



























Addressing Mission Challenges: Generational Decadence by modern day Prodigals The Risks of Gambling

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Pan African Institute for Evidence



South African Champion

	Team	
2025	 Mamelodi Sundowns	(18.)
2024	 Mamelodi Sundowns	(17.)
2023	 Mamelodi Sundowns	(16.)
2022	 Mamelodi Sundowns	(15.)
2021	 Mamelodi Sundowns	(14.)
2020	 Mamelodi Sundowns	(13.)
2019	 Mamelodi Sundowns	(12.)
2018	 Mamelodi Sundowns	(11.)
2017	 BidVest Wits	(1.)
2016	 Mamelodi Sundowns	(10.)
2015	 Kaizer Chiefs	(7.)
2014	 Mamelodi Sundowns	(9.)
2013	 Kaizer Chiefs	(6.)
2012	 Orlando Pirates	(5.)
2011	 Orlando Pirates	(4.)
2010	 SuperSport United	(3.)
2009	 SuperSport United	(2.)
2008	 SuperSport United	(1.)
2007	 Mamelodi Sundowns	(8.)
2006	 Mamelodi Sundowns	(7.)
2005	 Kaizer Chiefs	(5.)
2004	 Kaizer Chiefs	(4.)
2003	 Orlando Pirates	(3.)
2002	 Santos FC	(1.)

Given that you know the last eight Champions League winners, who do you predict will win the next Champions League?





Jesus whips them for gambling in the Synagogue

Key social and economic indicators

- Poverty increasing
- Unemployment increasing
- Inequality on the rise
- Growth southward trending
- Socio economic development trending south
- Social contract teetering

What set of coherent policies can change this trajectory?

Key social and economic indicators

- Inequality is racial
- Inequality is age driven
- Inequality is gender driven
- Inequality is spatial
- All these divers are interrelated

Unemployment is a black thing
Poverty is a Black thing
Lack of Education is a Black thing

Unemployment afflicts the young

The poor are female

Poverty afflicts the rural provinces

The poor are black, rural, unemployed and uneducated

Gambling Expenditure in the Personal Services Industry

Local Markets

South Africa's gambling industry nets \$80 Billion despite economic pressure

OLAMILEKAN OKEBIORUN | 15 October 2025 11:12 PM



Gambling is now one of South Africa's fastest-growing entertainment sectors, driving a record \$80 billion in turnover during the 2024/25 financial year. But as the industry booms, concerns are mounting over addiction, debt, and the long-term social costs of a nation increasingly betting to survive.



South Africa's gambling industry nets \$80 Billion despite economic pressure

- The gambling industry in South Africa reached a record R1.5 trillion (\$80 billion) turnover in the 2024/25 financial year, with online betting dominating the market.
- Online platforms accounted for 60% of gross gambling revenue, indicating a shift towards digital gambling initiated during the Covid-19 pandemic.
- The industry contributed significantly to the economy, generating R5.8 billion in taxes and creating 33,169 direct jobs alongside 144,000 indirect jobs.
- Concerns rise over the increasing prevalence of problem gambling and its associated societal costs, with a current problem gambling rate of 31%.



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Credit: marlenka

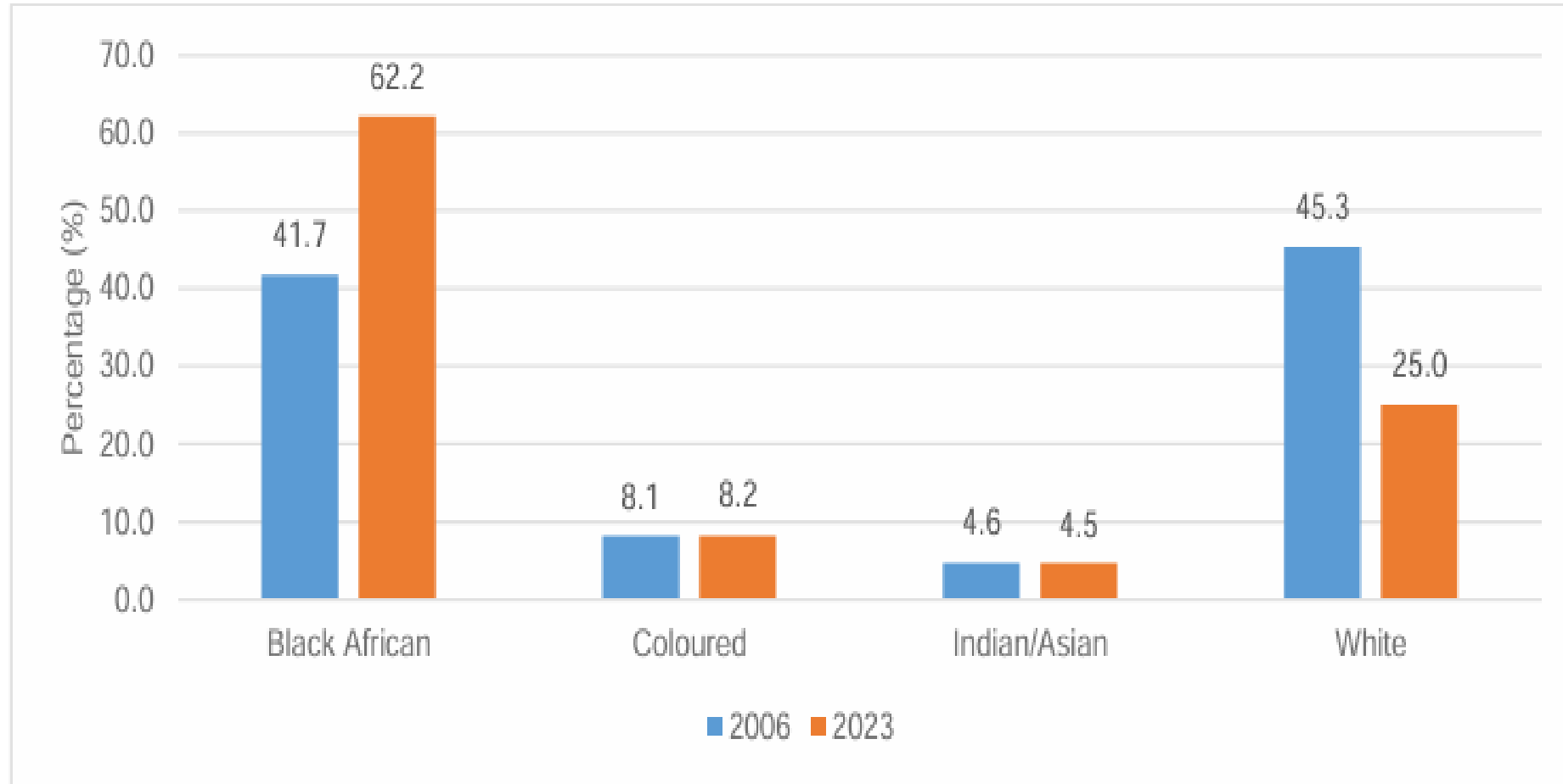


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According to the National Gambling Board's (NGB) National Gambling Statistics, the South African Gambling landscape continues to grow as a multi-billion-rand industry, which in the year 2023/2024 contributed R1.1 trillion, of which R59.3 billion was Gross Gambling Revenue (GGR) and R4.8 billion collected in taxes and levies. this is indicative of the value-added contribution of the gambling industry in the country's GDP, employment creation and support for critical public services through taxes. The 2024/2025 industry financial performance will be launched by the Acting CEO of the National Gambling Board, Mr Lungile Dukwana, at the RG Summit:

Figure 3.12: The distribution of household expenditure shares by population group of the household head (2006 & 2023)



Of the total expenditure of R3 trillion, Black Africans spend R 1.8 trillion.

Recreation, culture & sport accounted for **36,7%** of income in the personal services industry

Income by type of activity in the personal services industry, 2023 Total: R687,9 billion

A multi-billion-rand gambling industry, which in the year 2023/2024 contributed R1.1 trillion does not compare with the SG's numbers

Recreation, culture & sport
R252,2bn
36,7%

Health & social work
R241,0bn
35,0%

Education services
R145,9bn
21,2%

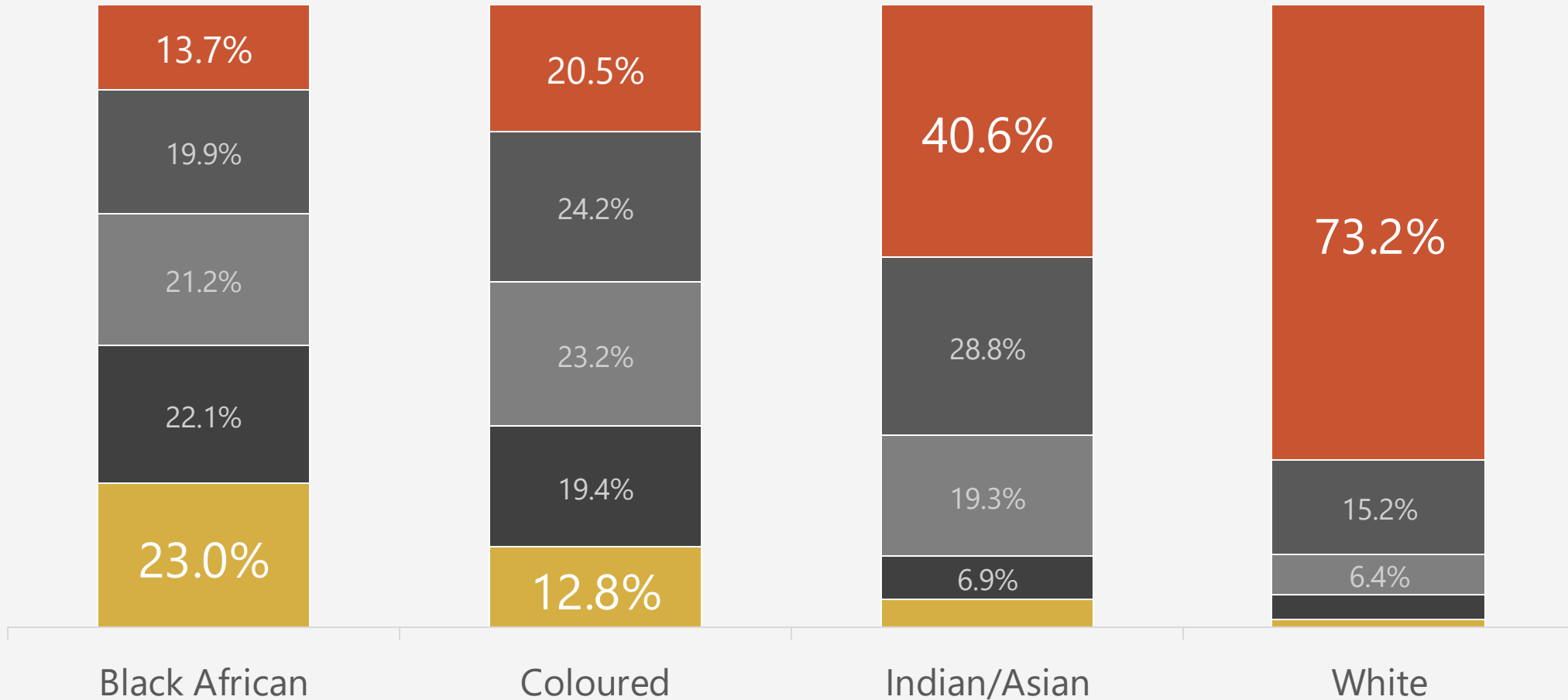
Membership organisations
R23,5bn
3,4%

Sewage, refuse disposal & sanitation
R15,8bn
2,3%

Other
R9,4bn
1,4%

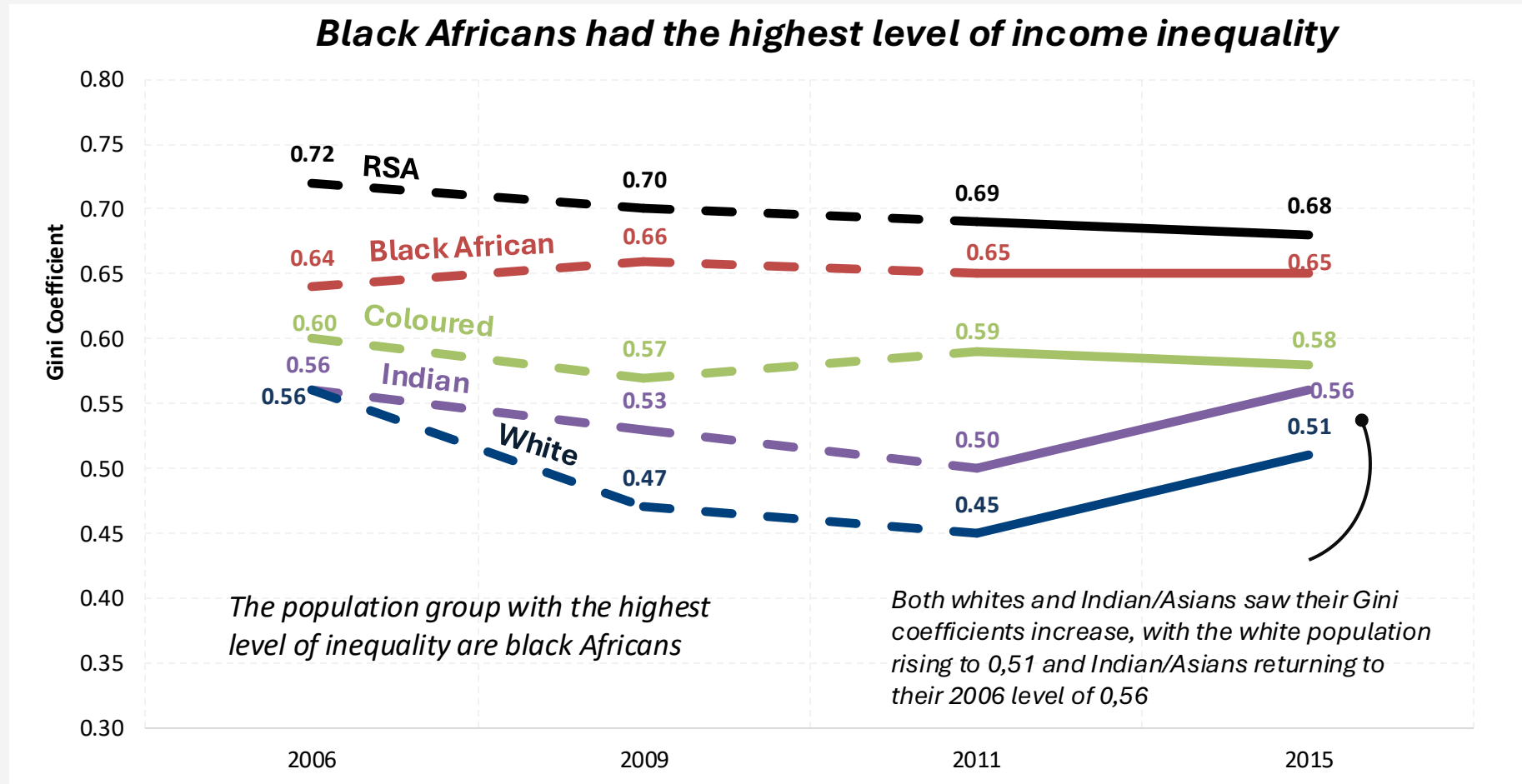
Which and whose numbers should I trust

Reduce poverty and tackle the high cost of living. Drive inclusive growth and job creation



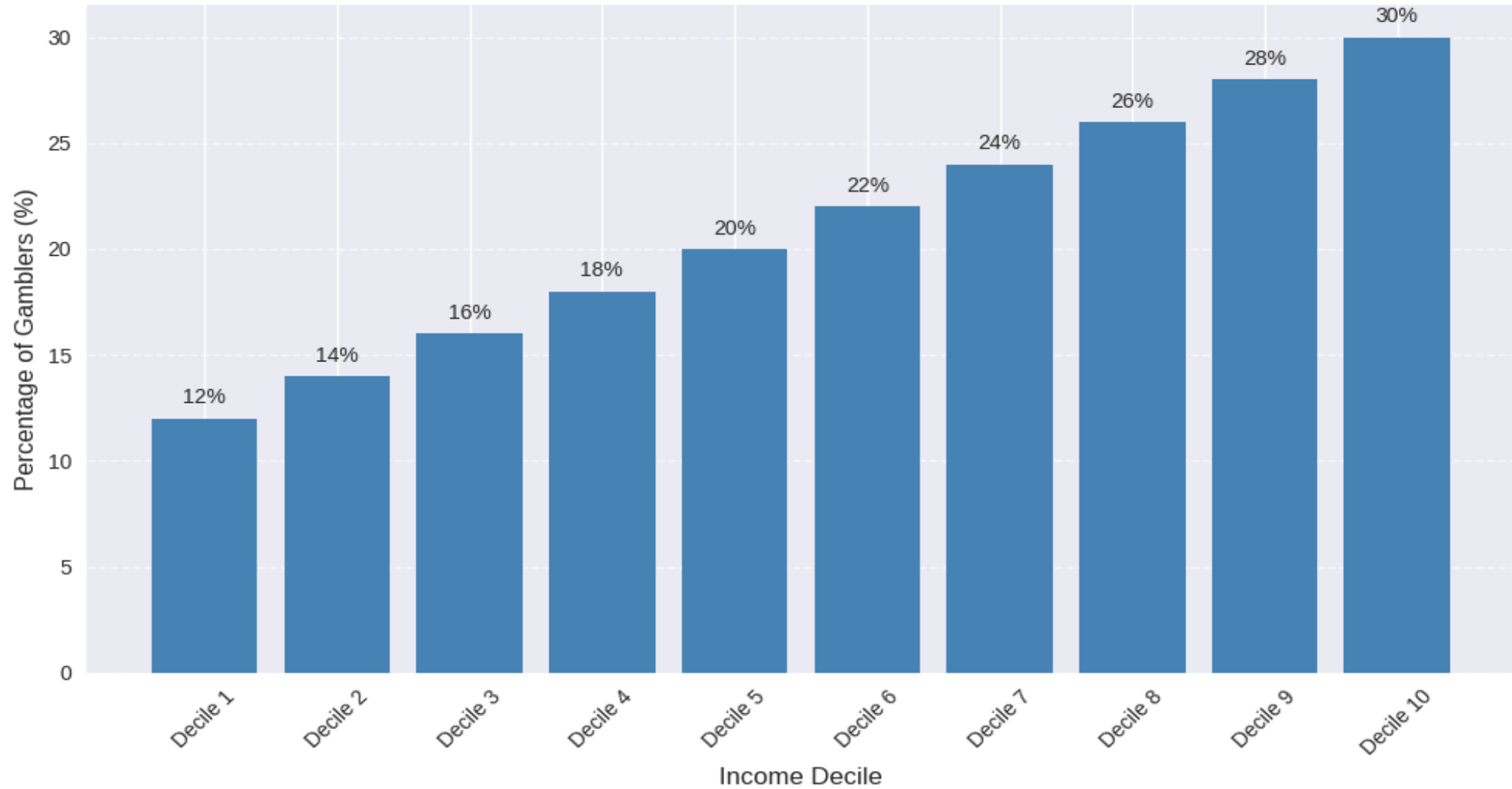
Close to three quarters of White-headed h/holds were found in the upper quintile

Gini Coefficient (Income per capita) by population group (2006, 2009, 2011 & 2015)

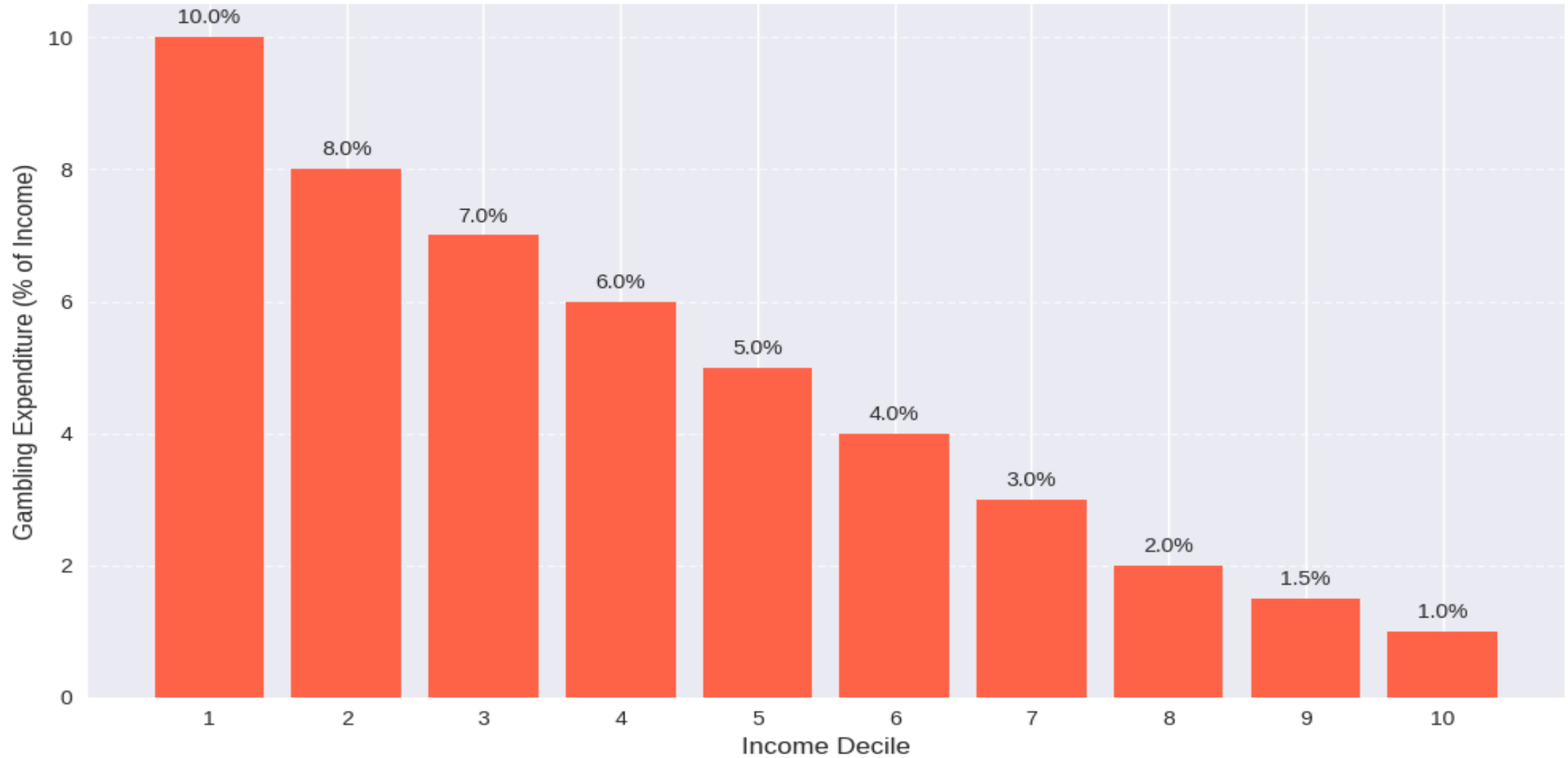


Source: Living Conditions Survey, Stats SA

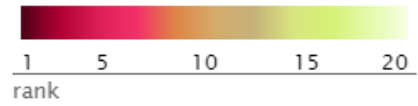
Percentage Distribution of Gamblers Across Income Deciles



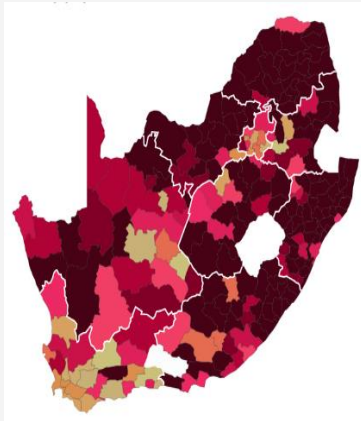
Gambling Expenditure as % of Income Across Income Deciles



Perceived municipal challenges

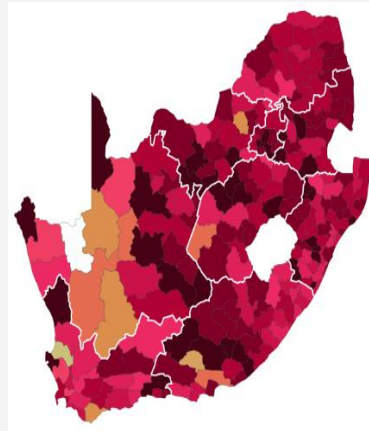


Rank #1



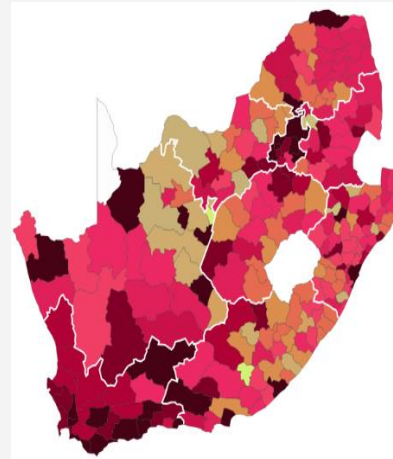
Access to reliable
and
safe water

Rank #2



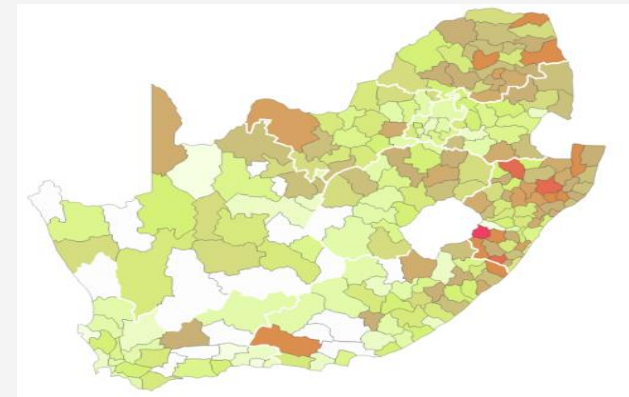
Lack of/ Inadequate
employment opportunities

Rank #3



Cost of electricity

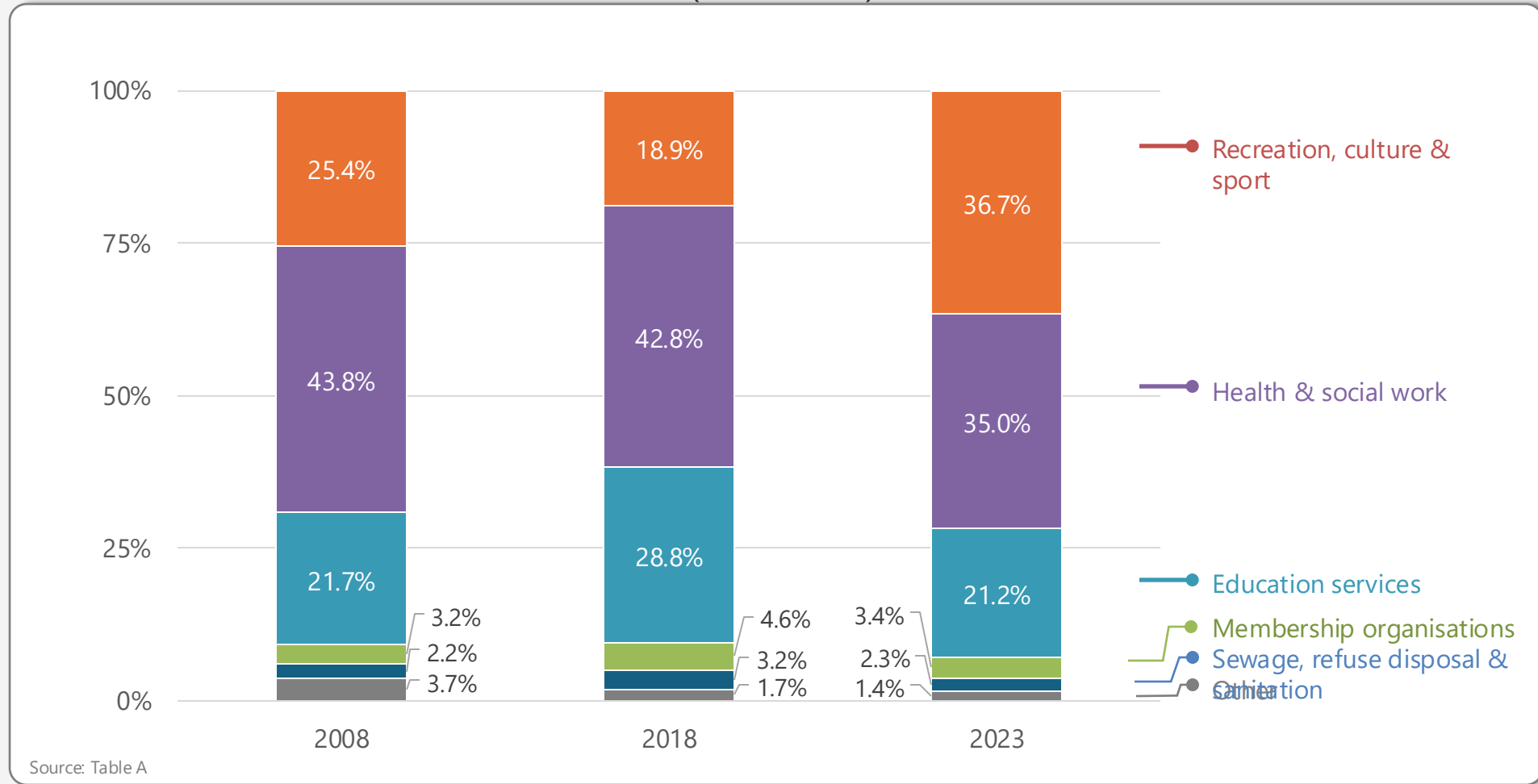
Rank #15



Lack of/ Inadequate educational
facilities

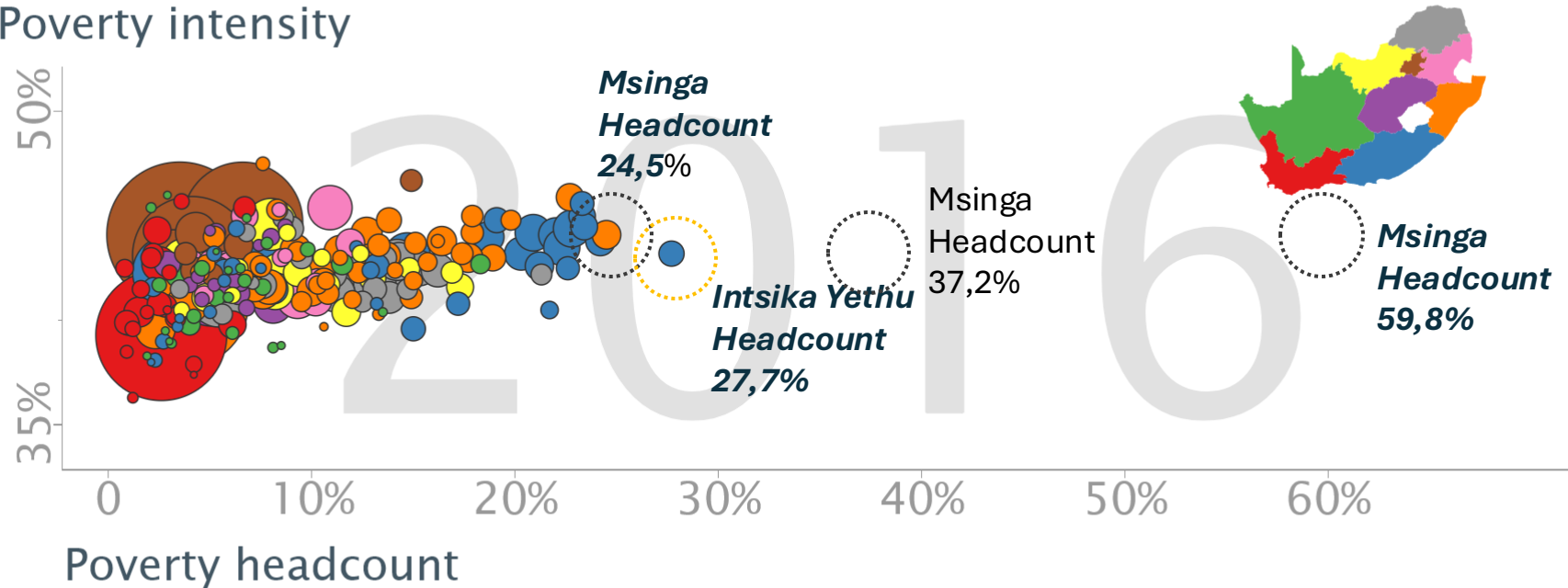
Recreation, culture & sport has increased its share of income

Percentage breakdown of income by type of activity in the personal services industry,
(2008–2023)



Multidimensional Poverty by Municipalities 2001-2016

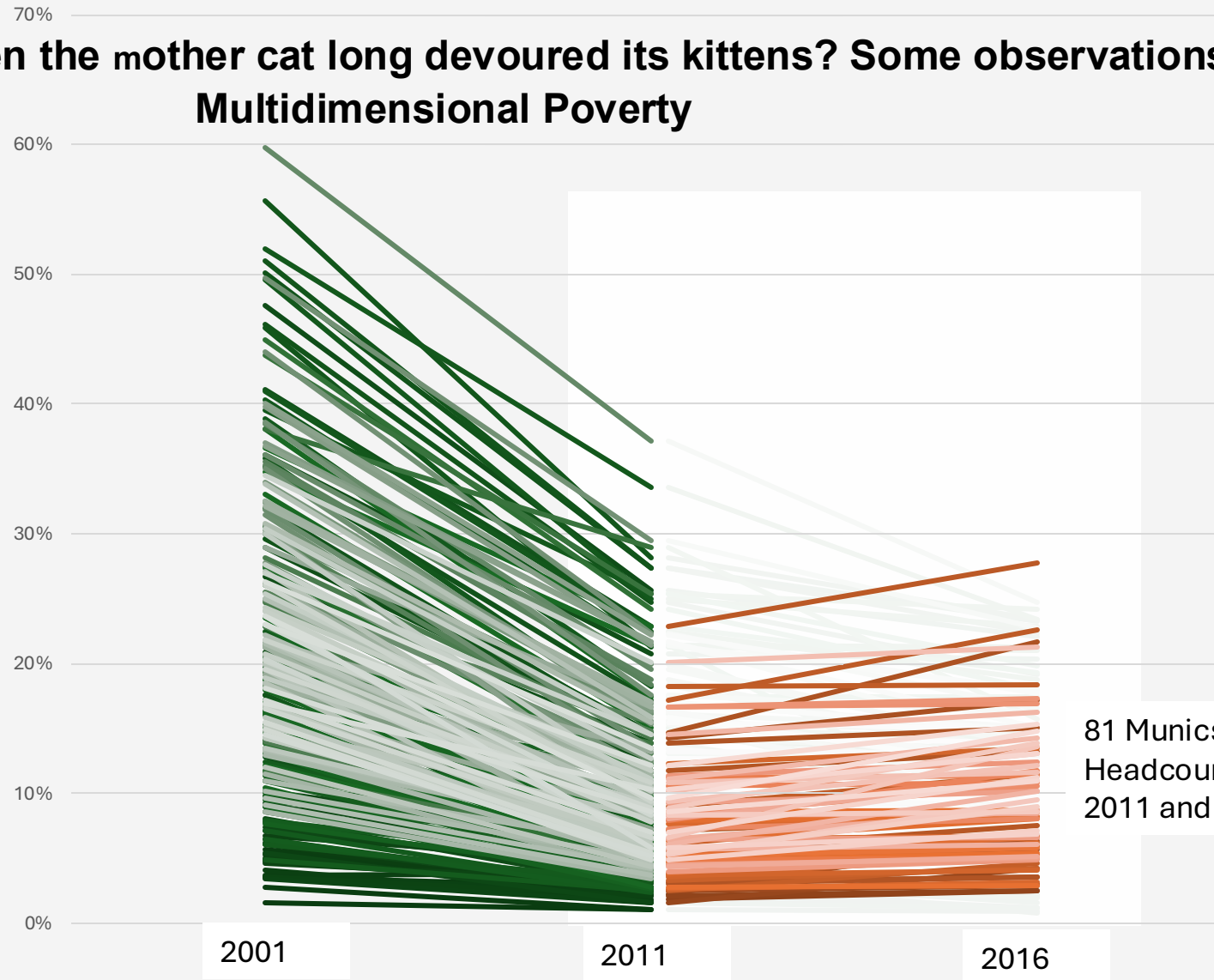
Poverty intensity



- In 2001 wide dispersion of Poverty **with Msinga having a poverty Headcount of around 60%**
- **Between 2001 and 2011 poverty generally declines for all municipalities**
- However between 2011 and 2016 poverty trends diverge between municipalities

Where were you when the mother cat long devoured its kittens? Some observations on Multidimensional Poverty

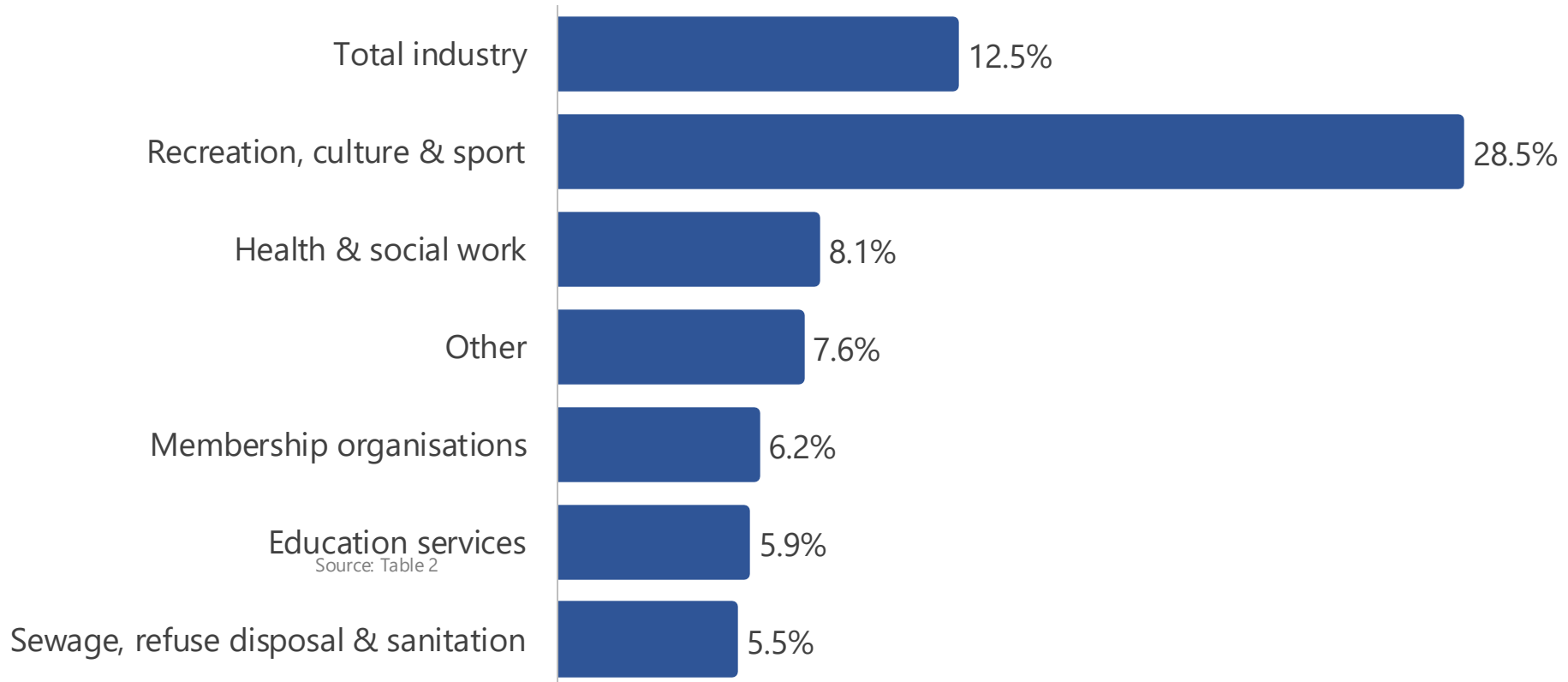
Almost 100% Decline in Headcount Poverty between 2001 and 2011



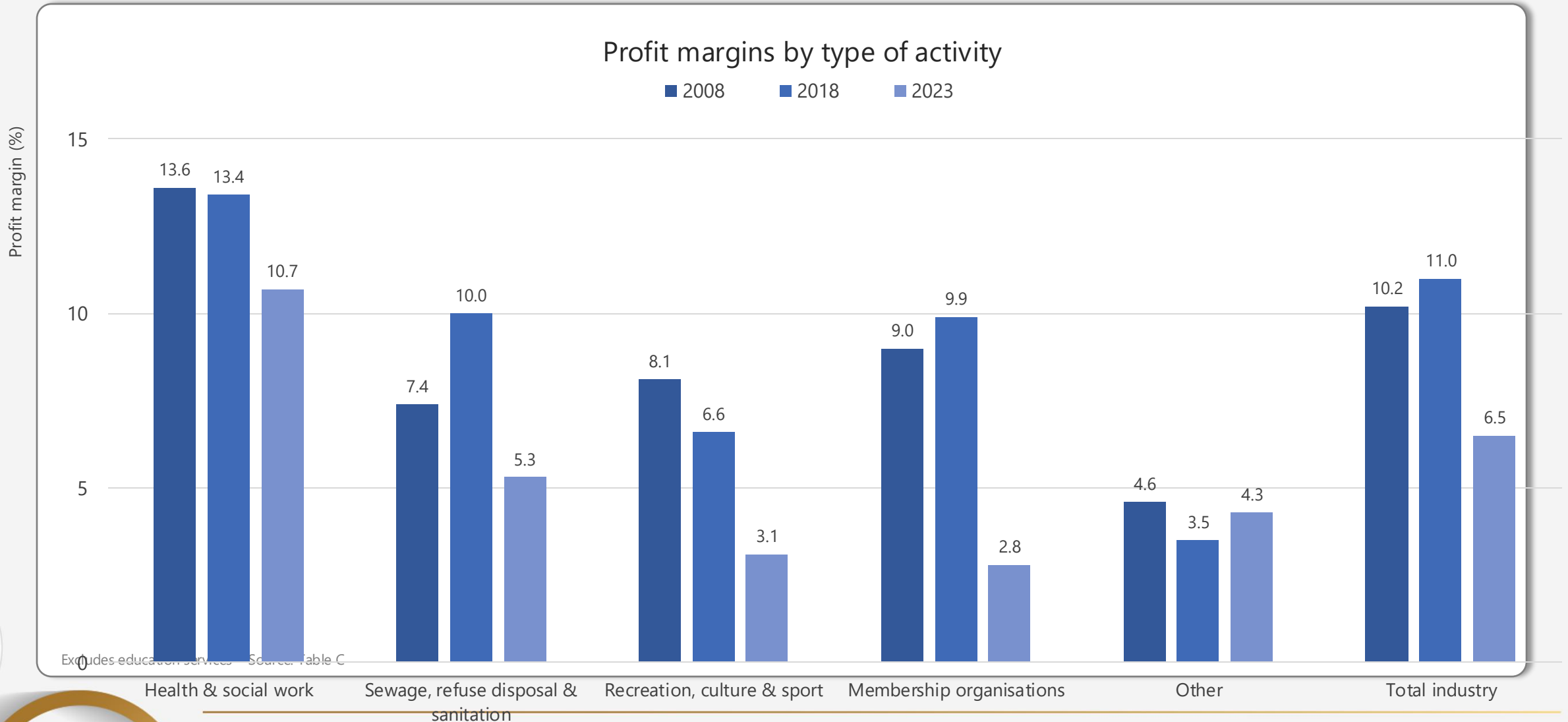
81 Munics Increase Headcount Poverty between 2011 and 2016

Recreation, culture & sport recorded the sharpest rise in income

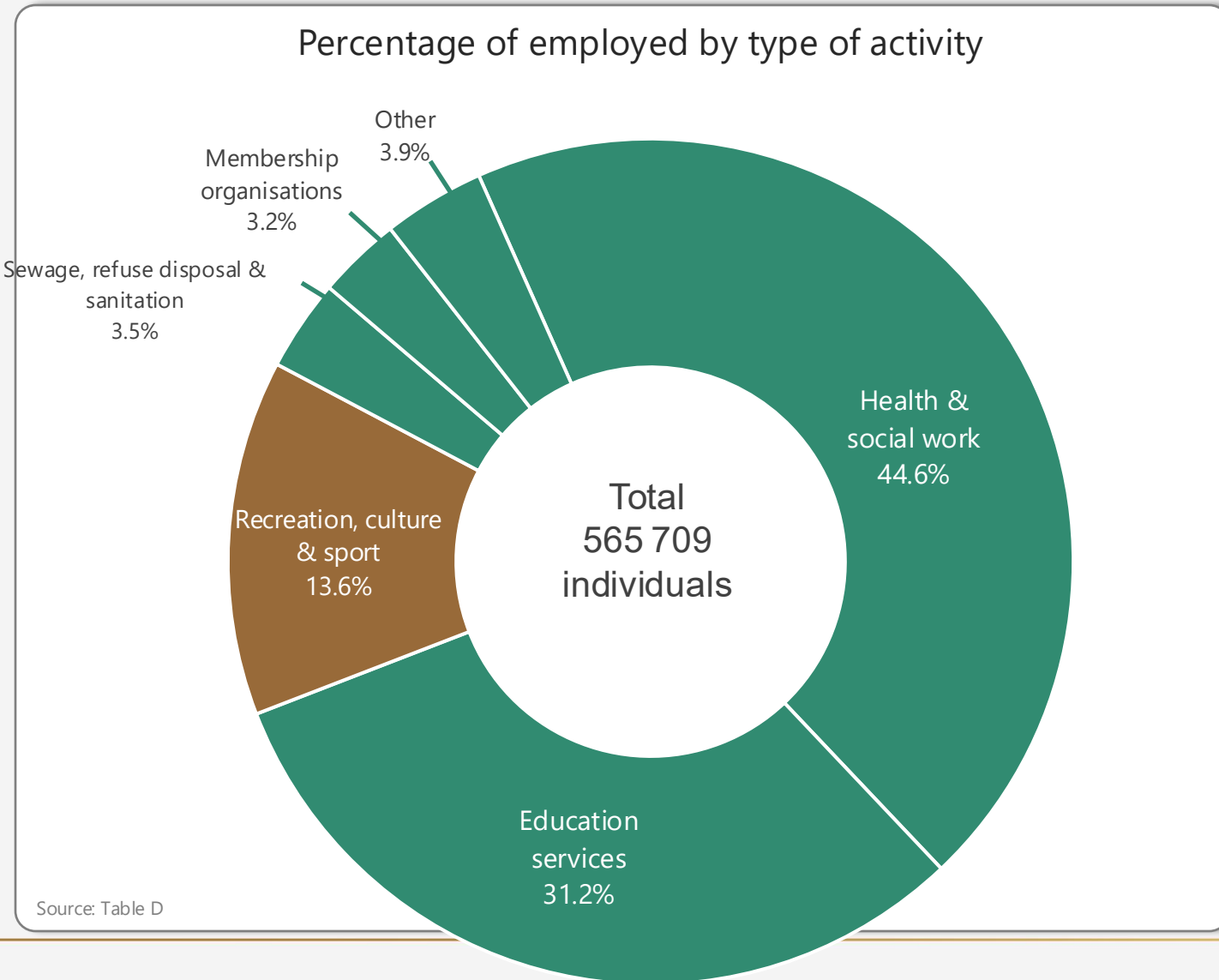
Growth in income, annualised percentage change (2018–2023)



The profit margin for the recreation, culture & sport declined in 2023 compared with 2008

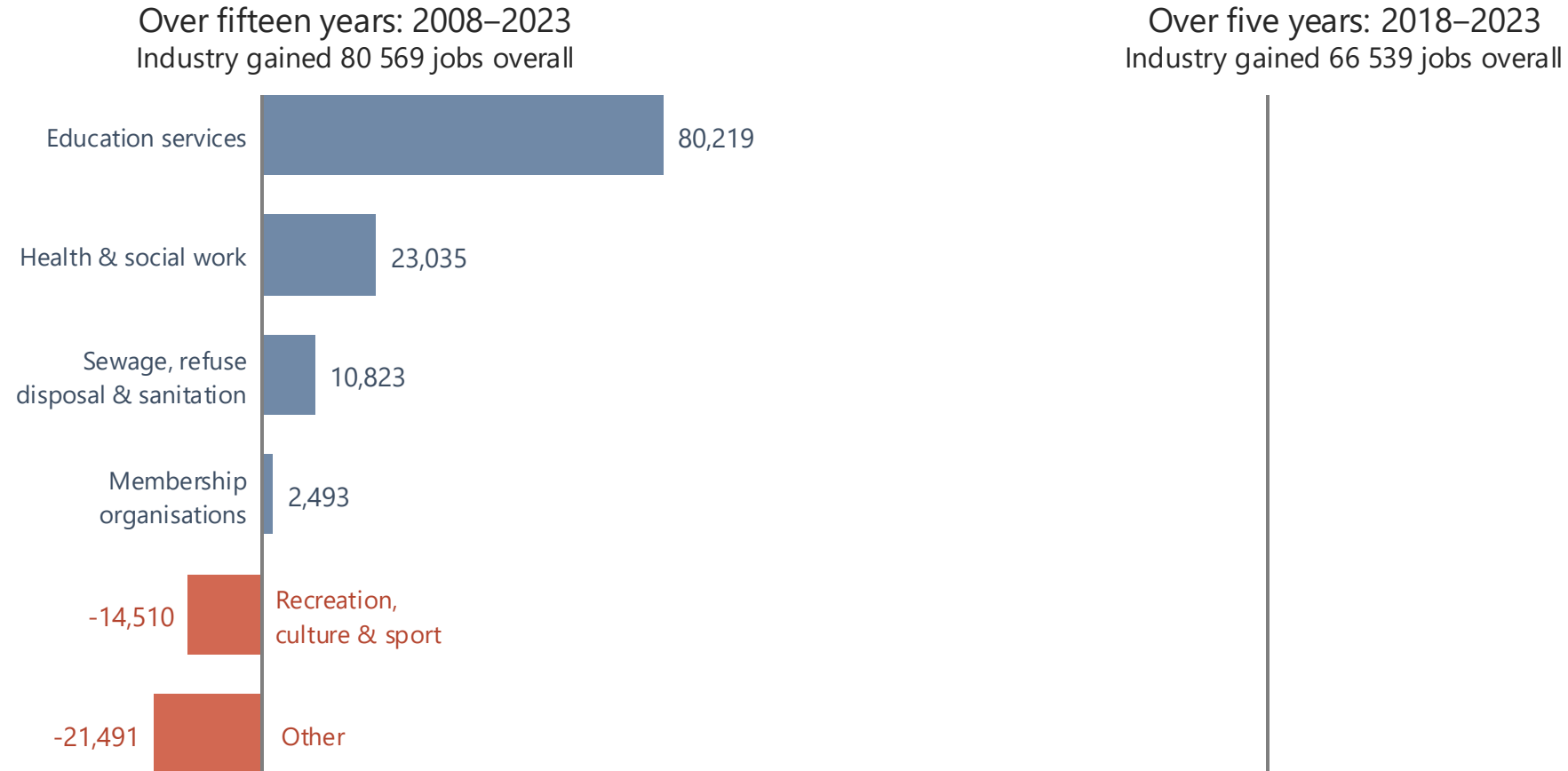


Recreation, culture & sport accounted for **13,6%** of the personal services workforce in 2023



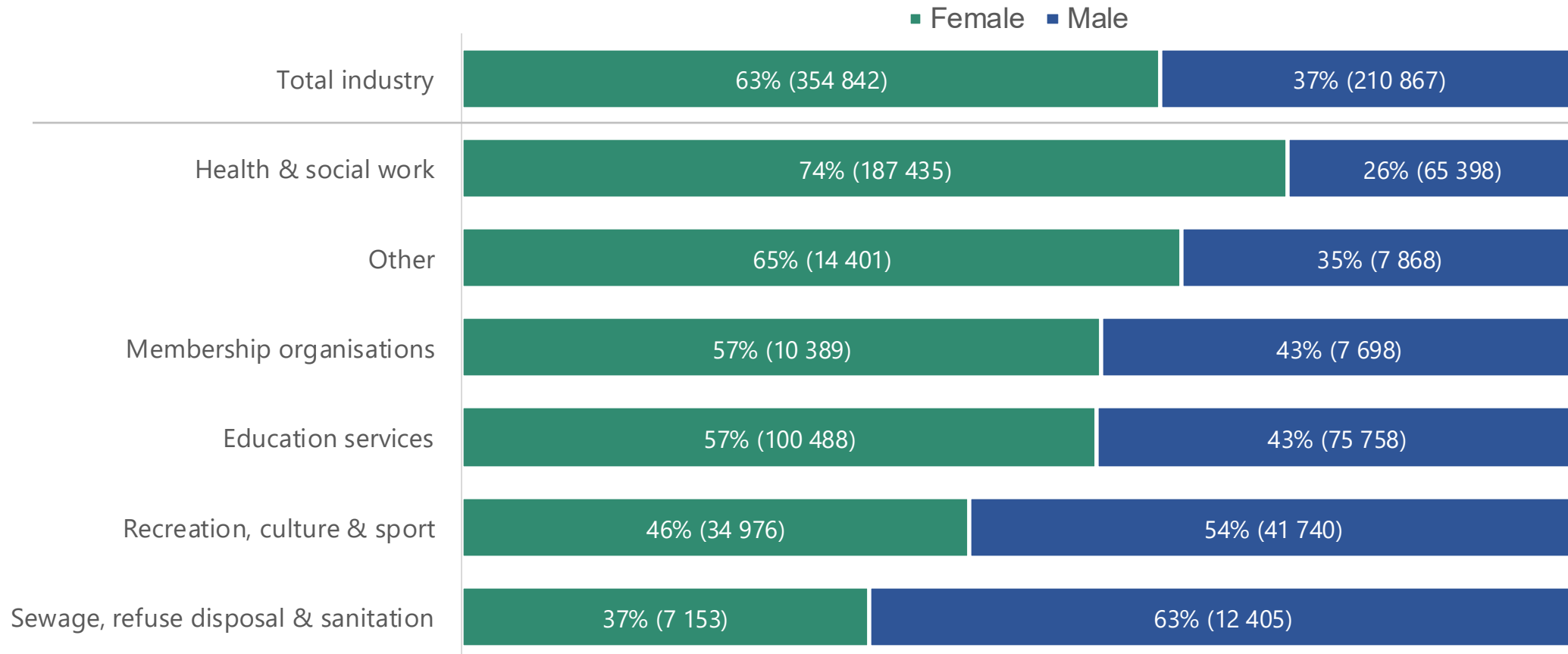
Recreation, culture & sport lost jobs in the 2008–2023 period

Net change in jobs



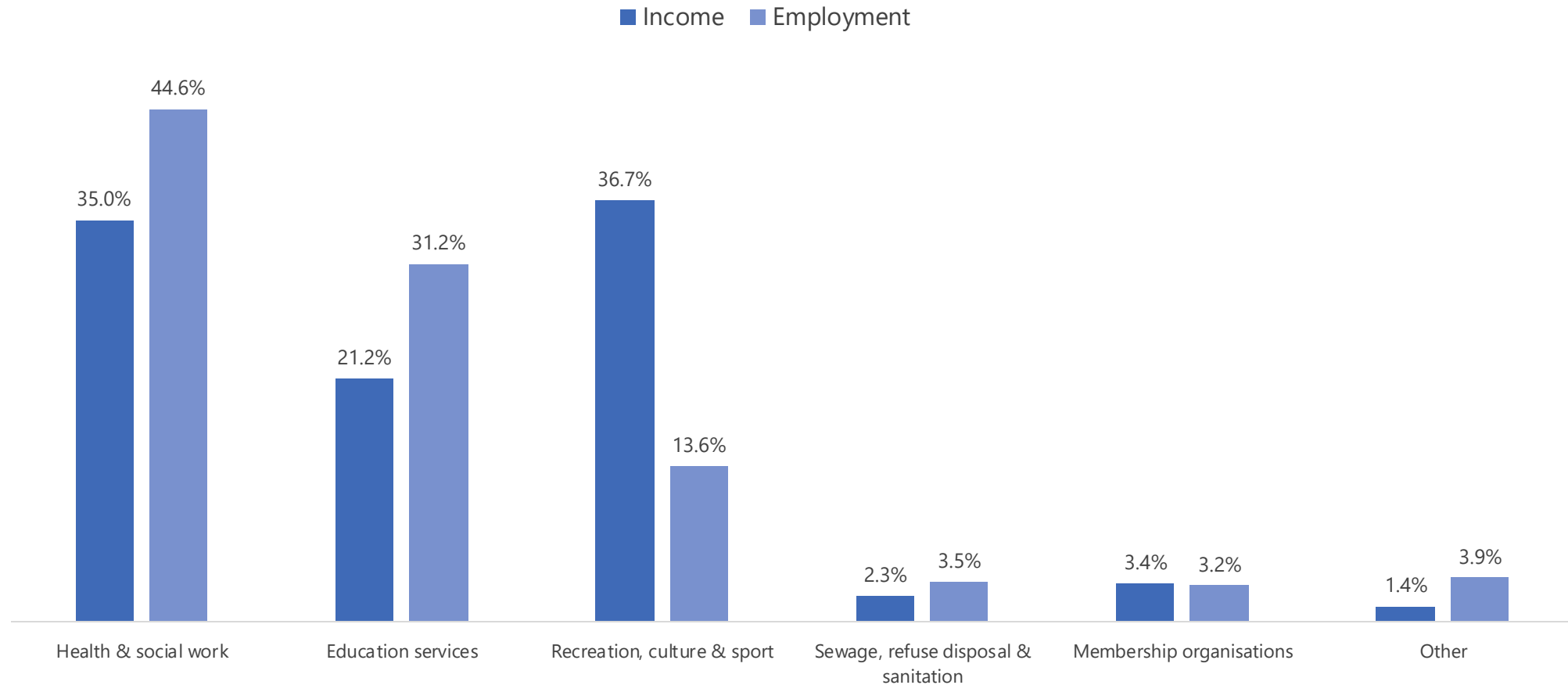
Women occupied **46%** of jobs in recreation, culture & sport

Employment by type of activity and gender, 2023



Recreation, culture & sport accounted for **36,7%** of income and **13,6%** of employment

Percentage contribution of income and employment by type of activity in the personal services industry, 2023

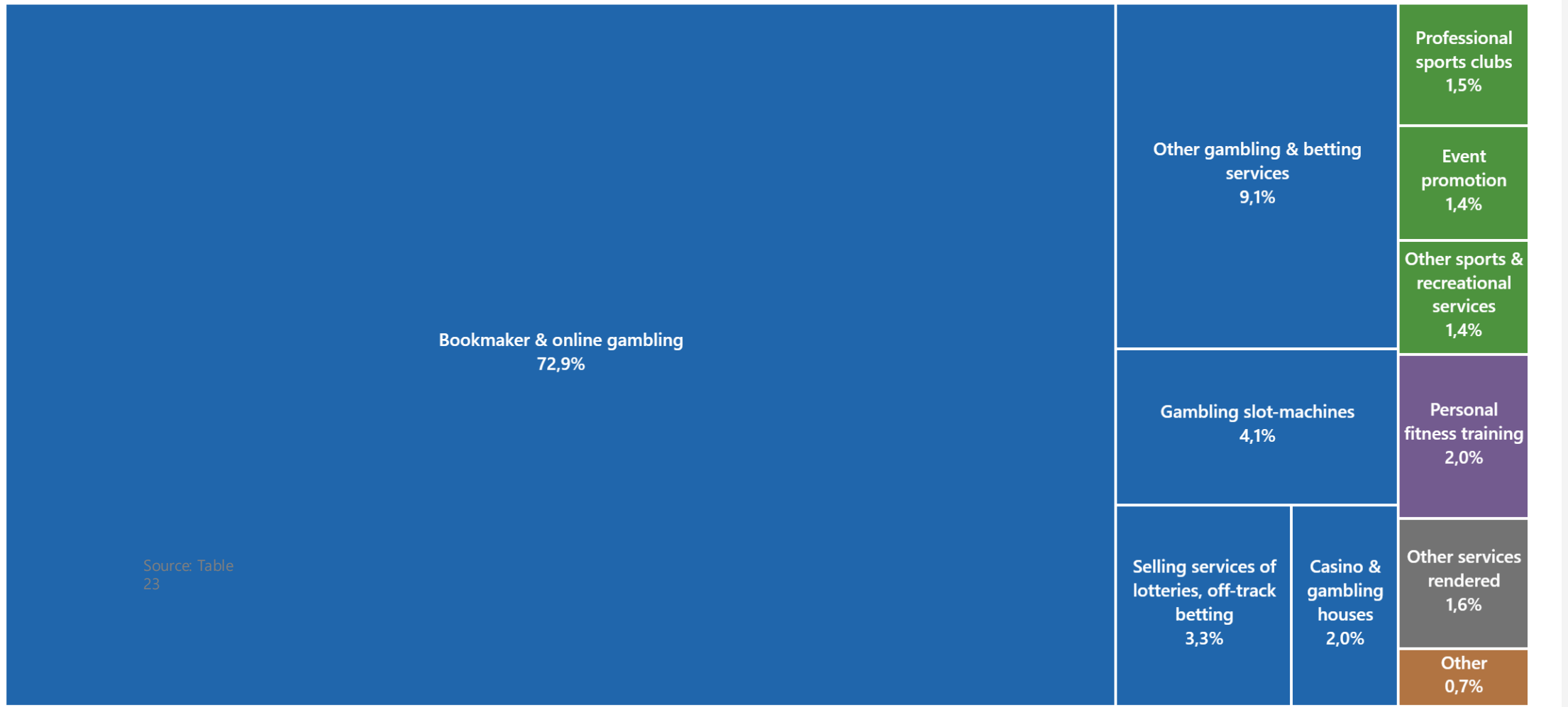


Breakdown of income from services rendered: **Sporting & other recreational activities**

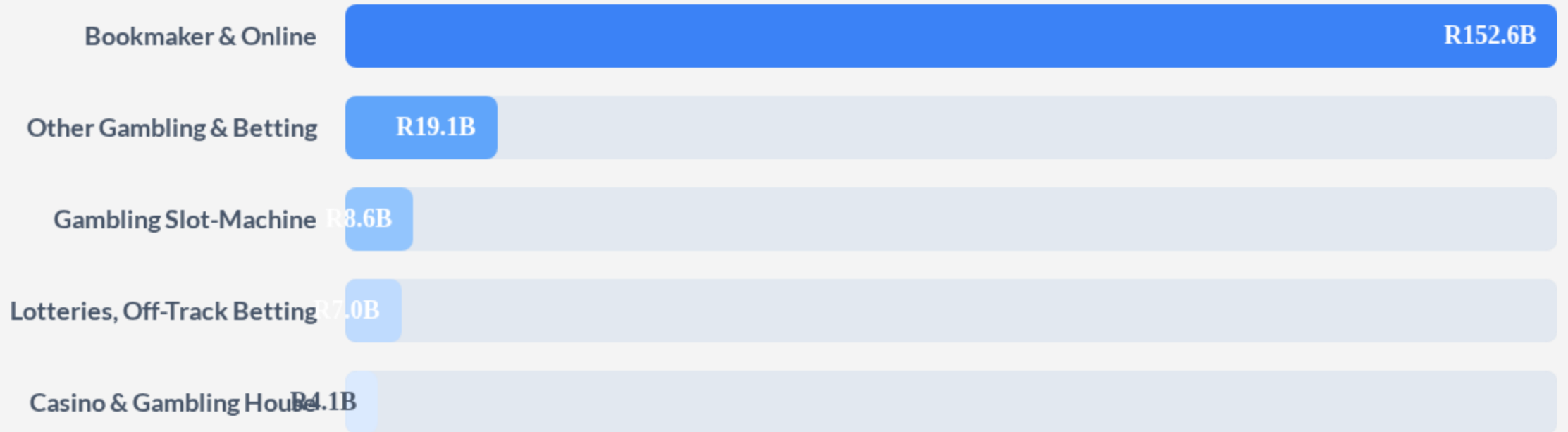
Total:

R209,1 billion

● Sports services
 ● Gambling & betting
 ● Personal fitness trainer services
 ● Other sporting & recreational services
 ● Other services rendered

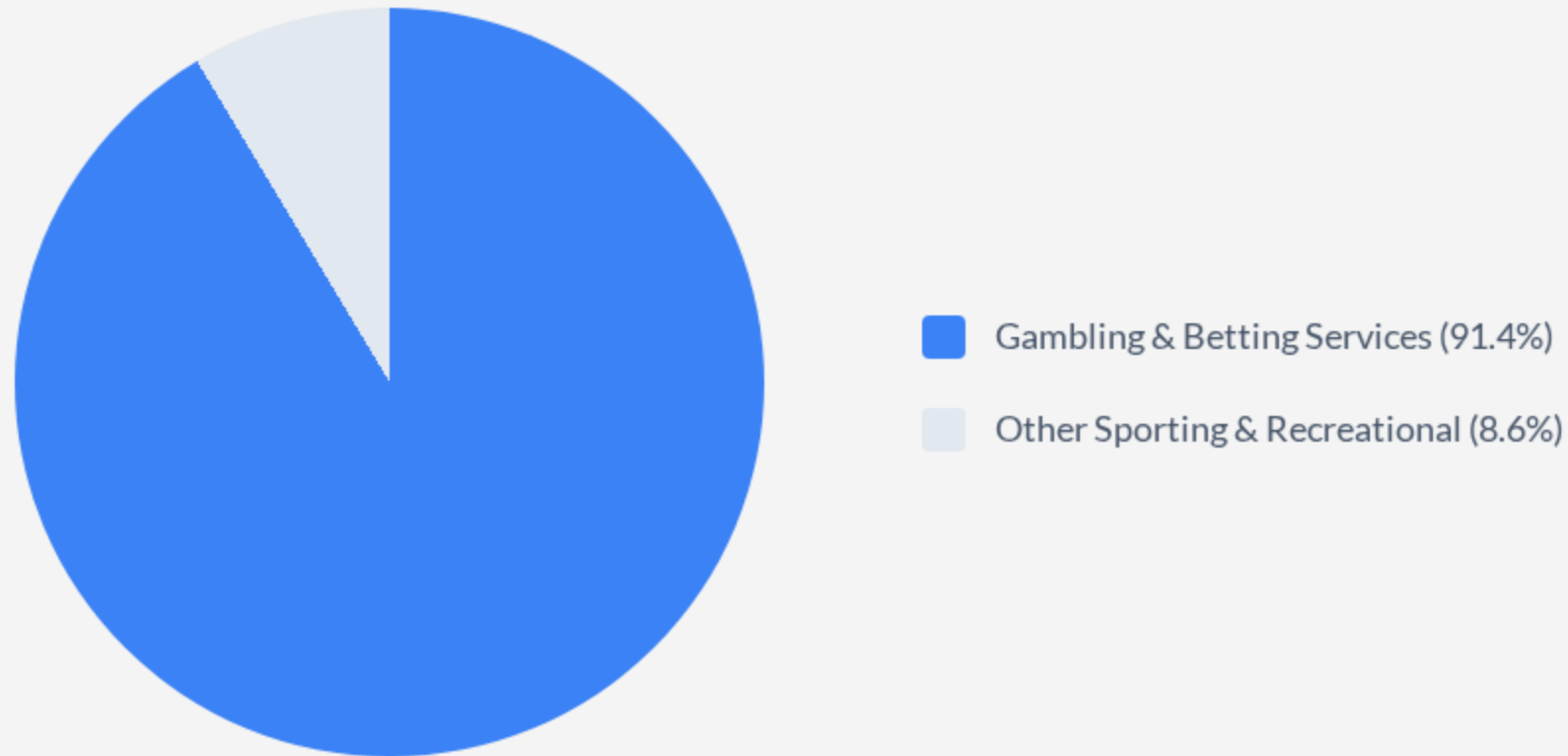


Breakdown of Gambling Services Income (2023)



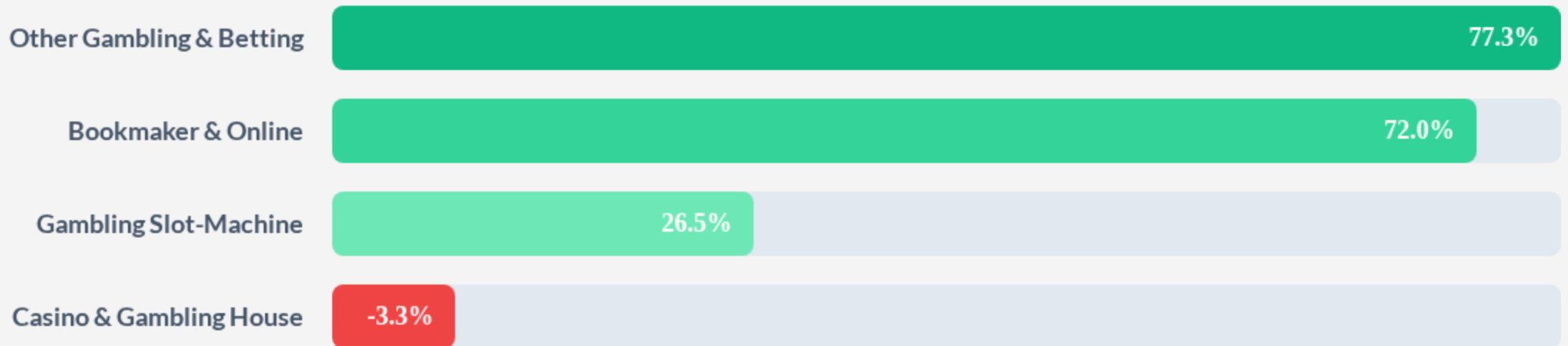
Total 2023 income: R191.4 Billion. Bookmaker & Online services dominate the market.

Overview of Gambling Expenditure



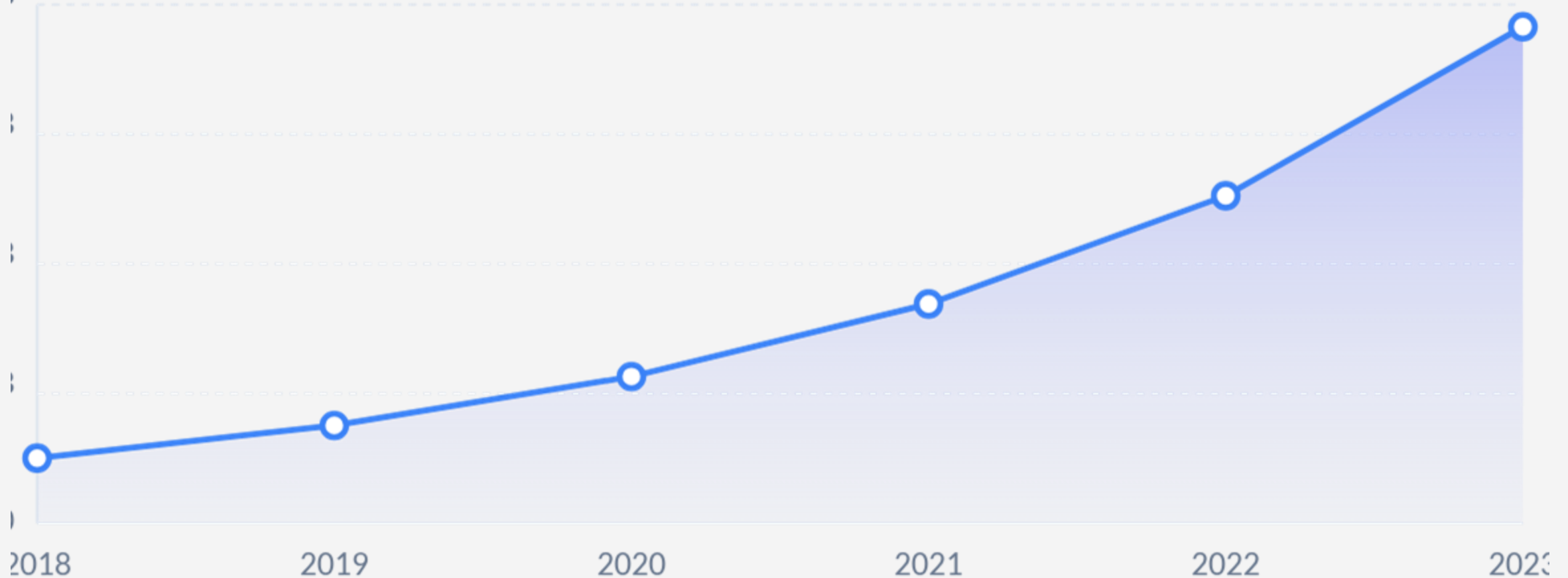
*Total income from gambling and betting services: **R191.4 billion**.
This represents an annualized growth rate of **50.2%** from 2018 to 2023.*

Key Trends: Annualised Growth Rates (2018-2023)






Online and "Other" services show explosive growth, while traditional casino services have declined.

Contribution: Growth of Gambling Income (2018-2023)



Driven by online platforms and new services, total gambling income grew from R25 Billion to R191.4 Billion in five years.

Conclusion

-  **Major Contributor:** Gambling services account for 91.4% of all income in the sporting and recreational activities sector.
 -  **Growth Drivers:** Online gambling and slot-machine services are driving the sector's explosive growth.
Market Shift: Traditional services, particularly casinos, are facing significant challenges and decline, indicating a clear market shift.
 -  **Future Focus:** Continued monitoring and regulation are essential to ensure sustainable growth and address the industry's ethical concerns.
-

Challenges and Opportunities

They Call it a Trap I cant Walk Because I love you too much Baby



Challenges

- Decline in traditional gambling services like casinos (-3.3% annualized).

- Increasing regulatory and ethical concerns surrounding gambling expansion.

<https://youtu.be/RxOBOhRECoo>



Opportunities Or Deeper Risks

- Massive expansion of online and bookmaker platforms.

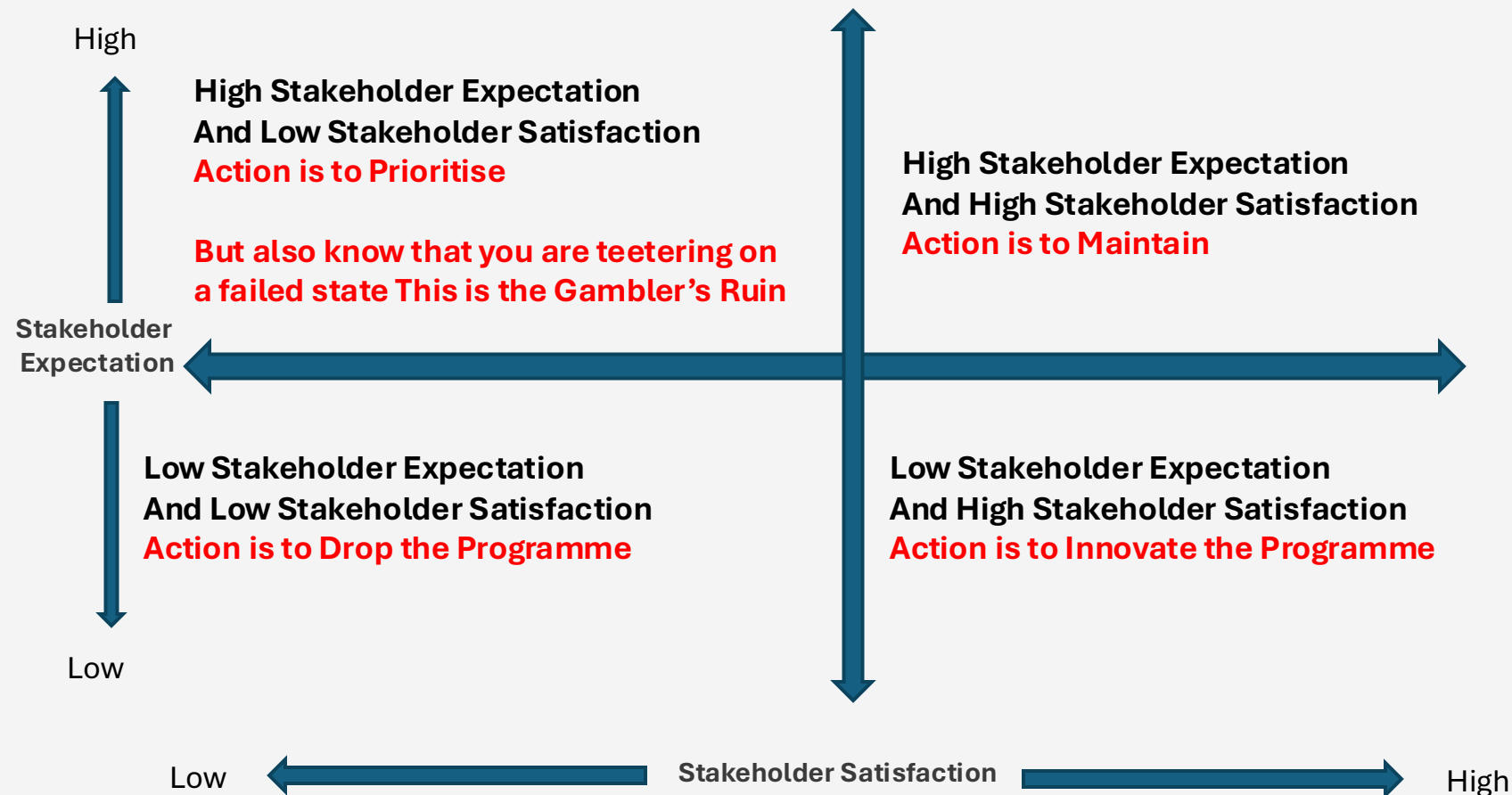
- Significant growth in slot-machine services (26.5% annualized).

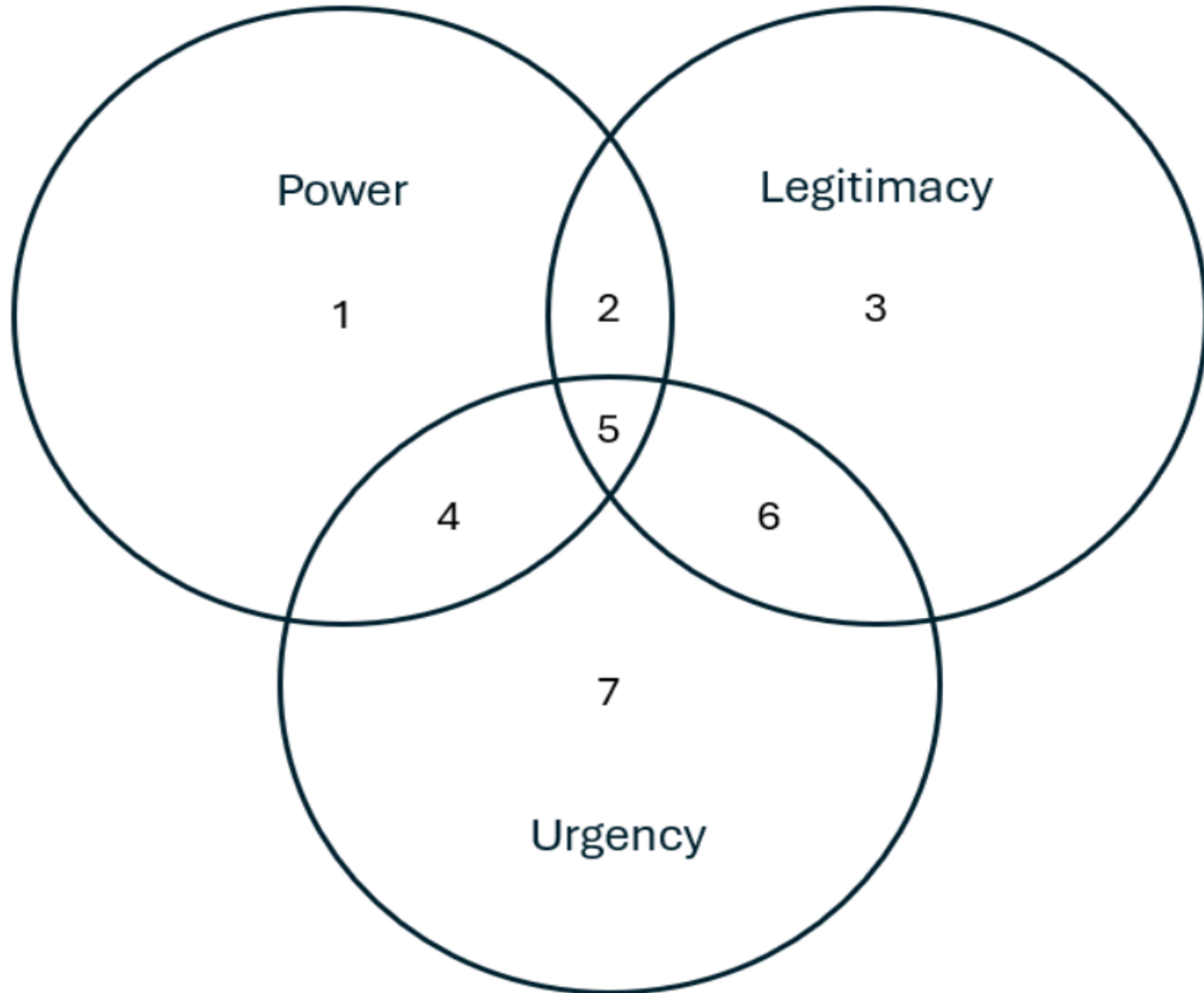
- Potential for innovation in gambling technology and new service offerings.

Does the Current Policy On Gambling Sufficient to Advance Responsible Gambling

Summative Evaluation Of the Current Policy Configuration

AN ASSESSMENT MATRIX OF THE SYSTEM





Stakeholder Categories

1. Dormant
2. Dominant
3. Discretionary
4. Dangerous
5. Definitive
6. Dependent
7. Demanding