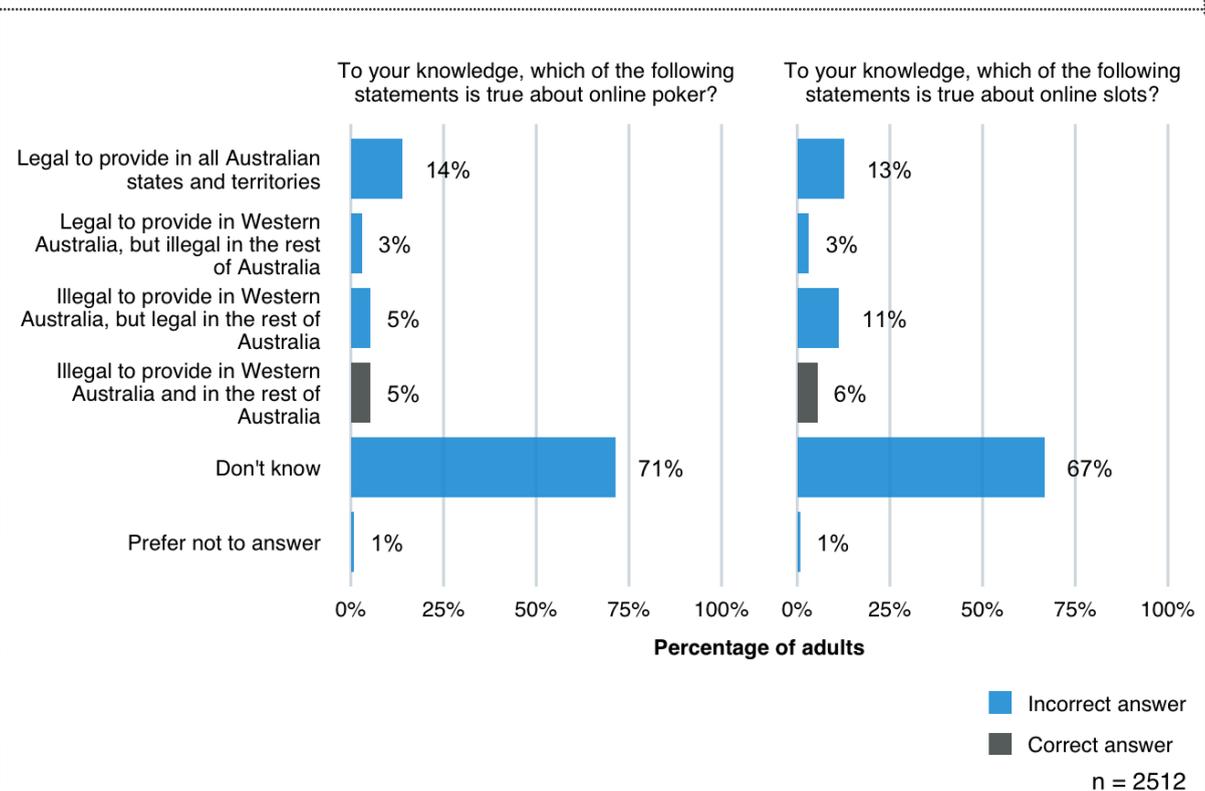
Several WA community members criticised the “responsible gambling” discourse for shifting the burden of harm – especially in the context of addiction – onto individuals while downplaying the role of gambling operators. Some participants argued that responsibility should also rest with regulators and industry, just as it does in other areas of public safety, like road design or workplace safety. Others highlighted how external pressures, such as financial stress, difficult life events, or underlying vulnerabilities, can contribute to harmful gambling, but are underplayed or neglected in the responsible gambling framing.

“Simply put, ‘responsible gambling’ is the weaponising of shame. It's setting up an environment that one assumes is a safe environment, and if you experience harm, it's your fault. It's placing the onus on the individual rather than the industry or government to create a safe consumer environment.” - NFP05

Awareness of the regulation of illegal online gambling activities

Most survey respondents reported low awareness about the legality of online poker and online slot products (see Figure 7.2). Only 5% of respondents correctly responded that providing online poker is illegal in Australia, and 71% indicated that they “don't know” the legal status of online poker. Similarly, only 6% of survey respondents correctly responded that providing online slots are illegal in Australia, while 67% indicated that they “don't know” the legal status of online slots (ie.digital versions of EGMs, typically accessed via gambling websites or apps and designed to mimic the experience of land-based slot machines).

Figure 7.2: Knowledge of the illegality of online poker and online slots

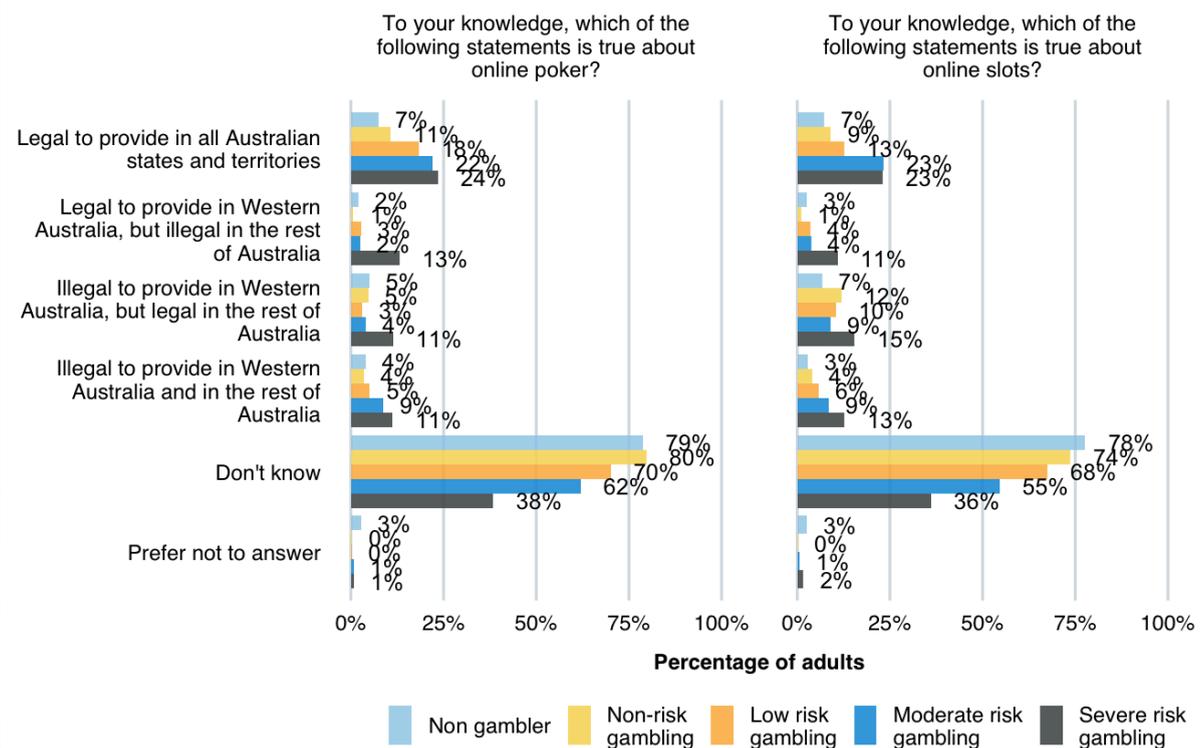


Notes: Correct answer: Illegal to provide in Western Australia and in the rest of Australia. ABS weights used for estimation

Awareness of national regulation of online gambling activities among survey respondents by PGSI scores

Survey respondents with higher PGSI scores were less likely to indicate that they “don’t know” the legal status of online poker and online slots. However, they were also more likely to incorrectly believe that online poker and online slots were legal to provide in Australia. As observed in *Section 4: Prevalence of risk of gambling harm in Western Australia*, people higher on the PGSI were more likely to report engaging in online casino games in the past 12 months, hence why a greater proportion of them may have also reported thinking they were legal.

Figure 7.3: Knowledge of online poker and online slots regulation by PGSI



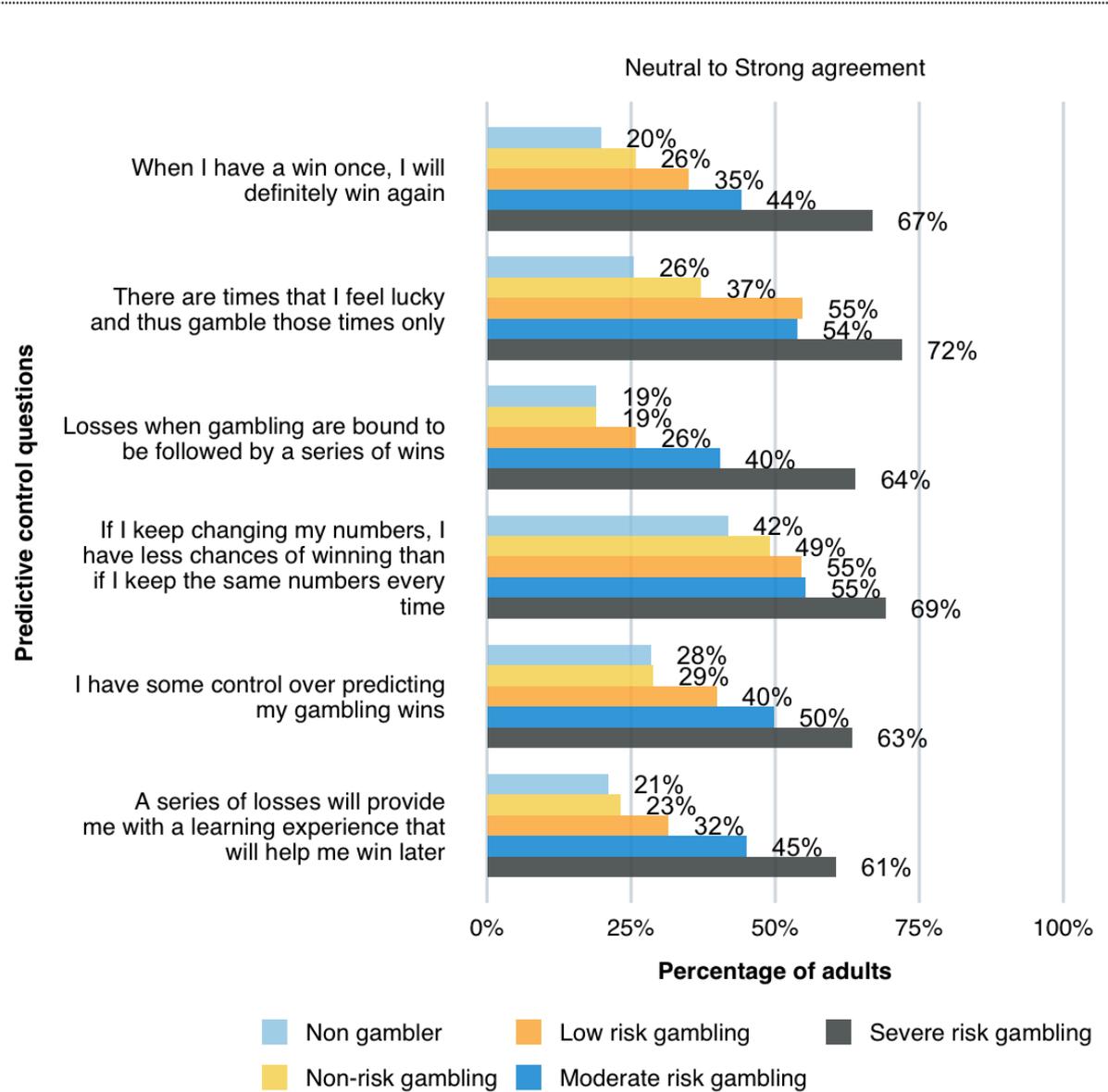
Notes: Correct answer: Illegal to provide in Western Australia and in the rest of Australia. ABS weights used for estimation

Incorrect perceptions around predictive control in gambling are particularly prevalent among high risk gamblers and young men in Western Australia

Predictive control refers to the tendency for individuals to overestimate their ability to predict gambling outcomes. For example, a person with high predictive control might believe that a win increases their chances of winning again. Our survey found that most adults in WA exhibit low levels of predictive control. However, those with high PGSI scores indicating moderate to severe risk of gambling harm were more likely to display higher predictive control, consistent with findings from large-scale validation studies.

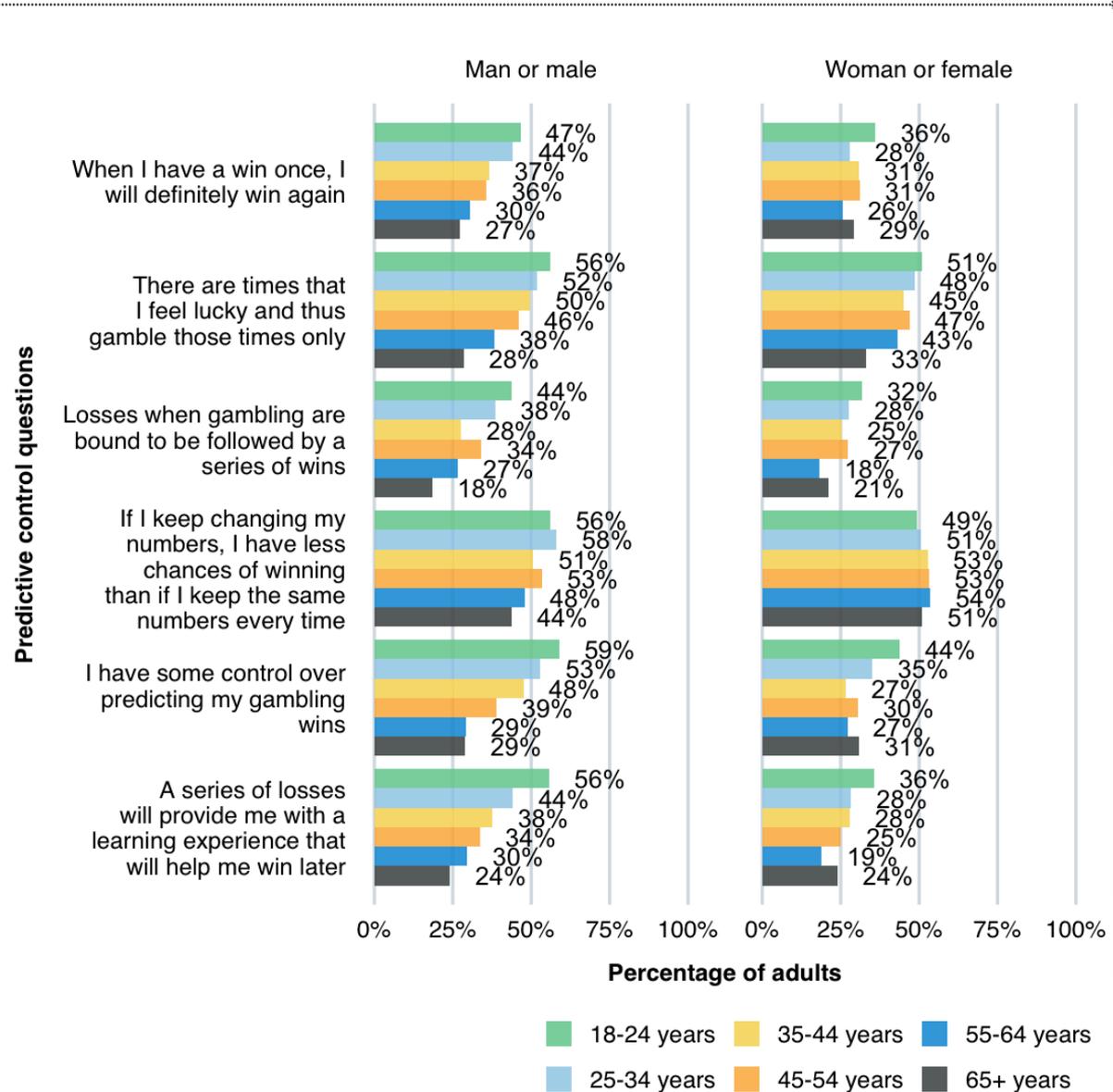
Younger people, particularly men, were also more likely to endorse predictive control beliefs. Among men aged 18–24, the majority either agreed with or were neutral toward five out of the six predictive control statements.

Figure 7.4: Agreement with predictive control questions by PGSI



Notes: "How much do you agree or disagree with the following statements?". ABS weights used for estimation

Figure 7.5: Agreement with predictive control questions by age and gender



Notes: "How much do you agree or disagree with the following statements?". ABS weights used for estimation

8. Tools and support services

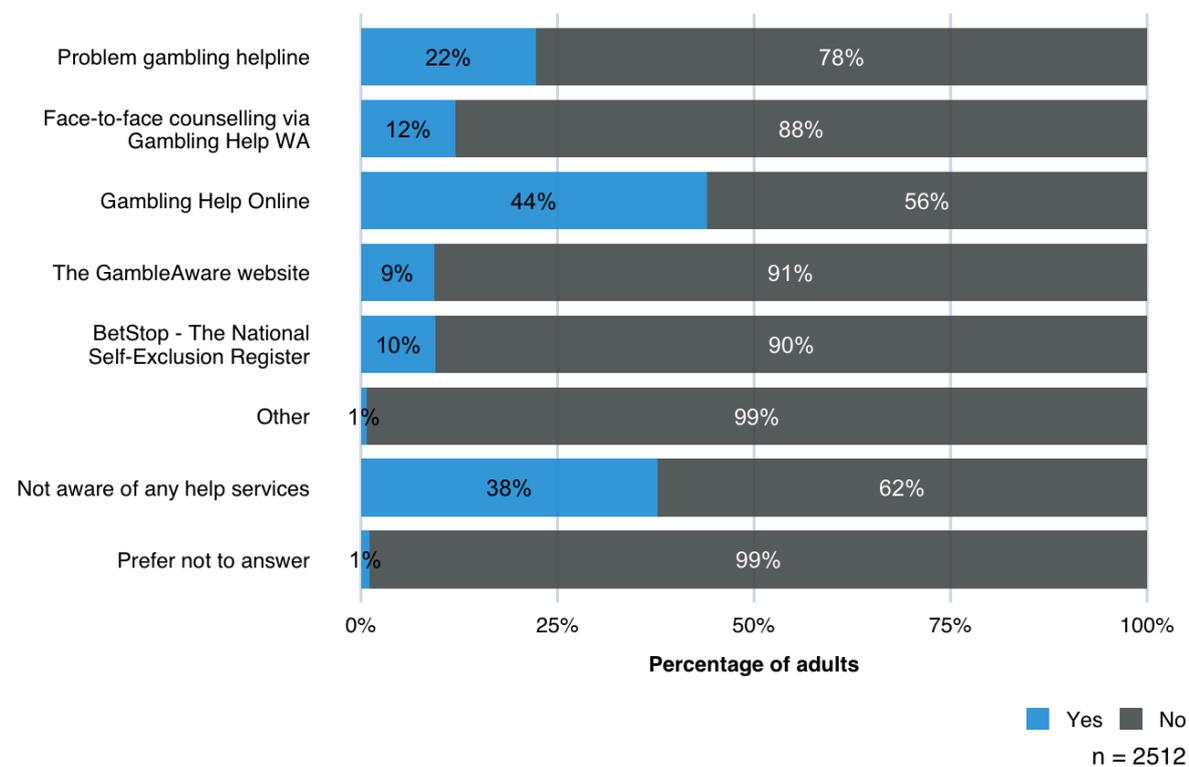
Key findings

- The majority (62%) of survey respondents said that they had heard of at least one gambling support service, with the most common being Gambling Help Online (44%), followed by the Problem Gambling Helpline (22%). Less than 15% of survey respondents with PGSI scores indicating severe risk of gambling harm said that they were not aware of any gambling help services.
- Less than half of survey respondents (38%) said they were aware of consumer protection tools for EGMs such as setting spend or time limits. Conversely, over half of survey respondents (55%) said they were aware of at least one consumer protection tool offered by online gambling providers such as the ability to set deposit and spend limits.
- Around 12% of survey respondents said that they had wanted to seek help for their gambling in the past 12 months, with 4% of survey respondents saying they had wanted to seek help for their own gambling, and 7% saying they had wanted to seek help for someone else's gambling.
- Of the survey respondents that wanted to seek help for gambling, around a quarter (24%) said that they had not sought or tried to get help. The most commonly reported barriers for seeking help among those who had wanted it in the past 12 months included thinking they could deal with the issue on their own (40%), and feeling too embarrassed (36%).
- Important features of gambling support services identified by interview participants included anonymity for those seeking support, and the availability of diverse service delivery options that are locally available and culturally safe.

Awareness of gambling support services

Almost two in five (38%) survey respondents reported not being aware of any gambling support services. Of those who were familiar with support services, national services were more familiar than local services. Survey respondents were most familiar with Gambling Help Online (44%), followed by Problem Gambling Helpline (22%), both of which are national services. Only 12% of survey respondents were aware of Gambling Help WA, which is a government-endorsed gambling support service in Western Australia.

Figure 8.1: Awareness of gambling support services



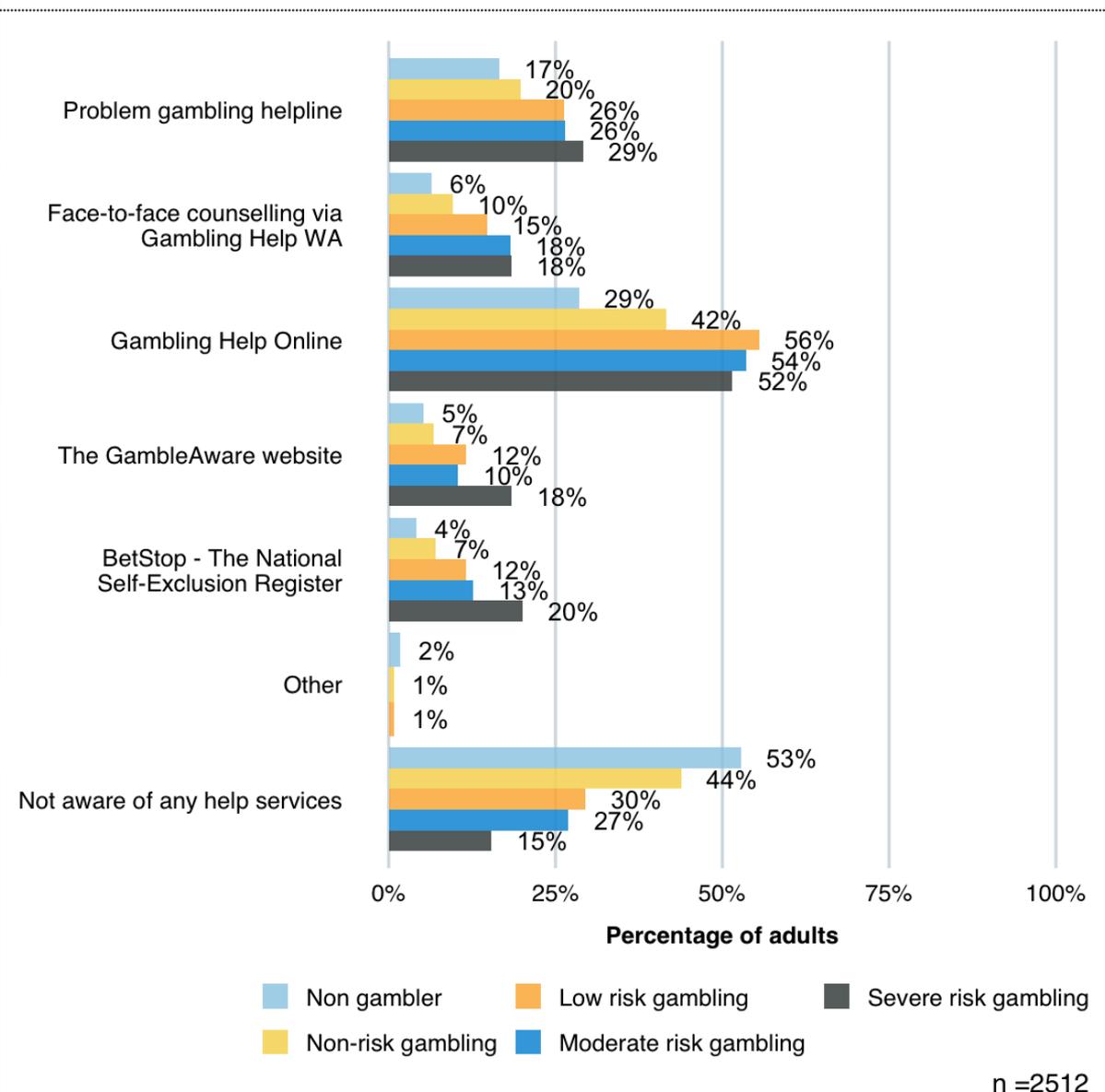
Notes: "Which of the following support services in Western Australia have you heard of? (Select as many as apply)". ABS weights used for estimation

Awareness of gambling support services by PGSI

Those at higher risk of gambling harm are more aware of support services. Relatively few survey respondents with high PSGI scores indicating severe risk of gambling harm

indicated that they were not aware of any gambling support services (15%), compared to non gamblers (53%) or those with low PGSI scores indicating low risk of gambling harm (44%).

Figure 8.2: Proportion of survey respondents who are aware of gambling support services by PGSI

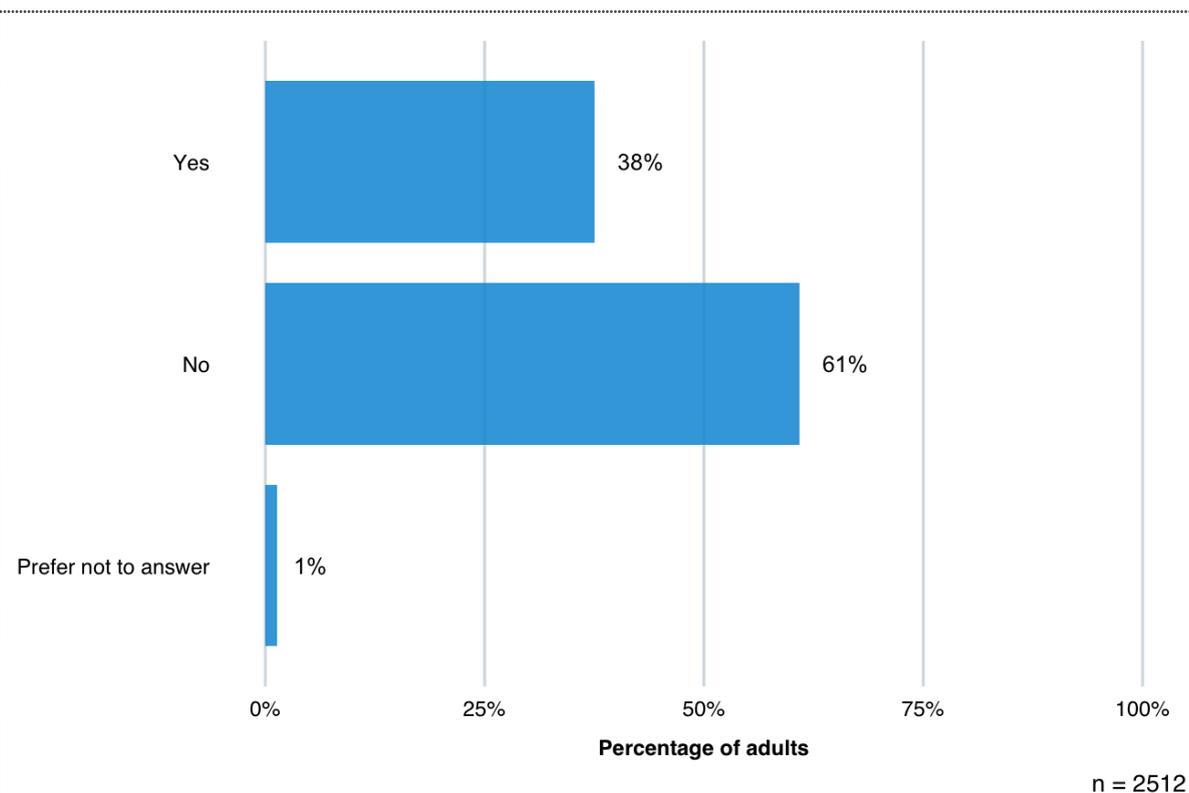


Notes: "Which of the following support services in Western Australia have you heard of? (Select as many as apply)". ABS weights used for estimation

Awareness of consumer protection options from the Perth Casino and for EGMs

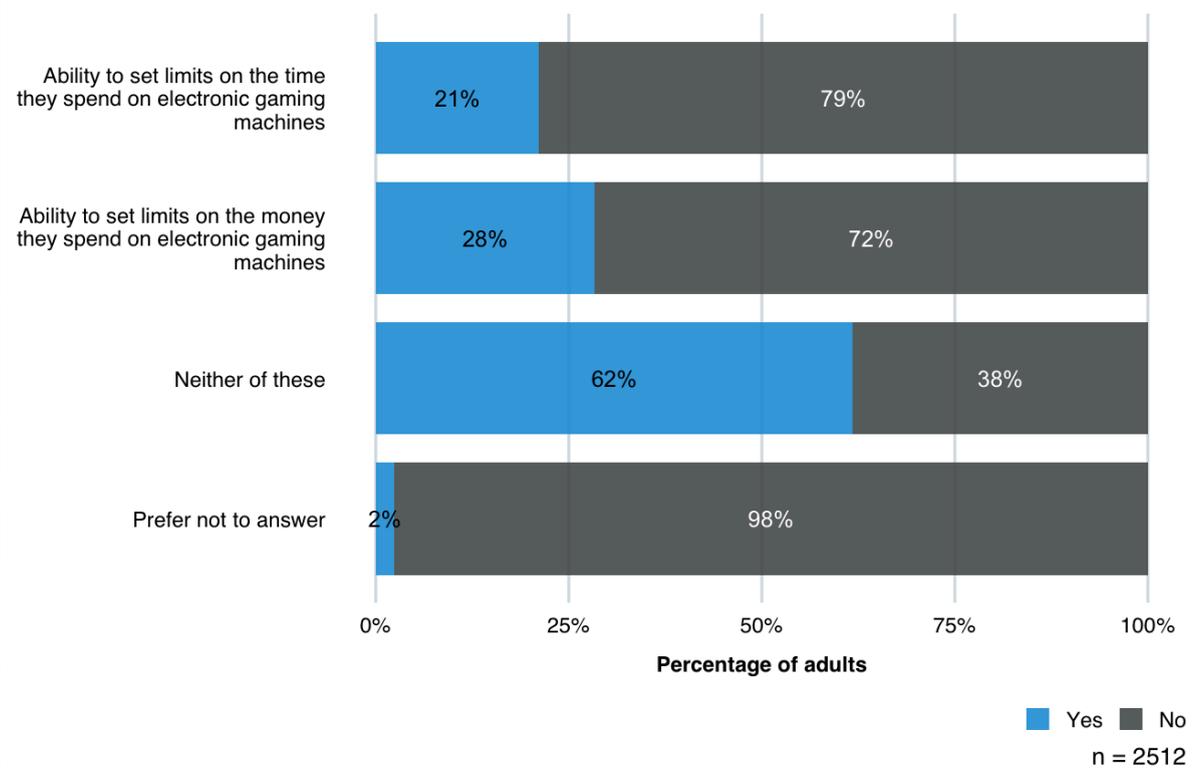
Western Australians reported low awareness of gambling harm reduction tools available in casinos. 61% of survey respondents were unaware of the Perth Casino's self-exclusion processes. Similarly, only 21% and 28% were aware of time and spending limit features available on EGMs, respectively.

Figure 8.3: Awareness of exclusion options from the Perth Casino



Notes: "Are you aware that people can ask the Perth Casino to be excluded or banned from gambling there?". ABS weights used for estimation

Figure 8.4: Awareness of consumer protection tools for EGM

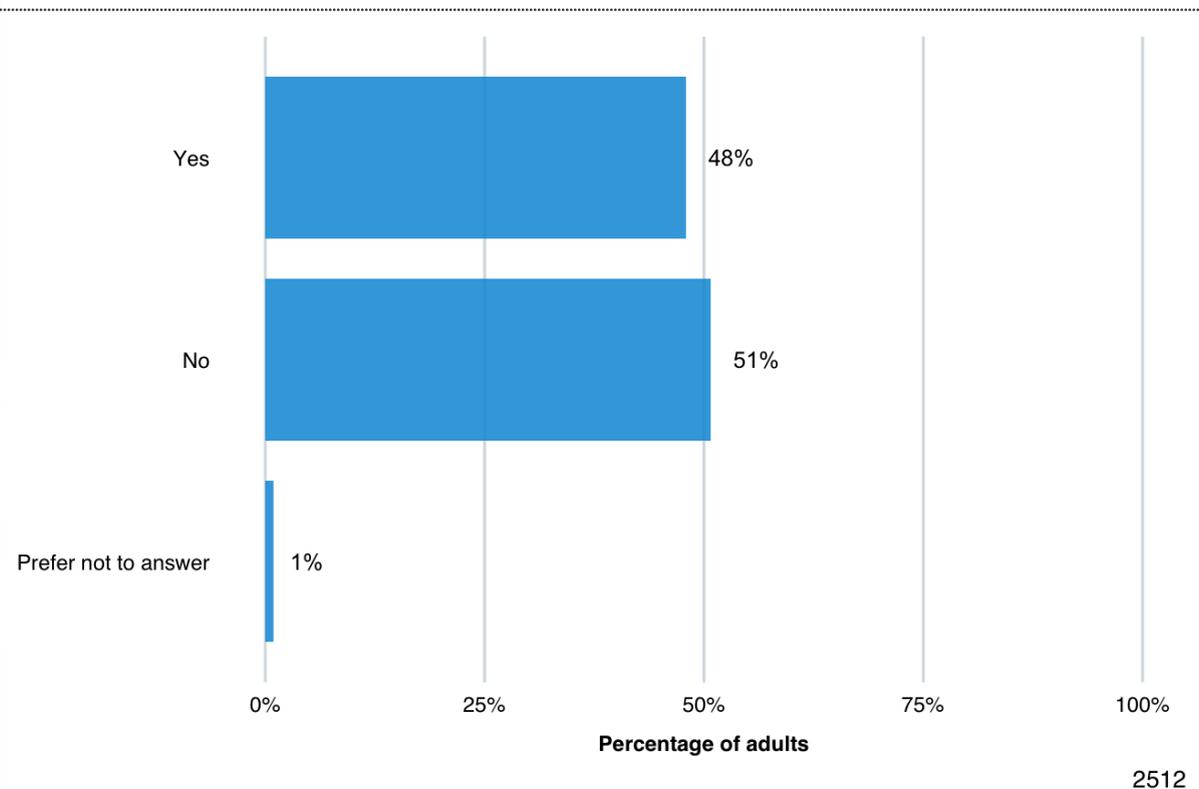


Notes: "Are you aware of either of these options the Perth casino offers people who play on electronic gaming machines?". ABS weights used for estimation

Awareness of consumer protection options for online gambling

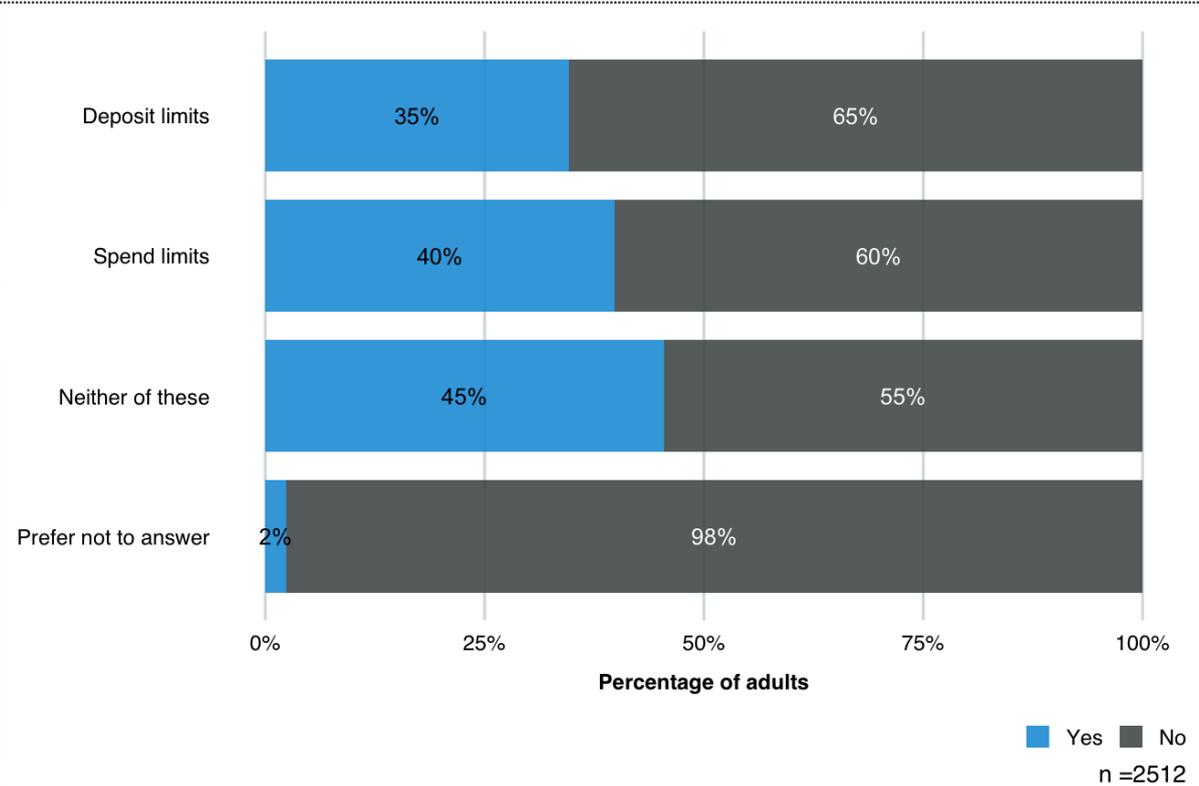
In contrast, Western Australians were relatively more aware of similar harm reduction tools available online. For instance, more than half (51%) were aware of self-exclusion options provided by online gambling platforms. Similarly, 35% and 40% were aware of spending and deposit limit features available on online gambling platforms.

Figure 8.5: Awareness of exclusion options for online gambling providers



Notes: "Are you aware that people can ask an online gambling provider to be excluded or banned from gambling with them?". ABS weights used for estimation

Figure 8.6: Awareness of consumer protection tools for online gambling providers



Notes: "Are you aware of either of these online consumer protection tools that allow people to limit the amount they deposit and/or spend?". ABS weights used for estimation

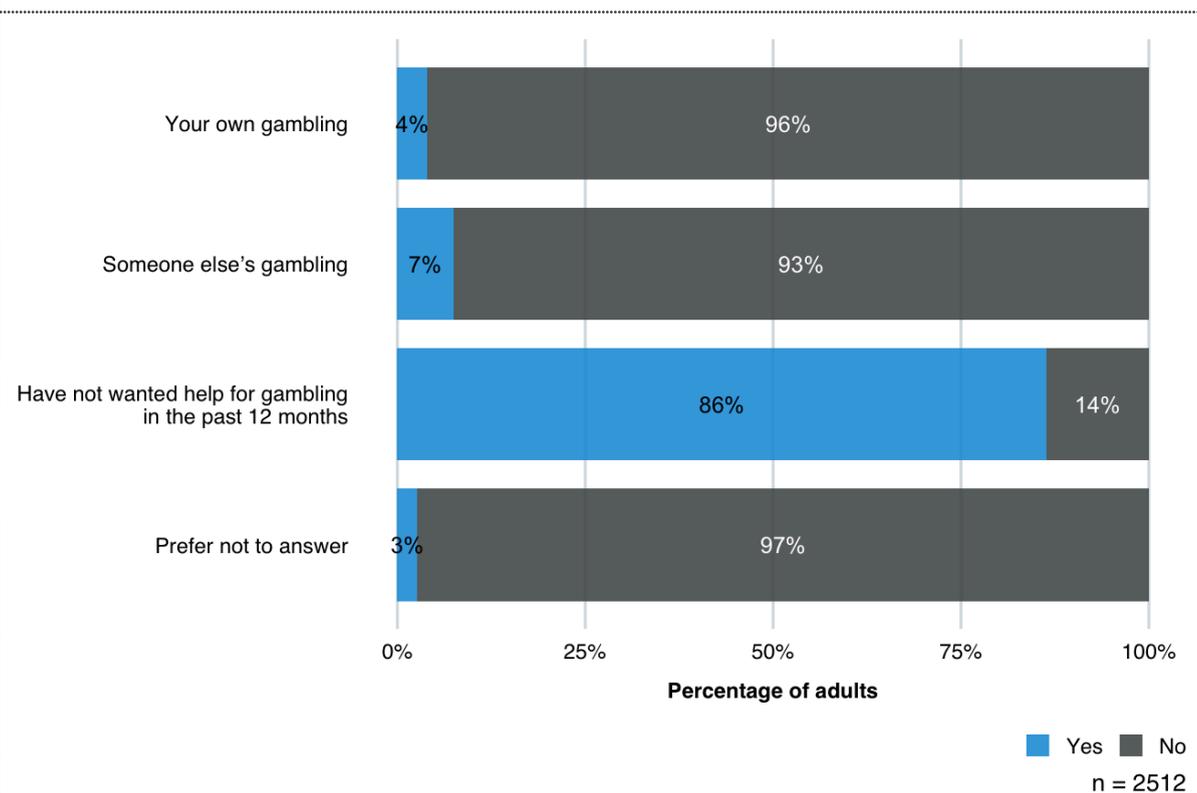
Interviews with people with lived experience and CSOs revealed a general understanding and awareness of harm reduction tools like self-exclusion. However participants also shared concerns about the effectiveness of these measures in practice. Several participants noted that workarounds were easy to exploit, with some placing bets at TABs without logging in to their account, while others gambled using friends' accounts. Several reported continuing to receive marketing messages from casinos and online operators despite having self-excluded. One interviewee described successfully entering and gambling at the casino on eight separate occasions after self-excluding. Notably, they found it was much harder to gain entry when the exclusion had been initiated by the casino itself.

Prevalence of help-seeking for gambling related harms

Despite the high prevalence of gambling participation among survey respondents, the majority (86%) said that they had not wanted help for any issues arising from their or others' gambling in the past 12 months.

Survey respondents were more likely to say they had wanted help for someone else's gambling (7%) than for their own (4%). This disparity may reflect people finding it difficult to recognise that they are experiencing harms from their own gambling, or the shame or stigma often associated with acknowledging personal gambling issues, which could be acting as a barrier to help-seeking (discussed in detail below).

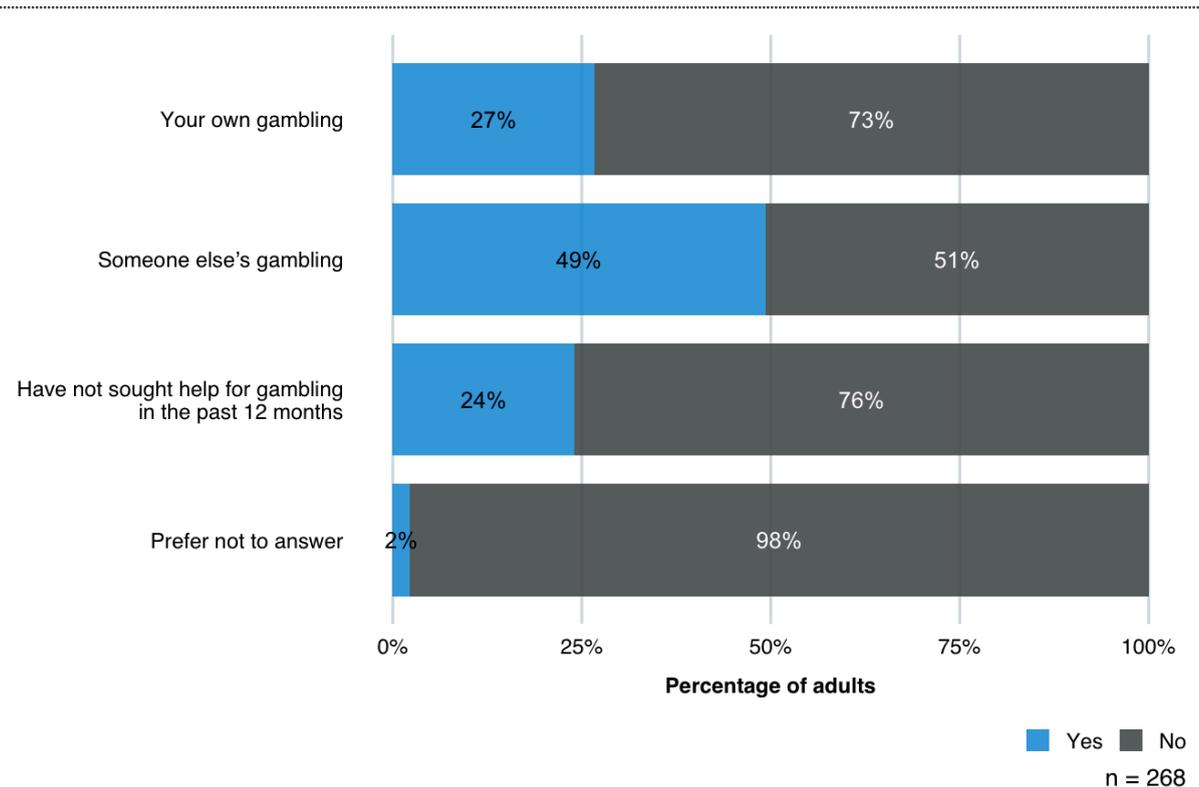
Figure 8.7: Prevalence of desire for gambling help over the past 12 months



Notes: "In the past 12 months, have you wanted help for issues (whether or not you sought any help)". ABS weights used for estimation

Of those who said that they had wanted help in the past 12 months, survey respondents were similarly more likely to say they sought help for someone else's gambling (50%), compared to their own (26%), while 24% said that they had not sought help.

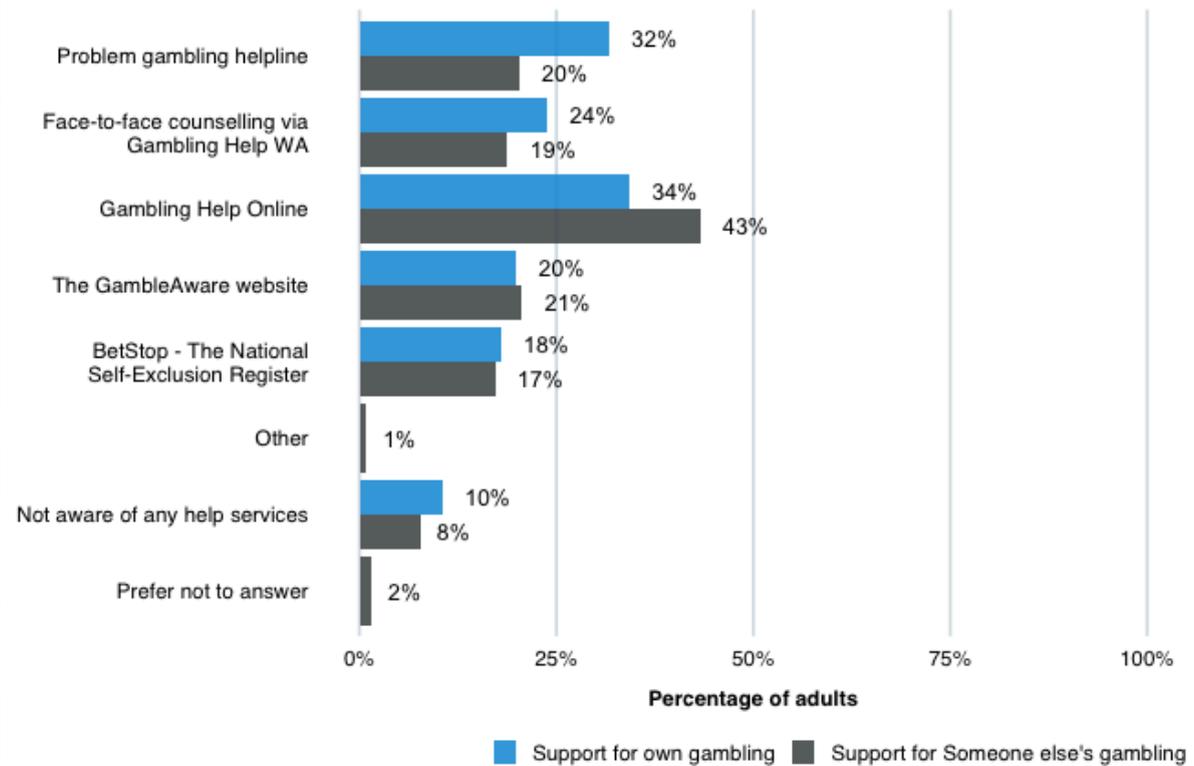
Figure 8.8: Prevalence of actual help sought, among those who wanted help in the past 12 months



Notes: "In the past 12 months, have you sought/tried to get help for issues regarding...". ABS weights used for estimation

The most common support services accessed by survey respondents for their own gambling were the Gambling Help Online (34%), and Problem Gambling Helpline (32%). The most common support service accessed by survey respondents for someone else's gambling was Gambling help online (43%), which was twice as prevalent as any other support service accessed by survey respondents seeking help for someone else's gambling (see Figure 8.9).

Figure 8.9: Support services accessed in the past 12 months for respondents' own gambling, and someone else's gambling

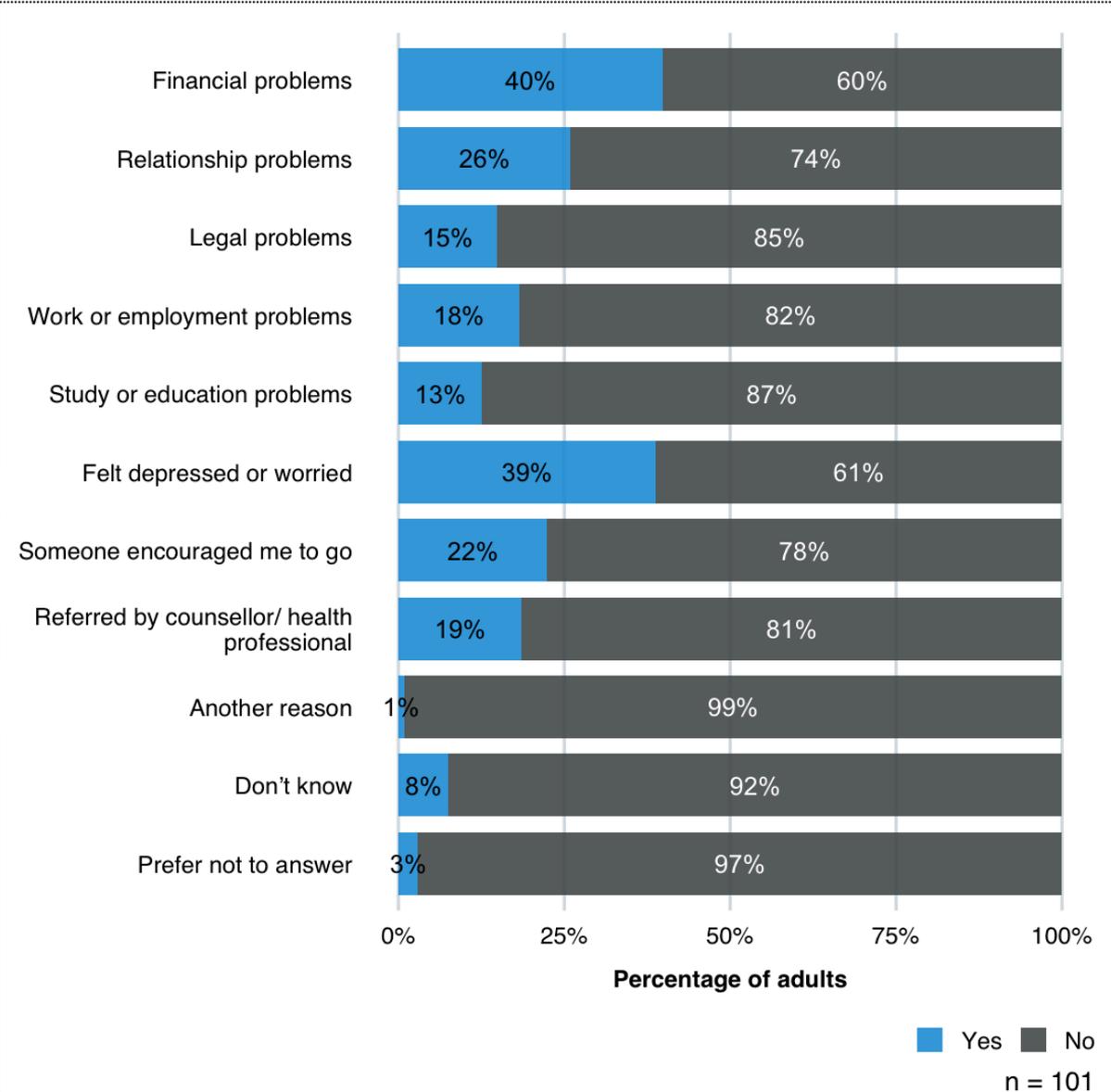


Notes: "What help services for your own gambling issues have you used or tried to access in the past 12 months? (Support for own gambling); What help services because of someone else's gambling issues, if any, have you used or tried to access in the past 12 months?(Support for someone else's gambling)". ABS weights used for estimation

Motivators and for help-seeking

Financial difficulties and mental health concerns such as feeling depressed or worried, were the most common motivators for help-seeking cited by 41% and 40%, respectively of those seeking help for themselves.

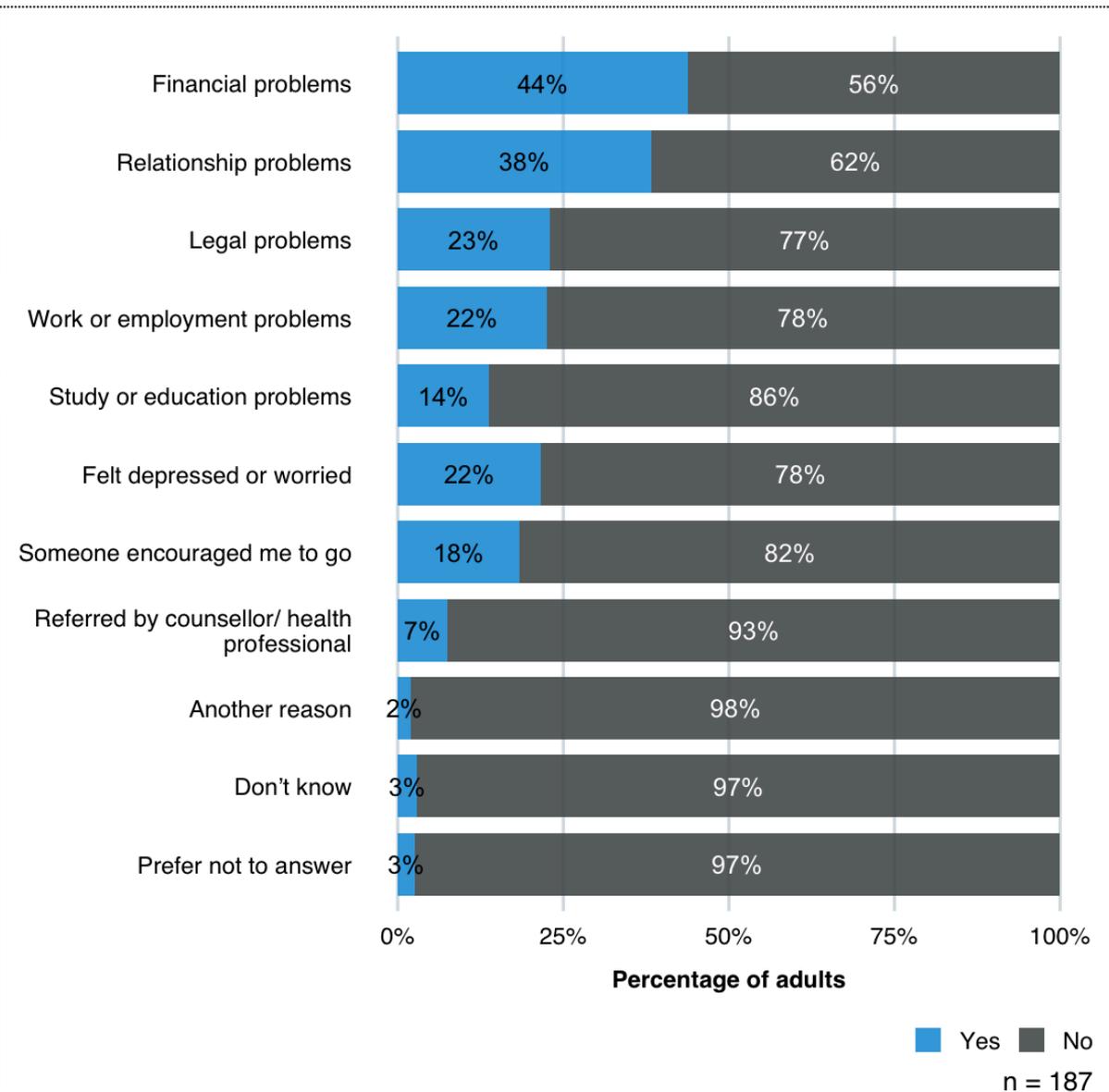
Figure 8.10: Motivators for help seeking for own gambling



Notes: "What prompted you to want help or try to seek help for your gambling issues in the past 12 months?". ABS weights used for estimation

Those seeking help for someone else were also commonly motivated by financial difficulties (43%). In contrast to those seeking help for themselves, this group was also often driven by relationship problems (39%), while mental health problems were less commonly cited (21%).

Figure 8.11: Motivators for help seeking for someone else's gambling



Notes: "What prompted you to want or seek help for someone else's gambling issues in the past 12 months?". ABS weights used for estimation

The higher rate of support-seeking on behalf of others highlights the important role that CSOs can play and suggests they are a valuable audience for gambling harm reduction interventions. Several CSOs expressed openness to their loved one using support services, but also described encountering resistance from their loved one to seeking help. This resistance ranged from hesitation, to defensiveness, to outright refusal when support was suggested. Relatedly, a recurring theme expressed by CSOs was the increasing sensitivity of the topic of gambling over time, such that they felt unable to broach the subject at all.

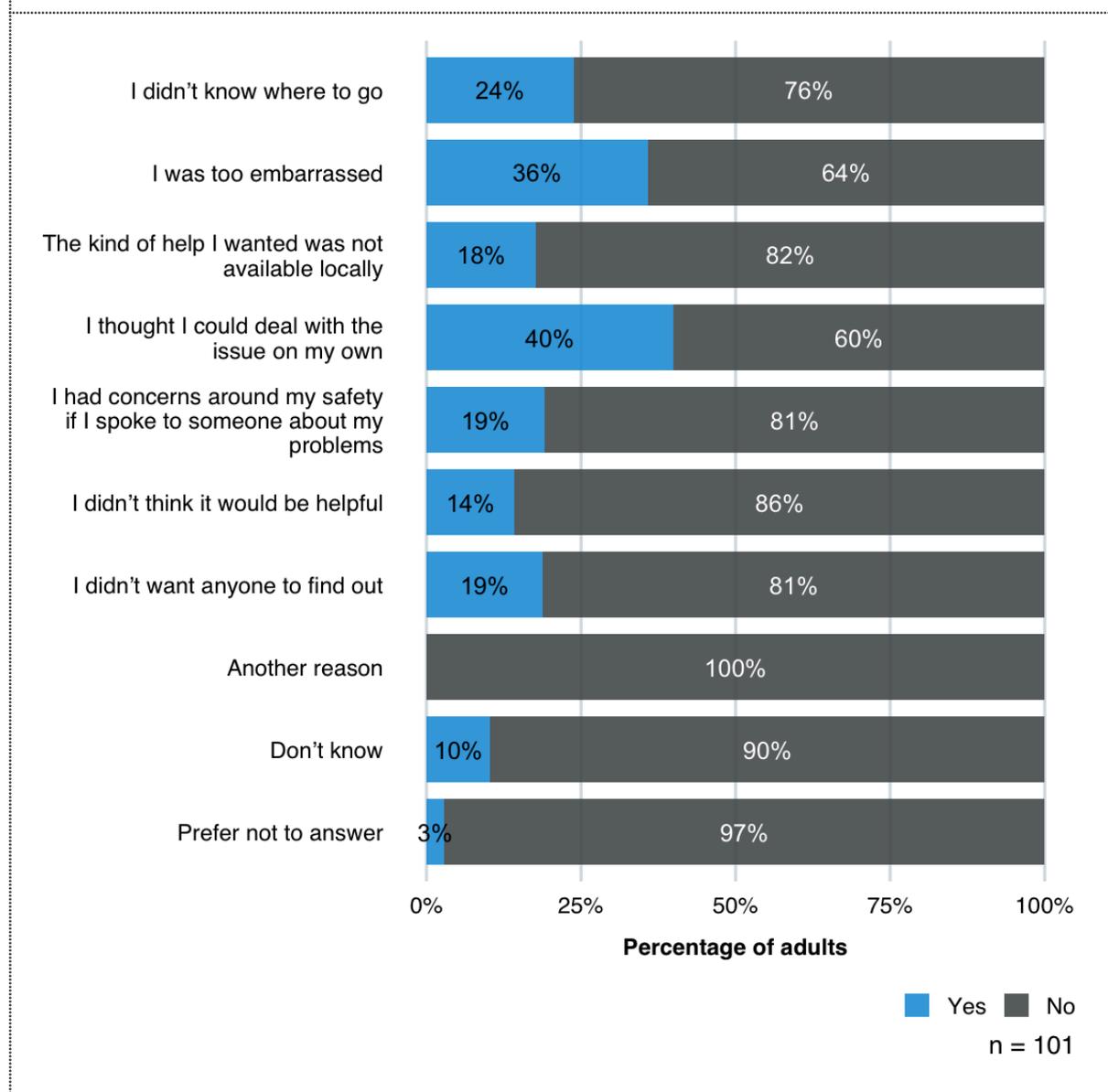
“Everything else was fine, we could talk about other subjects, but he just closed down, he just didn't want to talk about it [gambling].” - CSO

CSOs were also unaware that services were available specifically for them, assuming support was only intended for those directly experiencing gambling harm.

Barriers for help-seeking

The most commonly cited reason to not seek support in the survey was the belief that one could deal with their gambling problem on their own (40%). Other common barriers included feelings of embarrassment (36%) and not knowing where to go for help (24%). These same barriers were also prominent among those seeking support for someone else's gambling, and cited during interviews.

Figure 8.12: Barriers for help seeking for own gambling



Notes: "Are there any reasons why you didn't or wouldn't seek help for your gambling issues in the past 12 months?". ABS weights used for estimation

The main barriers to seeking support are recognising the problem, stigma and knowing where to turn

Interview participants pointed to difficulty in recognising that one has a gambling problem in the first place as a key barrier to help-seeking.

“The individual has to recognise they have a problem to start with, and that usually happens pretty late in the course of things.” - Health care professional

Interviewees linked this lack of recognition to stigma and cultural taboos surrounding gambling. They noted that societal attitudes, along with personal and cultural influences, such as religion and family values, can deepen the sense of shame, making it even more difficult for some individuals to acknowledge the issue or seek support.

“They’re depicted as being outsiders, the weak, the losers, the people who can’t control themselves. I don’t know how many are considered gambling addicts but I’m assuming the large proportion don’t consider themselves to be in that group.”- Public health advocacy organisation

Other barriers raised in interviews included practical access issues, such as a shortage of services, limited face-to-face options, and language barriers for people from culturally and linguistically diverse (CALD) backgrounds. Interviewees also highlighted a mismatch between existing services and individual needs. For example, many services were only available after significant harm had occurred, and few were tailored specifically to gambling. Others felt the available options lacked flexibility or appeal. For instance some shared a preference for face-to-face or anonymous support, which was not always offered.

Anonymity makes services more approachable, especially for CALD communities

People with lived experience emphasised the value of anonymity in support services, particularly through phone-based options, due to the shame and stigma often associated with gambling. However, a health professional noted that while anonymity may lower the barrier to initial contact, it may also hinder the development of a strong therapeutic relationship and make ongoing, structured support more difficult.

People from CALD backgrounds may face unique barriers to accessing support, driven by cultural stigma around both gambling and help-seeking. For some, even the presence of “gambling support” in an organisation’s name can act as a deterrent, due to concerns about how using such services may be perceived within their community. One stakeholder group suggested that, in communities where stigma is a significant barrier, support is more effective when delivered through general-purpose services that are not explicitly associated with gambling.

Access to high-quality support is essential, and can be boosted by peer support and setting up positive routines

Across all the groups we interviewed, access to professional, high-quality support delivered by trained practitioners was consistently viewed as essential. Peer support and having positive routines were also highly valued by interviewees. One person with lived experience described Gambler’s Anonymous as a valuable source of community support and structure, noting that regular attendance becomes a helpful habit and a positive substitute for gambling.

The need for diverse service options was highlighted by interview participants with CALD backgrounds, and by community support organisations serving CALD communities. In particular, interview participants pointed to the need for gambling services to acknowledge the heterogeneity of cultural practices and values across different CALD communities. To this end, interview participants emphasised the need for service options that meet people at accessible touchpoints in their communities and thus reduce the barriers for seeking support.

“Services need to be embedded in the community, not placed on the outskirts. They have to be local, discreet, and culturally safe.” - Community service organisation

9. Gambling advertising

Key findings

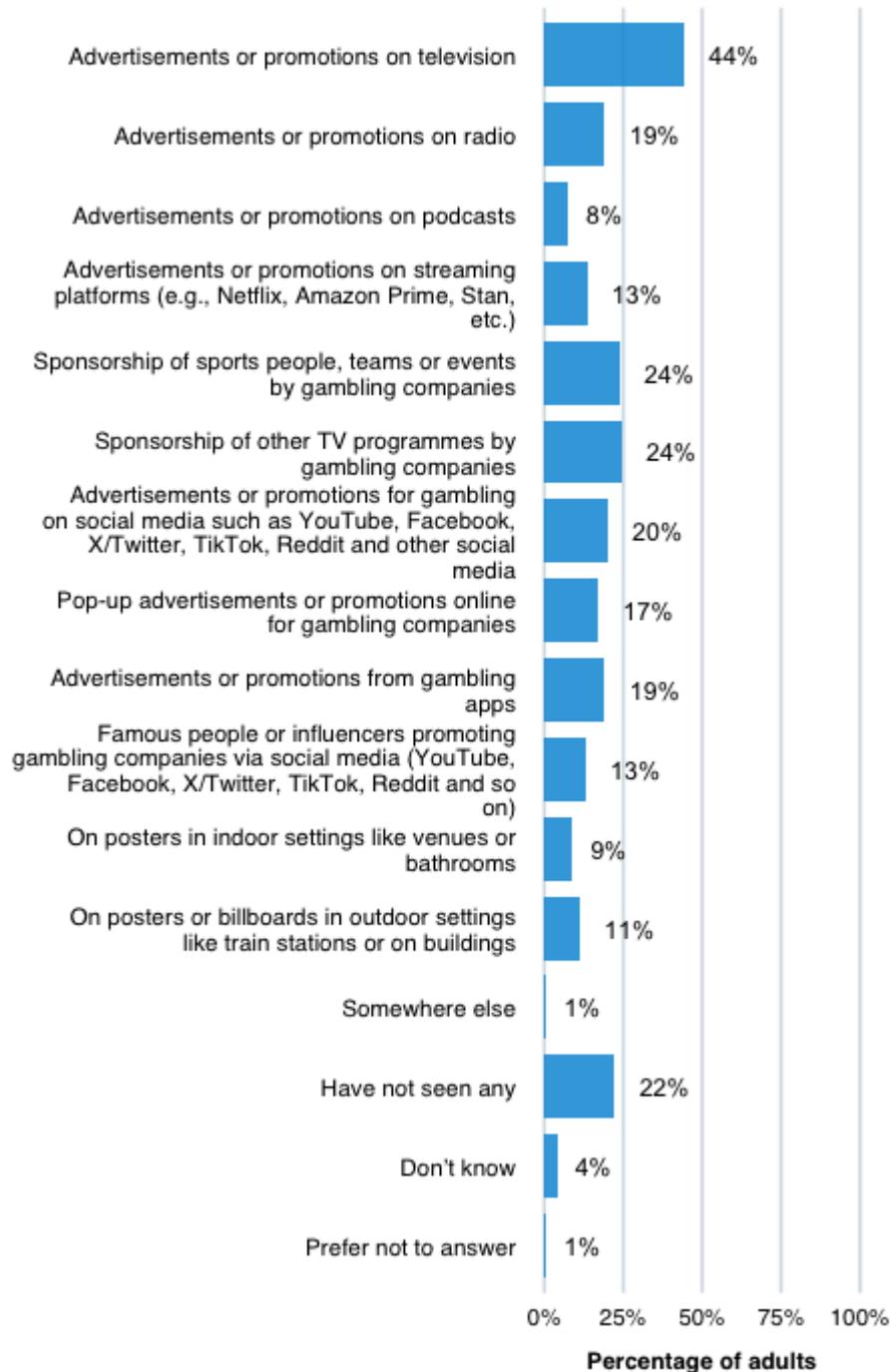
- Almost three quarters (73%) of survey respondents had been exposed to some form of gambling advertising in the previous week. More than half of respondents (60%) also believed that advertising and promotion of gambling had increased in the past few years.
- Some interview participants reported immediate effects of gambling advertising, with specific ads prompting gambling behaviour. Others described more gradual influences, where ongoing exposure reinforced gambling as a routine or accepted activity. 27% of respondents indicated they had seen content that might indirectly encourage people to gamble at least monthly (20%) or weekly (16%).
- Interview participants described the integration of gambling advertising into sport as a driver of normalisation and concern. Similarly, the majority of survey respondents (61%) rated sponsorship of sports teams by gambling companies as “Not at all” or only “slightly” acceptable.
- A relatively small proportion of survey respondents considered warnings included in gambling ads to be ‘very’ or ‘extremely effective’ (8% and 4% respectively). The most common response was that the harm warnings are ‘not at all impactful’ (33%). Interviewees characterised warnings about gambling harm as regulatory box-ticking. Warnings were seen as ineffective due to their brief, generic and unengaging nature. They were described as lacking in culturally relevant framing, particularly for Aboriginal audiences.
- Community members expressed a need for more direct, serious public health messaging about the harms of gambling, tailored to diverse audiences. This included going beyond simple translation to ensure cultural relevance. Expert stakeholders also highlighted the need for a stronger evidence base to support the development of these messages.

Exposure to gambling advertising by media platform

Around three-quarters (73%) of survey respondents indicated that they had seen or heard some form of gambling being advertised or promoted in the last week (see Figure 9.1). Television was the most commonly reported channel (43%), followed by sponsorship of other TV programmes by gambling companies (24%), and sponsorship of sports people, teams or events by gambling companies (24%). Advertising or promotions for gambling on social media (20%), advertising on gambling apps (19%), and radio advertising (19%) were also reported at a similar frequency. In contrast, physical advertising such as outdoor billboards or indoor posters were reported less frequently, with rates around half those of the more common channels (9-11%).

These patterns align closely with findings from comparable Australian studies on gambling advertising exposure. National-level research conducted by the Australian Gambling Research Centre similarly found high rates of exposure, with 78% of their respondents reporting encountering some form of gambling advertising at least weekly (Australian Gambling Research Centre, 2023c).

Figure 9.1: Exposure to gambling advertising in WA by channel



Notes: "In the last week, have you seen or heard gambling being advertised or promoted in the following ways?". ABS weights used for estimation

The patterns of gambling exposure reported in the survey were also reflected in interviews with WA community members. Several participants described encountering gambling advertising regularly in digital environments, particularly on social media and video platforms. One interview participant commented that such ads seemed to be “*kind of everywhere*”.

“I’ve been on social media for years and years. I see it every day. I see a fair bit of gambling advertising. TAB and SportsBet. I see that advertised a lot through Youtube and Instagram reels. It’s kind of everywhere, which is getting scary.” - WA community member

Some interview participants described how algorithm-driven advertising on platforms like YouTube and Facebook could lead to further engagement. One community member reflected on how easy it was to “*go down a Youtube or Facebook rabbit hole*” of gambling promotions, while others noted that ads appeared even while browsing unrelated websites.

Promotional emails and messages were also raised in the interviews. A number of participants reported receiving direct communications from operators such as Lotterywest, especially when large jackpots were approaching.

“I also see a lot of ads for Lotterywest, online ads and ads at shopping centres. When they advertise the big powerball that will be a trigger for me to buy a ticket.” - WA community member

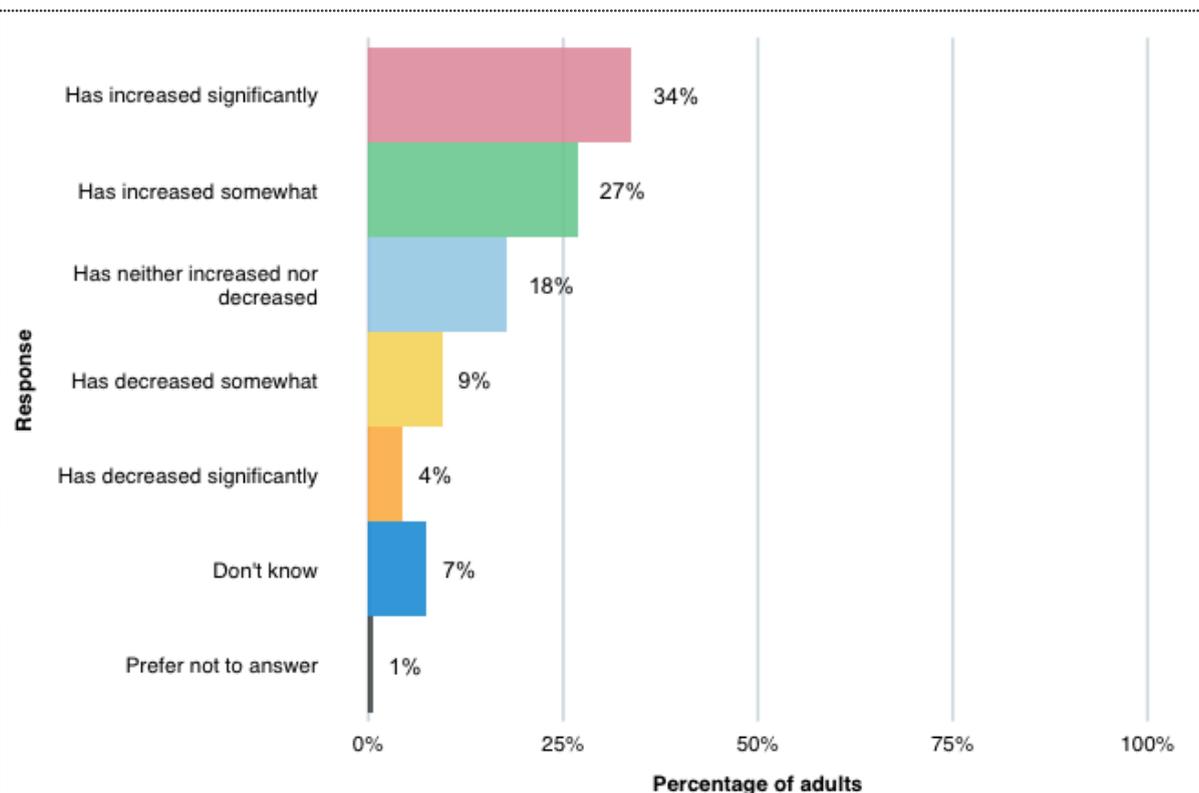
Stakeholders echoed similar views. One expressed frustration about the volume of gambling promotion during live sports, while another noted that, although advertising in WA may be less intense than in other states, they still felt that the volume was excessive.

“Gambling harm is so widespread because gambling environments and products are all over Australia – with over 1500 ads a day – and that’s taking into consideration billboards, sports jerseys and all other kinds of ways the industry tries to normalise gambling in Australia.” - Gambling harm support organisation

Perceived increases in gambling advertising and promotion

The majority of survey respondents (61%) believed that advertising and promotion of gambling had either significantly or somewhat increased over the past few years (see Figure 9.2). Several interview participants made similar observations; for example, a community member noted, “You weren’t flooded every ad break...The frequency was close to zero compared to now”.

Figure 9.2: Perceptions on how the volume of gambling advertising has changed over time



Notes: “Do you believe that the advertising and promotion of gambling over the past few years...”. ABS weights used for estimation

This perception of increased advertising volume is notable when considered alongside the regulatory landscape. As outlined earlier in the report, national restrictions introduced in 2018 sought to reduce exposure during live sports coverage. However, these measures do not apply to all formats or platforms and

much of the advertising recalled by participants fell outside the scope of those rules (such as advertising on social media or on mobile apps).

Community perceptions and understanding of the role of gambling advertising

Community members described gambling advertising as influencing behaviour in both direct and indirect ways

Some interview participants spoke about the immediate effects of gambling advertising, where exposure to a specific ad or message prompted them to gamble. Others described more gradual or subtle influences, where advertising sustained awareness and reinforced the idea of gambling as a routine activity.

A number of participants pointed to examples where advertising had directly prompted them to place a bet or buy a lottery ticket. These included receiving promotional texts from betting companies, seeing odds featured in a sports broadcast, or noticing ads for major jackpots or casino events. In some cases, participants reflected that they may not have otherwise gambled if not for the ad.

“Seeing gambling ads does influence me to gamble. For example when I see a big powerball ad, it makes me really want to buy a ticket.” - WA community member member

Context also played a role. Some participants said they were more likely to respond to advertising when it aligned with personal factors, such as their favourite team playing or a high-profile event taking place. The combination of timing, content, and perceived opportunity made certain ads particularly persuasive.

“What triggers me to bet when it comes to sports is more like when it's my favourite team playing. It depends on how favourable the odds are as well.” - WA community member

As noted earlier in this section, interview participants also commonly described gambling advertising as highly visible and widespread across multiple platforms. For some, this constant exposure played a role in keeping the idea of gambling front of mind. The ubiquity of ads was seen to refresh or reinforce the impulse to gamble, even if only subconsciously.

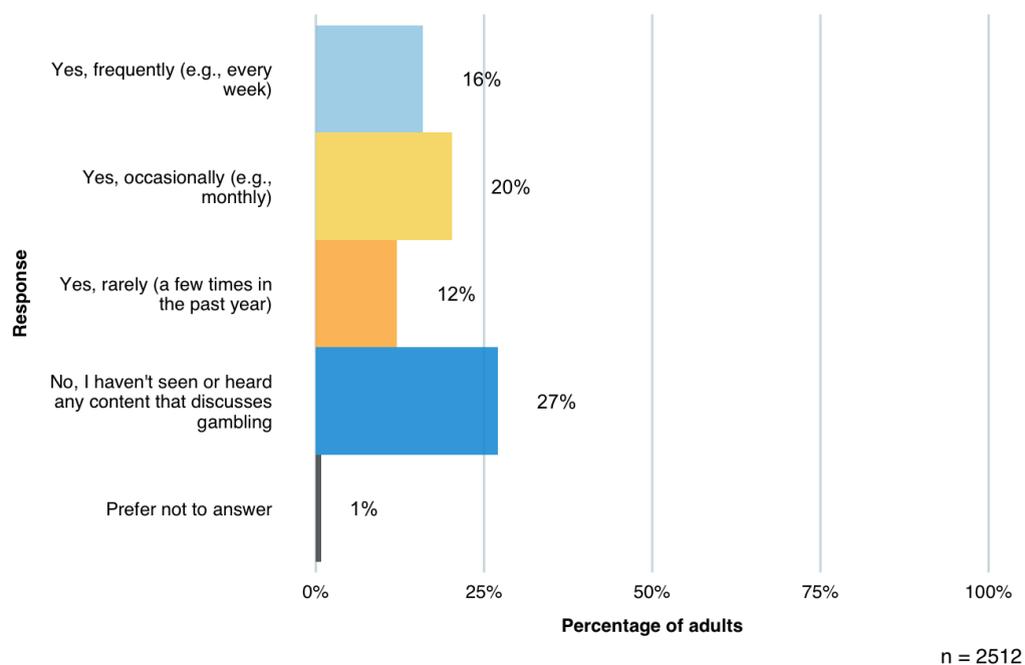
"Gambling ads on TV, on the web and on social media, [they] are designed to wear you down and tell you subtly that if you're not gambling, you're not part of the 'in-crowd.'" - CSO

Hence, while not always prompting immediate action, participants expressed the idea that the ads conditioned them by *'planting the concept'*, sustaining the perception of gambling as something readily accessible and always within reach.

"I definitely think it has impacted my gambling. More subconsciously than anything. Conditioning you, putting that thought in your head and planting the concept." - WA community member

These qualitative insights were supported by survey responses (Figure 9.3). Only around a quarter (27%) of survey respondents reported having not seen any content that discusses gambling. While 27% of respondents indicated they had seen content that might indirectly encourage people to gamble at least monthly (20%) or weekly (16%).

Figure 9.3: Prevalence of seeing media content that might indirectly encourage gambling



Notes: "Have you encountered any other media content that you feel might indirectly encourage people to gamble?". ABS weights used for estimation

Interview participants described the integration of gambling advertising into sport as a driver of normalisation and a cause for concern

Community members consistently spoke about encountering gambling promotions particularly during major sporting events, particularly AFL matches, as well as at smaller local games. Several described the volume of advertising as overwhelming, with some noting that they could not watch sport without being confronted by gambling messages.

"I see gambling advertisements a lot when I go to sporting events. I'll be there with my nephew, and there's massive advertising signs on all the glass doors – my nephew doesn't need to be seeing that." - WA community member

Participants also reflected on how the close association between sport and gambling contributes to normalisation, especially for younger audiences. One community member expressed concern that children were seeing gambling ads at regional footy ovals, learning from a young age to associate sport with betting. Other interviewees highlighted the way Sports Bet advertising frames gambling as a social and routine part of sporting culture, particularly through campaigns that position betting as something to do *"with your mates"* or as part of watching a game.

"It's clever marketing from Sports Bet – 'bet with your mates'. I've just come back from WA where the junior levels of AFL have a 'punters club'. They do it as a group activity because it's been set up by the gambling industry to normalise it... It's the illusion of social connection that's being exploited. There are healthy ways to obtain connection and friendship but this is unhealthy by design." - Gambling harm support organisation

The influence of this advertising was not limited to visibility alone. Several interview participants noted how gambling-related language, particularly the discussion of odds, had become a common part of sports talk among friends and family. One community member remarked on hearing their young adult children casually referencing odds while discussing AFL games.

"I know young people are gambling more. Now that my son and daughter are in their early 20s and play in community supporting teams, I hear them

saying 'did you hear the odds on that' or referring to betting on team sports. I've never heard this before." - WA community member

Several interview participants raised concerns about the financial relationships between sports codes and gambling operators as a driver of continued promotion of gambling within sports. These concerns align with findings from a recent federal parliamentary inquiry, which reported that major codes such as the AFL and NRL receive not only sponsorship payments but also a share of revenue from bets placed on their matches. While some sports representatives acknowledged the volume of advertising, others maintained that current levels were acceptable (Australian Parliament House of Representatives Standing Committee on Social Policy and Legal Affairs, 2023). For a number of interview participants, however, the commercial alignment between sport and gambling remained a source of unease.

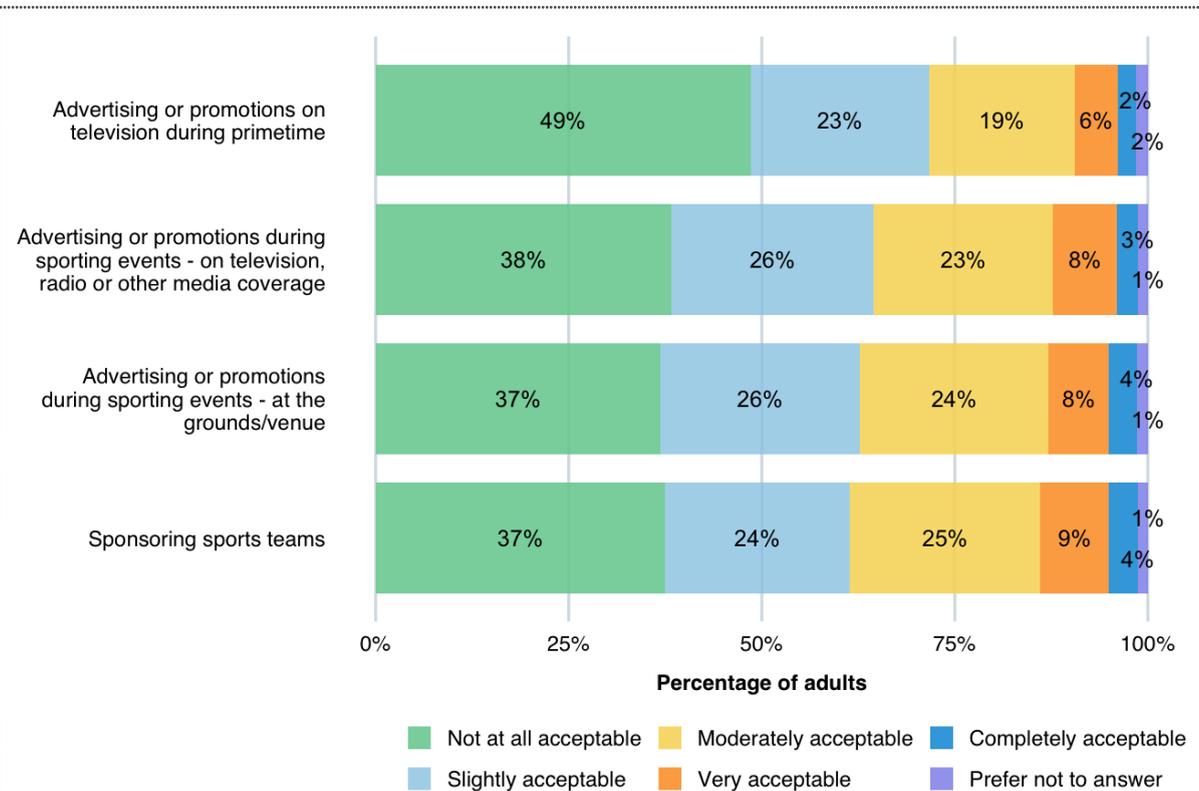
"The highest profile sports rely on gambling revenue. AFL takes a cut from every bet made on their games. As a result they become 'puppets' of the multinational gambling industry – their rhetoric has been massively influenced by the gambling sector. Sportsbet and Bet 365 are aggressively marketing before and during the games. This also applies to NRL and cricket." - Public health advocacy organisation

Several participants also reflected on how the boundaries between sport and gambling have become increasingly blurred. One stakeholder noted that gambling has, at times, overtaken the sporting contest itself – with more attention given to the odds than the skill of the players.

"I think there has become an unhealthy connection between sports and gambling and that they coexist so people no longer question that. It's become a big gambling conversation rather than what skills they [sports people] bring to it." - Gambling harm support organisation

Other interview participants commented on the influence of sports stars who promote gambling, particularly in shaping young men's attitudes towards betting. Survey results reinforced this discomfort with the close ties between sport and gambling. The majority of survey respondents (61%) rated sponsorship of sports teams by gambling companies as "Not at all" or only "slightly" acceptable (see Figure 9.4).

Figure 9.4: Attitudes toward acceptability of gambling advertising

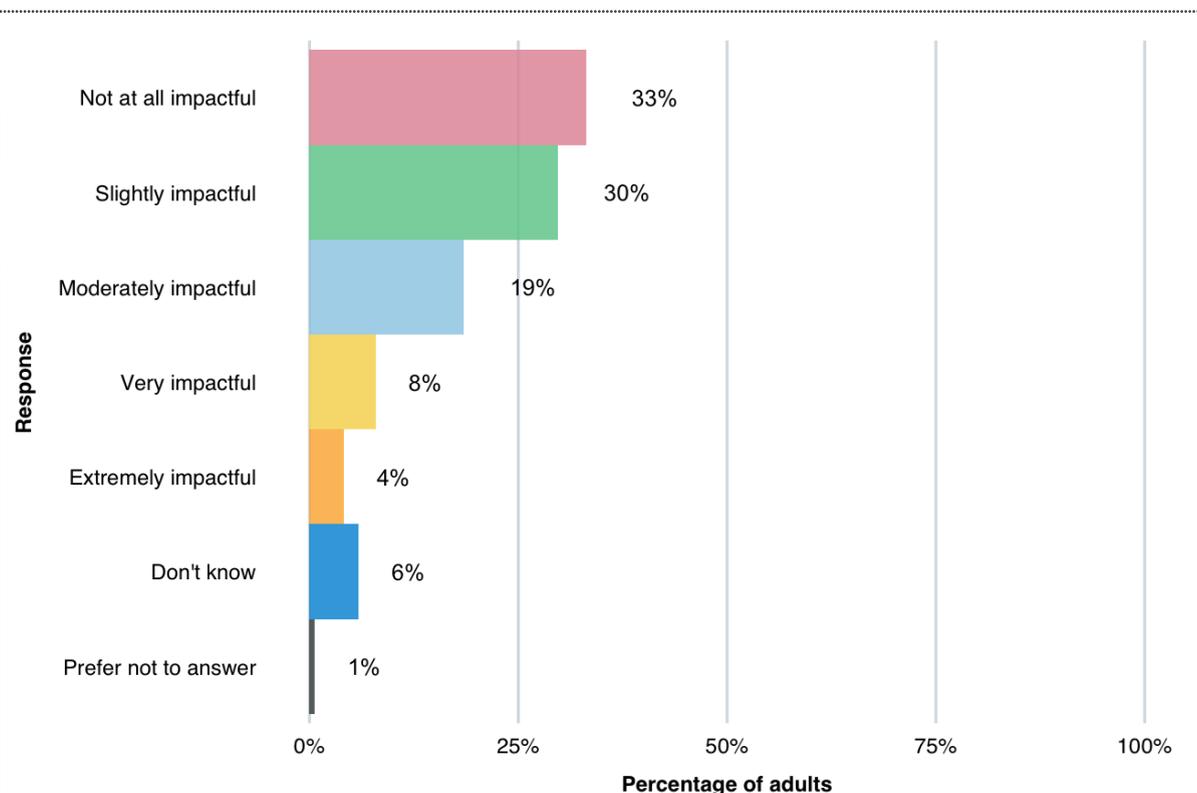


Notes: "How acceptable do you believe the following forms of gambling advertising or promotions are?". ABS weights used for estimation

Perceived impact and effectiveness of warnings about gambling harm

A relatively small proportion of survey respondents considered warnings included in gambling ads to be 'very' or 'extremely effective' (8% and 4% respectively). The most common response was that the harm warnings are 'not at all impactful' (33%: see Figure 9.5).

Figure 9.5: Attitudes toward effectiveness of harm minimisation messages



Notes: "Gambling ads that play on TV are required to include warnings about the risk of harms from gambling. How impactful do you think these warnings are?". ABS weights used for estimation

There was a general consensus across interviewees that harm minimisation messages lack effectiveness

This scepticism was also expressed in participant interviews, where community members and stakeholders agreed that the messages were ineffective. Interview participants described them as tokenistic, superficial, or unlikely to shift behaviour, particularly for people already experiencing harm. A number of participants compared the messages to cigarette warnings, suggesting they were easy to ignore, especially for those already struggling with addiction.

“Warnings aren't effective. I used to smoke and I mainly quit because of the cost. For years, the images were on the packages – horrible images – but then you don't notice it. Your brain switches off. If you're addicted to gambling or smoking, those warnings make no difference.” - CSO

Some community members felt the warnings appeared simply as regulatory box-ticking – something gambling companies were required to include, rather than a serious attempt at harm reduction. One described them as being *“like someone cutting you, then offering a bandaid”*, while another observed, *“If gambling harm warnings were actually effective, they wouldn't use them.”*

Stakeholder interviewees echoed these concerns. Several noted that the delivery format, described as brief and generic, did little to engage viewers or prompt reflection. One stakeholder working in a gambling support service commented that they had never seen a client seek help as a result of a warning message. Another stressed that such messages can be particularly ineffective for Aboriginal audiences, where language barriers and a lack of culturally relevant framing limits their reach.

“It often won't matter that there's a warning at the end of the ad as it is unlikely that many Aboriginal people will call a number at the end of the ad. There needs to be another avenue for Aboriginal people to access supports that are culturally safe and tailored to local people in language, as sometimes English may be a second language. They may be turned off to call.” - Public health advocacy organisation

Moreover, across both community and stakeholder interviews, there was a recurring

view that any potential value in these messages is undermined by the sheer volume and persuasive nature of gambling advertising itself. When embedded at the end of highly promotional content, participants felt the warnings lacked the weight or visibility needed to have a meaningful impact.

“Gambling advertising is not a regulated space. The industry has crafted every inch of this space. There was a pressure on the government to change the messaging from ‘gamble responsibly’ to 7 other options [regarding gambling harm]. All [the messages] are inane, ridiculous, meaningless that are tone deaf in a context where people are being bombarded with clever advertising and industry normalising” - Gambling harm support organisation

Suggested changes to gambling advertising regulation from community members

Participants offered a range of suggestions for how harm minimisation messaging could be improved

Several participants expressed a desire to see more direct messaging about the consequences of gambling, with clearer links drawn between gambling activities and their potential negative outcomes. Some referenced the impact of drink driving or anti-smoking campaigns as examples of how harm-focused messaging can raise awareness and shift attitudes. One participant with lived experience noted they were not aware of the connection between gambling and suicide until they experienced it firsthand, and called for more serious public health messaging that reflected the real risks involved.

“I want to see serious health messaging, the responsible gambling messages are not powerful enough. I wish I had more knowledge at the time of the potential impacts [of gambling].” - Person with lived experience of gambling harm

Several interviewees stressed the importance of tailoring harm minimisation messages and messengers to different audiences. Stakeholders and community members alike noted that any future campaigns or messaging on gambling harm should be designed for specific communities rather than broadly translated across different populations. One stakeholder emphasised that simply converting messages

into another language may not be enough, rather understanding how a community communicates and receives information is critical. Others suggested using respected community figures or people with lived experience to deliver messages. These were seen as more credible and potentially more impactful, particularly for groups such as young men or culturally and linguistically diverse communities.

“Just translating an ad or a message from English into another language doesn't work. You need to understand how a community listens.” -
Community service organisation

Expert stakeholders also called for stronger research and evidence-based approaches to message development. One stakeholder highlighted the need for independent testing to identify what kinds of harm minimisation messages actually work, and for whom. There was broad agreement that effective messaging would not come from intuition or compliance alone, but from deliberate, targeted strategy development.

“It's a researchable question and independent objective research is needed. Test 5 ideas [that are] most likely to persuade people and take [the best] and mandate its use in any marketing.” - Public health advocacy organisation

Beyond harm minimisation efforts, a significant number of interview participants called for greater restrictions on gambling advertising more broadly

Support for a ban was frequently reported by community members, with several explicitly comparing the current regulatory environment to the steps previously taken to address tobacco advertising. For some, the ongoing visibility of gambling promotion was described as a major challenge for those trying to manage their gambling behaviour.

“I hate the hypocrisy of treating gambling differently to smoking. We ban smoking ads, but then have so many gambling ads that are really in your face. Why make the exception for gambling?” - Person with lived experience of gambling harm

Stakeholders echoed these concerns, pointing to gaps in current regulation – particularly online, where advertising can be harder to monitor and control. Others

suggested broadening the definition of gambling promotion to include not just ads, but also sponsorships, lobbying efforts, and social media content. There was also a call for stricter enforcement and heavier penalties for non-compliance. One stakeholder argued that the government has a role to play in countering the marketing of gambling with stronger protections for the public.

“We shouldn’t allow preposterously large advertising only to add warnings. [Government should] put heavy controls in place backed by substantial penalties that are enforced. Otherwise minor penalties will be seen as the cost of doing business. To [gambling outlets], \$100K fine may be insignificant, considering their income.” - Public health advocacy organisation

10. Conclusion

WA's gambling landscape is shaped by a unique regulatory model that stands out within Australia. Notably, EGMs are restricted to a single casino, preventing their proliferation in community venues such as pubs and clubs. This model limits everyday exposure to one of the most harmful forms of gambling and is widely perceived by stakeholders and community members as a protective factor. Beyond EGMs, WA also maintains a state-owned monopoly on lotteries via Lotterywest and has generally tighter controls on gambling advertising and products compared to some jurisdictions. Together, these measures create a relatively safer gambling environment, which was noted as a point of pride by several interviewees, who expressed support for WA's approach to gambling regulation.

Despite lower access to high-intensity gambling environments, overall gambling participation in WA remains high. Lottery and scratch ticket products are particularly prevalent and are often perceived as benign or even beneficial due to Lotterywest's role in community reinvestment.

At the same time, online gambling and sports betting are expanding rapidly, especially among younger men. These forms of gambling are accessible, fast-paced, and heavily advertised, all of which are factors that contribute to their potential for harm. The normalisation of betting within sports culture, reinforced by targeted marketing and mobile technology, is of particular concern. While participation in online casino-style games remains less common, those who engage in them appear to face disproportionately high levels of gambling harm. These emerging risks are not unique to WA, but are highly relevant given the state's regulatory success in limiting traditional forms of gambling harm. Addressing these newer gambling modalities such as online-style casino games will require equal policy attention.

A key finding of the research is that gambling-related harm in WA is not limited to those with severe or diagnosable gambling problems. While a proportion of participants met the criteria for severe risk of gambling harm, many others who would not be classified as such nonetheless reported experiencing financial, emotional, and relational impacts. The distribution of harm across risk levels supports the notion that gambling harm affects more than just a small minority, best

addressed through a broad harm minimisation lens rather than a narrow focus on clinical treatment.

Community perceptions further complicate the harm landscape. Gambling is often seen as a normal, socially embedded activity, and this cultural acceptance may delay recognition of problems. A number of participants indicated that they were not aware of available support services or were reluctant to seek help due to stigma or a preference for self-reliance. These findings highlight the importance of increasing service visibility and improving community understanding of the full range of gambling-related risks, not just those associated with addiction.

Taken together, the findings point to the value of a multi-pronged, public health approach to gambling harm. Effective harm minimisation requires coordinated action across demand reduction (through education and stigma reduction), supply reduction (through regulation of products and advertising), and harm reduction (through accessible support and early intervention services).

WA's distinctive policy settings have contributed to a relatively constrained gambling environment that has likely limited some of the harms from gambling activities – most notably EGMs – that have been more prevalent in other jurisdictions. Nonetheless, the findings from this study indicate that gambling harm remains a significant concern, and is increasingly influenced by shifts toward online and mobile gambling platforms.

As gambling participation continues to evolve, particularly among younger demographics, maintaining the status quo may not be sufficient to prevent future gambling-related harm. The state's unique regulatory position offers an important opportunity to demonstrate leadership, both in adapting to emerging challenges and in reinforcing the principles of harm minimisation. By continuing to adopt a public health lens – one that considers product safety, environmental influences, and access to support – WA can build on its existing foundations to reduce the toll of gambling harm on individuals, families, and the wider WA community.

References

Australian Bureau of Statistics. (2021). *Regional population*. Australian Bureau of Statistics.

<https://www.abs.gov.au/statistics/people/population/regional-population/2019-20>

Australian Communications and Media Authority. (2023). *BetStop – the National Self-Exclusion Register statistics: Q1 2024–2025*. Retrieved from:

<https://www.acma.gov.au/publications/2024-10/report/betstop-national-self-exclusion-register-statistics-q1-2024-2025>

Australian Gambling Research Centre. (2023a). *Gambling participation, experience of harm and community views: An overview*. Australian Institute of Family Studies.

https://aifs.gov.au/sites/default/files/2023-03/2302-overview_gambling-participation-harm-views.pdf

Australian Gambling Research Centre. (2023b). *Gambling participation and experience of harm in Australia*. Melbourne: Australian Gambling Research Centre, Australian Institute of Family Studies.

<https://aifs.gov.au/research/research-snapshots/gambling-participation-and-experience-harm-australia>

Australian Gambling Research Centre. (2023c). *Exposure and impact of sports and race betting advertising in Australia*. Melbourne: Australian Gambling Research Centre, Australian Institute of Family Studies.

https://aifs.gov.au/sites/default/files/2023-03/2302_3_exposure-and-impacts.pdf

Australian Gambling Research Centre. (2017). *Gambling activity in Australia: Findings from wave 15 of the Household, Income and Labour Dynamics in Australia (HILDA) Survey*. Research Report 2017. Australian Institute of Family Studies.

Australian Parliament House of Representatives Standing Committee on Social Policy and Legal Affairs. (2023). *You win some, you lose more: Online gambling and its impacts on those experiencing gambling harm*. Commonwealth of Australia.

https://parlinfo.aph.gov.au/parlInfo/download/committees/reportrep/RB000159/toc_pdf/Youwinsome.youlosemore.pdf

Badji, S., Black, N., & Johnston, D. W. (2021). Consequences of greater gambling accessibility. Centre for Health Economics Working Papers, Monash University.

Breen, H. (2008). Visitors to northern Australia: Debating the history of Indigenous gambling. *International Gambling Studies*, 8(2), 137–150.

Browne, M., Delfabbro, P., Thorne, H. B., Tulloch, C., Rockloff, M. J., Hing, N., Dowling, N. A., & Stevens, M. (2023a). Unambiguous evidence that over half of gambling problems in Australia are caused by electronic gambling machines: Results from a large-scale composite population study. *Journal of Behavioral Addictions*, 12(1), 182–193. <https://akjournals.com/view/journals/2006/12/1/article-p182.xml>

Browne, M., Newall, P., Rawat, V., Tulloch, C., Rockloff, M., Li, E., Hing, N., Russell, A., & Begg, S. (2023b). *The Gambling Harms Scales: Instruments to assess impact to gamblers and affected others that are benchmarked to health utility*. Victorian Responsible Gambling Foundation.

Browne, M., Langham, E., Rawat, V., Greer, N., Li, E., Rose, J., Rockloff, M., Donaldson, P., Thorne, H., Goodwin, B., Bryden, G., & Best, T. (2016). *Assessing gambling-related harm in Victoria: A public health perspective*. Victorian Responsible Gambling Foundation. <https://ucalgary.scholaris.ca/items/0fd8a02e-86a0-4812-a6d1-f473fc63ce80>

Browne, M., Russell, A. M. T., Dellosa, G., Rockloff, M., & Hing, N. (2024). *NSW Gambling Survey 2024*. Central Queensland University. Commissioned by the NSW Responsible Gambling Fund.

Canale, N., Vieno, A., Pastore, M., Ghisi, M., & Griffiths, M. D. (2016). *Validation of the 8-item attitudes towards gambling scale (atgs-8) in a British population survey*. *Addictive Behaviors*, 54, 70–74. <https://doi.org/10.1016/j.addbeh.2015.12.009>

Commonwealth of Australia. (2001). *Interactive Gambling Act 2001*. <https://www.legislation.gov.au/Details/C2004C01253>

Delfabbro, P., & King, D. L. (2020). On the limits and challenges of public health approaches in addressing gambling-related problems. *International Journal of Mental Health and Addiction*, 18(3), 844-859.

Delfabbro, P., Osborn, A., Nevile, M., Skelt, L., & McMillen, J. (2007). *Identifying problem gamblers in gambling venues: final report*. Report prepared for Gambling Research Australia.

Department of Justice and Attorney-General. (2024). *Queensland gambling survey 2023*. Queensland Government.

<https://www.publications.qld.gov.au/ckan-publications-attachments-prod/resources/50ba6699-7699-483b-bc27-ee737698a667/queensland-gambling-survey-2023-final-report.pdf?ETag=d597678c1f1a0d325a1a3b6dc6eca6d9>

Doran, B., & Young, M. (2010). 'Mobile mindsets': EGM venue usage, gambling participation, and problem gambling among three itinerant groups on the Sunshine Coast of Australia. *International Gambling Studies*, 10(3), 269–288.

<https://doi.org/10.1080/14459795.2010.531040>

Equity Economics (2025), *Gambling in Australia's cost-of-living crisis*.

Evans, L., & Delfabbro, P. H. (2005). Motivators for change and barriers to help-seeking in Australian problem gamblers. *Journal of Gambling Studies*, 21(2), 133-155. <https://doi.org/10.1007/s10899-005-3029-4>

Ferris, J., & Wynne, H. (2001). *The Canadian Problem Gambling Index (Final report)*. Ottawa, Ontario, Canada: Canadian Centre on Substance Abuse.

[https://www.greo.ca/Modules/EvidenceCentre/files/Ferris%20et%20al\(2001\)The_Canadian_Problem_Gambling_Index.pdf](https://www.greo.ca/Modules/EvidenceCentre/files/Ferris%20et%20al(2001)The_Canadian_Problem_Gambling_Index.pdf)

Gainsbury, S. M. (2014). Review of self-exclusion from gambling venues as an intervention for problem gambling. *Journal of Gambling Studies*, 30(2), 229–251. doi:10.1007/s10899-013-9362-0

Gainsbury, S., Hing, N., & Suhonen, N. (2014). Professional help-seeking for gambling problems: Awareness, barriers and motivators for treatment. *Journal of Gambling Studies*, 30, 503–519. <https://doi.org/10.1007/s10899-013-9373-x>

Halford, W. K., & Frost, A. D. (2021). *Depression anxiety stress scale-10: a brief measure for routine psychotherapy outcome and progress assessment*. *Behaviour Change*, 38(4), 221-234.

Hing, N., & Breen, H. (2014). Indigenous Australians and gambling. AGRC Discussion Paper No. 2. Retrieved from:

<https://aifs.gov.au/agrc/sites/default/files/publication-documents/agrc-dp2-indigenous-gambling.pdf>

Hing, N., Breen, H., Gordon, A., & Russell, A. (2014). Gambling harms and gambling help-seeking amongst indigenous Australians. *Journal of gambling studies*, 30(3), 737–755. <https://doi.org/10.1007/s10899-013-9388-3>

Hing, N., Russell, A. M. T., Browne, M., Rockloff, M., Greer, N., Rawat, V., Stevens, M., Dowling, N., Merkouris, S., King, D., Breen, H., Salonen, A., & Woo, L. (2021). *The second national study of interactive gambling in Australia (2019–20)*. Australian Gambling Research Centre.

<https://www.gamblingresearch.org.au/sites/default/files/2021-10/Interactive%20Gambling%20Study.pdf>

Langham, E., Thorne, H., Browne, M., Donaldson, P., Rose, J., & Rockloff, M. (2016). Understanding gambling-related harm: A proposed definition, conceptual framework, and taxonomy of harms. *BMC Public Health*, 16(1), Article 80.

<https://doi.org/10.1186/s12889-016-2747-0>

Leonard, C. A., Williams, R. J., & McGrath, D. S. (2021). Gambling fallacies: Predicting problem gambling in a national sample. *Psychology of Addictive Behaviors*, 35(8), 939–947. <https://doi.org/10.1037/adb0000673>

Lorains, F. K., Cowlishaw, S., & Thomas, S. A. (2011). Prevalence of comorbid disorders in problem and pathological gambling: systematic review and meta-analysis of population surveys. *Addiction (Abingdon, England)*, 106(3), 490–498.

<https://doi.org/10.1111/j.1360-0443.2010.03300.x>

Lubman, D., Manning, V., Dowling, N., Rodda, S., Lee, S., Garde, E., Merkouris, S. & Volberg, R. (2017). Problem gambling in people seeking treatment for mental illness. Victorian Responsible Gambling Foundation, Melbourne.

Manning, V., Dowling, N. A., Lee, S., Rodda, S., Garfield, J. B. B., Volberg, R., Kulkarni, J., & Lubman, D. I. (2017). Problem gambling and substance use in patients attending community mental health services. *Journal of Behavioral Addictions*, 6(4), 678–688.

Mosenhauer, M., Newall, P. W., & Walasek, L. (2021). The stock market as a casino: Associations between stock market trading frequency and problem gambling. *Journal of behavioral addictions*, 10(3), 683-689.

Perth Casino Royal Commission. (2022). *Final report*. Government of Western Australia.

https://www.wa.gov.au/system/files/2022-03/PCRC%20Final%20Report%20Digital_FINAL%20%28Master%29_0.pdf

Productivity Commission 1999, *Australia's Gambling Industries*, Summary, Report No. 10, AusInfo, Canberra.

Productivity Commission 2010, *Gambling*, Report no. 50, Canberra.

Pulford, J., Bellringer, M., Abbott, M., Clarke, D., Hodgins, D., & Williams, J. (2008). Barriers to help-seeking for a gambling problem: The experiences of gamblers who have sought specialist assistance and the perceptions of those who have not. *Journal of Gambling Studies*, 25, 33-48. <https://doi.org/10.1007/s10899-008-9113-9>

Queensland Government Statistician's Office, Queensland Treasury, Australian Gambling Statistics, 39th edition, 1997–98 to 2022–23

Raylu, N., & Oei, T. P. (2004). The Gambling Related Cognitions Scale (GRCS): Development, confirmatory factor validation and psychometric properties. *Addiction*, 99(6), 757-769.

Responsible Wagering Australia. (2023). Submission to the Public Accounts and Estimates Committee, Parliament of Victoria. Retrieved from: <https://www.parliament.vic.gov.au/495cf7/contentassets/68af2caf12d04bbba447340a5fa6a1a7/responsible-wagering-australia---qon-response-paec-gambling-liquor-inquiry.pdf>

Rintoul, A., Deblaquiere, J., & Thomas, A. (2017). Responsible gambling codes of conduct: Lack of harm minimisation intervention in the context of venue self-regulation. *Addiction Research & Theory* 25(6), 451-461. <http://dx.doi.org/10.1080/16066359.2017.1314465>

Russell, A. M. T., Browne, M., Hing, N., Rockloff, M., & Newall, P. (2022). *Are any samples representative or unbiased? Reply to Pickering and Blaszczynski*.

International Gambling Studies, 22(1), 102–113.

<https://doi.org/10.1080/14459795.2021.1973535>

Rockloff, M., Hing, N., Browne, N., Russell, A., Thorne, H., Newall, P., & Visintin, T. (2021). *Gambling harm and harm minimisation in Western Australia: Expert report*.

Experimental Gambling Research Laboratory, CQUniversity Australia.

<https://www.wa.gov.au/system/files/2021-11/Prof.%20Rockloff%20-%20Gambling%20Harm%20and%20Harm%20Minimisation%20in%20WA%20-%20Expert%20Report%20%28amended%29.pdf>

Russell, A. M., Browne, M., Hing, N., Rockloff, M., Newall, P., Dowling, N. A., Merkouris, S., King, D. L., Stevens, M., Salonen, A. H., Breen, H., Greer, N., Thorne, H. B., Visintin, T., Rawat, V., & Woo, L. (2023). Electronic gaming machine accessibility and gambling problems: A natural policy experiment. *Journal of Behavioral Addictions*, 12(3), 721–732. <https://doi.org/10.1556/2006.2023.00044>

SACES. (2003). Evaluation of self-exclusion programs and harm minimisation measures Report A. The South Australian Centre for Economic Studies. Adelaide & Flinders Universities. Retrieved from

<https://www.adelaide.edu.au/saces/ua/media/97/completereportselfexclusiona.pdf>

Sathanapally, A., Griffiths, K., & Baldwin, E. (2024). A better bet: How Australia should prevent gambling harm. Grattan Institute.

<https://grattan.edu.au/wp-content/uploads/2024/09/Grattan-Institute-A-better-bet-How-Australia-should-prevent-gambling-harm.pdf>

Suomi, A., Hahn, M., and Biddle, N. (2024) Gambling participation in Australia 2024 – Trends over time, and profiles associated with online gambling. ANU Centre for Gambling Research - POLIS: The Centre for Social Policy Research. Available online:

https://csmr.cass.anu.edu.au/sites/default/files/docs/2024/11/Gambling_in_Australia_2024_002.pdf

Suomi, A., Kim, J., Biddle, N., Dowling, N. A., Hahn, M., Cowlshaw, S., Butterworth, P., Thomas, A., Hodgins, D., Heywood, W., Scott, P., & Myers, P. (2024). *Victorian population gambling and health study 2023*. State Government of Victoria.

Suurvali, H., Cordingley, J., Hodgins, D. C., & Cunningham, J. (2009). Barriers to seeking help for gambling problems: A review of the empirical literature. *Journal of Gambling Studies*, 25, 407-424. <https://doi.org/10.1007/s10899-009-9129-9>

Thomas, A., Carson, R., Deblaquiere, J., Armstrong, A., Moore, S., Christensen, D., & Rintoul, A. (2016). *Review of electronic gaming machine pre-commitment features: Self-exclusion*. Melbourne: Australian Institute of Family Studies.

University of Plymouth. (2021, April 7). *Research shows links between loot boxes and problem gaming*.

Young, M., Markham, F., & Doran, B. (2012). Too close to home? The relationships between residential distance to venue and gambling outcomes. *International Gambling Studies*, 12(2), 257–273. <https://doi.org/10.1080/14459795.2012.664159>

Appendix A: Prevalence Survey

Notes:

- Throughout, any **red text/section headings** are for internal use (programming instructions, question details, categorisations, etc.). They will not be shown to participants.
- Question numbers (e.g. SQ1) will not be shown to participants.
- **Ensure questions are not mandatory**

SURVEY STRUCTURE

Letters assigned to sections correspond to main 'theme' – order of sections can be shuffled for best flow

| SECTION | TOPIC |
|---------|--|
| SQ | Essential classification questions (i.e., age, gender, postcode, anything else relevant to quotas) |
| P | Participation <ul style="list-style-type: none"> - Modalities |
| G | Gambling behaviours <ul style="list-style-type: none"> - Frequency - Spend - Modalities - Other specifics |
| B | Beliefs <ul style="list-style-type: none"> - That gambling causes harm to themselves, people they know, their community, WA in general - About gambling, the industry, people who gamble |
| H | Harms <ul style="list-style-type: none"> - PGSI - Self - Others - Perceptions of harm of modalities |
| E | Exposure <ul style="list-style-type: none"> - Advertising and promotion |
| K | Knowledge <ul style="list-style-type: none"> - Gambling literacy (Gambling Related Cognitions Scale, Raylu & Oei 2004) - Knowledge of legal restrictions (online, age restrictions) - Responsible gambling activities |
| S | Support services <ul style="list-style-type: none"> - Awareness of available support services - Usage/ willingness to use - Motivations/ barriers to use - Preferred modes of access |
| C | Comorbidities <ul style="list-style-type: none"> - Alcohol - Mental health (DASS-10) |
| T | Time-spending profiling <ul style="list-style-type: none"> - Media - Social media - Activities – time and place |
| D | Additional demographics required for analysis |

QUOTAS – 1

| INTERLOCKING LOCATION-GENDER-AGE | | | | | |
|---|-----------------|---------------------------|------------|---------------------|-------------|
| CELL | LOCATION | GENDER | AGE | CENSUS POP % | 2500 |
| 1 | METRO | M | 18-24 | 4.5% | 112 |
| 2 | METRO | M | 25-34 | 7.3% | 182 |
| 3 | METRO | M | 35-44 | 7.4% | 185 |
| 4 | METRO | M | 45-54 | 6.6% | 166 |
| 5 | METRO | M | 55-64 | 5.7% | 143 |
| 6 | METRO | M | 65+ | 7.5% | 188 |
| 7 | METRO | F | 18-24 | 4.3% | 109 |
| 8 | METRO | F | 25-34 | 7.5% | 188 |
| 9 | METRO | F | 35-44 | 7.6% | 189 |
| 10 | METRO | F | 45-54 | 6.8% | 169 |
| 11 | METRO | F | 55-64 | 6.0% | 150 |
| 12 | METRO | F | 65+ | 8.7% | 218 |
| 13 | REG | M | 18-24 | 0.9% | 23 |
| 14 | REG | M | 25-34 | 1.6% | 41 |
| 15 | REG | M | 35-44 | 1.7% | 44 |
| 16 | REG | M | 45-54 | 1.8% | 45 |
| 17 | REG | M | 55-64 | 1.8% | 45 |
| 18 | REG | M | 65+ | 2.3% | 57 |
| 19 | REG | F | 18-24 | 0.8% | 21 |
| 20 | REG | F | 25-34 | 1.6% | 40 |
| 21 | REG | F | 35-44 | 1.7% | 43 |
| 22 | REG | F | 45-54 | 1.7% | 43 |
| 23 | REG | F | 55-64 | 1.7% | 43 |
| 24 | REG | F | 65+ | 2.3% | 57 |
| SUBTOTALS | | | | | |
| | | LOCATION | METRO | 80% | 1999 |
| | | | REG | 20% | 502 |
| | | GENDER | M | 49% | 1231 |
| | | | F | 51% | 1270 |
| | | AGE | 18-24 | 11% | 265 |
| | | | 25-34 | 18% | 451 |
| | | | 35-44 | 18% | 461 |
| | | | 45-54 | 17% | 423 |
| | | | 55-64 | 15% | 381 |
| | | | 65+ | 21% | 520 |
| SUBAUDIENCES OF INTEREST | | | | | |
| | | INDIGENOUS/ FIRST NATIONS | METRO | 2.0% of Metro | 40 |
| | | | REG | 8.6% of Reg | 44 |

QUOTAS – 2

| INTERLOCKING LOCATION-SES | | | | |
|---------------------------|----------|-------------------------------|--------------|------|
| CELL | LOCATION | QUINTILE (BASED ON POSTCODES) | CENSUS POP % | 2500 |
| 1 | METRO | 1 (Most Disadvantaged) | 8.6% | 216 |
| 2 | METRO | 2 | 10.4% | 261 |
| 3 | METRO | 3 | 17.7% | 444 |
| 4 | METRO | 4 | 16.4% | 409 |
| 5 | METRO | 5 (Most Advantaged) | 26.8% | 670 |
| 6 | REG | 1 (Most Disadvantaged) | 4.1% | 102 |
| 7 | REG | 2 | 8.8% | 219 |
| 8 | REG | 3 | 4.0% | 99 |
| 9 | REG | 4 | 2.1% | 53 |
| 10 | REG | 5 (Most Advantaged) | 1.0% | 26 |

SECTION SQ: ESSENTIAL CLASSIFICATION

First off, we just need to ask a few questions to see if you qualify for the survey...

SQ1 What is the postcode of your usual place of residence?

Numeric free response.

Screen out if not WA
postcode

Allocate to hidden/embedded data variables based on postcodes:

- Location = a-metro; b-regional
- SES = 1; 2; 3; 4; 5

SQ2 What is your age?

Numeric free response

Under 18 years

Screen out if <18

SQ3 How do you describe your gender?

Single response

Man or male

Woman or female

Non-binary

Some other gender

Prefer not to say

INFORMED CONSENT STATEMENT A (MORE DETAILED STATEMENT TO PRECEDE HARMS SECTION)

Introductory informed consent statement to appear here (after qualification questions but before prevalence questions).

[FULL CONSENT STATEMENT INCLUDED AS APPENDIX A]

By proceeding, you confirm that:

- You have read the survey information provided.
- You are 18 years or older and voluntarily agree to participate.

Consent Do you consent to participate in this survey?

Single forced response

Yes, I consent to participate.

Continue to Section P

No, I do not consent to participate.

Terminate the survey

SECTION P: GAMBLING PARTICIPATION

For the first section of this survey we will be asking some questions about gambling.

| | |
|---|---|
| For the first section of this survey we will be asking some questions about gambling. | |
| P1 (QLD P1) | Here is a list of popular gambling activities. Over the past 12 months, have you...? <i>Select as many as apply.</i> |
| Multiple response. Randomise, with exception of OTHER category. | |
| GAMING | |
| Played on electronic gaming machines (EGMs) | |
| Played casino table games such as blackjack or roulette | |
| Played card games like poker, or other games such as mahjong or dice games privately for money | |
| Played bingo | |
| SPORTS | |
| Bet on horse, harness or greyhound races excluding sweeps | |
| Bet on a sporting event such as football, cricket, boxing or motorsports, but excluding fantasy sports and e-sports | |
| Bet on fantasy sports | |
| Bet on e-sports | |
| LOTTERIES | |
| Bought instant scratch tickets | |
| Bought lotto, or any other lottery game like Saturday Lotto, Powerball, Oz Lotto, the Pools, or bought lottery products (not including instant scratch tickets) | |
| Played keno | |
| Bought a ticket in a draw for a prize (e.g., house, car, boat, sweep, or raffle)? | |
| ONLINE-SPECIFIC | |
| Used skins won or purchased within computer games to gamble to win more skins and/or money | |
| Purchased a loot box with real money while playing computer games | |
| Played casino-style games via social media or mobile app, that don't involve money | |
| Played casino-style games via social media or mobile app, that do involve money | |
| REAL-LIFE | |
| Bet on elections, TV shows or other novelty events | |
| OTHER | |
| Played any other gambling activity excluding sweeps and raffle tickets | |
| | Have not gambled in the last 12 months Exclusive response |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

IF P1 = not in last 12 months, don't know or prefer not to answer gamble_p12m = b-no

ELSE gamble_p12m = a-yes

| | |
|---|--|
| DISPLAY IF P1 = Have not gambled in last 12 months | |
| P2 | How long ago did you last participate in any of those gambling activities? |
| Single response | |
| Within the past 2-3 years | |
| Within the past 4-5 years | |
| More than 5 years ago | |

| |
|----------------------|
| Have never gambled |
| Prefer not to answer |

SECTION G: GAMBLING BEHAVIOURS – DISPLAY ONLY IF gamble_p12m = A-YES

G1-G3 COVER ADDITIONAL INFORMATION ABOUT BROAD MODES (E.G., ONLINE MECHANISMS IN GENERAL)

| | |
|--|---|
| DISPLAY IF ANY ONLINE GAMBLING ITEMS SELECTED AT P1 | |
| G1 (V_S1Q19) | How many online betting accounts do you have? |
| Single response | |
| None | |
| One | |
| More than one (how many?) | Numeric free response |
| More than one, but not sure how many | |
| Prefer not to answer | |

| | |
|--|--|
| DISPLAY IF ANY ONLINE GAMBLING ITEMS SELECTED AT P1 | |
| G2 (V_S1Q20) | In the past 12 months , have you used cryptocurrency to pay for any gambling activity? |
| Single response | |
| Yes | |
| No | |
| Don't Know | |
| Prefer not to answer | |

| | |
|--|--|
| DISPLAY TO GAMBLE_P12M = A-YES | |
| G3 | In the past 12 months , have you taken up any of the following offers from betting companies? Select as many as apply. |
| Multiple response. Randomise. Anchor None and prefer not to answer at bottom. | |
| Free bets | |
| Bonus bets | |
| Refunds | |
| Other offers or benefits | |
| Have not taken up any offers | Exclusive response |
| Prefer not to answer | Exclusive response |

**LOOP THROUGH Gintro, G4, G5, G6 FOR EACH GAMBLING MODE SELECTED AT P1
RANDOMISE ORDER OF LOOPS**

| LOOP | CATEGORY | MODE | G4 - HOW MANY TIMES | G5 - HOW MUCH \$ | G6 - WHERE/ HOW |
|------|-----------|--|---------------------|------------------|-----------------|
| A | GAMING | Electronic Gaming Machines | YES | YES | YES |
| B | GAMING | Casino table games | YES | YES | YES |
| C | GAMING | Informal gambling | YES | YES | NO |
| D | GAMING | Bingo | YES | YES | YES |
| E | SPORTS | Racing | YES | YES | YES |
| F | SPORTS | Sports | YES | YES | YES |
| G | SPORTS | Fantasy sports | YES | YES | NO |
| H | SPORTS | E-Sports | YES | YES | NO |
| I | LOTTERIES | Scratchies | YES | YES | YES |
| J | LOTTERIES | Lotteries | YES | YES | YES |
| K | LOTTERIES | Keno | YES | YES | YES |
| L | LOTTERIES | Raffles/ sweeps - major prize | YES | YES | YES |
| M | ONLINE | Skins | YES | YES | NO |
| N | ONLINE | Loot boxes | YES | YES | NO |
| O | ONLINE | Non-money Social media/ app-based casino games | YES | NO | NO |
| P | ONLINE | Money Social media/ app-based casino games | YES | YES | NO |
| Q | REAL-LIFE | Real life events | YES | YES | NO |
| R | OTHER | Anything else | YES | YES | NO |

REFER TO TABLE ON NEXT PAGE FOR WORDING VARIATIONS FOR EACH GAMBLING MODE {GX_mode}

Gintro The next questions are about {Gintro_mode} in the past 12 months.

| | |
|--|---|
| G4 | How often have you {G4_mode} in the past 12 months? You can answer in terms of times per week, month or year. |
| Program so that participant can answer with respect to week month or year | |
| Times per week: | Numeric free response |
| Times per month: | Numeric free response |
| Times per year: | Numeric free response |
| Don't know | |
| Prefer not to answer | |

| | |
|------------------------|--|
| G5 | Roughly how much money did you spend {G5_mode} in a typical week/month/year in the past 12 months? You can answer in terms of times per week, month or year. |
| Single response | |
| \$ per week: | Numeric free response |
| \$ per month: | Numeric free response |

| | |
|----------------------|------------------------------|
| \$ per year: | Numeric free response |
| Don't know | |
| Prefer not to answer | |

| | | Gintro | G4 | G5 |
|----------|---------------------------------|---|---|---|
| | | The next few questions are about {Gintro_mode} in the last 12 months. | How often have you {G4_mode} in the last 12 months? | Roughly how much money have you spent {G5_mode} in the last 12 months? |
| # | MODE | Gintro_mode | G4_mode | G5_mode |
| A | Electronic Gaming Machine | playing on electronic gaming machines (EGMs) | playing on electronic gaming machines (EGMs) | playing on electronic gaming machines (EGMs) |
| B | Casino table games | playing casino table games such as poker, blackjack or roulette | played casino table games such as poker, blackjack or roulette | playing casino table games such as poker, blackjack or roulette |
| C | Informal gambling | playing card games like poker or other games such as mahjong or dice games privately for money | played card games like poker or other games such as mahjong or dice games privately for money | playing card games like poker or other games such as mahjong or dice games privately for money |
| D | Bingo | playing bingo | played bingo | playing bingo |
| E | Racing | betting on horse, harness or greyhound races excluding sweeps | bet on horse, harness or greyhound races excluding sweeps | betting on horse, harness or greyhound races excluding sweeps |
| F | Sports | betting on sporting events such as football, cricket, boxing or motorsports (excluding fantasy sports and e-sports) | bet on sporting events such as football, cricket, boxing or motorsports (excluding fantasy sports and e-sports) | betting on sporting events such as football, cricket, boxing or motorsports (excluding fantasy sports and e-sports) |
| G | Fantasy sports | betting on fantasy sports | bet on fantasy sports | betting on fantasy sports |
| H | E-Sports | betting on e-sports | bet on e-sports | betting on e-sports |
| I | Scratchies | buying instant scratch tickets | bought instant scratch tickets | buying instant scratch tickets |
| J | Lotteries | buying lotto, or any other lottery games like Saturday Lotto, Powerball, Oz Lotto, the Pools or bought lottery products (not including instant scratch tickets) | bought lotto, or any other lottery games like Saturday Lotto, Powerball, Oz Lotto, the Pools or bought lottery products (not including instant scratch tickets) | buying lotto, or any other lottery games like Saturday Lotto, Powerball, Oz Lotto, the Pools or bought lottery products (not including instant scratch tickets) |
| K | Keno | playing keno | played keno | playing keno |
| L | Raffles/sweeps | buying tickets in a draw for a prize (house, car, boat, sweep, or raffle) | bought tickets in a draw for a prize (house, car, boat, sweep, or raffle) | buying tickets in a draw for a prize (house, car, boat, sweep, or raffle) |
| M | Skins | using skins won or purchased within computer games to gamble to win more skins and/or money | used skins won or purchased within computer games to gamble to win more skins and/or money | using skins won or purchased within computer games to gamble to win more skins and/or money |
| N | Loot boxes | purchasing loot boxes with real money while playing computer games | purchased loot boxes with real money while played computer games | purchasing loot boxes with real money while playing computer games |
| O | Non-money Social media/app-base | playing casino-style games via social media or mobile app, that don't involve money | played casino-style games via social media or mobile app, that don't involve money | playing casino-style games via social media or mobile app, that don't involve money |

| | | | | |
|---|--|--|---|--|
| | d casino games | | | |
| P | Money Social media/ app-based casino games | playing casino-style games via social media or mobile app, that do involve money | played casino-style games via social media or mobile app, that do involve money | playing casino-style games via social media or mobile app, that do involve money |
| Q | Real life events | betting on elections, TV shows or other novelty events | bet on elections, TV shows or other novelty events | betting on elections, TV shows or other novelty events |
| R | Anything else | playing any other gambling activity excluding sweeps and raffle tickets | played any other gambling activity excluding sweeps and raffle tickets | playing any other gambling activity excluding sweeps and raffle tickets |

| DISPLAY FOR MODE A LOOP ONLY | |
|-------------------------------------|---|
| G6A | Where have you played on electronic gaming machines (EGMs) in the past 12 months? Select as many as apply. |
| Multiple response. | |
| | Perth Casino |
| | Online, including apps |
| | An interstate casino |
| | An interstate pub, club or hotel |
| | An overseas casino |
| | An overseas pub, club or hotel |
| | A cruise ship |
| | Somewhere else |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

| DISPLAY FOR MODE B LOOP ONLY | |
|-------------------------------------|---|
| G6B | Where have you played casino table games such as blackjack or roulette in the past 12 months? Select as many as apply. |
| Multiple response. | |
| | Perth Casino |
| | Online, including apps |
| | An interstate casino |
| | An overseas casino |
| | A cruise ship |
| | Somewhere else |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

| DISPLAY FOR MODE D LOOP ONLY | |
|-------------------------------------|--|
| G6D | Where have you played bingo in the past 12 months? Select as many as apply. |
| Multiple response. | |
| | Western Australian bingo centre or bingo hall |
| | Online, including apps |

| | |
|----------------------|---------------------------|
| Interstate | |
| Overseas | |
| A cruise ship | |
| Somewhere else | |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY FOR MODE E LOOP ONLY | |
|-------------------------------------|--|
| G6E | Where have you placed your bets on horse, harness or greyhound racing in the past 12 months? |
| | Select as many as apply. |
| Multiple response. | |
| | Western Australian racetrack with a bookmaker |
| | On-track at a Western Australian TAB/ TABTouch |
| | Off-track at a Western Australian TAB/ TABTouch, or TABTouch outlet in a pub or club |
| | Licensed bookmaker – in person |
| | Licensed bookmaker – by phone call |
| | Licensed bookmaker – online or with a mobile app |
| | Interstate |
| | Overseas |
| | Somewhere else |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

| DISPLAY FOR MODE F LOOP ONLY | |
|-------------------------------------|---|
| G6F | Where have you placed your bets on sporting events in the past 12 months? |
| | Select as many as apply. |
| Multiple response. | |
| | A Western Australian TAB/ TABTouch, or TABTouch outlet in a pub or club |
| | Licensed bookmaker – in person |
| | Licensed bookmaker – by phone call |
| | Licensed bookmaker – online or with a mobile app |
| | Interstate |
| | Overseas |
| | Somewhere else |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

| DISPLAY FOR MODE I LOOP ONLY | |
|-------------------------------------|--|
| G6I | Where have you bought scratch tickets in the past 12 months? |
| | Select as many as apply. |
| Multiple response. | |
| | Online, including apps |
| | In a store or shop |
| | Somewhere else |
| | Don't know Exclusive response |
| | Prefer not to answer Exclusive response |

| DISPLAY FOR MODE J LOOP ONLY | |
|-------------------------------------|---|
| G6J | Where have you bought Australian lottery tickets in the past 12 months? |
| | Select as many as apply. |
| Multiple response. | |

| | |
|------------------------|---------------------------|
| Online, including apps | |
| In a store or shop | |
| Somewhere else | |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY FOR MODE K LOOP ONLY | |
|-------------------------------------|---|
| G6K | Where have you played Keno in the past 12 months? Select as many as apply. |
| Multiple response. | |
| Perth Casino | |
| Online, including apps | |
| Somewhere else | |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY FOR MODE L LOOP ONLY | |
|--|---|
| G6L | Where have you bought raffle or sweeps tickets in the past 12 months? Select as many as apply. |
| Multiple response. | |
| Online, including apps | |
| In a store or shop | |
| At a charity or community event or stall | |
| Somewhere else | |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

SECTION B: BELIEFS

The next few questions are about your thoughts about gambling in general.

ATGS-8

Canale, N., Vieno, A., Pastore, M., Ghisi, M., & Griffiths, M. D. (2016). Validation of the 8-item attitudes towards gambling scale (atgs-8) in a British population survey. *Addictive Behaviors*, 54, 70–74. <https://doi.org/10.1016/j.addbeh.2015.12.009>

Scores of each item summed (range 8-40); higher scores indicate more favourable attitudes towards gambling

The next few questions are things that some people have said about gambling.

ATGS-8

Please indicate how much you agree or disagree with each one.

Randomise order.

| * = Reverse scored items | Strongly disagree | Slightly disagree | Neither agree nor disagree | Slightly agree | Strongly agree | Prefer not to answer |
|---|-------------------|-------------------|----------------------------|----------------|----------------|----------------------|
| People should have the right to gamble whenever they want | 1 | 2 | 3 | 4 | 5 | 99 |
| *There are too many opportunities for gambling nowadays | 1 | 2 | 3 | 4 | 5 | 99 |
| *Gambling should be discouraged | 1 | 2 | 3 | 4 | 5 | 99 |
| Most people who gamble do so sensibly | 1 | 2 | 3 | 4 | 5 | 99 |
| On balance, gambling is good for society | 1 | 2 | 3 | 4 | 5 | 99 |
| Gambling livens up life | 1 | 2 | 3 | 4 | 5 | 99 |
| *It would be better if gambling was banned altogether | 1 | 2 | 3 | 4 | 5 | 99 |
| *Gambling is dangerous for family life | 1 | 2 | 3 | 4 | 5 | 99 |
| ADDITIONAL ITEMS TO MAKE THE LONGER ATGS-14 | | | | | | 99 |
| *Gambling is a fool's game | 1 | 2 | 3 | 4 | 5 | 99 |
| Gambling is an important part of cultural life | 1 | 2 | 3 | 4 | 5 | 99 |
| Gambling is a harmless form of entertainment | 1 | 2 | 3 | 4 | 5 | 99 |
| *Gambling is a waste of time | 1 | 2 | 3 | 4 | 5 | 99 |
| *Gambling is like a drug | 1 | 2 | 3 | 4 | 5 | 99 |
| Gambling is good for communities | 1 | 2 | 3 | 4 | 5 | 99 |

| B2 | In your opinion... | | | | | Prefer not to answer |
|---|--------------------|-----------------------|----------------|-----------------------|--------------------|----------------------|
| | A lot less harmful | slightly less harmful | about the same | slightly more harmful | A lot more harmful | |
| How harmful are lotteries compared to other forms of gambling for individual people? | 1 | 2 | 3 | 4 | 5 | 99 |
| How harmful are lotteries compared to other forms of gambling for Western Australian communities? | 1 | 2 | 3 | 4 | 5 | 99 |

SECTION H1: HARMS

We understand that the following questions may not apply to you but we have to ask everyone. The answers you provide are still important information for us to capture.

| DISPLAY IF gamble_p12m = a-yes | | | | | |
|--|-------|-----------|------------------|---------------|----------------------|
| PGSI Thinking about the past 12 months, how often... | | | | | |
| Randomise order. | | | | | |
| | Never | Sometimes | Most of the time | Almost always | Prefer not to answer |
| have you bet more than you could really afford to lose? | 0 | 1 | 2 | 3 | 99 |
| have you needed to gamble with larger amounts of money to get the same feeling of excitement? | 0 | 1 | 2 | 3 | 99 |
| have you gone back another day to try to win back the money you lost? | 0 | 1 | 2 | 3 | 99 |
| have you borrowed money or sold anything to get money to gamble? | 0 | 1 | 2 | 3 | 99 |
| have you felt that you might have a problem with gambling? | 0 | 1 | 2 | 3 | 99 |
| have people criticized your betting or told you that you had a gambling problem, whether or not you thought it was true? | 0 | 1 | 2 | 3 | 99 |
| have you felt guilty about the way you gamble or what happens when you gamble? | 0 | 1 | 2 | 3 | 99 |
| has your gambling caused you any health problems, including stress or anxiety? | 0 | 1 | 2 | 3 | 99 |
| has your gambling caused financial problems for you or your household? | 0 | 1 | 2 | 3 | 99 |

Allocate to risk based on PGSI response

The following questions are about the impacts gambling can have on some people and those who are close to them.

| DISPLAY IF gamble_p12m = a-yes | | | |
|---|-----|----|----------------------|
| H1 (GHS-10) (V_S2Q2) In the past 12 months , did any of these occur as a result of your gambling? | | | |
| Anchor Set 1 above Set 2 Randomise order within Set 1 and Set 2 | | | |
| | Yes | No | Prefer not to answer |
| SET1 – randomise within set | | | |
| Reduction of your available spending money | 1 | 0 | 99 |
| Less spending on recreational expenses such as eating out, going to movies or other entertainment | 1 | 0 | 99 |
| Reduction of your savings | 1 | 0 | 99 |
| Sold personal items | 1 | 0 | 99 |
| Increased credit card debt | 1 | 0 | 99 |

| | | | |
|--|---|---|----|
| Had regrets that made you feel sorry about your gambling | 1 | 0 | 99 |
| Felt like a failure | 1 | 0 | 99 |
| Felt ashamed of your gambling | 1 | 0 | 99 |
| Felt distressed about your gambling | 1 | 0 | 99 |
| Spent less time with people you care about | 1 | 0 | 99 |
| SET2 – randomise within set | | | |
| Spent less on essential expenses such as medication, health care, and food | 1 | 0 | 99 |
| Experienced greater conflict in your relationships like arguing, fighting and ultimatums | 1 | 0 | 99 |
| Been a victim of family or domestic violence | 1 | 0 | 99 |
| Didn't attend fully to the needs of children | 1 | 0 | 99 |

The next questions are about the **gambling** of people you have **close relationships** with.

A close relationship is often a family member, or one where you know each other well, you care about each other or you depend on each other.

| | |
|----------------------------|--|
| H2 (V2_S2Q3) | As far as you are aware, how many people that you have a close relationship with, have gambled in the past 12 months? |
| Single response | |
| None | |
| One | |
| More than one (how many?) | Numeric free response |
| Not sure, but at least one | |
| Prefer not to answer | |

Code as close_p12m_gamble = a-yes, b-no

SECTION H2: HARMS from others

DISPLAY IF CLOSE_p12m_GAMBLE = A-YES

| | |
|---|---|
| H3 | <p>IF H2=One: In the past 12 months, have you been personally affected by this person's gambling?</p> <p>IF H2>One: Among the people you know to gamble, please think now about the person you have the closest relationship with. In the past 12 months, have you been personally affected by this person's gambling?</p> <p>By "affected", we mean in regards to finances, relationships, emotional and mental health, physical health, work or study.</p> |
| Single response | |
| Yes - positively affected | |
| Yes - negatively affected | |
| Yes - both positively and negatively affected | |
| No - not affected | |
| Prefer not to answer | |

| | |
|-----------|---|
| H4 | What is this person's relationship to you? |
|-----------|---|

| | |
|------------------------|---|
| (V_S2Q5) | |
| Single response | |
| Current spouse/partner | |
| Former spouse/partner | |
| Father/step-father | |
| Mother/step-mother | |
| Son/step-son | |
| Daughter/step-daughter | |
| Sister/step-sister | |
| Brother/step-brother | |
| Grandparent | |
| Other family member | |
| Someone else | No non-family option provided in V survey |

| DISPLAY ONLY IF H3 = YES | | | |
|---|-----|----|----------------------|
| H6 (GHS-10-AO) During the past 12 months , did any of these occur to you as a result of this person's gambling? (V_S2Q7) | | | |
| Anchor Set 1 above Set 2 | | | |
| Randomise order within Set 1 and Set 2 | | | |
| | Yes | No | Prefer not to answer |
| SET1 – randomise within set | | | |
| Late payments on bills such as those for utilities or rates | 1 | 0 | 99 |
| Reduced performance at work or study due to tiredness or distraction | 1 | 0 | 99 |
| Loss of sleep due to stress or worry about their gambling or gambling-related problems | 1 | 0 | 99 |
| Stress-related health problems, such as high blood pressure or headaches | 1 | 0 | 99 |
| Increased experience of depression | 1 | 0 | 99 |
| Feelings of hopelessness about their gambling | 1 | 0 | 99 |
| Felt angry about not controlling their gambling | 1 | 0 | 99 |
| Got less enjoyment from time spent with people you care about | 1 | 0 | 99 |
| Threat of separation of ending a relationship or relationships | 1 | 0 | 99 |
| Took money or items from friends or family without asking first | 1 | 0 | 99 |
| SET2 – randomise within set | | | |
| Spent less on essential expenses such as medication, health care, and food | 1 | 0 | 99 |
| Experienced greater conflict in your relationships like arguing, fighting and ultimatums | 1 | 0 | 99 |
| Been a victim of family or domestic violence | 1 | 0 | 99 |
| Didn't attend fully to the needs of children | 1 | 0 | 99 |

SECTION H3: HARMS FROM MODES

DISPLAY IF AT LEAST ONE 'YES' AT H1, OR AT LEAST ONE 'YES' AT H6

| DISPLAY IF AT LEAST ONE 'YES' AT H1 (I.E., INDICATE HAVING EXPERIENCED HARM FROM OWN GAMBLING) | | |
|---|---|---------------------------|
| H7 | Of the gambling activities that you participate in, which do you believe negatively impact you the most? <i>Select as many as apply.</i> | |
| Multiple response. Randomise, with exception of OTHER category. DISPLAY ONLY FORMS SELECTED BY PARTICIPANT AT P1. | | |
| GAMING | | |
| Played on electronic gaming machines | | |
| Played casino table games such as blackjack or roulette | | |
| Played card games like poker, or other games such as mahjong or dice games privately for money | | |
| Played bingo | | |
| SPORTS | | |
| Bet on horse, harness or greyhound races excluding sweeps | | |
| Bet on a sporting event such as football, cricket, boxing or motorsports, but excluding fantasy sports and e-sports | | |
| Bet on fantasy sports | | |
| Bet on e-sports | | |
| LOTTERIES | | |
| Bought instant scratch tickets | | |
| Bought lotto, or any other lottery game like Saturday Lotto, Powerball, Oz Lotto, the Pools, or bought lottery products (not including instant scratch tickets) | | |
| Played keno | | |
| Bought a ticket in a draw for a prize (e.g., house, car, boat, sweep, or raffle)? | | |
| ONLINE-SPECIFIC | | |
| Used skins won or purchased within computer games to gamble to win more skins and/or money | | |
| Purchased a loot box with real money while playing computer games | | |
| Played casino-style games via social media or mobile app, that don't involve money | | |
| REAL-LIFE | | |
| Bet on elections, TV shows or other novelty events | | |
| OTHER | | |
| Played any other gambling activity excluding sweeps and raffle tickets | | |
| | Have not gambled in the last 12 months | Exclusive response |
| | Don't know | Exclusive response |
| | Prefer not to answer | Exclusive response |

| | |
|---|--|
| DISPLAY IF H3 = EITHER “Yes - negatively affected” OR “Yes - both positively and negatively affected” | |
| H8 | Of the gambling activities that people you have a close relationship with participate in, which type or types of gambling activities do you believe negatively impact you the most? <i>Select as many as apply.</i> |
| Multiple response. Randomise, with exception of OTHER category. | |
| GAMING | |
| Played on electronic gaming machines | |
| Played casino table games such as blackjack or roulette | |
| Played card games like poker, or other games such as mahjong or dice games privately for money | |
| Played bingo | |
| SPORTS | |
| Bet on horse, harness or greyhound races excluding sweeps | |
| Bet on a sporting event such as football, cricket, boxing or motorsports, but excluding fantasy sports and e-sports | |
| Bet on fantasy sports | |
| Bet on e-sports | |
| LOTTERIES | |
| Bought instant scratch tickets | |
| Bought lotto, or any other lottery game like Saturday Lotto, Powerball, Oz Lotto, the Pools, or bought lottery products (not including instant scratch tickets) | |
| Played keno | |
| Bought a ticket in a draw for a prize (e.g., house, car, boat, sweep, or raffle)? | |
| ONLINE-SPECIFIC | |
| Used skins won or purchased within computer games to gamble to win more skins and/or money | |
| Purchased a loot box with real money while playing computer games | |
| Played casino-style games via social media or mobile app, that don't involve money | |
| REAL-LIFE | |
| Bet on elections, TV shows or other novelty events | |
| OTHER | |
| Played any other gambling activity excluding sweeps and raffle tickets | |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

SECTION E: GAMBLING EXPOSURE/ ADVERTISING and promotion

These next few questions are about gambling-related advertising and promotion.

| | |
|--|--|
| E1 | Do you believe that the advertising and promotion of gambling over the past few years... |
| Single response. Randomise ascending or descending order, excluding "Don't know" and "Prefer not to answer" | |
| Has increased significantly | |
| Has increased somewhat | |
| Has neither increased nor decreased | |
| Has decreased somewhat | |
| Has decreased significantly | |
| Don't know | |
| Prefer not to answer | |

| | | |
|---|---|---------------------------|
| E2 | In the last week, have you seen or heard gambling being advertised or promoted in the following ways? | |
| Select all that apply. | | |
| Multiple response. Randomise within and between sets, excluding 'OTHERS' | | |
| Ads - media [red set headings for internal use only, not to be shown to participants] | | |
| Advertisements or promotions on television | | |
| Advertisements or promotions on radio | | |
| Advertisements or promotions on podcasts | | |
| Advertisements or promotions on streaming platforms (e.g., Netflix, Amazon Prime, Stan, etc.) | | |
| Sponsorships | | |
| Sponsorship of sports people, teams or events by gambling companies | | |
| Sponsorship of other TV programmes by gambling companies | | |
| Ads - social media/ online | | |
| Advertisements or promotions for gambling on social media such as YouTube, Facebook, X/Twitter, TikTok, Reddit and other social media | | |
| Pop-up advertisements or promotions online for gambling companies | | |
| Advertisements or promotions from gambling apps | | |
| Influencers | | |
| Famous people or influencers promoting gambling companies via social media (YouTube, Facebook, X/Twitter, TikTok, Reddit and so on) | | |
| Print/ posters | | |
| On posters in indoor settings like venues or bathrooms | | |
| On posters or billboards in outdoor settings like train stations or on buildings | | |
| OTHERS | | |
| Somewhere else (please specify) | | Free response |
| Have not seen any | | Exclusive response |
| Don't know | | Exclusive response |
| Prefer not to answer | | Exclusive response |

| | |
|-----------|---|
| E3 | Have you encountered any other media content that you feel might indirectly encourage people to gamble? |
|-----------|---|

| |
|---|
| Single response |
| Yes, frequently (e.g., every week) |
| Yes, occasionally (e.g., monthly) |
| Yes, rarely (a few times in the past year) |
| No, I haven't seen or heard any content that discusses gambling |
| Not sure |
| Prefer not to answer |

| | |
|--|---|
| E4 | Gambling ads that play on TV are required to include warnings about the risk of harms from gambling. How impactful do you think these warnings are? |
| Single response. Randomise ascending or descending order, excluding "Don't know" and "Prefer not to answer" | |
| Not at all impactful | |
| Slightly impactful | |
| Moderately impactful | |
| Very impactful | |
| Extremely impactful | |
| Don't know | |
| Prefer not to answer | |

FOR E4, THIS LIST OF OPTIONS CAN BE FINALISED BASED ON WHAT ASPECTS OF PROMOTION IT IS APPROPRIATE TO ASK FOR COMMUNITY VIEWS ON.

| E5 How acceptable do you believe the following forms of gambling advertising or promotions are? | | | | | | |
|---|-----------------------|---------------------|-----------------------|-----------------|-----------------------|----------------------|
| Randomise order. | | | | | | |
| | Not at all acceptable | Slightly acceptable | Moderately acceptable | Very acceptable | Completely acceptable | Prefer not to answer |
| Sponsoring sports teams | 1 | 2 | 3 | 4 | 5 | 99 |
| Advertising or promotions during sporting events - at the grounds/venue | 1 | 2 | 3 | 4 | 5 | 99 |
| Advertising or promotions during sporting events - on television, radio or other media coverage | 1 | 2 | 3 | 4 | 5 | 99 |
| Advertising or promotions on television during primetime | 1 | 2 | 3 | 4 | 5 | 99 |

SECTION K1: UNDERSTANDING OF GAMBLING LITERACY

The next few questions are about specific details relating to gambling.

| K1 How much do you agree or disagree with the following statements? | | | | | | | | |
|--|-------------------|---------------------|-----------------|----------------------------|--------------|------------------|----------------|----------------------|
| STATEMENTS ARE FROM THE PREDICTIVE CONTROL DIMENSION OF THE GAMBLING RELATED COGNITIONS SCALE (Raylu & Oei 2004) | | | | | | | | |
| Question wording "Please indicate the extent to which you agree with the value expressed in each statement." | | | | | | | | |
| Randomise order. | | | | | | | | |
| | Strongly disagree | Moderately disagree | Mildly disagree | Neither agree nor disagree | Mildly agree | Moderately agree | Strongly agree | Prefer not to answer |
| Losses when gambling are bound to be followed by a series of wins | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| A series of losses will provide me with a learning experience that will help me win later | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| When I have a win once, I will definitely win again | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| There are times that I feel lucky and thus gamble those times only | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| I have some control over predicting my gambling wins | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| If I keep changing my numbers, I have less chances of winning than if I keep the same numbers every time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

SECTION K2: UNDERSTANDING OF GAMBLING RESTRICTIONS/REGULATIONS

RANDOMISE ORDER OF FOLLOWING KNOWLEDGE QUESTIONS

| | |
|------------------------|--|
| K1 (Q_A4) | Are you aware that people can ask the Perth Casino to be excluded or banned from gambling there? |
| Single response | |
| Yes | |
| No | |
| Prefer not to answer | |

| | |
|------------------------|---|
| K2 (Q_A5) | Are you aware that people can ask an online gambling provider to be excluded or banned from gambling with them? |
| Single response | |
| Yes | |
| No | |
| Prefer not to answer | |

| | |
|--|---|
| K3 (Q_G5) | Are you aware of either of these options the Perth casino offers people who play on electronic gaming machines? Select as many as apply. |
| Multiple response. Randomise, anchor neither and prefer not to answer. | |
| Ability to set limits on the time they spend on electronic gaming machines | |
| Ability to set limits on the money they spend on electronic gaming machines | |
| Neither of these | Exclusive response |
| Prefer not to answer | Exclusive response |

| | |
|---|--|
| K4 (Q_G31) | Are you aware of either of these online consumer protection tools that allow people to limit the amount they deposit and/or spend? Select as many as apply. |
| Multiple response. Randomise, anchor neither and prefer not to answer. | |
| Deposit limits | |
| Spend limits | |
| Neither of these | Exclusive response |
| Prefer not to answer | Exclusive response |

DISPLAY K6A AND K6B AS ONE SET, WITH ORDER OF K6A-B RANDOMISED

| | |
|---|---|
| K6a | To your knowledge, which of the following statements is true about online slots ? |
| Single response | |
| Legal to provide in all Australian states and territories | |
| Legal to provide in Western Australia, but illegal in the rest of Australia | |
| Illegal to provide in Western Australia, but legal in the rest of Australia | |
| Illegal to provide in Western Australia and in the rest of Australia | |
| Don't know | |
| Prefer not to answer | |

| | |
|---|---|
| K6b | To your knowledge, which of the following statements is true about online poker ? |
| Single response | |
| Legal to provide in all Australian states and territories | |
| Legal to provide in Western Australia, but illegal in the rest of Australia | |
| Illegal to provide in Western Australia, but legal in the rest of Australia | |
| Illegal to provide in Western Australia and in the rest of Australia | |
| Don't know | |
| Prefer not to answer | |

| | |
|--|---|
| DISPLAY IF 'YES' TO AT LEAST ONE OF K1, K2, K3, K4 | |
| | Have you ever tried using any of these options? |
| K7 | Select as many as apply. |
| Multiple response. Randomise. DISPLAY ONLY THOSE SELECTED AT K1, K2, K3, K4 | |
| GAMBLING VENUE | |
| Asked a gambling venue to be excluded or banned from gambling there | DISPLAY IF K1 = YES |
| Set a limit on the amount of time you spend on electronic gaming machines | DISPLAY IF K3(TIME) = YES |
| Set a limit on the amount of money you spend on electronic gaming machines | DISPLAY IF K3(SPEND) = YES |
| ONLINE GAMBLING | |
| Asked an online gambling provider to be excluded or banned from gambling with them | DISPLAY IF K2 = YES |
| Set a deposit limit for your online gambling | DISPLAY IF K4(DEPOSIT) = YES |
| Set a spend limit with your online gambling | DISPLAY IF K4(SPEND) = YES |
| ANCHORS | |
| Have not tried any of these | Exclusive response |
| Prefer not to answer | Exclusive response |

| | | | | |
|---|---|----------|------------|----------------------|
| DISPLAY ONLY IF USED AT LEAST ONE AT K7 | | | | |
| K8 | How much would you say that these helped you? | | | |
| Multiple response. Randomise, anchor neither and prefer not to answer. DISPLAY ONLY THOSE USED AT K7 | | | | |
| | A lot | A little | Not at all | Prefer not to answer |
| GAMBLING VENUE | | | | |
| Excluding yourself from gambling venues | 1 | 2 | 3 | 99 |

| | | | | |
|--|---|---|---|----|
| Setting limits on the amount of time you could spend on electronic gaming machines | 1 | 2 | 3 | 99 |
| Set limits on the amount of money you could spend on electronic gaming machines | 1 | 2 | 3 | 99 |
| ONLINE GAMBLING | | | | |
| Excluding yourself from an online gambling provider | 1 | 2 | 3 | 99 |
| Setting a deposit limit for your online gambling | 1 | 2 | 3 | 99 |
| Setting a spend limit for your online gambling | 1 | 2 | 3 | 99 |

SECTION 5: SUPPORT SERVICES

The following questions are about seeking help with gambling.

| | |
|---|---|
| S0 | Which of the following support services in Western Australia have you heard of? Select as many as apply. |
| Multiple response. Randomise. Anchor other, not aware, prefer not to answer. | |
| Problem gambling helpline | |
| Face-to-face counselling via Gambling Help WA | |
| Gambling Help Online | |
| The GambleAware website | |
| BetStop - The National Self-Exclusion Register | |
| Other (please specify) | Free response |
| Not aware of any help services | Exclusive response |
| Prefer not to answer | Exclusive response |

| | |
|---|---|
| S1a (Q_W3) | In the past 12 months , have you wanted help for issues (whether or not you sought any help), regarding...? - |
| Multiple response | |
| Your own gambling | |
| Someone else's gambling | |
| Have not wanted help for gambling in the past 12 months | Exclusive response |
| Prefer not to answer | Exclusive response |

| | |
|---|---|
| DISPLAY IF S1a = OWN OR SOMEONE ELSE | |
| S1b (V_S3Q2) | In the past 12 months , have you sought/tried to get help for issues, regarding...? |
| Multiple response | |
| Your own gambling | |
| Someone else's gambling | |
| Have not sought help for gambling in the past 12 months | Exclusive response |
| Prefer not to answer | Exclusive response |

S2-S4 FOR HELP RELATING TO OWN GAMBLING ISSUES

| | |
|--|---|
| DISPLAY IF S1a = OWN GAMBLING | |
| S2 (V_S3Q3) | What help services for your own gambling issues have you used or tried to access in the past 12 months ? |
| Multiple response. Randomise. Anchor other, not used, prefer not to answer. | |
| REPEAT LIST FROM S0 | |
| Other (please specify) | Free response |
| Not used any help services | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY IF S1a = OWN GAMBLING | |
|--|--|
| S3 (Q_W18) | What prompted you to want help or try to seek help for your gambling issues in the past 12 months? |
| Multiple response. Randomise. Anchor other, don't know, prefer not to answer. | |
| Financial problems | |
| Relationship problems | |
| Legal problems | |
| Work or employment problems | |
| Study or education problems | |
| Felt depressed or worried | |
| Someone encouraged me to go | |
| Referred by counsellor/ health professional | |
| Another reason (please specify) | Free response |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY IF S1a = OWN GAMBLING (i.e., at least wanted help, even if did not seek it) | |
|--|--|
| S4 (Q_W19) | Are there any reasons why you didn't or wouldn't seek help for your gambling issues in the past 12 months? |
| Multiple response | |
| I didn't know where to go | |
| I was too embarrassed | |
| The kind of help I wanted was not available locally | |
| I thought I could deal with the issue on my own | |
| I had concerns around my safety if I spoke to someone about my problems | |
| I didn't think it would be helpful | |
| I didn't want anyone to find out | |
| Another reason (please specify) | Free response |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

S5-S7 FOR HELP RELATING TO SOMEONE ELSE'S GAMBLING ISSUES

| DISPLAY IF S1a = SOMEONE ELSE'S GAMBLING (i.e., at least wanted help, even if did not seek it) | |
|---|--|
| S5 (V_S3Q4) | What help services because of someone else's gambling issues, if any, have you used or tried to access in the past 12 months ? |
| Multiple response | |
| REPEAT LIST FROM S0 | |
| Other (please specify) | Free response |
| Not aware of any help services | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY IF S1a = SOMEONE ELSE'S GAMBLING | |
|---|---|
| S6 (Q_W18) | What prompted you to want or seek help for someone else's gambling issues in the past 12 months ? |
| Multiple response | |
| Financial problems | |
| Relationship problems | |
| Legal problems | |

| | |
|---|--------------------|
| Work or employment problems | |
| Study or education problems | |
| Felt depressed or worried | |
| Someone encouraged me to go | |
| Referred by counsellor/ health professional | |
| Another reason (please specify) | Free response |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

| DISPLAY IF S1a = SOMEONE ELSE'S GAMBLING | |
|---|--|
| S4 (Q_W19) | Are there any reasons why you didn't or wouldn't seek help for someone else's gambling issues in the past 12 months? |
| Multiple response | |
| I didn't know where to go | |
| I was too embarrassed | |
| The kind of help I wanted was not available locally | |
| I thought I could deal with the issue on my own | |
| I had concerns around my safety if I spoke to someone about my problems | |
| I didn't think it would be helpful | |
| I didn't want anyone to find out | |
| Another reason (please specify) | Free response |
| Don't know | Exclusive response |
| Prefer not to answer | Exclusive response |

SECTION C: CO-MORBIDITIES

The next questions are about your health, or other areas of your life.

C1 Please read each statement and select the answer which indicates how much the statement applied to you over the past week.

DASS-10

There are no right or wrong answers. Do not spend too much time on any statement.

Randomise order.

| | Never | Sometimes | Often | Almost always | Prefer not to answer |
|---|-------|-----------|-------|---------------|----------------------|
| I felt I was close to panic | 0 | 1 | 2 | 3 | 99 |
| I found it difficult to work up the initiative to do things | 0 | 1 | 2 | 3 | 99 |
| I felt downhearted and blue | 0 | 1 | 2 | 3 | 99 |
| I was intolerant of anything that kept me from getting on with what I was doing | 0 | 1 | 2 | 3 | 99 |
| I felt that I had nothing to look forward to | 0 | 1 | 2 | 3 | 99 |
| I felt scared without any good reason | 0 | 1 | 2 | 3 | 99 |
| I tended to over-react to situations | 0 | 1 | 2 | 3 | 99 |
| I was worried about situations in which I might panic and make a fool of myself | 0 | 1 | 2 | 3 | 99 |
| I found it difficult to relax | 0 | 1 | 2 | 3 | 99 |
| I couldn't seem to find any positive feelings at all | 0 | 1 | 2 | 3 | 99 |

C2a How many drinks did you have on a **typical day when** you were drinking in the **last 12 months**?

V_S4Q4b

Single response

| |
|-------------------|
| 0 |
| 1-2 drinks |
| 3-4 drinks |
| 5-6 drinks |
| 7-9 drinks |
| 10 or more drinks |
| Don't know |
| Prefer not to say |

C2b How often did you have **six or more** drinks in **one** occasion in the **last 12 months**?

V_S4Q4c

Single response

| |
|-----------------------|
| Never |
| Less than monthly |
| Monthly |
| Weekly |
| Daily or almost daily |
| Don't know |
| Prefer not to say |

SECTION T: TIME SPENT IN ACTIVITIES AND WITH MEDIA

The next questions are about how you like to spend your time.

| T1 | How often do you do the following? | | | | | | | |
|--|------------------------------------|-----------|----------------------|-------------|---------------------|----------------------------------|-------|----------------------|
| Randomise order. | | | | | | | | |
| | Every day | Most days | Several times a week | Once a week | A few times a month | A few times a year or less often | Never | Prefer not to answer |
| TV | | | | | | | | 99 |
| Watch sports or e-sports on TV | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| Watch commercial free-to-air TV during primetime | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| Watch commercial free-to-air TV outside of primetime | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| Social media/online | | | | | | | | 99 |
| Spend time on social media platforms | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| Other activity | | | | | | | | 99 |
| Socialise with family | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| Socialise with friends | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

SECTION D: FINAL DEMOS

The last set of questions are for statistical purposes only.

| | |
|---|---|
| D1 | In what country were you born? <i>The list below is in alphabetical order.</i> |
| Single response | |
| Australia | |
| China | |
| England | |
| India | |
| Ireland | |
| Malaysia | |
| New Zealand | |
| Philippines | |
| Scotland | |
| South Africa | |
| Vietnam | |
| Other (please specify) Free response | |
| Don't know | |
| Prefer not to answer | |

| | |
|------------------------|---|
| D2a | Do you speak a language other than English at home? |
| Single response | |
| No – English only | |
| Yes | |
| Don't know | |
| Prefer not to answer | |

| | |
|---|--|
| DISPLAY IF D2a = YES | |
| D2b | What languages other than English do you speak at home? <i>Select as many as apply.</i> |
| Multiple response | |
| Afrikaans | |
| Arabic | |
| Cantonese | |
| Filipino | |
| Italian | |
| Mandarin | |
| Punjabi | |
| Spanish | |
| Tagalog | |
| Vietnamese | |
| Other (please specify) Free response | |
| Prefer not to answer | |

| | |
|------------------------|---|
| D3 | Do you identify yourself as Aboriginal or Torres Strait Islander? |
| Single response | |
| Yes – Aboriginal | |

| |
|------------------------------|
| Yes – Torres Strait Islander |
| Both |
| Neither |
| Prefer not to answer |

| |
|---|
| D5 Which one of the following best describes your household? |
| Single response |
| Single person living alone |
| One parent family with children |
| Couple with children |
| Couple with no children |
| Group household |
| Something else (please specify) Free response |
| Prefer not to answer |

| | |
|---|---|
| D6 | How would you describe your current marital status? |
| Single response | |
| Never married | |
| Married | |
| Other 'live-in' relationship (de facto) | |
| Separated but not divorced | |
| Divorced | |
| Widowed | |
| Prefer not to answer | |

| | | |
|----------------------------------|---|----------------------|
| D7 | What is the highest level of education you have completed ? | |
| Single response | | |
| Primary school | | |
| Year 7 to Year 9 | | |
| Year 10 | | |
| Year 11 | | |
| Year 12 | | |
| Trade/apprenticeship | | |
| Other TAFE/Technical Certificate | | |
| Diploma | | |
| Bachelor Degree | | |
| Post-Graduate Degree | | |
| Other (please specify) | | Free response |
| Prefer not to answer | | |

| | |
|------------------------|-----------------------------|
| D8 | Are you currently studying? |
| Single response | |
| Yes – full time | |
| Yes – part time | |
| No | |
| Prefer not to answer | |

| | | |
|---|---|----------------------|
| D9a | Which one of the following best describes your current work status? | |
| Single response | | |
| Working full-time | | |
| Working part-time | | |
| Home duties | | |
| Full-time student | | |
| Self-supporting Retiree or in receipt of superannuation | | |
| Pensioner | | |
| Unemployed and looking for work | | |
| Unemployed and not looking for work | | |
| Something else (please specify) | | Free response |
| Prefer not to answer | | |

| | |
|--|---|
| DISPLAY IF D9a = WORKING FULL TIME OR PART TIME | |
| D9b | Which one of the following best describes your current work status? |
| Single response | |
| Agriculture, Forestry and Fishing | |
| Mining | |
| Manufacturing | |
| Electricity, Gas, Water and Waste Services | |
| Construction | |
| Wholesale Trade | |
| Retail Trade | |
| Accommodation and Food Services | |
| Transport, Postal and Warehousing | |
| Information Media and Telecommunications | |
| Financial and Insurance Services | |
| Rental, Hiring and Real Estate Services | |
| Professional, Scientific and Technical Services | |
| Administrative and Support Services | |
| Public Administration and Safety | |
| Education and Training | |
| Health Care and Social Assistance | |
| Arts and Recreation Services | |
| Other Services | |
| Something else | |
| Prefer not to answer | |

Free response

| | |
|---|---|
| D10 | What is your personal annual income, before tax, including pensions, income from investments and family allowances? |
| Single response | |
| Less than \$27,000 per year (Less than \$519 per week) | |
| \$27,000 to less than \$54,000 per year (\$520–\$1000 per week) | |
| \$54,000 to less than \$90,000 per year (\$1001–\$1700 per week) | |
| \$90,000 to less than \$156,000 per year (\$1701–\$3000 per week) | |
| \$156,000 or more per year (\$3001 or more per week) | |
| Don't know | |
| Prefer not to answer | |

[PROVIDE FINAL OPPORTUNITY FOR PARTICIPANTS TO WITHDRAWN THEIR DATA]

Survey Participant Information Statement

Project: Prevalence of gambling and gambling-related harm in WA

What does participation in this research involve?

Participation in this survey involves answering questions about:

- Your experiences with gambling and/or your experiences of other people's gambling
- Mental health
- Alcohol use
- Your views on potential harms from gambling and gambling advertising

This survey will take approximately 20 minutes.

What is the purpose of this research?

This research is being conducted by the [Behavioural Insights Team](#) on behalf of the [Western Australian Department of Local Government, Sport and Cultural Industries](#) (DLGSC). Funding for this research was provided to the DLGSC by the [Problem Gambling Support Services Committee](#) (PGSSC) - an advisory body for the Western Australian Gaming and Wagering Commission.

The purpose of this research is to gather insights that will help the Western Australian government develop targeted initiatives and strategies to effectively address and reduce gambling-related harm.

How will my data be used?

Your answers will be completely anonymous. No one will be able to identify you from them. We will combine everyone's survey responses and summarise them in a report for the DLGSC. This report will be shared internally within DLGSC and may also be shared with other government departments within Western Australia.

The data will be used to inform government strategies and initiatives to effectively address and minimise gambling harm. The findings from the research will be provided to DLGSC in the form of a presentation and report.

If you would like to learn more about how the DLGSC will use this research, please contact:

policy@dlgsc.wa.gov.au

Do I have to take part in this research?

Participation in this research is voluntary. If you don't want to take part, you don't have to. If you choose not to participate, or decide to stop participating, you will NOT be penalised in any way.

Even if you choose to participate, you can decide to stop participating at any stage during the survey. This might mean skipping certain questions, or closing the survey window before you finish.

Because your responses are completely anonymous, you will not be able to withdraw your responses once you have completed and submitted the survey.

Who can I contact about the research?

If you have any questions or complaints about this research, please contact the Project Lead, Dr Elizabeth Convery (elizabeth.convery@bi.team).

Who has approved the research project?

The Bellberry Human Research Ethics Committee has reviewed and approved this study in accordance with the National Statement on Ethical Conduct in Human Research (2023). This Statement has been developed to protect the interests of people who agree to participate in human research studies. Should you wish to discuss the study or view a copy of the Complaint procedure with someone not directly involved, particularly in relation to matters concerning policies, information or complaints about the conduct of the study or your rights as a participant, you may contact the Director of Operations, Bellberry Limited on (08) 8361 3222.

If you experience any discomfort or distress during the survey, you can contact one of the following free support services:

For general support:

| | |
|---|---|
|  13 11 14 |  1300 224 636 |
|---|---|

For gambling specific support:

| | | |
|---|--|--|
| <p>Free, confidential and available around the clock gambling helpline</p> <p>FREE - 24/7 - ANONYMOUS SUPPORT 1800 858 858</p> <p>National Gambling Helpline 1800 858 858</p> | <p>Free, confidential online chat with a professional gambling counsellor.</p> <p>Gambling Help Online</p> <p>Gambling Help Online https://www.gamblinghelponline.org.au/</p> | <p>Free gambling and financial counselling services</p> <p> GAMBLING HELP WA</p> <p>Centrecare: Gambling Help WA (08) 9325 6644</p> |
|---|--|--|

GAMBLING SUPPORT SERVICES TO BE INCLUDED AT THE BOTTOM OF EVERY PAGE

If you experience any gambling-related discomfort or distress during the survey, you can contact one of the following free support services:

| | | |
|---|--|--|
| <p>National Gambling Helpline 1800 858 858</p> <p>FREE - 24/7 - ANONYMOUS SUPPORT 1800 858 858</p> <p>Free, confidential and available around the clock gambling helpline</p> | <p>Gambling Help Online https://www.gamblinghelponline.org.au/</p> <p>Gambling Help Online</p> <p>Free, confidential online chat with a professional gambling counsellor.</p> | <p>Centrecare: Gambling Help WA (08) 9325 6644</p> <p> GAMBLING HELP WA</p> <p>Free gambling and financial counselling services</p> |
|---|--|--|

Appendix B: Topic guide for community member interviews

Interview question

To get us warmed up, can you tell me a little bit about yourself?

[10min including Welcome and Consent]

Research question

Do not ask these

Interview question

Ask the participant these

Gambling perception and participation

Now, let's move on to the interview. Thank you again for agreeing to speak to us today about gambling. Let's start with your own view on gambling in general - how would you describe that?

What are your own experiences with gambling?

- Have you ever gambled yourself?

[if yes]

- What forms of gambling have you engaged in? (e.g. lottery, sports betting, pokies, etc.)
- What forms of gambling do you notice are most common among the people you know?
- What kinds of things do you think influence your choice to gamble?

| | |
|------------------------------|---|
| | <p><i>[if no]</i></p> <ul style="list-style-type: none"> ○ Does anyone you know gamble? ○ What forms of gambling do you notice are most common among the people you know? ○ What kinds of things do you think influence your choice not to gamble? <p>Do you think some forms of gambling are more socially acceptable than others in the broader community?</p> <ul style="list-style-type: none"> ● Why do you think that is? <p>What does the term “safe gambling” mean to you?</p> <ul style="list-style-type: none"> ● What about “responsible gambling”? |
| Gambling advertising | <p>Do you think advertising played a role in influencing your decision to gamble or not gamble? <i>[If yes]</i> How so?</p> <p>Gambling advertisements in Australia contain warnings about the potential for harm.</p> <ul style="list-style-type: none"> ● How effective do you think those warnings are? Why or why not? ● Do you know about gambling harm awareness week or other government awareness messaging? <ul style="list-style-type: none"> ○ How effective do you think it is at conveying its message?” |
| Perceptions of gambling harm | <p>Next let’s talk about some of the harms gambling can cause. Do you think gambling causes harm in your community?</p> <ul style="list-style-type: none"> ● What kinds of harm do you think are the most common? (e.g. financial, emotional, family-related, etc.) ● Do you think certain people or groups are more likely to experience gambling harm than others? Why do you think that is? <p>Do you think there are certain types of gambling that have the potential to cause more harm than others?</p> <ul style="list-style-type: none"> ● What do you think makes them more harmful than others? |

| | |
|------------------|---|
| | <p><i>[If FIFO worker]:</i></p> <p>Coming at this from your perspective as a FIFO worker, do you think there any unique ways that FIFO workers can be harmed by gambling?</p> <p><i>[If rural/remote]:</i></p> <p>Coming at this from your perspective as someone who lives in a rural or remote community, do you think there any unique ways that people in rural and remote areas can be harmed by gambling?</p> |
| Support services | <p>Now let's talk about the kinds of support available for people who gamble.</p> <p>First, let's talk about strategies that individuals who gamble might use, such as self-exclusion or setting personal limits. To what extent do you think people are aware of these strategies?</p> <ul style="list-style-type: none"> • Have you ever used strategies like that yourself? <i>[If yes] Which strategies did you use? How effective were they for you? [If no] What are some of the reasons why not?</i> • Do you know of other people who have used these strategies? <i>[if yes] Which ones?</i> <p>Next let's talk about outside services relating to gambling harm. What do you know about the services available in your area?</p> <ul style="list-style-type: none"> • Have you ever used such services yourself? <i>[If yes] Which services did you access? How effective were they for you? [If no] What are some of the reasons why not?</i> • Do you know of other people who have used these services? <i>[if yes] Which ones?</i> <p>In your opinion, what kinds of things stop people from using strategies or seeking support for gambling harm?</p> <p><i>[If FIFO worker]:</i></p> <p>Coming at this from your perspective as a FIFO worker, do you think there are any unique barriers that FIFO workers face in terms of seeking support for gambling harm?</p> <p><i>[If rural/remote]:</i></p> |

| | |
|-------------------|---|
| | Coming at this from your perspective as someone who lives in a rural or remote community, do you think there are any unique barriers that people in rural or remote areas face in terms of seeking support for gambling harm? |
| [OPTIONAL] | What are your thoughts on how the risks of gambling are communicated to young people? What changes would you like to see in how gambling harm is addressed in WA? |
| Wrap up [1min] | Thank you for sharing your insights! If you would like to learn more about how the DLGSC will use this research, please contact: policy@dlgsc.wa.gov.au We will send a \$70 GiftPay voucher as a token of our thanks. [If they haven't used GiftPay before, explain what it is]. |

Appendix C: Topic guide for interviews conducted with Western Australian residents who have lived experience of gambling harm

Interview question

To get us warmed up, can you tell me a little bit about yourself?

[10min including Welcome and Consent]

Research question

Do not ask these

Personal experience with gambling

Interview question

Ask the participant these

Now, let's move on to the interview. Thank you again for agreeing to speak to us today about your experiences with gambling. I want to reiterate that I know it can be a tough topic to discuss, so I want you to feel free to take a pause at any time, or to skip a question you don't feel comfortable with.

Let's start with your own experiences with gambling and go from there. Can you tell me a little bit about that?

*[If the interviewee mentions harm arising from their gambling]: At what point did you start feeling that gambling was becoming _____ [i.e. harmful, problematic - **mirror the participant's vocabulary**] for you?*

- What was that like for you?
- Why did you start gambling?
- What impact has gambling had on your life? How has it changed your life?

| | |
|--------------------------------------|---|
| | <ul style="list-style-type: none"> ● [optional] Where are you in the process of dealing with gambling harm? <ul style="list-style-type: none"> ○ Is there anything that triggers you to think about gambling? <p>To what extent do you feel your own experience has been influenced by what family and friends say and do when it comes to gambling?</p> <ul style="list-style-type: none"> ● <i>[if not mentioned] Has anyone encouraged you to gamble more, or try different types of gambling?</i> ● <i>[if not mentioned] Has anyone encouraged you to gamble less, or to stop altogether?</i> |
| <p>Support services/help seeking</p> | <p>Now let's talk about the kinds of support available for people who gamble.</p> <p>First, let's talk about strategies that individuals might use, such as self-exclusion or setting personal limits. Have you ever used strategies like that to help manage your gambling?</p> <p><i>[if yes]</i></p> <ul style="list-style-type: none"> ● What strategies did you use? ● How did you learn about them? ● Tell me about your experience applying those strategies? <ul style="list-style-type: none"> ○ Did you approach any gambling operators for help? <p><i>[if no]</i></p> <ul style="list-style-type: none"> ● What are some of the reasons you didn't use those strategies? <ul style="list-style-type: none"> ○ Did you use any other strategies such as closing your account? ○ What was that like? ● What might have made it easier, or more likely, for you to have used those strategies? <p>Have you ever sought support from any services for your gambling?</p> <p><i>[if yes]</i></p> <ul style="list-style-type: none"> ● What services did you access? |

| | |
|----------------------|--|
| | <ul style="list-style-type: none"> • How did you find out about them? • What was your experience like? <p><i>[if no]</i></p> <ul style="list-style-type: none"> • What are some of the reasons you didn't seek support? • What might have made it easier, or more likely, for you to seek support? • What kinds of support do you think would've been most helpful for you? (e.g. face-face services, online help, phone support, etc.) |
| Gambling advertising | <p>Gambling can be portrayed in a lot of different ways in advertising.</p> <ul style="list-style-type: none"> • What kinds of ads have you seen about gambling? • Where have you seen gambling ads? • What do you think about the way gambling is portrayed in advertising? <p>Do you think advertising played a role in influencing your gambling behaviour? <i>[If yes]</i> How so?</p> <p>Gambling advertisements in Australia contain warnings about the potential for harm.</p> <ul style="list-style-type: none"> • How effective do you think those warnings are? Why or why not? • Do you think the warnings affected your own gambling behaviour? |
| [OPTIONAL] | <p>Is there anything you wish you could tell your younger self about gambling/gambling harm?</p> <p>What changes would you like to see in how gambling harm is addressed in WA?</p> |

Appendix D: Topic guide for the interviews conducted with Western Australian residents who are concerned significant others of people experiencing gambling harm

Interview question

To get us warmed up, can you tell me a little bit about yourself?

[10min including Welcome and Consent]

Research question Do not ask these

Interview question Ask the participant these

Personal experience with gambling

Now, let's move on to the interview. Thank you again for agreeing to speak to us today about your experiences with gambling. I want to reiterate that I know it can be a tough topic to discuss, so I want you to feel free to take a pause at any time, or to skip a question you don't feel comfortable with.

Let's start with your own experiences with someone close to you who's been impacted by gambling and go from there. Can you tell me a little bit about that?

- *What kinds of gambling were they engaged in?*
- *How did it start?*

| | |
|--------------------------------------|--|
| | <ul style="list-style-type: none"> • <i>Did anyone that you know of encourage them to gamble more, or try different types of gambling?</i> • <i>Did anyone that you know of encourage them to gamble less, or to stop altogether?</i> <p>[If the interviewee mentions harm arising from the other person’s gambling, either to themselves or to the other person]: At what point did you become aware that their gambling was becoming _____ [i.e. harmful, problematic - mirror the participant’s vocabulary]?</p> <ul style="list-style-type: none"> • <i>What specifically were you concerned about? [e.g. money spent, time, their mental health]</i> • <i>What was that like for you?</i> • <i>How did you try to support them?</i> <ul style="list-style-type: none"> ○ <i>Did you try to help the person to implement gambling management strategies (e.g. closing their account, using a self-exclusion or revocation process?)</i> • <i>Did you speak to any gambling operators (e.g. Crown PlaySafe Team or RWWA Responsible Wagering Officers) about supporting the person to reduce their gambling?</i> <ul style="list-style-type: none"> ○ <i>How did they respond?</i> |
| <p>Support services/help seeking</p> | <p>Now let’s talk about the kinds of support available for people with someone close to them who’s been impacted by gambling.</p> <p>Have you ever sought support from any services for this?</p> <p><i>[if yes]</i></p> <ul style="list-style-type: none"> • <i>What services did you access?</i> • <i>How did you find out about them?</i> • <i>What was your experience like?</i> <p><i>[if no]</i></p> <ul style="list-style-type: none"> • <i>What are some of the reasons you didn’t seek support?</i> • <i>What might have made it easier, or more likely, for you to seek support?</i> • <i>What kinds of support do you think would’ve been most helpful for you?</i> • <i>(e.g. face-face services, online help, phone support, etc.)</i> |

| | |
|----------------------|--|
| Gambling advertising | Do you think advertising played a role in influencing your loved one's gambling behaviour? <i>[If yes]</i> How so? Gambling advertisements in Australia contain warnings about the potential for harm. <ul style="list-style-type: none">• How effective do you think those warnings are? Why or why not? |
| [OPTIONAL] | What changes would you like to see in how gambling harm is addressed in WA? |
| Wrap up [1min] | Thank you for sharing your insights! If you would like to learn more about how the DLGSC will use this research, please contact: policy@dlgsc.wa.gov.au |

Appendix E: Topic guide for the interviews conducted with stakeholders or interested parties

Interview question

To get us warmed up, can you tell me a little bit about your background?

Can you describe your role and how it connects to gambling in WA?

- *How long have you been involved in this area?*

[10min including Welcome and Consent]

Research question

Do not ask these

How do people experience gambling harms in Western Australia?

Interview question

Ask the participant these

Now, as I mentioned above, this research is looking at gambling behaviours across Western Australia. We're running a separate survey that's looking at overall prevalence and the types of gambling activities Western Australians engage in. For today's interview, though, we're going to focus in on the times when gambling ceases to be just a recreational activity and begins to pose risks to people.

Given your experience as [role], how would you define or understand the term "gambling harms"?

- *Can you provide examples of gambling harms you've encountered in your work?*

What does the term "safe gambling" mean to you?

- *What about "responsible gambling"?*

| | |
|---|---|
| | <p>In your experience, who are the most vulnerable groups or communities in WA when it comes to gambling harms?</p> <ul style="list-style-type: none"> • <i>Why do you think these groups are particularly vulnerable?</i> • <i>Are there any unique gambling harms that people belonging to these groups experience?</i> <p><i>[If the stakeholder has expertise relevant to FIFO workers and regional/remote communities]:</i></p> <ul style="list-style-type: none"> • <i>Do you think there are particular challenges faced by FIFO workers when it comes to gambling harms?</i> • <i>What about people in regional or remote communities compared to those in metro areas?</i> <p>Which gambling activities or modalities (e.g., online vs. offline, sports betting, race betting, EGMs, lotteries) do you think are most harmful in WA?</p> <ul style="list-style-type: none"> • <i>What do you think makes some gambling activities more harmful than others?</i> • <i>Do you think some forms of gambling are more socially acceptable than others in WA? Why do you think that is?</i> • <i>Are there specific gambling features that you think are more or less harmful, for example electronic gambling, multi-bets, live betting, VIP or loyalty programs, etc.?</i> • [if relevant expert] <i>Thinking about electronic gambling machines, are there any specific features that you think are more or less harmful?</i> |
| <p>What are the key barriers to accessing support for individuals who experience gambling harm?</p> | <p>What do you think of the current support programs and interventions in place to address gambling harm in WA?</p> <ul style="list-style-type: none"> • <i>How effective would you say they are at addressing gambling harm?</i> • <i>What specific programs do you think are particularly effective? What specific programs are particularly ineffective?</i> • <i>Do you think there are factors specific to the WA context that influence the effectiveness of gambling support services?</i> <p>[If interviewee is an operator] Can you describe any particular programs, policies, or initiatives that have been implemented within your organisation to mitigate gambling-related harms?</p> <ul style="list-style-type: none"> • <i>How do you evaluate their effectiveness?</i> <p>In your view, what are the key barriers to accessing gambling support services in WA?</p> <ul style="list-style-type: none"> • <i>Do you think there are specific groups or communities that face greater challenges in accessing these services?</i> |

| | |
|---|--|
| | <ul style="list-style-type: none"> • <i>Do you think the barriers are different for those experiencing harm from their own gambling versus harm caused by someone else's gambling?</i> <p>In your view, are there any factors that affect the likelihood of people accessing gambling support services in WA?</p> <p>[If interviewee is gambling or mental health support org] What is your understanding of gambling co-morbidity and how does it present itself in the WA context?</p> |
| <p>How impactful are the warnings about gambling harm featured in gambling advertising?</p> | <p>What are your thoughts on the role of gambling advertising on gambling and gambling harm in WA?</p> <p>Gambling advertising contains warnings about gambling harm. What are your thoughts on the extent to which these warnings change behaviour or reduce harm?</p> <ul style="list-style-type: none"> • <i>Do you think there are specific types of warnings that are more effective than others?</i> • <i>Do you think the source of the warning affects its effectiveness; that is, whether it's coming from a gambling operator, the government, a charitable organisation, etc.?</i> • <i>What messages do you think would be most effective to communicate? What channels do you think would be most effective?</i> |
| <p>[OPTIONAL]</p> | <p>What changes would you like to see in how gambling harm is addressed in WA?</p> <ul style="list-style-type: none"> • <i>Are there any specific services, or community initiatives you believe would make a difference?</i> • <i>What are your thoughts about high school education on gambling harm?</i> • <i>What do you think are the highest risks and the emerging risks related to gambling harm?</i> |
| <p>Recommendations for who else BIT should speak to</p> | <p>Are there any other individuals or organisations you would recommend we speak to for further insights into gambling harm and its impact in WA?</p> |

Wrap up

[1min]

Thank you for sharing your insights!

[Finish up]



Level 12
309 Kent St
Sydney NSW 2000
info-aus@bi.team
✕ @B_I_Team
www.bi.team

Our Sydney office plays a leading role in developing new behavioural approaches to public policy and service delivery across Australia and the Asia-Pacific region.

We work across Australia, and we have partnered with government and NGOs at the federal level, and in Victoria, New South Wales, Western Australia, Tasmania and South Australia.

