



Hello,

Get ready for the September issue of Focal Points.

At the forefront is:

- The publication of our groundbreaking study with the UNLV International Gaming Institute, which challenges long-held beliefs on gambling harms and length of play.
- Our newest addition to Focal – providing extra support to our clients in Australasia.
- Discover how Focal's Intelligent Solutions protect customers and assist staff in land-based venues.
- Plus we are named a finalist for the 2025 Vixio Global Regulatory Awards for the fourth year in a row.

In other news, we look forward to sharing our latest research, tools, and insights at gambling and regulatory events worldwide in October and November.

Scroll down for all the details!

Read time: 4 minutes



We are thrilled to share that our first paper in our collaborative research program with UNLV's International Gaming Institute, which shows no strong link between problem gambling severity and session length on player risk, has been peer-reviewed and published in International Gambling Studies.

This research encourages a more holistic approach to understanding, identifying, and supporting at-risk players beyond length of play.

[Read Published Research](#)



We couldn't be happier to welcome Nadine Grinblat as Focal's newest Australasian Associate.

Nadine brings a deep understanding of the Australian gambling landscape and a proven track record in safer gambling service delivery, education, training and research translation, as well as an understanding of regulation and policy.

She will act as the Products and Services Liaison – supporting clients across Australasia in leveraging Focal's advanced technology to protect players.

[Learn More About Nadine](#)



We're delighted to share that we've been named a finalist for the fourth consecutive year for 'Responsible Gambling Service or Solution Provider of the Year' at the 2025 Global Regulatory Awards.

With a record number of award submissions this year (190 total), we are honoured to be selected for our innovative evidence-based system that protects players from gambling harms while also reducing the burden on venue staff.





20-23 October 2025
Toronto, Canada



Tracy Schrans
Co-Founder &
President, Focal



Dr. Tony Schellinck
Co-Founder &
CEO, Focal



Dr. Melissa Salmon
Applied Research
Lead, Focal



Dr. Kasra Ghaharian,
Director of Research,
International Gaming
Institute, UNLV

**Academic and Applied Research Collaboration: Using
industry data to support evidence-based regulation**

It's almost time for us to present at the International Association of Gaming Regulators in Toronto, Canada, in October and share how we are bridging academic rigour with applied practice to test current theories about risky play.

We will offer practical insights for regulators worldwide to support resilient policies through robust evidence, collaboration, and innovation. We hope to see you there!

[Learn More About This Session](#)



17-19 November 2025
Brisbane, Australia



Tracy Schrans
Co-Founder &
President, Focal

**Prevent in Real Time: A New Model for
In Session Safer Gambling**

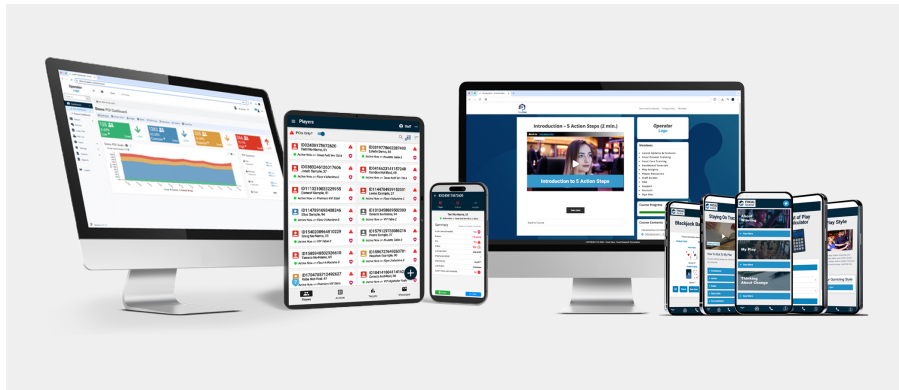
Lastly, we can't wait to take part in the National Association of Gambling Studies conference in Brisbane, Australia, this November.

Tracy will be presenting our new evidence-based system designed to identify and help staff respond to at-risk gambling behaviours in real-time with both carded and uncarded play.

Prevent moves safer gambling upstream into the mainstream, bridging the gap between risk detection and practical response and offering a glimpse into the next generation of in-venue safer gambling strategy.

Stay tuned for more details and updates on LinkedIn.

[Follow us on LinkedIn](#)



Focal's Intelligent Solutions work in harmony as a complete circle of customer care. They are:

- Trusted, independent and evidence-based resources
- Designed for prevention, not just intervention
- Backed by 30+ years of public health and gambling research

Learn more about how these tools empower gambling operators to prevent harm, foster player wellbeing and promote long-term sustainability.

[View All Solutions](#)



A global pioneer in safer gambling innovation, Focal transforms behavioural data into practical, evidence-based tools.

Continuously pushing boundaries with research and product development, our vision is grounded in a future where technology, research, and compassion intersect to protect customers, communities, and the business from gambling related harm.

Let us know if we can assist you with your safer gambling needs.

Sincerely,
The Focal Team

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