

Informing play management systems: International review of limit-setting tools

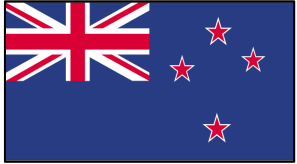
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Our objective

Address concerns regarding feasibility and cost-effectiveness in relation to the anticipated benefits:

- a) gather practical experience of other jurisdictions
- b) draw on scientific knowledge, and
- c) make expert recommendations appropriate for Massachusetts

Jurisdictions



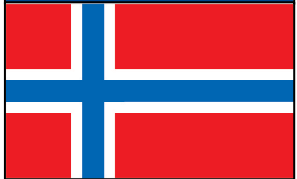
New Zealand



Canada: Nova Scotia, to be launched in British Columbia in early 2015



Australian States: South Australia, Queensland, Victoria, Western Australia



Norway



Sweden



Singapore



Experience and lessons learned

- ▶ **Document review:** evaluation reports, regulations, scientific literature, media articles, and other commissioned reports for individual jurisdictions and across multiple jurisdictions;
- ▶ **Key informant interviews:**
 1. government, regulator or other lead agency;
 2. gaming operators; and
 3. gaming technology companies.



Queensland findings: uptake

- ▶ active promotion takes 3-4 months for usage to peak, 90% enrolled after 3rd month (Sandgate), 79% after 4th month (Redcliffe)
- ▶ \$20 sign on incentive in points, chance to win \$500 weekly draw, dedicated 6 staff to sign up, promotional letters to players (Redcliffe)
- ▶ Queensland card-based gaming trials (Sandgate RSL and Redcliffe RSL) Office of Regulatory Policy 2009
- ▶ 12 months to obtain same enrollment without promotion (phase 1) vs. 4 months with promotion (phase 2)
- ▶ 78% said, after using Playsmart, they probably would have signed up without incentives
- ▶ Playsmart, (Schottler 2010) Surveyed venues in Queensland in phases



Queensland findings: impact

- ▶ 100% of players found the procedure straightforward and 95% were confident using the card. Using the card helped 58% think more about their expenditure, 45% to set a spending limit and 45% to think more about the affordability aspect of spending on pokies. (Sandgate)
- ▶ Players highly satisfied with functionality, usability of system.
- ▶ Players saw convenience of card based limit setting as a major benefit.
- ▶ 13% to 28% of players set daily limits, majority were conservative with the maximum of \$50 or \$100/day
- ▶ (Sandgate RSL and Redcliffe RSL)



Queensland findings: impact

Significant improvement reported across groups:

- ▶ 62% of players said PlaySmart encouraged them to think about how much they could afford to spend.
- ▶ 28% of players reported their EGM expenditure had reduced since using PlaySmart and problem gamblers were significantly more likely to report that PlaySmart had reduced their spending
- ▶ 23% of moderate risk gamblers reported improved adherence to limits and 14% greater expenditure awareness;
- ▶ 38% of problem gamblers reported improved expenditure awareness;



Queensland findings: impact

Rank ordered 5 most useful features

- ▶ Personalizing limit reminder message
- ▶ Set limits based on money you want to spend
- ▶ Present playing limits
- ▶ Get player activity statements
- ▶ Set breaks in play

Pre-commitment OR limit-setting

- ▶ Economics and Consumer Behavior literature
- ▶ Self management tool that recognizes we are dynamic beings



- ▶ Set limits in calm present state to guide behavior in aroused future state that is consistent with long term objectives

Primary recommendation

That the MGC Responsible Gaming Framework include play management tools that encourage players to set limits of time and money, and that support players in maintaining those limits.

Features to support increased up-take

- ▶ positive positioning
- ▶ strong education and marketing
- ▶ integration with loyalty cards
- ▶ incentives to encourage continued use
- ▶ default limits that require players to explicitly opt out
- ▶ multiple access points – help or privacy
- ▶ periodic checks with those who have opted out

Features to support effectiveness

- ▶ cooling off period for increases to take effect
- ▶ reminder messages as players approach limits
- ▶ screen stop and forced acknowledgement limits have been reached or exceeded
- ▶ loyalty points for maintaining limits, prohibiting loyalty points or rewards of any kind for any gambling above limits
- ▶ provision of complementary play information tools

Benefitting from lessons learned

- ▶ advances in technology and decreased cost
- ▶ why is it important
 - ▶ “we consider it an industry best practice”
Nova Scotia
- ▶ how ensure the success of this program