



An Initiative of
**Government of
South Australia**

ChangeTracker Evaluation

Trial of a manual pre-commitment card

Final report to
South Australian Responsible Gambling Working Party
February 2010

Proudly supported by the Australian Government
Department of Families, Housing, Community Services and Indigenous Affairs

in partnership with

the South Australian Government through the Minister for Gambling's
Responsible Gambling Working Party

Table of Contents

GLOSSARY	1
EXECUTIVE SUMMARY	2
1. BACKGROUND	4
1.1 OVERVIEW.....	4
1.2 RESPONSIBLE GAMBLING WORKING PARTY	5
1.3 TRIAL COORDINATION GROUP	7
2. TRIAL PROCESS.....	8
2.1 STAGE 1: PRE-TRIAL PLANNING	8
2.1.1 FROM 'CASHIER-ASSISTED' CARD TO 'CHANGETRACKER'	9
2.1.2 TARGET GROUP	10
2.1.3 INCENTIVES.....	11
2.1.4 CONSULTATION.....	12
2.1.5 PROTOCOLS BETWEEN GAMBLING HELP SERVICES AND TRIAL VENUES	13
2.1.6 DESIGN OF THE CARD	14
2.1.7 PROMOTIONAL MATERIAL.....	16
2.1.8 IDENTIFICATION OF TRIAL VENUES	17
2.1.9 ROAD TEST	19
2.1.10 LESSONS LEARNED	20
2.2 STAGE 2: IMPLEMENTATION.....	21
2.2.1 TRAINING OF VENUE STAFF	22
2.2.2 RECRUITMENT OF PATRONS.....	24
2.2.3 LESSONS LEARNED	24
2.3 STAGE 3: QUANTITATIVE AND QUALITATIVE RESEARCH	25
2.3.1 PATRON SURVEY	25
2.3.2 VENUE STAFF SURVEY	25
2.3.3 SURVEY OF TRIAL COORDINATION GROUP MEMBERS.....	26
2.4 STAGE 4 - REPORTING	26
3. EVALUATION	27
3.1 PATRON SURVEY	27
3.1.1 EXISTING GAMBLING BEHAVIOUR.....	27
3.1.2 CHANGETRACKER CARD USE	28
3.1.3 ATTITUDES TOWARDS THE CHANGETRACKER CARD	29
3.1.4 DRIVERS OF TAKE-UP	29
3.1.5 LIKES AND DISLIKES OF THE CARD	30
3.1.6 BRANDING	30
3.1.7 LESSONS LEARNED	30
3.2 VENUE STAFF SURVEY	31
3.2.1 VALUE FOR THE PATRON.....	31
3.2.2 VALUE FOR THE VENUE.....	32
3.2.3 ONGOING SUPPORT.....	33
3.2.4 OTHER COMMENTS BY STAFF	33
3.2.5 LESSONS LEARNED	33
3.3 SURVEY OF TRIAL COORDINATION GROUP MEMBERS	34
3.3.1 VALUE FOR PATRONS AND VENUES	34
3.3.2 TRIAL COORDINATION GROUP	35
3.3.3 SUGGESTIONS FOR IMPROVEMENTS.....	35
3.3.4 LESSONS LEARNED	36
3.4 FUTURE STRATEGIES	36
4. CONCLUSIONS	39

APPENDICES	40
APPENDIX 1 - INITIAL DESIGN OPTIONS PRESENTED BY WHITFORD MARKETING.....	41
APPENDIX 2 - EXPENSES REPORT	46
APPENDIX 3 - WORKING PARTY REQUIREMENTS FOR THE CONDUCT OF TRIALS.....	47
APPENDIX 4 – EXAMPLES OF CHANGETRACKER PROMOTIONAL MATERIALS.....	50
APPENDIX 5 – HARRISON HEALTH RESEARCH FINAL REPORT ON SURVEY OF PARTICIPANTS IN THE CHANGETRACKER TRIAL	55
APPENDIX 6 – VENUE STAFF SURVEY INSTRUMENT	82
APPENDIX 7 – TRIAL COORDINATION GROUP SURVEY INSTRUMENT	90
APPENDIX 8 – EVALUATION FRAMEWORK.....	97

Glossary

ACM	Automatic Coin Machine
AGC	Australasian Gaming Council
AHA SA	Australian Hotels Association of South Australia
ASIC	Australian Securities and Investment Commission
ATM	Automated Teller Machine
CATI	Computer assisted telephone interviews
DTF	Department of Treasury and Finance
EGM	Electronic Gaming Machine
FaHCSIA	Department of Families, Housing, Community Services and Indigenous Affairs
GRF	Gamblers Rehabilitation Fund
IGA	Independent Gambling Authority
OPG	Office for Problem Gambling
RGWP	Responsible Gambling Working Party

Executive summary

The Minister for Gambling's Responsible Gambling Working Party has three key focus areas, one of which is the trial of player tracking and pre-commitment systems. The ChangeTracker card was developed as a manual alternative to other electronic pre-commitment systems being trialled.

The 'ChangeTracker card' trial was implemented within 12 small to medium sized gaming venues in South Australia in 2009. This report is a program evaluation. It documents the process of the trial, reporting on the trial outcomes and learnings.

The trial and evaluation were funded under a partnership between the Commonwealth Government through the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the South Australian Government through the Department of Treasury and Finance (DTF).

The trial was managed by DTF under the guidance of a Trial Coordination Group. The Trial Coordination Group consisted of representatives from industry, community and government and reported regularly to the Minister's Responsible Gambling Working Party.

The trial unfolded in four stages:

- Stage 1 – Pre-trial planning;
- Stage 2 – Implementation;
- Stage 3 – Quantitative and qualitative research; and
- Stage 4 – Reporting.

The evaluation of the trial was guided by three research questions:

- Is there value for the patron in the card?
- Is there value for the venue in the card?
- Is the behavioural impact of the trial consistent with the Working Party's goal of responsible gambling?

The evaluation consisted of a patron survey, conducted by Harrison Health Research, a survey of venue staff and a survey of Trial Coordination Group members.

The trial successfully engaged 20 patrons in 6 venues in regional and metropolitan South Australia (an additional 6 patrons had joined the trial but did not recall doing so when contacted by the research team).

Active participant recruitment by staff proved a more successful strategy to encourage take-up than a single strategy of natural take-up in response to in-venue promotional material.

While incentives had an influence on patron take up of the card, the key driver was a pure interest in tracking money spent on gambling. Overall however, patrons viewed the ChangeTracker card as user-friendly but not sufficiently useful in managing gaming expenditure nor did it encourage the majority of participants to want to use the card following the trial.

The most prominent barrier to take up of the card was a perception that the brightly coloured incentive gift bag was identifying or labelling card users as a problem

gambler. A further limitation of the card, identified by trial patrons, was the need to self monitor or complete the card. The brand name of the card was also not supported by half of the participants.

Venue staff estimated that on average about twice as many patrons declined to use the card than participated in the trial. The road test indicated that patron support for the concept of the card was greater than the stated intended use of the card. It is possible that patrons were supportive of the concept for others but did not identify personally with the product.

Venue staff and Trial Coordination Group members were unable to articulate clearly the benefits of the trial to the venues.

Upon reflection of the research questions the card was generally not of value to the patron or the venue and, in the absence of any behavioural impact from the trial, it did not meet the Working Party's goal of encouraging responsible gambling.

There is potential for the card to be applied within a therapeutic setting, to assist people in counselling for their gambling. Some sections of the gambling help industry have expressed an interest trialling the card (or similar application), which warrants further investigation.

It is recommended that the ChangeTracker card not be implemented further within gaming venues in its current format or without addressing the issues raised by trial participants.

1. BACKGROUND

1.1 Overview

A trial of a manual pre-commitment card, known as the 'ChangeTracker card', was implemented within 12 small to medium sized gaming venues in South Australia over three months in late 2009. The whole trial process was undertaken over ten months from April 2009 to January 2010.

This report is a program evaluation. It documents the process of the trial, reporting on the trial outcomes and learnings from the trial process.

Pre-commitment systems enable gaming patrons to set voluntary limits on their gambling on electronic gaming machines (EGMs) and to monitor their own gaming activity in relation to the limits they have set themselves. Various applications of pre-commitment systems within gaming venues are being monitored and evaluated by the Minister's Responsible Gambling Working Party. The ChangeTracker card is one of three such pre-commitment trials undertaken (or underway) in South Australia.

The purpose of this trial was to assess the usability and applicability of a manual pre-commitment card. The three overarching research questions guiding the evaluation of the trial were:

- Is there value for the patron in the card?
- Is there value for the venue in the card?
- Is the behavioural impact of the trial consistent with the Working Party's goal of responsible gambling?

The ChangeTracker Trial was undertaken by the Department of Treasury and Finance (DTF) under the guidance of a Trial Coordination Group. The Trial Coordination Group consisted of representatives from industry, community and government and reported regularly to the Minister's Responsible Gambling Working Party.

A Project Manager was appointed by the Department of Treasury and Finance.

Expenses for the trial and evaluation were funded under a partnership between the Commonwealth Government through FaHCSIA, and the South Australian Government through DTF. Additional in-kind support was provided by Club Safe and Gaming Care (the industry responsible gambling initiatives of Clubs SA and AHA SA).

Total expenses including project manager salary, travel and administration costs, card and promotional material, incentive bags and vouchers and evaluation surveys amounted to \$49,044. For more detail refer to the expenses report in *Appendix 2 - Expenses Report*.

1.2 Responsible Gambling Working Party

The Minister for Gambling established the Responsible Gambling Working Party in November 2006. The terms of reference for the Working Party are to report to the Minister for Gambling on strategies that can be implemented to support customers to make commitments about their level of gambling on EGMs.

The three key focus areas of the Working Party are:

- *Informed decision-making*
Supporting education programs on understanding gambling products
- *Money management*
Supporting the delivery of a range of financial information for customers
- *Player tracking and pre-commitment systems*
Undertaking trials of a cashier-assisted and venue card models.

The Working Party, in *Chapter 5* of its *Second Progress Report* (pages 26-28)¹ identified the following trial criteria (Figure 1). The ChangeTracker Card trial complied with all the criteria.

¹ Chapter 5 is replicated in Appendix 3 – Working Party requirements.

Cost-effective	The proposed trial must be sustainable within the context of industry and venue viability. The industry proponent must <u>fund</u> the implementation of any trial. There will be no funding for the operation of the trial available from the South Australian Government.
Evidence-based	The proposed trial must built on the principles outlined and published by the Working Party in its Progress Reports. The industry proponent must support the trial being subject to evaluation determined by the Working Party.
Flexible	The proponent must be willing to work with the Working Party to adjust the implementation during the trial.
Informed choice	The proposed trial must enable the principle of informed choice by customers.
Integrated	The proposed trial must be integrated with existing industry responsible gambling programs and endorsed by the relevant agency.
Long-term	The proponent of the proposed trial must be willing to extend the trial to full operation, if the evaluation by the Working Party considers the trial to be successful.
Privacy	The proposed trial must comply with Commonwealth Privacy Principles.
Simple	The proposed trial must offer a simple customer interface so that social gamblers are not deterred or inconvenienced (particularly important for tourism).
Variety	All industry participants are encouraged to submit a trial proposal to the Working Party.
Voluntary	The proposed trial must be voluntary for the customer to take up. No venue will be compelled by the Working Party to participate in a trial.

Figure 1: Trial criteria established by the Working Party

1.3 Trial Coordination Group

A Trial Coordination Group was established with a membership that mirrors the Minister's Responsible Gambling Working Party. The Trial Coordination Group consists of the following representatives:

- *Responsible Gambling Working Party*
Mark Henley (Andrew Lamb from SkyCity as deputy)
- *Gaming Care, Australian Hotels Association of SA*
Rhonda Turley and Megan Webb (commenced July 2009)
- *Club Safe, Clubs SA*
Bill Cochrane and Giselle Berriman (commenced July 2009)
- *Liquor, Hospitality and Miscellaneous Union (LHMU)*
David DiTroia
- *Department of Treasury and Finance*
Kym Della-Torre (April to June 2009), Christine Walter (commenced June 2009) and Thea Knill (Project Manager)

The purpose of the Trial Coordination Group was to provide guidance and oversight on the planning, implementation and evaluation of the trial. The Group was responsible for judging all operational and trial research decisions against the trial criteria.

The Group agreed to the following code of conduct. The Group met 9 times over the 9 months of the project, averaging one meeting per month. In the early stages this equated to fortnightly meetings, moving to meetings held approximately every 6 weeks during the implementation stage (there were no meetings held during the month of October).

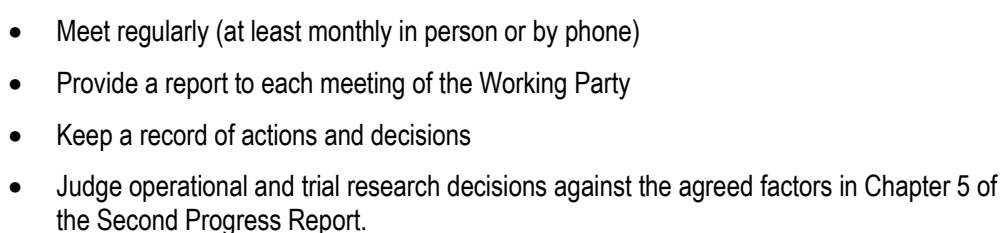
- 
- Meet regularly (at least monthly in person or by phone)
 - Provide a report to each meeting of the Working Party
 - Keep a record of actions and decisions
 - Judge operational and trial research decisions against the agreed factors in Chapter 5 of the Second Progress Report.

Figure 2: Trial Coordination Group agreed parameters of conduct.

The Trial Coordination Group endorsed a draft project plan and timeline in April 2009. This was regularly reviewed and revised by the Group throughout the trial.

The Project Manager provided regular verbal progress reports to the Working Party.

2. TRIAL PROCESS

The trial was undertaken in four stages:

- Stage 1 – Pre-trial planning;
- Stage 2 – Implementation;
- Stage 3 – Quantitative and qualitative research; and
- Stage 4 – Reporting.

The trial was undertaken in four stages over ten months and represented in Figure 3.

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Stage 1 – Pre-trial planning										
Stage 2 – Implementation										
Stage 3 – Quantitative & qualitative research										
Stage 4 – Reporting										

Figure 3: Timeline of the four stages of the ChangeTracker Trial

The pre-trial planning stage was an intensive 5 months, during which time the Working Party's initial concept of a cashier-assisted card was revised; the target group defined; consultations undertaken; protocols between Gambling Help Services and trial venues addressed; the ChangeTracker card and promotional material designed and printed; a road test of the card undertaken; an incentive schedule devised; and recruitment of trial venues completed.

The implementation stage of the trial occurred during September to November 2009, during which time trial materials were delivered to each of the venues, training of venue staff undertaken and patrons recruited into the trial.

The research stage of the trial included quantitative and qualitative research and commenced in November 2009. The three survey instruments were developed and surveys undertaken with trial participants (patrons), venue staff and the Trial Coordination Group.

Report writing commenced in September 2009. Analysis of the venue staff survey results commenced in November 2009, the Trial Coordination Group surveys were completed in December 2009 and analysis of the patron survey was unexpectedly delayed until January 2010.

2.1 Stage 1: Pre-trial planning

The Working Party's initial concept of a manual pre-commitment card was described in its *First Progress Report* as a 'cashier-assisted option'. The first task for the Trial Coordination Group was a review of this initial concept.

The target group for the trial was then defined, an evaluation framework prepared to inform research questions set by the Working Party, and a timeline agreed for the implementation and evaluation of the trial.

The pre-trial planning stage also determined the following key elements:

- Incentives
- Initial consultation groups
- Development of protocols between gaming venues and help services
- Product development
- Road test

2.1.1 From 'cashier-assisted' card to 'ChangeTracker'

A 'cashier-assisted model' was described in the Working Party's *First Progress Report* (page 14) as an option that allows:

Customers [to] set a voluntary limit with the cashier on the amount of money they can change in a 24-hour period. This can only occur by a manual transaction operated by the cashier where there is no presence of an automatic coin machine on the premises.

The cashier-assisted model was initially described as a manual alternative to the venue card model which is an electronic system. The target audience was considered to be patrons who prefer not to or who are unable to use an electronic system. This concept was endorsed at the Working Party meeting of 22 November 2007.

The vision for a cashier-assisted model was to utilise a card, similar to cardboard café loyalty cards, on which patrons could record multiple transactions at the cashier. The patron would retain custody of the card and be able to add up their total spend over a specified time period.

The following limit setting options were described by the Working Party (*First Progress Report* page 16):

- Spend levels (session / day / week / month / etc);
- No play periods (certain times/days);
- Self-barring (e.g. for nominated days); and
- Cooling off period for increased limits to take effect.

The report further stated that the cashier-assisted model would allow:

- Feedback to be provided to the customer when a threshold is reached;
- Feedback to be provided to the customer via interaction with venue staff; and
- When a threshold is reached the cashier could decline to dispense additional coins.

The cashier-assisted model was said to promote responsible gambling by raising awareness amongst patrons that setting a personal limit is a positive and easy thing to do and is endorsed by the venue. It was also viewed as an extension of good customer service.

The benefits of a cashier-assisted model were reported to include:

- It's simple, easy and quick;
- Attractive to recreational gamblers wishing to keep track of their gambling but who not necessarily wanting to be recorded in a database;
- There is no record keeping required by the venue;
- The patron has responsibility for keeping and maintaining the card;
- The card could be used across multiple venues; and
- It is cost effective.

The Trial Coordination Group reviewed the above limit-setting options and benefits of the cashier-assisted model as a first step towards designing the trial process.

Immediately, members of the Trial Coordination Group queried the use of the term 'cashier' in the description of a manual pre-commitment card. The job title of 'cashier' does not exist within many small gaming venues, where staff are often responsible for the bar and the gaming room operations simultaneously. There are also instances where the 'cashier' desk is part of the main bar rather than forming part of the gaming room.

The name ChangeTracker was one of five possible options put forward by Kevin Whitford Marketing, the company engaged to develop all marketing and promotional material for the trial. The Trial Coordination Group unanimously agreed to the use of the name ChangeTracker. The Group agreed the use of the term 'change' in the name of the card could represent both the process of changing cash for coin, as well as the card being an agent for changing behaviour. The use of the term 'tracker' in the name was supported to promote the card as a means to record a patron's cash to coin transactions.

2.1.2 Target group

The Trial Coordination Group further refined the target group identified by the Working Party. In addition to targeting patrons who prefer not to or who are unable to use an electronic card, the Trial Coordination Group defined the target group as:

- Regular or local patrons, preferably known to venue staff;
- Frequent EGM gamblers (i.e. they play more than once a fortnight); and
- People with an interest in recording their cash to coin transactions in order to monitor their spending.

2.1.3 Incentives

The Trial Coordination Group determined that two incentives would be offered:

- to encourage sign up to the trial a free gift bag was offered to patrons containing information about the trial and items of nominal value; and
- as a reward for participation in a focus group or telephone interview at the end of the trial, participants were offered a \$50 Coles Group & Myer voucher.

With regard to the incentives, the Trial Coordination Group identified a potential risk in regard to South Australia's mandatory Responsible Gambling Codes of Practice Clause 6A, which did not permit inducements to be offered (except loyalty schemes within particular conditions). Although patrons were not required to gamble in order to participate in the trial, there was a risk of it being perceived that the incentives being offered breached code clause 6A.

With the permission of the Minister for Gambling, DTF wrote to the Independent Gambling Authority (IGA) identifying the potential risks associated with the inclusion of incentives in the trial. DTF sought an exemption from Clause 6A for those venues participating in the trial, for the term of the trial.

On 19 August 2009 the IGA amended the Responsible Gambling Code of Practice adding a new clause 6A(2) and formally gave notice to trial venues of the amendment. The amendment allowed the licensee to offer inducements to gamble which were offered in respect of a pre-commitment trial approved in writing by the IGA. On the same day the IGA served DTF with written approval of the ChangeTracker Trial for the purposes of Clause 6A(2).

The agreed focus of the gift bags was to be on money management with appropriate money management resources sourced from the Australian Securities and Investment Commission (ASIC) and *MoneyMinded*, a program of the ANZ Bank. For a detailed list of items included in the gift bag refer to Figure 4.

The *MoneyMinded* initiative of the ANZ Bank was presented to the Working Party meeting in June 2009 by a representative group of financial counsellors. Those present praised the initiative as being a leading money management tool accessible to the public via a website and through free training sessions conducted by registered financial counsellors. The initiative provides unbiased financial education and does not contain ANZ branding or promotion of financial products or services. The ChangeTracker trial was immediately supported by *MoneyMinded*, which offered 150 free pocket calculators for inclusion in the gift bags.

To reinforce the Working Party's position that pre-commitment is for all EGM players, the Trial Coordination Group agreed that the gift bag not contain problem gambling material other than the Gambling Helpline number on the back of the Change Tracker card.

The gift bag contained the following items at an approximate cost to DTF of \$6.25 per bag:

- Tote bag;
- Application form and first ChangeTracker Card;
- 'Understanding Money' brochure (produced by ASIC);
- Calculator (in-kind support from *Money Minded*);
- Pocket calendar;
- Pen;
- Menz Fruchocs (75g bag) ; and
- Customer feedback form and reply paid envelope.

Figure 4: Contents of the free gift bag incentive.

The Financial Counsellors Association was consulted to determine the most appropriate money management brochure for inclusion in the free gift bags. The *Understanding Money*² brochure produced by ASIC, was chosen for its broad focus on budgeting, saving and investing, giving it a broad appeal.

The second incentive was a \$50 Coles Group & Myer gift voucher that was only offered to participants following completion of a focus group or telephone interview at the end of the trial. This was provided as a reward for their participation in the trial and telephone interview.

2.1.4 Consultation

Consultations on the concept of the card and on the trial process were undertaken with Gambling Help Services and gaming venues.

Two gambling help agencies were chosen by the Trial Coordination Group to participate in initial consultations - Anglicare's Gambling Help Service and Relationship Australia's Consumer Voice program. The parent organisations of Anglicare and Relationships Australia are two of the largest Gambling Help Services funded through the Gamblers Rehabilitation Fund (GRF). Combined, they operate across much of the metropolitan area, as well as Relationship Australia being the main gambling help service within the Riverland region.

The Project Manager met with three staff from the Anglicare Gambling Help Service located in Salisbury - the Manager of the Gambling Help Service and two counsellors. A separate meeting with Consumer Voice Speakers was arranged by Relationships Australia and included one Speaker who has overcome the affects of problem gambling and continues to participate in controlled gambling on EGMs.

² www.understandingmoney.gov.au or paper copies can be obtained via phone 1800 236 235.

The following key points arose from consultations with Anglicare and Consumer Voice representatives:

- Support and enthusiasm expressed by both parties for the card and its potential therapeutic application;
- Both parties indicated the need for discretion from venue staff in supporting customers to stick to their limits;
- Some doubt expressed regarding the requirement for customers to return the cards for evaluation purposes;
- Request for the Gambling Helpline and the word 'gaming' to be removed from the front and back covers and placed inside the card; and
- Both parties expressed interest in being involved in the evaluation by way of a therapeutic application of the card.

Regarding the last point above, members of the Trial Coordination Group determined that the evaluation would not expand to incorporate an analysis of the therapeutic application of the card during this trial. This may be a consideration for the future but for the purposes of this trial the focus remained on the application of the ChangeTracker card by regular recreational gamblers.

The two gaming venues consulted were the Royal Arms Hotel in Port Adelaide and the Largs Bay RSL. The Project Manager and the respective representative from Club Safe and Gaming Care met with the managers of these venues to discuss the practical application of the ChangeTracker card in a live gaming environment.

There were no specific comments regarding the card but there was general support for the concept.

The lack of predictability in patronage, including numbers, time of day, transient nature of clientele etc, were discussed as possible inhibitors to the trial. A common view was that gaming patrons are generally solitary and not interested in conversation regarding their gambling.

2.1.5 Protocols between Gambling Help Services and trial venues

A Working Party requirement for all pre-commitment trials is the development of protocols between trial venues and their respective gambling help service, for the purpose of supporting the trial.

Existing structures for referring patrons to Gambling Help Services were reviewed by the Trial Coordination Group. It was found that the GRF requires funded services to establish a referral protocol with each of their local gaming venues. This existing structure was deemed adequate for the purpose of the trial.

In lieu of duplicating referral protocols, the Trial Coordination Group approved the development of an information bulletin, which was distributed to all Gambling Help Services via the Office for Problem Gambling (OPG).

Just prior to implementation of the trial, the Project Manager met with staff from the Berri office of Relationships Australia as a courtesy. There were seven local gaming

venues participating in the trial in this one region. The purpose was twofold: to ensure staff were aware of the trial being conducted within their catchment area; and to enable them to support any clients that may participate in the trial.

2.1.6 Design of the card

The services of Whitford Marketing were procured to develop design options for the ChangeTracker card. The following brief (Figure 5) was provided to Whitford Marketing, to which five design options were presented to the Trial Coordination Group (refer Appendix 1 - Initial Design Options Presented By Whitford Marketing).

Essential elements to be included in the design of the ChangeTracker card:

- Enable the setting of spend limits per session
- Space for writing weekly or fortnightly budget
- Identification of no play periods
- Manual tracking of activity against set limits
- Multiple cash to coin transactions per day
- Gambling Helpline toll free number
- Appealing image, gender neutral, easy to use
- No government branding
- Trial participation number
- Card size similar to a credit card for easy storage in a wallet or purse

Figure 5: Design brief for cashier-assisted card.

Whitford Marketing developed a number of name and tagline options for the card presented in Figure 6 below.

Name alternatives	Tagline alternatives
SpendCheck	Make the change
SpendTracker	Make the right change
SpendTrack	A change for the better
PlayCheck	Change for the better
ChangeTracker	Change the way you play
	Keep track of your gaming spend and stay in charge!

Figure 6: Alternative names and taglines presented to the Trial Coordination Group

The Trial Coordination Group identified most strongly with the name *ChangeTracker*. The Group agreed the use of the term 'change' in the name of the card could represent both the process of changing cash for coin, as well as the card being an agent for changing behaviour. The use of the term 'tracker' in the name was supported to promote the card as a means to record a patron's cash to coin transactions.

The tagline *keep track of your gaming spend and stay in charge!* was viewed as a positive approach to promotion of the card, as was the tick graphic. Staying 'in charge' of your gaming and your spending is the clear intent of the card.

Both the name and the tagline were endorsed by the Trial Coordination Group on 4 June 2009. At the same time, the following blue and green colour scheme was endorsed.

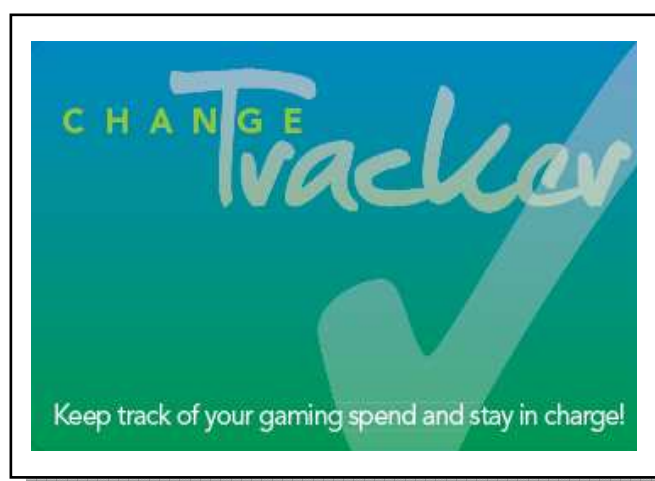


Figure 7: Initial colour design of the ChangeTracker

This colour scheme was later changed to the yellow scheme below to enable greater visibility in darkened gaming rooms. The green and blue colours were considered too subdued and the word 'Tracker' appeared to be obscured by the tick graphic. It provides a bright, crisp and clean image which is clear under the darker lighting of gaming rooms.



Figure 8: Final colour design

2.1.7 Promotional material

The following suite of promotional material was produced to promote the trial:

- Brochure and application form;
- Deposit box to collect application forms and used cards (1 per venue);
- X-frame banner (1 per venue);
- A4 poster advertising the free gift bag (1 per venue).
- Wobblers advertising the ChangeTracker card for placement on or near ACMs, ATMs and in some instances the cashier desk; and
- Pocket calendar with ChangeTracker branding included in the free gift bags.

Examples of these can be found in Appendix 4 – Examples of ChangeTracker Promotional Materials.

An information bulletin was also published and distributed to all relevant government departments and Gambling Help Services at the start of the trial and published on the DTF Gambling Policy website. The bulletin was also included as an insert in the November 2009 issue of 'Gambling Matters' a newsletter produced by OPG and forwarded to all relevant stakeholders.

2.1.8 Identification of trial venues

The Working Party brief on the implementation of a 'cashier-assisted' model initially identified the parameters for trial venues as venues consisting of less than 15 EGMs with no automated coin machine (ACM) onsite. Further discussion with industry identified very few venues that met such criteria within geographically contained regions.

The criteria for identifying trial venues (Figure 9) were necessarily increased to include venues containing ACMs and the maximum number of EGMs was expanded to 25 machines.

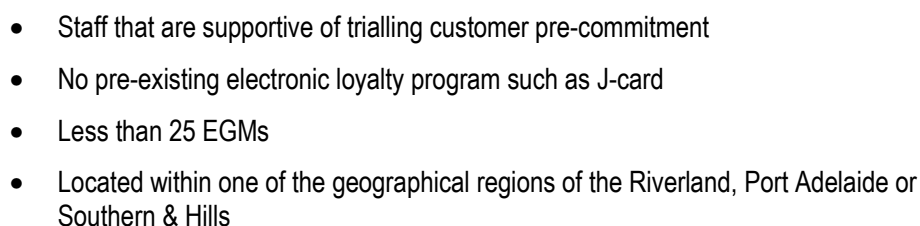
- 
- Staff that are supportive of trialling customer pre-commitment
 - No pre-existing electronic loyalty program such as J-card
 - Less than 25 EGMs
 - Located within one of the geographical regions of the Riverland, Port Adelaide or Southern & Hills

Figure 9: Criteria for the selection of trial venues.

Identification of trial venues was undertaken across defined regions. The three regions of Port Adelaide/Largs Bay, Southern & Hills and the Riverland were identified as the preferred regions for the trial.

Defining geographic regions for the trial was a practical measure requested by industry. Both Club Safe and Gaming Care operate regionally with different staff assigned to the regions. By containing the trial to similar regions, Club Safe and Gaming Care were able to ensure the responsible staff were available to assist with the implementation of the trial. This also reduced the need for multiple staff from these agencies to be involved in the trial, requiring less administrative resources. These regions also had a larger proportion of venues that met the selection criteria.

The Working Party identified the Riverland as a suitable region for the trial as early as 2007. At that time the Working Party had visited the Riverland and hosted a structured discussion with key community leaders, venue staff and counselling agencies to discuss responsible gaming initiatives. Those present from the Riverland community welcomed the introduction of additional responsible gambling measures and expressed a desire to be involved in pre-commitment trials. Consequently seven of the twelve venues were located in the Riverland.

The increased parameters enabled the participation of 12 trial venues. Seven of these venues were located in the Riverland towns of Blanchetown, Cadell, Moorook, Morgan and Renmark; two were located in the Port Adelaide / Largs Bay region; and 1 each in Hackham, Willunga and Strathalbyn.

Club Safe and Gaming Care officers were instrumental in recruiting venues into the trial. Recruitment of trial venues followed the process identified in Figure 10.

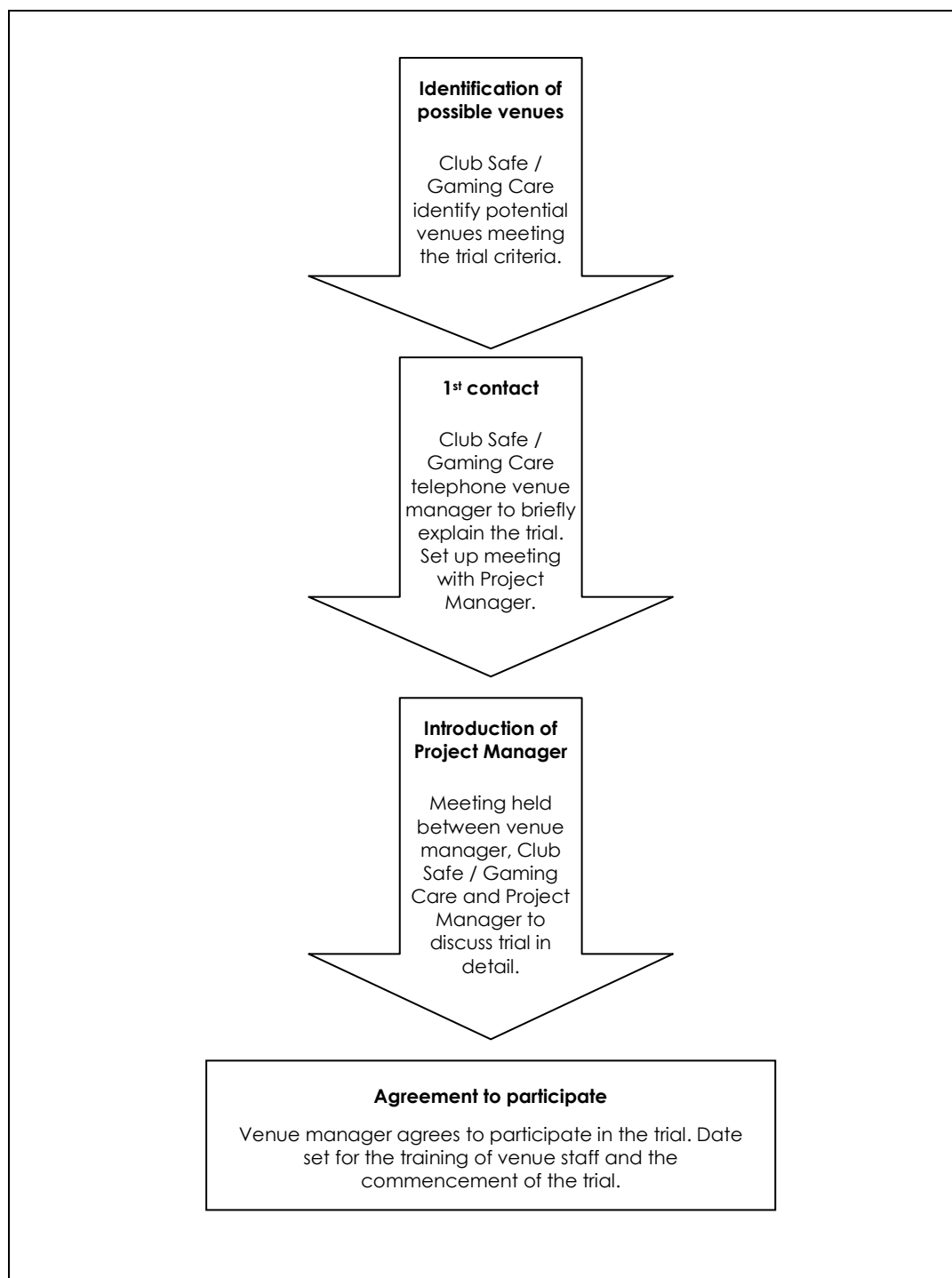


Figure 10: Process for the recruitment of trial venues.

2.1.9 Road test

It was necessary to test the product prior to implementing the trial across the twelve venues. The purpose of the road test was to quickly determine whether the product was easy to use, provided adequate space for recording transactions and was self explanatory. A short questionnaire was devised seeking feedback on whether patrons understood how to use the card during live testing.

The road test was undertaken in July 2009 at three of the subsequent trial venues:

- Hackham Sports and Community Club;
- Royal Arms Hotel, Port Adelaide; and
- Largs Bay RSL.

The Project Manager (supported by the Club Safe Officer at the Hackham Sports and Community Club) directly approached patrons in the gaming room seeking participation in the five-minute survey. A ChangeTracker card was presented to the patron with a brief explanation of the card and the reason for the road test.

The patron was then asked to use the card for a period of time that was convenient to them (usually between 5 and 40 minutes). At the end of live testing the patron was asked to respond to the survey questions. The survey form was filled in by the Project Manager on behalf of the patron.

A total of fifteen patrons were approached across the three venues to participate. Of these, ten patrons (67%) were willing to try using the card and provide feedback. Five patrons declined to participate in the road test due to: a lack of time (2 patrons), not interested (1 patron), or they would never use the card (2 patrons).

The responses gathered through the survey (n=10) are summarised below.

- 100% (10 patrons) agreed the card was easy to work out how to use for the first time.
- 70% (7 patrons) agreed the card was easy to write on; 20% (2 patrons) disagreed and 10% (1 patron) was unsure because she did not have time to try the card out (she also indicated she'd be happy to try it out if she had more time).
- 100% (10 patrons) agreed there are enough spaces on the card to record cash to coin changes in a day.
- 100% (10 patrons) agreed it is obvious the card is to be used over two weeks.
- 60% (6 patrons) agreed that the card would fit in their wallet/purse, although 40% (4 patrons) indicated the card should be smaller.
- 90% (9 patrons) agreed the card is user-friendly, with 10% (1 patron) disagreeing on the grounds she did not want 'another card' in her purse.

Survey respondents were asked to provide feedback on ways to improve the look of the card. Only one suggestion was made – the patron suggested that the card be supplied in a plastic cover to keep it protected from wear and tear.

Survey respondents were asked for suggestions to improve the information provided on the card, but there were no responses to this question.

Respondents had an opportunity to provide any other comments and the following statements were recorded:

- 'I like that you can fold the card so that no-one else can see what you have written'.
- 'I wouldn't use it because I only change \$20 or \$50 each time I come here and I only play once, maybe twice a week'.
- 'The card should not be restricted to two weeks, maybe just have 'day 1', 'day 2' etc'.
- 'I don't carry a pen with me, so it would be good if pens were available in the gaming room'.

The results of the road test led to the following recommendations which were subsequently endorsed by the Trial Coordination Group:

- Reduce the card to credit card size so that it can fit inside the credit card pockets of a wallet or purse.
- Include a space for writing the grand total of spend over a fortnight.
- Consider placing additional pens or pencils in the gaming room or at the counter for patrons to access.

2.1.10 Lessons learned

Club Safe and Gaming Care were instrumental in gathering support for the trial amongst venues. Without the first introduction by Club Safe and Gaming Care to the venue staff, the task of selling the trial to staff would be difficult. The relationship and level of trust that exists between the industry agencies and the venues cannot be readily replicated.

It was discovered that patron support for the concept of the card was greater than the stated intended use of the card. Less than 45% of total patrons approached (n=15) to participate in the road test indicated they would actually use the card. This includes patrons who were supportive of the concept. There is the possibility that they were supportive of the concept for others, but did not identify personally with the product.

The number of patrons that agreed to participate in the road test was less than anticipated by venue staff. The card concept was established in the belief that venue staff, with an existing relationship with gaming patrons, could identify individuals who may benefit from tracking their gaming spend. Considering that the majority of participants approached in the road test were nominated by staff, a higher positive response rate was expected.

2.2 Stage 2: Implementation

Twelve venues agreed to participate in the trial from September to November 2009. Seven trial venues are located in the Riverland towns of Blanchetown, Cadell, Moorook, Morgan and Renmark; two are located in the Port Adelaide / Largs Bay region; and 1 each in Hackham, Willunga and Strathalbyn.

The trial venues are listed in the table below (Figure 11). Alongside in the second column is the maximum number of gaming machines for which the venue is licensed; and the final column indicates the number of machines currently in operation at the venue.

Two of the venues – Renmark Club and Tower Tavern - have more than 25 gaming machines currently in operation. This is over the maximum number of machines prescribed under the criteria for venue involvement in the trial. The Trial Coordination Group approved the inclusion of these additional venues on the basis that the venues showed an interest in participating, as well as the belief that the more venues involved in the trial, the greater the number of patrons from which to recruit trial participants.

Venue	Max. no. of approved EGMs	No. of entitlements (EGMs in operation)
Alma Hotel, Willunga	12	12
Blanchetown Hotel	10	10
Cadell Club	8	7
Commercial Hotel, Strathalbyn	25	21
Hackham Community Sports & Social Club	15	15
Largs Bay RSL	6	6
Moorook & District Club	9	7
Renmark Club	40	38
Renmark Golf and Country Club	16	16
Royal Arms Hotel, Port Adelaide	14	14
Terminus Hotel, Morgan	10	10
Tower Tavern Hotel, Renmark	36	28

Figure 11: Trial venues listing maximum number of approved EGMs versus number of entitlements (EGMs currently in operation).

The management of staff and patron expectations has been a priority from the outset. The main considerations were to communicate clearly to staff and patrons that:

- the ChangeTracker card is being trialled;
- the trial is over a limited 3 month timeframe;
- the feasibility and usability of the product is being assessed;
- the trial is voluntary and patrons can opt out of the trial at any time.

The Project Manager discussed the trial conditions with venue staff during the initial and any subsequent visits to the venue. Patrons were made aware of the trial conditions in writing (contained in the brochure and application form) as well as verbally through discussion with venue staff.

2.2.1 Training of venue staff

The Trial Coordination Group agreed to minimise the amount of time required for venue staff to undertake training for the trial. This was specifically requested by both industry and union representatives on the Trial Coordination Group. Reasons cited included the then recent changes to the Codes of Practice that required more stringent record keeping by venue staff and the multiple pressures already placed upon staff of smaller venues, often undertaking multiple roles within the venue. It was further determined that the long-term viability of any product available within venues would be one that requires little maintenance by venue staff and is self-explanatory.

The training of venue staff was a two-phased approach:

- Phase 1 – Introduction
- Phase 2 – Training and delivery of trial materials

Phase 1 was generally the first meeting between the gaming staff and Project Manager. This was undertaken with a representative from the relevant Club Safe or Gaming Care program, with the main aims being an introduction to the trial and building rapport between venue staff and the Project Manager.

Initial conversations with venue staff were positive. The majority of staff were happy to participate, although there was a common concern about whether patrons would view the trial as too intrusive or as a breach of their privacy.

With the exception of one venue, there was a sense of optimism amongst staff that patrons would be willing to at least try the card. There was a sense that, at the very least, the free gift bag would entice patrons to participate.

During this first discussion with staff, they were asked to estimate the number of patrons they thought might be willing to participate in the trial. This estimate was used as a guide for the distribution of free gift bags to the 12 venues. The gift bags were individually numbered (i.e. the 'member number') which was used to track the patron throughout the trial. The bags were then distributed to venues based on their initial estimate of the number of expected participants, member numbers were

randomly assigned to venues and then catalogued. The table below demonstrates the number of gift bags distributed to the individual venues.

A total of 150 gift bags were made for the trial, with 110 bags delivered directly to the trial venues. The remaining bags were held at DTF awaiting distribution. Venue staff were able to request additional bags at any time throughout the trial.

Phase 2 was undertaken in each of the 12 venues at the same time as the delivery of trial materials. Undertaking both tasks at the same time enabled a more streamlined approach and reduced the amount of time venue staff had to be absent from the gaming room.

Training of venue staff for the implementation of the trial during phase 2 was informal and interactive. The focus of training was on the use of the ChangeTracker card, understanding the information available to patrons in the pamphlet, understanding the process of the trial including the final patron telephone survey or focus groups and discussing ways to promote the trial to patrons. Feedback from the majority of staff continued to be positive, with no clarification required on the use of the card.

Notably, a misunderstanding perpetuated within at least three of the trial venues that the ChangeTracker card was aimed at problem gamblers. Subsequent discussions with staff in these venues revealed a persistent preoccupation with trying to identify problem gamblers and offering this trial as a way of managing their gaming machine play. Regardless of the discussions that ended in apparent understanding of this trial targeting regular recreational gamblers, future conversations with staff continued to reveal a bias towards using the trial as a way of 'assisting problem gamblers'. An obvious explanation for such preoccupation is the recent changes to the Responsible Gambling Codes of Practice that have seen greater emphasis placed on venue staff recording suspected problem gambling behaviour and identifying problem gamblers. This trial was conducted within months of Club Safe and Gaming Care having completed extensive venue staff training on changes to the Codes of Practice.

Venue	No. of gift bags delivered
Alma Hotel, Willunga	10
Blanchetown Hotel	5
Cadell Club	20
Hackham Community Sports & Social Club	10
Largs Bay RSL	5
Moorook & District Club	10
Renmark Club	20
Renmark Golf and Country Club	5
Royal Arms Hotel, Port Adelaide	5
Terminus Hotel, Morgan	10
Tower Tavern Hotel, Renmark	10
TOTAL	110

Figure 12: Number of free gift bags distributed by venue.

2.2.2 Recruitment of patrons

The recruitment of patrons into the trial was either via active coaching by venue staff or through natural recruitment which was encouraged by promotional material available within the gaming room (i.e. a banner, pamphlets, wobblers located at the ACM and ATM etc). The preferred method of recruitment for this trial was the former, although there were 5 venues that for various reasons were not willing to actively recruit patrons. They offered the following reasons for choosing not to approach patrons directly:

- Their gaming patrons are solitary people who are not easily encouraged into discussions with staff;
- They were afraid the trial may compromise customer privacy;
- Fear of offending their patrons;
- Not comfortable with 'pushing' products onto their patrons.

Rather than exclude these venues and reduce the overall number of trial venues, they were included in the trial for comparative purposes.

The final number of confirmed trial participants was 26.

There were 27 application forms returned to DTF by the trial venues. Review of the forms revealed one participant had returned two application forms and was necessarily counted only once.

A further four applications were cancelled. Two of these were stolen along with the application deposit box from behind the counter in the gaming room. There was no back up of the participant's details and staff reported that they had not been observed returning to the venue during the trial period. A third application was incomplete and a fourth application was cancelled due to severe illness.

2.2.3 Lessons learned

Venue staff within small venues tend to be masters of multi-tasking. The amount of time they have to focus on any one task is limited, which makes introducing new products (especially a trial of a product) difficult.

The focus on identifying and assisting problem gamblers amongst venue staff, whilst positive, may detract from resources aimed at recreational gamblers. The culture appears to be such that any intervention taken by venue staff is labelled by staff and patrons alike as an intervention for problem gamblers. The required reporting to the IGA and the emphasis on intervention in the Codes of Practice could be the cause of this.

The application form was straight forward with only one incomplete application being returned and one patron applying twice (although this was possibly motivated by the desire to obtain two gift bags).

Despite keeping the deposit boxes behind the counter to deter theft, one of the deposit boxes was still stolen. A lesson here is to ensure the boxes are placed further out of reach and possibly even out of sight.

The targeted recruitment of patrons into the trial was a successful strategy, much more so than relying upon the presence of promotional material within the gaming room. Five of the six venues unsuccessful in recruiting patrons to participate in the trial were in fact those that chose not to actively recruit patrons.

2.3 Stage 3: Quantitative and qualitative research

The research stage of the trial included quantitative and qualitative research. Survey instruments were developed for:

- trial participants (patrons);
- venue staff; and
- Trial Coordination Group members.

2.3.1 Patron survey

Harrison Health Research was commissioned to develop and implement a survey of trial participants. Various elements were assessed in the patron survey including:

- usage patterns;
- perceived usefulness of the card;
- feedback on promotional materials used;
- the venues' involvement in and promotion of the trial;
- security and confidentiality issues;
- drivers and barriers to further use of the card if the trial were to continue;
- patterns of gambling behaviour including an assessment using the Canadian Problem Gambling Index (CPGI); and
- demographics.

For more detail refer to *Appendix 5 – Harrison Health Research final report on survey of participants in the ChangeTracker Trial*.

The survey was independently conducted by Harrison Health Research utilising semi-structured Computer-Assisted Telephone Interviews, referred to in their report as CATI interviews. Each survey was approximately 13 minutes in length.

2.3.2 Venue staff survey

A telephone survey of venue staff was undertaken by the Project Manager in December 2009. This was a formal opportunity for venue staff to provide feedback on the trial.

The venue staff survey was divided into four sections:

- Value for the patron;
- Value for the venue;

- Determine ongoing support for the ChangeTracker trial or similar; and
- Other observations or comments.

Refer to *Appendix 6 – Venue Staff Survey Instrument* for more detail.

2.3.3 Survey of Trial Coordination Group members

All members of the trial coordination group were emailed a questionnaire in December 2009 that they were asked to return to the office of the Project Manager. Refer to *Appendix 7 – Trial Coordination Group Survey Instrument*.

Following the closing date for submissions, only three out of seven responses (43%) had been received and subsequent requests to the group resulted in no further submissions.

Members of the Trial Coordination Group were asked to provide feedback under the themes of:

- Value for patrons and venues;
- Trial coordination group;
- Suggestions for improvements; and
- Final comments.

2.4 Stage 4 - Reporting

Reporting commenced in September 2009. An analysis of each of the three survey results was undertaken and form the next section in this report.

3. EVALUATION

An evaluation framework was designed to answer the following three questions regarding the ChangeTracker card:

- Is there value for the patron in the card?
- Is there value for the venue in the card?
- Is the behavioural impact of the trial consistent with the Working Party's goal of responsible gambling?

A copy of the evaluation framework is provided in Appendix 8 – Evaluation Framework.

This section presents the outcomes from the three evaluation components:

- Patron survey;
- Venue staff survey; and
- Survey of Trial Coordination Group members.

3.1 Patron survey

Of the 26 trial participants registered with DTF, 6 claimed they had no knowledge of the card when contacted by Harrisons. Consequently 20 people were interviewed, each of whom has been sent a \$50 Coles Group and Myer gift voucher by way of thanking them for their input.

The sample obtained from the research (n=20), does not allow for any statistically valid conclusions to be drawn from the research. It does provide some indicative directions for potential improvements to the ChangeTracker card and some insight into the drivers for take-up.

3.1.1 Existing gambling behaviour

The 20 respondents to the survey gambled with varying frequencies. Almost half of the respondents claimed to gamble once or twice a week or more, four every two weeks, three about once a month and three less often than monthly.

Despite the small number of respondents in this survey, the Canadian Problem Gambling Index (CPGI) has been calculated as required by the RGWP's trial guidelines, with the distribution of results represented below in *Figure 13: Canadian Problem Gambling Index distribution of survey respondents*. Broadly, the trial captured a range of gamblers, with the majority being non to low risk gamblers (according to the Canadian Problem Gambling Index, CPGI).

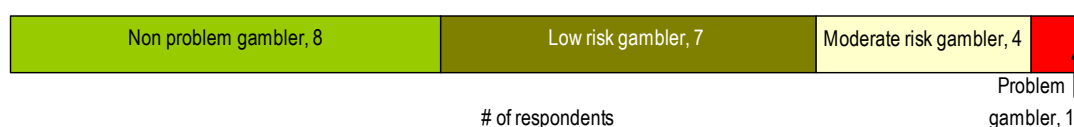


Figure 13: Canadian Problem Gambling Index distribution of survey respondents

Given the small samples reported, the overall results have not been analysed by CPGI results. Rather, the information is available as an appendix to the Harrison Report.

3.1.2 ChangeTracker card use

Of all 20 respondents, 14 (70%) had used the ChangeTracker card at least once. Eleven (61%) said that they had used the card more than once, with only 8 (40%) claiming to have used the card for each cash to coin transaction. Generally, patrons filled out the card themselves rather than relying on venue staff.

Of the 11 respondents using the card multiple times, 7 recorded a budget limit on the card. Of these 7 respondents, 3 reached the budget limit in any one week or fortnight. The remaining 4 did not reach the limit in any one time period. The individual comments of the 3 who reached their budget limit were (p9 of Harrison's final report attached as Appendix 6 – Venue Staff Survey Instrument):

"I'm OK with that because it's the amount that I allowed myself to spend and it's a way of reminding myself to keep on track."

"It makes you very aware of what you are spending, I went over the budget a couple of times probably because I had a couple too many drinks."

"OK because I didn't go over it."

Figure 14: Comments from patrons who reached their budget limit.

There were 6 respondents that had never used the card, or approximately 30% of all respondents. A further 10 respondents (50% of the total) did not use the card on every occasion. The top four reasons given by these 16 respondents were:

- they had not been gambling since receiving the card (mentioned by 7 respondents);
- they had not been near the area/venue to use it (3 respondents);
- had no money to spend (2 respondents);
- had forgotten to take/use it (2 respondents).

There is the possibility that the 6 respondents which had never used the card joined the trial simply to receive the free gifts. This is certainly not unheard of in other trials with similar incentives on offer.

3.1.3 Attitudes towards the ChangeTracker Card

A series of statements were read to respondents regarding attitudes to the ChangeTracker card and they were asked to indicate their level of agreement or otherwise with each statement. A scale of 0 to 10 was used, where 0 is strongly disagree and 10 is strongly agree. The statements and mean scores are presented in Figure 15 below (p10 of Harrison's final report attached as Appendix 6).

The findings regarding attitudes towards the ChangeTracker card revealed that the respondents agreed the card was user-friendly but not sufficiently useful in managing their gaming expenditure and did not encourage most participants to want to use the card after the trial.

Statement	Mean score
The ChangeTracker card was easy to understand	8.8
The instructions in the leaflet were easy to follow	9.0
You would continue to use the ChangeTracker card after the trial	5.3
You used the card every time you went to the gaming venue	6.9
The card helped you to manage expenditure on gaming	5.1
It was easy to decide on a budget limit	8.8
It was good to have a reminder when getting close to your budget limit	9.0

Figure 15: Patron attitudes to the ChangeTracker card and mean scores (0=strongly disagree and 10=strongly agree).

3.1.4 Drivers of take-up

Respondents were asked what it was about the ChangeTracker card that attracted them to try and use it. This question was included to identify the 'unprompted drivers' of take-up. Multiple responses were allowed in responding to this question.

An interest in tracking money spent on gambling was the key driver for joining the trial, which means offering the service and generating awareness appears to be an enticement in itself.

Promotion of the trial by gaming staff also appeared to play a role in encouraging participants to join the trial. When asked specifically about the impact of promotional materials, most respondents did note 'some' degree of impact from these but the majority were also influenced by the incentives offered.

When asked specifically of their impressions of the promotional material, the gift bag was well received (noted by 50% of respondents). A further 3 respondents

said the promotional material was effective, particularly mentioning the \$50 incentive available to those who completed the telephone survey at the end of the trial. It is clear that the majority of people who trialled the ChangeTracker card were influenced by these incentives.

Several deterrents to take up were also identified. The most prominent barrier to take up was the 'brightness' of the promotional bag (although only noted by 3 respondents). The transparent bag was also a deterrent (used to package together the orange promotional bag, free gifts and information about the trial and labelled with a member number). Respondents perceived the promotional materials identified them as a problem gambler to others.

3.1.5 Likes and dislikes of the card

There was a perception that the ChangeTracker card was 'pretty good' or 'a good idea', but no specific 'likes' were mentioned.

When asked what they disliked about the card, the most common response was 'nothing', mentioned by 10 respondents. The only specific dislikes that were mentioned were: being self-reliant in tracking money spent and having to fill it in themselves (3 respondents), remembering to fill it in (2 respondents) and carrying the card everywhere (1 respondent).

When asked if they had any suggestions for improving the ChangeTracker card to increase its value, half of the respondents provided a suggestion, while half found it acceptable in its current form. Suggestions centred primarily on the brand name of the card, with four respondents suggesting that the existing name "meant nothing to them".

Another more common suggestion was to change the system to a 'swipe card' or 'self tracking' system.

3.1.6 Branding

When asked about the suitability of the ChangeTracker name in persuading patrons to use the card, responses were mixed, with some perceiving it as suitable and others not. The few recommended changes to the name included "Spend Tracker", "Budget Tracker" or "Gamble Track".

3.1.7 Lessons learned

The incentives (both the gift bag and the financial incentive for participating in the research phase of the trial) were a strong influence on whether or not people participated in the trial.

A 'limitation' of the ChangeTracker card noted by a number of respondents was the need to 'self monitor'/'fill in' the ChangeTracker card, with a common suggestion for automating this process with a 'swipe card' system. The brand name was also criticised by half of the sample, with several other suggestions provided that appeared more 'obvious' to respondents.

Overall, the findings appear to demonstrate that the ChangeTracker card was user-friendly but not sufficiently useful in managing gaming expenditure nor did it encourage the majority of participants to want to use the card following the trial.

Harrisons has recommended the following:

"The ChangeTracker card not be implemented at a future date unless the issues raised by the gamblers who trialled the card are incorporated. In particular, this includes automated swipe cards which are also transferable to other venues and promotional material which is less obvious in identifying the participant as a gambler" (p5)

3.2 Venue staff survey

A total of thirteen telephone interviews were completed, representing eleven of the trial venues.

Six out of twelve venues (50%) reported one or more patrons participating in the trial. The remaining six venues were not required to comment on the majority of questions listed under 'value for patron' due to having no trial participants. The exception being the question regarding recruitment of patrons into the trial (this is clearly identified in the text).

3.2.1 Value for the patron

The following describes the results of the venue staff survey: for those venues reporting one or more patrons participating in the trial (staff interviewed n=6 and venues represented n=5). Note that one of the venues successful in recruiting patrons into the trial did not complete the survey.

Staff reported that patrons seemed to be attracted to the trial mostly by the 'Free gift bag' (67%) and by 'promotion by venue staff' (33%).

Staff members were asked to indicate (unprompted) what they thought patrons liked and disliked about the card. Overall, staff had little to say about the card. Positive perceptions were that they thought patrons saw the card was 'easy', 'straight-forward' and 'discreet'. 'Keeping track' was noted by one staff member as a clear benefit. In terms of what patrons disliked about the card, one staff member thought that the 'novelty wore off after a few times and people couldn't be bothered'. Another suggestion was that patrons 'didn't like people watching them'. Another staff member indicated that the timeframe on the card of a fortnight was too short.

When asked whether they had observed patrons using the ChangeTracker card more than once, 57% of staff agreed they had. It is unclear whether such observations were made during a single gaming session or over multiple visits to the venue due to the inadequate wording of the survey instrument.

There was agreement amongst all staff that the card was easy for patrons to understand and there were no reports of staff needing to explain the card in more detail following their first discussion. This raises the question of whether the card was self-explanatory or whether patrons simply did not seek help.

In terms of usefulness of the card, 67% of staff thought the card was not particularly useful to patrons, with one staff member (17%) unsure of its usefulness. Staff were equally divided over whether they thought patrons would have used the card if they did not receive the free gift bag.

Only 50% of staff indicated that they had filled in the ChangeTracker card for their patrons. This had occurred most often on the first occasion (n=2), but there was never any negotiation about the setting of a budget in these cases.

With regard to recruiting patrons into the trial, staff across 11 trial venues that participated in the venue survey (n=13) were asked to nominate whether they had approached people to participate or had simply relied on the promotional material. Of these 13, 62% (8 staff members) indicated they had actively tried to recruit patrons, all of them identifying that many patrons had refused to participate. The range of refusals received was estimated to be somewhere between 37 to 62 patrons. The reasons offered for refusing to participate were cited as:

- Do not like the idea of someone watching and recording transactions;
- Not interested;
- Seen as an invasion of privacy;
- Cannot not relate to the card i.e. 'felt it was not necessary for them, they are in control';
- It is a sensitive issue with patrons.

3.2.2 Value for the venue

The following section reports on the results of the staff survey with regard to the value that the venue has derived from the trial. The results in this section are reflective of the total 13 respondents.

Almost 70% of staff (9) were surprised by the number of people participating in the trial. The surprise was the lack of uptake, with the majority of staff expecting more people participate, if at least to be tempted by the gift bags.

One staff member commented that although initial uptake had met her expectations, after the first influx of participants, there were no more patrons willing to participate. She reflected that 'it was if the idea didn't grow on them, that no matter how many times they saw the banner or pamphlets, it still did not interest them'. This certainly raises questions about the intrinsic value of the card.

Staff were equally divided on whether the trial provided any value to the venue, with only one staff member unsure. These results correlate to the division of venues who were successful in recruiting patrons and those that did not. It is no surprise those venues that were unsuccessful in recruiting patrons into the trial found little benefit in being involved.

The benefits were largely stated in terms of patron benefits that in turn gave rise to some value for the venue. Actual benefits to the venue were only raised by two staff members who stated:

'it was good to talk about with staff and to discuss how they should interact with patrons ...there was no negative feedback from my staff' and there was 'no harm in giving it a go'.

The venues that actively and successfully recruited patrons into the trial overwhelmingly agreed that the trial was a positive experience for them and their staff. Not one person disagreed, although the remaining staff from venues that did not recruit any patrons into the trial not surprisingly indicated this question was not applicable to their circumstances.

3.2.3 Ongoing support

Almost 70% of all staff interviewed agreed they would be willing to take part in a similar pre-commitment trial in 2010, including staff from venues that did not have patrons participating in this trial. In total, only 2 venues declined to participate in any subsequent trials.

3.2.4 Other comments by staff

On the topic of improving the process of the trial or the card itself, staff feedback was mixed. Some wanted a more casual trial, with less focus on staff needing to promote the trial.

One suggestion was that someone from DTF sell the concept to patrons because they were reluctant to push their own relationship with their patrons. At least two other staff thought that more people might try the card if it did not have to be returned, eliminating the fear of being watched.

A more user friendly approach, albeit a little more structured for staff, came to light when one staff member suggested the use of slogans by staff to communicate the concept of the card. For example, the Trial Coordination Group could devise a set of slogans similar to the tagline used in the current trial that could clearly communicate the intent of the card or trial. It was suggested that this approach would be less threatening to customers. This suggests that this staff member (and possibly others) were not particularly confident in discussing how to use the card or explaining what the trial was about to their patrons. Another staff member commented, however, that more active promotion might be too intimidating for patrons.

At the other end of the scale, one staff member suggested that no incentives be offered in a subsequent trial. They felt the gift bag was more attractive than the card itself, which attracted patrons not necessarily interested in the card.

3.2.5 Lessons learned

Initial expectations of venue staff were not fulfilled, with the majority of staff surprised by the low numbers of patrons participating in the trial. Little was said regarding the value of the trial to the venue, with staff identifying the benefits to patrons as a positive influence for the venue.

Staff perceived the greatest deterrent to patron participation to be the perception of a loss of privacy within the venue. Staff questioned the intrinsic value of the card, with the majority believing that the free gift bag was the main motivation for patrons signing up to the trial.

3.3 Survey of Trial Coordination Group members

The following is a reflection of the observations made by the three members of the group who completed the questionnaire. Due to the poor response rate no conclusions have been drawn, rather the observations are presented for interest only.

3.3.1 Value for patrons and venues

The perceived benefits to patrons were thought to be the ability to monitor spend against a budget, raising awareness of limit setting and the free gift bags. It was also suggested that the ChangeTracker might be used or applied in other areas of money management besides gambling.

For venues participating in the trial, possible benefits were noted as:

- providing a positive opportunity for venues to demonstrate good customer service;
- demonstrating positive activity in terms of the requirements of the new Responsible Gambling Codes of Practice;
- demonstrating that the 'setting and sticking to limits can be managed in a way that is practical, easy to understand' and importantly, showing that it does not have to be onerous on gaming staff; and
- providing an avenue for monitoring patron spend in a non-threatening way.

Members of the Trial Coordination Group did not report any negative outcomes for patrons or venues.

Although the Trial Coordination Group had set a target of recruiting 50 patrons into the trial, the final number was under 30. This was not surprising for the three respondents, who agreed that people within gambling venues are generally fairly sceptical of being tracked. It was also the first time such an initiative was trialled in small hotels and clubs in South Australia and at a time when venues were trying to meet new compliance regimes in relation to responsible gambling.

The experiences of other pre-commitment trials were noted by one member, in particular the pattern of recruitment over time whereby recruitment in such trials has shown to slow or plateau after the initial influx of participants. This was certainly noted by one venue staff member, who commented that after the initial sign-up, no further patrons could be convinced to participate i.e. *'it was if the idea didn't grow on them'* (refer to comments made previously under section 3.2.2).

A final comment made by one respondent was the following:

'While (the trial) didn't achieve required numbers it was useful in gaining a better understanding of what works etc. There was and still is value in this style of initiative for small venues.'

3.3.2 Trial coordination group

There were differing views as to whether the Trial Coordination Group worked effectively. Two out of the three respondents said the group worked effectively without qualification. The third said the group worked effectively in some ways but not others. This respondent raised the following observations to support their view that the group was not as effective as it could have been:

- Inconsistent attendance at meetings by some members of the group hinted at a lack of commitment to the project by some;
- General sense that the group lacked energy or motivation;
- Consistent lack of time for members to adequately consider materials outside of meetings which gave the impression that the process was being rushed;
- Insufficient resource allocation for project management which was managed on 2 days per week throughout the entire process. This was not feasible, particularly as the project gathered momentum.

There were differing views again over whether individuals felt they had adequate influence over the trial. Two of the three members felt their input was adequate, the third did not.

All respondents said they would continue their involvement with the Trial Coordination Group in the event that a second trial of the ChangeTracker, or similar, be implemented during 2010.

3.3.3 Suggestions for improvements

To improve the process one member suggested an increase in resources, allowing for greater flexibility in project management. This could encompass adequate one-on-one time between the Project Manager and Trial Coordination Group members, possibly addressing some of the issues mentioned above. Increased progress reporting to the Trial Coordination Group during implementation of the trial was also requested.

One suggestion for increasing patron participation in future trials included using a 'community development approach' (2 respondents). It was suggested that the project manager in consultation with venue staff identify and work closely with key people (possibly even patrons) who either have the existing skills or require training to actively recruit patrons into the trial.

A community development approach would require substantial financial resources and time by both a trial manager and venue staff. The financial cost of such a process would not necessarily reveal anything more about the ChangeTracker card or similar manual pre-commitment models.

Another suggestion was that the Project Manager have greater direct engagement with patrons and greater regular engagement with venues.

Two respondents suggested that the name of the product be changed. One suggestion was to seek the views of the patrons who participated in this trial and ask them about what would work for them.

The Trial Coordination Group as a whole discussed a name change at its meeting in December 2009. With the benefit of hindsight the group agreed that the use of the word 'tracker' in the name may have had a negative influence on patrons. It may even have given the impression that they were being monitored by the venue, rather than the intended interpretation of personal tracking. The word 'change' may have deterred patrons also in suggesting that they need to change somehow, but this is less of an issue.

3.3.4 Lessons learned

Due to the small response rate, the comments by the three respondents cannot be said to be representative of the whole Trial Coordination Group but does provide insight into individual views.

The effective management of any Trial Coordination Group requires time. The resources allocated to project management in this instance were not sufficient to meet the needs of all of the members of the group and was reflected in a lack of cohesion within the group.

The 0.4 FTE (15 hours per week) appointment of a project manager was insufficient within the initial 6 month timeframe proposed, although the trial was stretched to 9 months to allow for more attention to detail in the first stage of the trial. More focussed attention on the needs of Trial Coordination Group members may have enhanced member commitment to the trial, adding to overall cohesion of the process.

3.4 Future strategies

The conclusion of the ChangeTracker trial has inspired the Trial Coordination Group to look at other ways to (a) apply the remaining materials produced for the ChangeTracker trial (cards, gift bags, banners etc) and (b) to evolve the concept of the card.

In addition, during the development and evaluation phases of the trial, suggestions were offered by others. In particular, some sections of the Gambling Help Service industry have expressed an interest in using a similar pre-commitment card in a therapeutic setting (i.e. raised in consultation with Anglicare and Relationships Australia).

There is potential to evolve the concept of the ChangeTracker card into a tool that could be used by customers of Gambling Help Services when they visit gaming venues. This tool could assist in tracking the clients gaming spend and as a basis for discussions with their gambling counsellor. Further investigation of this option would necessarily involve considerable consultation with gambling counsellors and their clients.

Figure 16 below presents the suggestions about further strategies for using the card to encourage further debate and discussion.

Given the finding from the patron survey that the ChangeTracker card was not sufficiently useful in managing gaming expenditure nor did it encourage participants to want to use the card following the trial, the current form of the card is not considered particularly useful for patrons in-venue. It could also be possible that there was no intrinsic value in the card for patrons. It may also be that patrons do not identify with tracking or pre-commitment in relation to their gambling on EGMs.

Figure 16: Possible future strategies for Change Tracker Card concept

Use of large-scale advertising for the targeted recruitment of patrons	<p>Advertise the commencement of a new trial in Statewide newspapers and / or local community newspapers. Participants can only be recruited via a central point and all trial materials will be posted to the participant.</p> <p>The advantage of targeted recruitment via mass media is the potential for recruiting higher numbers of participants. This could allow for the analysis of statistically relevant data and provide additional insight into the target group and applicability of the card.</p> <p>An increase in sample size may not add any value to the feedback already received and the main disadvantage to this option is cost.</p>
Therapeutic use- Gambling Help Services	<p>Gambling Help services provide the card to clients to use when playing gaming machines. The card becomes a tool for the client to track their spend and as a basis for discussions with their gambling counsellor.</p> <p>Advantages are a targeted and strategic use with therapeutic support and regular monitoring with target group. Outcomes can be measured</p>

Coin cup giveaways	<p>Place the ChangeTracker card into the coin cup of every gaming patron that changes cash for coin at the counter, over a specified timeframe.</p> <p>The advantage of this approach is that more people within the venue will see the card, which may prompt more people to try it. Again, an increase in sample size may not necessarily reveal any more about the value of the card to patrons.</p> <p>The disadvantage is that the majority of cards are likely to end up in the bin or become litter on the venue floor. This approach was employed as part of a gambling awareness week activity a few years back with the Gambling Helpline card and anecdotal reports were that the cards became litter. The strategy was seen to be ineffective in raising awareness of the helpline number. It would also be difficult to measure the outcomes of such an approach.</p>
Coin cup – receipt concept	<p>Similar to preceding but card is redesigned to be closer to coffee club loyalty card concept – one sided with \$5 values in boxes and staff stamp relevant number of boxes coinciding with cash exchanged. A card could be stamped for every exchange and dropped into the cup, acting as a receipt. Over a specified timeframe, every gaming patron would receive the card.</p> <p>The advantage of this approach is that all patrons will receive the cash exchange record.</p> <p>The disadvantages mirror those identified above (thrown away, rubbish on floor, difficult to measure outcomes)</p>
Free gift bag giveaways	<p>Hand out free gift bags at selected venues to every gaming patron over a specified timeframe.</p> <p>This strategy has the potential to raise awareness of the product in a limited time and within a confined location. This would need to occur in a new venue not included in the current trial.</p> <p>As above, it is uncertain any added value would be received in re-trialling the current product. It would also be difficult to measure the outcomes of such an approach.</p>

Figure 17: Possible future strategies for Change Tracker Card concept

4. CONCLUSIONS

The trial of the ChangeTracker card successfully engaged 20 patrons in 6 venues in regional and metropolitan South Australia. A further 6 patrons had joined the trial but did not recall doing so when contacted by the research team.

The objective of the trial was to determine the usability and applicability of the ChangeTracker card as a means for supporting voluntary player tracking and pre-commitment. The objectives have been met through the successful recruitment of patrons into the trial and an evaluation of their feedback following live testing of the card.

Overall, the experience of the trial was positive for patrons and venue staff. There were no reported negative outcomes of the trial.

Patrons were mostly engaged in the trial through targeted recruitment by the venue staff. Whilst the promotional material played a role in encouraging patrons to participate, the strongest influence on whether or not people participated in the trial were the incentives (i.e. the free gift bag and a financial reward for completing the research phase).

Privacy was an issue for patrons and venue staff alike. Venue staff reported a substantial number of patrons refusing to participate in the trial due to privacy issues. Staff within some venues chose not to actively recruit patrons into the trial for this reason.

Overall, patrons viewed the ChangeTracker card as user-friendly but not sufficiently useful in managing gaming expenditure nor did it encourage the majority of participants to want to use the card following the trial.

Upon reflection of the research questions the card was generally not of value to the patron or the venue and in the absence of any behavioural impact from the trial, it did not meet the Working Party's goal of responsible gambling.

There is potential for the card to be applied within a therapeutic setting, to assist people in counselling for their gambling. Some sections of the gambling help industry have expressed an interest trialling the card (or similar application), which warrants further investigation.

It is recommended that the ChangeTracker card not be implemented further within gaming venues in its current format or without addressing the issues raised by trial participants.

Appendices

[this page intentionally left blank]

Appendix 1 - Initial Design Options Presented By Whitford Marketing

How to use your SpendCheck card

Keep track of your gaming spend every time you change notes for coin. SpendCheck helps you set your own private spend limit...and stick to it! Simply hand your SpendCheck card to the cashier whenever you change notes to coin – it's that easy!


Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499

Gambling HelpLine - 1800 060 757

SPEND *Check*

Keep track of your gaming spend and stay in charge!



Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your SpendTracker card

Keep track of your gaming spend every time you change notes for coin. SpendTracker helps you set your own private spend limit...and stick to it! Simply hand your SpendTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499

Gambling HelpLine - 1800 060 757

SPEND *Tracker*

Keep track of your gaming spend and stay in charge!



Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it! Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499

Gambling HelpLine - 1800 060 757

CHANGE Tracker



Keep track of your gaming
spend and stay in charge!

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it! Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!


Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499

Gambling HelpLine - 1800 060 757

CoinTracker

Keep track of your gaming spend
and stay in charge!



Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it!
Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 1800 2499

Gambling HelpLine - 1800 060 757



ChangeTracker

Keep track of your gaming spend and stay in charge!

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it!
Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 1800 2499

Gambling HelpLine - 1800 060 757



ChangeTracker

Keep track of your gaming spend and stay in charge!

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it!
Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____
If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499
Gambling HelpLine - 1800 060 757

ChangeTracker



Keep track of your gaming spend and stay in charge!

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							


Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it!
Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____
If found please return to Gaming Care, PO Box 3092,
Rundle Mall SA 5000 or call 8100 2499
Gambling HelpLine - 1800 060 757

ChangeTracker



Keep track of your gaming spend and stay in charge!

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing / / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

How to use your ChangeTracker card
 Keep track of your gaming spend every time you change notes for coin. ChangeTracker helps you set your own private spend limit...and stick to it! Simply hand your ChangeTracker card to the cashier whenever you change notes to coin – it's that easy!

Member ID _____ Venue ID _____

If found please return to Gaming Care, PO Box 3092, Rundle Mall SA 5000 or call 8100 2499

Gambling HelpLine - 1800 060 757

CHANGE Tracker



Keep track of your gaming spend and stay in charge!

Week commencing ____ / ____ / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Week commencing ____ / ____ / 2009

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							
5							
6							
Total							

Appendix 2 - Expenses Report

ChangeTracker expenses

Trial and evaluation funded under a partnership between the Commonwealth Government (through the Department of Families, Housing, Community Services and Indigenous Affairs) and the South Australian Government (through the Department of Treasury and Finance).

Administration and travel	\$551
Card and promotional material	\$13,285
Evaluation surveys	\$5,300
Incentive bags and vouchers	\$1,654
Project manager salary	\$28,255
TOTAL	\$49,044

In-kind support:

Money Minded calculators	\$833
--------------------------	-------

Appendix 3 - Working Party requirements for the conduct of trials

5 CONDUCT OF TRIALS

The Working Party is committed to supporting trials by industry participants of player tracking systems, in particular the cashier-assisted card and the venue card models. Any trial supported by the Working Party will be subject to the arrangements outlined in this section.

Rules of Engagement

The purpose of the rules of engagement is to ensure the impartiality, fairness and probity in all dealing in respect to proposed trials by industry proponents.

The Working Party and its secretariat will in relation to proposed trials by industry proponents conduct themselves with integrity and in a manner, which is, and is perceived to be, in accordance with the following guidelines.

- ☐ Industry proponents are treated fairly and impartially.
- ☐ Confidential information provided by industry proponents is to be treated in a confidential manner and in particular will not be disclosed to competitors. Confidential information includes any information specifically identified by the proponents as confidential and not in the public domain.
- ☐ The Working Party and the secretariat will not attempt to seek or accept personal gain arising from the proposed trials.
- ☐ The Working Party and secretariat must exclude themselves from Working Party deliberations where their involvement would give rise to potential or perceived conflict of interest. Involvement with a peak body is not by itself considered to be a potential conflict of interest.
- ☐ The Working Party will maintain records of its deliberations and will submit to the Minister for Gambling reports of its activities.
- ☐ Media statements about the Working Party's involvement must not be made by industry proponents unless approved by the Chair of the Working Party.

Submission and Assessment of Proposals

Industry proponents may submit proposals for player tracking and pre-commitment trials to the Working Party. The Working Party will not support or become involved with a proposed trial unless it meets all of the essential minimum criteria.

Industry proponents interested submitting a proposal to the Working Party can contact the secretariat. The contact details are below:

contact officer: Kym Della-Torre
Director, Gambling Policy

e-mail: rgwp@saugov.sa.gov.au

mail: Responsible Gambling Working Party
C/- Department of Treasury and Finance (Level 8)
GPO Box 1045
Adelaide SA 5001

Industry proponents should direct all discussions and correspondence about the proposal to the contact officer.

The proposal must indicate acceptance of the Rules of Engagement, the Purpose and Approach, and must address the Essential Minimum Criteria.

The Essential Minimum Criteria were first set out in the Working Party's first progress report. The table below outlines the Essential Minimum Criteria and the Working Party's interpretation in relation to assessing trial proposals.

Cost-effective	The proposed trial must be sustainable within the context of industry and venue viability. The industry proponent must <u>fund</u> the implementation of any trial. There will be no funding for the operation of the trial available from the South Australian Government.
Evidence-based	The proposed trial must built on the principles outlined and published by the Working Party in its Progress Reports. The industry proponent must support the trial being subject to evaluation determined by the Working Party.
Flexible	The proponent must be willing to work with the Working Party to adjust the implementation during the trial.
Informed choice	The proposed trial must enable the principle of informed choice by customers.
Integrated	The proposed trial must be integrated with existing industry responsible gambling programs and endorsed by the relevant agency.
Long-term	The proponent of the proposed trial must be willing to extend the trial to full operation, if the evaluation by the Working Party considers the trial to be successful.
Privacy	The proposed trial must comply with Commonwealth Privacy Principles.
Simple	The proposed trial must offer a simple customer interface so that social gamblers are not deterred or inconvenienced (particularly important for tourism).
Variety	All industry participants are encouraged to submit a trial proposal to the Working Party.
Voluntary	The proposed trial must be voluntary for the customer to take up. No venue will be compelled by the Working Party to participate in a trial.

Successful trial proposals will be published on the Working Party's internet site. Acceptance of a trial by the Working Party is non-exclusive. The Working Party reserves the right to be involved with other trials that are submitted at any time.

Purpose and Approach

The purpose of conducting trials is to learn about the effectiveness of player tracking and pre-commitment as tool for venue customers to better manage their money in relation to gambling and as a tool for harm minimisation.

The Working Party will not endorse commercial products. The Working Party, however, will use the learnings from all supported industry trials to inform its advice to the Minister for Gambling.

The Working Party has adopted the following research approach to evaluation:

- ☐ the purpose of the evaluation is increase knowledge about the impacts of the operation of player tracking systems.
- ☐ the evaluation should be conducted independently from the industry proponent. Support for the evaluation may be sought from the Independent

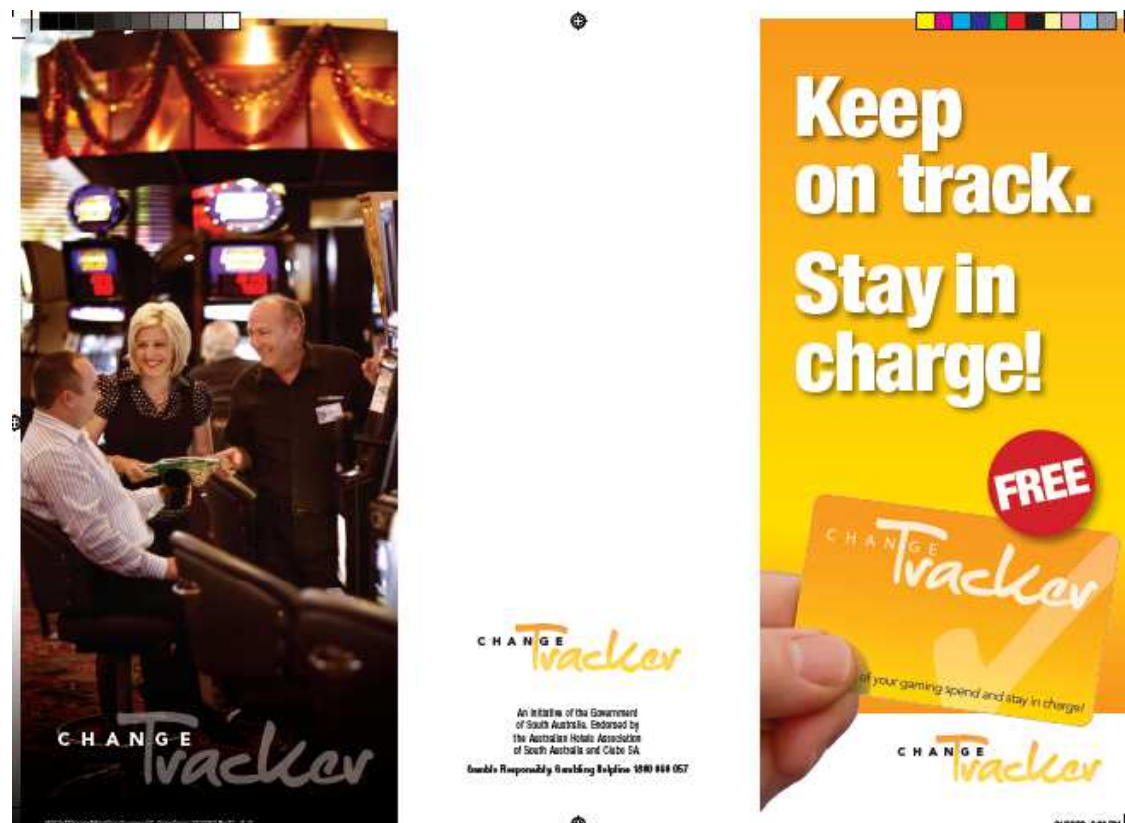
Gambling Authority, Gambling Research Australia, and/or the Australasian Gaming Council.

- ☐ researchers engaged on behalf of the Working Party for the purpose of assisting in the evaluation of a trial must adhere to the highest professional, scientific and ethical standards.
- ☐ the evaluation of the trial will be published. In order to protect proprietary information or trade secrets, there may be reasonable restrictions placed on the publication of that data. Those restrictions must be agreed in advance.
- ☐ there will be no limitations placed on the use by the South Australian Government and the Working Party of the evaluation, and associated working papers, of the trial by the industry proponent or the researchers engaged.

Excerpts from RGWP *Second Progress Report June 2008* (available at www.treasury.sa.gov.au/responsiblegambling)

Appendix 4 – Examples of ChangeTracker Promotional Materials

Brochure and application form (DL 6 page format)



(outside view)

ChangeTracker is the simple way to help set your own gambling budget... and stay within its limits! Discrete and totally private, ChangeTracker fits securely inside your purse or wallet, as it helps you keep track of how much money you actually spend playing gaming machines.

Completely free
ChangeTracker is completely free to use and it's available from this gaming venue - you'll find new and replacement cards right here. Why not ask a staff member for details about how to get on track with ChangeTracker today!

Easy to use
Whenever you exchange cash for coins at the Cashier booth simply hand your ChangeTracker card to the cashier. The cashier will instantly update the card and record the value of your coin purchase in the space provided - it couldn't be easier! For complete privacy you may prefer to personally jot down the information; and by noting the value of any coins bought from an automatic change machine, you'll be in charge of your gaming spend wherever you play. Simply add the total value of cash to coin conversions made on any day you play and write the amount into the space provided. At week's end, tally up any daily amounts and compare the total against the personal budget you set yourself - how easy is that!

Keeps you informed
ChangeTracker works by providing an up to date reminder of how much you have spent on gaming machines. When comparing your actual spend against your budget, you can make informed decisions about how much cash you wish to spend on gaming machine play.

Totally private
ChangeTracker protects your privacy and is completely confidential - no information is retained or disclosed by gaming venue staff. For added security, your personal details are not recorded on the ChangeTracker card so, if you misplace or lose it, there is nothing to identify the card as yours.

All the help you want
With ChangeTracker, gaming room staff can give you as much or as little help as you need, including:

- Filling out your card for you whenever you change cash for coin
- Offering a discrete, friendly reminder if you are close to your nominated budget
- Putting you in touch with free, confidential financial counselling services if you would like help to manage your finances

Get on track today
It only takes a few minutes to get started with ChangeTracker. Simply fill in the confidential application form in this brochure and hand it to a staff member in this gaming venue to receive your free card on the spot. In no time you'll be on track and in charge with ChangeTracker!

SIGN UP TODAY
Help us and receive a \$50 voucher!

ChangeTracker is being tested to ensure it offers all that you want and so we'd like your help in making it the best it can be!

If you are in the first 150 people to send for a ChangeTracker card you'll receive a bonus "gift bag" plus a \$50 Coles Myer voucher** for assisting with our market research in November 2009. You may be asked for your opinions on ChangeTracker, either by face-to-face or telephone interview or you may be asked to participate in a focus group.

Totally confidential
We'd like to know more about how and why people use ChangeTracker. But you can rest assured your privacy is of the utmost importance to us. This means the gaming venue will not retain or pass on any information about you and the collection of any personal or identifying data will be strictly in-line with the Information Privacy Principles of the Commonwealth Privacy Act 1988.

Yes...
I want this ChangeTracker card. I give my permission to be contacted by the research group to give my views on ChangeTracker. I understand that my contact details will remain confidential and will not be disclosed to any other party.

Name _____
Telephone _____
Email _____

Age group (please tick):
☐ 18 - 24 ☐ 25 - 39 ☐ 40 - 54 ☐ 55+

Please indicate which of the following you would prefer to participate in: (please tick one only)
☐ Telephone survey
☐ Individual interview at gaming venue
☐ Focus group with other patrons at gaming venue

Member number _____

* ChangeTracker is not available to persons under 18 years of age.
 ** Use of the Coles Myer voucher subject to terms and conditions determined by the Coles Myer group. Voucher is issued only to persons participating fully in research trial, not convertible to cash within gaming venue, issued at conclusion of research period, subject to identity verification.

(inside view)

X-frame banner (size 1600mmx600mm):

The image shows a vertical banner with a yellow-to-orange gradient background. At the top, the 'CHANGE Tracker' logo is displayed, with 'CHANGE' in a sans-serif font and 'Tracker' in a script font. Below the logo, the text 'Keep on track. Stay in charge!' is written in large, bold, white letters with a slight drop shadow. Underneath this, there is a block of text in a smaller, black, sans-serif font: 'Simple and quick to use, ChangeTracker puts you in charge! With ChangeTracker, you can easily and privately keep track of your note to coin conversions wherever you play. ChangeTracker... it's free and available right here. Ask for yours now!'. At the bottom of the banner, there is a photograph of a hand holding a small, yellow, rectangular card. The card has the 'CHANGE Tracker' logo and a faint background image of a hand holding a coin. At the very bottom of the banner, the text 'Gamble Responsibly. Gambling Helpline 1800 060 757' is printed in a small, black, sans-serif font.

CHANGE Tracker

Keep on track. Stay in charge!

Simple and quick to use,
ChangeTracker puts you in charge!
With ChangeTracker, you can easily
and privately keep track of your note to
coin conversions wherever you play.
ChangeTracker... it's free and available
right here. Ask for yours now!

CHANGE Tracker

Gamble Responsibly. Gambling Helpline 1800 060 757

Deposit box:



Wobbler (placed on or near ATMs and cashier desk):



Gamble Responsibly. Gambling Helpline 1800 060 757

Pocket calendar:



Useful numbers

Emergency (fire, police, medical)	000
Police (non-urgent) attendance	13 1444
Poisons Information	13 1126
Gambling Helpline	1800 060 757
Lifeline	13 1114
Directory Assistance	1223

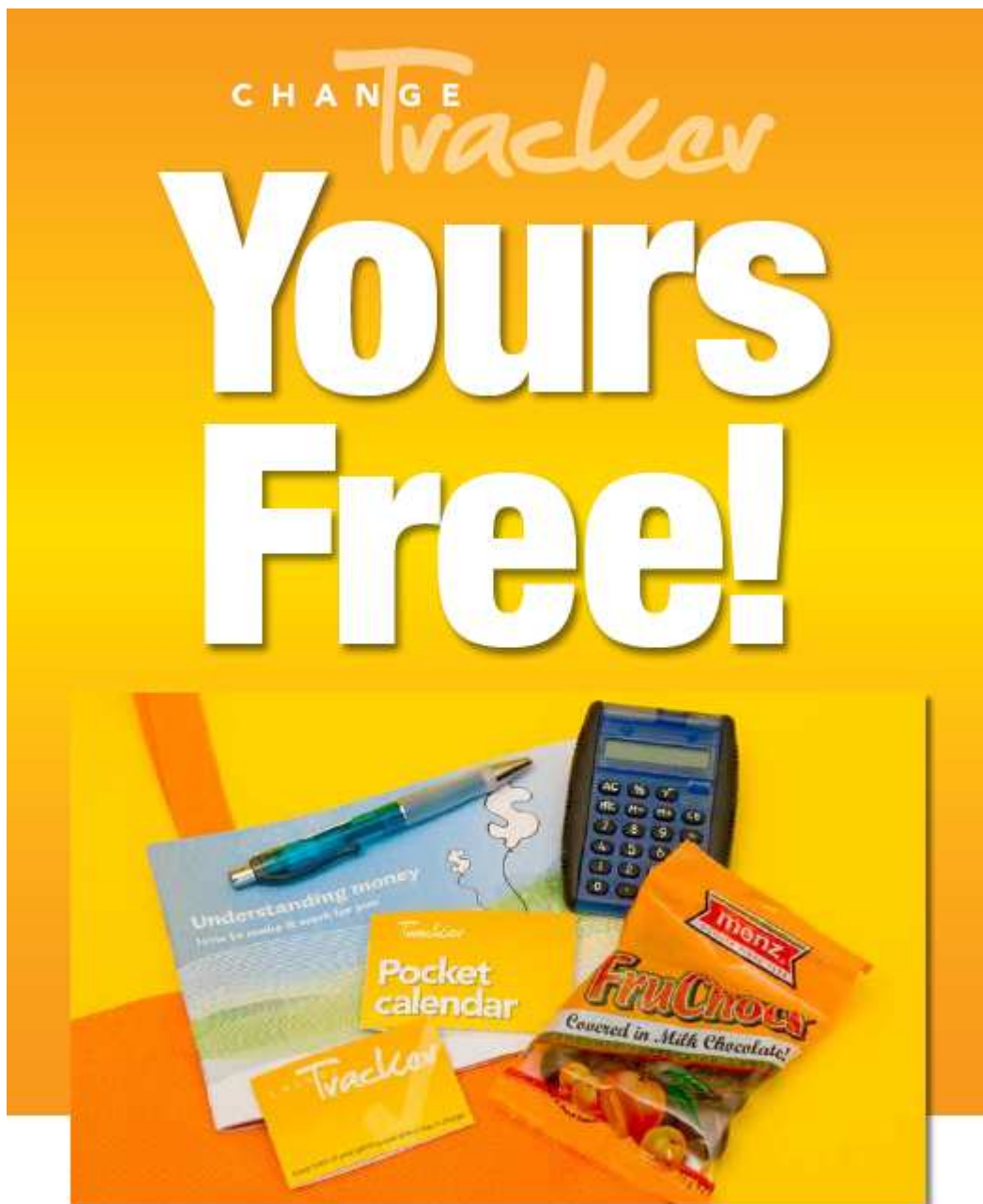
Gamble Responsibly. Don't forget your ChangeTracker.

(Outside view)

July 2009	August 2009	September 2009	January 2010	February 2010	March 2010
M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
October 2009	November 2009	December 2009	April 2010	May 2010	June 2010
M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 30 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	M T W T F S S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

(Inside view)

A4 poster advertising the free gift bag:



Sign up for a ChangeTracker card today and receive this fabulous gift bag...free! Hurry, stocks are strictly limited.

Gift bag issued on receipt of valid ChangeTracker registration. Contains one each of: ChangeTracker card, pocket calendar, "Understanding Money" booklet, pen, calculator, 75g FruChocs and carry bag. One gift bag per person. Not available to persons under 18 years. Stocks strictly limited - available on a first come first served basis.

Appendix 5 – Harrison Health Research final report on survey of participants in the ChangeTracker Trial

Research among Participants of the ChangeTracker Card Trial for DTF Final Report

Prepared for: Department of Treasury & Finance
Project #: 8070
Consultants: Frances Eltridge and Helen Fischer
Date: 21 January 2010

harrison research
health - market - social



Table of contents

Draft p.1

▪ Background	2
Background & objectives	3
Methodological Overview	3
▪ Executive Summary	4
▪ Detailed findings	6
▪ Demographics	13
▪ Appendix A - Questionnaire	16
▪ Appendix B – Tables by CPGI	21



Background

harrison research
health - market - social

Background & objectives

Draft p.3

The South Australian Minister for Gambling's Responsible Gambling Working Party is conducting evaluations of player tracking and pre-commitment trials for electronic gaming machine patrons. Two trials are technology based using loyalty systems. A third, based on the concept of a loyalty coffee card, is non-technology based involving a manual transaction. It is known as the *ChangeTracker* card trial.

The *ChangeTracker* card trial involves patrons of small venues that do not have loyalty systems, using a card to record amounts they exchange for coin. A weekly budget, the amounts exchanged in a day (up to 5 exchanges), and the total exchanged for the week can be recorded.

The intent of the card is to: assist patrons to track their spending; promote budgeting and limit setting for gaming as something which is supported by the venue; and to generate greater interactions between patrons and gaming staff.

Project Management and evaluation of the *ChangeTracker* card trial has been undertaken by the Department of Treasury and Finance (DTF) for the Responsible Gambling Working Party.

From the first week of September 2009 until the end of November 2009, the *ChangeTracker* card was trialled at twelve venues in a range of locations:

- 7 in the Riverland.
- 2 in the Port Adelaide / Largs Bay area.
- 1 each in Hackham, Willunga and Strathalbyn.

When people signed up for the *ChangeTracker* card trial, they received a small gift bag containing a calculator, pen, information to assist personal budgeting and some Fruchocs. They receive their first card with this gift bag, with subsequent cards available from the venues. People participating in the trial were invited to enrol in an evaluation for which they would receive a \$50 voucher. All trial participants were advised that completed cards that they returned to the venue, would be collated as part of the evaluation process.

Harrison Research was commissioned to undertake a participant survey for the trial evaluation. Various elements were evaluated, including communications, the usage patterns and perceived usefulness of cards themselves, the venues' involvement in and promotion of the trial, security/confidentiality issues, drivers and barriers to using the card and suggestions for improvements.

Methodological overview

The research objectives were addressed using a series of 20 semi-structured CATI telephone interviews with those who had completed the trial period. Each survey was approximately 13 minutes in length. Please refer to the Questionnaire in Appendix A for the instrument used in this research.

The list provided by DTF to undertake the post-evaluation research showed 26 people had participated in the *ChangeTracker* card trial. Of these, 6 claimed they had no knowledge of the card when they were contacted to participate in the research phase. Consequently 20 people are included in the research, each of whom has been sent a \$50 gift voucher by way of thanking them for their input.

Precursory note: The small sample size available for analysis in this report is not large enough to provide a statistically robust reflection of effectiveness of the trial. Hence, the results obtained from these data are indicative only.



Executive Summary

harrison research
health - market - social

Executive Summary

Draft p.5

■ This project was commissioned by the Department of Treasury and Finance (DTF) to input into the evaluation of the ChangeTracker card trial. The card provides a means for people who wish to engage in gaming to monitor and manage their gaming spend by setting a budget and keeping track of money exchanged for gaming coins.

■ The sample obtained from the research however (n=20), does not allow for any statistically valid conclusions to be drawn from this research. It does however, provide some indicative directions for potential improvements to the ChangeTracker card if it is to be introduced in future.

■ Broadly, the trial captured a range of gamblers, with the majority being non to low risk gamblers (according to the Canadian Problem Gambling Index, CPGI).

■ Most used the ChangeTracker card, even if only once. Approximately half used it on every cash to coin transaction and four were still using the card at the time of interview.

■ The findings regarding their attitudes towards the ChangeTracker card revealed that the card was user-friendly but not sufficiently useful in managing their gaming expenditure and did not encourage most participants to want to use the card after the trial.

■ The key driver of take up was a pure interest in tracking money spent on gambling – hence, offering the service and generating awareness appears to be an enticement in itself. Promotion of the trial by gaming staff also appeared to play a role in encouraging take up. When asked specifically about the impact of promotional *materials*, most respondents did note 'some' degree of impact from these but the majority were also influenced by the incentives offered.

■ Several deterrents to 'take up' were also identified. The most prominent barrier to take up was the 'brightness' of the promotional bag/materials and its transparency which, when they took one, was perceived as identifying them as a problem gambler to others. This suggests the need for a more subtle approach in developing suitable materials 'taken away' by participants in any future ChangeTracker card.

■ Another 'limitation' of the ChangeTracker card noted by a considerable number of respondents was the need to 'self monitor'/'fill in' the ChangeTracker card, with a common suggestion for automating this process with a 'swipe card' system. The brand name was also criticised by half of the sample, with several other suggestions provided that appeared more 'obvious' to respondents.

■ Based on these findings, it is recommended that the ChangeTracker card not be implemented at a future date unless the issues raised by the gamblers who trialled the card are incorporated. In particular, this includes automated swipe cards which are also transferable to other venues and promotional material which is less obvious in identifying the participant as a gambler.

harrison research
health - market - social

Detailed findings



harrison research
health - market - social

Existing gambling behaviour

Draft p.7

Broad gambling behaviours

The 20 respondents to the survey gambled with varying frequencies. Almost half of the respondents claimed to gamble once or twice a week or more, four every two weeks, 3 about once a month and three less often than monthly.

Respondents were asked to indicate how often they bet more than they can really afford to lose.

Of the 20 respondents, 12 claimed to never spend more than they could afford to lose, three did rarely, four sometimes and just one respondent did so often.

When asked how often they needed to gamble with larger amounts of money to get the same feeling (as per CPGI questions), 15 of the 20 said 'never', 4 'rarely' and one 'often'.

Respondents were then asked how often they have gone back another day to win back money lost in the previous session. Of the 20 respondents, 18 claimed to never go to win the money back, one sometimes and one often.

When asked how often they have borrowed money or sold anything to get money to gamble, 18 said 'never', one respondent did 'rarely' and one 'sometimes'.

In the last 12 months, 15 of the 20 respondents claimed to never have felt that they might have a problem with gambling, four rarely and one often.

Just one respondent claimed to often experience health problems (including stress and anxiety) caused by their gambling.

Respondents were seldom criticised for their gambling by others, with 2 respondents sometimes encountering criticism for their betting or being told they have a problem regardless of their own opinion, one rarely and 17 never.

One respondent claimed to often experience financial problems for their household as a result of their gambling.

When asked how frequently they felt guilty about the way they gamble or what happens when they gamble in the last 12 months, one respondent always felt guilty, one sometimes, four rarely and 14 never.

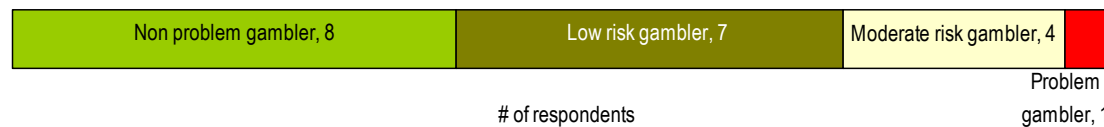
Behaviour/attitude (n=20)	Never #	Rarely #	Sometimes #	Often #
Bet more than you could afford to lose	12	3	4	1
Needed to gamble with larger amounts of money to get the same feeling	15	4		1
Gone back another day to win back money lost in previous session	18		1	1
Have borrowed money/sold anything to get money to gamble	18	1	1	
Have felt you might have a problem with gambling	15	4		1
Has caused you health problems	19			1
People have criticised your betting/told you that you had a gambling problem regardless of your opinion	17	1	2	
Has caused financial problems for you or your household	19			1
Have felt guilty about the way you gamble or what happens when you gamble	14	4	1	1

Canadian problem gambling index

Draft p.8

The gambling behaviours/attitudes from the previous page were standard measures used in calculating the Canadian Problem Gambling Index (CPGI). Despite the small number of respondents in this survey, the index was calculated, with the following distribution of results. Of the 20 respondents, 8 respondents were non problem gamblers, seven were low risk, four moderate risk and one, a problem gambler. Given small samples reported, the results are not analysed by the CPGI results. However, for completeness, these figures have been provided as an appendix to this report.

Canadian Gambling Index (distribution #)



ChangeTracker card use

Draft p.9

Respondents were asked to report how long they continued to use the ChangeTracker card after receiving it from the gaming staff. Across the 20 respondents, 6 had never used the ChangeTracker card, 3 used it only once, 6 used it between one week and less than a month and 4 were still using it and 1 person said they used the card for 5 weeks but had discontinued use of the card.

These results were largely consistent by age, gender and geographic location.

Respondents who did not use the ChangeTracker card on every occasion, or who did not use it at all, were asked to provide a reason for not using the card continuously (16 people; that is all but those who were still using the card at the time of interview, multiple responses permitted). The most common reason was they had not been gambling since receiving the card (mentioned by 7 respondents). Other reasons provided in small numbers were: they had not been near the area/venue to use it (3 respondents), had no money to spend (2 respondents), had forgotten to take/use it (2 respondents), only did it as a trial, filled it up and did not receive another card or their partner put their name down for it (each mentioned by 1 respondent).

Those using the card **more than once** (11 respondents; that is all except those who never used the card or who used it only once) were also asked whether they used the card on each visit to the venue. 4 respondents indicated that they were still using the card on every visit, while a further 7 claimed to have used it until the trial ended.

Of the 11 respondents who had used the card **more than once**, 8 respondents claimed to have used the card for each cash to coin transaction. The remaining 3 respondents claimed not to have used it every time.

When asked whether they filled out the ChangeTracker card independently, 8 of the 11 respondents who had used the card **more than once** claimed to have completed the card themselves, whilst the remaining 3 had staff assistance.

Of the 11 respondents using the card multiple times, 7 recorded a budget limit on the card. Of these 7 respondents, 3 reached the budget limit in any one week or fortnight. The remaining 4 did not reach the limit in any one time period. The individual comments of the 3 who reached their budget limit were:

"I'm OK with that because it's the amount that I allowed myself to spend and it's a way of reminding myself to keep on track."

"It makes you very aware of what you are spending, I went over the budget a couple of times probably because I had a couple too many drinks."

"OK because I didn't go over it."

Attitudes towards ChangeTracker Card

Draft p.10

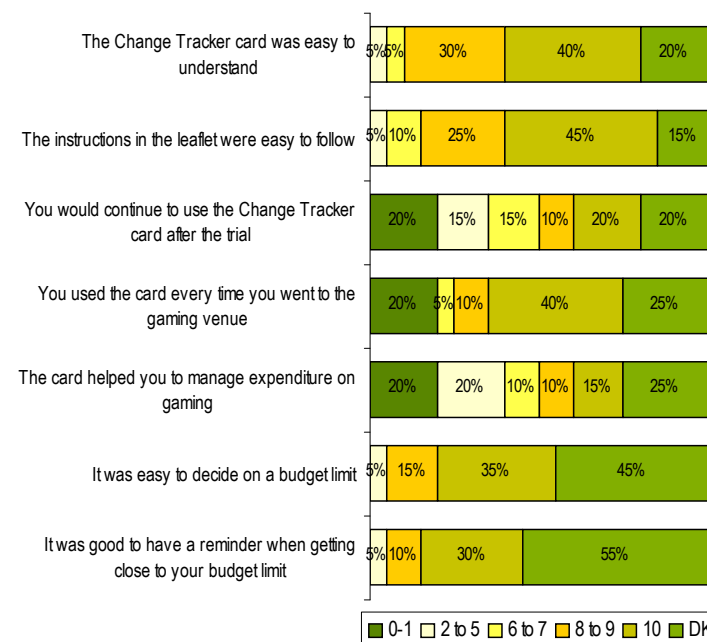
A series of statements were read to respondents and they were asked to indicate their level of agreement or otherwise with each statement. A scale of 0 to 10 was used, where 0 is strongly disagree and 10 is strongly agree.

The statements and mean scores were:

- The ChangeTracker card was easy to understand – 8.8 mean,
- The instructions in the leaflet were easy to follow – 9.0,
- You would continue to use the ChangeTracker card after the trial – 5.3,
- You used the card every time you went to the gaming venue – 6.9,
- The card helped you to manage expenditure on gaming – 5.1,
- It was easy to decide on a budget limit – 8.8,
- It was good to have a reminder when getting close to your budget limit – 9.0.

These findings seem to demonstrate that the ChangeTracker card was user-friendly but not sufficiently useful in managing gaming expenditure to encourage most participants to want to use the card after the trial.

AGREEMENT WITH ASPECTS OF THE CHANGE TRACKER CARD



Drivers of take-up

Draft p.11

Respondents were asked what it was about the ChangeTracker card that attracted them to try and use it. This question was included to identify the 'unprompted drivers' of take-up. Multiple responses were allowed in responding to this question.

Five of the respondents claimed simply to be interested in tracking the amount they spent, while three specifically wanted to stay in budget. Three respondents joined the trial because staff were promoting the ChangeTracker card, three noted the large advertisement that caught their attention, and one took it on board through the recommendation of a friend.

Respondents were then asked to think specifically about the promotional material provided with the ChangeTracker card and rate the extent to which they believed it influenced their decision to take part.

Of the 20 respondents, six indicated that the promotional material had a very strong influence, four noted a moderate influence, three a slight influence and five said that it had no influence at all. A further two respondents claimed not to have looked at the promotional material closely enough to comment.

When asked specifically of their impressions of the promotional material, the gift bag was well received (10 respondents noted that it was good to get this). A further 3 respondents said the promotional material was effective, particularly mentioning the \$50 incentive available to those who completed the telephone survey at the end of the trial. Clearly, the majority of those who trialled the ChangeTracker card were influenced by these incentives.

Three respondents responded negatively to the bright tote bag, suggesting that the transparent bag, which was used to package together the orange tote bag, free gifts and information about the trial and labelled with a member number, was a deterrent (in that they perceived *"everyone knew that it was for people with a gambling problem"*).

Likes/dislikes of ChangeTracker card

Draft p.12

When asked what they disliked about the ChangeTracker card, the most common response was 'nothing', mentioned by 10 respondents. Dislikes that were mentioned were: being self-reliant in tracking money spent and having to fill it in themselves (3 respondents), remembering to fill it in (2 respondents) and carrying the card everywhere (1 respondent).

No 'likes' were specifically mentioned, other than perceiving that the ChangeTracker card was 'pretty good' or 'a good idea'.

One respondent did note the Government investment in setting up the trial and the waste incurred, given the respondent considered most 'problem gamblers' would not use the card anyway.

When asked if they had any suggestions for improving the ChangeTracker card to increase its value, half of the respondents provided a suggestion, while half found it acceptable in its current form.

Suggestions centred primarily on the brand name of the card, with four respondents suggesting that the existing name "meant nothing to them". Recommended changes included "Spend Tracker", "Budget Tracker" or "Gamble Track". Another more common suggestion was to change the system to a 'swipe card' or 'self tracking' system.

Branding

Respondents were mixed with regard to the suitability of the ChangeTracker name in persuading patrons to use the card, with 10 respondents perceiving it as suitable and the remaining 8 perceiving it unsuitable.

Demographics

harrison research
health - market - social

Draft p.14

	Total (n=20) #
AGE	
18-24	2
25-34	2
35-44	7
45-54	6
55-64	2
65-74	1
75+	0
GENDER	
Male	8
Female	12
AREA	
Metropolitan	11
Regional	9

Draft p.15

	Total (n=20) #
HOUSEHOLD DESCRIPTION	
Lone person household	2
Older couple, no children at home	5
Family with pre-school children at home	3
Family with primary school children at home	4
Family with teenage children at home	5
Couple with adult children still at home	1
CANADIAN GAMBLING INDEX	
Non problem gambler	8
Low risk gambler	7
Moderate risk gambler	4
Problem gambler	1

Appendix A - Questionnaire

harrison research
health - market - social

*8070, DT&F, EVALUATION OF CHANGETRACKER TRIAL ~ DECEMBER 2009

Q77P PREAMBLE

"Good afternoon/evening, my name is _[Q0IV]_ from Harrison Research. May I speak to _[Q0REC[4]]_. _ORGANISE CALL BACK IF NOT AVAILABLE_"

We understand that you took part in the ChangeTracker trial project, the card which can be used to record conversion of cash to coins in the gaming room. We are interested in your opinions about the effectiveness of ChangeTracker, alongside those of other patrons who took part in the trial.

_ IF NECESSARY, SAY:_ This is genuine research and I guarantee we are not trying to sell you anything.

The survey will take 10 minutes to go through, depending on your answers. _IF THEY'RE HESITATING BECAUSE OF TIME_ We do need to get opinions from as wide a cross-section as possible; I could call back later if it would be more convenient. _ARRANGE CALLBACK IF REQUIRED OR CONTINUE_"

IF CONCERNED ABOUT PRIVACY I assure you that any information you give will remain confidential. Any identifying information, such as this phone number, is removed before we analyse the results. No one's individual answers can be passed on to our clients or anyone else.

And before we start, I just need to let you know that this call may be monitored by my supervisor for training and coaching purposes. May we begin? Thank you."

"Q1 How long after you were given the ChangeTracker card by gaming staff did you continue to use it?"

1. Never used it
2. Used on one occasion only
3. Up to one week
4. Up to 2 weeks
5. Up to 4 weeks
6. Still using the ChangeTracker
7. Other (SPECIFY Q101)
8. Can't say / can't recall

IF 6 IN Q1 GO Q3

"Q2 Why did you not use, or stop using, the ChangeTracker card?
UNPROMPTED"

Draft p.17

MR

1. Did not feel comfortable talking with staff about my spending on gaming
2. Did not find it useful
3. Did not want other patrons to see me using it
4. Forgot to take it to gaming venue
5. Forgot to use it at venue
6. Used only once, when it was given to me
7. Other reason (SPECIFY Q201)
8. Can't say / don't recall

IF 1-2 IN Q1 GO Q6G

"Q3 Did you use the ChangeTracker card on EACH visit to the venue?
UNPROMPTED"

1. Yes, still using every visit
2. Yes, until stopped using
3. Yes, other (SPECIFY Q301)
4. No, used when remembered to take it
5. No, other (SPECIFY Q302)
6. Can't say / don't recall

"Q4 Did you ALWAYS use the card for each cash to coin transaction?"

1. Yes]Q5
2. No

"Q4C Why is that?"

<p>"Q5 Did you fill out the ChangeTracker card yourself or did staff do it for you? _UNPROMPTED_"</p> <p>MR</p> <ol style="list-style-type: none"> 1. Self-completed 2. Staff assistance 3. Other (SPECIFY Q501) 4. Don't recall <p>"Q6G I am going to read out a number of statements which may describe the ChangeTracker card. Please indicate your level of agreement or otherwise, using a 0 to 10 scale where 0 is strongly disagree and 10 is strongly agree?"</p> <p>RND</p> <ol style="list-style-type: none"> 1. The ChangeTracker card was easy to understand 2. The instructions on the leaflet were easy to follow 3. You would continue to use the ChangeTracker card after the trial 4. You used the card every time you went to the gaming venue 5. The card helped you to manage expenditure on gaming 6. It was easy to decide on a budget limit 7. It was good to have a reminder when getting close to your budget limit <p>FOR EACH</p> <p>"Q6 To what extent do you agree or disagree that _[Q6G]_ _READ OUT, D=DON'T KNOW_"</p> <p>NUM 0-10, D</p> <p>IF 1 IN Q1 GO Q8</p> <p>"Q7 What was it about the ChangeTracker card that attracted you to try using it? _UNPROMPTED_"</p> <p>MR</p> <ol style="list-style-type: none"> 1. Interested in recording amount spent 2. The free gift bag 3. Staff promoting the card 4. The \$50 voucher at end 5. Other (SPECIFY Q701) 6. Don't know / not sure 	<p>"Q8 What, if anything, did you dislike about the ChangeTracker card? _UNPROMPTED_"</p> <p>MR</p> <ol style="list-style-type: none"> 1. It was not useful for me 2. Forgot to bring it to venue 3. Prefer not to talk with staff about this 4. I don't need the ChangeTracker card 5. Did not want to be seen using the card 6. Other (SPECIFY Q801) <p>IF 1 IN Q1 GO Q12</p> <p>"Q9 Did you record a budget limit on the card?"</p> <ol style="list-style-type: none"> 1. Yes 2. No]Q12 <p>"Q10 During the period you were using the ChangeTracker card, did you reach your budgeted limit in any one week or fortnight?"</p> <ol style="list-style-type: none"> 1. Yes 2. No]Q12 3. Not sure] <p>"Q11 How did you feel about reaching your budget limit? _PROBE_"</p> <p>"Q12 Thinking about the promotional material provided with the ChangeTracker card, to what extent did this influence your decision to take part? _PROMPT TO GET CLOSEST RESPONSE 2-4_"</p> <ol style="list-style-type: none"> 1. Not influential at all 2. Slight influence 3. Moderate influence 4. Strong influence 5. Did not look at it closely / can't say
--	---

"Q13 What were your impressions of the promotional material provided with the ChangeTracker card? _UNPROMPTED_"

1. Gave impressions (SPECIFY Q1301)
2. None, did not notice
3. Don't know / can't recall

"Q14 Would you say that the name ChangeTracker was suitable to persuade patrons to use the card? _UNPROMPTED_"

1. Yes
2. No
3. Don't know / not sure

"Q15 And thinking about the ChangeTracker card itself, do you have any suggestions for improvements which would increase its value to patrons? _UNPROMPTED_"

1. Suggestion made (SPECIFY Q1501)
2. Nothing - okay / good as it is
3. Nothing to suggest / don't know

"QC16 In the last 12 months, have you bet more than you could really afford to lose, would you say never, rarely, sometimes, often or always?"

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always
6. Don't know/ can't remember
7. Refused

"QC17 In the last 12 months, have you needed to gamble with larger amounts of money to get the same feeling of excitement, would you say never, rarely, sometimes, often or always?"

SEE Q16C

"QC18 In the last 12 months, when you gambled, did you go back another day to try to win back the money you lost, would you say never, rarely, sometimes, often or always?"

Draft p.19

SEE Q16C

"QC19 In the last 12 months, have you borrowed money or sold anything to get money to gamble, would you say never, rarely, sometimes, often or always?"

SEE Q16C

"QC20 In the last 12 months, have you felt that you might have a problem with gambling, would you say never, rarely, sometimes, often or always?"

SEE Q16C

"QC21 In the last 12 months, has gambling caused you any health problems, including stress or anxiety, would you say never, rarely, sometimes, often or always?"

SEE Q16C

"QC22 In the last 12 months, have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true, would you say never, rarely, sometimes, often or always?"


SEE Q16C

"QC23 In the last 12 months, has your gambling caused any financial problems for you or your household, would you say never, rarely, sometimes, often or always?"

SEE Q16C

"QC24 In the last 12 months, have you felt guilty about the way you gamble or what happens when you gamble, would you say never, rarely, sometimes, often or always?"

SEE Q16C

<p>"Q25A I just need to ask a few details about you, to ensure that we understand the information you have provided in context. Remember that all information you provide is confidential unless you provide permission to release it, and that your name does not stay with the data we collect."</p> <p>"Q25 _Record gender (do not ask unless can't tell)_"</p> <ol style="list-style-type: none"> 1. Male 2. Female <p>"Q26 What year were you born? _RECORD NUMBER, D IF REFUSED_"</p> <p>"Q27 Which of the following best describes your household? _READ OUT 1-8_"</p> <ol style="list-style-type: none"> 1. Lone person household 2. Group household of related or unrelated adults 3. Young couple, no children 4. Older couple, no children at home 5. Couple or single parent with mainly pre-school children 6. Couple or single parent with mainly primary-school children 7. Couple or single parent with mainly teenage children 8. Couple or single parent with mainly adult children still living at home 9. Refused <p>"Q28 How often would you estimate you visit a venue to play in the Gaming room? _UNPROMPTED_"</p> <ol style="list-style-type: none"> 1. Daily or more often 2. Most days 3. 3 or 4 times a week 4. Once or twice a week 5. Every two weeks 6. About once a month 7. Less often than monthly 8. Refused 9. Other (SPECIFY Q2801) 10. Don't know 	<p>"Q29 How much would you usually spend (at any one time) when you play in the Gaming room? _UNPROMPTED_"</p> <p>Draft p.20</p> <ol style="list-style-type: none"> 1. Amount stated (SPECIFY Q2901) 2. Don't know / can't recall 3. Refused 4. Other response (SPECIFY Q2902) <p>"Q30 WHAT IS YOUR POSTCODE? _ENTER NUMBER, 5999 IF DON'T KNOW_"</p> <p>"Q31 You may recall that when you enrolled for a ChangeTracker card, a \$50 gift voucher was offered for participants who assisted through to the market research stage. In order to receive your \$50 gift voucher, please can I have your full postal address. _TYPE FULL ADDRESS_"</p> <p>"Q32 Would you be willing to participate in similar research, on the same topic, in the future?"</p> <ol style="list-style-type: none"> 1. Yes 2. No JQ33 3. Not sure / can't say JQ33 <p>"Q32A Can I just verify that this is the best number to reach you?"</p> <ol style="list-style-type: none"> 1. Yes 2. No -specify alternate number (SPECIFY Q32A01) <p>"Q33 That concludes the survey. On behalf of Harrison Research, thank you for your time."</p> <p>BLANK</p> <p>"Q34 By pressing enter at this screen, I certify that this is a true, accurate and complete interview, conducted in accordance with the ISO 20252 standards and the AMSRS Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project."</p> <p>BLANK</p> <p></p>
--	---

Appendix B - Tables

Tables by CPGI

Draft p.22

Q1 How long after you were given the ChangeTracker card by gaming staff did you continue to use it?					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Never used it	6	3	2	1	0
Used on one occasion only	3	1	1	1	0
Up to one week	2	1	0	0	1
Up to 2 weeks	3	1	2	0	0
Up to 4 weeks	1	1	0	0	0
Still using the ChangeTracker	4	1	2	1	0
Other	1	0	0	1	0
Q2 Why did you not use, or stop using, the ChangeTracker card? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Forgot to take it to gaming venue	2	1	1	0	0
Forgot to use it at venue	2	2	0	0	0
Used only once, when it was given to me	1	0	0	1	0
Other reason (SPECIFY Q201)	15	7	4	3	1
Q3 Did you use the ChangeTracker card on EACH visit to the venue? _UNPROMPTED_					
	TOTAL (n=11)	Non problem gambler (n=4)	Low risk gambler (n=4)	Moderate risk gambler (n=2)	Problem gambler (n=1)
Yes, still using every visit	4	1	2	1	0
Yes, until stopped using	7	3	2	1	1
Q4 Did you ALWAYS use the card for each cash to coin transaction?					
	TOTAL (n=11)	Non problem gambler (n=4)	Low risk gambler (n=4)	Moderate risk gambler (n=2)	Problem gambler (n=1)
Yes	8	3	2	2	1
No	3	1	2	0	0

Tables by CPGI

Draft p.23

Q5 Did you fill out the ChangeTracker card yourself or did staff do it for you? _UNPROMPTED_					
	8 (n=3)	3 (n=1)	2 (n=2)	2 (n=0)	1 (n=0)
Self-completed	8	2	3	2	1
Staff assistance	3	2	1	0	0
Q7 What was it about the ChangeTracker card that attracted you to try using it? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Interested in recording amount spent	5	0	3	2	0
Staff promoting the card	3	3	0	0	0
Other	7	4	1	1	1
Don't know / not sure	1	0	1	0	0

Tables by CPGI

Draft p.24

Q8 What, if anything, did you dislike about the ChangeTracker card? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Forgot to bring it to venue	2	1	1	0	0
Other	19	7	7	4	1
Q9 Did you record a budget limit on the card?					
	TOTAL (n=11)	Non problem gambler (n=4)	Low risk gambler (n=4)	Moderate risk gambler (n=2)	Problem gambler (n=1)
Yes	7	2	3	2	0
No	4	2	1	0	1
Q10 During the period you were using the ChangeTracker card, did you reach your budgeted limit in any one week or fortnight?					
	TOTAL (n=11)	Non problem gambler (n=4)	Low risk gambler (n=4)	Moderate risk gambler (n=2)	Problem gambler (n=1)
Yes	3	0	2	1	
No	4	2	1	1	
Q12 Thinking about the promotional material provided with the ChangeTracker card, to what extent did this influence your decision to take part? _PROMPT TO GET CLOSEST RESPONSE 2-4_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Not influential at all	5	3	1	1	0
Slight influence	3	0	2	1	0
Moderate influence	4	3	1	0	0
Strong influence	6	2	2	1	1
Did not look at it closely / can't say	2	0	1	1	0

Tables by CPGI

Draft p.25

Q13 What were your impressions of the promotional material provided with the ChangeTracker card? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Gave impressions	18	8	5	4	1
Don't know / can't recall	2	0	2	0	0
Q14 Would you say that the name ChangeTracker was suitable to persuade patrons to use the card? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Yes	10	3	4	3	0
No	8	4	2	1	1
Q15 And thinking about the ChangeTracker card itself, do you have any suggestions for improvements which would increase its value to patrons? _UNPROMPTED_					
	TOTAL # (n=20)	Non problem gambler # (n=8)	Low risk gambler # (n=7)	Moderate risk gambler # (n=4)	Problem gambler # (n=1)
Suggestion made	10	6	1	3	0
Nothing - okay / good as it is	1	0	1	0	0

Appendix 6 – Venue Staff Survey Instrument

INTRODUCTION

Good morning/afternoon this is *[name]* from the Department of Treasury and Finance. I am conducting an important survey of venue staff that assisted with the ChangeTracker trial within your gaming room.

Are you available right now to answer a very short survey?

YES _____ []

NO - _____ []

alternative time and date: _____

(interviewer note: if enquiring as to time required answer approximately 10 minutes)

I can assure you that all information given will remain confidential. The answers from all venue staff will be gathered together and presented in a report. No individuals will be identified.

1. VALUE FOR THE PATRON

1.1 What do you think attracted patrons to using the card?

a. Interest in recording amount spent _____ []

b. Promotion by staff _____ []

c. Free gift bag _____ []

d. \$50 voucher at the end _____ []

e. Don't know _____ []

f. Other (please state):

1.2 What do you think patrons liked about the card?

1.3 What do you think patrons disliked about the card?

1.4 Did people use the card more than once?

a. YES _____ []

b. NO – _____ []

Why not?

b.1 *Did not want others to see their
 personal details* _____ []

b.2 *Do not want to talk with staff* _____ []

b.3 *did not find it useful* _____ []

b.4 *Forgot to bring it with them* _____ []

b.5 *Don't know* _____ []

b.6 *other (please state):*

1.5 Do you think it was easy for patrons to understand how to use the card?

a. YES _____ []

b. NO – _____ []

Why not?

1.6 Did you have to explain in more detail how to use the card (after the first conversation)?

a. YES – _____ []

Why do you think this happened?

a.1 *The Information in brochure was not clear* _____ []

a.2 *The instructions on the back of the card were not clear* _____ []

a.3 *Other (please state):*

b. NO _____ []

1.7 Did you ask people to participate in the trial?

a. YES _____ []

b. NO (*proceed to question 1.9*) _____ []

1.8 Did many people refuse to participate in the trial?

a. YES – _____ []

a.1 *Can you estimate how many refused?*

(a.1.1) *1-2 people* _____ []

(a.1.2) *3-5 people* _____ []

(a.1.3) *6-10 people* _____ []

(a.1.4) *Don't know* _____ []

a.2 *Why do you think people refused? (please state):*

b. NO _____ []

1.9 Did you fill in the cards on behalf of the patrons?

a. YES _____ []

b. NO (*proceed to question 1.11*) _____ []

1.10 Was there any negotiation about the setting of a budget?

a. YES _____ []

b. NO _____ []

1.11 Did you have any other conversations with patrons about the card?

a. YES _____ []

Can you recall any details? (please state):

b. NO _____ []

2. VALUE FOR THE VENUE

**2.1 You asked for [number] of gift bags in the beginning and then managed to hand out [number].
Were you surprised by this?**

a. YES _____ []

Why?

b. NO – _____ []

Why not?

2.2 Do you see any benefits of the trial?

a. YES _____ []

Why?

b. NO – _____ []

Why not?

(Interviewer prompt: Yes – did it create any conversations with patrons? Did it give patrons a more informed playing experience? OR No – time consuming, confusing)

2.3 Did you have any problems in explaining the card to patrons?

a. YES – _____ []

What were they? (please state):

b. NO _____ []

2.4 Do you think patrons found the card useful?

a. YES _____ []

b. NO – _____ []

Why not?

2.5 Do you think patrons would have used the card if they hadn't been given a free gift bag?

a. YES _____ []

b. NO – _____ []

Why not?

2.6 Was the trial a positive experience for you and your staff?

a. YES _____ []

Why?

b. NO – _____ []

Why not?

3. DETERMINE ONGOING SUPPORT

3.1 Would you be willing to participate in another trial of the ChangeTracker card or similar next year?

a. YES _____ []

b. NO _____ []

3.2 Do you have any suggestions for getting more people to participate next time?

a. YES - _____ []

Please state:

- b. NO _____ []

3.3 What would you do differently next time?

Please state:

4. OTHER

4.1 Do you have any suggestions for improving the card?

- a. YES – _____ []

Please state:

- b. NO _____ []

4.2 Any final comments?

- a. YES – (please state): _____ []

- b. NO _____ []

4.3 Finally, can you tell me how many other staff that assisted patrons with the ChangeTracker?

- a. 0 (*proceed to end interview*) _____ []
- b. 1 _____ []
- c. 2 _____ []
- d. 3 _____ []

4.4 I would like to interview all staff involved with the trial. Is it possible to speak with another staff member right now?

YES _____ []

NO - _____ []

alternative time and date: _____

END INTERVIEW

Thank you for your time today.

Appendix 7 – Trial Coordination Group Survey Instrument

INTRODUCTION

Please take 5 minutes to complete the following questionnaire. Your sincere feedback on the conduct of the trial will assist in my evaluation of the ChangeTracker and in setting the future directions.

I can assure you that all information provided will remain confidential. The answers from all members of the group will be gathered together and presented in the final report. No individuals will be identifiable.

Thank you for your time and patience over the course of the trial. Your input into the development of the Trial has been invaluable.

=====

1. VALUE FOR PATRONS AND VENUES

1. What do you think the benefits of the trial were – for patrons?

1.1 What do you think the benefits of the trial were - for venues?

1.2 Are you aware of any negative outcomes from the trial?

c. YES - _____ []

Please state:

d. NO _____ []

1.3 The Trial Coordination Group expected at least 50 patrons to participate in the trial. In the end only 30 patrons signed up. Were you surprised by this?

a. YES _____ []

Why?

b. NO – _____ []

Why not?

2. TRIAL COORDINATION GROUP

2.1 Do you think the Trial Coordination Group worked effectively?

a. YES _____ []

b. NO – _____ []

(2.2.b.1) Why not?

(2.2.B.2) What would you change?

2.2 Do you feel that you had adequate opportunity to influence the development of the trial?

a. YES _____ []

b. NO – _____ []

(2.3.b.1) Why not?

(2.2.b.2) What would you change?

2.3 We are proposing to initiate further work with the change tracker card to see if other approaches might encourage use. Do you have any suggestions about what other approaches we could implement?

a. YES _____ []

Why?

b. NO – _____ []

2.4 Are you willing to continue on the Trial Coordination Group to oversee another trial of the ChangeTracker card or similar next year?

a. YES _____ []

b. NO _____ []

(2.b.1) Why not?

3 SUGGESTIONS FOR IMPROVEMENTS

3.1 Do you have any suggestions for encouraging more people to use the change tracker card?

c. YES - _____ []

Please state:

d. NO _____ []

3.2 Do you have any suggestions for improving the card?

c. YES – _____ []

Please state:

d. NO _____ []

3.3 Do you have any suggestions for improving the promotional material?

a. YES – _____ []

Please state:

b. NO _____ []

3.4 In hindsight, do you think the name 'ChangeTracker' was an appropriate choice?

a. YES _____ []

b. NO _____ []

(3.4.b.1) *Why not?*

(3.4.b.2) *Do you have any other ideas for names?*

4. FINAL COMMENTS

4.1 Overall, did the conduct of the trial meet your expectations?

c. YES _____ []

(2.1.a.1) *Why?*

d. NO – _____ []

(2.1.a.2) *Why not?*

4.2 Any final comments or observations that you would like to share?

c. YES – (please state): _____ []

d. NO _____ []

END INTERVIEW - Thank you for your time.

Appendix 8 – Evaluation Framework

Issues	Working Party Minimum Criteria/Goals	Measures	Data collection tools
Is there value for the patron in the card?			
Did patron uptake of the card during the trial meet expectations?	Variety, Simple, Voluntary	Number of patron uptake	Trial participation agreements Returned trial cards Cashier record sheets
Did the features of the card provide ongoing value to the patron?	Long term, Informed choice, Money management	Number of patrons using the card over time	Returned trial cards Cashier record sheets
Would they continue to use the cashier-assisted card following the trial?	Long term, Informed choice, Informed decision making, Money management	Number of positive responses	Focus groups with patrons Telephone survey of inactive trial participants
Was the card used consistently or intermittently?	Variety, Informed choice, Informed decision making, Money management	Number of patrons reporting consistent versus intermittent use	Focus groups with patrons Telephone survey of inactive trial participants
What features of the card were liked and disliked? How, if at all, did this affect their use of the card?	Variety, Informed choice, Informed decision making, Money management	Qualitative feedback	Focus groups with patrons Telephone survey of inactive trial participants
What improvements could be made to the card for long-term applicability?	Variety, Informed choice, Informed decision making, Money management	Qualitative feedback	Focus groups with patrons Telephone survey of inactive trial participants
Is there value for the venue in the card?			
Does the venue benefit from the use of the cashier-assisted card?	Cost effective, Integrated, Long term	Qualitative feedback	Interviews with venue staff or venue staff survey
Staff views on the challenges of implementing the card including ongoing education of patrons	Cost effective, Integrated, Long term	Qualitative feedback	Interviews with venue staff or venue staff survey
Views on the viability of long-term acceptance of the card	Cost effective, Integrated, Long term	Qualitative feedback	Interviews with venue staff or venue staff survey
What improvements could be made to the card or the education process to assist patrons?	Informed choice, Informed decision making, Integrated, Simple	Qualitative feedback	Interviews with venue staff or venue staff survey

Issues	Working Party Minimum Criteria/Goals	Measures	Data collection tools
Is the behavioural impact of the trial consistent with the Working Party's goal of responsible gambling?			
To what degree did the card help patrons manage their expenditure on gaming machines?	Money management, Informed decision making	Qualitative feedback	Focus groups with patrons Telephone survey of inactive trial participants
What was the experience of patrons when venue staff intervened as they approached or reached their limit?	Privacy, Informed choice, Voluntary	Qualitative feedback	Focus groups with patrons Telephone survey of inactive trial participants
What was the experience of venue staff with intervening when a patron had reached or was close to reaching their limit?	Privacy, Informed choice, Voluntary	Qualitative feedback	Interviews with venue staff or venue staff survey
Reasons patrons have given for not continuing to use the card	Privacy, Simple, Informed choice, Informed decision making, Money management, Voluntary	Qualitative feedback	Focus groups with patrons Telephone survey of inactive trial participants
Potential therapeutic application of the card	Informed choice, Informed decision making, Money management	Qualitative feedback	Discussion with Gambling Help Services staff
Does a patron's CPGI score correspond to any pattern of use of the card?	Privacy, Informed choice, Informed decision making, Money management	Qualitative feedback CPGI interview	Analysis of CPGI scores versus patterns of use