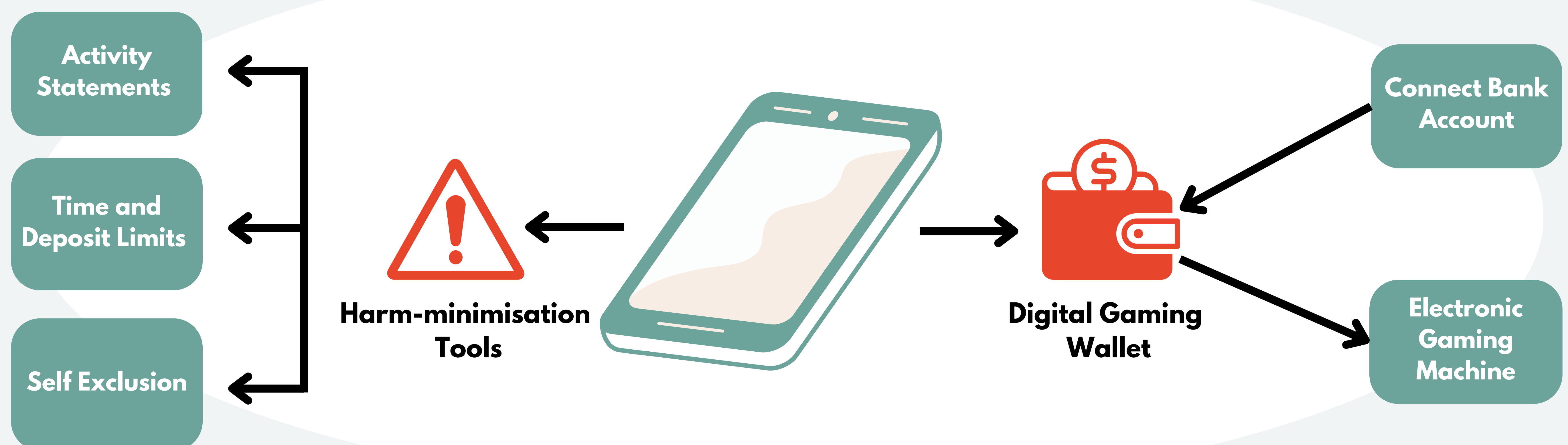


Why study account-based systems?

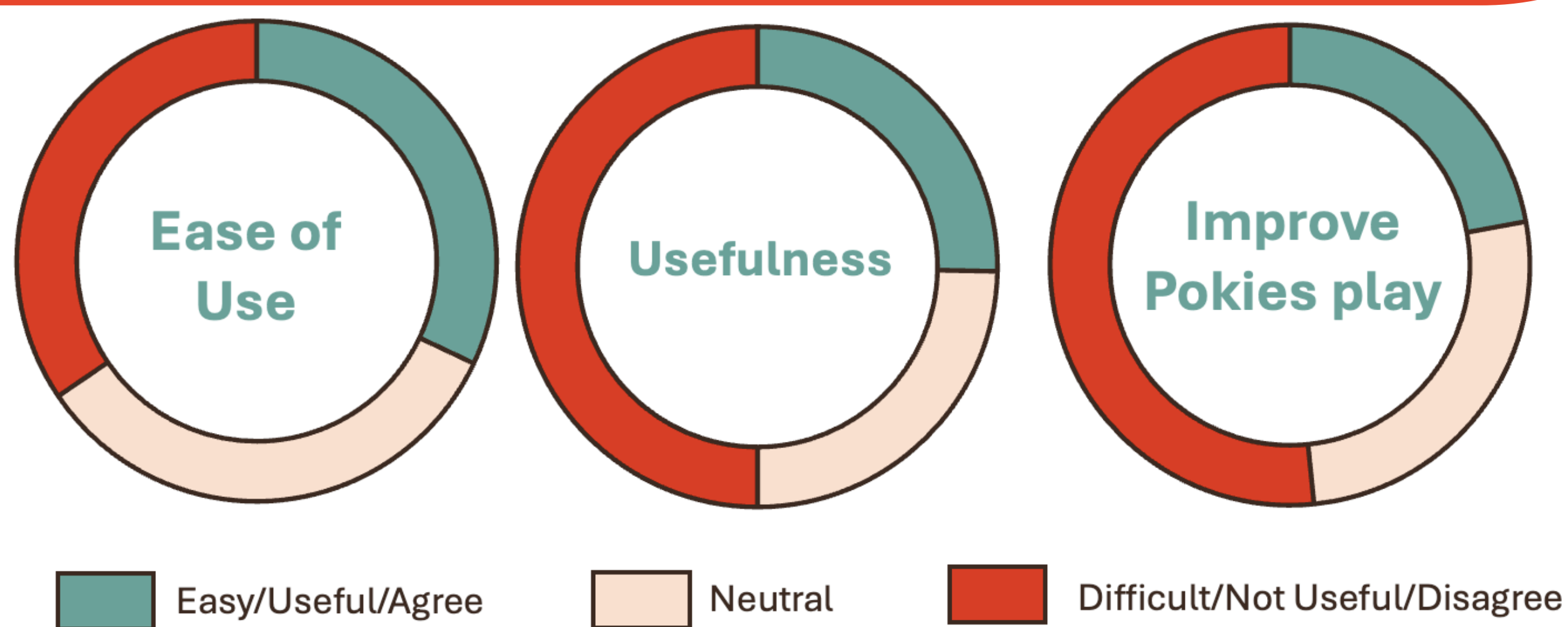
- Account-based systems offer a promising tool to tackle electronic gaming machine (EGM) related gambling harms and support EGM players' wellbeing
- Consumer attitudes will greatly influence their success, however, knowledge of potential consumer responses to account-based systems is limited

About this study

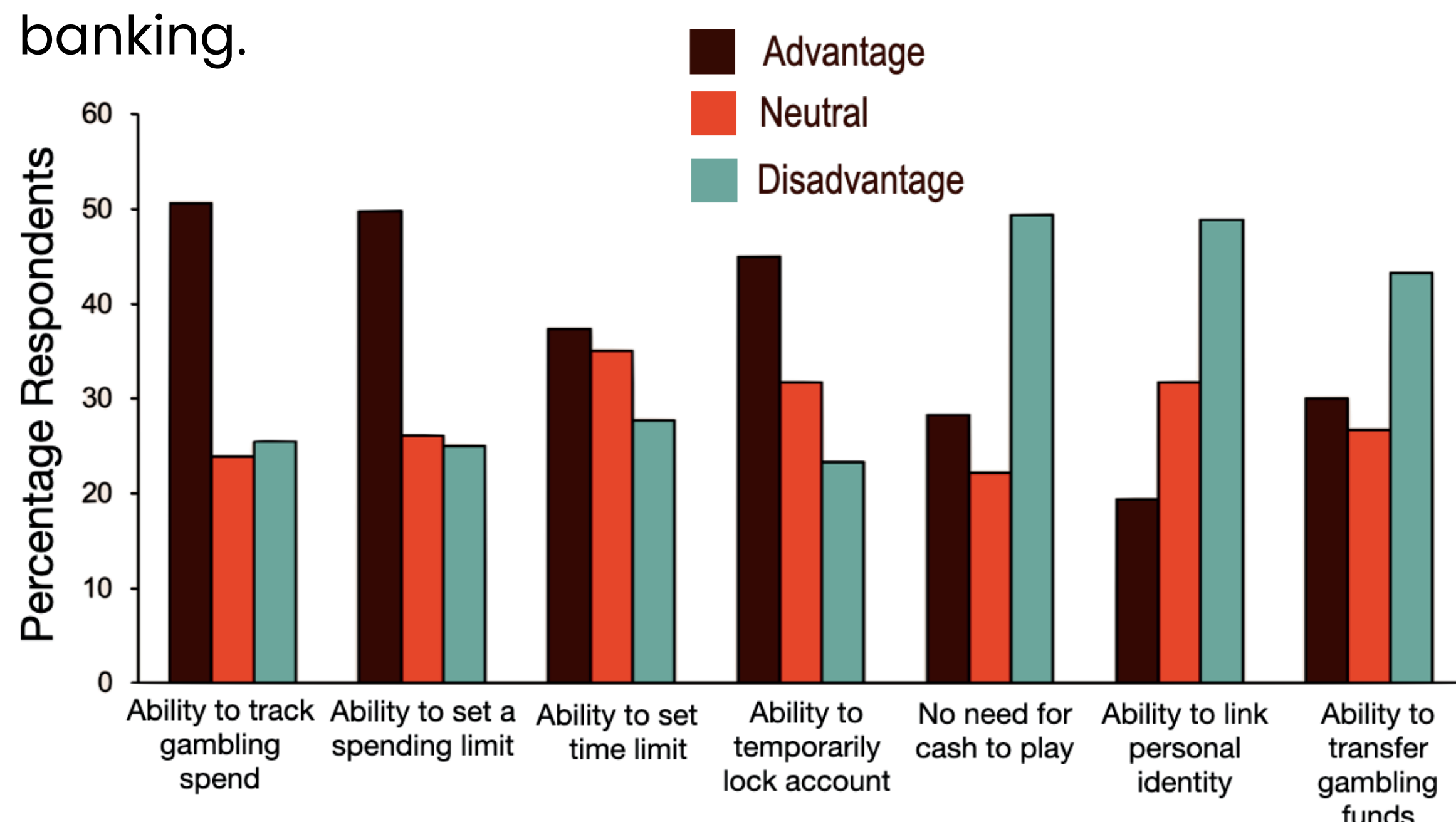
- Aimed to investigate **how EGM players perceive and intend to use account-based gambling systems and embedded responsible gambling tools**
- 204 active EGM consumers** from a large western Sydney venue completed a survey
- 11 active EGM consumers participated in the focus group



Survey findings

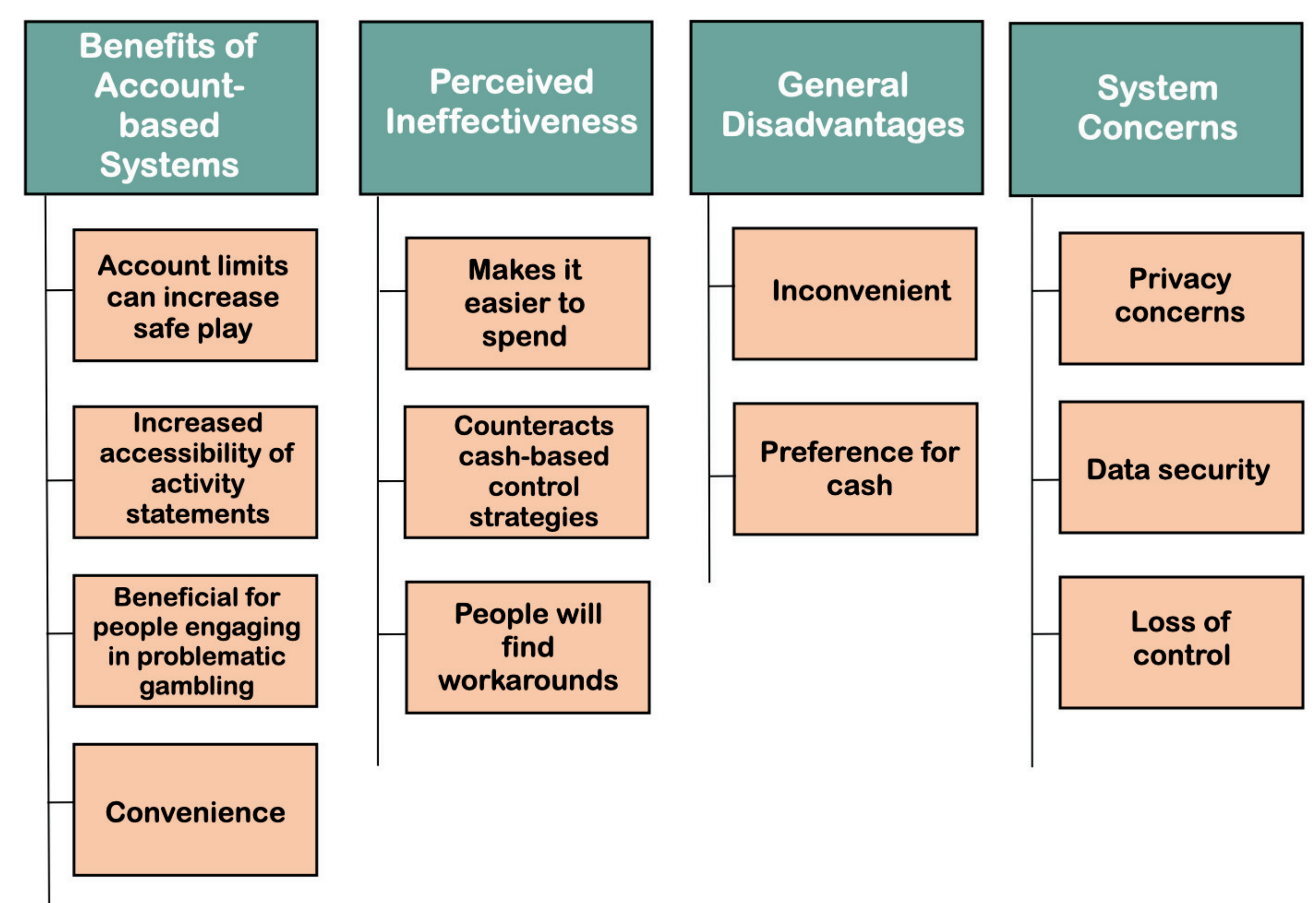


- Perceived ease-of-use and usefulness significantly predict intent to use account-based systems.
- Those who frequently used existing digital wallets (e.g., Apple Pay) perceived account-based systems as easier to use**, however there was no relationship between ease of use and use of smartphones or online banking.



Focus group results

- Privacy risks, data security and a possible loss of control over play were major concerns** surrounding use of account-based systems
- Some participants believed account-based systems may lead to overspending
- The tangibility of cash and its addition to the experience of gambling contributed to a preference for cash
- Participants could see how account-based systems could help consumers manage their EGM play, especially those experiencing gambling related harms.**



Recommendations & Implications

- Notable barriers to voluntary uptake of account-based gambling include a change to status-quo, concerns of privacy breaches, and not wanting their gambling to be monitored. Communications will be needed to carefully address concerns held by consumer subgroups.
- Campaigns must emphasise the benefits and advantages for individuals and the broader community to encourage uptake and engagement with account-based systems.
- Systems must be simple, and easy to register and use. Support will be needed for onboarding and use.