

Customer Service / Direct and affiliate wagering marketing and gambling-related harm - LG/9971

RFT ID LG/9971

RFT Type Open Tenders

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Category (based on [UNSPSC](#))

93131703 - Research programs

Agency Liquor & Gaming NSW

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Tender Details

Tenderers are invited to submit a tender which explores either one or both of the following gambling-related issues:

Issue 1: Direct marketing of wagering services

The primary aim of this research is to build on the existing evidence base to identify any causal relationships between receiving direct messages, experiences of gambling-related harm and the development and maintenance of problem gambling among existing customers.

And / Or

Issue 2: Affiliate marketing of wagering services

The primary aim of this research is to examine gambling service affiliate marketing business models, practices, marketing materials and risk of problem gambling and gambling-related harm on new and existing customers.

Location

NSW Regions: Far North Coast, Mid North Coast, New England, Central Coast, Hunter, Cumberland/Prospect, Nepean, Northern Sydney, Inner West, South East Sydney, South West Sydney, Central West, Orana/Far West, Riverina/Murray, Illawarra, Southern Highlands

States and Territories: ACT, NT, QLD, SA, TAS, VIC, WA

RFT Type

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

Multi Agency Access

No