

Gambling Harm Awareness Week 2024

Supporter Toolkit

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Introduction

The supporter toolkit contains all you need to know about how to support Gambling Harm Awareness Week 2024. It is designed for any individuals or organisations who would like to support the week and promote the campaign through their own networks.

The toolkit outlines the range of promotional materials available including social media assets, web banners, posters, flyers, and other resources to help promote the campaign.

What is Gambling Harm Awareness Week?

Gambling Harm Awareness Week will run from **18 to 24 November 2024**. This annual event provides an opportunity to raise awareness of gambling harm within the Victorian community and encourage discussion about how gambling affects individuals, families, and the community.

Gambling Harm Awareness Week is supported by the Victorian Government, community organisations and gambling providers.

Why is it important to know what's behind the game?

Gambling products are complicated, making it hard to understand the risks and chances of winning.

Some gambling products are designed to keep people playing for longer, which can lead to gambling harm.

Gambling harm can affect:

- self-esteem
- relationships
- physical and mental health
- work performance
- social life.

This year's campaign focuses on the real chances of winning and offers simple ways to reduce gambling harm, such as setting deposit limits, checking activity statements and taking breaks from gambling.

Campaign concept and messaging

The campaign concept for Gambling Harm Awareness Week 2024 is *Know what's behind the game*, focusing on how gambling products contribute to harm. The campaign also includes resources and tips to help people protect themselves from harm.

This year's campaign encourages people to rethink their chances of winning, and to understand how gambling products work to help them make more informed choices.

Key messages

Know what's behind the game
You're meant to lose, more than you win.

- Gambling products are complicated, making it difficult to understand the risks and real chances of winning.
- To protect yourself, set a deposit limit and check your betting activity statement to see what your bets are costing.
- To protect yourself, set money and time limits and take regular breaks.

Sports and race betting

- Special deals and bonus bets may seem like easy wins. These types of offers entice you to spend more.
- To protect yourself, set a deposit limit and check your betting activity statement to see what your bets are costing.

Poker machines

- Poker machines are designed to make you lose more often than you win.
- Small, frequent payouts draw you in and keep you spending.
- To protect yourself, set a time or money limit, and take regular breaks.

Table games

- Table games are designed to keep you playing longer and spending more.
- The odds are always in favour of the house, no matter the game.
- To protect yourself, set money and time limits and take regular breaks.

Quick facts about gambling harm in Victoria

- Approximately 440,000 Victorians are either at risk of, or already experience gambling harm.
- Those most likely to experience gambling harm are people who gamble on casino table games (36%), followed by sports (35%), bingo (32%) and poker machines (29%).
- Young people are affected by gambling harm at a higher rate than those aged over 65 years, with over a quarter of those aged 18 to 24 years who gamble, experiencing harm.
- Nearly a third of Victorian adults who use poker machines experience at least one harm from their gambling, while 20% experience significant gambling issues.

(Source: Victorian population gambling and health study 2023)

- Common signs of gambling harm include:
 - stress
 - irritability
 - difficulty sleeping or concentrating
 - drinking or smoking more than usual

- not spending as much time with family or friends
 - frequently borrowing money
 - intermittent periods of having lots of cash and no cash
 - an intense interest in sporting odds
 - using multiple betting apps.
- Many people experience negative effects from gambling, like stress, regret and guilt, no matter how much or how often they gamble. These effects can start off small and build up, causing stress in their lives.

Quick guide: How to support Gambling Harm Awareness Week

You can support the week by sharing our campaign assets with your networks, to reach as many Victorians as possible. By encouraging your contacts to share the campaign, together we can help build awareness of gambling harm. Find the full list of resources and more on the [VGCCC website](#).



Host your own Gambling Harm Awareness Week event.



Display a Gambling Harm Awareness Week **poster** in your workplace or community space.



Attend a Gambling Harm Awareness Week event.



Add a Gambling Harm Awareness Week **email signature** to your emails or display a banner on your website or social media profile.



Follow, share, and comment on Gambling Harm Awareness Week **social media** using the hashtags **#GHAW2024** and **#KnowWhatsBehindtheGame**.



Resources for Gambling Harm Awareness Week 2024

Explore the range of downloadable resources and make a plan to promote, share, and display them in the lead up to, and during, Gambling Harm Awareness Week.



Posters in A3 and A4

Display posters in your workplace or community space to get people thinking and talking about gambling harm. [Download posters here](#)


Posters – poker machines


Preview	Poster title	Description
	<p>A4 poster poker machines A3 poster poker machines</p>	<p>A3 and A4 portrait posters outline how poker machines are designed to keep people gambling. It also explains how they can protect themselves from gambling harm.</p> <p>Display this poster in your venue.</p>
	<p>A4 poster poker machines A3 poster poker machines</p>	<p>A3 and A4 portrait posters outline how poker machines are designed to keep people spending. It also explains how they can protect themselves from gambling harm.</p> <p>Display this poster in your venue</p>

Posters – sports and race betting

	<p>A4 poster betting A3 poster betting</p>	<p>A3 and A4 portrait posters which explain how inducements can tempt people to bet more. It also outlines the protections they can use to avoid gambling more than they can afford.</p> <p>Put this poster up in your venue.</p>
	<p>A4 poster betting A3 poster betting</p>	<p>A3 and A4 portrait posters which explain how inducements can tempt people to bet more. It also outlines the protections they can use to avoid gambling more than they can afford.</p> <p>Put this poster up in your venue.</p>

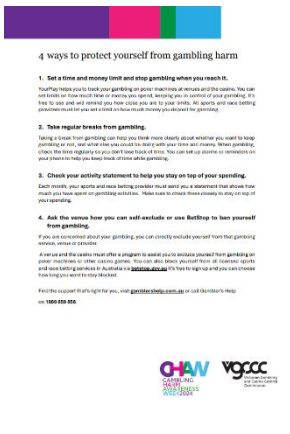

Posters – table games

	<p>A4 poster table games A3 poster table games</p>	<p>A3 and A4 portrait posters which highlight how table games keep people gambling.</p> <p>It also outlines how people can protect themselves from gambling harm.</p>
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	<p>A4 poster table games A3 poster table games</p>	<p>A3 and A4 portrait posters which highlight how table games keep people gambling.</p> <p>It also outlines how people can protect themselves from gambling harm.</p>
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Flyers

Hand out these flyers in your gambling venue, workplace or community space to remind people about how they can protect themselves from gambling harm.

Preview	Flyer title	Description
	<p>A4 flyer - 4 ways to protect yourself from gambling harm Download here</p>	<p>A4 portrait flyer outlining how people can lower their risk of gambling harm by using simple strategies and tools</p>
	<p>A4 flyer - Ways to assist in preventing gambling harm Download here</p>	<p>A4 portrait flyer which reminds gambling venue staff about their how they can prevent gambling harm to their customers. It includes the signs to look out for, and how they can respond to them.</p>

Digital assets

This is a perfect way to promote the week to internal and external contacts. There are a range of assets for you to use where appropriate.

Assets for download include:

- [GHAW logo](#)
- [email signature and header](#)
- [GHAW Campaign static digital banners](#)
- [GHAW Campaign animated digital banners](#)
- [e-newsletter template](#)

Social media tiles

A range of social media assets are available to download to help you promote Gambling Harm Awareness Week in your channels including Facebook, Instagram, and LinkedIn.

Links to social media assets:

[Social media tiles – GHAW branded](#)

[Social media tiles – campaign](#)

Suggested social media posts:

Post topic	Copy	Asset
Supporting GHAW 2024 (pre-week)	<p>We're proud to support Gambling Harm Awareness Week and help Victorians 'know what's behind the game'.</p> <p>From pokies to sports betting, it's important to understand how these products work and your real chances of winning.</p> <p>Mark your calendar for 18–24 November to raise awareness and promote safer gambling practices.</p> <p>Find out more: Gambling Harm Awareness Week Victorian Gambling and Casino Control Commission</p> <p>#GamblingHarmAwarenessWeek2024</p>	<p>Image: Gambling Harm Awareness Week tile</p> <ul style="list-style-type: none"> • 4x5 for feed, • 9x16 for Instagram/Facebook story
You're meant to lose more than you win	<p>You're meant to lose more than you win. This Gambling Harm Awareness Week, know what's behind the game and protect yourself and others from harm. @vicgcc</p> <p>Find out more: How gambling products work Victorian Gambling and Casino Control Commission</p> <p>#GamblingHarmAwarenessWeek2024</p>	<p>Image: You're meant to lose more than you win (PNG or video)</p> <ul style="list-style-type: none"> • You can choose to publish any of the provided assets

<p>How to get support</p>	<p>If you're worried about your gambling, support is always available.</p> <p>Call 1800 858 858 for free and confidential support or visit gamblershelp.com.au.</p> <p>#GamblingHarmAwarenessWeek2024</p>	<p>Image: Support is always available</p> <ul style="list-style-type: none"> • 4x5 for feed • 9x16 for story
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Social media tips

Social media is a great way to promote your participation and support of Gambling Harm Awareness Week.

Best times to post include:

Before the week to let your followers know GHAW is coming up.

During key social viewing times (commute times, lunch and after dinner)

Where possible, link back to the Gambling Harm Awareness Week campaign page on the VGCCC website so people land on the information they need: [Gambling Harm Awareness Week | Victorian Gambling and Casino Control Commission \(vgccc.vic.gov.au\)](http://gamblingharmawarenessweek.vgccc.vic.gov.au)

Tag us on [Instagram](https://www.instagram.com/vicgccc) and [Facebook](https://www.facebook.com/vicgccc) using @vicgccc and add the hashtags #GamblingHarmAwarenessWeek2024 and #KnowWhatsBehindTheGame to your post so we can see it and share it.

Tips for engaging the media

If you want to get media coverage of your organisation's event, here are some handy tips.

Local print media includes daily newspapers, online newspapers, and free weekly community papers. You can get your information into the newspaper via a media release, a story or interview that the journalist prepares, a letter to the editor or by contributing to a column.

Local broadcast media includes regional TV and radio (commercial and community) channels.

Engaging local media

Determine a local 'angle' – create a 'hook' for an interesting story – what's new/unusual/going to happen, who will be there and why.

Create a photo opportunity – arrange a local community leader/group or someone else who is relevant to the event to do something interesting. Provide media with information to support the photos. Note participants do not have to be spokespeople.

Make contact with the local newspaper and/or radio station – consider which presenter or reporter may be most interested in your event. Call them a week or two beforehand to tell them about the event using key points you have prepared earlier to capture their attention.

Write a media alert – this should include the date, time, venue and other details about the event, including the name and phone number of someone they can speak to about it, any photo opportunities and specific areas of interest.

Follow up – after you’ve spoken to the reporter, email your media alert to them and give them a reminder call the day before the event.

Write a media release – this is for you to provide to media on the day of the event. We have prepared key messages that you can tailor to your community and include in the release, which should also include quotes from a spokesperson that a journalist can incorporate into their story (in case they do not interview the spokesperson themselves).

Appoint a spokesperson – the spokesperson will need to know the details of the event, the key messages, some attention-grabbing facts/statistics and a brief anecdote to that personalises the issue. They should practice what they want to say in advance, ensuring they keep information brief and to the point. And they should be readily available to take media calls.

Key contacts at the VGCCC

GHAW campaign support enquiries

T: 1300 599 759

E: contact@vgccc.vic.gov.au

Media support

M: 0427 701 037

E: media@vgccc.vic.gov.au

Thank you for supporting Gambling Harm Awareness Week 2024.