

Enhancing Connectivity of Tourism Research for Better Practice: A Case Study of Gambling Education Research in Australia



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Tourism Research Connectivity = Win/Win Outcome

- The Centre for Gambling Education Research at SCU is an excellent case study of how tourism research can connect academe with private and public sector clients and affect positive change.
- The clients benefit from reliable and timely data which informs decision-making and legislation.
- The Centre and the University benefits from being nationally and internationally recognized.
- The mutual benefits serve the broader community in which the University operates.

What's the Issue?

- Gambling in Australia is a good news/bad news story.
- Gambling is a major sector of the Australian economy, contributing **11% of state tax revenues**.
- Australians spend **\$20 billion** per year on gambling.
- The gaming industry supports **86,000 jobs** across the hospitality sector.
- New gambling modes through the Internet, mobile and social media show exponential growth.
- In 2012, Australians spent around **\$1 billion** annually on illegal offshore gambling sites, yet with few regulations in place players take the risk of identity theft, being ripped off. or developing gambling problems.
- Social costs of problem gambling total **\$4.7 billion** per year.
- Gambling therefore presents ongoing challenges for governments, industry and communities, and this is reflected in the provision of substantial research funding.

Background Information

- Established in 2003, the Centre for Gambling Education Research (CGER) has a record of delivering objective, quality, and innovative research.
- Under the direction of Professor Nerilee Hing, CGER employs a collaborative and multi-disciplinary approach to each research problem and consistently seeks to utilise best practice techniques.
- Demonstrating its leading national position, the CGER has attracted more research funding than any other gambling research centre in Australia.
- Centre members closely monitor current trends and developments in gambling research, and employ methodologies that reflect those trends.
- As the gaming industry continues to grow on a global scale, it is clear that gambling education research will become increasingly important in mitigating what can be a major societal problem.
- The connection between the Centre and key stakeholders within Australia is important, but the global impact and the applicability of this research in other contexts makes it especially relevant.

Breadth of CGER Research

- Responsible Gambling
- Corporate Social Responsibility in Gambling
- Harm Minimisation and Consumer Protection in Gambling
- Problem Gambling
- Gambling Policy and Impacts
- Gaming Venue Management and Operations
- Club Gaming
- Tourism and Gambling
- Indigenous Gambling
- Female Gambling
- Venue Staff Gambling
- Training and Education in Gambling
- Industry Codes of Practice
- Internet Gambling

Connecting Academe with the Private/Public Sector through Applied Research

Examples of CGER clients:

- Gambling Research Australia
- The New South Wales Office of Liquor, Gaming & Racing
- Clubs New South Wales
- The Club Manager's Association Australia
- The Australasian Gaming Council
- The Queensland Office of Liquor, Gaming & Racing
- The South Australian Independent Gambling Authority
- The Victorian Office of Gaming Regulation

CGER Outcomes

- Over the past five years, CGER has attracted \$6.53 million (AUD) in competitive research funding, more than any other Australian gambling research centre.
- Since 2010, CGER core staff published 166 peer-reviewed publications, including 5 books, 9 book chapters, 115 refereed journal articles, 9 book reviews and editorials, 37 research reports (most peer reviewed), and 13 published submissions to government inquiries.
- Since 2010, CGER core staff presented 9 invited presentations to Parliamentary Inquiries, 60 keynote/invited presentations in Australia, Canada, US, Macau, Singapore, New Zealand, and Europe, along with another 75 conference presentations, and 28 research workshops/seminars/presentations.

Source: www.cger@scu.edu.au

The Impact of GCER Research

- The CGER is Australia's longest-standing and leading gambling research centre and has major impacts on gambling policy, practice and research in Australia and overseas.
- It has gained its reputation as a result of its **objective non-partisan** research that is neither "pro" neither "anti" gambling.
- CGER gambling research contributes directly and substantially to Australian gambling policy as it the major provider of gambling research services to Federal and State Governments who commission studies based directly on their policy priorities.
- CGER has been awarded 42% of projects commissioned by the Australian Federal Government.
- CGER gambling research has had *substantial impact* on gambling industry practices. They helped to develop and have evaluated several industry responsible gambling codes of practiced.
- CGER research has been a major impetus for Aboriginal services with regard to problem gambling.

Recent CGER Studies

- “Aboriginal gambling: a question of addiction or resource redistribution?” (2014)
- “A big deal? The far-reaching impacts of a remote casino” (2014)
- “Too close to home: people who live near pokie venues at risk” (2013)
- “Fewer Australians gambling overall but interactive gambling on the rise” (2013)
- “Size really does matter: Big pokie venues are the most dangerous” (2013)

What are the Implications of Gambling Education Research?

- Implications for governmental policy makers on the national, state and regional levels.
- Implications for social welfare planning.
- Implications for domestic and international operators within the gaming industry.
- Implications for further research.
- Implications for Universities, academic researchers, and HDR students.

So What Can We Learn from this Case Study?

- Tourism research contributes to our understanding of the benefits and risks inherent in one of the fastest growing sectors within the industry: gaming.
- Tourism research can and does result in new legislation and legislative changes.
- Tourism research does connect academe with a wide range of external stakeholders.
- Tourism research can inform better practice.

Want More Information about Gambling Education Research and CGER?

www.cger@scu.edu.au