

City of Melton

GAMING MACHINE DATA

2014 - 2015



Did you know?

Losses to pokie machines in the City of Melton increased by over \$3 million (or 5.79%) in the past year.



Venues

There are 7 gaming venues in the shire.



Number of EGMs

There are 493 pokie machines.

That's 5.2 machines per 1,000 adults.



Losses in 2014-2015

\$57,349,284 was lost on poker machines.

That's \$157,121 lost every day on pokie machines in your community.



Losses by state ranking

City of Melton ranked 19 of 70 LGAs for gaming machine losses in Victoria.



Loss per capita

Based on adult population data, at June 30, 2015.

\$605
per adult

This information was collated using 2014-2015 data from the Victorian Commission for Gambling & Liquor Regulation.

The Gambling Information Resource Office provides information to community groups, local government and the public about gambling and its regulation in Victoria.

www.responsiblegambling.vic.gov.au/information-and-resources



Victorian
Responsible
Gambling
Foundation

Gambling
Information
Resource Office

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Responsible Gambling

AWARENESS
WEEK 12-18 OCTOBER

FACT SHEET 1

INTRODUCTION

Responsible Gambling Awareness Week (RGAW) is held each year to raise awareness of the importance of gambling responsibly, at an individual, gaming industry and community level. Melton City Council is pleased to partner with the Victorian Responsible Gambling Foundation in delivering our own locally relevant Responsible Gambling fact sheets series, together with local information on Pokies losses. In 2014, Council adopted its Responsible Gambling Policy, highlighting our commitment to working alongside the community to raise awareness and respond to expressed needs. Council is also in the process of developing a Local Planning Policy on Electronic Gaming Machines (Pokies), which will form part of the Melton Planning Scheme.

GAMING MACHINE (POKIES) DATA 2014 - 2015

Welcome to the City of Melton's Responsible Gambling Awareness Week Fact Sheet Series. There are seven fact sheets in this series and this is Fact Sheet 1— Victorian Gaming Machines (Pokies) 2014-2015.



DID YOU KNOW

Losses on pokie machines in the City of Melton increased by over \$3 million (or 5.79%) in the past year.



VENUES

There are 7 gaming venues in the municipality.



NUMBER OF POKIES

There are 493 pokie machines. That's 5.2 machines per 1,000 adults.



LOSSES IN 2014-15

\$57,349,284 was lost on poker machines. That's \$157,121 lost every day on pokie machines in your community.



LOSSES BY STATE RANKING

City of Melton ranked 19 of 70 Local Government Areas (Council) for gaming machine losses in Victoria.



LOSS PER CAPITA

Based on adult population data.

**\$611 IS LOST PER
ADULT PER YEAR**

This information was collated using 2014-2015 data from the Victorian Commission for Gambling & Liquor Regulation, released September 1st. The Gambling Information Resource Office provides information to community groups, local government and the public about gambling and its regulation in Victoria. www.responsiblegambling.vic.gov.au/information-and-resources

Responsible Gambling

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FACT SHEET 2

POKIES DATA 2012-2013

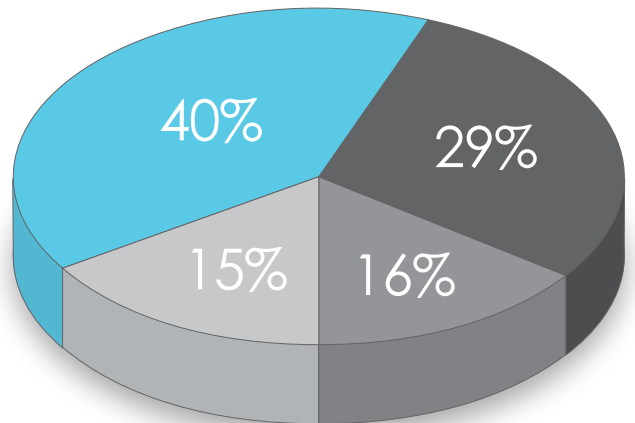
Welcome to the City of Melton's Responsible Gambling Awareness Week Fact Sheet Series. There are seven fact sheets in this series and this is Fact Sheet 2—Pokies Data 2012-2013. This information is provided by Gambling Information Resource Office (GIRO) and is based on 2012-2013 Victorian gaming machine data. The City of Melton is part of the North West Catchment, which also includes Brimbank, Hume and Maribyrnong municipalities or local government areas.

OVERVIEW

In 2012-2013, the North West Melbourne catchment had 2641 pokies in 46 gaming venues. It had a total net pokies expenditure of \$342,752,363.25 and \$780.84 per adult. There were 6.01 Pokies per 1000 adults and 9,542 adults per gaming venue.

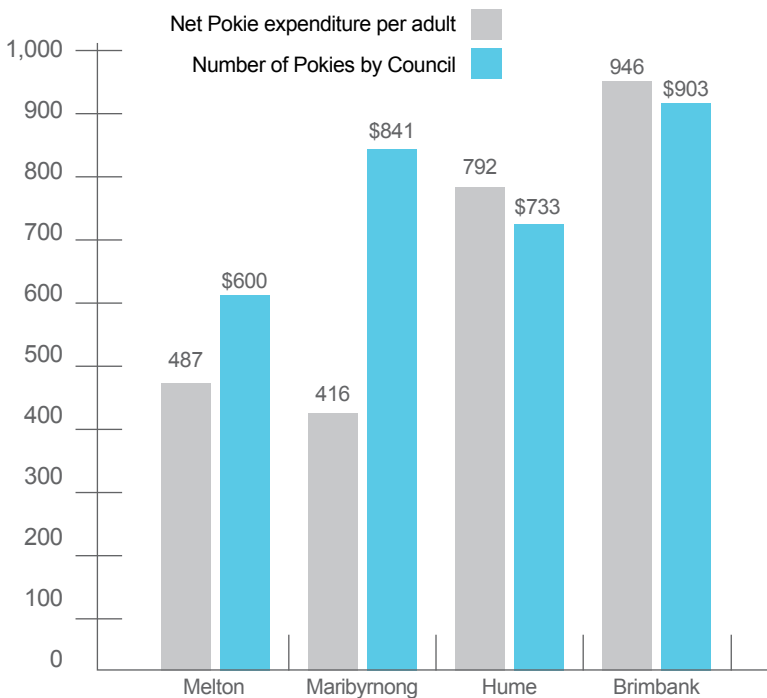
Local Government Areas

40%	Brimbank - \$137,637,439.13
29%	Hume - \$98,760,072.21
16%	Melton - \$53,565,855.91
15%	Maribyrnong - \$52,788,996.00

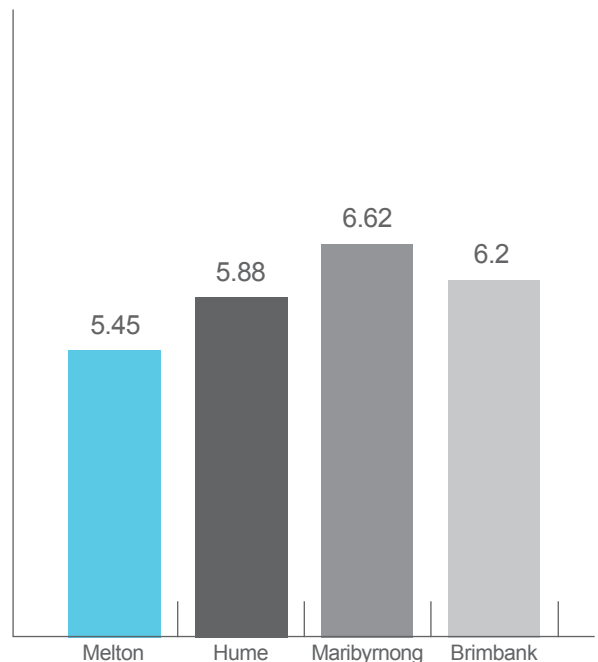


POKIES LOSSES PER ADULT & NUMBER OF POKIES BY COUNCIL

► The North West Melbourne catchment is one of 16 catchment areas for Gamblers Help services.



NUMBER OF POKIES PER 1,000 ADULTS BY COUNCIL



Responsible Gambling

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FACT SHEET 3

POKIES DATA 2013-2014

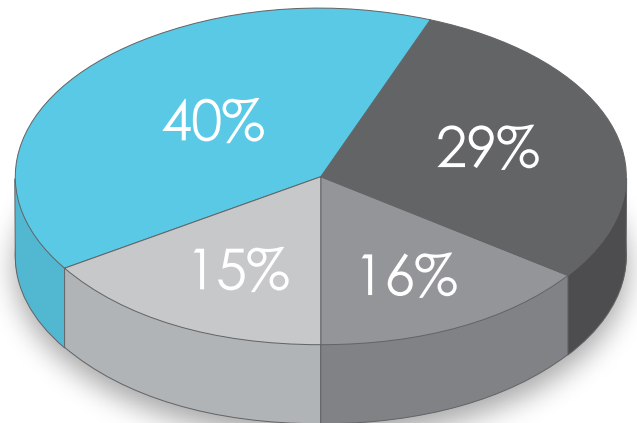
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OVERVIEW

In 2013-2014, the North West Melbourne catchment¹ had 2577 pokies (EGMs) in 45 gaming venues. It had a total net pokie expenditure of \$347,481,860.11 and \$772.36 per adult. There were 5.7 Pokies per 1000 adults and 9,997 adults per gaming venue.

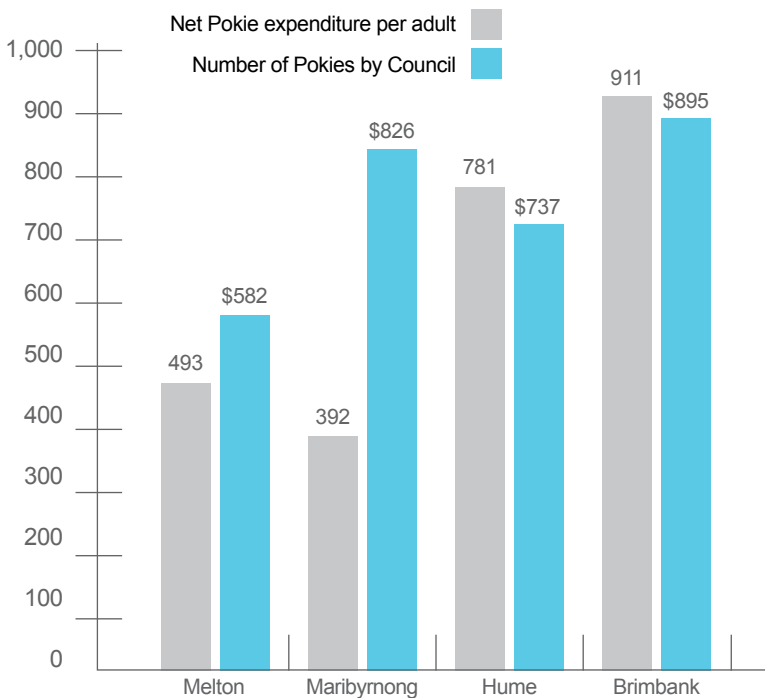
Local Government Areas

40%	Brimbank - \$138,542,665.59
29%	Hume - \$101,822,277.68
16%	Melton - \$54,211,051.13
15%	Maribyrnong - \$52,905,865.71

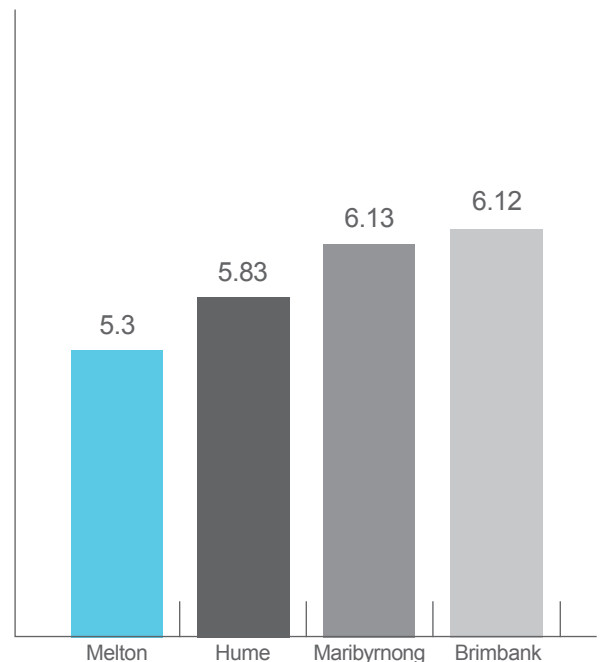


POKIES LOSSES PER ADULT & NUMBER OF POKIES BY COUNCIL

► The North West Melbourne catchment is one of 16 catchment areas for Gamblers Help services.



NUMBER OF POKIES PER 1,000 ADULTS BY COUNCIL



Responsible Gambling

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FACT SHEET 4

POKIES DATA 2014-2015

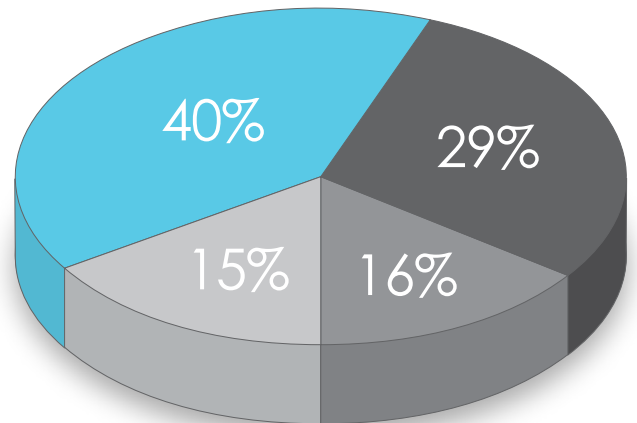
Welcome to the City of Melton's Responsible Gambling Awareness Week Fact Sheet Series. There are seven fact sheets in this series and this is Fact Sheet 4—Pokies Data 2014-2015. This information is provided by Gambling Information Resource Office (GIRO) and is based on 2012-2013 Victorian gaming machine data. The City of Melton is part of the North West Catchment, which also includes Brimbank, Hume and Maribyrnong council areas.

OVERVIEW

- ▶ In 2014-15, the North West Melbourne catchment had 2646 electronic gaming machines (Pokies) in 45 gaming venues.
- ▶ It had a total net Pokie expenditure of \$356,896,513 and \$777 per adult.
- ▶ There were 5.76 Pokies per 1000 adults and 10,209 adults per venue.

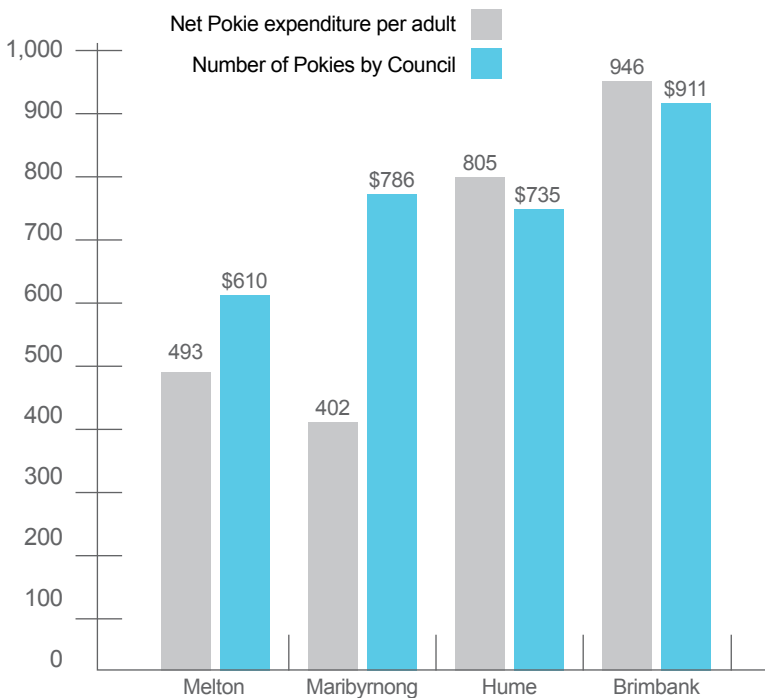
Local Government Areas

40%	Brimbank - \$141,609, 226
29%	Hume - \$104,943,985
16%	Melton - \$57,349, 284
15%	Maribyrnong - \$52,994,019

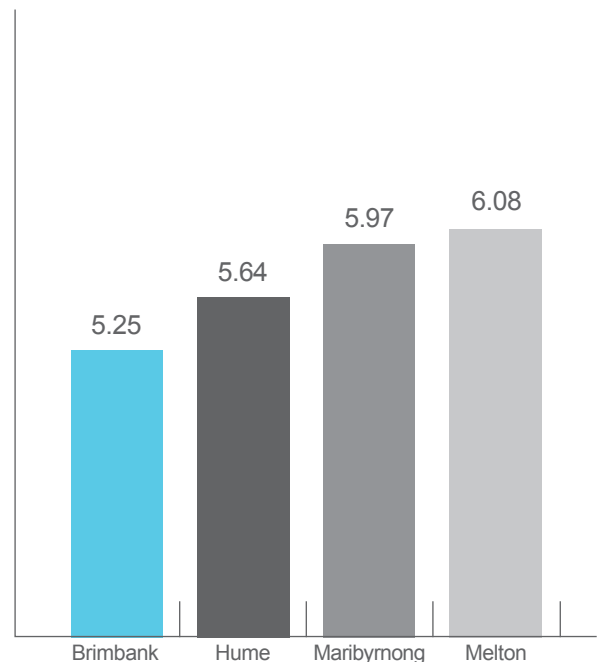


POKIES LOSSES PER ADULT & NUMBER OF POKIES BY COUNCIL

- ▶ The North West Melbourne catchment is one of 16 catchment areas for Gamblers Help services.



NUMBER OF POKIES PER 1,000 ADULTS BY COUNCIL



Responsible Gambling

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FACT SHEET 5

POKIES IN VICTORIA

Welcome to the City of Melton's Responsible Gambling Awareness Week Fact Sheet Series. There are seven fact sheets in this series and this is Fact Sheet 5—Pokie in Victoria. This information was compiled by the Gambling Information Resource Office (GIRO).

How many pokies are there in Victoria?

- ▶ In total there are 28,892 licensed pokie machines in Victoria including:
 - ▶ Crown Casino: 2,628
 - ▶ Gaming venues and hotels:
 - ▶ In Melbourne: 18,638
 - ▶ In regional Victoria: 7,632

How many pokies venues are there in Victoria?

- ▶ In total there are 506 pokies venues in Victoria divided between:
 - ▶ Clubs: 242
 - ▶ Hotels: 264

How much money is spent on pokies in Victoria and how much tax revenue is collected?

- ▶ According to the Victorian Commission for Gambling and Liquor Regulation, in 2014-2015:
 - ▶ \$2.572 billion was spent on pokies in clubs and hotels, and
 - ▶ \$961.3 million was collected in taxes.

Problem Gamblers and Pokies in Victoria

- ▶ The 2009 Victorian EPI study found 91 per cent of problem gamblers gambled using poker machines and 65 per cent listed pokies as the form of gambling they spent most money on.
- ▶ Crown casino has just over eight per cent of Victoria's pokies but 35 per cent of Victoria's problem gamblers who use pokies reported using them at Crown.
- ▶ Just over 56 per cent of the problem gamblers who played pokies reported doing so in clubs, while 52 per cent reported playing them in pubs.
- ▶ Just over one per cent of problem gamblers who played pokies reported they did so interstate.
- ▶ In July 2012 Victoria banned the presence of ATMs in pokies venues apart from the casino. An independent evaluation of the reform found 50 per cent of higher risk gamblers reported increased control over spending and decreased overspending as a result.

The top 10 venues for losses in Victoria in 2014-2015

	Venue	Local Government Area	Expenditure (losses)
1	Epping Plaza Hotel	Whittlesea	\$21,137,399
2	Keysborough Hotel	Greater Dandenong	\$19,705,513
3	Gladstone Park Hotel	Hume	\$18,744,702
4	Skyways Taverner	Moonee Valley	\$18,595,205
5	Plough Hotel	Whittlesea	\$18,308,238
6	Bundoora Taverner	Whittlesea	\$18,124,038
7	Kealba Hotel	Brimbank	\$17,788,349
8	Seaford Taverner	Frankston	\$16,346,193
9	Excelsior Hotel	Whittlesea	\$15,901,821
10	Dorset Gardens Hotel	Maroondah	\$15,803,525

The top 10 council areas in Victoria for per capita spend on pokies in 2014-2015

	Local Government Area	Expenditure (losses)	Losses per adult
1	City of Brimbank	\$141,609,227	\$916
2	City of Casey	\$119,384,479	\$556
3	City of Greater Dandenong	\$117,004,770	\$983
4	City of Monash	\$114,356,289	\$763
5	City of Greater Geelong	\$113,020,950	\$634
6	City of Whittlesea	\$109,161,212	\$740
7	City of Hume	\$104,943,986	\$735
8	City of Wyndham	\$93,116,688	\$617
9	City of Darebin	\$83,857,397	\$685
10	City of Kingston	\$81,509,893	\$663

Note: The above statistics relate to 2014-2015, current at June 30, 2015

Sources:

Brown, Hayden. (2013) Gambling Indicators for Local Areas. (drawn from VCGLR figures) Department of Treasury and Finance. Budget Paper No 5: Statement of Finances 2013-14.
Hare, Sarah. (2008). A Study of Gambling in Victoria – Problem Gambling from a Public Health Perspective (epi study). Department of Justice, Victoria.
Thomas Anna, et.al. (2013). Evaluation of the removal of ATMs from gaming venues in Victoria, Australia. Department of Justice, Victoria.
Victorian Commission for Gambling and Liquor Regulation (VCGLR) Gambling data. July 2015.

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FACT SHEET 6

POKIES LOSSES BY VENUE IN THE CITY OF MELTON

Gaming Machine (Pokies) data provided by the Victorian Commission for Gambling and Liquor Regulation (VCGLR)

Venue Information	The Club	Melton Country Club	TABCORP Park	Golden Fleece Hotel	Sugar Gum Hotel	Mac's Hotel	West Waters Hotel	Totals
Suburb	Caroline Springs	Melton	Melton	Hillside	Melton	Caroline Springs	Caroline Springs	
Venue Type	Club	Club	Club	Hotel	Hotel	Hotel	Hotel	
No. Machines	66	90	80	45	50	82	80	493

Gaming Losses by Venue

Venue Information	The Club	Melton Country Club	TABCORP Park	Golden Fleece Hotel	Sugar Gum Hotel	Mac's Hotel	West Waters Hotel	Totals
2012/13	\$5,506,746	\$5,673,588	\$6,583,704	\$8,084,726	\$7,359,216	\$10,925,750	\$9,432,126	\$53,565,856
2013/14	\$5,333,424	\$5,752,073	\$6,559,537	\$8,185,283	\$7,404,176	\$10,512,081	\$10,464,477	\$54,211,051
2014/15	\$5,895,920	\$5,698,878	\$6,852,568	\$7,980,915	\$8,494,506	\$10,873,762	\$11,552,735	\$57,349,284
Average losses per Machine 2014/15	\$89,332	\$63,320	\$85,657	\$177,353	\$169,890	\$132,606	\$144,409	\$116,327

Source: VCGLR Monthly Pokie Statistics— www.vcglr.vic.gov.au

For more information please visit

Responsible Gambling Foundation

Responsible Gambling Foundation Information

Victorian Commission for Gambling and Liquor Regulation (VCGLR)

Melton City Council

Gamblers Help

www.responsiblegambling.vic.gov.au

www.responsiblegambling.vic.gov.au/giro

www.vcglr.vic.gov.au

www.melton.vic.gov.au

www.gamblershelp.com.au

Responsible Gambling

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FACT SHEET 7

BEHAVIOURS OF A RESPONSIBLE GAMBLER

1

Limit how much and how often you gamble

2

Set money and time limits and stick to them

3

Leave your credit card and debit cards at home

4

Don't mix gambling with heavy drinking or drugs

5

Gamble for fun, not because you need the money

6

Always know the odds and your chances of winning

7

Learn from past gambling experiences

8

Never gamble more than you are fully prepared to lose

For more information please visit

Responsible Gambling Foundation

Responsible Gambling Foundation Information

Victorian Commission for Gambling and Liquor Regulation (VCGLR)

Melton City Council

Gamblers Help

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Source - <http://www.betregret.com.au/>