

Direct response measurements  
*You're Stronger Than You Think* campaign

Metric	Measurement	2014-15 estimate	14-15 actual	2016 estimate
Increase in target calls to the Gambling Helpline	Data captured by the Helpline, compared month-on-month with non-campaign period	10% increase n=58 per month	15.08% average across all campaign months n= 85 per month	20% average increase across all campaign months. n=116 per month
Increase in number of NSW-based online counselling sessions (live text and email combined)	Data captured by Gambling Help Online compared month-on-month with non-campaign period	10% increase n=120 per quarter	19% average increase n=242 per quarter	25% average increase per quarter n=308 per quarter
Increase in number of face to face counselling sessions	The RGF Client Data Set	5% Increase average across the campaign period  n=52	27.6% increase average across the campaign period. n=286	25% increase across the campaign period n=260
Increase in unique visitors to the Gambling Help website	Web metrics, as an average across live campaign periods	20% increase n= 520 per month	274% increase during active campaign periods, plus a sustained 48% between active periods	250% increase (averaged)
Percentage of visitors who access interactive online self-help options (eg download resources, use quiz/calculator, chat room, search for service)	Web metrics. In non-campaign periods, the average participation rate by visitors to the site is 42%	51% participation	70.9% participation	70% participation