



ChangeTracker Evaluation

What is ChangeTracker?

ChangeTracker provides gaming machine patrons with an instant, easy to use, portable and highly personalised manual method for:

- Helping set a weekly budget (or limit) for gaming machine play
- Recording how much and how often patrons convert cash to coins in any venue's gaming room
- Visibly monitoring actual amount of money changed versus planned spend

How does ChangeTracker work?

Patrons simply nominate a weekly gaming budget in the space provided on their ChangeTracker card.

Every time cash is converted to coin for gaming purposes – regardless of whether at a change booth or via an automatic change machine - the transaction amount is manually recorded on the card.

Because ChangeTracker is a manual system, patrons can use it to personally track their gaming expenditure wherever they play gaming machines.

Why is ChangeTracker being evaluated?

The system is being publicly evaluated to help identify improvement opportunities for the card and better understand whether:

- Patrons find the card a useful budgeting tool
- The card helps patrons manage their expenditure on gaming machines
- Gaming venues derive benefit in offering the card to patrons
- The card is a long term, cost-effective option for wider use across all gaming venues

Who is conducting the evaluation?

The South Australian Department of Treasury and Finance is conducting the evaluation on behalf of the Responsible Gambling Working Party, which reports directly to the Minister for Gambling. The trial is endorsed by the AHA and Clubs SA.

What information will the evaluation collect?

The evaluation will gather information about usage patterns and public opinion on the product, assess gaming venue support for the initiative and identify any product improvement opportunities.

Patron opinion on ChangeTracker will be canvassed via a mix of focus groups and interviews. To encourage participation in the research project an incentive will be offered in the form of a bonus bag containing a ChangeTracker Kit and items of nominal value and practical use such as a calculator, pen and literature on personal budgeting. The bonus bag offer applies to the first 150 persons to sign up for ChangeTracker.

The evaluator may randomly contact card-holders by telephone or email during the evaluation period to invite participation in the survey and/or focus groups. Any information given will be securely held and treated confidentially.

Patron privacy will be respected at all times and their anonymity protected via the identification number issued with each ChangeTracker kit. Gaming venues will not be permitted to retain gathered data for any reason.

Information concerning an individual's spending habits on gaming will not be connected to their personal identity nor passed on to any third party.

When and where is ChangeTracker being tested?

ChangeTracker will undergo controlled testing in a limited number of gaming venues authorised to issue and retrieve the card between August and November 2009.

Surrounding gaming venues will be advised of the evaluation and patrons may use the card in non-issuing gaming venues. However direct product support will only be available to patrons at selected gaming venues.

Additional Information

Further information concerning the evaluation can be found on the Gambling Policy website located within the website of the Department of Treasury and Finance. Evaluation outcomes concerning the ChangeTracker card will also be posted to this site on completion of the final report.

Visit the website...

www.treasury.sa.gov.au/changetracker
or send an email to...
gamblingpolicy@saugov.sa.gov.au

Week commencing	/ /2009							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
1								
2								
3								
4								
5								
Total								
Weekly budget \$							Total spent \$	

Week commencing	/ /2009				
	Mon	Tue	Wed	Thu	
1					
2					
3					
4					
5					
Total					
Weekly budget \$				Total	

CHANGE
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An initiative of the Government of South Australia. Endorsed by the Australian Hotels Association of South Australia and Clubs SA.