

**For Immediate Release**

## **FOCAL WELCOMES SONJA BAUER AS AUSTRALASIAN ASSOCIATE**

**Halifax, NS: May 1, 2024**– Focal Research Consultants announced today that Sonja Bauer is Focal’s new associate - providing connection, support, and collaboration with our Australasian clients to achieve effective safer gambling outcomes.

With a career in leisure and hospitality spanning more than 30 years, Sonja has held positions in operational, management and executive roles in Australia at state and national levels.

President of Focal Research, Tracy Schrans, says, “We are excited to have Sonja represent Focal abroad, providing another point of contact for our clients. Previously with the Australasian Gaming Council, Sonja has considerable experience in safer gambling leadership, stakeholder relations as well as with government, regulatory, not-for-profit, and corporate groups. She will be an excellent resource and advocate for our preventative work in safer gambling and reducing gambling harms and we are happy to have her onboard.”

“I am so excited to be joining the Focal team. The passion and integrity that Focal bring to developing and providing safer gambling research and solutions is celebrated internationally, and I am looking forward to engaging with Focal clients, and serving the Australia/New Zealand region,” says Bauer.

Director of Safer Gambling and Stakeholder Engagement at Focal, Jay Robinson also had this to say about Sonja, “Sonja brings deep and grounded expertise in guest care to the goals of Safer Gambling. Her experience in casino environments and the sector broadly will support Focal’s objectives of providing gambling safeguards that work.”

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### **About Focal Research Consultants Limited:**

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

**About ALeRT BETTOR Protection:**

[ALeRT](#) is a data-driven prevention tool for finding and assisting at-risk gamblers. It is deployed in 400+ gambling venues worldwide and has been actively used for player protection since 2021. Over the past three years, hundreds of thousands of safer gambling interactions have been delivered for gambling providers in AU, NZ, and the UK with measurable impacts in supporting sustainable gambling.

**For more information:**

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