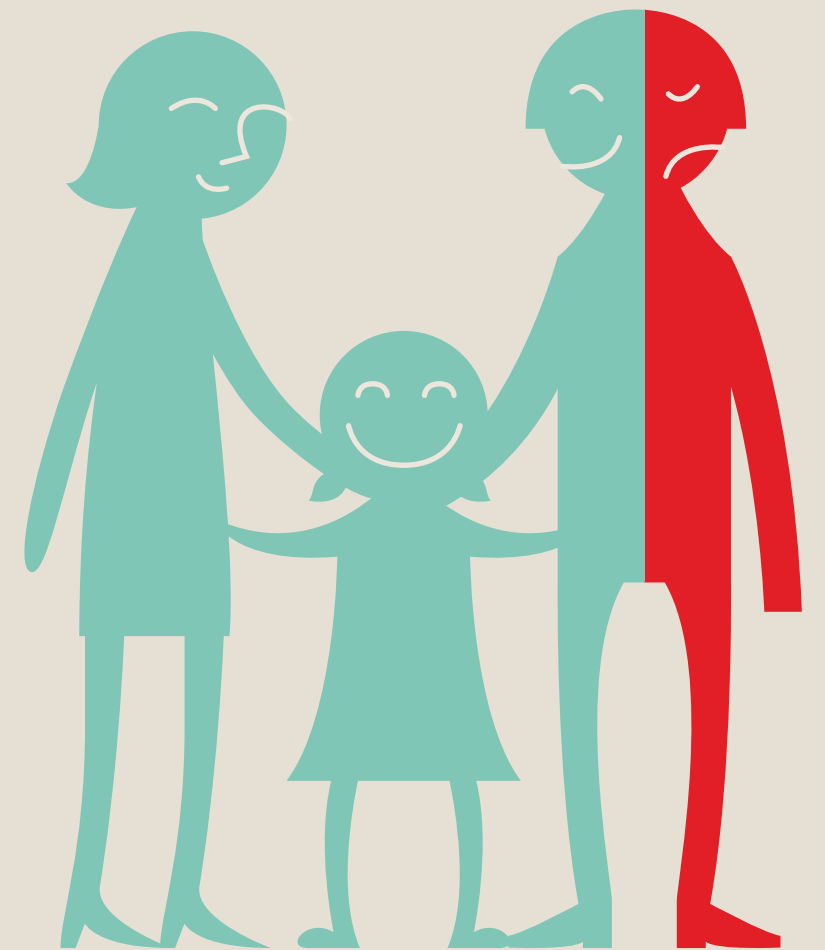




ANNUAL
REPORT
2009/2010



— 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: 1800-6668-668 www.nams.org.sg
Tanjong Pagar Family Service Centre (Thye Hua Kwan Moral Society)	Blk 18 Jalan Membina #04-01, Singapore 164018	Tel: 6270-6711, Fax: 6270-9663 www.thkms.org.sg tpfsc@thkms.org.sg
Christian Care Services Singapore	No. 1 Lorong 23 Geylang, Blk 7 Singapore 388352	Tel: 6440-8349 / 6440-8362 Fax: 6440-8027 www.care-centre.org enquiry@care-centre.org
MCYC Community Services Society	Blk 106 Bukit Batok Central #01-217, Singapore 650106	Tel: 6562-2211, Fax: 6569-8038 www.mcyc.sg admin@mcyc.sg
The Samaritans of Singapore	Blk 10 Cantonment Close #01-01, Singapore 080010	Tel: 1800-221-4444, Fax: 6220-7758 www.samaritans.org.sg pat@samaritians.org.sg
Ray of Hope	Punggol 17th Ave 207J Singapore 65119	Tel: 1800-STOP-NOW (1800-7867-669) www.care-centre.sg www.care-centre.sg/RayOfHope
One Hope Centre	8 New Industrial Road #04-04 LHK 3 Building, Singapore 536200	Tel: 6547-1011, Fax: 6547-1011 www.onehopecentre.org help@onehopecentre.org
We Care Community Services	620 Tiong Bahru Road Singapore 158789	Tel: 6471-5346, Fax: 6294-6552 www.wecare.org.sg admin@wecare.org.sg
Family Service Centres	There are 36 Family Service Centres located across Singapore. Please refer to their website for more information.	Tel: 1800-838-0100 (Monday to Friday: 9am - 5.30pm) http://app1.mcys.gov.sg

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The National Council on Problem Gambling (NCPG) was appointed in August 2005 by the Minister for 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, counselling, rehabilitative as well as religious services. The Council's main roles are:

- To provide advice and feedback to the Ministry of Community Development, Youth and Sports (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, counselling and rehabilitative programmes.
- To decide on the applications for exclusion of persons from casinos.

The Council has identified key areas of focus and formed 7 sub-committees:

- Sub-committee on Exclusion
- 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 society.



The gambling landscape in Singapore saw a significant change this year with the opening of the casinos at Resorts World Sentosa and Marina Bay Sands. In anticipation of this, the Council implemented its casino exclusion orders and launched its "Know The Line" campaign.

In April 2009, in exercise of our statutory powers under Part X of the Casino Control Act, the Council introduced Family Exclusion Orders. Later, in December 2009, we implemented voluntary Self-Exclusion as well as Third-Party Exclusion that barred undischarged bankrupts and recipients of Public Assistance and Special Grants from the casinos. For the year under consideration, we excluded more than 30,000 persons from the casinos.

The Council launched the "Know The Line" campaign last November to remind Singapore residents not to cross the line to problem gambling. Apart from carrying the campaign

message on television and in the newspapers, extensive ground outreach initiatives were carried out.

We intensified our mass media and ground outreach during the Lunar New Year and World Cup season. We also collaborated with the temples to promote the "Know The Line" message to heartlanders at the traditional Getai during the lunar seventh month. NCPG has also garnered support from 13 companies and organisations in our inaugural Corporate & Community Partnership Programme to spread the "Know The Line" message. Collectively, we have reached out to 1.2 million Singapore residents through our ground initiatives. The Council would like to express its heartfelt appreciation to our partners and supporters.

NCPG has been working with the National Addictions Management Service and the Tanjong Pagar

Family Service Centre to improve the help and counseling services available to problem gamblers and their families. I am especially heartened by recovering problem gamblers who have stepped forward to share their stories of personal struggle and triumph on our website (www.ncpg.org.sg). They are indeed inspiring testimonies to show that individuals with the support of their families can turn over a new leaf. The Council encourages all those who need help with their gambling problems to call our helpline at 1800-6-668-668.

Looking ahead, the Council hopes to have the continued support of the public and all our partners. Together, we can help Singapore to effectively address problem gambling.

COUNCIL CHAIRPERSONS



Chairman
Mr Lim Hock San
*President & CEO,
United Industrial Corporation Ltd*



Chairperson, Public Communications & Public Consultation Sub-committee
Mr Kwek Leng Joo
*Managing Director,
City Developments Limited*



Chairperson, Responsible Gambling Sub-committee
Mr Tan Kian Hoon
*Chairman,
National Crime Prevention Council*



Co-Chairperson, Youth Sub-committee
Mr Joachim Lee
*Executive Director,
Tampines Family Service Centre*



Co-Chairperson, Youth Sub-committee
Ms Debra Soon
*Managing Director,
Channel NewsAsia*



Chairperson, Exclusions Sub-committee
Mr Goh Joon Seng
*Consultant,
Lee & Lee Advocates & Solicitors*



Chairperson, Service Delivery Sub-committee
Dr Sudha Nair
*Assistant Prof. Dept of Social Work,
Faculty of Arts and Social Sciences,
National University of Singapore*



Chairperson, Public Education Sub-committee
Ms Lim Sau Hoong
*CEO,
10AM Communications Pte Ltd*




Chairperson, Research Sub-committee
Prof. David Chan
*Deputy Provost,
Singapore Management University*



Co-Chairperson, Responsible Gambling Sub-committee
Dr Bibi Jan Mohd Ayyub
*Past President,
Singapore Malay Teachers' Union*



Mr S. Rajendran
Chairman,
Hindu Endowments Board




Dr Ang Yong Guan
Psychiatrist,
Ang Yong Guan Psychiatry




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Berita Harian & Berita Minggu

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Ministry of Education



Ven. Seck Kwang Phing
Secretary-General,
Singapore Buddhist Federation



Mrs Mildred Tan
Managing Director,
Business Advisory Services,
Ernst & Young Associates Pte Ltd



Dr Lim Yun Chin
Consultant Psychiatrist,
Raffles Medical Group,
Raffles Hospital



Mr Tan Thiam Lye
Chairman,
Taoist Federation
Singapore

SUB-COMMITTEE MEMBERS



Mr Robert Tan
Partner,
Tangible Pte Ltd



Mr Ricky Sim
Managing Director,
Chesterton International
Property Consultants Pte Ltd



Miss Ooi Hui Mei
Director
(Corporate Communications Division),
People's Association

RESOURCE PERSONS



Mr Suresh Anantha
Manager, Training & Planning,
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Institute of Mental Health



Mr Tan Kah Wee
Director, Operations,
Centre for Enabled Living Ltd



Dr Thomas Lee Kae Meng
Acting Chief & Consultant,
Addiction Medicine Department,
Institute of Mental Health

NCPG SECRETARIAT STAFF

Ms Ong Toon Hui Director-General

Ms Charlotte Beck Director

Ms Melissa Tan First Secretary

Ms Amy Ting Second Secretary

Ms Daphne Soo Assistant Secretary

Mr Timothy Pak Manager

Mr Chung Sang Pok Manager

Mr Simon Ng Manager

Mr Tiong Ying Jun Secretariat

Mr Renson Seow Secretariat

Ms Ng Su Lin Secretariat

Ms Sarah Anne Teo Secretariat

Ms Rose Gay Secretariat

Mr Poo Toon Jui Secretariat

Ms Gillian Poh Secretariat

Ms Ho Ser Hian Secretariat

Ms Katherine Tan Secretariat

Ms Grace Soh Secretariat

Ms Eileen Peh Assistant to Secretariat

Ms Loo Mei Chern Assistant to Secretariat

Mr Wilson Tan Assistant to Secretariat

Ms Tan Mei Shi Michelle Assistant to Secretariat

Ms Evelyn Toh Assistant to Secretariat

Ms Jane Yeo Assistant to Secretariat

2009

SEPTEMBER

- Community outreach initiative through Getai performances during the lunar seventh month



Audience at Getai performance holding a "Know The Line" helpline fan.

NOVEMBER

- Launch of "Know The Line" Campaign
- Launch of Casino Self-Exclusion

DECEMBER

- Launch of Third-Party Exclusion



"World Cup No Penalty" Campaign print advertisement.

2010

JANUARY

- Social Safeguards Media Roundtable

FEBRUARY

- Engagement with Resorts World Sentosa on Implementation of Social Safeguards
- "Know The Line" outreach for Chinese New Year



"Know The Line" yellow card online banner.

APRIL

- Problem Gambling Forum with National Addictions Management Service

JUNE

- Launch of "World Cup No Penalty" Campaign

JULY

- Launch of Corporate and Community Partnership Programme



Mr Kwek Leng Joo (left) receiving a corporate partnership pledge.

Know The Line Campaign

The launch of NCPG's "Know The Line" Campaign marks a significant milestone in the integration of the Council's public education efforts under a single banner. "Know The Line" informs the public of the dividing line between social and problem gambling. It aims to promote self-appraisal of one's gambling habit and to encourage help-seeking.

The campaign was first rolled out in November 2009 with television, print and outdoor advertising to promote the "Know The Line" message. With bus shelter posters and wholly-wrapped NCPG buses ploughing strategic locations, print advertisements in key newspapers and insertions during prime television-viewing times, the campaign was supported by a comprehensive media plan to maximise the exposure of the "Know The Line" message.

Supplementing the main campaign, NCPG intensified its outreach initiatives during the two peak periods of the year – Chinese New Year and the World Cup season, when gambling activities usually heighten. With the festive celebrations ongoing, NCPG aligned its messages effectively to remind the public that they could enjoy themselves while exercising self restraint in gambling.

During the Chinese New Year season, NCPG increased the penetration of its messaging to working adults through radio talk show discussions on gambling issues on Class 95FM and Gold 90.5FM radio stations and strategic advertisement placements on broadcast and print media. The light-hearted radio discussions enabled listeners to explore and understand problem gambling from various perspectives. The advertisements across various media platforms further ensured a consistent flow of messages during the Chinese New Year period, encouraging people to be responsible while having fun.

Similarly, during the World Cup Season in the middle of the year, NCPG reminded soccer fans of the perils and



"Know The Line" Campaign print advertisement.

stiff penalties of problem gambling with the launch of its "World Cup No Penalty" campaign.

One of the highlights of this campaign was the "Know The Line" Cheer Squad who performed at selected high-traffic mall locations such as City Square, Marina Square and *SCAPE, serving as an upbeat yet subtle reminder of such penalties against irresponsible football betting.

NCPG's "World Cup No Penalty" campaign also went online to reach out to youth and World Cup fans at large. The interactive campaign focused on creating a call to action for the public to be a part of this cause. This message reached out to youths through social media platforms. Leveraging on the popularity of Facebook, an online game application, "NCPG World Cup Game", was developed and tailored to spread the "Know The Line" message. NCPG also joined efforts with 11 community centres that screened World Cup live matches to distribute "Know The Line" collaterals to the public. On the schools front, NCPG continued

Ms Charlotte Beck and Mr Kwek Leng Joo with NCPG's corporate partners.



to spread the "Know The Line" message to tertiary students. Following the success of Project "Play-It-Right I" in 2009, NCPG launched Project "Play-It-Right II" in 2010 to reach out to more students in higher-learning institutions including universities and polytechnics. Learning from "Play-It-Right I", more cause champions were recruited and trained in the second instalment to ensure that every cause champion had the knowledge to spread the messages on the dangers of gambling to their peers.

Apart from cause champion recruitment

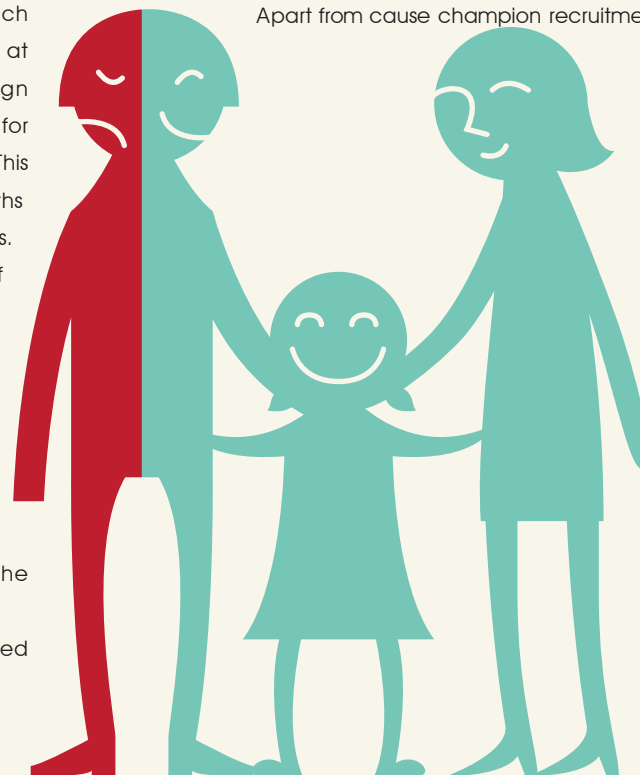
and training, road shows were also held to reach out to university and polytechnic students to spread NCPG's messages. To further engage tech-savvy youths, a blog (www.knowtheline.blogspot.com) was created by one of the cause champions to post the success of the project and to continue to spread NCPG's cause.

Together, the "Play-It-Right" recruitment exercise and school road shows reached 32,500 youths across these tertiary institutions.

NCPG has been engaging corporate and community partners to support the "Know The Line" movement as part of their corporate social responsibility efforts. A total of 13 organisations across different industries and sectors came forward to become inaugural partners of the NCPG Corporate & Community Partnership Programme to help spread the "Know The Line" message.

The partners include National Environment Agency, People's Association (PA), community organisations such as YAH! College, sports associations such as Football Association of Singapore and Singapore Sports Council, corporate organisations such as 888 Plaza Coffeeshop Pte Ltd, K Box Entertainment Group Pte Ltd, K Pool Snookerium Pte Ltd, Koufu Pte Ltd, Polar Puffs & Cakes Pte Ltd, PSC Corporation Ltd, and transport companies like Comfort DelGro and Premier Taxis.

Through these joint efforts with corporate and community partners, NCPG has successfully reached out to 1.2 million Singaporeans in the past year.



Building a Community of Supporters Through our Partners

Casino Exclusion Measures

NCPG has successfully implemented casino exclusion measures as social safeguards against problem gambling.

Since the launch of casino Family Exclusion in April 2009 till 30 September 2010, NCPG has issued 194 such orders. The casino Family Exclusion empowers families that are adversely affected by problem gambling to exclude family members from the casinos.

On 26 November 2009, NCPG launched the casino Self-Exclusion to empower individuals to exclude themselves from casinos if they are prone to problem gambling. As of 30 September 2010, 2,525 applications have been received.

Third-Party Exclusion, the final instalment of the casino exclusion measures, was launched on 16 December 2009 to protect the financially vulnerable. Undischarged bankrupts and recipients of Public Assistance and Special Grant would be automatically excluded from the casinos. As of 31 August 2010, about 28,000 people have been excluded under Third-Party Exclusion.

To date, more than 30,000 people in total have been barred under casino exclusions. NCPG will continue to ensure

Responsible gambling messages placed at non-casino gaming operations.



the smooth implementation of the casino exclusion measures while concurrently providing the necessary support to problem gamblers and their families.

Implementing Responsible Gambling Measures with Operators

NCPG has actively engaged both the Resorts World Sentosa and Marina Bay Sands casinos, prior to their opening (in February and April 2010 respectively) to put in place responsible gambling measures, and provide help and resources to all casino patrons. Both casinos have

responded by placing responsible gambling messages, implementing a pre-commitment limit programme and staff training programmes.

For non-casino gaming operators, NCPG also worked with Singapore Pools and Singapore Turf Club (STC) to implement more safeguards for the lottery and horse racing punter. To facilitate easier application for exclusion from tele-betting accounts, NCPG has placed self-exclusion forms on their websites for greater accessibility. The two operators also cooperated with NCPG to allow family members who have received NCPG Family Exclusion Orders to apply for tele-betting account exclusion against the excluded person(s) by approaching Singapore Pools and STC directly.

NCPG Helpline – Help is just a phone call away

The national problem gambling helpline (1800-6-668-668) provides the first point of contact for problem gamblers and their family members seeking information and help. Callers to the helpline will be provided with information on problem gambling and are assisted in accessing referral resources such as counselling and casino exclusion applications.

In December 2007, the National Addictions Management Service (NAMS) was appointed to manage the helpline during office hours. Since November 2009, Tanjong Pagar Family Service Centre joined in to man the problem gambling helpline after office hours on weekdays, weekends and public holidays. With the extension of helpline operating hours, NCPG has been effectively providing round-the-clock help for those - directly or indirectly - affected by problem gambling.



Since 2009, there has been a steady increase in the number of calls to the helpline due to greater awareness brought about by the 'Know The Line' campaign.

NCPG Public Consultation

Over the past year, NCPG consulted and engaged stakeholders from religious, community, grassroots, professional organisations and members of the public. The aim was to solicit views and suggestions on possible further support to problem gamblers and their families.



Mr. Lim Hock San at a "Know The Line" press conference.

These stakeholders have provided positive feedback on NCPG's implementation of the casino exclusion measures, public education initiatives and efforts in youth outreach.

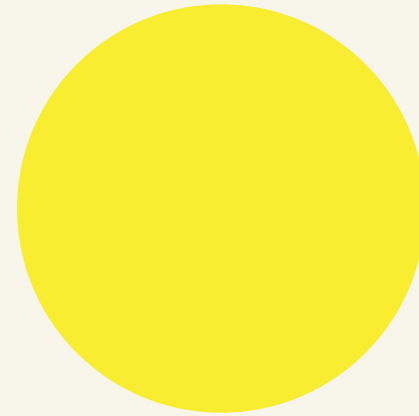
With the opening of Singapore's two casinos, NCPG will continue to engage stakeholders on mitigating the effects of

problem gambling and to provide problem gamblers and their families with the support needed.

Research Initiatives

NCPG and MCYS have been commissioning regular studies on Singaporeans' behaviours and perceptions of gambling. Findings on the participation of gambling activities among Singapore residents were released in 2005 and 2008. Findings on perceptions and attitudes towards gambling issues were also released in 2006 and 2007. Details of these survey findings are available on NCPG's website.

Another focus of NCPG is to build local research capabilities. NCPG has established a research grant for all undergraduate and post-graduate students in Singapore to conduct original empirical research examining issues related to problem gambling. Since the inception of the research grant in 2006, there have been six undergraduate and two post-graduate recipients.



Know The Line – Empowering the Public

Active support from the public is the capstone in driving NCPG’s “Know The Line” message. NCPG hopes to empower the public to become our advocates. More community engagement initiatives are already in the pipeline to build greater awareness and a sense of ownership in the community to tackle problem gambling at its root.

Corporate & Community Partnerships

Taking our message to where Singaporeans live, work and play, NCPG is teaming up with corporate and community partners to support our cause and spread the message. In July 2010, NCPG launched its Corporate & Community Partnership Programme to widen our public education outreach to more than 1 million Singaporeans. In just a few

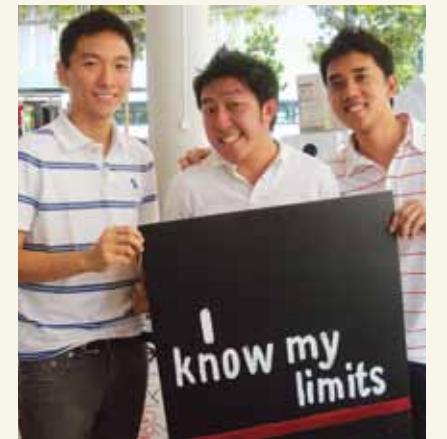
months, many corporate and community partners have pledged their support. We expect more to join our cause. We are also planning to work with labour unions to reach out to 18,000 union members. Talks, seminars and workshops on problem gambling will be used to build awareness among the employees at factories, shipyards, SMEs and MNCs.

Youth Chapter

Protecting our youth from problem gambling has also been our priority. NCPG is committed to reach out to the younger generation to warn them about the dire consequences of falling prey to gambling addiction and to inculcate the right values in our youth. Public education plans for young professionals and executives are also underway. Following positive feedback from new SAF recruits on our “Know The Line” skit, NCPG is looking into extending the skit to other uniformed groups. NCPG also has plans to further the collaboration with the Ministry of Defence to reach out to more national servicemen.

As for the schools, NCPG will continue to work with youth at educational institutions to implement programmes which enhance understanding of our core message. These include school outreach programmes and interactive activities such as skits and the use of popular social media platforms. We look forward to working with one of the largest uniformed youth organisations, the National Police Cadet Corps (NPCC), to train youth ambassadors as advocates for NCPG’s message against gambling. For at-risk youth, we are partnering Ang Mo Kio Police Division under Project Green Leaf to identify and mitigate problems proactively.

To further NCPG’s reach to youth at large through key influences, we are currently developing a curriculum in youth gambling prevention and intervention to equip our educators, full-time school counsellors, social service professionals, parents and other individuals who are involved in youth education and counselling.



Tertiary students at a “Play-It-Right” youth outreach roadshow.



Responsible Gambling (RG) and Casino Social Safeguards

Existing measures such as the entry levy and casino exclusion orders will remain as the cornerstone of our casino social safeguards framework. We remain committed to ensure that the stringent social safeguards put in place are effective. NCPG will also continue to work with gambling operators to ensure Responsible Gambling measures are implemented well. We aim to bring local responsible gambling standards up on par with international best practices. We also want to raise public awareness of the availability of pre-commitment programmes.

NCPG will conduct mystery shopping at the two casinos to ensure responsible gambling measures are properly implemented and assess which areas need improvement.

Research - Power of Information

The Council seeks to enhance the understanding of problem gambling and strengthen treatment and prevention practice through research. NCPG will continue to work with MCYS to commission research studies to understand gambling activities and problem gambling in Singapore. One key area of focus will be to understand the impact of gambling and problem gambling on families, as well as the gambling behaviours among the youth and elderly. By developing, accumulating, organising and disseminating research information, the Council hopes to better address problem gambling.



NCPG seeks advice from international experts on gambling behaviour.



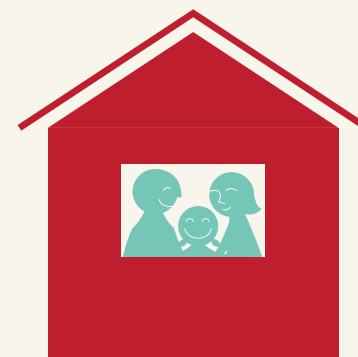
Problem Gambler Help Services

NCPG works closely with NAMS and the Thye Hua Kwan Moral Society in delivering problem gambling intervention services. The Council will widen our scope of partnership and collaboration to provide more channels of help for problem gamblers and their families.

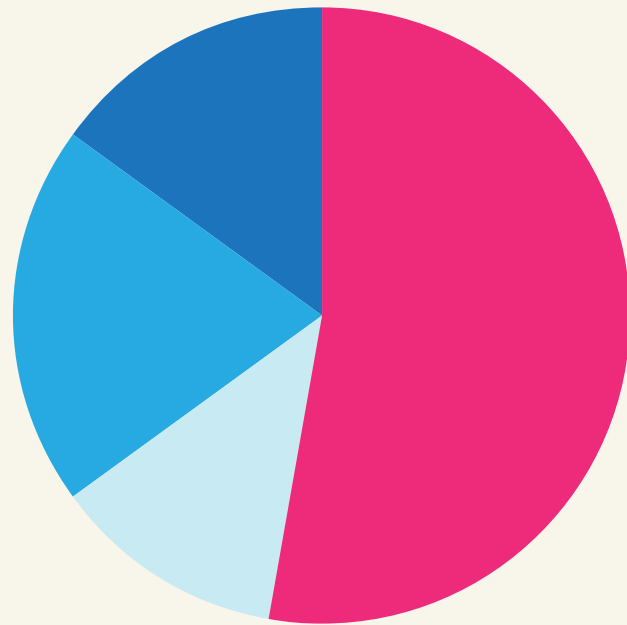
The next phase of our work will focus more on educating the public to detect early signs of problem gambling so as to minimise the harms to the individual, family and society. The Council will also widen our scope of partnership and collaboration to provide more help channels for problem gamblers and their families.



Participants at a youth gambling conference.



Public Education Fund



For the financial year (Sep 2009 – Aug 2010), the following expenditure has been incurred for Public Education:



Directory of Partners

— Corporate Partners

888 Plaza coffeeshop Pte Ltd 888 Eating House Pte Ltd	Blk 888 Woodlands Drive 50 #01-733, Singapore 730888	Tel: 6363-3261
K Box Entertainment Group Pte Ltd K Pool Snookerium Pte Ltd	5 Kallang Way 2A #06-00 Singapore 347494	Tel: 6742-3113 / 6841-3202 www.kbox.sg
Koufu	18 Woodlands Terrace Singapore 738443	Tel: 6506-0161 / 6752-1811 www.koufu.com.sg
Premier Taxi	11 Kung Chong Road Singapore 159147	Tel: 6479-6333 / 6479-6060 www.premiertaxi.com
Comfort Delgro	383 Sin Ming Drive Singapore 575717	Tel: 6555-1188 / 6452-7742 www.cdgtaxi.com.sg
PSC Corporation Ltd	348 Jalan Boon Lay Singapore 619529	Tel: 6268-4822 / 6261-8123 www.psc.com.sg
Polar Puffs & Cakes Pte Ltd	29 Woodlands Industrial Park E1 #04-10, Northtech Lobby 2 Singapore 757716	Tel: 6269-5877 / 6269-0779 www.polarpuffs-cakes.com

— Community Partners

People's Association (PA)	9 King George's Avenue Singapore 208581	Tel: 6344-8222, Fax: 6345-4186 www.pa.gov.sg pa_water-venture@pa.gov.sg
Football Association of Singapore (FAS)	100 Tyrwhitt Road Jalan Besar Stadium Singapore 207542	Tel: 6348-3477 / 6293-1477 Fax: 6348-6477 / 6293-3728 www.fas.org.sg info@fas.gov.sg
Singapore Sports Council	230 Stadium Boulevard Singapore 397799	Tel: 6500-5000, Fax: 6440-9205 www.ssc.gov.sg ssc_gsm@ssc.gov.sg
National Environment Agency (NEA)	40 Scotts Road Environment Building #13-00, Singapore 228231	Tel: 1800-2255-632, Fax: 6235-2611 www.nea.gov.sg Contact_NEA@nea.gov.sg
YAH! Community College	1 Jurong West Central 2 Jurong Point Shopping Centre #06-01, Singapore 648886	Tel: 6445-0300, Fax: 6794-3710 www.yah.org.sg contact@yah.org.sg