

PUTTING THE HEALTH AND WEALTH BACK INTO WHITTLESEA

Bianca Opasinis

About our local prevention project

- City of Whittlesea experiences some of the biggest gambling losses across the state.
- ‘Putting the Health and Wealth Back Into Whittlesea’ works with large businesses that employ shift workers or are closely located to gaming venues to prevent gambling related harm.
- We do this by:
 - building knowledge and awareness
 - implementing prevention strategies within workplace policies and processes.



Our 'approach' to engaging workplaces

- We shifted the way we talked about gambling related harm to workplaces and became more flexible.
- We engaged workplace leadership for initial 'buy-in', then brought in others to 'do the doing'.
- We offered to act as gambling harm prevention 'consultants' for workplaces.
- We suggested prevention activities workplaces could implement but also helped them to identify other opportunities specific to their business.

Case study 1 – Melbourne Market



- Over 4,000 workers
- Comprised of Melbourne Market Authority and independent traders
- Awareness raising focus involving:
 - Visits to warehouse floor asking traders to commit to not holding staff outings in gaming venues.
 - Electronic Direct Mail to traders
 - Half page editorial in Market Fresh Spring 2016 magazine
 - Education sessions for staff managing the market

Case study 2 – Plenty Valley Community Health

- Over 250 workers
- Gambling policy development focus involving:
 - Setting up a PVCH gambling policy working party
 - Education sessions for staff
 - Awareness raising via managers meeting, all staff forums and staff newsletters
 - Monitoring workplace footy tipping, Melbourne Cup sweepstakes, raffles etc.



Championing Gambling Harm Prevention

Plenty Valley Community Health is developing a workplace gambling policy to combat the negative impacts gambling is having in our community.

The City of Whittlesea loses a shocking \$100 million dollars to poker machines every year. Finances however, are not the only thing being affected - gambling can negatively affect personal relationships, reduce work performance, cause cultural shame and decrease physical health. Furthermore, latest research has revealed 85% of the total burden of harm from gambling in Victoria is experienced by people who gamble occasionally, and not, as is commonly perceived, by people experiencing addiction.

Plenty Valley Community Health has partnered with Whittlesea Community Connections to undertake a review of our workplace practices in relation to gambling including: staff outings to gaming venues, footy tipping, raffles, referral processes to Gamblers Help and more. This review will occur in conjunction with staff education, meetings with relevant teams and will inform our final organisational policy.

To find out more please come along the upcoming in-service presentation on 'Understanding Gambling Related Harm' at 10:30am, Wednesday 24 August 2016, 187 Cooper Street. If you're unable to attend but would like further information or to get involved call 9409 8787.

Case study 3 – YMCA Whittlesea



MANAGE YOUR MONEY WORKSHOPS

Date: Wednesday, 30th November 2016
Time: 10.00am to 1.00pm
Location: YMCA Leisure City
41-53 Miller Street
Epping, 3076

Please email Sandra.marson@ymca.org.au to book your FREE place

LEARN HOW TO:

- Set and achieve budgeting goals
- Read and understand bills
- Save and spend wisely
- Develop solutions to debt
- Consider credit offers & options
- Understand rights & responsibilities

MoneyMinded:

MoneyMinded is an adult financial education program developed by ANZ and delivered by community organisations including Kildonan UnitingCare. MoneyMinded was developed by ANZ in consultation with community organisations and education experts including Financial Counselling Australia, the Financial Counsellors Association of NSW Inc. and the Australian Securities and Investments Commission.

- Over 600 workers
- Staff and community focus involving:
 - Ongoing ‘financial literacy’ workshops for staff
 - Adding a ‘gambling lens’ across YMCA Whittlesea code of conduct, marketing/IT/social media policies
 - Awareness raising materials on community notice boards across sites
 - Education sessions to leadership teams across sites
 - Referral information added to staff intranet

Awareness raising initiative – population level strategy



The poster features the Bridge Inn Hotel logo at the top, which includes the text 'Bridge Inn Hotel' and 'EST 1891'. Below the logo, the text 'Magical Monday' is written in a large, stylized font. Underneath, 'XMAS THEME' is written in a bold, red font, followed by 'MON 7 DEC' and '6PM' in a similar style. The central illustration shows Santa Claus, a reindeer, a penguin, and a snowman. A sign held by the snowman says 'Merry Xmas'. At the bottom, there is a line of text: 'Join us in the Lounge on the first Monday of every Month. For bookings, call 90371800 – Bookings recommended'. Below this, a small disclaimer reads: 'The Management and Staff of The Bridge Inn Hotel promote the responsible service of alcohol & gaming. Any form of advertising and promotions contained (but not limited to) online and print media are not implicitly or explicitly directed at minors, excluded persons or vulnerable or disadvantaged groups.' At the bottom left, it states: 'The Bridge Inn Hotel has been recognised by the AHA on both a State and national level, with 15 nominations and 5 wins.' To the right of this text are five circular award icons. The bottom of the poster contains contact information: '1425 Plenty Road Mernda VIC 3754 P +61 3 9037 1800 F +61 3 8677 9553 E reception@thebridgeinnhotel.com.au W thebridgeinnhotel.com.au FB facebook.com/thebridgeinnhotelmernda'.

Join us in the Lounge on the first Monday of every Month.
For bookings, call 90371800 – Bookings recommended

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- Testing a ‘soft entry’ approach to engaging workplaces in gambling harm prevention.
- Asking workplaces to ‘commit’ to not hold staff outings in gaming venues.

Lessons learnt

- Keep an open mind
- Language is important
- Initially a top-down approach is required
- Be action-oriented



For more information contact

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