

OUR STRATEGIC PRIORITIES

2021

/

2024



Victorian
Responsible
Gambling
Foundation



VICTORIA
State
Government

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OUR PURPOSE

**TO PREVENT
AND REDUCE
GAMBLING
HARM FOR
ALL VICTORIANS.**

OUR ROLE



To fund research and other activities that add to the knowledge and understanding of gambling harm.



To work in partnership with others to offer evidence-based prevention programs and support services to those affected by gambling harm.



To deliver communication campaigns that inform and influence gambling-related attitudes and behaviours.

OUR VALUES



Collaboration

We engage openly and are solutions oriented.



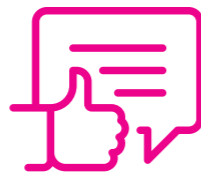
Outcomes focused

We are strategic, evidence driven and committed to continuous improvement.



Curiosity

We are inquisitive and open to ideas.



Respect

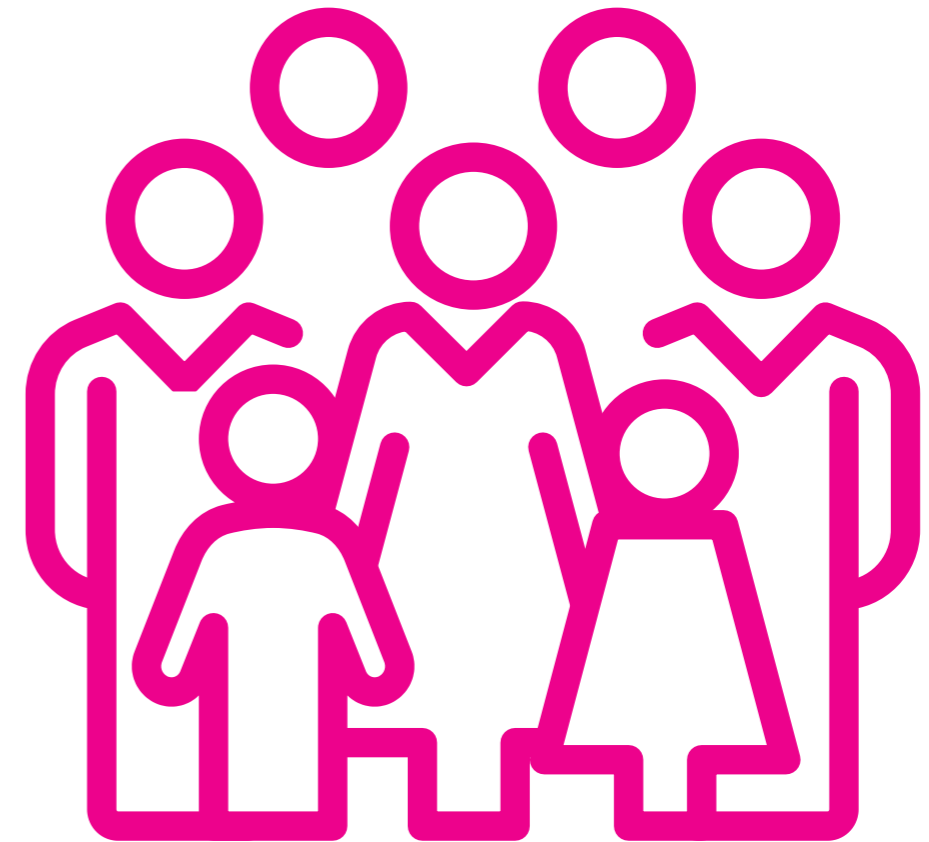
We value diverse experiences and perspectives and are compassionate in all our interactions.



Integrity

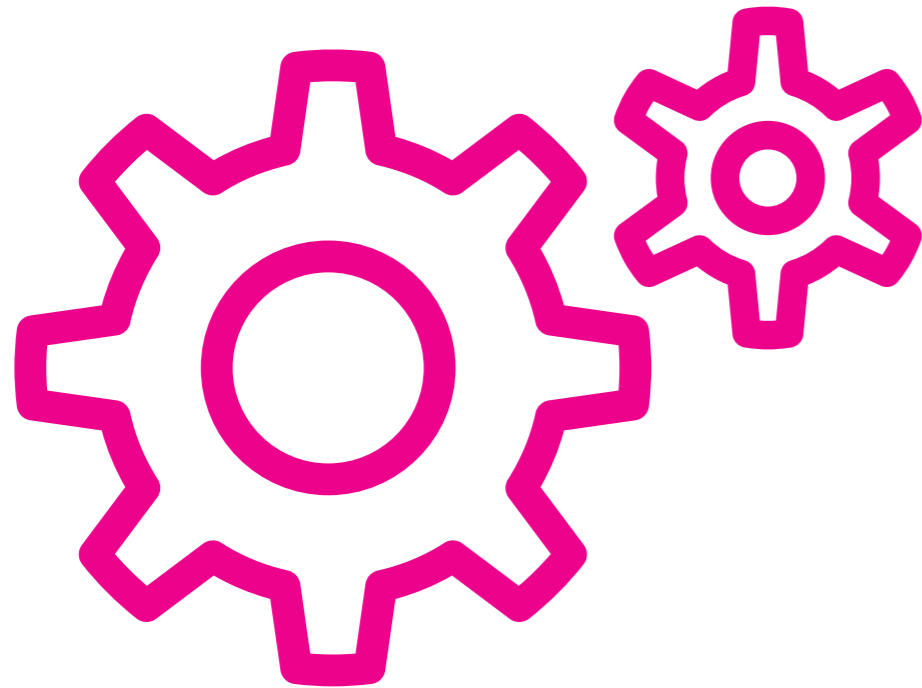
We are transparent and accountable in our actions.

OUR APPROACH

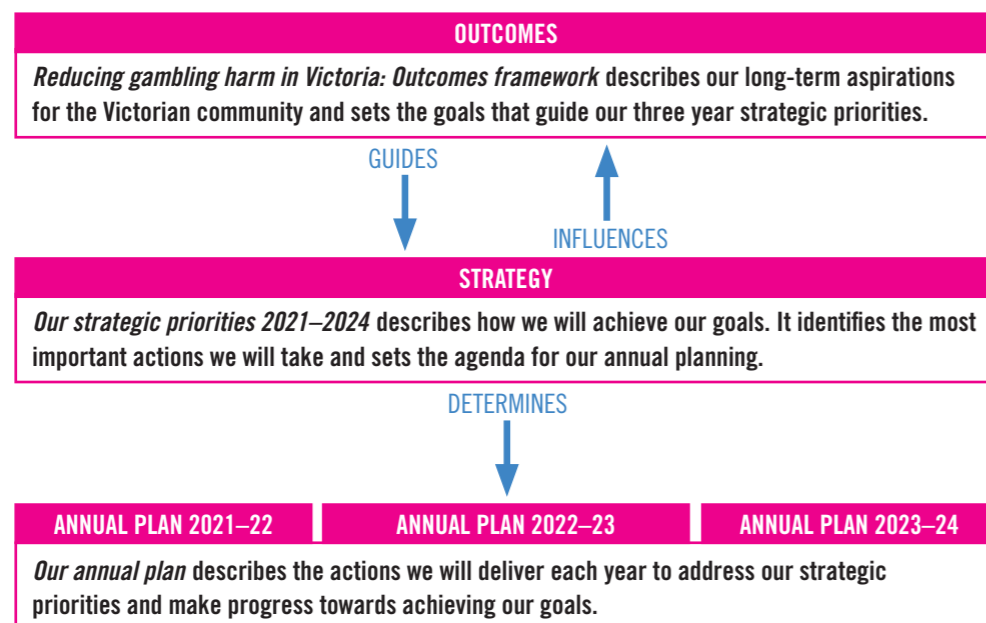


Gambling harm affects individuals, families, communities and populations. Accordingly, we take a public health approach to harm, which comprises evidence-based awareness, prevention, early intervention, education, and treatment and support programs.

OUR FRAMEWORK



The Foundation’s strategic framework comprises three elements – goals, priorities and actions.

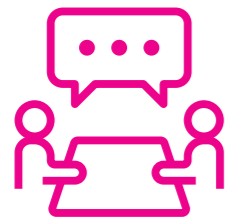


OUTCOMES WE SEEK

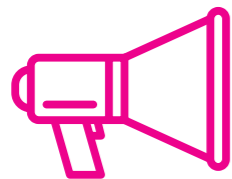
These outcomes will frame and guide our actions over the next decade as we work to prevent and reduce gambling harm for all Victorians.

- /1** Decrease access to potentially harmful gambling environments, products and characteristics
- /2** Decrease exposure to potentially harmful marketing of gambling products
- /3** Increase community understanding of gambling harm
- /4** Decrease stigma of people who experience gambling harm
- /5** Prevent uptake of under-age gambling
- /6** Increase capability of people to prevent gambling harm
- /7** Decrease gambling harm experienced by people who access Foundation-funded services

OUR THREE-YEAR PRIORITIES



Foster community understanding of gambling harm to lay the groundwork for the attitudinal changes required to prevent and reduce gambling harm.



Inform and deliver prevention and intervention activities to reduce the harm in populations, communities and settings most affected by access and exposure to gambling products.



Strengthen the funded services system to provide accessible, integrated, relevant and visible options for the delivery of effective treatment and support to people seeking help for gambling harm.

The delivery of these priorities is supported by programs to improve the effectiveness and quality of our delivery.





ANNUAL FOCUS AREAS



We prioritise work to address the gambling products associated with the greatest risk of harm and within communities most affected by those gambling products.

Our annual plans identify the areas on which we will focus, ensuring we are responsive to community needs, and partner and government priorities.

OUR STRATEGIC PRIORITIES – IN DETAIL

PRIORITY	Foster community understanding of gambling harm	Inform and deliver prevention and intervention activities	Strengthen the funded services system
INTENT	Lay the groundwork for the attitudinal changes required to prevent and reduce gambling harm	Prevent or reduce harm in populations, communities and settings most affected by access and exposure to gambling products	Create accessible, integrated, relevant and visible service options for delivering effective treatment and support to people seeking help
OBJECTIVES	<p>Develop and promote guidance on how to reduce the risk of gambling harm</p> <p>Expand the scope of work in which people with lived experience play a role to reduce the stigma associated with harm</p> <p>Increase awareness of gambling harm and how it affects health and wellbeing, including links to mental health issues</p> <p>Deliver targeted campaigns and digital strategies that build understanding of gambling harm and reduce harmful gambling behaviour</p>	<p>Fund and support delivery partners that demonstrably address key risk and protective factors for gambling harm and in settings associated with harm</p> <p>Inform policy development and regulatory processes, with a focus on preventing and reducing harm in at-risk communities</p> <p>Deliver education and awareness-raising programs to address the precursors to gambling harm relevant to children and young people</p> <p>Expand settings-based approaches to facilitate early intervention to reduce gambling harm</p>	<p>Enhance the service system based on user needs to anticipate changing help-seeking patterns and reflect best available evidence of recovery journeys</p> <p>Integrate peer support (lived experience) throughout the service system</p> <p>Establish screening and referral processes with other service systems to better support people with co-occurring issues</p> <p>Promote the benefits of seeking help and the range of options tailored to personal preferences</p>
ENABLERS	<div data-bbox="557 1081 2686 1354">  <p>Research, evaluation and translation capability <i>Research findings, professional advice and expertise, and insights from people with lived experience of gambling harm inform the design, development, implementation and improvement of our programs, services and communications.</i> We will prioritise:</p> <ul style="list-style-type: none"> • further defining and developing measurements of gambling harm that align with a public health approach • developing, through a consultative process, our next research agenda, with a balance between applied and exploratory research • monitoring gambling harm in the Victorian community via an outcomes framework • enhance our approach to measuring performance and evaluation. </div> <div data-bbox="557 1354 2686 1564">  <p>Partner capability <i>Relationships with networks of professionals and organisations that have the knowledge to act to prevent and reduce gambling harm are expanded and strengthened.</i> We will prioritise:</p> <ul style="list-style-type: none"> • enhancing professional capability and building community capacity to prevent gambling harm, respond to help-seeking patterns, and understand recovery • creating opportunities for strategic collaboration with government and other stakeholders in Victoria, and in other jurisdictions. </div> <div data-bbox="557 1564 2686 1774">  <p>People capability <i>The right people, with the right skills are in the right place, at the right time to support the achievement of our priorities and objectives.</i> We will prioritise:</p> <ul style="list-style-type: none"> • enhancing employee engagement and capability to ensure we have the necessary talent profile now and into the future • developing and maintaining a progressive and supportive culture and work practices that empower staff and enable mobility, agility and high performance. </div> <div data-bbox="557 1774 2686 1984">  <p>Digital and system capability <i>Systems and processes enable and enhance the delivery of our work.</i> We will prioritise:</p> <ul style="list-style-type: none"> • adopting process improvements that enhance productivity or effectiveness • developing a coordinated approach to data collection and use for reporting and evaluation across all program and service delivery. </div>		



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