

From: Gambling Impact Society (NSW) [<mailto:info@gisnsw.org.au>]
Sent: Tuesday, 29 April 2014 3:41 PM
To: Alexander Stedman
Subject: Question regards Responsible Gambling Messaging

Hi Alex

In response to Rev. Fred Nile's additional question with regards suitable RG messaging in venues for gambling I would like to indicate that the research generally has suggested that the messaging needs to have more "calls to action" and less neutrality. Consumers have indicated a desire for stronger messaging and more information on "cost of play" for instance rather than the information on Odds which tends to have less relevance and a lot of messaging gets lost over all.

We direct you also to Annie Carroll's research (ANU) with regards the current usage of Responsible Gambling messages as a barrier to accessing support, Dickerson's research on the limits of RG and Reith's article on the concept of "responsibility" in gambling..

We hope the a attached research will be relevant and useful in answering aspects of this question.

Kind regards

Kate

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