



Project Plan

Closing the Gap

Gambling Awareness and Education

1. PROJECT OBJECTIVE

Develop and deliver an education and awareness program to increase understanding of the negative impacts of gambling (particularly unregulated gambling) in remote Indigenous communities throughout the Northern Territory. Contribute to the motivation of individuals and organisations within remote communities to address behaviours that contribute to problem gambling.

2. BUSINESS NEED

- The Little Children are Sacred Report (2007) identified gambling as a problem which severely impacted on the wellbeing of children. This Report recommended government undertake an education campaign targeting the impacts and risk of gambling.
- Since 2007 the Community Benefit Fund has provided funding for Indigenous and Non-Indigenous gambling intervention services and education programs as well as the maintenance of a gambling counselling helpline. A range of multimedia gambling awareness materials targeted toward the general population have been produced. These Materials have not focused specifically on remote Indigenous communities and the problem of unregulated gambling.
- The baseline mapping of services at each of the fifteen remote service delivery sites within the Northern Territory and the development of Local Implementation Plans (LIPs) has highlighted the impact of unregulated gambling within these communities. Gambling is identified as a problem impacting community safety in several of the LIPs.
- An education and awareness campaign to influence behaviour and motivate change in relation to problem gambling is likely to be most effective strategy available in dealing with problem gambling in the unregulated environment within Indigenous communities.

3. PROJECT SCOPE

Develop an education and awareness campaign in relation to problem gambling targeting ten of the Twenty Growth Towns in the Northern Territory.

Deliver the education and awareness campaign to each of the ten selected communities.

Ten communities to be identified for priority in consultation with DOJ. Priority to be determined by identified need and population coverage.

The Project is to run over a 12 month period commencing 30 April 2011 with a budget of \$230k p.a. as a Closing the Gap initiative. A further \$33K is to be set aside for a Process Review to be conducted by The Northern Institute.

The development of messages for the awareness campaign is to be based upon and consistent with research reports in relation to gambling in remote Indigenous communities as well as focus groups within the targeted communities.

The Project is to utilize a range of advertising and health promotion strategies, including but not limited to the production of DVD, audio and poster messages, mainstream media and local broadcasting services as well as developing partnerships with local service providers to carry messages.

Materials developed are to include the use of local Indigenous language. The use of Indigenous languages materials need to be developed strategically to ensure the widest possible coverage.

This Project does not extend to the provision of intervention or counseling services within the Twenty Growth Towns. Awareness and education messages would refer and connect community members to existing support mechanisms within the communities such as community health services.

4. PROJECT LINKAGES

This project is complimentary to existing gambling harm minimisation and education programs funded through the Community Benefit Fund. This Project will be Indigenous specific and particularly targeted at the situation of unregulated gambling in remote Indigenous communities, whereas existing programs are targeted more generally within the urban population of the NT.

This project will fit within the 'community safety program' managed by Community and Justice Policy and funded through the Substance Misuse National Partnership Agreement. The project will be managed by the Community Safety Program manager and will represent one aspect of the community safety program.

This project will address the problem of gambling identified as a community safety issue in the Local Implementation Plans for Remote Service Delivery sites and Growth Towns in the Northern Territory.

5. PROJECT OUTCOME

1. An education and awareness package relating to the negative impacts and risks of problem gambling appropriate for each of the ten selected communities.
2. The education and awareness package is delivered within each of the ten selected communities.
3. Process Review completed.

6. KEY PERFORMANCE INDICATORS (KPIs)

- Marketing materials are developed within six months of commencement and reflect existing research as well as input from target communities.
 - A range of advertising and health promotion materials are produced, including audio, video and print messages
 - A delivery strategy is developed for each of the ten target communities.
 - Messages are prominently displayed and sustained within each target
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community by the completion of twelve months from commencement.

- A process review investigating the development of material and the strategy for delivering the materials within the first ten target communities is completed and confirms that the project is consistent with best practice. A budget of \$33,000 is set aside for this.

7. KEY RESPONSIBILITIES

Project Sponsor:	Marianne Conaty
Project Manager:	Peter Curwen-Walker
Project Team Member/s:	Community Safety Program Manager

8. BROAD TIMEFRAMES

Stage 1. Project Documentation Development

Prepare following for approval of Executive Director:

- Draft Agreement (prepared in consultation with Solicitor for the NT
- Information package for service providers responding to Expressions Of Interest (EOI):
 - Info packs to include covering letter draft agreement, criteria to be addressed and EOI cover sheet.
- Advertisement for EOI
- Proposed EOI assessment process

Target for the completion of Stage 1 is 11 March 2011

Stage 2. Advertisement and assessment of EOI

- Advertisement placed in NT News on Saturday 19 March 2011 and emailed to known stakeholders (including Amity, Somerville, Menzies, The Northern Institute, Isee: I Learn)
- EOIs to close Friday 1 April 2011.
- Assessment panel prepare recommendation for CEO
- Agreement executed

Target for completion of Stage 2 is 30 April 2011

Stage 3. Process Review

Request quote from The Northern Institute for the Process Review.

This can be prepared concurrently to above and draw upon the Australian Institute of Criminology Agreement for the Process review of Community Safety Planning.

Draft agreement for Process review.

Target for completion of Stage 3 is 30 April 2011

Stage 4 Project Delivery.

Monitor delivery as per reporting framework in agreement.

Target for completion of Stage 4 is 29 April 2012.

9. APPROVAL

Endorsed by		
Marianne Conaty Director Community & Justice Policy		Date / /2010
Approved by Project Sponsor		