

KNOW THE LINE **1800-6-668-668**



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ANNUAL REPORT 2010/2011





Problem gambling
hurts the whole family

Know the line and take control

Before gambling becomes a problem to you and your family, know where to draw the line.

Help is available. Call or log on for assistance and information today.

Problem Gambling
know the line.sg

 **1800-6-668-668**

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认清界线
懂得自律

远离
保护家人



FOREWORD

The National Council on Problem Gambling (NCPG) was appointed in August 2005 by the Ministry of Community Development, Youth and Sports (MCYS), as part of Singapore's national framework to address problem gambling.

OUR ORGANISATION

The NCPG comprises 20 members with notable expertise in public communications, psychiatry and psychology, legal, social services, counseling, rehabilitative as well as religious services. The Council's main roles are:

- To provide advice and feedback to MCYS on public education programmes to promote public awareness on problem gambling
- To decide on funding applications for preventive and rehabilitative programmes
- To assess and advise the Government on the effectiveness of treatment, counseling and rehabilitative programmes
- To decide on the applications for exclusion of persons from casinos

The Council has identified seven key areas of focus and formed corresponding sub-committees to address each area.

The sub-committees are as follows:

- Sub-committee on Exclusions
- Sub-committee on Public Communications and Public Consultation
- Sub-committee on Public Education
- Sub-committee on Responsible Gambling
- Sub-committee on Research
- Sub-committee on Service Delivery
- Sub-committee on Youth

MCYS provides secretariat support to the Council and its various sub-committees.

OUR MISSION

Working with the community to reduce the impact of problem gambling on individuals, families and the society.

CHAIRMAN'S MESSAGE



Lim Hock San

LIM HOCK SAN

Chairman

National Council on Problem Gambling

Since the opening of the casinos at Resorts World Sentosa and Marina Bay Sands in February and April 2010 respectively, the gambling landscape has evolved. During the current term from August 2010 to August 2011, the NCPG's focus has been on improving gambling safeguard measures and strengthening its public education messages.

In the recent twelve months, we have taken our public education message to a higher level. The theme, "Hope for Change", focuses on harm minimization and nudging families of problem gamblers to seek help, even when the problem gambler is uncooperative. We aim to destigmatise help-seeking behavior and galvanize the community to provide a strong social network of support for families who face gambling-related problems.

We continue to recognize that public feedback is crucial to the development and improvement of the Government's gambling safeguard measures. It was therefore heartening to receive valuable and insightful comments at our public consultation sessions held in 2011, and these comments have helped shape the nature of the Government's safeguard measures.

Accordingly, we have streamlined the Family Exclusion and Self-Exclusion application process. We also recognized the growing need to extend Self-Exclusion to foreigners, and we were inspired by the fact that many foreigners applied for Self-Exclusion once this facility was made available.

We are aware that more needs to be done to create greater awareness and understanding in the community. Problem gambling doesn't just affect the problem gambler, it also affects loved ones, family and friends. The challenge lies in changing the perceptions and attitudes of the community through more effective public education outreach efforts on the ground.

As the Council embarks on its fourth term, we will continue to work towards augmenting responsible gambling standards in Singapore. We will continue to strengthen existing ties with our partners, as well as forge new ties with potential partners, to work towards the creation of a strong and cohesive community that supports and helps each other to bring about harm minimization.

THE NCPG AT A GLANCE

COMMITTEE MEMBERS



MR LIM HOCK SAN
CHAIRMAN

President and CEO
United Industrial Corporation Ltd



DR BIBI JAN MOHD AYYUB
VICE-CHAIR
RESPONSIBLE GAMBLING
SUBCOM

President
Singapore Malay Teachers' Union



MS MILDRED TAN
COUNCIL MEMBER

Managing Director
Business Advisory Services
Ernst & Young Associates Pte Ltd



MR S. RAJENDRAN
COUNCIL MEMBER

Chairman
Hindu Endowments Board



MS LIM SAU HOONG
CHAIR
PUBLIC EDUCATION SUBCOM

CEO
10AM Communications Pte Ltd



MR JOACHIM LEE
CO-CHAIR
YOUTH SUBCOM

Director
Tampines Family Service Centre



DR ANG BENG CHOO
COUNCIL MEMBER

Advisor
Brahm Education



MR TAN THIAM LYE
COUNCIL MEMBER

President
Taoist Federation Singapore



MS DEBRA SOON
CO-CHAIR
YOUTH SUBCOM

Managing Director
Channel NewsAsia



MR TAN KIAN HOON
CHAIR
RESPONSIBLE GAMBLING
SUBCOM

Chairman
National Crime Prevention Council



DR ANG YONG GUAN
COUNCIL MEMBER

Psychiatrist
Ang Yong Guan Psychiatry



MS GRACE NG WUN HAR
COUNCIL MEMBER

Deputy Director
Guidance Branch
Education Programme Division
Ministry of Education



PROFESSOR DAVID CHAN
CHAIR
RESEARCH SUBCOM

Deputy Provost
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DR SUDHA NAIR
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SERVICE DELIVERY SUBCOM

Assistant Professor
Department of Social Work
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**MR MOHD GUNTOR
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Editor
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Consultant Psychiatrist
Raffles Counseling Centre
Raffles Hospital



MR GOH JOON SENG
CHAIR
EXCLUSIONS SUBCOM

Consultant
Lee & Lee Advocates & Solicitors



MR KWEK LENG JOO
CHAIR
PUBLIC COMMUNICATIONS
AND PUBLIC CONSULTATION

Managing Director
City Developments Limited



A/P LONG FOO YEE FRED
COUNCIL MEMBER

Adjunct Associate Professor
Division of Psychology
School of Humanities and
Social Sciences
Nanyang Technological University



VEN SECK KWANG PHING
COUNCIL MEMBER

Secretary-General
Singapore Buddhist Federation

SUB-COMMITTEE MEMBERS



MS OOI HUI MEI
COMMITTEE MEMBER

Director
Corporate Communications
Division
People’s Association



MR ROBERT TAN
COMMITTEE MEMBER

Partner
Tangible Pte Ltd



MR RICKY SIM
COMMITTEE MEMBER

Managing Director
Chesterton International Property
Consultants Pte Ltd



DR THOMAS LEE
RESOURCE PERSON

Associate Consultant
Deputy Chief
Addiction Medicine Department
Institute of Mental Health



MR TAN KAH WEE
RESOURCE PERSON

Director
Operations
Centre for Enabled Living Ltd



MR SURESH ANANTHA
RESOURCE PERSON

Head
Counseling Services
National Addictions Management
Service (NAMS)
Institute of Mental Health

SECRETARIAT

DIRECTOR GENERAL	Ms Ong Toon Hui	
DIRECTOR	Ms Charlotte Beck	
1ST SECRETARY	Ms Melissa Tan	
2ND SECRETARY	Ms Tan Ee Ee	Dr Alexius Anthony Pereira
3RD SECRETARY	Ms Angelina Yeo	
ASSISTANT SECRETARY	Ms Daphne Soo	Mr Timothy Pak
MANAGER	Mr Chung Sang Pok	Mr Simon Ng
ASSISTANT MANAGER	Ms Tan Yang Ling	
SECRETARIAT EXECUTIVE	Ms Rose Gay	Ms Goh Chai Yee
	Mr Goh Wai Fu	Ms Kanniga D/O Gnanasekaran
	Ms Melanie Joy Hendricks	Mr Lim Ser Wei
	Ms Nur Fatimah Binte Mohd Sahftee	Ms Grace Soh
	Mr Alvin Tan	Ms Katherine Tan
	Ms Cherylin Tay	Ms Sarah-Anne Teo
	Ms Teoh Fan Yun	Mr Tiong Ying Jun
ASSISTANT TO SECRETARIAT	Mr Choo Boon Beng	Ms Eileen Peh
	Ms Siti Nafisah Mohd Noor	Mr Tan Choon Teck
	Ms Michelle Tan	

KEY MILESTONES (2005 – 2011)

- 2005** Formation of NCPG
- 2006** Public Consultation to streamline casino exclusion procedures
- Completion and sharing of NCPG's first survey on gambling issues
- Launch of two-year pilot service for specialized problem gambling counseling services
- Launch of Public Education campaign against excessive soccer gambling during the World Cup Season
- 2007** Inaugural Singapore Problem Gambling Conference held and attended by over 500 international and local experts, practitioners and industry players
- Launch of NCPG's voluntary Responsible Gambling Code of Practice
- End of NCPG's first term
- 2008** Appointment of Young & Rubicam to launch an integrated media campaign, "Excuses," during Lunar New Year
- Pilot training programme for frontline staff of gambling operators on responsible gambling measures
- NCPG "Excuses" campaign receives Bronze Award for Best Cause or Charity Campaign at the Promotion Marketing Awards of Asia (PMAA) 2008
- 2009** Launch of NCPG's Casino Family Exclusion, Self-Exclusion, and Third-Party Exclusion
- Second Singapore Problem Gambling Conference, with focus on youth gambling, held and attended by over 300 local and overseas participants
- Appointment of Bates 141 to launch an integrated media campaign, "Know The Line"
- End of NCPG's second term
- 2010** Casinos open at Marina Bay Sands and Resorts World Sentosa
- Launch of NCPG's Corporate Partnership Programme
- Launch of World Cup "No Penalty" campaign
- 2011** Launch of Foreigner Self-Exclusion
- Application process for Family Exclusion shortened from 6 weeks to 2 weeks
- Public Consultation on social impact of problem gambling in Singapore
- Appointment of Saatchi & Saatchi to launch integrated media campaign, "Lucky"
- End of NCPG's third term



YEAR IN REVIEW

KEEPING OUR EAR TO THE GROUND

PUBLIC COMMUNICATIONS/CONSULTATION

In February 2011, the NCPG conducted a series of public and stakeholder consultation sessions to obtain feedback on the current social safeguard measures in place to help problem gamblers and their families, and how these measures could be improved.

Valuable feedback was obtained in areas such as methods to encourage help seeking behaviour; ways to streamline the application process for both Family Exclusion and Self-Exclusion; and ways to better support families affected by problem gambling.

Acting on the responses and suggestions garnered at these sessions, the NCPG has streamlined the Family Exclusion application process and encouraged employers to facilitate Self-Exclusion for their foreign workers.

The NCPG will strengthen its public education efforts to encourage families to seek help early and will also look into improving existing help services available.

The NCPG will continue to respond to public feedback and advise MCYS on measures to make the social safeguards against problem gambling more robust.

PROTECTING FAMILIES THROUGH EXCLUSIONS

EXCLUSIONS

Since the introduction of casino exclusion orders in 2009, the NCPG has continued to streamline and improve the application processes for both Self-Exclusion and Family Exclusion.

In November 2010, the NCPG unveiled a new initiative that enabled foreigners living and working in Singapore to apply for exclusion to protect themselves from falling prey to problem gambling. Letters were sent to employers of foreign workers and foreign domestic workers to inform them of the availability of voluntary Self-Exclusion. Family Exclusion was also made available.

Since then, more than 12,000 foreigners have applied for Self-Exclusion. This is 70% of the 18,049 Self-Exclusions taken up as at 30 June 2011. The number of Singaporeans who have applied for Self-Exclusion stands at 5,389.

On 1 December 2010, the NCPG also streamlined its Family Exclusion application process by cutting down the processing time from 6 weeks to 2 weeks.

Previously, families had to go through counseling and complete a social report before they could obtain a hearing date. Under the new process, applicants who call the Problem Gambling Helpline will receive a date for the Family Exclusion hearing immediately. They will undergo a brief counseling session, conducted by trained professionals, onsite prior to the hearing sessions. Their applications are then assessed by a 3-member Committee of Assessors.

Family Exclusion was first made available on 1 April 2009 to empower family members to help problem gamblers within their families by excluding them from the casinos. The number of Family Exclusion Orders issued rose from 297 at end December 2010 to 613 at end June 2011.

Third-Party Exclusion, which covers undischarged bankrupts and recipients of Public Assistance, numbered at 28,516 within the same timeframe.

GETTING INTO THE MIND OF A PROBLEM GAMBLER

RESEARCH

As a follow-up to the gambling prevalence studies previously done by MCYS in 2005 and 2008, the NCPG has commissioned a survey to study gambling participation among Singaporeans for 2011.

The study seeks to provide a better understanding of the gambling behavior of our local population. The findings from the studies will enable policymakers and service providers to better understand gambling perceptions and habits, in order to put in place relevant policies, programmes and services that will help gamblers and their families.

Fieldwork for the study is currently being carried out. The principal investigator is Professor David Chan, Chairperson of the NCPG Research Sub-Committee and Director of the Behavioural Sciences Institute and Professor of Psychology, Singapore Management University. Findings from the survey are expected to be ready by the end of 2011.

REDEFINING ATTITUDES TOWARDS GAMBLING

PUBLIC EDUCATION

Public education efforts to increase awareness of the “Know The Line” campaign and the dangers of problem gambling continued to be strengthened and expanded in 2010 and 2011.

This year’s public education theme, ‘Hope for Change’, sought to shift the focus from the problem gambler to the affected families of problem gamblers, with a greater emphasis on harm minimization. The main message was to encourage and empower families to seek help, with or without the cooperation of the problem gambler.

In May 2011, the NCPG appointed Saatchi & Saatchi as its new creative agency. Building

upon the current “Know The Line” campaign, Saatchi & Saatchi has begun developing a new campaign that will be rolled out in the second half of 2011.

The NCPG also continued to strengthen its ties through collaborations with its stalwart corporate partners such as Koufu and KBox. In August, we continued our strong partnership with Lex (S) Entertainment for the Getai outreach programme. The attendance at this year’s shows saw a 20% increase as compared to previous years, and NCPG was able to spread the “Know The Line” message to an estimated 100,000 heartlanders.



SERVING THE COMMUNITY AND ENGAGING THE YOUTH

SERVICES AND YOUTH

Managed by the National Addictions Management Service (NAMS) and Thye Hua Kwan Moral Society (THKMS), the National Problem Gambling Helpline continued to be well-utilised. Thanks to the increased awareness of problem gambling and the helpline number, there was an increase in the number of gambling related calls in 2010. The number of callers stabilised in early 2011.

The NCPG's youth outreach this year was focused on strengthening existing youth programmes and continuing efforts to reach out to full-time National Servicemen from the Singapore Armed Forces through the use of the "Know The Line" problem gambling education drama skit. Through this programme, NCPG reached out to some 10,500 recruits and national servicemen.

School outreach also continued in 2011. In collaboration with TPFSC and NAMS, the NCPG conducted talks and an exhibition at Ngee Ann Polytechnic over a period of three days from 12-14 July. Titled "Don't GAMBLE your Life Away", the event was part of Ngee Ann

Polytechnic's Care and Wellness Education programme. The talks and exhibition aimed to educate students about youth problem gambling, as well as provide advice on where to seek help and what youth can do to help themselves and their peers.

The NCPG also engaged the MCYC Community Services Society to develop a curriculum focused on youth problem gambling prevention and intervention. The curriculum consists of two sections: the prevention portion of the curriculum aims to increase the awareness of problem gambling among the youth; the intervention portion of the curriculum aims to train and equip social service professionals with the know-how to provide intervention for youth problem gamblers and youth who are at risk of becoming addicted to gambling.

The curriculum is expected to be completed by 2011 and will subsequently be rolled out to both the youth and social service professionals the following year.

The NCPG will continue to meet the challenges of an ever-changing social landscape with commitment and resilience as we enter the fourth term (2011-2013). The Council will focus on further strengthening public education and help services, and will also continue to provide feedback to the Government on improving casino social safeguard measures.

In the area of Exclusions, the NCPG will continue to assess and streamline casino exclusion application and revocation

processes to ensure simplicity and accessibility in application, and will also ensure that hearings are conducted in an efficient and fair manner.

In the area of Responsible Gambling, the NCPG will continue to monitor the gambling environment to ensure that the potential harm associated with gambling is minimized and that people are able to make informed decisions about their gambling participation habits.





In the area of Public Education, the NCPG will continue its theme of “Hope with Change”, focusing on harm minimization. The new media campaign will be implemented in the second half of 2011, and plans for future events and collaborations with more corporate partners will be developed. The focus for the coming year will be to develop more below-the-line initiatives by engaging both new and existing community and corporate partners and grassroots leaders on a larger scale, in order to reach out to the community to increase awareness and promote help-seeking behavior.

In the area of Youth Outreach, prevention strategies among school-going youth and young working adults will continue to be developed and improved upon. Following the completion of the manual for youth gambling prevention and intervention curriculums, the curriculum will be rolled out next year to train and equip our educators, full-time school counselors, social service professionals, and parents on methods of identifying and addressing problem gambling issues among the youth. There are also plans to work more closely with other youth organisations and agencies and leverage on existing platforms to better engage the youth on addressing and preventing the problem of youth gambling.

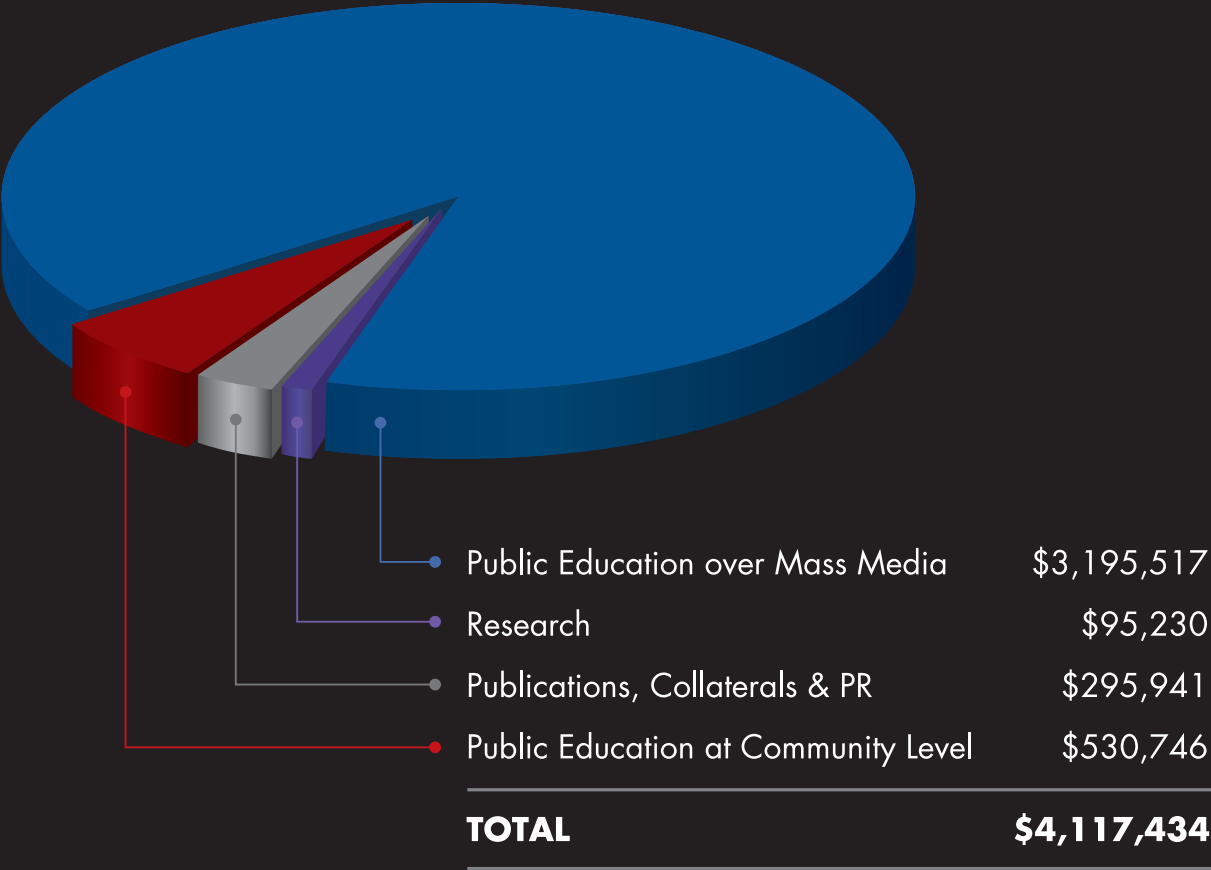
In the area of Service Delivery, the NCPG intends to enhance problem gambling intervention services by placing greater emphasis on addressing the practical concerns of problem gamblers and their families. In order to minimize

the financial and legal harm faced by those affected by problem gambling, the NCPG intends to improve its current services to make them more integrated. In addition to inviting suitable agencies to set up the enhanced services, the NCPG will also explore the development of financial and legal toolkits for caseworkers to understand and be equipped to handle the issues faced by problem gamblers and their families.

The NCPG will also be working to expand the outreach of the services by engaging more community agencies to provide problem gambling intervention services. The Council will also continue to work closely with NAMS and TPFSC to develop a national training framework aimed at long-term capacity building of service providers.

ANNEXES

PUBLIC EDUCATION FUND FOR THE FINANCIAL YEAR (SEP 2010 – AUG 2011)



DIRECTORY OF PARTNERS

CORPORATE PARTNERS:

- | | | |
|---|---|--|
| 1. 888 PLAZA COFFEESHOP PTE LTD /
888 EATING HOUSE PTE LTD
Blk 888 Woodlands Drive 50 #01-733
Singapore 730888
Tel: 6363 3261 | 4. KOUFU
18 Woodlands Terrace Singapore 738443
Tel: 6506 0161 / Fax: 6752 1811
www.koufu.com.sg | 7. PSC CORPORATION LTD
348 Jalan Boon Lay Singapore 619529
Tel: 6268 4822 / Fax: 6261 8123
www.psc.com.sg |
| 2. COMFORT DELGRO
383 Sin Ming Drive Singapore 575717
Tel: 6555 1188 / Fax: 6452 7742
www.cdgtaxi.com.sg | 5. POLAR PUFFS & CAKES PTE LTD
29 Woodlands Industrial Park E1
#04-10 Northtech Lobby 2 Singapore 757716
Tel: 6269 5877 / Fax: 6269 0779
www.polarpuffs-cakes.com | |
| 3. K BOX ENTERTAINMENT GROUP PTE LTD/
K POOL SNOOKERIUM PTE LTD
5 Kallang Way 2A #06-00
Singapore 347494
Tel: 6742 3113 / Fax: 6841 3202
www.kbox.sg | 6. PREMIER TAXI
14 Chang Charn Road Singapore 159642
Tel: 6476 8880 / Fax: 6473 9339
www.premiertaxi.com | |

COMMUNITY PARTNERS:

- | | | |
|---|--|---|
| 1. PEOPLE'S ASSOCIATION (PA)
9 King George's Avenue Singapore 208581
Tel: 6344 8222
www.pa.gov.sg | 3. SINGAPORE SPORTS COUNCIL
230 Stadium Boulevard Singapore 397799
Tel: 6500 5000
www.ssc.gov.sg | 5. YAH! COMMUNITY COLLEGE
1 Jurong West Central 2
Jurong Point Shopping Centre #06-01
Singapore 648886
Tel: 6445 0300
www.yah.org.sg |
| 2. FOOTBALL ASSOCIATION OF SINGAPORE (FAS)
100 Tyrwhitt Road Jalan Besar Stadium
Singapore 207542
Tel: 6348 3477 / 6293 1477
www.fas.org.sg | 4. NATIONAL ENVIRONMENT AGENCY (NEA)
40 Scotts Road Environment Building #13-00
Singapore 228231
Tel: 1800-CALL-NEA (1800-2255-632)
www.nea.gov.sg | |

PATHOLOGICAL PROBLEM GAMBLING HELP RESOURCES:

- | | | |
|--|--|---|
| • NATIONAL ADDICTIONS MANAGEMENT SERVICE (NAMS)
Institute of Mental Health
Buangkok Green Medical Park
10 Buangkok View Singapore 539747
NAMS Specialist Outpatient Clinic C:
Basement, Block 9
Tel: 1800-6-668-668
www.nams.org.sg | • MCYC COMMUNITY SERVICES SOCIETY
Blk 106 Bukit Batok Central #01-217
Singapore 650106
Tel: 6562-2211 / Fax: 6569-8038
www.mcyg.sg
admin@mcyc.sg | • ONE HOPE CENTRE
8 New Industrial Road #04-04
LHK 3 Building, Singapore 536200
Tel: 6547-1011 / Fax: 6547-1011
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help@onehopecentre.org |
| • TANJONG PAGAR FAMILY SERVICE CENTRE
(Thye Hua Kwan Moral Society)
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Singapore 164018
Tel: 6270-6711 / Fax: 6270-9663
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No.11 Kampong Bugis #02-08
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www.wecare.org.sg
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| • CHRISTIAN CARE SERVICES SINGAPORE
207J Punggol 17th Avenue
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www.christian-care-services.org
contactus@christian-care-services.org | • RAY OF HOPE
207J Punggol 17th Ave
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Tel: 1800-STOP-NOW (1800-7867-669)
www.christian-care-services.org
contactus@christian-care-services.org | • FAMILY SERVICE CENTRES
<i>There are 36 Family Service Centres located across Singapore. Please refer to their website for more information.</i>
Tel: 1800-222-0000
(Monday to Friday: 9am – 5.30pm)
http://app1.mcyg.gov.sg |