



Paul Toole
Minister for Lands and Forestry
Minister for Racing

MEDIA RELEASE

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‘SHOW SOME BETIQUETTE’ DURING FOOTY FINALS

An innovative campaign, which urges young men to “show some Betiquette” is being run by the NSW Government for the footy finals, Minister for Racing Paul Toole said today.

The successful Betiquette advertising campaign takes a novel and humorous approach to encourage young men to think carefully when betting on sports so they stay in control.

“Betiquette tackles a serious problem in a light-hearted way and is designed to particularly resonate with young men who face higher risks of gambling harms than other adults,” Mr Toole said.

“It has a range of thought-provoking messages such as knowing when to stop betting, planning your bets, overcoming peer pressure and not betting under the influence of alcohol.

“The campaign was launched last year and achieved strong results, with research showing almost two-thirds of the target audience took some action after exposure to it.”

The campaign targets young men, as 90 per cent of online sports bettors are male with an average age of 31.

The social media and digital campaign will run from today until the NRL grand final on Sunday 30 September, with ads timed to coincide with match broadcasts when people are most likely to gamble.

The campaign is supported by the NSW Responsible Gambling Fund, which is providing \$25 million in 2018/19 for initiatives to prevent and reduce harms linked to problem gambling.

For more information, visit the [Betiquette website](#)

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