



STRATEGIC PLAN

2022-2025
Alliance for Gambling Reform

AGR Strategic Plan 2022-25

Our Purpose

To provide national leadership promoting action to prevent and reduce the harm from gambling in Australia.

Vision

To enjoy a just, healthy, and prosperous Australia, where people can happily socialise together, and flourish without the harm created by gambling. By working together, we can achieve an Australia where there is no longer a need for our organisation.

Current priorities and measures of success

AGR will continue to focus on its land-based poker machine gambling work, particularly in Victoria, but will contribute to reform work in other jurisdictions where resources allow. Sports betting advertising and digital gambling will become a new focus for the Alliance's work in the coming period.

The broad measures of success outlined in this Plan are supported by more detailed KPIs in the areas of: relationship building, public awareness and brand building, organisational sustainability and policy advocacy and development.

Strategic Objectives

1. Continue Victorian Advocacy on land based gambling reform in Victoria and extend nationally where possible.
2. Provide National Leadership and coalition building in priority focus areas of land-based gambling, digital on-line gambling and sports betting advertising.
3. Increasing organisational effectiveness and sustainability

1 -**Continue Victorian Advocacy on land based gambling reform in Victoria and extend nationally where possible.****What success looks like in 2025**

Commitments by AGR to funding organisations, including Victorian Local Councils, are delivered and exceeded, providing significant impact in reducing gambling related harm in funded areas.

AGR poses policy solutions to the Victorian Government and participates in other significant jurisdictional reform mechanisms such as the Royal Commission into Crown and its regulatory bodies including the Office of Special Manager and VGCCC.

AGR's policy and reform proposals are advanced and consolidated by establishing and building partnerships with other stakeholders and decision makers that can support our reform agenda (including extending leadership supporters of the Alliance).

AGR raises public awareness of gambling harm and highlights examples of success in Victoria to support the ongoing reform agenda.

The Victorian example of collaboration with local councils and other stakeholders is successfully harnessed to expand AGR's work into other jurisdictions impacted by land-based gambling harm.



2 -**Provide National Leadership and coalition building in priority focus areas of land-based gambling, digital on-line gambling and sports betting advertising.****What success looks like in 2025**

AGR has a recognised national role and brand in reducing gambling related harm which includes a public health approach to leadership in developing and sharing expertise on reforms in the area of **land based and digital as well as sports betting advertising.**

AGR plays a key education and public health advocacy role and aims to reduce stigma by communicating evidence-based information to the broader community on key issues in gambling related harm.

AGR has strategic partnerships and plays a key role in co-ordinating and engaging with politicians, policy makers, funders and stakeholders with an interest in all forms of gambling related harm and those with lived experience.

AGR builds informed policy and research capacity to ensure evidence based, well informed policy proposals and is participating in reviews and inquiries nationally.

AGR's policy platform is ambitious and is underpinned by tangible, measurable objectives that demonstrate clear outcomes.

AGR has a large, diverse and nationally representative group of people with lived experience who provide their expertise to inform all of AGR's positions and advocacy and provide public comment.

AGR has a group of high profile 'ambassadors' that champion gambling harm reduction and provide public support to the cause.



3 -**Increasing organisational effectiveness and sustainability****What success looks like in 2025**

AGR has a successful record of producing effective deliverables related to its key funding contracts.

AGR has strengthened its organisational capacity in the areas of:

- Governance - governance model includes delineation of Board/CEO responsibilities, risk management and compliance
- Staffing – a strong team in place with diversity of views, experience and skills and aligned with vision
- Capacity – AGRs funding base is increased and has diversified (core and project-based funding from various sources)

AGR's fundraising strategy includes building strategic partnerships and sponsorships that will result in increased income while achieving strategic organisational goals, is transparent and aligned with the organisation's values and ethical fundraising policy. AGR is actively exploring other ways to diversify income streams.

