

GambleAware Week

18- 24 October 2021

Promotional Kit

NSW Office of Responsible Gambling



October 2021

Table of Contents

Table of Contents	2
Introduction	3
What is GambleAware Week	3
The plan for GambleAware Week 2021	3
The theme	3
The activity	4
The promotion	4
How to promote GambleAware Week 2021	4
Assets available and suggestions on how to use them	4
Social media tips	5
Social media posts	6
Media Management	7
Preparing your media release	7
Sending your media release	7
When to contact the media	8
TV and radio stations	8
Media Release Template	8
Key messages for GambleAware Week 2021	10
Thank you, and good luck!	11

Introduction

This promotional kit will help you take part in and promote GambleAware Week 2021, 18-24 October. At the time of planning, most of NSW was impacted by Covid-19 lockdowns and restrictions. Although some restrictions are easing, our priority in planning is to ensure that everyone can get involved in a safe way. For this reason, GambleAware Week 2021 is focussed on online activities and promotions. Even without physical events, there are still plenty ways to get involved using the assets we have created and tuning in and sharing our new “Let’s Talk Gambling” podcast series.

This promotional kit contains:

- The plan for GambleAware Week 2021
- How to promote GambleAware Week 2021 – ideas and tips including social media and media engagement.
- Key messages for GambleAware Week
- Other resources

What is GambleAware Week

[GambleAware Week](#) is an annual initiative to increase the awareness of gambling and gambling harm in the NSW community.

It is an opportunity to:

- increase the community’s understanding of risky gambling behaviour,
- encourage gamblers to recognise when their gambling may place them at risk of harm
- provide information on practical ways to keep their gambling under control,
- and, if required, how to get support.

To make sure everyone in our community is GambleAware, the campaign relies on our valued stakeholders to support the week and share the promotions through their own networks.

We all have a role in keeping the community safe.

The plan for GambleAware Week 2021

For the past few years, we have been asking our community to check in their own, their family, friends and colleagues’ gambling. This year, we are encouraging everyone to take it further and start the conversation.

The theme

The theme for 2021 is **Let’s Talk Gambling**. We want everyone to start a conversation – whether that be someone talking about their own gambling or having people start conversations with someone they think may be impacted by gambling.



The activity

To keep the week engaging and to give people the confidence and tools to have the conversations, we will be launching a podcast series called **Let's Talk Gambling**.

Hosted by the Office of Responsible Gambling Director, Natalie Wright, and featuring subject matter experts sharing their insights on topics like kids gaming and gambling, the risks of online gambling, and knowing when it's time to talk, this podcast series gets the conversation started.

There will be seven podcasts:

- Let's Talk Gambling - when is it time?
- Let's Talk Gambling - how do we start the conversation?
- Let's Talk Gambling - the impact of COVID
- Let's Talk Gambling - in multicultural communities
- Let's Talk Gambling - kids and gaming
- Let's Talk Gambling - how pubs and clubs can help their patrons
- Let's Talk Gambling - the rise and risks of online

The podcasts will be streamed on Spotify, Apple Podcast and Google Podcast and available on the GambleAware website and social media channels.

By listening in and starting conversations, we aim to make people feel more confident to talk to people about gambling, and for people who may be at-risk to feel like they would be supported when they are ready to ask for support.

The promotion

The campaign will be promoted with paid advertising on social media, radio and streaming services. We will also be rolling out a public relations program to get media coverage.

We can take care of this side, but we need your help in spreading the message even wider across the whole state. That's where you and this kit can help.

How to promote GambleAware Week 2021

We have created a range of assets for you to promote GambleAware Week. These are all loaded on [our website for download and use](#).

You can display our posters and digital screens in your office, venue or approved public space, post our videos to your social media, or use our newsletter headers to send information out to your stakeholders. And, of course, get everyone to tune in to the Let's Talk Gambling podcast.

We'd love you to share everything! We'd also love it if you could ask your network to promote GambleAware to their network and to their network and to theirs..... The more the merrier!

Assets available and suggestions on how to use them

- Posters in A3 and A4 size
 - There are versions here you can print at home or in the office as well as versions you can send to professional printers. We did not print hard copies this year as it is not known how many places are receiving face to face visitors.



- Videos
 - There are videos that are sized correctly for posting on Facebook and Instagram. We have included some tips on social media later in this kit.
- Images
 - There are countless ways to use these. They could be posted on social media, or as an image to accompany an article in a newsletter or webpage.



- Newsletter banner
 - Why not send a special GambleAware Week newsletter to your network? This banner will help it stand out.



- Email signature
 - This is a great way of letting people know it is GambleAware Week. Don't forget to link it to <https://www.gambleaware.nsw.gov.au/resources-and-education/gambleaware-week>

- Digital screens
 - Grab the attention of your visitors by displaying GambleAware Week on the big screen. These are available in landscape and portrait layout.



All these assets are available on the [GambleAware website](https://www.gambleaware.nsw.gov.au). You can simply download and use but if you have any questions or need more suggestion on how to use them, please email justine.warren@responsiblegambling.nsw.gov.au or call 02 9995 0380.

Social media tips

Social media is a great way to promote GambleAware Week. Here are some tips on how to get the most out of your posts. It doesn't matter if you use our assets or your own.

- Post often. You should post:
 - early – let everyone know GambleAware Week is coming up by posting in the lead up
 - during key social viewing times (lunchtimes and after dinner)
- Where possible, link the post back to the GambleAware website. www.gambleaware.nsw.gov.au/gambleaware-week
This is especially important for the podcasts. Our website is easiest for the listener to find and tune into each episode. It also means that they are right where all the information they need is.
- Tag us on Facebook and Instagram using @GambleAwareNSW Add #GambleAwareWeek to your posts so we can see them and share them
If we can get everyone using this, maybe we can get the #GambleAwareWeek trending.

Social media posts

Here are some examples of copy for social media posts. You can use them as they are or adapt them to suit your organisation. The social media assets are available for download on the [website](#).

- Don't forget to link to the GambleAware webpage so every can tune in to the podcasts.
www.gambleaware.nsw.gov.au/gambleaware-week

General posts

- GambleAware Week is all about increasing awareness of gambling and gambling harm in the NSW community. The new 'Let's Talk Gambling' podcast gets the conversation started with topics like kids gaming and gambling, the risks of online gambling, and knowing when it's time to talk. @GambleAwareNSW #GambleAwareWeek
www.gambleaware.nsw.gov.au/gambleaware-week
- Launching this GambleAware Week, the new 'Let's Talk Gambling' podcast features experts sharing their insights on topics like kids gaming and gambling, the risks of online gambling, and knowing when it's time to talk. Tune in and start a conversation today! @GambleAwareNSW #GambleAwareWeek www.gambleaware.nsw.gov.au/gambleaware-week
- Not sure if it's more than just a bit of fun? Don't know how to start a conversation about gambling? Is your kids' game actually gambling? If you have questions about gambling, tune in to the new 'Let's Talk Gambling' podcast for expert advice and start a conversation today. @GambleAwareNSW #GambleAwareWeek www.gambleaware.nsw.gov.au/gambleaware-week



Podcast topic posts

- Almost one in five people who gamble experience issues with gambling - or are at risk. What does this mean for those of us who do gamble, or know someone who does? How do we know when we need to talk about gambling? Tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek
www.gambleaware.nsw.gov.au/gambleaware-week
- There's been speculation that online gambling has increased due to lockdowns. But what's the real story? Tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek www.gambleaware.nsw.gov.au/gambleaware-week
- Gaming and gambling are part of everyday life. But how much do you know about our kids, the games they play, and their exposure to gambling – and the connection between the two? Tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek
www.gambleaware.nsw.gov.au/gambleaware-week
- There's been speculation about the growth in online gambling and the harm it may be causing. To help us understand what's really happening, and what it means for our community, tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek
www.gambleaware.nsw.gov.au/gambleaware-week
- We all want to reach out to our loved ones when we're worried about them - but when it comes to gambling, it can be hard to know where to start. What do we say? How will they react? Tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek
www.gambleaware.nsw.gov.au/gambleaware-week



- Some people consider gambling part of Australian culture – whether it's Two-up on Anzac Day or having a bet on the Melbourne Cup. But our society is very diverse and so are our attitudes towards gambling. Tune in to the Let's Talk Gambling podcast and explore what gambling means in our diverse communities, and the impact it is having. @GambleAwareNSW #GambleAwareWeek www.gambleaware.nsw.gov.au/gambleaware-week
- Pubs and clubs can play a big part of our social lives - whether to catch up with friends, have a meal, or to celebrate. For some, they are also a place to play the pokies, put on a bet, or try their luck at keno. How can venue staff keep their customers safe from gambling harm? Tune in to the Let's Talk Gambling podcast and find out @GambleAwareNSW #GambleAwareWeek www.gambleaware.nsw.gov.au/gambleaware-week

Media Management

Media interest in GambleAware Week is growing every year. The Office will be dealing with media across NSW to get coverage and we encourage you to reach out to your local outlets. Here are some tips on how to do this as well as a customisable media release template for your use.

Preparing your media release

We have provided a media release template which you can send to local media outlets. All you need to do is customise it to your organisational needs and include a quote from your representative.

You are also welcome to create your own media release. If you do, please:

- Ensure your messaging is consistent with the GambleAware objectives.
- Use a positive and creative tone.
- Use clear, simple language.
- Summarise the key points about GambleAware Week and your activity/service.
- Include a quote from a spokesperson from your service. Ensure they have approved the quote.
- Don't go over one page.
- Include a photo if you can – media are more likely to use a story if they have an image to go with it.

Sending your media release

Local media will be the most interested in covering your story.

Here are our suggestions:

- Research the local publications or media outlets that cover your area and find out their publishing deadlines. Consider online publications, too.
- Find contact details for the editor or journalists. You can usually find their details on their website or call reception and they can provide you the news desk's general email.
- Email the media release to the editor or journalist, then follow up with a phone call the next day if you haven't heard from them. Here is an example.

Introduction script example:

"Hi, this is [Name] calling from [company].

GambleAware Week this year is from October 18 – 24, and [organisation] is helping to raise awareness of gambling and gambling harm in the community.

Key points about your service (location, number of clients), how you are supporting the week.

If any photo opps or special guests/speakers

We think this might be of interest to your *[readers/listeners/viewers]* and would love to *[see/hear]* a piece about GambleAware Week *[on/in media name]*.

I have a media release to send you and would be happy to provide any additional information. Who is the best person to speak to or to send my release?

When to contact the media

Publication Frequency	How far out from deadline to contact
Daily	3 - 4 days prior to the day you want your story to appear
Weekly	4 - 5 days before their deadline for the next weeks publication

TV and radio stations

If you are doing any TV or radio media, please let the Office know so we can track the interviews and find the articles as we have a media monitoring system in place. You can use your own spokespeople, or we can help you arrange one if you prefer. Contact justine.warren@responsiblegambling.nsw.gov.au or 02 9995 3080.

Don't forget to provide speakers with the key messages below to ensure the GambleAware Week message is consistent across the state.

Media Release Template

You are welcome to use the template on the following page. All you need to do is insert the details of your organisation and location. There are quotes provided that keep the message consistent, but these can be edited to reflect your organisation and perspective as appropriate.

MEDIA RELEASE

‘LET’S TALK GAMBLING’ THIS GAMBLEAWARE WEEK

This week marks GambleAware Week in New South Wales, and everyone in <community/region/area location> is encouraged to think and talk about the impacts of gambling – on themselves, people they know, and our community.

The week runs from on 18 – 24 October, coinciding with the reopening of the state and people making their way back to gaming venues.

The theme this year is ‘Let’s talk gambling’, and <insert lead local service provider name and location> encourages us all to have open and honest conversations with each other about our gambling behaviour.

“We’re all looking forward to reconnecting, but we need to be on the lookout for signs that could flag gambling is an issue for ourselves, our friends or our loved ones,” <Mr/Ms/Mrs Last name of spokesperson said>.

“For many people gambling is an occasional bit of fun, but for some it can become an issue, so being ready to have the conversation is really important.

“We shouldn’t be afraid to talk about gambling. Being gamble aware means knowing and spotting the signs before it becomes an issue.”

To mark GambleAware Week 2021, the NSW Office of Responsible Gambling has launched a podcast series, ‘Let’s Talk Gambling’, to get the conversation started.

Expert guests will drill into some tough topics including kids gaming and gambling, how to start a conversation with someone you’re worried about, and the impact of Covid-19 on gambling. The series will also include real stories from people sharing their own personal experiences with gambling harm.

“The ‘Let’s Talk Gambling’ podcast series is a great way for the <community/region/area location> community to learn about aspects of gambling that they might not think about, as well as the issues that worry them,” <Mr/Ms/Mrs Last name of spokesperson said>.

To access the ‘Let’s Talk Gambling’ podcast, head to GambleAware.nsw.gov.au/gambleaware-week.

The GambleAware phoneline 1800 858 858 is open 24 hours a day for anyone needing support. It is free and confidential. Otherwise, call your local GambleAware service provider <name of local service provider>, on phone <number>

Contact for media requests: Name, phone number (mobile recommended)

Key messages for GambleAware Week 2021

To ensure we are all using consistent messaging, below are some key talking points you might use when addressing the media.

What is GambleAware Week?

GambleAware Week is an annual initiative to increase awareness of gambling and gambling harm in the NSW community. In 2021 it will be held from 18 – 24 October. The week encourages everyone to think and talk about the impacts of gambling – on themselves, people they know, and our community. The week aims to help people have open conversations about gambling, recognise when their gambling may place them at risk of harm, and provide information on practical ways to keep gambling under control and how to get help if needed.

GambleAware Week 2021 coincides with the reopening of many venues across NSW and the Spring Racing Carnival, so it is even more important that we are encouraging open conversations with each other about how we gamble, and what the risks are.

What does it mean to be gamble aware?

For most people gambling is an occasional bit of fun, but for some it can become a serious issue, so being ready to have a conversation is really important.

For individuals who gamble, being gamble aware is about understanding the risks and having strategies to avoid gambling getting out of hand. This might mean keeping gambling within affordable limits of money and time, treating the experience as a fun activity and not a way to make money, and only gambling in a way that is enjoyable, and in balance with other activities.

For the community, being gamble aware is about understanding the risks, and knowing the signs that gambling might be getting out of hand, so you are prepared to have the conversation when needed.

For gambling providers and operators, being gamble aware is about understanding the harm that gambling can cause, and opening the conversation to ensure that customers have a positive experience and participate without experiencing harm. For those that struggle with gambling, it's about providing support to customers to exclude themselves from gambling and access professional support.

Why do we need to be gamble aware?

For most people gambling is an enjoyable activity. However, gambling is a serious issue for a small number of people in our community, and it can be the cause of harm to them and others.

Gambling harm can relate to financial, health, relationships, education and employment, social and psychological wellbeing. It is good for the whole community if we can help people who may be facing issues with gambling to seek and access help sooner rather than later.

Why are we encouraging people to talk gambling?

Many of us are now starting to reconnect with each other after months of limited interaction. Gaming rooms have reopened, and the Spring Racing Carnival is in full swing, so we need to be on the lookout for signs that could flag gambling as an issue for ourselves, our friends, our colleagues or loved ones. Our gambling behaviours and personal situations may have changed during lockdown, so it's important for us to have open conversations with our friends, family and peers about risky gambling behaviours, and how we can support each other to address these issues.

What tools are provided to help start the conversation?

The Let's Talk Gambling podcast is one way for us to start these conversations.

Expert guests will drill into some tough topics – like kids gaming and gambling; how to start a conversation with someone you're worried about; and the impact of Covid-19 on gambling. The podcast series will also include real stories from people sharing their own personal experiences with gambling harm.

You can access the Let's Talk Gambling podcast at GambleAware.nsw.gov.au/gambleaware-week

Where can people get help?

GambleAware NSW provides free and confidential support for anyone experiencing issues with gambling, including family members and friends. GambleAware provides:

- Phone counselling available 24 hours a day, 7 days a week on 1800 858 858
- Face to face therapeutic and financial counselling in communities right across NSW
- Online chat with a gambling counsellor via live online chat or email 24/7
- Services for people from Aboriginal and multicultural communities

Thank you, and good luck!

We hope you find this kit and our online resources helpful. Covid may impact how we celebrate GambleAware Week, but it won't stop us from providing valuable information for the community.

If you need help or advice on anything featured in the promotional kit, or additional tips or support, please contact Justine.Warren@responsiblegambling.nsw.gov.au or call 02 9995 0380.