



Education Strategy

Regulatory Services Division

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A key tenet of our regulatory posture is to inform and educate industry participants to deepen their understanding of our expectations and their obligations through education, guidance and other resources. A new focus for the VGCCC is community education.

This document outlines our 2022-25 overarching approach to education.

Our Purpose

- Ensure integrity, safety and fairness for all.

Education aligns to these Strategic Ambitions

- Protect people from being harmed by gambling
- Ensure a fairer gambling industry and better informed consumers
- Keep the industry free from criminal influence and exploitation
- Enable and hold to account those we regulate to deliver on both their legal and social contracts with the community

Our Regulatory Posture

The VGCCC regulatory posture states that we will:

- help industry participants deepen their understanding of our expectations and obligations through education guidance and other resources
- inform and educate the community about our regulatory objectives, our expectations of industry and our regulatory approach and posture
- actively monitor industry participant's ability and willingness to meet expectations and obligations using a combination of risk based and targeted approaches to encourage compliance and detect non-compliance.

Education Aims

Education aims to:

- shift from raising awareness to effecting long term behavioural change
- implement elements of the VGCCC's regulatory approach in regards to harm minimisation
- ensure licensees understand their obligations
- ensure the community understands our expectations of industry, our regulatory approach and posture
- promote voluntary and proactive compliance; and

- build and maintain effective partnerships.

Education is one tool in a regulatory approach

Education is not the only avenue to promote policy and achieve outcomes. Other tools include:

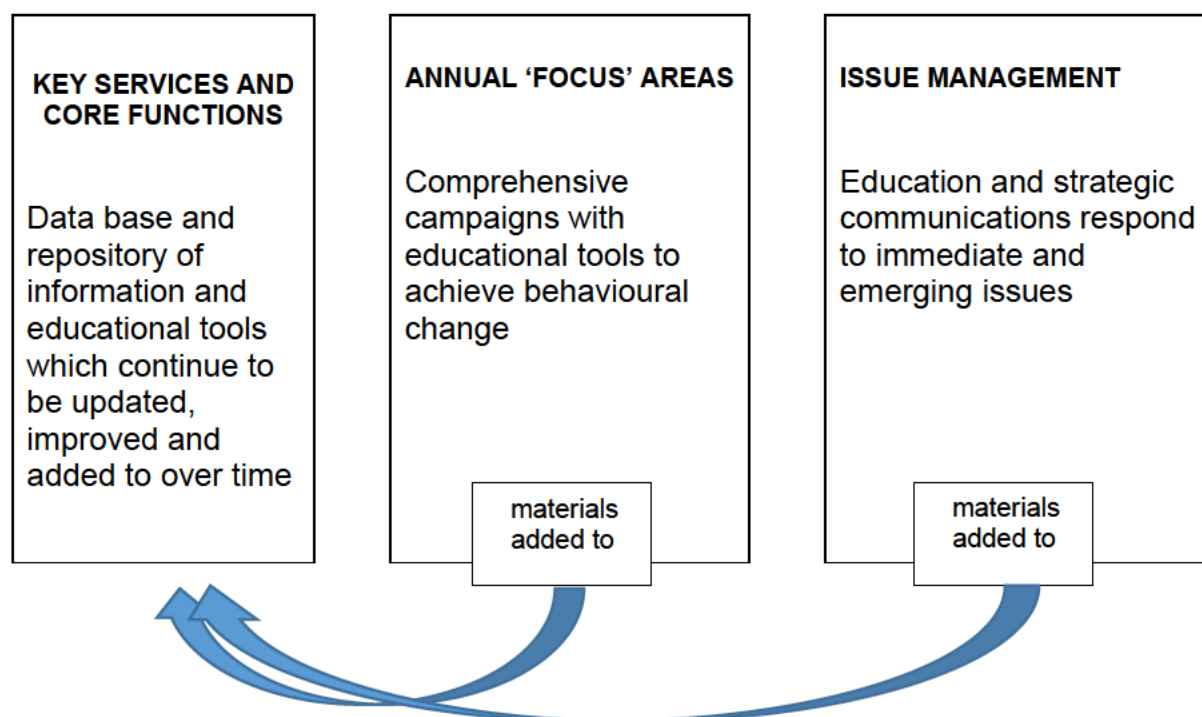
- regulatory or legislative change
- increasing enforcement activity
- incentive schemes
- the licensing process (including conditions which may promote, ban or prohibit activity)
- networking and partnerships

However, the provision of information can provide a cost effective pathway for implementing the VGCCC's regulatory approach and is generally seen as a more cooperative form of engagement compared to inspection-based compliance activity.

The Strategy

The strategy encompasses a three-part approach covering:

- core functions: a data base of existing knowledge which is built and added to over time. This equips industry participants, consumers and internal resources with the educational tools they need.
- 'focus areas': determined annually in-line with VGCCC business objectives. Focus areas will provide clarity, a reason to engage, and sustained campaigns to achieve behavioural change.
- issue management: capacity to accommodate immediate education issues (although long-term behavioural change may not be an outcome).



Core Functions

The strategy provides for a review of existing education tools and other information on the website and in paper form. These materials will be reviewed for the purpose of:

- establishing an inventory, reviewing materials for ease of understanding, and conducting a gap analysis
- the potential to group subjects and tools in a meaningful way which is engaging to stakeholders (for example 'The First Year of a New Licensee')

Annual Focus Areas

Focus areas will form the basis of targeted campaigns to effect behavioural change. These will be based on the VGCCC's business requirements, internal demand and stakeholder input. Focus areas may cover licence, compliance, or commonly reported contact centre issues.

Campaigns do not replace the ongoing requirement for licensees to comply with their obligations in totality, and will run alongside – and in conjunction – with the will run VGCCC's regular compliance and business activities.

Focus areas – outputs

Campaigns will drive a range of materials and collateral including:

- fact sheets, check-lists and guides
- presentations, slide shows and speaking notes
- storylines and 'personas' relevant to target groups

- news stories (web, VGCCC newsletter, partner newsletters, social media)

Education plans will specify the materials for each campaign. Relevant divisions will provide subject matter input.

Focus areas – delivery channels and points of contact

Each campaign will use VGCCC communication internal and external communication channels. Each of the campaigns will consider delivery channels and points of contact to ensure our education reaches the right people.

Examples where existing or new channels could be leveraged include:

- Front line staff
- Gambling Industry Employee
- Casino Special Employee
- website
- client services (opportunity for education messaging)
- 'street-talk' (education team visiting venues on an educational basis with follow-up by Compliance at a defined time to measure effectiveness)
- social media
- working with government partners – CAV, Small Business Bus, regional government offices
- working with industry partners including AHA, CCV, RSL (for example newsletters, and third party endorsement)
- translation of key materials to other languages
- IT avenues (for example venue manual and gaming portal)
- targeting specific audiences, for example a declared and community charitable organisations, new staff)
- increased use of digital tools for self-service training and education (eg learning modules, app)

Education stakeholders

| Audience | | Purpose | Our channels |
|-------------------|---|--|--|
| Industry | Venue operators | Educate industry members about harm minimisation and responsible gambling and campaign messages | Website Industry News Social media <i>Direct mail</i> <i>Forums</i> |
| | Charitable and community organisations | | |
| | Bookmakers | | |
| | Bingo operators | Educate front line staff about harm minimisation, campaigns and responsible gambling messages. | Industry News Direct email |
| | Manufactures, suppliers and testers | | |
| | Major licensees: Intralot, Crown Melbourne, Tabcorp, and Lottoland | | |
| Government | Gaming industry employees Casino special employees | Promote harm minimisation, campaign and responsible gambling messages. Encourage reporting of dishonest or criminal conduct | Direct email Website Industry News Social media |
| | Peak bodies | Educate members to reduce harm Promote campaign and harm minimisation messages through existing channels | Editorial contributions to industry magazines <i>Conference presentations</i> |
| | Department of Justice and Community Safety | Contribute to the development of industry training eg RGO training Assist in educating industry and community about YourPlay, RSG training. | Website Social media Forums |
| | Other regulators and law enforcement agencies: Victoria Police, AUSTRAC, ACMA | Identify best practice in education, share ideas and learnings. Promote AML messaging | Face to face Direct mail |
| | Victorian Responsible Gambling Foundation | Maximise opportunity to promote VRGF responsible gambling programs to industry and community including the Venue Support Worker Program. Provide opportunities for coordinated activities, shared initiatives or learnings | Website Social Media Forums/Presentations Industry News |
| | Community | Anti-gambling and advocacy bodies Gambling support services | Educate groups about VGCCC and our education approach. |
| Broader community | | Educate community about VGCCC, harm minimisation and responsible gambling. Encourage reporting of non-compliant behaviour | Website Social media Forums/presentations |

Evaluation

This strategy provides a range of outputs which can be evaluated against the success measures of the VGCCC's Corporate and Business Plans including:

- higher levels of voluntary compliance
- licensees adopting best practice

- working with industry, community and other stakeholders to reduce harm
- achieving the best outcomes using the most effective means

Evaluation will rely on a range of hard and soft data gathered from, and in relation to:

- compliance – breach data and other enforcement action (increase or decrease)
- gambling related harm (VRGF)
- industry feedback (including the Industry Survey, targeted surveys and general feedback)
- data from Client Services (call subject, number of calls, requests for data, change in public complaints)
- website analytics
- number of events attended and opportunities to participate in third-party forums and events
- new channels opened
- information sharing and joint education programs with government agencies such as the Foundation
- subscriptions to VGCCC news
- increased VGCCC resources available to move from areas of lower harm to higher harm

Implementation

An implementation plan for 2022-23 is attached. This covers:

- key services and functions
- focus areas and campaigns
- stakeholder engagement, and
- potential areas for growth pending additional funding.

This plan will be updated on an annual basis by the education team following consultation with industry, business units and the Executive.

Document Information

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Document approval

This document requires the following approval:

| Name | Title | Organisation |
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| [REDACTED] | Director Regulatory Services | VGCCC |
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