



Collaboration - Two PGF examples of working together towards a shared goal

Tony Milne & Sara Epperson, 12 March 2013



Why does PGF collaborate?

Connecting the dots (crime, domestic violence, poverty, education, housing, health, welfare)

Can't divorce problem gambling from broader economic and social context

Transformational change – dealing with symptoms of deeper issues



Two case studies

A “sinking lid” policy on pokies for Auckland. 20 partner organisations. Not equal partnership.

Proudly pokie-free venues in Christchurch. 1 partner organisation. Equal partnership.





"When I grow up I want to be a vet because I want to help sick animals. My favourite animal is a cat."

This is my future.

Choose a healthier future for our children.



Say NO to more pokies and choose a healthier future for our children.

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TE RŌPŪ ĀWHINA MATE PETIPETI O AOTEAROA
Problem Gambling Foundation of New Zealand



Four large, stylized smiley faces arranged in a 2x2 grid. The top-left face is orange and smiling. The top-right face is pink and smiling. The bottom-left face is green and smiling. The bottom-right face is blue and has a sad expression with a downturned mouth.

Did you know that more than one in four people who regularly play pokies develop a gambling problem?

A smaller version of the circular logo described in the first block, positioned in the bottom right corner of the grey panel.

Collaborating with who?

Work with people who you like and can get along with.
Work out what organisations might share a goal with you
and seek them out.

Sinking lid = personal contacts with values I share and PGF
shares. Decision to focus on children drove who I
approached.

Proudly pokie-free = personal contact with Anglican Life
through Christchurch “sinking lid” campaign led to a
relationship with that organisation and this project.



Shared goal (what victory looks like)

Both organisations need to have a clear idea of what you're trying to achieve. Ask: when we have a victory party, what is it that we'll celebrate? Put a lot of time into this and get it right. Write it down. Repeat it. Revisit it.

Achieve a “sinking lid”. Shared vision of 20 organisations = theme of “a healthier future for our children”

Proudly pokie-free = 3-5 pubs to sign on. Celebrate venues that don't have pokies (rather than just criticise those who do). Provide clients with quick way to identify a “safe” venue.



Be clear about the strategy

Be clear about how you're going to achieve the goal. Ask or share what the key components are.

Sinking lid – demonstrating overwhelming community support (8000 written submissions) for a “sinking lid”, broaden campaign beyond “problem gambler” to impact of problem gambling.

Proudly pokie-free = volunteer contact with possible venues and attractive material. Pitch of “social good”



Understand your partners & ensure their values align

Understand what might hold back a partner from participation or full participation. Contracts, time, other organisations

Sinking lid: Family First, time

Proudly pokie-free = Anglican Life key partner organisation (social justice common value)



Be clear about the style/approach

Be clear about the style of the collaboration (radical and in your face, quiet and behind the scenes). Organisations might not want to rock the boat.

Sinking lid – grassroots campaign, professional, positive, “safe” (possible challenge for those that take pokie funding)

Proudly pokie-free – similar to “fair trade” – like joining a club



Pick the decision-maker

Meet with the person in the organisation who is the decision maker – the person who can sign stuff off.

Sinking lid – met with decision-makers, not necessarily the front-line people

Proudly pokie-free – PGF manager approval, Anglican (Social Justice Enabler)



What does working together look like?

Need to be clear about the contribution from each partner.
Ask – what are you willing to do/not do as part of achieving this shared goal? What can we do to help you?

Sinking lid = PGF leading. Other partners mostly passive participants.

Proudly pokie-free = Volunteer led, balanced (PGF money and information, Anglican design and volunteers)



Communicate regularly – no surprises

Keep partners in the loop by regularly communicating. Even when it takes time.

Sinking lid: sign-off for everything! Time consuming (and some dragged feet) but TRUST vital.

Proudly pokie-free: met regularly, both organisations faced problems with funders at different points. Main volunteer less active after initial launch.



Overcoming challenges

Sinking lid: Tight time frames, sign-off,

Pokie-free: industry complaint that resulted in MOH “please explain”. Interpreted it as abolition. Took time to resolve and project went on hold. Resolved by making change to design. Anglican internal issues – donor who owned several pokie-bars caused internal issues.



Celebrate success and evaluate

Have a victory party/morning tea/dinner. Always celebrate success. Evaluate through out and at the end – what went well, what didn't, lessons for the future.

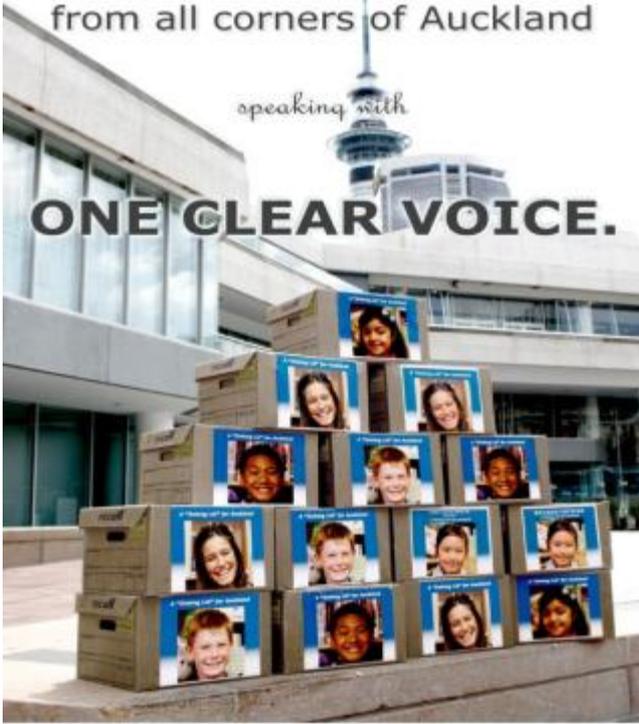
Sinking lid: special morning tea, victory party at end

Proudly pokie-free: launch party at Pegasus Arms – very successful (60ish attended). Currently have 15 venues on board/supporting.



Celebrate success and evaluate

9061 PEOPLE
from all corners of Auckland
speaking with
ONE CLEAR VOICE.



No more pokies. 



“ Pubs to me are about community, food, entertainment, laughing, and just actually getting on with life. It’s supposed to be something that boosts people and not something which drags people down. I’m really proud to say—and especially to you—that I’ll never, ever have a pub with pokies.”



“ I’ve never had any inclination to gamble on anything until the pokies got their hooks in me. Throughout my whole playing period I never gambled on anything else but the pokies. I am never safe from pokie machines—I am a gaming addict. On behalf of myself and thousands like me, thank you to the venues like this that provide safe places for us to go. And this town needs more of them.”

“ Anything that makes the healthier choice the easier choice is to be celebrated.”



Summary

- Approach individuals/organisations who have similar values or goals
- Shared goal (what victory looks like)
- Be clear about the strategy (how you will achieve the goal)
- Understand partners & ensure values align
- Be clear about the style of what you're doing
- Approach the decision-maker
- Be clear about what each organisation/partner will contribute
- Communicate regularly (no surprises)
- Build trust
- Celebrate success and evaluate



Conclusion

We don't collaborate enough around shared goals dealing with symptoms that are not necessarily "our issue", but that will ultimately do more to make our communities better than working in isolation.

Teams of health promoters working together on various connected issues (sharing expertise, networks, with specialist artist, designers, media, web, social media etc)?



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