



an intervention to reduce gambling harm



A presentation to

## Gambling Harm Conference 2018, Geelong



**Narelle Stute, Moreland City Council  
and  
Susan Rennie, Victorian Local  
Governance Association**

*Melbourne, Australia  
15 August 2018*

The background of the slide features a stylized illustration of a building facade. On the left, a tall black lamppost with a yellow light stands next to a grey building. Several musical notes in orange, yellow, red, and green float in the air. The building has a dark grey roof and a large window displaying silhouettes of people. To the right of the window, the word 'LIBRARY' is written in a serif font. Further right, another window shows silhouettes of people. The overall color palette is muted with some vibrant accents from the musical notes and window silhouettes.

## PROJECT SITES

**4 communities in Melbourne's north each have:**

- a public library
- a high loss gambling venue/s
- relative socio-eco disadvantage
- few accessible evening recreation options
- Local council committed to gambling harm prevention

LIBRARY



**Social  
isolation is a  
key risk factor  
we seek to  
address**

**From the  
gambling  
lounge to the  
community  
lounge**





# PROJECT AIMS

**Increase awareness** of the local library as an alternative social / recreational option:

- among target group
- among gamblers support services, health & welfare agencies

**Increase participation** of target group in library activities

- especially at night

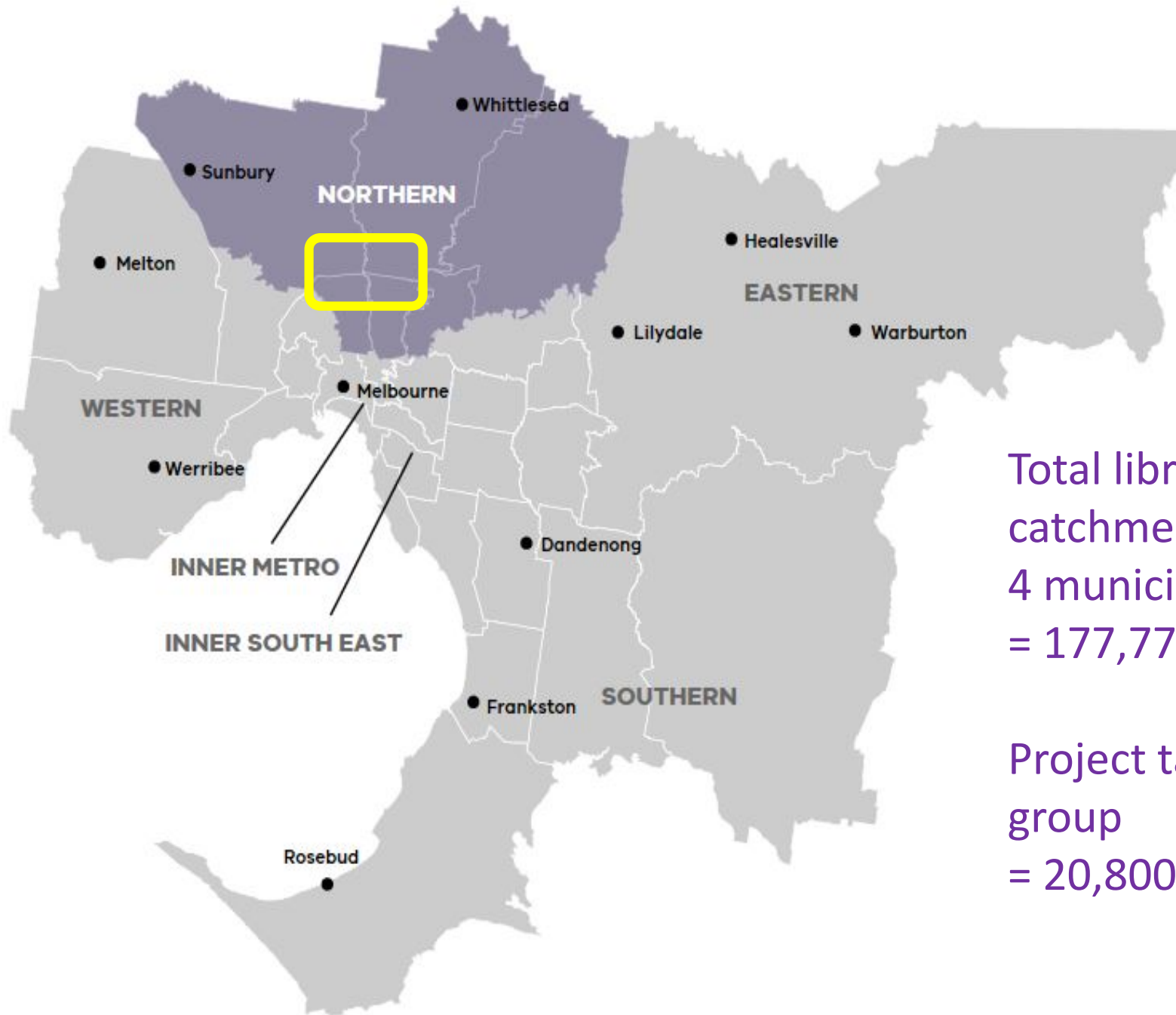
**Increase understanding** of library staff about:

- gambling harm
- risks and stigma of those affected,
- potential for library staff to engage and support target group

**Increase linkages** between:

- local governments in the region (towards harm prevention)
- libraries, social policy and public health functions within Councils in the region.





Total libraries  
catchment across  
4 municipalities  
= 177,770 adults

Project target  
group  
= 20,800

We aim to engage low-risk and moderate-risk impact gamblers in 4 high needs communities in Melbourne's north. Harm reduction among 'problem' gamblers would be a welcome but unlikely outcome.



“The impact of low-risk and moderate-risk gambling equates to 85% of gambling harm on the community as a whole”

Dr Matthew Browne,  
Assessing gambling-related harm in Victoria, 2016

Problem gambling severity index (PGSI)	Prevalence in Victorian population (%)
Non-gambler (last 12 months)	29.9%
Non-problem gambler (0 score)	57.6%
Low-risk gambler (1–2 score)	8.9%
Moderate-risk gambler (3–7 score)	2.8%
Problem gambler (8+ score)	0.8%
Total	100.0%

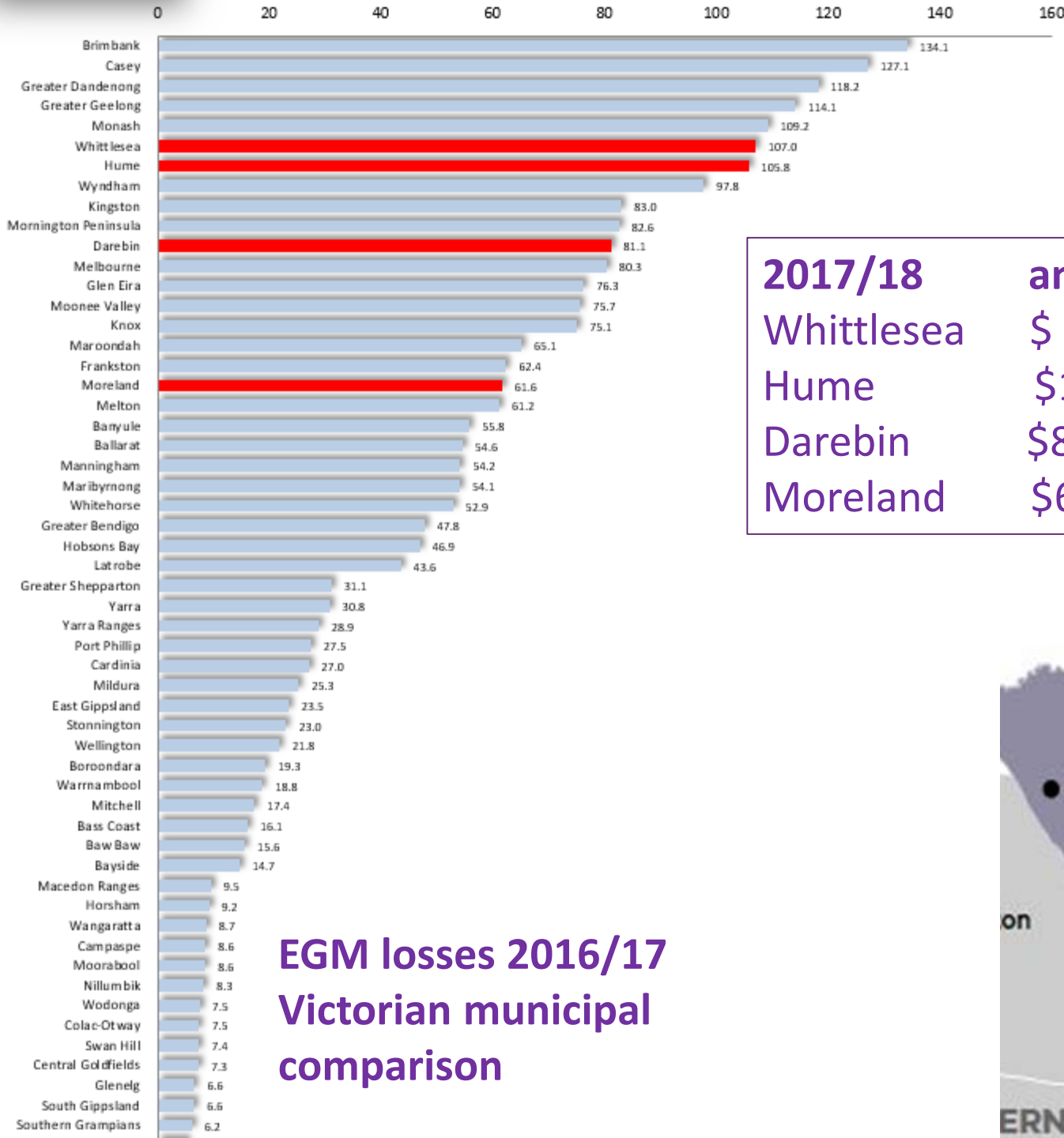
Hare, S 2015

The target group is easy to quantify and profile

<b>TARGET GROUP</b>	Combined total of low + moderate risk 11.7% of total library catchment	Low risk gamblers:	Moderate risk gamblers:
Broadmeadows	8,035	6119	1916
Preston	5,953	4533	1420
Mill Park	4,775	3636	1139
Glenroy	2,037	1551	486
<b>TOTAL</b>	<b>20,800</b>	<b>15,839</b>	<b>4,961</b>

BUT hard to reach and harder still to engage

<b>REACH</b>	Low level reach 25% of total library catchment: (exposure to promotions / media etc)	Medium level reach 10% of target group (attendance at library sessions & events)	High level reach 2.5% of target group (targeted library sessions eg referrals & repeat visits)
Broadmeadows	17,170	803	201
Preston	12,720	595	149
Mill Park	10,202	478	119
Glenroy	4,351	204	51
<b>TOTAL</b>	<b>44,443</b>	<b>2,080</b>	<b>520</b>



## EGM losses 2016/17 Victorian municipal comparison

2017/18	annual losses	per day
Whittlesea	\$ 109,477,625	\$299,938
Hume	\$109,623,804	\$300,339
Darebin	\$82,129,607	\$225,012
Moreland	\$64,168,977	\$175,895







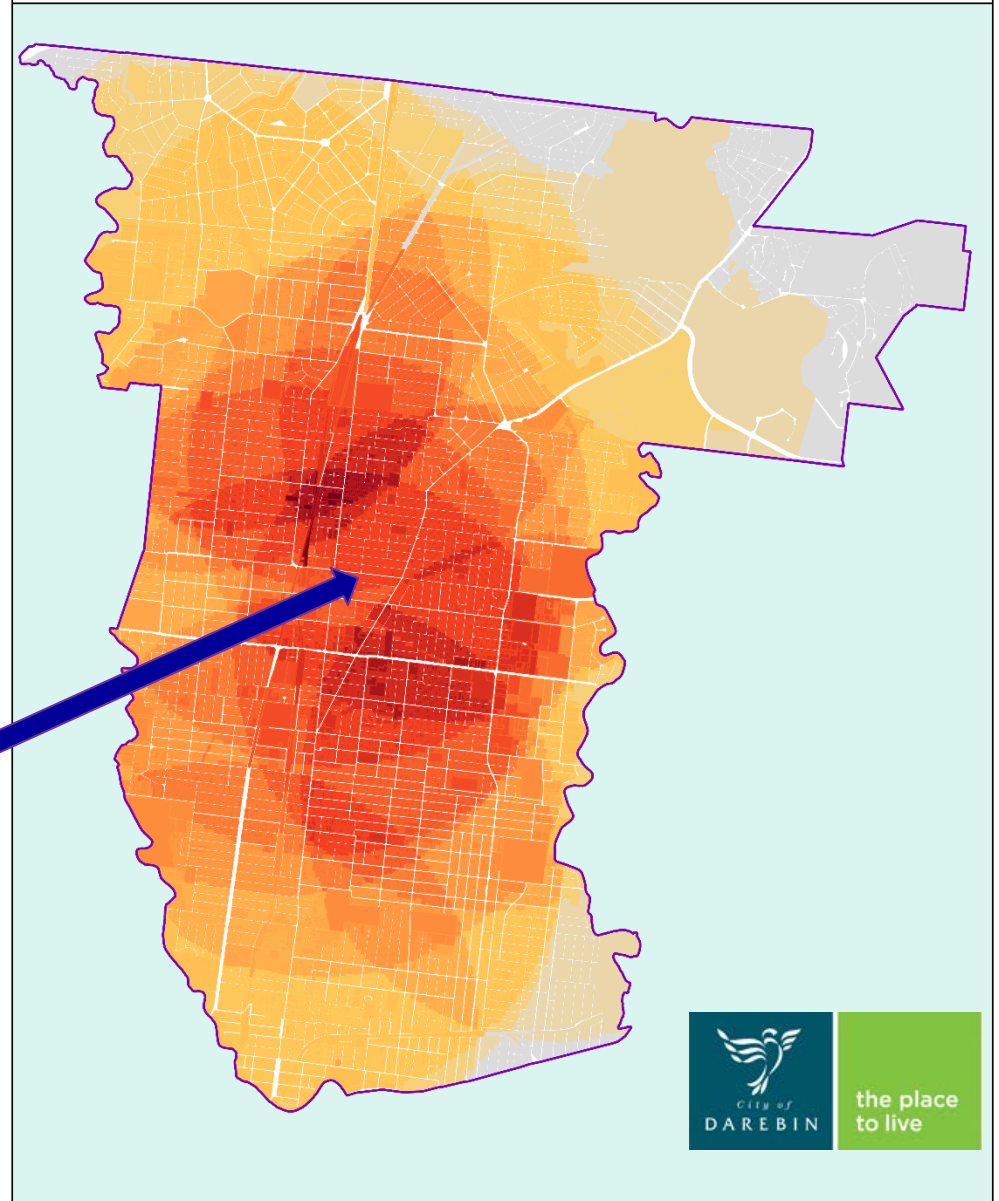


## Housing Distribution within 2.5km of Pokie Venues

Darebin City Council



<b>Houses within 2.5km of</b>		2 venues (4,238 properties)	5 venues (10,792 properties)	8 venues (10,389 properties)
1 venue (3,367 properties)	3 venues (14,528 properties)	6 venues (9,978 properties)	9 venues (3,319 properties)	
4 venues (8,415 properties)	7 venues (9,499 properties)	10 venues (467 properties)		



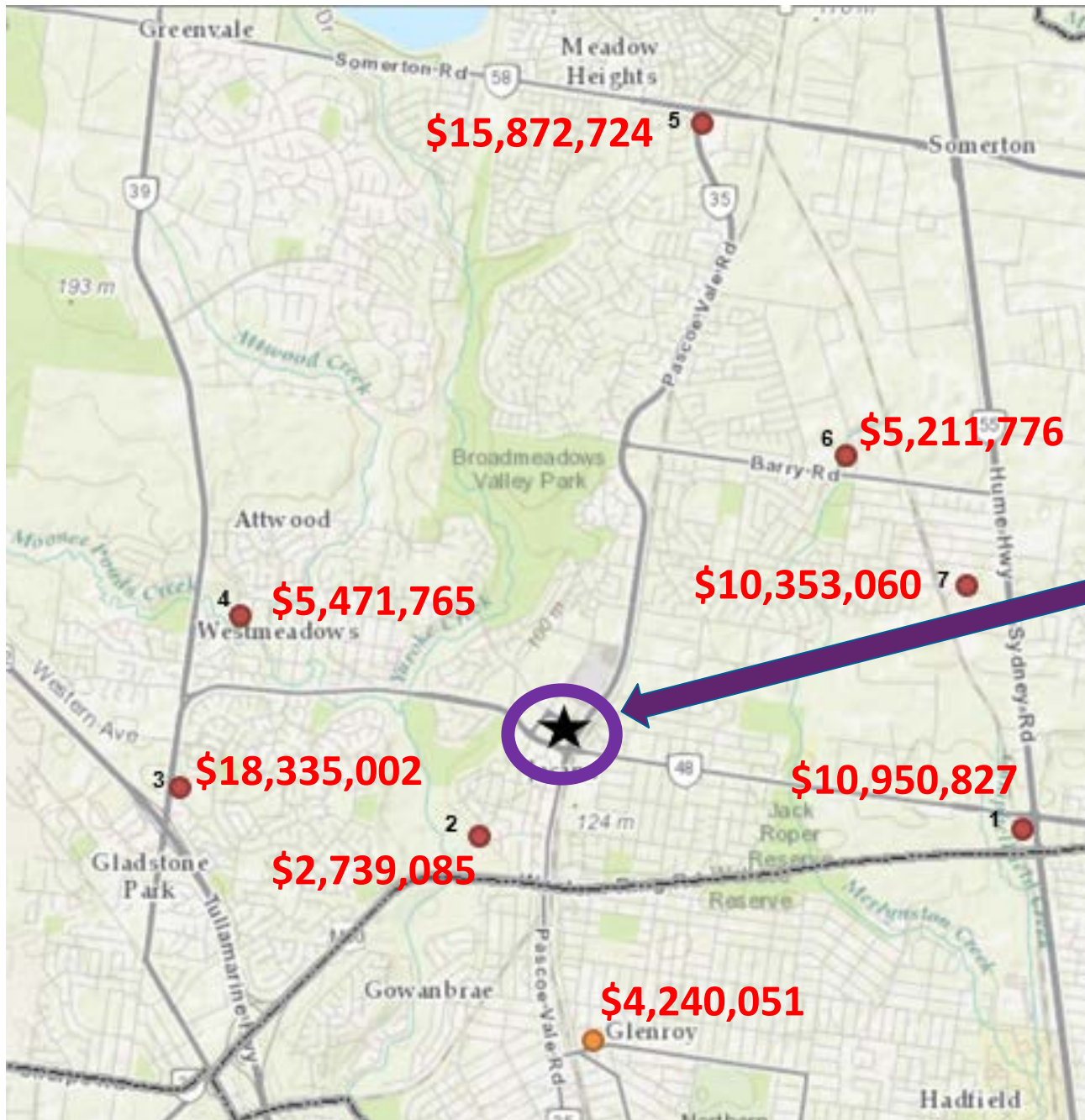
The Preston library is located midway between two areas with high exposure to EGMs



Preston Library







Hume is the 3rd most disadvantaged municipality in metropolitan Melbourne

3 of the most disadvantaged suburbs in metropolitan Melbourne are in the project catchment



**Broadmeadows Library**

**EGM losses in local venues in 2016/17**







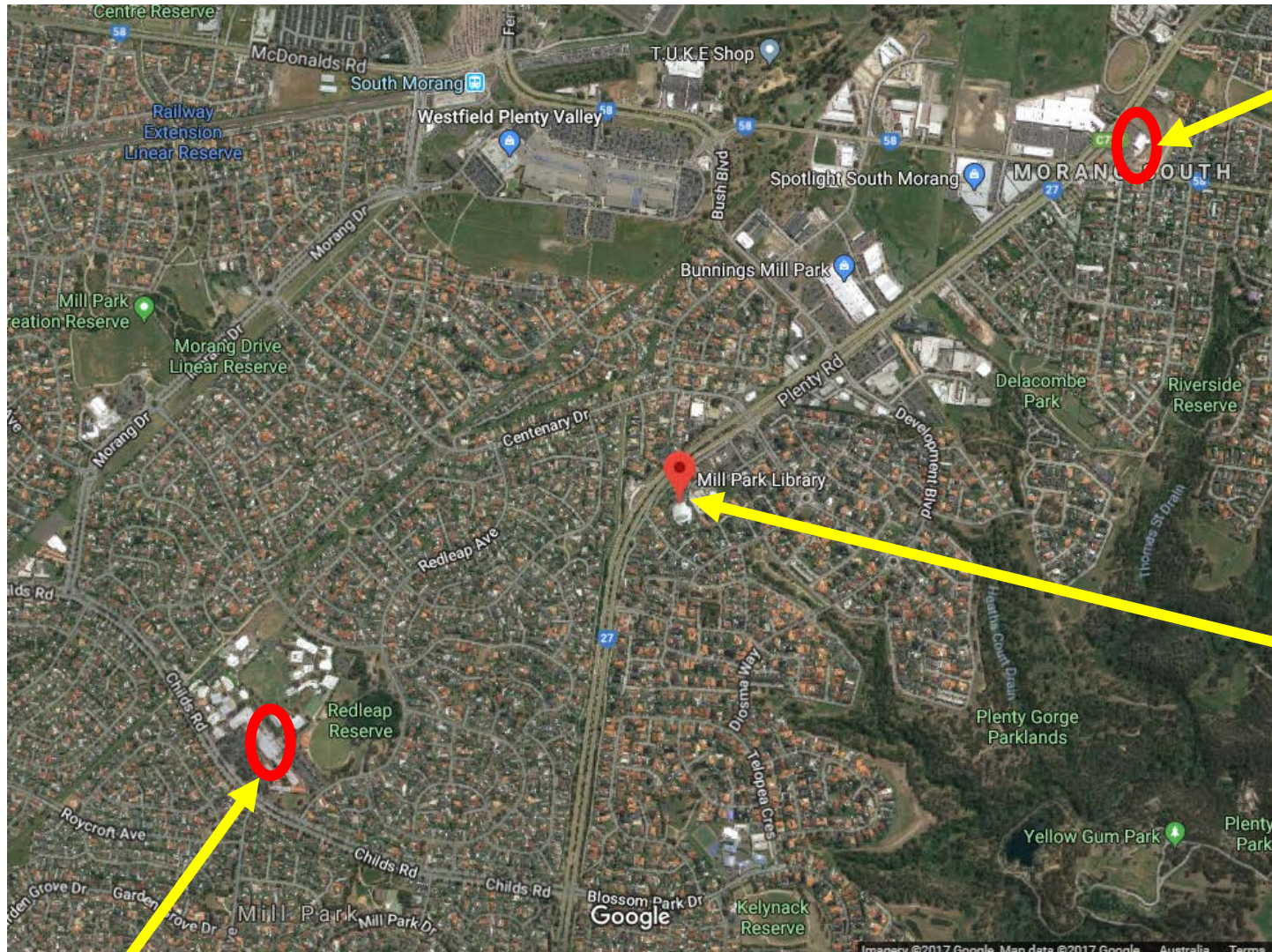
City of Whittlesea





Commercial  
Hotel – pokies  
free

VCAT decision  
on 21  
December 2017  
averted  
potential losses  
of \$6,285,300



The Plough Hotel's 100 EGMs took  
\$19,368,601 in 2016/17



City of Whittlesea







## Glenroy Library

Marketing material for late night opening hours and special events makes no reference to gambling or gamblers.



Victorian Quintiles	Percentage
1 <sup>st</sup>	39.7%
2 <sup>nd</sup>	24.6%
3 <sup>rd</sup>	19.8%
4 <sup>th</sup>	9.5%
5 <sup>th</sup>	6.3%

DISCOVER SOMETHING NEW

# LIBRARIES AFTER DARK

**GLENROY LIBRARY**  
OPEN TIL 10PM EVERY THURSDAY

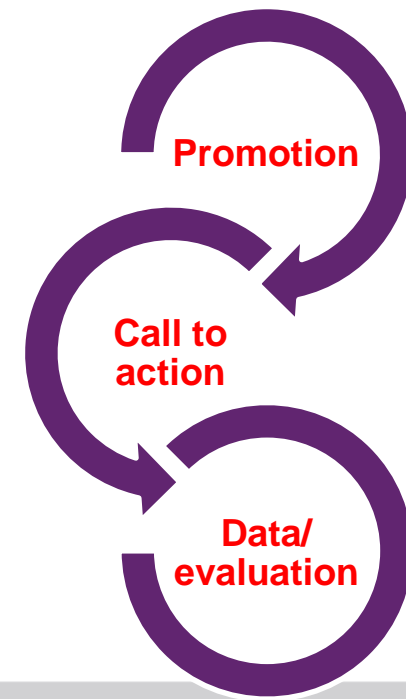
LIBRARY





**Our key engagement tool** is a PR postcard with a return call-to-action distributed in strategic (coded) locations:

- tobacconists & liquor outlets
- payday lenders
- health and welfare service centres
- gambling venues
- cafes, Coles supermarkets and other retail outlets



### DISCOVER SOMETHING NEW AT PRESTON LIBRARY AFTER DARK...

**What's On:** Live music, movie screenings, craft circles, workshops, free tea and coffee and more!

**When:** Thursdays, 7pm to 10pm

**Where:** Preston Library  
266 Gower St, Preston

**More info:** Find Darebin Libraries on Facebook or Eventbrite or go to [darebinlibraries.vic.gov.au](http://darebinlibraries.vic.gov.au)

### ENTER THE MONTHLY PRIZE DRAW TO WIN A \$50 COLES GIFT CARD

Just fill in your details and hand in this postcard at a Libraries After Dark event at Preston Library, Thursdays between 7pm and 10pm.

**Name:**

**Contact phone:**

**Email:**

Terms and Conditions apply - go to [darebinlibraries.vic.gov.au/librariesafterdarkt&cs](http://darebinlibraries.vic.gov.au/librariesafterdarkt&cs)

# Libraries After Dark

## Marketing Plan

October 2017



Department of Communities and Social Services



## Marketing messages

“Libraries open late on Thursday night”  
eg. Glenroy Library open til’ 10pm  
every Thursday

“From the gambling lounge to the  
community lounge”.

# The libraries opening late as a pokies alternative

By Carolyn Webb

17 June 2018 — 4:12pm



10 View all comments



Yes, they're open: gambling reform advocate Susan Rennie, co-founder of the Libraries After Dark activities program, pictured at a Preston Library craft circle.

Photo: Simon Schluter

It's 7pm and cold and windy outdoors in Gower Street, Preston.

But Preston Library is lit up invitingly, and inside it's colourful and warm. Students pore over homework, an elderly man reads a newspaper, and a couple choose DVDs from a shelf.

Way up the back, knitters, crocheters and lacemakers sit on comfy red chairs around a table, near a tea and coffee stand.

It's no random gathering. A banner announces it as part of Libraries After Dark.

The program started seven months ago to offer a safe, late-night place for people who might otherwise play poker machines, but it's since widened to appeal to the wider community. The





## Games Night

When: 15 Feb 2018, from 6:00 PM to 9:00 PM

Location: Preston Library

Come along and enjoy a game or two of Scrabble, Connect-4 or even Giant Jenga!

Light refreshments provided.

[Register for a reminder online](#) or call 1300 655 355



### River Chinese Band : Libraries After Dark

Thursday, February 22, 2018 (7:30 pm – 8:30 pm)  
Mill Park Library



FEB  
15

## KaChing! Pokie Nation

Public · Hosted by Moreland City Libraries

★ Interested

✓ Going

➦ Share ▾



15 February at 19:30–20:30

Next Week · 14-23° Partly cloudy



Glenroy Library

737 Pascoe Vale Rd, Glenroy, Victoria 3046

[Show map](#)

# Something to do...



*Thanks for supporting local artists... it was truly enjoyable*



*I will recommend this to others locally. Exactly what the community needs...*

## Customer feedback

*Great family time, we can't afford movies usually*

*My son socialised with other children & wants to know what a wildebeast is now!*

*I felt very comfortable & safe... & learnt a new skill that was cheap to carry on at home*

*I loved this event, it was wonderful & in a few more sessions we will solve the world's problems!*

# Evaluation

**How many people have been coming through our library doors?**

Library	Total number of attendees
Glenroy Library	2,500
Preston Library	2,198
Mill Park Library	3,311
Broadmeadows Library	1,463
Total	9,472

Library staff have heard numerous stories of positive impact on those within our communities who are vulnerable to pokies- harm, including:

- Patrons reporting that Gamblers Help counsellors have referred them to Libraries After Dark.
- One patron had planned to take his friends to Crown casino, yet met them at the Library once he had heard Libraries After Dark was running
- After Ka-Ching documentary screenings and ReSPIN presentations, attendees have shared their own personal stories of gambling-related harm
- Many people have told staff they have felt a sense of community connection by coming to Libraries After Dark; that without they would have spent the night alone or feeling isolated.

# Sustainability and growth

- Follow up from libraries around Australia looking to implement something similar
- Councils are looking at the way this program sits with other plans and areas of work – H&WB, social cohesion plans
- Talking with VRGF about future opportunities
- Exploring new partnership opportunities to deliver activities



*Hi Susan,*

*Libraries After Dark is a fantastic initiative!*

*As mentioned below, we have received funding to set up knitting and crocheting groups in vulnerable communities. This funding has enabled us to make starter packs containing wool, knitting needles and knitting pattern as well as a teacher to get people started if required.*

*We would love to collaborate with you in some way, if you feel it appropriate.*

*Looking forward to hearing from you.*

*Warm regards, Ros from “knit one give one”*



For further information:  
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[susan@vlga.org.au](mailto:susan@vlga.org.au)



# Questions

