

GambleAware Week 2024

Promotional pack

The Office of Responsible Gambling



Help make GambleAware Week a success

We need your help to get everyone in the community talking about safer gambling, this GambleAware Week.

You can promote the campaign messages through your networks by amplifying the creative or hosting an event.

This kit includes important information to help you get involved including:

- [Key campaign messages](#)
- [Links to download creative assets](#)
- [Hints, tips and copy ideas for social media](#)
- [Guidelines for sending out local media releases](#)
- [Ideas for events to get your community involved](#)



GambleAware Week 2024

Theme: *Safer gambling. Are you on board?*

This year we are sharing tips on how to gamble more safely and encouraging people to think about what this looks like. Key messages include:

- setting and sticking to limits when gambling
- not chasing losses
- only gambling while sober
- balancing gambling with other activities

Promotion:

- GambleAware Week will be promoted through paid advertising on social media, radio and streaming services.
- There will also be public relations campaign to extend the reach of messaging via media coverage.
- Stakeholders, industry partners and community organisation will host events though out the state.



Watch the campaign video



Key messages

- GambleAware Week aims to increase community awareness of the risks of gambling and gambling harm.
- The theme for this year's campaign is *Safer gambling. Are you onboard?*
- It focuses on raising awareness of safer gambling practices and encourages people to reflect on their gambling and the gambling of those around them.
- Creative assets focus on four key strategies:
 - setting and sticking to limits when gambling
 - only gambling while sober
 - balancing gambling with other activities
 - not chasing losses
- [Events](#) will be held across the state during the week to educate the community about gambling risks and harm and the wide range of information and support available through GambleAware.
- GambleAware offers free and confidential support 24 hours a day, seven days a week.
- In-language support is available for people from culturally and linguistically diverse backgrounds.
- You can contact GambleAware by calling 1800 858 858 at anytime or visiting www.gambleaware.nsw.gov.au

Help promote GambleAware week

Support GambleAware week by amplifying the campaign across your channels and networks.

All assets are available on the [GambleAware website](#) for you to download and use.

If you have any questions or need assistance on how to use the assets, please [email us](#).

Don't forget you can link your digital placements through to the [campaign landing page](#).



Videos

- 1 x 30 second videos
- 3 x 15 second video
- Available formats: 16x9; 9x16 and 1x1

Videos can be used across multiple channels including social media and websites.

> Download



Social media tiles

- Videos (1x1; 9x16)
- Images (1x1; 9x16)

Tiles can be used to create social media posts which promote safer gambling strategies.

> Download



Digital screens

- 5 x landscape screens (1020x1080)
- 5 x portrait screens (1080x1920)
- 5 x splash screens (3024 X 2268)

Grab the attention of your visitors by displaying GambleAware Week messages on your screens.

> Download

Help promote GambleAware week



Posters and flyers

- 4 x A3 posters
- 4 x A4 posters
- 1 x A5 flyer

These can be printed at home or in the office or sent to a professional printer. Display them wherever you can, including in your organisation or ask around for opportunities to display them in other approved community locations.

[> Download](#)



Display/web banners

- Display banners (GIFS)
- Static tiles (png)

There are countless ways to use these assets.

Whether it's on your website, in your newsletters or in your email, these images are easy to insert anywhere.

[> Download](#)



Email signatures

- 5 x banners (png)

This is a great way of letting people know it's GambleAware Week.

Don't forget to link them to GambleAware.nsw.gov.au

[> Download](#)



Print ad

- 1 x quarter page ad

Run ad in your local paper or community newsletters to help promote GambleAware Week.

[> Download](#)

In-Language assets

GambleAware Week assets have been translated into:

- Korean
- Arabic
- Simplified Chinese
- Traditional Chinese
- Greek
- Italian
- Nepalese
- Vietnamese



Posters

- A3 posters
- A4 posters

These can be printed at home or in the office or sent to a professional printer. Display them wherever you can, including in your organisation or ask around for opportunities to display them in other approved community locations.

[> Download](#)



Social tiles

- Images 1x1; 9x16

Create social media posts to promote the different safety messages using our ranges of in-language tiles.

[> Download](#)



Digital screens

- Landscape screens (1020x1080)
- Portrait screens (1080x1920)

Grab the attention of your visitors by displaying GambleAware Week messages on your screens.

[> Download](#)

Social media hints and 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 but having a consistent message across NSW helps.

- 1 You should post:
 1. Before the week to let everyone know GambleAware Week is coming up.
 2. During key social viewing times (commute times, lunch and after dinner).
- 2 Where possible, link back to the GambleAware website so people land right on the information they need: <https://www.gambleaware.nsw.gov.au/learn-about-gambling/gamble-more-safely>
- 3 Tag us on Facebook and Instagram using @GambleAwareNSW. Add #GambleAwareWeek2024 to your post so we can see and share them. If we can get everyone doing this, maybe we can get the #GambleAwareWeek trending.



Social posts to share

Here are some examples of social media posts. You can use them as they are or adapt them to suit your organisation. Don't forget to tag @GambleAwareNSW in your posts and link them to the campaign landing page <https://www.gambleaware.nsw.gov.au/learn-about-gambling/gamble-more-safely>

Post	Copy	
<p>GambleAware Week - 30" video</p> 	<p>Make sure you check in this GambleAware Week, where safer gambling is ready for take-off. ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p> <p>Safer gambling takes off this GambleAware Week. Are you following these tips to protect yourself from gambling harm? ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p>	<p>Video - share the YouTube link or download the video from the website.</p>
<p>Setting limits and exit when you reach them</p> 	<p>Check in this GambleAware Week and follow this safer gambling tip. ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p> <p>Get onboard with this safety tip and always exit when you hit your limit. 🕒👤 Check in with @gambleaware #GambleAwareWeek2024</p>	<p>Image – download the tiles from the GambleAware website. Don't forget to post to your story as well.</p> <p>Video - share the YouTube link or download the video from the website.</p>

Social posts to share

Post	Copy	
<p>Stay sober while gambling</p> 	<p>Check in this GambleAware Week and follow this safer gambling tip. ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p>	<ul style="list-style-type: none"> Image – download the tiles from the GambleAware website. Don't forget to post to your story as well. Video - share the YouTube link or download the video from the website.
	<p>Get onboard with this safety tip and always keep a clear head when gambling. 🚫 Check in with @gambleaware #GambleAwareWeek2024</p>	
<p>Balance gambling with other activities</p> 	<p>Check in this GambleAware Week and follow this safer gambling tip. ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p>	<ul style="list-style-type: none"> Image – download the tiles from the GambleAware website. Don't forget to post to your story as well. Video - share the YouTube link or download the video from the website.
	<p>Get onboard with this safety tip and enjoy other hobbies. 🎮🏠 Check in with @gambleaware #GambleAwareWeek2024</p>	
<p>Don't chase losses if you're down.</p> 	<p>Check in this GambleAware Week and follow this safer gambling tip. ✈️👤 @GambleAwareNSW #GambleAwareWeek2024</p>	<ul style="list-style-type: none"> Image – download the tiles from the GambleAware website. Don't forget to post to your story as well.
	<p>Get onboard with this safety tip and walk away if you're down. 🙅🚫 Check in with @gambleaware #GambleAwareWeek2024</p>	

Guidelines for local media releases

Media interest in GambleAware Week is growing each year and we believe this year will be no different. We will work with our PR agency, Hardman Communications to get coverage. We also encourage you to also reach out to your local media to promote your activity or organisation.

Let us know if you're doing **TV or radio media**, so we can track the interviews/articles via our media monitoring system in place.

Alexandra Williams (alexandra@hc.net.au) can assist you to make sure you make the most of the opportunity or help with spokespeople or messaging.

1 Preparing your media release

There is a customisable media release for your organisation to share with your local media outlets. Please [reach out](#) if you would like us to provide this to you. All you need to do is tailor it to your needs and include a quote from your representative.

You can also create your own media release. If you do, please:

- Ensure your messaging is consistent with the GambleAware Week objectives.
- Use a positive and creative tone.
- Use clear and simple language.
- Summarise the key points about GambleAware Week and your activity/service.
- Don't go over one page in length (where possible).
- Include a photo – media are more likely to use a story if they have an image to go with it.

Guidelines for local media releases

2

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 (see a script example)
- 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.
- Contact the outlet in advance of when you want the story to run:
 - 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



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

GambleAware Week this year is from October 21-27, and [organisation] is helping to raise awareness of gambling and gambling harm in the community. State key points about your service/event, any photo ops 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?

Host your own GambleAware Week event

Events are a great way to directly engage with the community or stakeholders. There are lots of ways to be active in spreading the safer gambling message this GambleAware Week.



- Host an information stand at your venue.
- Partner up with your local [GambleAware providers](#).
- Identify an event that is already happening in the community and ask to be a part of it to promote GambleAware Week.
- Reach out to your local club or community contacts such as libraries or community groups, weekend sports to see if they would agree to providing a space for you to set up an information stand.
- Hold a seminar or workshop for the community, stakeholders, industry, or support workers.

We will have an events calendar on the GambleAware website. Register your event with us so we can help promote it.

> Register your event today

Thank you for your support

We hope you find this kit and our online resources helpful.

If you need help or advice on anything in this kit, or additional tips or support, please us at:

- info@responsiblegambling.nsw.gov.au
- 02 9995 0992