

# Central Hawke's Bay District



## How much is lost to pokies in this District?

Approximately \$2.5 million was lost on pokies in pubs, clubs and TABs in Central Hawke's Bay District during 2022. That is about \$6,703 each day.

Compared to 2021, the amount lost on pokies **increased** by around **\$405,000**.



## How many pokie machines and venues are there?

There are 36 Class 4 pokie machines across two venues in Central Hawke's Bay District as at 31 December 2022.

**That's no change from the previous year.**



## Where are the pokie venues located in the District?

Around 60% of all Class 4 pokie venues in Aotearoa are in medium-high or very-high areas of deprivation.

In Central Hawke's Bay District, **all** venues are in the most deprived communities.



## Gambling harm in Aotearoa

An estimated 30-60% of all Class 4 pokie losses come from the 1.6% of New Zealanders who are moderate to severe risk gamblers.\*

It is clear that a significant portion of pokie losses come from a small number of adults who are experiencing gambling harm.



## Who makes more, you or a pokie machine?

The median income in Central Hawke's Bay District is \$29,000. In comparison, every machine in Central Hawke's Bay District made, on average, around \$67,958 last year.

That means a pokie machine makes around \$39,000 more each year than the average person in the district. **Who needs that money more?**

\*Sources:

Abbott, M., Bellringer, M., & Garrett, N. (2018). New Zealand National Gambling Study: Wave 4 (2015). Report number 6. Auckland: Auckland University of Technology, Gambling and Addictions Research Centre.

Te Hiringa Hauora/Health Promotion Agency. (2021). Results from the Health and Lifestyles Survey 2020

Free, professional and confidential support for anyone impacted by gambling harm. No judgement, only support.



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