

PGF Services Report to Stakeholders Te Pūrongo Ā-Tau 2024



Toitū te whenua

Toitū te mana

Toitū te tangata

**Whāia te kotahitanga o te wairua,
paiheretia ki te rangimārie.**

**Me mahi ngātahi mātou,
hei pāinga mo te katoa.**

**Ko ēnei ngā moemoea o Te Rōpu Āwhina
Mate Petipeti o Aotearoa**

Tihei mauri ora

**Hold fast to the land,
our pride and people**

**Pursue unity of spirit,
which is bound together by peace;**

**May we work as one
for the wellbeing of all people.**

**These are the dreams
and aspirations of PGF Services**



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About us

Ā Mātou Mahi

The Problem Gambling Foundation (trading as PGF Services) is a Charitable Trust operating nationally with services delivered under contract to Te Whatu Ora Health NZ and funded from the gambling levy.

The organisation began as the Compulsive Gambling Society in 1988, starting as a telephone service then expanding to include face-to-face services as demand grew. Over time, the organisation has evolved and expanded its mission, moving

away from an addictions and medical-based philosophy in the early 2000s to a public health approach.

The development of the PGF Group in 2018 has been part of the organisation's journey, recognising the need to provide culturally and linguistically appropriate services to effectively support those communities disproportionately impacted by gambling harm.

Asian Family Services, Mapu Maia

Pasifika Service and PGF Services formed the PGF Group with our shared Kaupapa, values and commitment to the prevention and minimisation of gambling harm.

Today, the organisation continues to build on its rich history. While the Group's specialist cultural services now operate independently, we remain united on the frontline, supporting our shared Kaupapa and collaborating on joint ventures and projects.

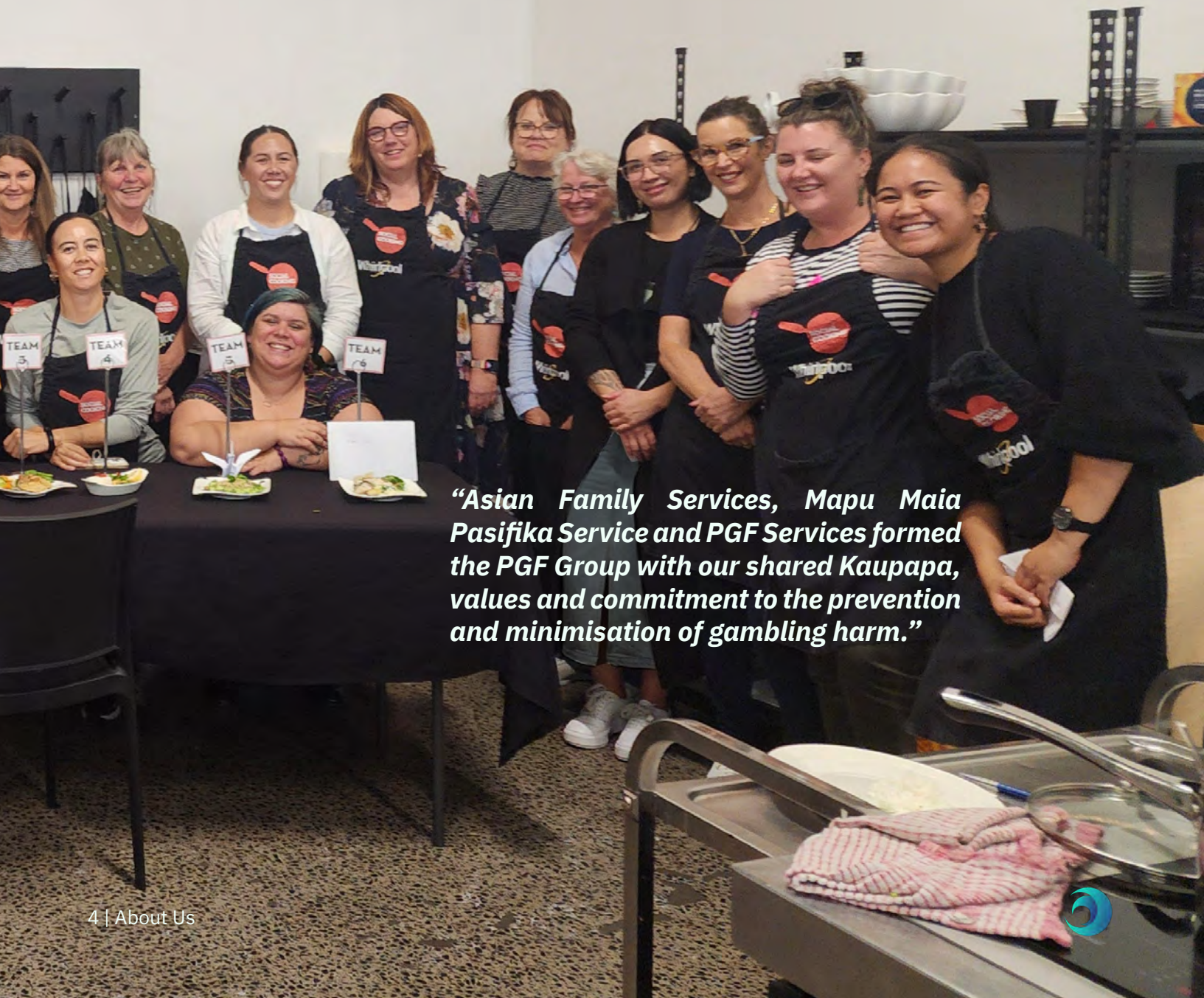


PGF Services deliver treatment and public health services nationwide. We have a skilled and diverse workforce with staff who are qualified in clinical work and in health promotion. PGF Services provides free counselling, advice and support to gamblers and their families and works to ensure that support for our Māori clients fits a Kaupapa Māori way of working.

At PGF Services, our values are at the heart of everything we do, guiding our actions and shaping our identity

as a values-driven organisation. Manaakitanga reminds us to create a nurturing environment where everyone's potential can flourish. Kaitiakitanga ensures our work honours and protects the people of Aotearoa, driving us to act with fairness and justice. Whanaungatanga inspires us to build meaningful, inclusive connections that celebrate diversity. Through Awhinatanga, we approach our work with compassion, fostering hope and trust in those we support. Finally, Huhuatanga

motivates us to strive for excellence, pushing us to exceed expectations. By staying true to these values, we remain committed to making a positive, lasting impact on individuals, whānau, and communities across Aotearoa, New Zealand.



“Asian Family Services, Mapu Maia Pasifika Service and PGF Services formed the PGF Group with our shared Kaupapa, values and commitment to the prevention and minimisation of gambling harm.”



We recognise Te Tiriti o Waitangi as the foundational document of our organisational strategy, policy, and practices. We ensure alignment with our values and principles.

VISION

Kia tū ai a Aotearoa hei whenua ngaruru mō te katoa.
Aotearoa is a socially just nation where all people flourish.

Mahaakitanga
WE ARE SUPPORTIVE

We nurture an environment where human potential can be realised for all.

Kaitiakitanga
WE ARE JUST

We undertake actions that honour, protect and develop the people of Aotearoa, New Zealand.

Whanaungatanga
WE ARE INCLUSIVE

We build and uphold meaningful relationships that celebrate inclusivity and diversity.

Maha Tiriti
WE VALUE TE TIRITI

We uphold the mana of Te Tiriti o Waitangi by recognising and endorsing the roles of Tangata Whenua and Tangata Tiriti. We incorporate best practices regarding te reo, mātauranga, and tikanga Māori.

Maha Taurite
WE VALUE EQUITY

We acknowledge that Māori and other priority groups have faced and continue to face disproportionate harm, and tailor our approaches to ensure equitable outcomes for all.

Maha Toi
WE VALUE CULTURE

We offer best-practice cultural care and support to people from diverse communities, enabling them to follow their own paths towards recovery.

He Toa Takitini
CULTIVATE A NETWORK OF CHAMPIONS

- Galvanise and equip a community of individuals and organisations committed to preventing and mitigating gambling harm.
- Support a network to serve as advocates, educators, referrers, and resources within their spheres of influence.
- Leverage and connect resources, networks, and capabilities.
- Work collaboratively to raise awareness, reduce stigma, promote help-seeking, provide support, and implement preventative measures.

He Maha Tō Te Kupu
SHIFT THE NARRATIVE

- Develop broad-reaching, impactful communication strategies to shift norms and remove stigma.
- Advocate and promote the benefits of a society free of gambling harm.
- Recognise the continuum of gambling harm, its impacts across society and the systems and environmental factors that determine harm.
- Normalise conversations about gambling harm, portraying the recovery, resilience & bravery of those experiencing adversity.

STRATEGIC PILLARS

Toro Mai Te Kōwhiri
MEET PEOPLE WHERE THEY ARE

- Establish a dynamic, client-centred model of care spanning the continuum of gambling harm.
- Enhance access to services, providing choice and fostering inclusion, and improve our service quality.
- Develop and facilitate a range of complementary well-being services.



ment of Aotearoa, New Zealand. We integrate its promises into our alignment with the mana and integrity of Te Tiriti o Waitangi.

MISSION

Kia pakari ai te mana o tēnā, o tēnā kia tāharahara te ngau o te wara petipeti.

We enhance the mana of all people by preventing and minimising gambling-related harm.

VALUES

Whānauatanga WE ARE INCLUSIVE

We foster meaningful connections and inclusivity and diversity.

Awhinatanga WE ARE COMPASSIONATE

We engage and embrace all people to inspire hope and trust in their future.

Huhuatanga WE ARE FOCUSED ON EXCELLENCE

We strive for excellence in all that we do, aiming to surpass expectations.

PRINCIPLES

Tangata WE VALUE PEOPLE

We practice, mana-enhancing services to people, whānau and communities, enabling them to forge their path towards well-being.

Mana Wheako WE VALUE LIVED EXPERIENCE

We value and uplift the voices, knowledge, and wisdom gained from real-life experiences across our services. We incorporate insights from those who have faced, tackled, and overcome gambling harm into our strategies and approaches.

Mana Rauhi WE VALUE COLLABORATION

We collaborate with partners across the gambling harm sector. We share our expertise and knowledge to advance our Vision and Mission, maximising access, impact and reach. We focus on outcomes across the sector as well as strengthening our own impact.

KEY PRIORITIES

Kōwhiri Ki Tō Ringa WE FOLLOW THE PEOPLE THEY ARE

We provide, client-led stepped care services, enhancing the continuum of care. We deliver services by delivering innovation to evolve service offerings. We ensure equitable access to well-being services.

Kia Kātea Te Wānanga CREATE SMART SYSTEMS FOR BETTER OUTCOMES

- Continuously improve and optimise processes, resource efficiencies, technology and decision-making to enhance operational performance.
- Empower staff with the tools, training, and resources to maximise the impact of their work.
- Equip teams with robust data and monitoring systems to proactively identify challenges, solve problems and make informed decisions.

He Tuakana, He Teina BE AN EMPLOYER OF PURPOSE AND IMPACT

- Emphasise meaningful work and opportunities for professional growth and wellbeing.
- Value diversity and specialist knowledge.
- Drive thought leadership, research, and innovation.
- Hear kaimahi and connect them with strategy and decision-making.



Chair's Report

Heamana - Rīpoata o te tau

Sandra Geange

This year has been a complex one with the PGF Group Board facing significant emerging opportunities and change in the context of a mature and stable organisation. From a governance perspective this has involved the embedding of our strategic framework and plan Te Ata Hāpara across the Group.

This framework strengthens our ability to achieve financial and performance goals for our primary Te Whatu Ora contract, covering clinical services, public health, and related policy. It also supports research and foundational efforts to identify emerging trends and associated risks, such as those posed by online gambling.



The securing of our foundational contract with Te Whatu Ora as the provider of general population gambling harm services in Aotearoa New Zealand has been an achievement that is of primary importance. The galvanised effort of every member of the team to support and contribute to this milestone cannot be underestimated and I commend these efforts and heartily applaud the success. This has resulted in a secure and stable starting point to the last year but has also brought with it the need to evolve our services and workforce capability as well as our strategic context and Board capabilities to meet the needs explicit in our new service delivery.

The PGF Group and Services Strategy, Te Ata Hāpara, has been developed and brought to life within the organisation this past year – a highlight and a very pleasing achievement. To attend staff workshops to discuss our values of Manaakitanga, Kaitiakitanga, Whanaungatanga and Awhinatanga, and how they play out in the life of each team member, each day, has been a rewarding experience. We recognise Te Tiriti o Waitangi as the foundational document of Aotearoa New Zealand, and as a Board we take particular care to ensure the integration of its principles into our organisational strategy, policy, and practices.

Over the past year, the Board has taken on specific governance responsibilities in key areas as the organisation navigated significant change and opportunities.

Within this rapidly changing environment, we have set the tone for company culture, ensuring the long-held values described above are fostered and maintained, while supporting the organisational standards of integrity, excellence and accountability. In a social services entity undergoing change, this has been testing for us all at times, but the long history and passionate staff of PGF have stood strongly in support of these goals.

Another key area has been ensuring that our whānau and tāngata whaiora-centric philosophy continues to be at the forefront of what we do.



Both operational management and governance have been kept close to our purpose and mission by continuing to put the voice of those who suffer from gambling harm at the heart of what we do. The development of our national peer support team demonstrates our strong commitment to amplifying the voices of lived experience and enriching the journey of the tāngata whaiora we support.

This year has been marked by the growth and independence of Asian Family Services (AFS) and Mapu Maia—two long-standing divisions of the PGF Group. Both now operate autonomously, reporting to their own independent Boards and managing their contracts directly with Te Whatu Ora.

The PGF Group, (PGF Services, AFS and Mapu Maia) continue to work together as members of the same whānau. We use the metaphor of a four-plait rope, which when woven together is stronger than the separate strands: he aho ka whiria, he tōpuku ka puta - when strands are woven together a plaited rope results. This combined strength will continue to be of utmost importance as we continue to work together to support all communities in Aotearoa towards wellbeing.

As we look ahead to the coming year, we anticipate navigating the challenges posed by the growth of online gambling and the government's move to regulate and license online casinos. Additionally, our policy and advocacy efforts will remain focused on addressing the increasing convergence of gaming and gambling, and the impact this will have, particularly on young people. This continues to present significant challenges in terms of awareness and regulation.

My vision for the PGF Group, shared by my fellow Trustees, is that of working innovatively, effectively, and in a culturally appropriate and mana-enhancing way to eliminate the causes of gambling harm and its consequences for communities, whānau and individuals. We continue to work towards achieving our vision of Aotearoa as a socially just nation where all people flourish.

Kia tū ai a Aotearoa hei whenua ngaruru mō te katoa.



CEO's Report

Tumu Whakarae - Rīpoata o te tau

Melissa Thompson

The end of the 2023 reporting year marks my 15th month as CEO of PGF Services. After more than a decade of working across children's health I have enjoyed the opportunity to learn about gambling harm and discover the enormous impact a small organisation can make for so many individuals, whānau and communities. I have been struck by the organisation's ability to use its limited resources to make David and Goliath-like impacts to prevent and reduce the harm of Aotearoa New Zealand's \$2.7 billion gambling industry. It is humbling to be part of a mighty little army of passionate, committed and skilled individuals, many of whom have lived experience of gambling harm and inequities.



The last year has been a year of change, rebuilding and reimagining. The first six months were consumed with our efforts to refine and describe our ongoing contribution to Aotearoa New Zealand's gambling harm sector and secure ongoing funding through a demanding procurement process. Along the way we reviewed our long and successful public health and clinical legacy, challenging ourselves to imagine new ways of delivering services, meet the needs of whānau, address inequities and change the national narrative around gambling harm. We were delighted with the successful outcome of that process and while this has increased our funding, it represents a reduction in funding across mainstream services nationally. In securing this funding PGF Services has become the sole provider of general population gambling harm services in Aotearoa, New Zealand. This is a responsibility we do not take lightly.

The second half of the reporting period entailed extensive organisational-wide change to realign structures, roles and models of care to meet our new contractual obligations and ensure we are making the most effective and wide-reaching impact on gambling harm possible. Our new models of care prioritise building strong and safe connections with tāngata whaiora during their first contact with the organisation. They offer a range of supports and interventions to meet individual needs, enhance access to self-help tools and resources, and provide lived experience support as tāngata whaiora journey through our services and beyond. Our reinvigorated approach to community engagement has focused on harnessing the specialist and local knowledge of our individual health promoters to develop and deliver sustainable, scalable and repeatable initiatives that maximise our national impact.

We are focusing on collaboration with existing organisations and networks that connect with those most likely to experience gambling harm. Our aim is to develop actions, resources, workshops and initiatives that can be embedded within these existing spaces to meet communities' competing



needs and contribute to the broader wellbeing of the whānau they support. Our policy and advocacy capability has enhanced its focus on the growing impact of the unregulated and rapidly growing online gambling environment that already deprives New Zealand families of an estimated \$415 million annually. We have intensified our efforts to counter the surge in gambling advertising across all media channels. This increase has coincided with the digitalisation of gambling products and the adoption of an Australian-style approach to sports betting following Entain's investment in and management of the TAB. We are increasingly hearing cases of school-aged children (particularly boys) participating in sports betting and increasing acceptance of betting as a natural companion to sporting fixtures.

Our new strategic direction, Te Ata Hāpara, encapsulates a framework that brings to the forefront our commitment to Te Tiriti o Waitangi together with our mana-enhancing values, to focus on five strategic priorities:

- 1. Cultivating a network of champions**
- 2. Shifting the narrative on gambling harm**
- 3. Meeting tāngata whaiora, whānau, and communities where they are in their gambling harm journeys and priorities**
- 4. Creating smart systems that enable better outcomes for tāngata whaiora, staff and the organisation as a whole**
- 5. Being an employer of purpose and impact.**

There is no question that our mission to enhance the mana of all people by preventing and minimising gambling-related harm faces new and amplified challenges. I am immensely aware of the pressure this places on our small passionate teams who come to work every day committed to preventing harm and supporting families on their journeys through gambling harm. I would like to recognise the individual and collective contributions that our team members make, and sincerely thank every one of them for punching well above their weight through their passion, hard work and enduring hope.



Working Together

He mahi ngātahi

We share a long and special history with Asian Family Services and Mapu Maia Pasifika Service, two long-standing divisions of the PGF Group.

While both organisations have become independent entities with their own governance structures, they remain connected to us through our shared Kaupapa, values, and commitment to preventing and minimising gambling harm.

The Ministry of Health's Strategy to Prevent and Minimise Gambling Harm 2025/26 to 2027/28 recognises Asian and Pacific communities as priority populations disproportionately impacted by gambling harm. To adequately address this inequity, our strong partnership is essential, so we place great importance on continuing to work alongside Asian Family Services and Mapu Maia by sharing insights, advocating for policy change, and supporting best practices in service delivery.

Through this collaboration, we strengthen the overall impact of our efforts, ensuring that diverse communities receive the specialised support they need. We remain committed to providing culturally and linguistically appropriate support for anyone affected by gambling harm, with a seamless referral process to ensure they are connected to the right services.

As we move into another year, this combined strength will continue to be of utmost importance as we work together to support all communities in Aotearoa towards wellbeing and strive for our vision of Aotearoa as a socially just nation where all people flourish.





Mapu Maia
Providing Help, Enriching Lives.



Asian Family Services
Together enriching lives

The Board

Te Poari



Sandra Geange

PGF Group Chair

Sandra has over 20 years' experience in executive leadership roles with iconic New Zealand brands specialising in marketing strategy, digital transformation and organisational expansion. After three years as CEO of the Middlemore Foundation, the charitable trust associated with the Counties Manukau District Health Board, Sandra currently works for her family business in the Waikato. Alongside her role as Chair for the PGF Group, she also sits on the Asia Pacific Advisory Board Chief Marketing Officer (CMO) Council and on the Wahanga O Te Rangī Trust Board.



Richard Northey

PGF Group and Asian Family Services (AFS) Board Member

Richard was a Member of Parliament for nine years and chaired the Regulations Review Committee, along with three other select committees. He was a member of Auckland Council's Governing Body and chaired the Accountability and Performance of Council and CCOs Committee. Richard was an Auckland City Councillor for 17 years. He was a National Councillor of Local Government New Zealand and chair of the Auckland Community Housing Trust and the University of Auckland Society. Richard is an elected member and was chair of the Waitemata Local Board and on the Board of the Heart of the City Karangahape Rd Business Association. He chaired the Problem Gambling Foundation (now PGF Group), for 15 of the last 20 years.



Peter Glensor

Peter has been a member and chair of Hutt Valley District Health Board (DHB), chair of the national DHBs, and deputy chair of Capital and Coast DHB. He has also set up a new national body called 'Hui E!' that seeks to promote, strengthen and connect the community sector. Peter has been a Wellington Regional Councillor and was deputy chair responsible for public transport, economic development and flood management. He has over 40 years of wide-ranging community sector leadership experience including managing a Hutt Valley community health service and a national primary health network, Health Care Aotearoa. He was chair of the Alcohol Advisory Council (ALAC). Peter's focus is on building strong, healthy and just communities throughout Aotearoa.



Nevin Broughton

*Tēnā e te iti, tēnā e te rahi,
i te tiketike, i te taketake
Ko au tēnei, te manawaiti
e kaingakau ana i ngā
tini maikuku o te oranga
tangata
Anei taku kete hei tohato-
ha, hei koha ki te ao
Ahakoa he iti, he iti nā te
aroha*

Nevin has a strong whakapapa connection with iwi throughout the Taranaki region. Nevin is the Director of Manako Limited which specialises in providing bespoke Māori cultural capability development programmes. He has a passion for teaching and health promotion and has been heavily involved in the development and delivery of Māori cultural education programmes over the past 20+ years. He facilitates corporate education workshops to businesses, and both local and central government, tailoring education programmes to the specific needs of his clients.





Uesifili Unasa

Deputy Chair PGF Group Board

Uesifili is an ordained minister in the Methodist Church of New Zealand. He has been in the ministry for over 30 years having served in parishes in Northland, Auckland and Dunedin. Uesifili has held senior leadership roles in the Methodist Church of New Zealand. He is currently serving as minister in the Waitakere Methodist Parish and the Superintendent of the Auckland Methodist Synod.

Uesifili is a graduate of the University of Otago where he completed post-graduate degrees in theological studies and the University of Auckland majoring in post-World War II foreign policies of the United States. In 2013 he was a recipient of the prestigious International Visitors' Leadership Award from the U.S State Department for his advocacy work amongst minority and marginalised communities in New Zealand.



Fred Pau

PGF Group Board and Asian Family Services (AFS) Board

Fred is a Chartered Accountant and a senior experienced Chief Financial Officer with broad and in-depth exposure to the aged care and retirement village industry, and the manufacturing and trading environment, in both the corporate and charitable sectors. He was previously the Chief Financial Officer for The Selwyn Foundation for 14 years. He has also worked in senior roles for Carter Holt Harvey, and Lane Walker Rudkin, as well as times pent overseas in Thailand. He is currently employed in the aged care and retirement village sector and provides consultancy services in a variety of areas.



Anne Fitisemanu

Alofi, Niue, Pago Pago, American Samoa.

Anne is of Niuean Samoan and European descent. Former CEO of TupuToa and previously the Equity Manager Pacific with Counties Manukau DHB. Her background is in Pacific health, workforce development, Pacific Best Practice Training and Youth Development. Anne is currently the CEO for Make A Wish Foundation, a role that aligns to her purpose and passion for tamariki and families.



Statement of Service Performance

Te Tauākī Mahi

Overall aim (Outcomes)

PGF Group work to support the Strategy to Prevent and Minimise Gambling Harm 2022/23 to 2023/24

The overall strategic goal of Te Whatu Ora Health New Zealand is ‘to promote equity and wellbeing by preventing and minimising gambling-related harm’.

PGF Group support Te Whatu Ora Health New Zealand’s goal through its Mission and Strategic Priorities to deliver public health and clinical services that support whanau/family and community wellbeing:

Successful Clients

Treatment services provided to all clients are mana enhancing, follow best practice, are culturally appropriate, sustainable, and are valued

Strong Communities

Public health work supports harm minimisation and promotes family and community wellbeing

Effective Advocacy

Evidence-based advocacy influences decision makers and supports community action

Who we are

Skilled and diverse organisation, passionate about individual, whānau and community wellbeing and reducing harm from gambling

How we work

Innovative, evidence based and value for money services and programmes delivered collaboratively and sustainably

Health and equity

Improving health and equity for all New Zealand population groups is a government priority.

To focus and prioritise gambling harm reduction activities in the next strategic period, Te Whatu Ora Health New Zealand proposes to continue using a health inequality and inequity lens, which complements the public health approach by identifying areas where there are large differences in gambling harm experience between population groups.



Sub-measures (Outputs)

To support PGF Group Strategic Priorities, the following outputs are used:

Measurement	Actual this year (Jul - Jun 2023/24)	Measurement	Actual last year (Jul - Jun 2022/23)
Increase the number of Tāngata Whaiora who receive interventions for gambling harm (# who receive 1+ gambling harm interventions).	3,883	Grow total client numbers by 565 (client defined as a person who has received at least one form of intervention during the reporting period).	5,105
Increase the number of Māori who receive interventions for gambling harm (# who receive 1+ gambling harm interventions).	735	Increase Māori client numbers by 23%	879
Increase the number of Asian clients who receive interventions for gambling harm (# who receive 1+ gambling harm interventions).	1,350	Increase Pacific client numbers by 145%	1127
Increase the provision of evidence-based gambling harm policy advice (# policy papers and submissions).	27	Decrease Asain client numbers by 0.9%	1283
Increase the support provided to clients (# sessions attended by clients).	15,974	Over 80% was reached in four of our five Te Whatu Ora clinical targets. Groups was the exception.	105%
Increase media engagement on gambling harm (# media interviews and statements).	48	Produce 5 evidence-based gambling policy papers and/or submissions.	17
		PGF will be actively involved in at least six TLA gambling policy reviews including engaging with council policy analysts, encouraging submissions and completing at least one media article.	18
		20% increase in media interviews about gambling harm over a year.	60

Note

The output measures for 2023/24 have been reviewed to reflect variations within new contracts with Te Whatu Ora for gambling harm minimisation and prevention services. Measures pertaining to Pacific clients are now excluded due to the removal of Mapu Maia from the Group's consolidated reporting. Overall outputs reflect the exclusion of Mapu Maia service outputs which have historically been included in these values.



2024 Financial Statement

Te Tauākī Pūtea

This is a summary of PGF Group's financial position. For full details, please refer to the Charities Commission website.

Revenue	2024	2023
Revenue from non-exchange transactions		
PMGH Contract	5,928,494	5,828,700
Other non-exchange revenue	958,084	3,260,614
Total revenue from non-exchange transactions	6,886,579	9,089,314
Revenue from exchange transactions		
Revenue from providing goods and services	750,389	686,581
Rental income	180,746	151,686
Revenue other	11,483	56,481
Total revenue from exchange transactions	942,618	894,748
Total revenue	7,829,197	9,984,062
Less expenses		
Operating expenses	1,487,659	3,314,030
Employee related costs	5,643,216	6,039,982
Operating leases	185,210	196,867
Depreciation	190,400	228,839
Overheads	45,452	37,346
Total expenses	7,551,937	9,817,064
Surplus before net financing costs	277,260	166,998
Sundry interest income	13,180	15,211
Finance cost	8,648	10,225
Net financing income	4,532	4,986
Other comprehensive revenue and expense for the year	-	-
Total comprehensive revenue and expenses for the year	281,792	171,984

Assets	2024	2023
Current assets		
Cash & bank balance	1,117,161	332,207
Receivables from non-exchange transactions	1,189,880	1,000,808
Receivables from exchange transactions	116,607	148,427
Accrued revenue	11,335	-
Prepayments	49,551	77,816
Total current assets	2,484,534	1,559,258
Non-current assets		
Property & plant and equipment	2,871,660	3,049,436
Total non-current assets	2,871,660	3,049,436
Total assets	5,356,194	4,608,694
Liabilities		
Current liabilities		
Trade and other creditors	327,454	211,343
Employee entitlements	452,040	397,791
Accrued expenses	39,820	141,854
Income received in advance	1,536,870	1,068,258
Funds held on behalf	23,933	23,088
GST payable	210,810	89,885
Total current liabilities	2,590,928	1,932,219
Non-current liabilities		
Total non-current liabilities	-	-
Total liabilities	2,590,928	1,932,219
Net assets	2,765,266	2,676,475
Equity		
Total comprehensive revenue and expenses	281,791	171,984
Total accumulated comprehensive revenue and expenses	2,483,475	2,504,491
Total equity	2,765,266	2,676,475

Clinical Services

Ratonga Haumanu

PGF Services has been providing intervention services for more than 25 years and has a deep understanding of the drivers of gambling harm and the needs of the priority populations. We are a nationwide team of experienced clinical, cultural and peer practitioners who have specialist knowledge and operate across the four main cities of Aotearoa.

PGF Services provides free and confidential counselling for individuals, couples, and whānau affected by gambling harm, including those impacted by someone else's gambling. The first half of the year saw a stable team environment and strong performance. Midway through the financial year, we navigated significant changes to our funding and service delivery requirements. Despite these challenges, we successfully maintained high standards of clinical care while implementing substantial changes to our model of care.

In January 2024, we were proud to introduce a new stepped care approach for our clinical services, (as pictured below) which was endorsed by Te Whatu Ora.

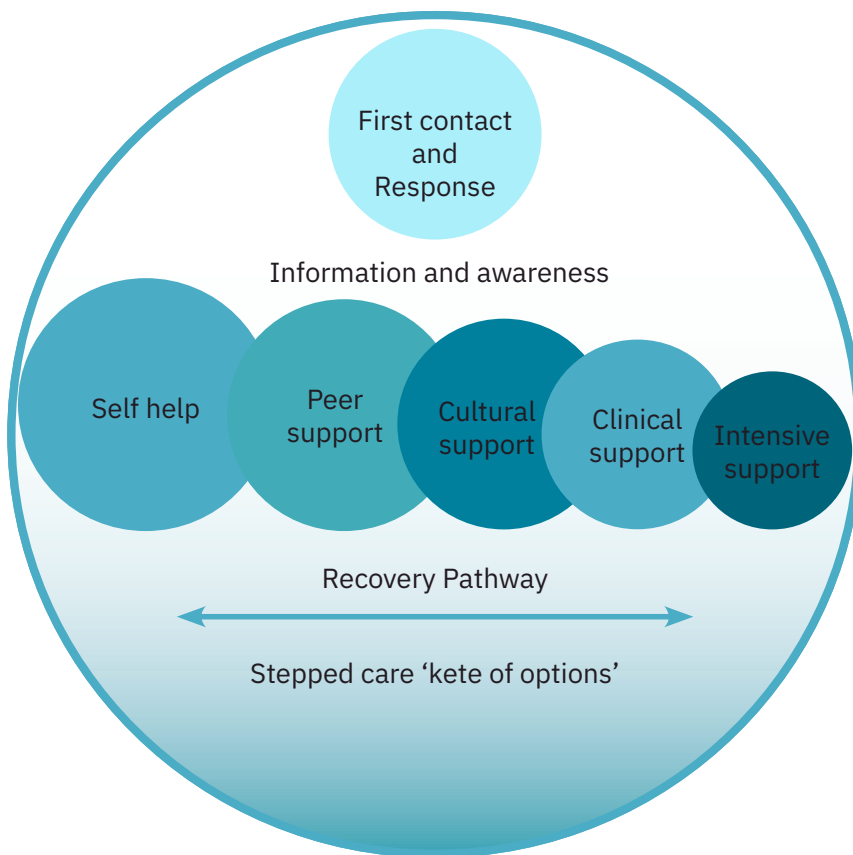
Our updated model places tāngata whaiora and whānau at the centre of a dynamic stepped care framework, designed to support holistic health and wellbeing across their recovery journeys. This approach provides multiple entry points to our services, including self-help options and integrated referral pathways to other services and community providers.



Bridgitte Thornley - Pou Ārahi | Clinical Director



Upon engaging with our services, tāngata whaiora and whānau progress through an initial First Contact and Response stage. This phase focuses on rapidly identifying, exploring, and addressing immediate concerns. Based on the severity of harm, clinical risk, and personal preferences, individuals and whānau are then connected to a comprehensive range of services tailored to their needs, including individual and group counselling options.



A significant enhancement this year has been the introduction of a dedicated peer and cultural support team, whose contributions have greatly enriched our service delivery and strengthened our commitment to equitable, person-centred care.

Peer and Cultural Support Services

We are proud to have established a dedicated peer support team at PGF Services. Our peer and cultural support workers bring the invaluable perspective of lived experience, fostering emotional connection, trust, and relevance with the communities we serve.



These team members are critical enablers of our work, enhancing our health promotion, prevention, and intervention mahi. Their expertise bridges communication and trust gaps, strengthening our connections with those impacted by gambling harm.

In the public health space, our peer support workers play a key role in guiding and advising on effective engagement strategies, including campaign development and online outreach to connect with those who may be experiencing gambling harm. Additionally, they provide direct support to tāngata whaiora, helping them set goals, navigate change, and offering individual and group support throughout their journey with PGF Services.

Digital Self Help Services

Our experience, supported by international research, highlights that many individuals experiencing gambling harm do not seek formal services. Instead, they often endure the impacts, attempting to manage on their own or accumulating significant debt, sometimes for years, before reaching out for help.

In response to this need, we are thrilled to have secured funding to develop a bespoke digital self-help platform. This innovative platform will include self-selected intervention pathways as well as blended e-health treatment options, all designed to provide accessible and effective support.

Our clinical, public health, and peer support teams, in collaboration with tāngata whaiora, have held an initial workshop to refine the design features. The goal is to create a highly interactive and engaging digital resource that embodies our philosophy of fostering growth and forward momentum for users. We are pleased to have engaged a skilled digital designer and are excited to bring this project to life over the coming year.

“The goal is to create a highly interactive and engaging digital resource that embodies our philosophy of fostering growth and forward momentum for users. We are pleased to have engaged a skilled digital designer and are excited to bring this project to life over the coming year.”

Intensive Intervention Programme Pilot for Severe Gambling Harm

PGF Services also received funds to co-design and pilot a clinically robust intensive support model for those experiencing severe gambling harm. The initiative aims to address service gaps, improve access for individuals with complex co-morbid conditions, and ensure equitable, holistic, and recovery-focused care. A key aspect of the model is the involvement of people with lived experience, and the wider gambling harm sector to ensure the programme is person-centred and culturally responsive while strengthening integration with mental health and addiction sectors.

The proposed model includes establishing a multidisciplinary clinical assessment panel who recommend a treatment package tailored to individual needs, that integrates with existing residential mental health and addiction services to ensure seamless community transitions. Delivered in partnership with Asian Family Services, Mapu Maia, and Kaupapa

“Realising that moment of truth had arrived and that there was no going back. With the support of my counsellor and my family I knew there was a pathway forward that was going to help me rebuild my life. My counsellor gave me the support and advice I needed to make the changes necessary to enhance the likelihood of success over my gambling addiction.”

- Anonymous client



Māori Gambling Harm services, the programme will leverage collective expertise to create an intensive treatment pathway that is meaningful to people experiencing gambling harm and reduces barriers to intensive support. Over the next year the initiative will unfold in three phases: co-design, implementation, and evaluation, with a commitment to continuous quality improvement and robust monitoring. This initiative represents a significant step forward in addressing severe gambling harm through integrated care, equitable access, and person-centred support.

Clinical Services Highlights

PGF Services continues in its 26th year to provide innovative, equitable, and person-centred support for individuals, whānau, and communities impacted by gambling harm. This year, we navigated significant changes in funding and delivery requirements while maintaining high-quality clinical care. Key achievements include the introduction of a stepped care model, the establishment of a dedicated peer and cultural support team, and the beginnings of developing a bespoke digital self-help platform.

Our focus on collaboration, integration, and lived experience will also guide the design of a pilot intensive intervention programme for severe gambling harm that we will be rolling out next year. These advancements align with our overarching goal to empower tāngata whaiora and whānau with the tools, resources, and hope needed to achieve long-term wellbeing and equity in care.

We are confident that our recovery-focused model of care will ensure tāngata whaiora and whānau find hope and the necessary tools and supports to manage gambling harm. Our focus remains on building services that contribute to equity and the long-term wellbeing of tāngata whaiora and whānau.



Advocacy & Public Health

Kaitaunaki me ngā take Hauora Tūmatanui

The 2023 reporting year has seen our team of dedicated and passionate health promoters (Pou Hiwa) refocus their efforts after navigating the challenges of the procurement process and organisational restructure. They have since been rebuilt as a fully staffed public health team, with five Pou Hiwa now operating across our regional locations.

Our organisational strategic framework, Te Ata Hāpara, laid the foundation for the launch of He Manutaki in June 2024—a comprehensive public health workplan designed to drive targeted advocacy, education, and events across New Zealand. The implementation of this plan is now well underway and the team are well-positioned to focus on achieving the objectives of He Manutaki in the year ahead.



Health Promotion – a snapshot of our mahi

The public health team have focused efforts on successful engagement and collaboration with diverse communities through regional events, presentations, education sessions, and other initiatives that targeted priority populations. This involved presenting to budgeting services, tāngata whaiora in residential care for addictions, iwi providers through youth events, tertiary organisations, and government agencies such as the Ministry for Social Development (MSD).

Highlights included targeted gambling harm prevention presentations and workshops to a range of social service providers including Caroline House in Timaru, and Te Whatu Ora Christchurch Hospital Social Workers. Community events at the Aranui Community Trust and the AFFIRM Aranui Family Festival enabled local engagement and awareness raising about gambling harm. Our efforts expanded to workplaces and community organisations, including Ōamaru Alliance Meat Works and the Salvation Army Bridge, to promote gambling harm prevention and provide support services. We engaged with tertiary organisations and presented on gambling harm to Vision College counselling students and Ara graduate nursing students.

These initiatives have enhanced PGF Services' educational outreach and expanded the impact of its health promotion and advocacy efforts.

Health Promotion Case Study: Educating Future Nurses on Gambling Harm

In March 2024, the newly appointed Tāmaki-based Pou Hiwa and Kirikiriroa Pou Hiwa delivered an impactful workshop to 45 second-year nursing students at Unitec Waitākere, integrated into their Mental Health and Addictions module.

The objective of the workshop was to equip future healthcare professionals with the knowledge and skills to identify and address gambling harm.

As guest speakers, the Pou Hiwa team cultivated a safe, engaging, and interactive environment. The three-hour session encouraged students



“I was hesitant to give anything 10/10, however I feel that PGF Services was the best service I have ever accessed. They know what people need. I was impressed they understood the need to support individuals with other social issues.”

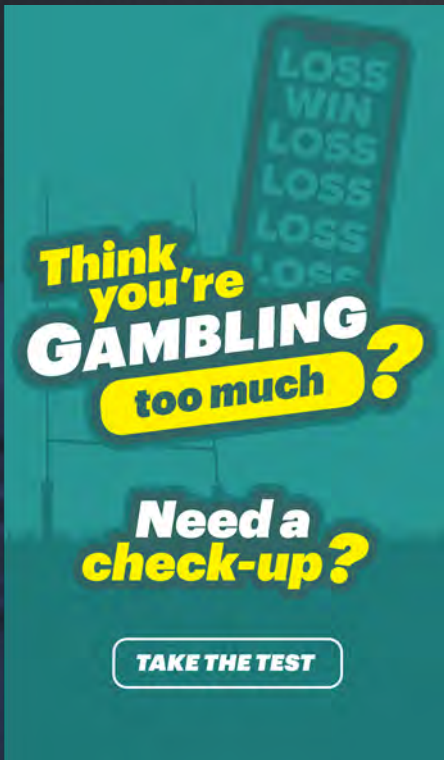
- Anonymous client

to critically reflect on personal and familial experiences with gambling and consider its broader societal impacts. Through real-life case scenarios, participants explored how gambling harm affects communities and discussed practical strategies for intervention.

The workshop successfully empowered nursing students with the confidence to engage in conversations about gambling harm. By providing practical tools and fostering empathy, the session enhanced their readiness to support affected individuals in clinical settings. Moreover, this initiative has laid the groundwork for a network of advocates equipped to raise awareness and connect communities with essential support services.

This collaborative effort underscores the importance of integrating gambling harm education into nursing curricula, ensuring future healthcare professionals are well-prepared to address this important public health challenge.



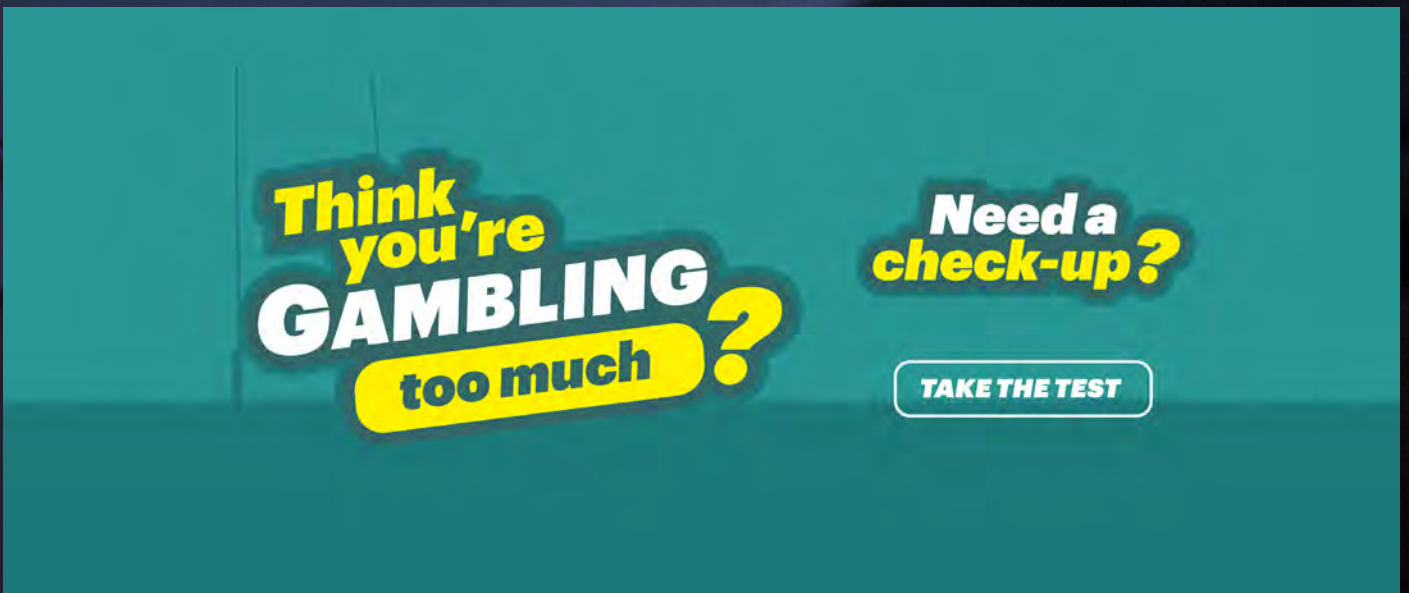



Gambling Harm Awareness Week 2023

Gambling Harm Awareness Week began with heightened public attention following the news that SkyCity Casino was facing a potential license suspension of up to ten days. The suspension stemmed from a complaint by a former customer who reported gambling continuously on 23 occasions between 2017 and 2021 without intervention. The story generated significant media interest, with 11 outlets reaching out to us for commentary.

With funding support from Safer Gambling Aotearoa, we also launched an online awareness campaign focusing on young people/rangatahi and the risks of sports betting. Leveraging the Rugby World Cup as a timely platform, we created and promoted targeted social media content. Between 9-20 September, our Facebook and YouTube ads generated over 500 clicks on the "Test Your Gambling" e-screener, achieving a 13% conversion rate.

The designs for our Instagram and other Social media posts



A woman with dark hair pulled back, wearing a white button-down shirt over a blue top, is smiling warmly. She is seated at a table, and her hands are resting on the surface. The background is slightly blurred, showing what appears to be an indoor setting with light-colored walls and columns.

Advocacy

In line with our commitment to reduce gambling harm, we have actively engaged with public submissions processes, collaborating with local councils and community groups to advocate for harm reduction policies, such as “sinking lid” policies and other targeted interventions.

Over the last year, we have engaged with over 13 councils, supporting policy analysts with data and information, or submitting on venue requests for additional Electronic Gaming Machines (EGMs) or “pokies”.

Our advocacy efforts have led to significant progress, with 35 of the 65 councils in New Zealand having sinking lid policies on pokies in their communities. This milestone underscores the impact and effectiveness of our ongoing collaboration with local councils.

We also submitted on the Department of Internal Affairs’ review of safer online services and media platforms in Aotearoa New Zealand. We agree that New Zealanders, especially children and young people/rangatahi, are not currently receiving adequate protections to harmful online content and its wider impacts. Our submission focused on the need for regulatory intervention for loot boxes and other simulated gambling within games along with prohibiting or restricting the advertising of gambling on any platform or media, including simulated or “free to play” gambling games.

During the year we began working on an online gambling position paper in collaboration with other gambling harm organisations. Published in August 2024, the position paper provides the Government and other stakeholders with key evidence-based recommendations that will maximise consumer protection and reduce harm from online gambling in Aotearoa New Zealand.



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