

GambleAware[®]

**5th HARM
MINIMISATION
CONFERENCE**

**WEDNESDAY 6 DECEMBER 2017
THURSDAY 7 DECEMBER 2017**

The King's Fund, London

about.gambleaware.org

GambleAware®



SOCIAL MEDIA



We encourage you to share your conference experience
#gambleaware17



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THE CONFERENCE IS FREE TO ATTEND ALTHOUGH WE WELCOME DONATIONS FROM THE INDUSTRY TO COVER ITS COST

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Responsible Gambling Trust Operating as GambleAware® is a registered charity (Charity No 1093910)

WELCOME

Welcome to our fifth annual harm minimisation conference.

The overall theme for this year's conference will be focused on how young people are gambling and gaming in a rapidly evolving technical and social environment, and asking what implications does this have for minimising gambling-related harm in the future.

The annual GambleAware harm minimisation conferences have been instrumental in shaping the direction of research and policy development, as well as informing industry practice in relation to promoting player protection and safer gambling behaviour.

Thank you for finding the time to attend and thank you to Chris Pond for chairing, and to all our speakers who have made the conference possible.

Kate Lampard CBE, Chair
GambleAware

CONFERENCE MODERATOR

CHRIS POND Trustee, GambleAware



Chris is Chair of the Money Charity and the Equity Release Council Standards Board and the Lending Standards Board, and Vice-Chair of the Financial Inclusion Commission.

Chris was until recently Head of UK Public Affairs with Kreab Gavin Anderson, having been formerly a Member of Parliament, serving in the Treasury Ministerial team and as Work and Pensions Minister. After leaving Westminster, Chris chaired a Cabinet Office Public Body, held a non-executive role with HMRC and was Director at the Financial Services Authority. He has been Honorary Visiting Professor at two universities and is author and contributor to several books on taxation, social policy and inequality. Chris is a GambleAware trustee and Chair of GambleAware's Engagement Committee.

OPENING REMARKS

KATE LAMPARD CBE Chair, GambleAware



Kate works as an independent consultant undertaking investigations and advising organisations on management and service effectiveness and development.

She led the NHS investigations into Jimmy Savile, and produced a report for the Secretary of State for Health setting out the lessons for today's health service. She was commissioned by the board of Serco Plc to investigate the treatment of residents at Yarl's Wood Immigration Removal Centre. Previously Kate spent 13 years as a practising barrister before moving into the public sector where she held a number of non-executive appointments.

Kate has been the chair of the South East Coast Strategic Health Authority, vice chair of the South of England Strategic Health Authority and a non-executive director and vice chair of the Financial Ombudsman Service Limited. She acted as interim chair of the Independent Advisory Panel on Deaths in Custody. Kate is a trustee of the Esmée Fairbairn Foundation and the Royal Horticultural Society.

OPENING REMARKS (WEDNESDAY 6 DECEMBER)**TRACEY CROUCH MP**
Minister for Sport and
Civil Society, DCMS

Tracey Crouch was appointed Parliamentary Under Secretary of State for Sport, Tourism and Heritage on 12 May 2015.

She was elected as the Conservative MP for Chatham and Aylesford in 2010. Tracey was educated at the University of Hull where she studied Law and Politics. Tracey was a member of the Culture, Media and Sport Select Committee from 2012 to 2015 and a member of the Speaker's Committee on the Electoral Commission, and of the Political and Constitutional Reform Committee from 2013 to 2015.

After two years of working in Parliament (1996-1998) for various MPs, Tracey left to work as a political consultant where she represented clients ranging from a major chocolate manufacturer, financial institutions and members of the chemical industry, through to slimming groups and pet charities. She then worked in the City for insurance giant Norwich Union and its FTSE parent Aviva.

OPENING REMARKS (THURSDAY 7 DECEMBER)**DR ROSENA ALLIN-KHAN MP**
Shadow Minister (DCMS) (Sport)

Dr Rosena Allin-Khan MP is the Shadow Minister for Sport, and represents the London constituency of Tooting.

Born and educated locally, she went on to study medicine at Cambridge University, after which she spent time working as a Humanitarian Aid Doctor, and currently works as a junior A&E Doctor at St George's Hospital in Tooting.

Appointed to the Shadow frontbench in October 2016, she is responsible for issues including gambling awareness, and promoting fairness and transparency in sport. One of Rosena's biggest campaigns has been sourcing unsold football tickets for school children, and she has been extremely vocal when speaking out against racism, sexual exploitation and homophobia within sport.

WEDNESDAY 6 DECEMBER

MORNING PROGRAMME

9.30am Coffee / registration

10.00am WELCOME - Chris Pond, Moderator

Opening remarks

Kate Lampard & Marc Etches, GambleAware

Tim Miller, Gambling Commission

Tracey Crouch MP, Minister for Sport and Civil Society (DCMS)

10.45am TECHNOLOGICAL CHANGE AND THE HEALTH AND WELLBEING OF YOUTH:
A CASE STUDY OF GAMBLING

Dr Heather Wardle, London School of Hygiene and Tropical Medicine

11.30am Break

11.50am THE RISE OF INTERNET GAMBLING AND ITS IMPACT ON YOUNG PEOPLE

Chair

Marc Etches, GambleAware

Access, awareness, and appeal: How the Internet is changing young people's engagement with gambling

Dr Sally Gainsbury, University of Sydney

Internet gambling in adolescence: A brief overview

Professor Mark Griffiths, Nottingham Trent University

Not even on the page: What parents don't know about children and gambling

Vicki Shotbolt, Parent Zone

Panel discussion

Dr Sally Gainsbury, University of Sydney

Professor Mark Griffiths, Nottingham Trent University

Vicki Shotbolt, Parent Zone

Professor Gill Valentine, University of Sheffield

Helen Garratt, GamCare

Kieran Packer, young person

1pm Lunch / marketplace

WEDNESDAY 6 DECEMBER

AFTERNOON PROGRAMME

2.00pm WHERE AND WHEN DOES GAMING BECOME GAMBLING?

Chair

Marc Etches, GambleAware

5 years of social games: acting responsibly; taking a common sense approach

Luc Delany, International Social Games Association

It's just a game Dad

Justyn Larcombe, EPIC Risk Management

Panel discussion

Dr Brett Abarbanel, University of Nevada

Simon Thomas, The Hippodrome Casino

Dr Sally Gainsbury, University of Sydney

Tim Miller, Gambling Commission

Vic Hood, Video Game Journalist

Joe Humm, young gamer

3.30pm Break

3.50pm ESPORTS: THE NEW GAMBLING ENVIRONMENT?

Chair

Marc Etches, GambleAware

Esports 101: Landscape and stakeholder perspectives

Dr Brett Abarbanel, University of Nevada

Can esports betting be made safe, or is the genie already out the bottle?

Ian Smith, Esports Integrity Coalition

Panel discussion

Dr Brett Abarbanel, University of Nevada

Ian Smith, Esports Integrity Coalition

Luc Delany, International Social Games Association

Brad Enright, Gambling Commission

Alexander Källman, gamer/GambleAware

5.00pm Ends

5.00pm NETWORKING RECEPTION - EDWARDS ROOM, 1ST FLOOR (2 HOURS)

Guest speaker

Micky Swindale, KPMG

THURSDAY 7 DECEMBER

MORNING PROGRAMME

9.00am Coffee / registration

9.30am WELCOME

Chris Pond, Moderator
Rosena Allin-Khan MP, Shadow Minister (DCMS) (Sport)
Kate Lampard, GambleAware

9.45am LOTTERIES: YOUNG AND ONLINE

Chair
Marc Etches, GambleAware

Socially Responsible Marketing
Jean-Luc Moner-Banet, World Lottery Association

Camelot Group

Panel discussion
Jean-Luc Moner-Banet, World Lottery Association
Camelot Group
Anne Pattberg, World Lottery Association
Jo Bucci, Lotteries Council
James Holdaway, Gambling Commission
Kieran Packer, young person

11.00am Break

11.20am GAMBLING AND PROFESSIONAL SPORT: WHAT IS THE RELATIONSHIP, WHERE IS THE HARM AND WHAT IS THE RESPONSE?

WHAT IS THE RELATIONSHIP?

Chair
Professor Chris Brady, University of Salford

Football and the normalisation of gambling
Professor Carwyn Jones, Cardiff Metropolitan University

Panel discussion
Professor Carwyn Jones, Cardiff Metropolitan University
Jim Mullen, Ladbrokes Coral Group
Andrew Taylor, Committee of Advertising Practice
Duncan East, Sky Sports

THURSDAY 7 DECEMBER

AFTERNOON PROGRAMME

11.20am **GAMBLING AND PROFESSIONAL SPORT: WHAT IS THE RELATIONSHIP, WHERE IS THE HARM AND WHAT IS THE RESPONSE? (CONTINUED)**

WHERE IS THE HARM?

Chair

Professor Chris Brady, University of Salford

Sports-related gambling advertising and marketing: What do we know?

Professor Mark Griffiths, Nottingham Trent University

An almost dead cert...

Mark Potter, EPIC Risk Management

Panel discussion

Professor Mark Griffiths, Nottingham Trent University

Mark Potter, EPIC Risk Management

Paul Buck, EPIC Risk Management

Gary Bloom, Cognacity/Talk Sport Radio

1.00pm **Lunch / marketplace**

2.00pm **WHAT IS THE CLINICAL RESPONSE?**

Dr Phil Hopley, Cognacity

WHAT IS PROFESSIONAL SPORTS' RESPONSE?

Chair

Professor Chris Brady, University of Salford

Panel discussion

Dr Phil Hopley, Cognacity

Jack Francis, Chelsea Football Club Academy

Jenni Kennedy, The FA Group

Richard Bevan, League Managers Association

Simon Barker, Professional Footballers Association

3.00pm **LAUNCH OF PROFESSIONAL PLAYERS FEDERATION GAMBLING EDUCATION AND TRAINING PROGRAMME**

Introduction

Marc Etches, GambleAware

Brendon Batson, Professional Players Federation

Lynsey Williams, Professional Cricketers Association

Colin Bland, Sporting Chance Clinic

Scott Davies, Professional Footballer Chelmsford City

4.00pm **Closing remarks**

Kate Lampard, GambleAware

4.00pm **Ends**

KEYNOTE SPEAKERS

TIM MILLER



Tim Miller is Executive Director of Corporate Affairs and Research at the Gambling Commission.

He joined the Commission in August 2016, building on over 15 years of experience across the regulatory and public sector. Tim was previously Head of Policy and Communications at the Local Government Ombudsman and prior to that was Head of Public Affairs at the Parliamentary and Health Service Ombudsman. These roles followed ten years with the Law Society of England and Wales in a variety of regulatory posts.

Tim is Chair of Coventry Citizens Advice, one of the largest CABs in the country. He was also the founding Chair of the Central Schools Trust, a multi-academy trust that runs several primary schools across Solihull.

DR HEATHER WARDLE



Heather is an assistant professor at the London School of Hygiene and Tropical Medicine, Head of the Gambling and Place Research Hub at Geofutures and runs her own research consultancy.

Her research specialties are in public health and gambling behaviour. Her current research, funded by Wellcome, focuses on youth gambling behaviour and its relationship with changing technology. She is also Deputy Chair of the Responsible Gambling Strategy Board.

PROFESSOR MARK GRIFFITHS



Mark is a Chartered Psychologist and Distinguished Professor of Behavioural Addiction at the Nottingham Trent University, and Director of the International Gaming Research Unit.

He has spent 30 years in the field and is internationally known for his work into gambling, gaming, and behavioral addictions (including online addictions). He has published over 670 refereed research papers, five books, 150+ book chapters and over 1000 other articles.

He has won 18 national and international awards for his work including the John Rosecrance Prize (1994), CELEJ Prize (1998), Joseph Lister Prize (2004) and the US National Council on Problem Gambling Lifetime Research Award (2013). He also does a lot of freelance journalism and has appeared on over 3000 radio and television programs, and written over 300 articles for national and international newspapers and magazines.

DR SALLY GAINSBURY



Sally has over 10 years' experience conducting gambling research.

Her research has focused on understanding gambling to inform the development of responsible gambling strategies and harm minimisation policies. Her research excellence and contribution to the wider community has been recognised with numerous awards including an Australian Research Council Discovery Early Career Award (DECRA, 2016), Southern Cross University (SCU) Vice Chancellor's Award for Excellence in Research for Early to Mid-Career Researchers (2015), and an Australian Psychological Society Early Career Researcher Award (2014).

Sally has been invited to give over 80 keynote and conference presentations internationally and has provided expert input for policy makers and key stakeholders in Australia and internationally. Her research on Internet gambling and dynamic messaging has resulted in improved harm minimisation practices being implemented by policy makers and gambling operators internationally.

Sally is the Editor of the academic journal International Gambling Studies. She has published over 75 peer-review journal articles, two books, and numerous book chapters and research reports. She has been featured in numerous international media stories, including CNN International.

LUC DELANY



Luc Delany is CEO of the International Social Games Association (ISGA), the global trade body of the social games industry which he founded in 2012.

Luc is also Chair of the European Collaborative Economy Forum and CEO of Delany & Co, a public policy and communications agency.

Luc regularly appears on TV and Radio as a commentator on media and technology issues. Luc is a former Policy Executive of Google and Facebook. He is a Fellow of the British American Project, and sits on the University of Maastricht External Advisory Board of the Faculty of Arts and Science.



DR BRETT ABARBANEL

Brett is Director of Research at the University of Nevada, Las Vegas, International Gaming Institute, with an affiliate position at the University of California, Los Angeles's Gambling Studies Program.

Brett has expertise in global gambling and social science applications, and her research covers Internet gambling policy and behavior, esports and gambling, operations and technology use, and responsible gambling and community relations. Brett serves as co-executive editor of the UNLV Gaming Research & Review Journal, which publishes internationally-relevant gambling research articles representing a broad array of academic disciplines, and an editorial board member for International Gambling Studies. She has been interviewed as a gambling expert for the New York Times, Wall Street Journal, and the Discovery Channel and served as a consultant for multiple industry and government entities around the world.

VICKI SHOTBOLT



Vicki is the founder and CEO of Parent Zone, an organisation that works with schools, young people and parents to ensure families are able to navigate the challenges of the online world and benefit from all the opportunities it provides.

An executive board member of the UK Council for Child Internet Safety and co-chair of the UKCCIS Digital Resilience working group, Vicki leads a team that reaches millions of families every year. Their Digital Schools Programme delivers an innovative resilience based digital curriculum working with schools around the world. Parent Zone created and distributes Digital Parenting magazine, delivering 1.5 million copies a year to schools free of charge. They also deliver Parent Info - the UK's national newsfeed service for schools delivering information for parents via school websites on all of the issues caused or amplified by the internet. Vicki is a fellow of the RSA and regular commentator in the media.

Brett serves on the International Advisory Panel for Singapore's National Addiction Management Service and National Council on Problem Gambling, and sits on the advisory boards for Leet LLC and the Global iGaming Summit and Expo. She is a founding director of the Nevada Esports Alliance, a non-profit organization comprised of stakeholders in Nevada's esports ecosystem that promotes the development of best practices at the intersection of the esports and regulated gambling industries. She was recently honored by the Global Gaming Expo and The Innovation Group with their 2015 Emerging Leader Award, and was named to the 2016 Global Gaming Business 40 Under 40 list. Brett completed her B.S. in Statistics at Brown University and her M.S. and Ph.D. at University of Nevada, Las Vegas.

JUSTYN LARCOMBE



After a successful career in the British Army, Justyn Rees Larcombe went on to become a senior manager in a global financial services company, based in London.

He was being fast-tracked for further promotion, he had wealth, a big house, a beautiful wife and three sons. He lost it all through an addiction to online gambling, blowing three quarters of a million pounds in three years. Realising he could fall no further, he found recovery and went on to write one of the best-selling books on Gambling Addiction, *Tails I Lose*.

Justyn is now the Operations Director of EPIC Risk Management, a company specialising in gambling harm minimisation through education and awareness. Justyn is a regular media commentator on the issue of problem gambling and travels the country sharing his story with shocking honesty.



JEAN-LUC MONER-BANET

Jean-Luc is CEO of Société de la Loterie de la Suisse Romande, one of the two state-authorized lotteries in Switzerland.

Loterie Romande, which operates in the French-speaking cantons of Switzerland, enjoys an annual sales turnover of CHF 1.6 billion (378 million Gross Gaming Revenue) and employs 230 people directly. After joining Loterie Romande in 1998, Jean-Luc was appointed Deputy Director General in 2001, rising to his present position in 2007. Prior to serving at Loterie Romande, he spent a decade working in sales and marketing roles for a variety of gaming industry suppliers, including a stint as Business Development Director for Europe at GTECH Corporation. Jean-Luc holds a Master's degree in Public Administration from the University of Lausanne, Switzerland, with a focus on studies in Swiss and European politics and public administration.

Beyond his responsibilities as CEO of Loterie Romande, Jean-Luc has contributed extensively in the service of the world lottery community. In particular, Jean-Luc has served as President of the World Lottery Association (WLA) since 2012. From 2008–2012 he was a member of the

IAN SMITH



Ian is the esports integrity commissioner. Ian is a UK lawyer with over 20 years' experience in traditional sports, primarily in regulation and governance.

His particular focus has always been the connection between the athlete and the rules and regulations that govern the athletes' professional life. Ian left private practice in 2004 to go in-house as legal director of the Professional Cricketers' Association in the UK where he was responsible for advising players on a range of issues, but also negotiating, on their behalf, the contracts, rules and regulations that applied to them, such as the Anti-Doping and Anti-Corruption Codes.

For two years between 2013 and 2015 Ian also ran the Federation of International Cricketers Associations (FICA), the umbrella body for all the Player Associations in International cricket, which meant he dealt with the terms and conditions under which players participated in the Cricket World Cup, the World T20 Championships and the Champions Trophy and was the player representative on the Security Directorate of all major events through to 2015. He sat on the Athletes Committee of UK Anti-Doping for five years.

WLA Executive Committee, and from 2009–2012 he was a member of the Executive Committee of the European Lotteries Association (EL). From 2011–2012 he also acted as Chairman of the Sports Committee of the EL, and in this capacity presided over the adoption of the European Lottery Association's Sport Charter by the EL General Assembly in 2012. Jean-Luc is also a member of the board of Loterie Romande, a member of the Steering Committee of Swiss Lotteries, and a member of the Executive Committee of the multi-jurisdictional EuroMillions lottery game.

With over 25 years' experience in the lottery and gaming industry, Jean-Luc draws on a wealth of knowledge and insight into the realm of lotteries, especially in the arena of sports betting, a product area that has become increasingly important in recent years. With his dynamic vision of the key issues at stake on the international stage, and his recognition of the importance of international cooperation and collaboration between lotteries and their various stakeholders, Jean-Luc is dedicated to furthering the interests of state-authorized lotteries in their efforts to raise money for good causes through the sale of entertaining lottery products in a socially responsible manner.

PROFESSOR CHRIS BRADY



Chris has had a varied working life ranging from a line-worker at Chrysler in Detroit to managing a bookmaker's shop, from a land surveyor to a semi-professional footballer, from a naval officer to a management consultant.

Currently he is Professor of Management Studies and Director of the Centre for Sports Business at Salford University. Prior to these roles he was the Dean of BPP Business School; Dean of the Business School at Bournemouth University and Deputy Dean responsible for external affairs and business development at the Cass Business School in the City of London. Professor Brady also served in the Royal Navy for 16 years including appointments in the joint HQ intelligence cells during the first Gulf War and the Balkans crises.

He is the author of books and articles on subjects as varied as US foreign policy, British Cabinet government and business. Most recently he has co-authored the award winning book *Quiet Leadership* with Carlo Ancelotti. Previously his books include the best-selling *The 90 Minute Manager*. He has also written on specific business issues in *The End of the Road*, the story of BMW's ownership of Rover and its aftermath, *The Extra Mile*, which deals with employee engagement, and *Intelligent M&A*, an analysis of the intelligence function within the M&A process.

Professor Brady is an independent commissioner on the Football Association's Football Regulatory Authority and also contributes a business module to the Football Association's UEFA pro-licence management course. He played, coached and managed football semi-professionally throughout his working life. During his time in the Royal Navy he was the head coach of the national military football team. Professor Brady has also been qualified as a coach in tennis, squash and trampoline and admits that his only real interests are movies and sports.



PROFESSOR CARWYN JONES

Carwyn is a Professor in Sports Ethics at Cardiff Metropolitan University.

He is former president of the International Association for the Philosophy of Sport and author of *Sport and Alcohol: an ethical perspective*. His main research interests are in sports ethics in general and the relationship between sport and compulsive and addictive behaviour in particular.

He is a member of the Beat the Odds steering group and presented at the Welsh National Conference on Excessive Gambling.

MARK POTTER



Mark is an ex professional Rugby Union player from 1999 - 2011, playing in the UK and Ireland.

Mark is now Business Development Manager of EPIC Risk Management, the UK's leading independent gambling-harm minimisation consultancy, currently overseeing the Compass Gambling Awareness Programme within the Criminal Justice System and also delivering gambling awareness sessions within professional sport as part of EPIC's wider programmes.

Mark attended Sporting Chance Clinic in 2013 after suffering a 12 year gambling disorder. Gambling completely ruined Mark's sports career and he is now looking to help prevent others from following the same path.

DR PHIL HOPLEY



Phil graduated in Medicine with Distinction from St Thomas' Hospital, London before training in General Adult and Forensic Psychiatry.

He worked as a Consultant Psychiatrist with the NHS for 7 years before setting-up Cognacity, a leading wellbeing and performance consultancy.

Phil has worked in private practice for fifteen years specialising in the mental health of high performers in elite sport and business. He is an expert in stress-related health problems, depression, anxiety and addictions. In 2012 he was Lead Psychiatrist at the London Olympics.

Phil oversees Cognacity's confidential sports helpline – a service providing 24/7 support to 15 leading sports in the UK.

At Cognacity he provides consulting to a range of major organisations on people performance and mental health strategy. Phil is also nationally recognised as an accomplished expert witness in a wide range of medico-legal areas including high profile sport disciplinary matters.

MARKETPLACE

GambleAware will showcase research and projects by GambleAware-funded organisations and PhD students, as well as other organisations of interest.

The marketplace will be open during all conference breaks and is an opportunity for conference delegates to discuss ongoing GambleAware-funded projects with funding recipients.

- Avon Longitudinal Study of Parents and Children
- Betknowmore UK
- Bournemouth University
- Cognacity
- Ecorys
- EPIC Risk Management
- Fast Forward
- Ipsos MORI
- Newport Citizens Advice Bureau
- Northumbria University – Scott Houghton
- Sheffield Hallam University – Lucy Pointon
- Royal Society for Public Health
- University of East London – Elena Gomis

NETWORKING RECEPTION

Drinks will be served after the conference on Wednesday 6 December from 5pm – 7pm in the Edwards Room on the 1st floor, kindly sponsored by Regulus Partners.

Guest speaker

Micky Swindale, KPMG, will speak on the need for and commercial benefit of diversity in gambling businesses.

GambleAware[®]

GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.

GambleAware is a commissioning and grant-making body, not a provider of services. Guided by the National Responsible Gambling Strategy, the charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively.

If you are looking for help, advice or support in relation to your gambling, please go to [BeGambleAware.org](https://www.begambleaware.org) or contact the Helpline on 0808 8020 133.

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