









Our Purpose: Ensuring integrity, safety and fairness for all

One of our Strategic Ambitions: Being renowned for regulatory excellence in protecting people from being harmed by gambling

Our Approach to achieving this: Integrating and prioritising harm prevention into all aspects of our Regulatory Approach and our Policy and Regulatory Reform efforts

Policy and Regulatory Reform	Regulatory Approach				
<p>Our goal is to:</p> <ul style="list-style-type: none"> Be forward looking and proactive in understanding the spectrum of emerging policy and industry issues related to gambling harm Advocate strongly for legislative and regulatory reforms that align with our harm minimisation mandate and our strategic ambitions. <p>4 thematic focus areas:</p> <ul style="list-style-type: none"> ✓ Addressing harm in the online environment ✓ Addressing the in-venue experience ✓ Addressing powers for effective regulation ✓ Addressing harm in relation to minors and young adults 	<p>Licensing and other approvals </p> <p>Our goal is to integrate harm minimisation requirements into all our decision-making processes.</p> <ul style="list-style-type: none"> Reshaping our decision-making frameworks to prioritise harm prevention. These revised frameworks will apply to all approvals Applicants will be obliged to demonstrate their commitment to actively safeguarding customers through their compliance with harm minimisation obligations 	<p>Education </p> <p>Our goal is to:</p> <ul style="list-style-type: none"> Proactively engage with and support industry participants to understand gambling harm and to exercise their duty to care for their customers and the broader community Improve the quality of engagement with, and information available to, the community to enable consumers to understand gambling harm and make informed choices 	<p>Monitoring and oversight </p> <p>Our goal is to:</p> <ul style="list-style-type: none"> Actively use and analyse intelligence, data and other forms of information to target regulatory responses to high-risk areas of gambling harm Monitor and analyse – on an ongoing basis – emerging issues and trends so that we are aware of, and ready to act on, anything that could impact the prevalence of gambling harm 	<p>Enforcement </p> <p>Our goal is to:</p> <ul style="list-style-type: none"> Ensure our regulatory responses are timely and proportionate to the risks posed and harm caused by industry participants' failure to take responsibility for preventing gambling harm Actively pursue and have zero tolerance for those who opportunistically or deliberately contravene their obligations to protect the community from gambling harm 	
Further evolving our Regulatory Approach					
<p>Three-phased project to embed leading contemporary, risk-based and intelligence led practices </p> <p>More highly evolved frameworks, methodologies, processes and practices across all regulatory activities and for each segment of the industry over which we have regulatory responsibilities</p>		<p>Digital Transformation to improve our ability to regulate and minimise gambling harm </p> <ul style="list-style-type: none"> New regulatory technology system – single source of truth Data strategy to uplift harm monitoring and detection capabilities 		<p>Establishing a Strategic Inquiries Unit </p> <p>Conduct inquiries, including ‘own motion’ inquiries, into gambling-related issues that represent risks or systemic issues of concern to the Commission or the broader community, including those related to gambling harm</p>	<p>Continuous improvement </p> <p>Our Regulatory Approach will subject to continuous, ongoing evaluation and improvement</p>

Our position on gambling harm: 1. Our harm minimisation objective guides all our regulatory decisions, actions and expectations | 2. Gambling causes harm | 3. Recovery from harm doesn't alter the causal role played by gambling | 4. Harm is preventable | 5. Gambling markets gravitate toward harmful offerings | 6. Gambling regulation seeks to prevent harm | 7. Gambling providers have a duty to care for the wellbeing of their customers and their communities