



**ALLIANCE FOR
GAMBLING REFORM**

2018

**Submission to the
Shire of Cardinia
Budget 2018/19**

**Partnership grant request from the
Alliance for Gambling Reform**



Grant Request

INTRODUCTION

The Alliance for Gambling Reform is a collaboration of organisations with a shared concern about the demonstrably harmful aspects of gambling and its normalisation in Australian culture. We campaign for reforms of the gambling industry that reduce the harm it causes.

We are in possession today of knowledge that was not known when poker machines were first introduced in Victoria some 25 years ago. We now understand the deliberately deceptive, addictive and misleading programming of poker machines and the impact that this causes on hundreds of thousands of Victorians and on our local communities.

We recognise gambling addiction as a public health issue, with no acceptable level of harm from poker machines. We will pursue a suite of policies that prevent and reduce the harm from poker machine gambling, starting with;

- Elimination of machine design features that increase the likelihood of addiction such as losses disguised as wins and near misses,
- \$1 maximum bet & maximum hourly loss rate of \$120 per hour, and
- changes to the licensing regulations for poker machines that enable communities to have a say over the location of machines in their community

These policies mark the beginning of a continuous process of preventing harm from poker machines, not the end.

The Alliance is seeking \$25,000 from the Shire of Cardinia. In requesting these funds, we invite Cardinia to join our principal partner councils. In 2017/18, 12 metropolitan councils (Melbourne, Knox, Bayside, Banyule, Kingston, Hume, Darebin, Moreland, Whittlesea, Brimbank, Wyndham and Dandenong) made \$25,000 contributions as part of our fundraising campaign.

These funds enabled the Alliance to offer individual support to councils for activities to prevent harm from gambling, and importantly allowed us to continue our ground-breaking work pressuring AFL clubs to get out of the pokies business, putting the pressure on Woolworths over their unconscionable conduct and furthering our campaign for meaningful regulatory reform.

The Alliance is especially keen to develop a partnership with Cardinia Shire because your municipality has rapidly growing losses on pokies. Cardinia is at significant risk of having too many machines in years to come with many potential operators looking to introduce and expand poker machine operations in your Shire. Your residents deserve higher levels of protection which we would like to assist you to achieve. Concerted collaborative efforts will be required to ensure that Cardinia residents are not subject to further harm in the future.

After Cardinia's recent victory at the VCGLR opposing The Station Hotel's application for 80 poker machines, it would be timely to join The Alliance as a full member, particularly given the likelihood of forthcoming VCAT battles. The Alliance worked closely with City of Whittlesea during its [memorable VCAT victory](#) against Woolworths over the proposal to install 40 pokies at The Commercial Hotel in South Morang.



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INFORMATION – CONTACTS

	Contact 1	Contact 2
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Website	www.pokiesplayyou.org.au	

ALLIANCE FOR GAMBLING REFORM INFORMATION

Name of Organisation/Group	Alliance for Gambling Reform
Is your Organisation/Group known by another name	No
Australian Business Number (ABN)	14 829 021 950
Postal Address	c/o VLGA, Ground Floor, 60 Leicester St Carlton VIC
Incorporation Registration Number	A0091266E
Type of organisation	Incorporated association
Registered for GST	Yes
Are you a charity	Yes
Charity type	Health Promotion Charity
Deductible Gift Recipient (DGR) ?	Yes
Do you have any Tax Concessions?	N/A
Public Liability Insurance	Insurer: Dual Australia Pty Ltd Policy number: P_AL/0/103881/15/G-6 Certificate of Currency – Attachment 1



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SECTION 1 : PROJECT SUMMARY

History of AGR

Since the introduction of poker machines into Victoria, individuals and organisations have been advocating for measures to reduce harm. Occasionally, advocacy efforts have led to improvements such as the removal of ATMs from gambling venues. However, the power of the gambling industry is such that they quickly mitigate against harm minimisation efforts and continue to deliver more and more harmful and dangerous products.

Prior to the creation of the Alliance, advocacy efforts were often ad-hoc and uncoordinated. Advocates sometimes supported conflicting strategies and had different advocacy asks. The gambling industry benefitted from this lack of coordination with a slick and unified publicity and lobbying machine to ensure that they achieved outcomes which maximized profits whilst doing little to protect Victorians from harm.

Following the failure of reforms proposed by Federal independent Andrew Wilkie, a number of eminent Australians and longtime gambling reform advocates began conversations with a view to creating a body that could run a successful campaign to counter the power and influence of the gambling industry and see meaningful reform introduced to protect Australians from poker machine harm. The Alliance grew from these conversations. One of Australia's foremost communications and marketing experts, the late Neil Lawrence, was a key leader in this area and the ground breaking documentary that he produced, *Ka-Ching*, marked a critical turning point in our ability to reframe debate around poker machines to focus on their dangerous, addictive and misleading features.

With the financial backing of some generous private philanthropy, the Alliance was created to forge a far more effective approach by driving collaboration across these different fronts. In doing so, the Alliance is building a powerful base of supporters at the grassroots to propel forward the case for change and to re-frame the case for change so that it is more compelling and more likely to succeed than previous efforts.

We are a national alliance but have a heavy focus on Victoria and local government is very much at its core. Indeed the Alliance was formed shortly after the successful *Enough Pokies* campaign which Victorian councils formed in the lead up to the 2014 state election. Other organisations involved in the Alliance include the Salvation Army, the MAV, the VLGA and the Gambling Impact Society.

Summary of Alliance activity

The Alliance is advocating for reforms to the gambling industry to reduce the harms it causes. Our focus is on poker machines but we advocate for changes to sports and on-line gambling which would also reduce harm.

We are confident that **our campaign can win** because we have a strong strategy:

1. **Build a national supporter base** for poker machine reform, with alliance members
2. **Re-frame the debate** back to the root cause of the problem – machines designed for addiction and a predatory gambling industry.
3. **Encourage clubs to divest** from pokies by demonstrating that their members want to see their club lead.
4. **Use our community power to move politicians** to support the reforms that ensure all clubs and pubs are made safe from machines that were designed to be dangerous.



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The past twelve months has seen outstanding achievements in terms of media profile and movement building. Notably, the Alliance has maintained pressure on the AFL and AFL clubs which is starting to pay dividends with the Geelong, Melbourne and Greater Western Sydney Football Clubs all announcing that they are getting out of the business. Other AFL clubs have indicated a desire to move in the same direction.

The Alliance has run a strong campaign targeting Woolworths and their unconscionable conduct. Alliance Director ran for the Woolworths Board where she gave [a powerful speech](#). As a result the Woolworths Chairperson has made an undertaking that the company will consider \$200 cash out limits and reductions to opening hours.

In addition, the Alliance has assisted community members to actively participate in VCGLR licensing process which has contributed to 2017 being the most successful year ever in the VGCLR for seeing EGM applications getting refused.

Finally, the Alliance has launched the Champions for Change program. The program empowers people with experience of gambling harm to participate in reform advocacy in a number of ways that is meaningful to them. The program is an innovative, impactful and essential part of the Alliance campaign for gambling reform.

The Alliance is keen to develop a partnership with Cardinia Council. We want to work with you and your residents to reduce the harmful impacts of gambling in your area.

SECTION 2 : OUR GRANT PROPOSAL

Campaign Name
The Pokies Play You
How much funding is the Alliance requesting from Council?
\$25,000
Total AGR budget
\$471,000 for 2018/19



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How will the Shire of Cardinia will benefit from this campaign?

The greatest benefit for the Shire of Cardinia of this campaign comes from working in concert with the Alliance and our 65 partner organisations to advocate for state and national legislative reforms.

The legislative changes advocated by the Shire of Cardinia and the Alliance will reduce gambling harm and disadvantage far more than is possible under the current regulatory regime.

In addition to the benefits of working in collaboration, becoming a financial partner would entitle Cardinia to:

1. Opportunity to work directly with a member of the Alliance's politics and media strategy team at a grass roots level to ensure that local messaging is crafted in a way that amplifies, and is amplified, by the broader Alliance campaign
2. Opportunities for the Alliance spokespeople such as Tim Costello to create local media coverage of gambling issues in Cardinia, subject to availability
3. Media and strategic support for Council actions on any matters relating to EGM licencing and planning and for Council advocacy. We anticipate that this could result in better outcomes for lower spend than full investment in VCGLR and VCAT processes.
4. Enhanced ability to deliver effectively on the Cardinia Gambling Policy, with a particular focus on advocacy, community consultation, support and education.
5. Promotion of Cardinia gambling harm prevention related events to Alliance supporters, such as community consultation forums, festival events, educational events or Ka-Ching! screenings
6. Your residents and ratepayers will understand the relevance and timeliness of this issue and see their council as a leader in this field

SPECIFIC PROJECT / CAMPAIGN ACTIVITIES 2018 / 19

Below are some of the activities which we are looking to deliver over the next year.

- A. Victorian Election Strategy:
 1. Change the debate from "personal responsibility" and "responsible gambling" to "reducing gambling harm".
 2. Reduce the credibility and influence of the poker machine and gambling industry.
 3. Secure support for as many of our policies as we can from major parties, minor parties and independents.
 4. Establish relationships with Members of Parliament who are prepared to advocate for gambling reform post the election.
 5. Leverage opportunities to change the debate and reduce industry credibility by
 - Connecting our Woolworths and AFL campaigns to state politics as appropriate
 - Working with our Leadership councils to increase local visibility through local media, billboards, signage and supporter events
 6. Work with councils and Champions for Change to build relationships with politicians to



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- Secure some policy wins, especially around un-used licenses
- Establish a group of MPs prepared to advocate for reform post-election

B. AFL Strategy

Aim of this campaign: Public awareness and engaging campaign which aims to build momentum against the AFL's association with pokies and focuses on the better and more family-friendly alternative models for funding clubs.

Bigger picture strategy: This campaign fits into our broader strategy of shaming the gambling industry and like tobacco, making them unattractive to be associated with.

C. WOOLWORTHS Strategy

Aim of this campaign: Acknowledging that Woolworths aims to keep its pokies association as quiet as possible, we aim to raise awareness with a campaign focused on publicity (both grassroots and national) and divestment from Woolies.

Bigger picture strategy: Similar to AFL, demonstrate that an association with pokies is detrimental to reputation.

Role for Cardinia residents

The Alliance will work with the Shire of Cardinia to tailor the communications strategy and materials to suit residents so that they can:

- Learn more about the need for legislative reform to minimise gambling harm
- Share educational materials with their friends, family, neighbours and peers
- Get involved in advocacy for reform of the industry through social media, email or volunteer events in the council area
- Participate in community engagement activities organised by the council that have been designed to align with Cardinia policy and Alliance goals
- Organise their own advocacy group with support from the Alliance, if a crucial mass of residents is reached

Role for Shire of Cardinia

Cooperation at this level of advocacy is most effective when councils and the Alliance work together to develop and deliver materials and activities.

- Cardinia communications team sharing relevant community demographic and communications research specific to the Cardinia so that Alliance staff can tailor communications plans and materials to suit.
- Use of Alliance communications materials in the Cardinia
- Promotion of relevant Alliance community engagement actions to residents and community groups in the Cardinia
- Cardinia community development team working with Alliance staff and board members when developing community development activities
- Cardinia advocacy team coordinating with Alliance staff and board on activities such as government submissions and meetings with Ministers



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Credentials of AGR staff and board
<p>The Board of the Alliance is made up of individuals who bring expertise, networks, and organisation and other skills required by the Alliance.</p> <p>Members of the Board are;</p> <p>Allison Keogh (NSW) Kathryn Arndt, CEO, Victorian Local Government Association (VLGA) Jason Davies-Kildea, The Salvation Army Cr Geoff Lake, City of Monash* Dr Mark Zirnsak, Victorian Inter-Church Gambling Taskforce Dr Susan Rennie, Darebin City Council* Rev Tim Costello, Australian Churches Gambling Taskforce Leigh Mason, Gambling Impact Society NSW Jason Kildea-Davies, The Salvation Army Tom Cummings (Vic) David Beguely, (Vic)</p> <p>* These board members do not formally represent their organisation on the Board.</p> <p>The Board has a number of advisors:</p> <p>Jan Black, Municipal Association of Victorian (MAV)</p> <p>The Alliance has a number of paid staff:</p> <p>Tony Mohr, National Campaign Manager Stephen Mayne, Communications Advisor Kate de Costa, NSW campaigns coordinator Hillary Montague, Campaigns Coordinator Victorian Councils Advisor (being recruited) Champions for Change Coordinator (being recruited)</p>

AUTHORITIES & DECLARATIONS

I certify to the best of my knowledge, that the information provided in this submission is correct and discloses a full and accurate statement of the Alliance for Gambling Reform's details and proposal and agree to meet accountability set by Council.

Authorised person's name	Tony Mohr
Signature of authorised person	
Position held	Executive Director
Date	3 May 2018

To CEO Garry McQuillan
Cardinia Shire Council
PO Box 7
Pakenham VIC 3810
mail@cardinia.vic.gov.au

Re: Budget Submission 2018/2019 year

Dear Mr McQuillan

I am a resident and ratepayer of Cardinia Shire and I request the following item be included in the 2018/2019 budget.

Allocation of funding for the completion of a zebra crossing at the shopping centre precinct, Windermere Boulevard Pakenham.

Included in the allocation, I request Council also complete any additional road works required to slow traffic in Windermere Boulevard pursuant to VicRoads requirements.

I further request the crossing works be completed in the first half of the financial year to ensure safety of pedestrians walking to the new Pakenham North East Primary School.

Besides being an important safety improvement for our community, funding would align to the current Draft Council Plan Actions for 2018 - 2022 under several areas including;
1.4.1 Priorities in the Liveability Plan - Improved mental health and wellbeing; improved social cohesion; improved safety and reduced obesity, achieved via Active Travel
2.3.1 Upgrade pathways and walking tracks across the shire in accordance with the footpath program and revised Pedestrian & Bicycle Strategy (Pg 7 and Pg 110/ Fig 31)
2.3.1 Implement the Disability Access and Inclusion Action Plan; Priority one of this plan includes access in public space

My personal reasons for this submission are that I have a young family. We enjoy walking to our local park and shops and we have difficulty crossing the road between the park and the shops.

We also have difficulty in crossing between shops on both sides of Windermere Boulevard which is detrimental to our local businesses.

Our Daughter will most likely attend the new primary school in two years. We would hope that her friends are encouraged to walk to school; this is unlikely if this crossing is not complete.

Further I would request the opportunity to talk to my submission at the Special Council Meeting Monday 7th May

Signed _____



David Roberts

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