



In this issue of Focal Points:

- **Focal Collaborating with the University of Nevada Las Vegas (UNLV) International Gaming Institute on Session Length Analysis Research** - The results of this research will inform best practices for when and how responsible gambling interactions can be conducted in venues to support players at risk of harm.
- **Recap of Q4 2024** - It was truly a team effort this quarter. Tony, Tracy, Jay, Melissa and Focal's Australasian Associates Sonja and Linda advanced the conversation on safer gambling, shared our latest research at several conferences, and participated in insightful panels.
- **A Year of Transformation** - Focal unveiled new insights and collaborated with key industry stakeholders. Meanwhile, our development team set their sights on innovation and system enhancements. You can view our end-of-the-year video below to see all the highlights.
- **In 2025**, Focal will present at Regulating the Game in Sydney and participate in the Pitch! event in March. We will also be launching our mobile app, a new digital resources site, and completing the re-design of our safer gambling system.

Read time: 4 minutes

Hello,

From new research to award-winning innovations, 2024 has been a transformative year.

Together, we've advanced safer gambling, built stronger partnerships, hired new team members, and celebrated significant milestones.

You can see all the highlights below, but first, an exciting announcement we would like to share!

On the research front, we have been leading new research around continuous play to understand who engages in long sessions and why players take fewer breaks.

Given the practical implications of these findings for timing and tailoring safer gambling messaging with at-risk players, Focal's research team is working with leading researchers at the **University of Las Vegas (UNLV) International Gaming Institute** to validate and publish these findings in a series of peer-reviewed papers in the new year. Stay tuned!



[Learn More](#)

Generating New Knowledge at the European Association for the Study of Gambling Conference

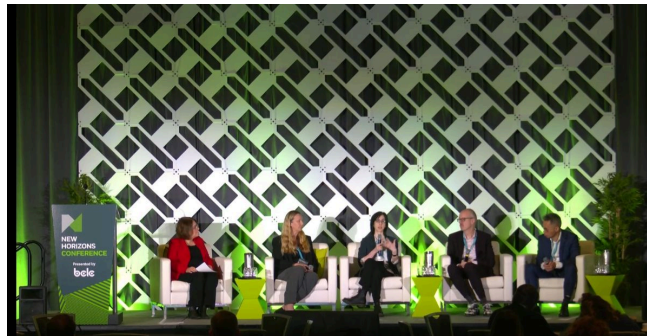


Tracy unveiled, "It's all about the money: decoding why players engage in long sessions without breaks."



Melissa challenged, "Is There a 'Right Time' to Interact with Players Based on How Long They Play?"

Rethinking Customer Interactions at New Horizons



Melissa participated in two panels at BCLC's New Horizons Conference with other industry experts to discuss "Sustaining Customer Interactions" and "Putting Insights into Action."

Using Player Data to Support Regulatory Innovation



Tony addressed the,"Use of Player Data to Support Safer Gambling" at the 2024 IAGR/IMGL conference in Rome and then further contributed to an expert panel on Responsible Gambling Programs and the Use of Player Data.



The Kansspelautoriteit (Ksa) won the IAGR Regulatory Innovation Award for their "Markers of Risk" initiative at the IAGR/IMGL conference, a project supported by Focal Research.

Pictured: Michel Groothuizen, Ksa

Safer Interactions without Visible Signs of Harm



Jay led an interactive workshop on engaging with players without visible harm indicators at the National Association for Gambling Studies Conference in AU.

Sharing New Research with Industry Stakeholders



Tony and Melissa shared our latest timebound research on continuous play and regulatory oversight virtually to a jam-packed room of attendees.

A Step into the Past to Address Future Challenges



Sonja and Linda took part in the panel discussion: 25 Years since the first Australian Productivity Commission Report at NAGS. The plenary discussion drew on experts who have been through PC reviews to identify what has been done well and hasn't been done well in Australia and the challenges and next steps needed to address key deficiencies.

A Year of Transformation

Focal Research reflects on a remarkable year of advancements in safer gambling, partnerships, and innovation.

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A Look Back at 2024

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What's in Store for 2025...

We will again be presenting at several global events in the new year.

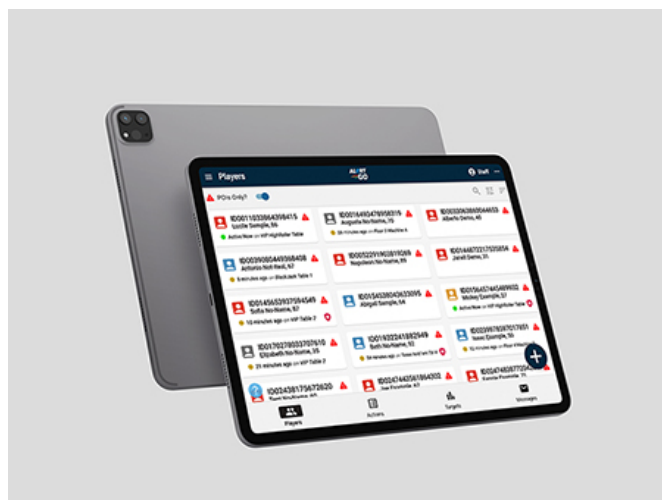
One highlight is Tracy, Jay and Linda's presentations at **Regulating the Game** in Sydney, March 10th-13th alongside other key industry stakeholders. This esteemed event promotes dialogue and collaboration and sparks regulatory compliance, excellence, innovation and ethical leadership.

Jay and Tracy will be sharing our latest offerings at the Regulating the Games "Pitch!" marking our second year in attendance.



Jay and Tracy present a fireside chat at last year's Pitch! at Regulating the Game.

Last but certainly not least we're about to trial our mobile app, **ALeRT GO**, to make interactions smoother than ever and we are unveiling a new digital safer gambling resource site for our valued clients.



Most importantly, we are enhancing our safer gambling system with a new comprehensive design for exceptional functionality and a better user experience for staff and management.



At this time of year, we want to acknowledge your commitment, innovation, enthusiasm and hard work.

In our collaborations, we continue to expand our knowledge, create new approaches to engaging with people who gamble, and care for our communities.

We hope you take some time to recharge and savour your efforts this holiday season, wishing you all the best in the new year!

Happy Holidays,
The Focal Team

ALERTTM
BETTOR Protection

Get In Touch



Right Player, Right Message, Right Time

A Safer Gambling Solution by Focal Research Consultants 

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