

## **Problem Gambling National Provider Forum Gamble Free Day Workshop Notes - 2<sup>nd</sup> April 2009**

### ***1) What has worked well?***

- Gamble Free events working with local City Councils - in local squares etc
- Working with local football league team – high profile, T-shirts, etc
- Asian Discount Dining Scheme
- Lodged Treaty Claim – Pokies legislation missing
- Global Fest – concert, different languages (Rotorua)
- Musical events and concerts
- Marches
- Protests outside Casino and venues
- Smash pokie machine
- Taonga/Kete bag – Spring symbol of hope, planting the seed
- Media campaigns
- Consumer stories

### ***2) Ideas for GFD activity – 1<sup>st</sup> September 2009***

- A Planned approach
- Need to aim for a national strategy with a unified purpose – should also drop down to a local level
- HSC could potentially coordinate PR nationally
- Each service can be responsible for a specific geographical area
- Original objective from PG Hui for GFD - closing down casino/venues for a day - even one venue closed down attracted attention
- Using community engagement focus to get local venues shut down - promote self exclusion
- Site visits – Give out Kit Kats – Take a Break! Get off the machines.
- Acknowledge venues that do not have gambling – use vouchers to promote
- Global earth hour concept – What is something simple that everyone can do?
- Lighting candles or letting balloons go
- \$2 minimum bet – donate to Charities that do not accept gambling funding
- Quiz in local papers – 5 questions only, local gambling information
- Graffiti artists
- Stickers
- Collective voice – representing persons affected by PG
- Power of the story
- Working together, casting the net!
- Promoting community focused ad re HSC social marketing campaign
- GFD legislated mass message
- Telethon – can give proceeds to Charities that do not accept gambling funds