

Gambling Rehabilitation Program Gambling Helpline Data Bulletin October - December 2010

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

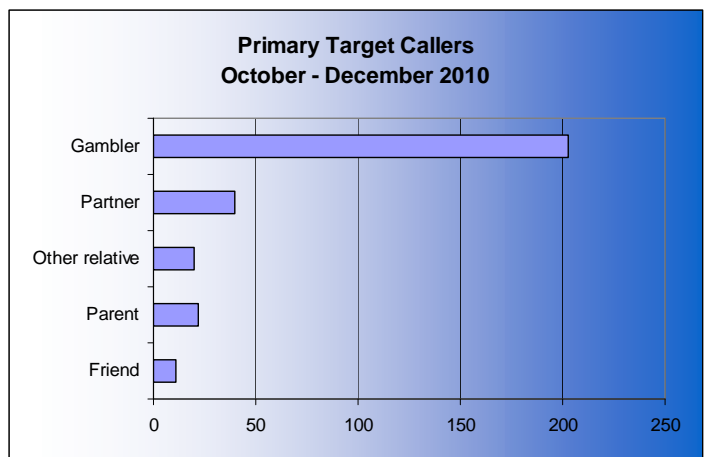
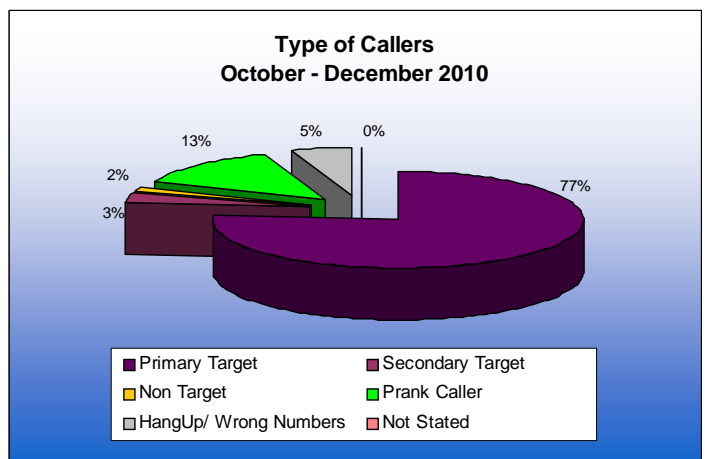
Between 1 October and 31 December 2010, the Gambling Helpline received a total of 387 calls.

- There were **296 Primary Target Group** callers,
- 13 Secondary Target Group callers, and
- 78 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 includes 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

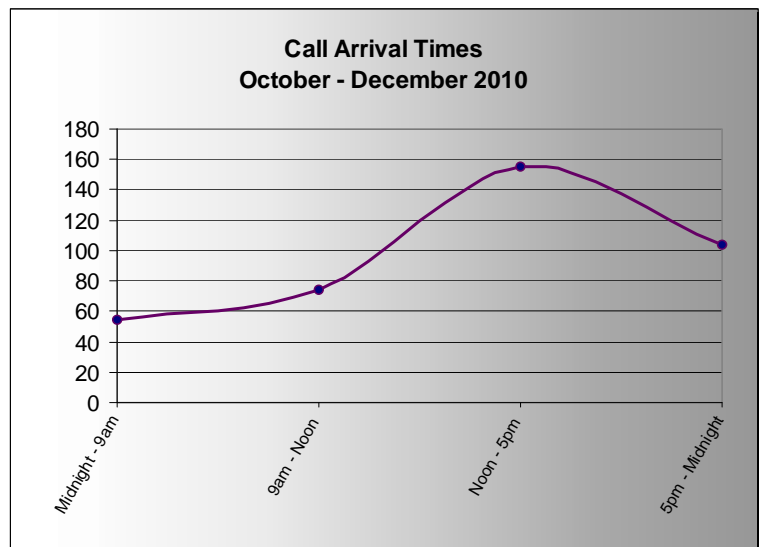
The average time per call for all target groups is not available due to the non-reporting of duration for Non Target Group callers.

Type of Caller	Total Duration of Calls (mins)	Average Duration per Call (mins)
Primary Target Group	4,191	14.16
Secondary Target Group	60	4.62
Total (Primary + Secondary)	4,251	13.76

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 Saturdays (7%) and Sundays (7%). During the week, the highest percentages of calls were received on Mondays and Thursdays (18% on each).

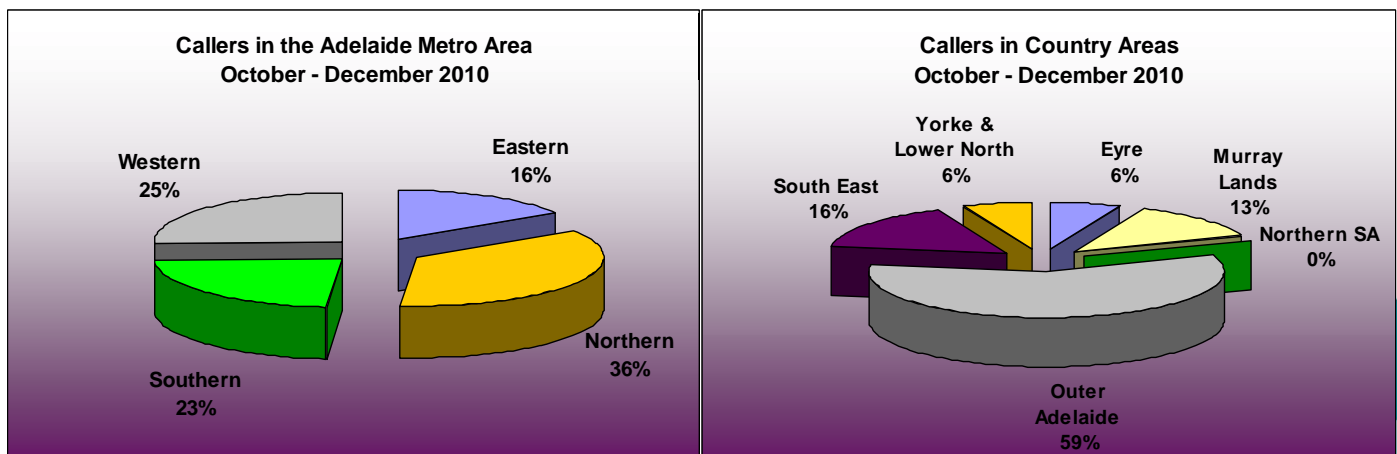
During the day, calls are monitored between Midnight and 9am, 9am and noon, noon and 5pm, and 5pm and midnight. 40% of calls are received between noon - 5pm, with the least amount of calls made between midnight - 9am(14%).



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 70% of calls, and those from the Country areas make up 10% of calls. 19% of callers did not state their location.



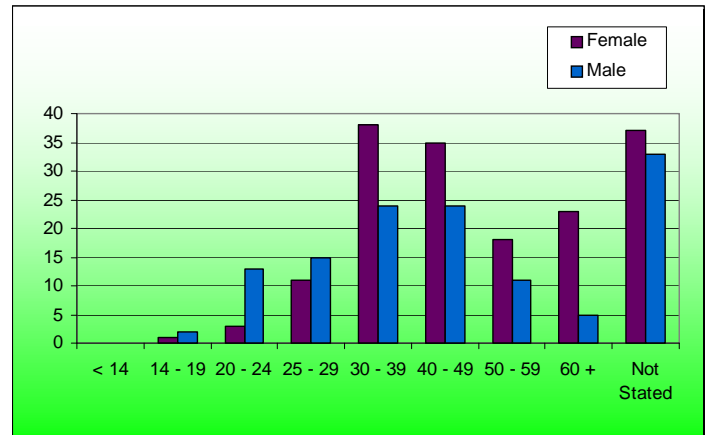
Repeat Callers

Of the 296 Primary Target Group callers, there were;

- **82 repeat callers (28%)**
- 189 first time callers (64%), and
- 25 not stated (8%).

Age of Callers

The greatest percentage of male Primary Target Group callers were Not Stated years of age, and the greatest percentage of female callers were 30 - 39 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	32%
Hotels / Clubs	21%
Family / Friends	14%
Internet / Gambling Website	6%
Service Providers	5%

Other sources include;

- Casino,
- Other Gambling Venue,
- Brochure/ Pamphlet/ Posters,
- GP,
- Newspaper,
- Television and
- Another Gambler.

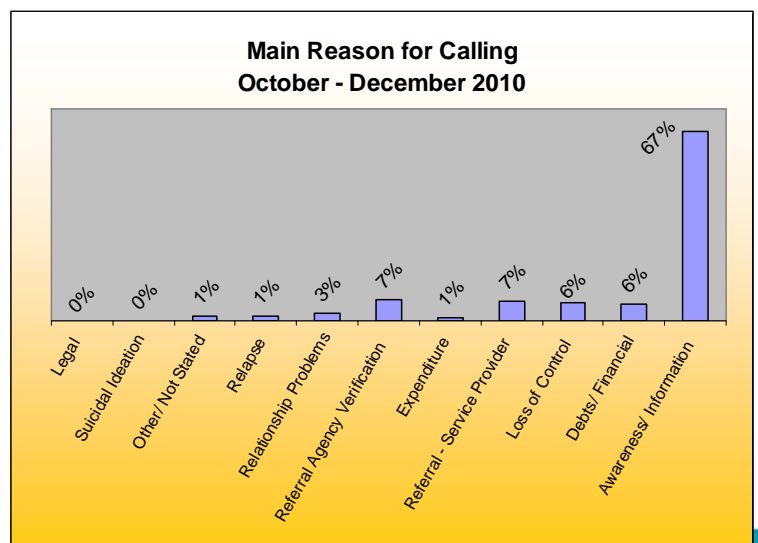
Why People Call the Helpline

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 (67%).

Language and Interpreters

During this quarter, one Primary Target Group caller required a Vietnamese interpreter.

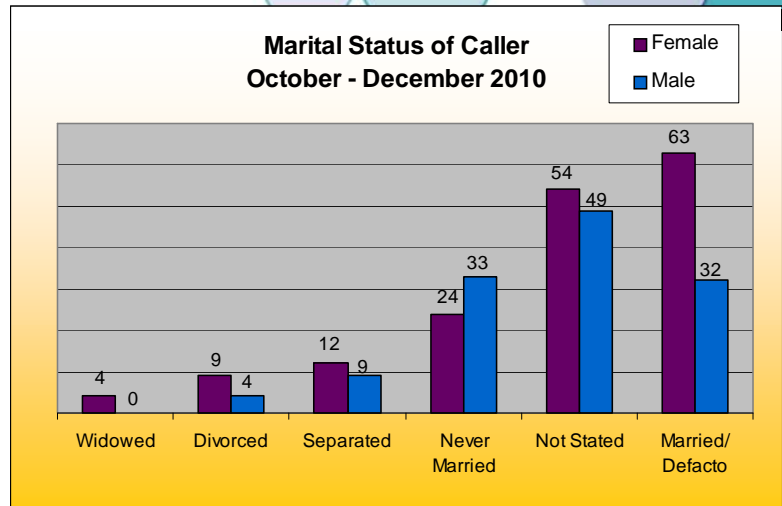
The main language spoken at home was English (58% of callers). Other languages recorded include Vietnamese and Croatian. 41% of callers did not state their main language spoken at home.



Gender and Marital Status

Of the 296 Primary Target Group callers, 43% consisted of males, and 56% females. 1% of callers did not state their gender.

For Primary Target Group callers either married or in a defacto relationship, there were more female (56%) than male (43%) 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 Lottery / Powerball and Cards / Wagering being the least common.

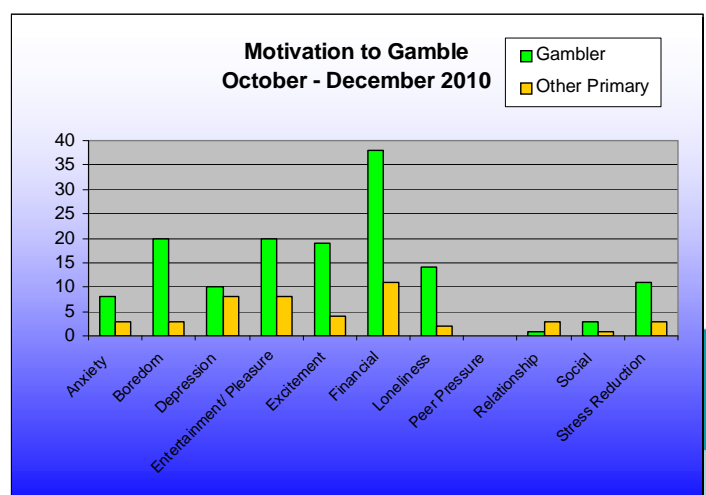
NOTE: Callers may report more than one gambling type.

Gambling Type	Female	Male	Total %
Gaming / Poker Machines	127	91	68%
Casino	6	11	5%
TAB	9	19	9%
Races / On Track Betting	5	7	4%
Internet	5	8	4%
Sports Betting	1	1	1%
Cards / Wagering	0	0	0%
Lottery / Powerball	0	0	0%
Other	5	5	3%
Not Stated	14	6	6%

Motivation to Gamble

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

For the remainder of the Primary Target Group callers Financial, Entertainment/ Pleasure and Depression 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.

- **141** callers who were referred to *Gambling Help Services*.
- **141** callers who were referred to *Non Gambling Help Services*.

Assistance Type	No. of referrals
Information Verbal	294
Counselling	3
Referral – Gambling Help Service	141
Referral – Non Gambling Help Service	141
Information Written	1
Crisis Management	0
Relapse Therapy	0
Emergency Response	0

The assistance required, by the **141** 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	80	63
Counselling – Family / Relationship	12	3
Education / Information	1	1
Financial	10	5
Behavioural Psychotherapy	45	40
Problem Gambling Website	1	1
Self Help Groups	6	6
Not Reported	0	0

The Gambling Help Service Agencies who delivered these services to the **141** Primary Target Group Callers during this quarter were:

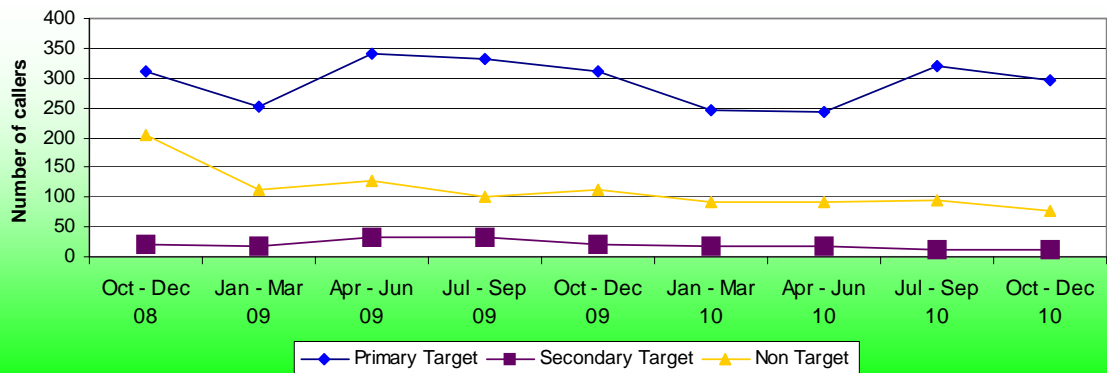
Gambling Help Service Agency	Total Number for <u>ALL</u> Primary Target Group Callers	Number for Gambler Only
Anglicare (Northern, Western)	20	14
Uniting Care Wesley (Pt Pirie)	0	0
Statewide Gambling Therapy Service	52	47
Relationships Australia (Metro, Murraylands)	43	31
PEACE	1	0
South East (Lifeline)	0	0
Financial Counselling (Families SA)	0	0
Other	2	2

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	45
Gambling Help Service – Mainstream	41
Other Counselling / Community Resource	23
Gambling Help Service – State Wide Specialist	24
Gamblers / Pokies Anonymous	5
Doctor	5
Financial	1
Emergency Crisis Service	1

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



Total Call Duration per Quarter - For Primary Target Group Callers

