

Focal Points

Latest News, Research & Updates



Hello,

Welcome to the September issue of Focal Points.

This month, we're sharing exciting momentum for Focal Prevent with the continued adoption of the system in Australia, celebrating recognition from the Vixio Global Regulatory Awards, and highlighting where our team will be presenting new research on affordability, real-time risk detection, and safer gambling impact in the months ahead.

Scroll down for all the details!

Read time: 4 mins



We are delighted to share that Kedron-Wavell Services Club in Queensland has confirmed it will continue using Focal Prevent after a successful autumn trial, strengthening its efforts to protect customers through earlier, more proactive safer gambling support. This decision marks another positive milestone for the system

and highlights how venues are embracing data-informed tools to better identify and respond to pre-harm risk.



Focal is a finalist in three categories at this year's Vixio Global Regulatory Awards, which recognise outstanding achievement in compliance, responsible gambling, and regulatory innovation. Thank you to our wonderful team and clients that make this possible and congratulations to all the finalists for their good work! The ceremony will be held in London's Grand Connaught Rooms, on the 18th of November.

Our team continues to contribute to safer gambling conversations around the world, sharing research, practical insights, and lessons learned from real-world implementation across multiple jurisdictions.



President and CEO Tracy Schrans will participate in a panel session at the International Association of Gaming Regulators Conference in Lima, Peru, on the 21 October, joining global discussions on what evidence should drive safer gambling regulation.

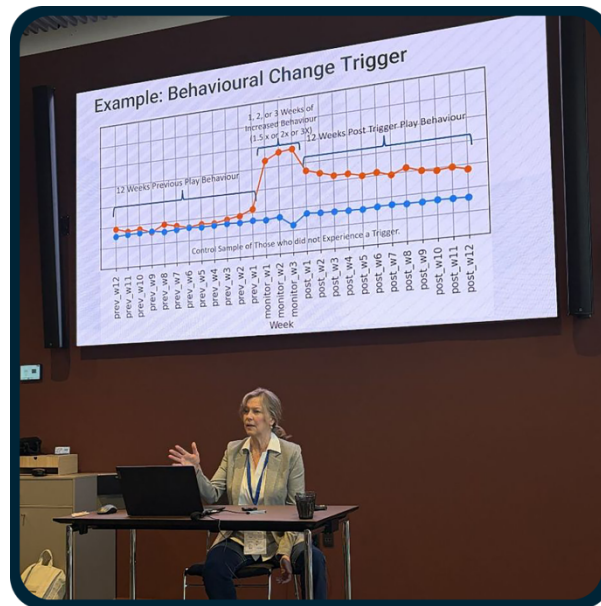


Dr. Melissa Salmon will present Focal's latest affordability research at the BCLC's New Horizons conference in Vancouver from 2-4 November, contributing to international conversations on how affordability insights can support more effective safer gambling strategies.



Our Australasian Associates will share insights from Focal's venue-based trial using real-time data for active harm prevention at the National Association for Gambling Studies Conference in Sydney, Australia, from 16-18 November.

September Conference Insights



Focal presented new research at the European Association for the Study of Gambling (EASG) 2026 in Copenhagen, sharing insights into real-time risk detection, evidence-based player protection, and the measurement of safer gambling impact.



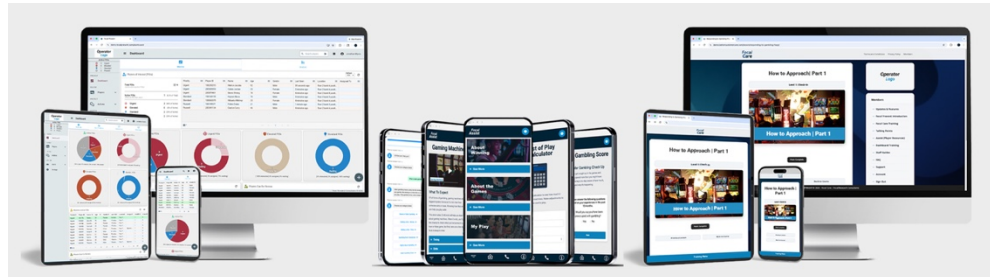
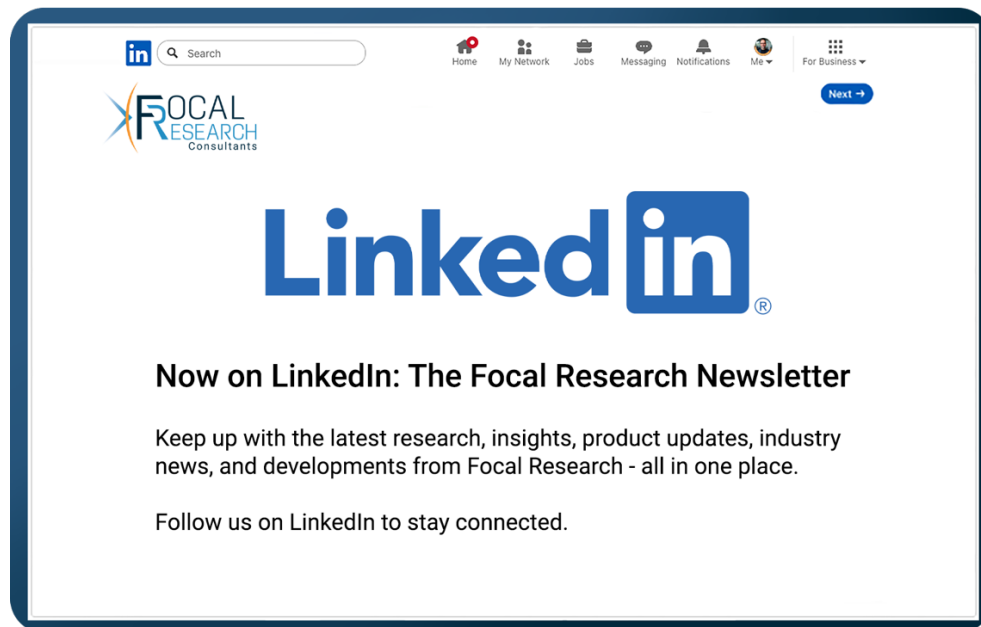
Photo 1: Dr. Jennifer Reynolds, Responsible Gambling Council (RGC), Tracy Schrans, Dr. Melissa Salmon in front of Tivoli Gardens. Photo 2: Dr. Melissa Salmon before Gala Dinner at the Royal Danish Playhouse.



In Australia, Focal Associates Nadine Grinblat and Sonja Bauer participated in Backing the Punt in Melbourne, contributing to thoughtful discussions on the innovations reshaping the industry and the practical challenges of designing safer gambling at scale.



Photo credit: Mark Farrelly Photography



Focal Research Consultants is an independent safer gambling research and technology company focused on gambling risk detection and player support. By translating behavioural data into practical, evidence-based tools, Focal helps organisations strengthen player protection and reduce gambling-related harm.

If you'd like to learn more about our research, tools, or approach to safer gambling, we'd welcome a conversation.

Sincerely,

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