Background

Poker tournaments have been increasingly popular in Australia over the last few years, after an Australian player won at the World Series of Poker in Las Vegas in 2005, winning prize money of $10 million (APL, 2010). Although poker tournaments have since then become regular events in registered clubs and pubs in metropolitan as well as regional towns in Australia (APL, 2010), there is a gap in knowledge about the key influences on the gambling/playing behaviour of poker tournament players in Australia.

Aims

This study aims to examine and explore the impact of the key influences on the gambling behaviour of participants in poker tournaments in regional Northern NSW. The specific objectives of this study are to explore how the: (1) gambler characteristics, including motivation and playing behaviour, (2) physical, social and cognitive accessibility, (3) venue features, (4) game features and (5) industry behaviour, including advertising, affect(s) the gambling behaviour, including the frequency, duration, expenditure, of participants in poker tournaments in regional Northern NSW.

Methods

The qualitative methodology for this study comprises conducting twenty to thirty semi-structured telephone interviews with poker tournament players.

Outcomes

The major outcome of this study will be an Honours thesis, associated publications and potential progression into PhD studies. Results advance knowledge about the key influences on the gambling behaviour of poker tournament participants as well as establishing factors motivating people to participate in poker tournaments.