

Gambling Rehabilitation Program

Gambling Helpline Data Bulletin

April - June 2009

This quarterly bulletin aims to better inform our understanding of the impact of problem gambling on individuals and to enhance service responses.

The Gambling Helpline, which is funded through the Gamblers Rehabilitation Fund, is a 24 hour 7 day a week, telephone information, counselling and referral service for South Australians who are adversely affected by problem gambling behaviour.

The Gambling Helpline is intended as an accessible contact point for anyone needing assistance and/or information related to problem gambling. The Gambling Helpline acts as a referral point for a diverse range of services that may be required or requested by callers.

Calls to the Helpline

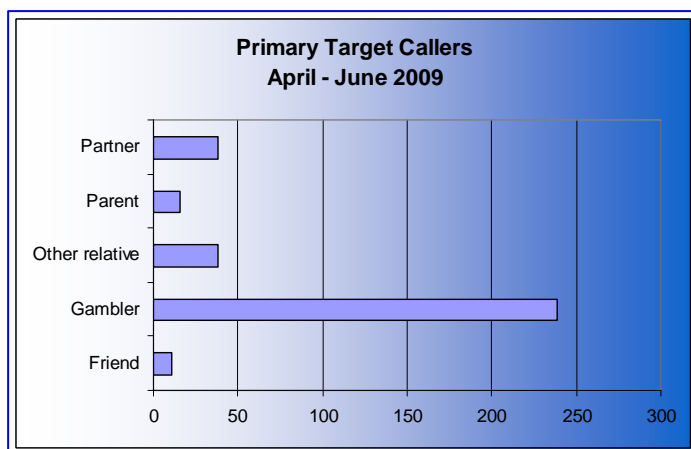
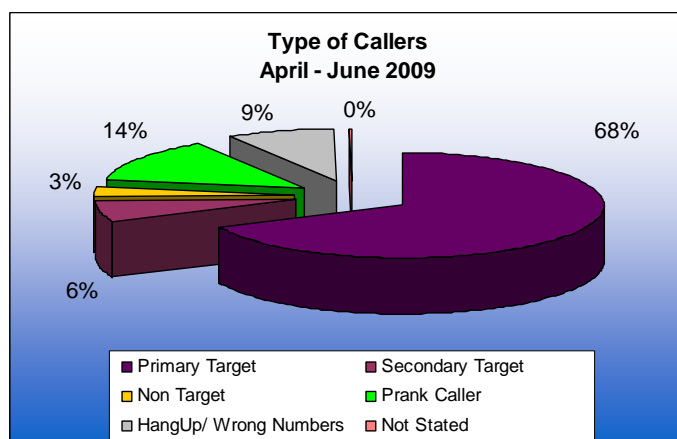
Between 1st April 2009 and 30th June 2009, the Gambling Helpline received a total of 501 calls.

- There were **342 Primary Target Group** callers,
- 32 Secondary Target Group callers, and
- 127 Non Target Group callers.

The **Primary Target Group** callers are gamblers concerned about their gambling, family members or significant others affected in some way by the gambler's behaviour and who require assistance or information. They may include the gambler, friend, parent, partner or other relative.

Secondary Target Group callers include members of the community wanting information about problem gambling. These may include calls received from professional advisors, counsellors, students, a work colleague or other members of the community.

Calls received from the **Non Target Group** include members of the community wanting information about gambling activities, which are not related to personal gambling issues. The Non Target Group include calls from Gaming rooms/ venues or non-gambling referrals. Other calls received on the Gambling Helpline include prank calls, and hang-ups or wrong numbers.



Duration of Calls

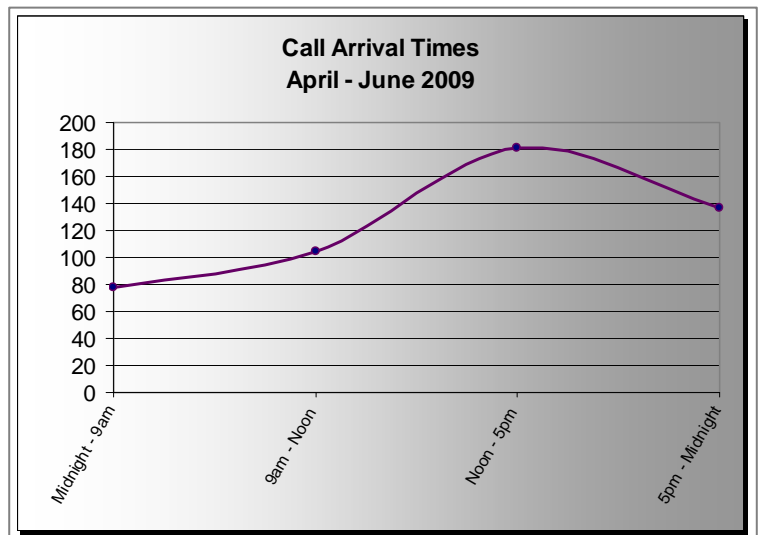
The average time per call for all target groups is indecipherable due to the non-reporting of duration for Non Target Group callers.

Type of Caller	Total Duration of Calls (mins)	Average Duration per Call (mins)
Primary Target Group	4,740	13.86
Secondary Target Group	159	4.97
Total (Primary + Secondary)	4,899	13.10

The Time of Calls

Calls are received from all target groups both during the week and on weekends. The calls are spread fairly evenly across each day, with slightly less calls being received on Saturday's (9%) and Sunday's (13%). During the week, the highest percentages of calls are received on Tuesdays (18%) and Fridays (18%).

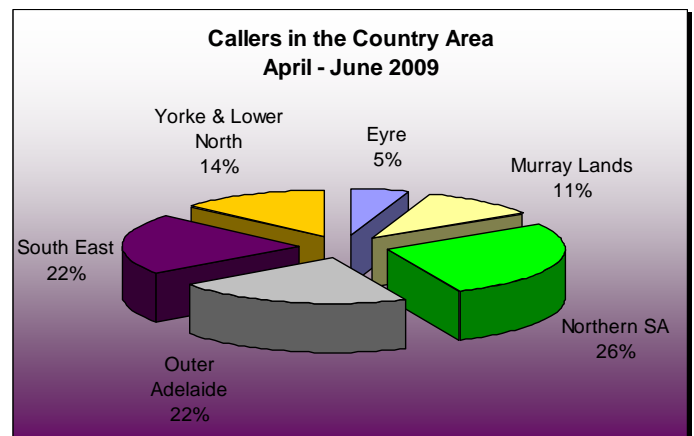
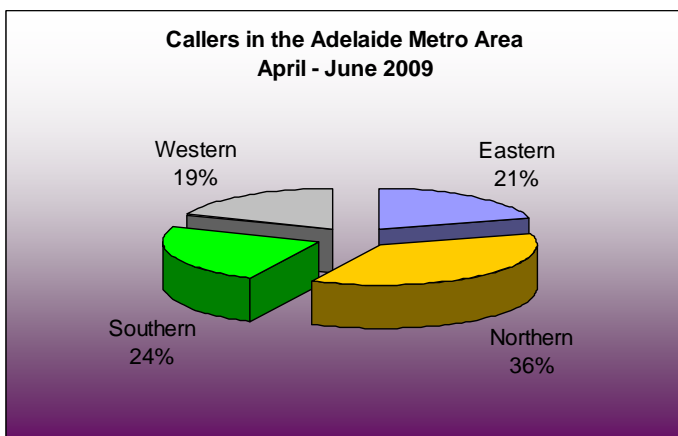
During the day, calls are monitored between Midnight and 9am, 9am and noon, noon and 5pm, and 5pm and midnight. 37% of calls are received between noon and 5pm, with the least amount of calls made between midnight and 9am (16%).



Location of the Caller

Calls from the Primary Target Group are received from both Metropolitan and Country areas.

Calls received from the Metropolitan areas make up 65% of calls, and those from the Country areas make up 11% of calls. 22% of callers were from interstate or did not state their location.



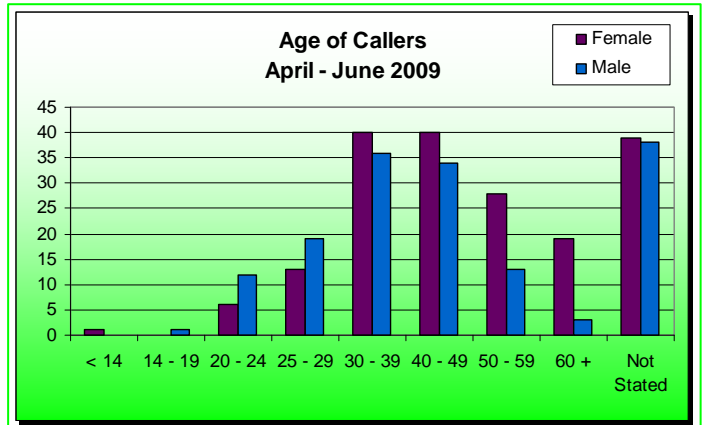
Repeat Callers

Of the 342 Primary Target Group callers, there were;

- 104 repeat callers (30%)
- 210 first time callers (61%), and
- 28 not stated (8%).

Age of Callers

The greatest percentage of male Primary Target Group callers were 30 – 39 years of age, and the greatest percentage of female callers were 30 – 49 years of age.



Becoming Aware of the Gambling Helpline

The Primary Target Group callers received information about the Gambling Helpline from various sources. The top 5 sources were:

Source	% of callers
Phone Book	31%
Hotels	21%
Family / Friends	9%
Service Providers	3%
Casino	3%

Other sources include;

- Other Gambling Venue,
- Clubs,
- Brochure/ Pamphlet/ Posters,
- Newspaper,
- Television and
- Radio.

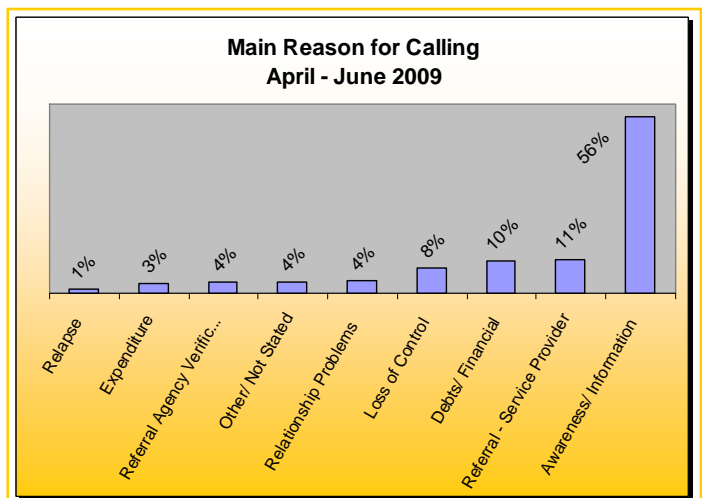
Why People Call the Helpline

There are a number of reasons why callers used the Gambling Helpline. The main reason for calling by the Primary Target Group was for awareness, information or counselling support (56%).

Language and Interpreters

During this quarter, there were no interpreters used for any of the Primary Target Group callers.

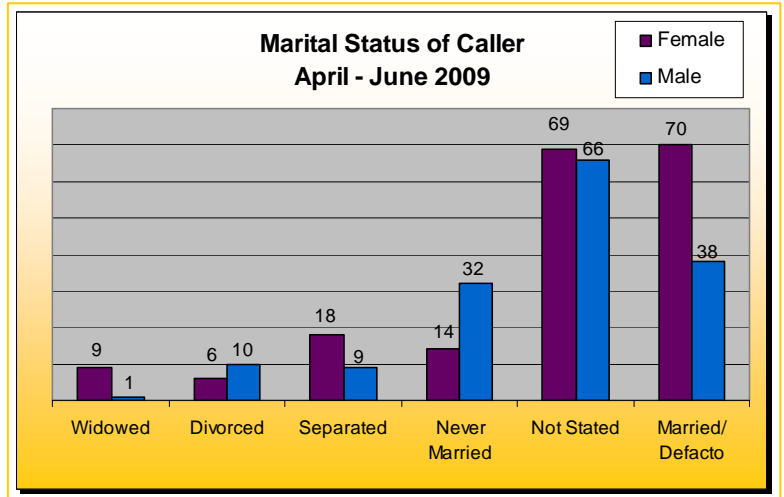
The main language spoken at home was English (62% of callers). Other languages recorded include Cantonese, Italian, Hindi, Netherlandic, Persian and Vietnamese..



Gender and Marital Status

Of the 342 Primary Target Group callers, 45% consisted of males, and 54% females.

For Primary Target Group callers either married or in a defacto relationship, there were more female (20%) than male (11%) callers



Type of Gambling

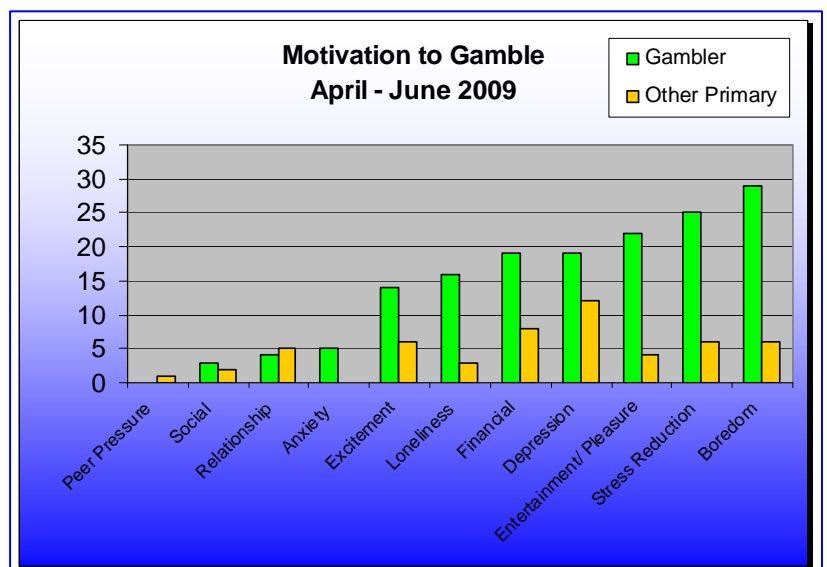
There are various types of gambling activities reported through the Helpline. For both male and female Primary Target Group callers, the most common Gambling activity is Gaming / Poker Machines, with Scratch Tickets and Sports Betting being the least common. *NOTE: Callers may report more than one gambling type.*

Gambling Type	Female	Male	Total %
Gaming / Poker Machines	153	118	77%
TAB	6	13	5%
Races / On Track Betting	3	7	3%
Casino	2	9	3%
Internet	4	4	2%
Cards / Wagering	2	1	1%
Keno	2	0	0.5%
Scratch Tickets / Sports Betting	0	2	0.5%
Other	1	1	0.5%
Not Stated	14	11	7.5%

Motivation to Gamble

For self reported Gamblers, the most common reasons for gambling are Boredom, Stress Reduction and Entertainment/ Pleasure.

For the remainder of the Primary Target Group callers Depression, Financial and Excitement are the main reasons reported for motivation of the Gambler.



Assistance Provided

Assistance provided for Primary Target Group callers may be to multiple services for each caller at any one time.

- Of the **177** callers who were referred to *Gambling Help Services*, there were **186** referrals made to service agencies endorsed by the Office for Problem Gambling, and
- Of the **62** callers who were referred to *Non Gambling Help Services*, 63 referrals were made to services agencies.

Assistance Type	No. of referrals
Information Verbal	325
Counselling	17
Referral – Gambling Help Service	177
Referral – Non Gambling Help Service	62
Information Written	0
Crisis Management	3
Relapse Therapy	0
Emergency Response	0

The assistance required, by the **177** Primary Target Group callers referred to Gambling Help Services by the Gambling Help Line are outlined below:

Assistance Required When Referred to Gambling Help Services	Total Number for <u>ALL</u> Primary Target Group Callers	Number for Gambler Only
Counselling – Therapeutic	121	101
Counselling – Family / Relationship	21	8
Education / Information	0	0
Financial	7	3
Behavioural Psychotherapy	34	28
Problem Gambling Website	1	1
Not Reported	2	2

The Gambling Help Service Agencies who delivered these services to the **177** Primary Target Group Callers during this quarter were:

Gambling Help Service Agency	Total Number for <u>ALL</u> Primary Target Group Callers	Number for Gambler Only
Anglicare (Northern)	23	19
UnitingCare Wesley (City, Southern, Pt Pirie)	17	13
SWGTS (Northern, Western, Southern)	107	85
Relationships Australia (Central, Eastern and Riverland / Murray Lands)	30	25
Salvation Army (West)	7	7
PEACE	1	0
Centacare (Pt Lincoln, Whyalla, North)	6	5
Lifeline (South East)	5	3
Families SA – Financial Counselling (Elizabeth, Marion, Noarlunga, Salisbury)	9	5
Overseas Chinese Association	1	0

(Note – only those agencies who received a referral are listed above).

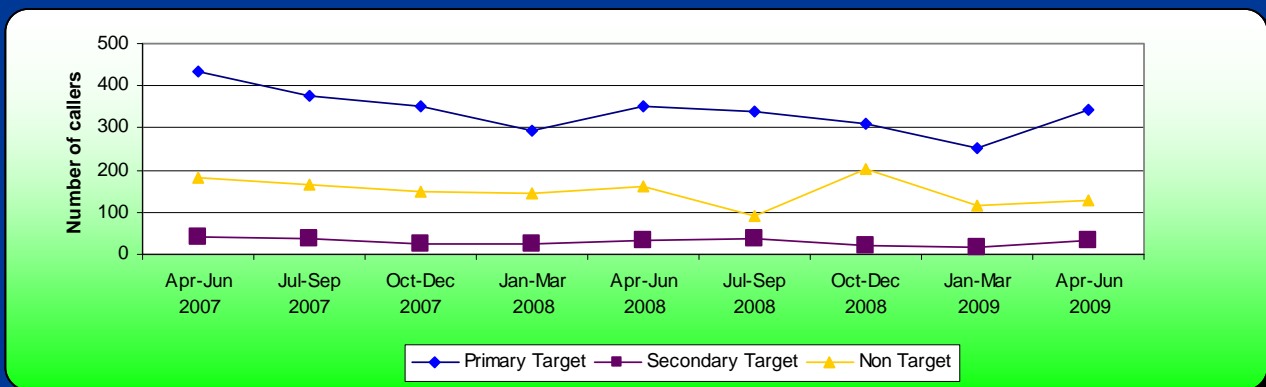
Previous Help Sought

Callers from the Primary Target Group may have previously sought help from various sources, and have contacted the Gambling Help Line for further assistance.

Previous Help Sought	Number of Primary Target Group Callers
Gambling Helpline SA	57
Gambling Help Service – Mainstream	36
Gambling Help Service – State Wide Specialist	23
Other Counselling / Community Resource	11
Doctor	6
Gamblers Anonymous	6
Pokies Anonymous	2
Emergency Crisis Service	1

Type of Callers per Quarter - Primary, Secondary and Non Target Group Callers

In general, the number of Secondary and Non Target Group callers has remained stable over the past two years. Overall, the number of Primary Target Group callers appears to be decreasing, with a significant increase seen for this quarter.



Total Call Duration per Quarter - For Primary Target Group Callers

Although both the number of calls received for the Primary Target Group callers, and the total call duration have decreased, the trend indicates that the average call duration per caller has increased over the past two years.

