

Questions and Answers

Webinar 1: Tuesday 29 September 2026, 12-1pm

General questions

Question 1: Will the next two webinars provide the same information as today.

Answer 1: *Yes. All three webinars will cover the same information. We have scheduled them at different times to make it easier for people to attend.*

Types of initiatives

Q2: In the content creator world, a lot of creators are being approached and thrown a lot of money to promote gambling. It is declined as it doesn't sit right with some of us. Is it okay for us to do a proposal around the opposite of it? Get content creators to share the harm of gambling and encourage more awareness around it.

A2: *Potentially, yes. An initiative using content creators to raise awareness of gambling harm could be considered if it clearly meets the Fund criteria. Gambling advertising is regulated in Aotearoa New Zealand. The Gambling Act's restrictions on overseas gambling advertising include exceptions for health messages and messages about preventing, minimising or treating gambling harm.*

Your application should clearly explain the intended audience, how the content will contribute to the Fund's outcomes, and what you plan to deliver, for example the type and number of pieces of content. Applicants are responsible for ensuring any proposed content complies with relevant legal and regulatory requirements.

You may also wish to involve a gambling harm service or other subject-matter expertise when developing messaging, particularly to ensure content is accurate and does not unintentionally reinforce stigma.

Q3: Would the development of an App be in scope or out of scope in terms of a deliverable?

A3: Potentially, yes. App development could be considered if the proposed initiative meets the Fund criteria and can be delivered within the applicable funding limit.

Your application should clearly explain what the app will do, who it is intended for, how it contributes to the Fund's outcomes, and how it will be developed and maintained. If other funding is required to complete the initiative, please identify this in your application and budget.

Q4: If we build minimising gambling harm talanoa into our existing activities, can funding support the additional costs of those activities? And can we fund activities delivered through our smaller community group for example our Samoan Society's Womens Group and Chinese Society's Coffee Group to incorporate harm minimisation talanoa?

A4: Potentially, yes. Additional activity incorporated into an existing programme may be considered where it clearly contributes to the Fund criteria and is additional to your organisation's usual service delivery.

Your application should explain what the additional activity is, how community groups will be involved, how it will address gambling harm, and what the Fund would specifically pay for.

Q5: For clarification, is the fund focused mostly on gambling harm/stigma awareness and/or education campaigns, or does this include initiatives with a more holistic approach, where protective factors such as social connection, community participation, and access to alternative activities would be considered? In other words, what kind of prevention activities would be considered for funding?

A5: It would depend on the holistic approach. Due to stigma associated with gambling, a direct approach to talking about gambling doesn't always land with communities disproportionately affected by gambling harm, whereas holistic approaches do. However, the criteria is explicit in what we're seeking to fund. The application would need to clearly outline how the holistic approach incorporates gambling harm.

Holistic approaches can be considered. We recognise that direct conversations about gambling harm do not always work for every community, and approaches that strengthen protective factors such as social connection, participation and wellbeing may provide effective ways to engage people.

However, gambling harm prevention or minimisation must be a clear and intentional part of the initiative, rather than an incidental outcome. Your application should clearly demonstrate how the proposed approach contributes to one or more of the Fund's strategic outcome areas.

Q6: Is there a minimum number of weeks to deliver a programme we're considering developing?

A6: No, there is not a minimum. Please include a timeline and what you plan to do in the proposal, and deliver across the funding period.

No. There is no minimum duration.

Please provide a realistic timeline showing what you plan to deliver and when it will take place within your selected funding period.

Q7: Current research – not all communities have access to the research.

A7: This could include Mātauranga Māori, cultural knowledge and frameworks, lived experience, community knowledge, best practice, research, an intervention logic or an evaluation framework.

The important thing is to explain what informs your approach and how this has shaped the design of your initiative. The Fund criteria explicitly allow cultural or research methodologies, intervention logic, evaluation frameworks and best-practice models.

Organisational criteria

Q8: Can an application come from an education institution?

A8: An education institution may be eligible if it meets the Fund's organisational eligibility requirements and all other preconditions.

We recommend checking the eligibility requirements in the Information Pack or contacting info@safergambling.org.nz if you are unsure about your organisation's status.

Q9: Can I please clarify that organisations can only apply for one initiative that covers either funding period A or B (\$30k each) or one initiative that covers both A and B funding periods (\$60k total)?

A9: There can only be one application per initiative. However, an organisation may submit separate applications for genuinely separate initiatives.

For each initiative, applicants can apply for Funding Period A, Funding Period B, or both funding periods, depending on what is most appropriate. Each application should include a clear delivery timeline, budget and proposed outcomes.

Q10: As a newly established charitable trust, would be eligible to apply? Would a community education/prevention programme fit within the Community Action Fund priorities? Would you recommend partnering with an existing gambling-harm provider as part of the application?

A10: A newly established charitable trust may apply if it meets the Fund's eligibility requirements.

If your organisation is unable to meet the relevant organisational requirements itself, you may be able to work with an eligible organisation that can act as a fund-holder.

Partnering with an existing gambling harm provider is not a requirement. However, applicants may choose to involve relevant services or subject-matter expertise where this would support the design or delivery of their initiative.

Q11: For community organisations that are dependent on pokie grants and DIA's community lottery grants; can they apply to this fund to reduce their dependence on the harmful cycle?

A11: The purpose of the Community Action Fund is to support initiatives that prevent and minimise gambling harm. It is not intended to replace an organisation's existing funding streams.

Eligibility will depend on whether the organisation meets all of the Fund's published requirements, including the requirements relating to links with the gambling industry.

If your organisation currently receives gambling-related funding and you are unsure how this affects your eligibility, please contact info@safergambling.org.nz before applying.

Q12: Like a lot of community organisations, we've received grants from SkyCity Auckland Community Trust and from Class 4 gaming trusts such as the Lion Foundation. Could you let us know whether grants like this count as a link to companies associated with the gambling industry for the purposes of the fund?

A12: For the purpose of this Fund, we consider a link to the gambling industry to be an ongoing funding or contracting connection/relationship.

If your organisation currently receives, or has previously received, funding associated with the gambling industry and you are unsure whether you are eligible, please contact info@safergambling.org.nz with details of the relationship before applying.

Funding costs

Q13: In the preconditions, it says it doesn't include funding for costs associated directly with delivery. For organisations who don't already have gambling harm minimisation contracts, can an application include funding to get someone in to come and deliver it?

A13: The Fund cannot be used for existing staff wages, normal organisational operating costs, or services that would usually be provided by the organisation.

If your proposal requires a person or provider to deliver a specific, additional component of the funded initiative, clearly identify the proposed cost in your budget and explain why it is necessary for delivery. These costs will be considered against the Fund's eligibility requirements.

Evaluation Assessment

Q14: Are you going to fund for national reach or by best application? Will funding be spread nationally or regionally?

A14: Applications will be assessed through the published evaluation process against the Fund criteria.

There is no separate application stream for particular regions. Applicants should clearly demonstrate the community need their initiative responds to,

the priority population or populations they intend to reach, and the expected reach and impact of their initiative.

The final number of successful initiatives and funding amounts will depend on the quality of applications, their alignment with the Fund criteria and the funding available.

Q15: Does the evaluation panel have the data of need around the country?

A15: Yes. *The evaluation panel will have access to relevant information and data to support its assessment.*

However, applicants should still provide relevant local information, evidence or community knowledge that helps explain the need for their proposed initiative. This may include local data, community insights, lived experience or other relevant evidence.