

# Strategic Plan 2018–2020

## PURPOSE

In a rapidly changing gambling environment, the Authority develops and promotes law and policy that strike a balance between minimising harm caused by gambling for the South Australian community and maintaining an economically viable gambling industry.

### **The challenge of competing objectives**

In developing this plan, the Authority has grappled with the competing objects in section 11(2a) of the *Independent Gambling Authority Act 1995*.

The Authority recognises that maintaining a viable local gambling industry is a significant challenge for local gambling operators when many forms of entertainment are available to the community and online gambling platforms are increasing in popularity. Gambling providers should be supported to promote and develop the South Australian gambling industry with bold and innovative ideas. However, gambling products have the potential to cause significant harm to the community and gambling operators must take responsibility for ensuring the safety of existing and new products. New technology provides an opportunity to increase access to and diversity of gambling products, and in turn increase harm from gambling. However, gambling operators should also be exploring how technology can deliver enhanced harm minimisation measures and consumer education features. The Authority encourages industry to be proactive in pursuing innovative ideas to deliver safer gambling products to the South Australian community.

The Authority recognises that the gambling industry operates under a social licence. The industry maintains its social licence so long as it operates within legislative and ethical boundaries and community standards.

If the industry acts in a way that exceeds the bounds of that licence, there is the likelihood of strong community objection to the continuation of the industry. An example of industry breaching the social licence is the proliferation of advertising for online gambling providers.

The Authority will actively pursue those operators who do not abide by their legal obligations to the South Australian community.

## VALUES

The Authority's work is guided by the following values:

- independence
- consistency
- fairness
- partnerships with the community and industry
- evidence based regulation.

## GOALS

### **1. The Authority will provide informed, independent advice to government in a timely manner.**

#### *Strategies*

- identify emerging issues and challenges in the South Australian and national gambling industries
- compare developments in research and regulation in other Australian and international jurisdictions
- build the gambling knowledge base through research.

### **2. The Authority will regulate for a sustainable and socially responsible gambling industry.**

#### *Strategies*

- taking an evidence based approach to regulation
- ongoing development of an effective tool kit to minimise harm caused by gambling, including:
  - Codes of Practice
  - ensure an effective compliance and enforcement program, including working in collaboration with the Liquor and Gambling Commissioner.

**3. Promoting harm minimisation initiatives.**

*Strategies*

- continuous development of harm minimisation strategies in response to existing and emerging gambling products
- building industry and community knowledge of available strategies for addressing gambling harm, including barring
- promoting the concept of normalising management of gambling expenditure
- collaborate with partners to promote education and awareness of gambling harm and reduce stigma.

**4. The Authority will maintain a governance framework to promote timely, clear and consistent decision making.**

*Strategies*

- providing a professional and consistent approach to services to the community and gambling industry
- develop relationships with stakeholders that promote collaboration and cooperation across the industry.