

# GambleAware Week 2023 Promotional Kit

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## Introduction

This promotional kit has been designed to help you take part in and promote GambleAware Week 2023.

To make sure everyone in our community is GambleAware, the campaign relies on our valued stakeholders supporting the week and sharing the campaign and it's important messaging through their own networks.

This kit includes important information to help you get involved including the plan for the week, key messaging for a consistent approach as well as materials, resources and tips to help you promote the week.

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## What is GambleAware Week

GambleAware Week, 16 – 22 October 2023, is an annual initiative to increase 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.

The week is not only focussed on those impacted by gambling but aims to speak to the whole community as we all have a role in keeping the community safe.

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## The plan for GambleAware Week 2023

We have created a campaign that is relevant, relatable, and shareable so we can reach everyone in NSW.

### The theme and messaging

Last year we asked our community 'What's Gambling Costing You?'. In 2023, we believe this question is even more important.

On the surface, the question encourages people to think about their finances. But the creative takes it further. Using examples, it drives the audience to really think about all the costs of gambling in addition to finances. It asks people to consider the impact gambling can also have on our relationships, career, and wellbeing.

Gambling harm looks different to everyone, so this campaign helps people to reflect on how gambling is impacting them and those around them, particularly the impacts on their finances, mental health, relationships, and work.

## The promotion

The Office of Responsible Gambling will be promoting GambleAware Week with paid advertising on social media, radio and streaming services. We will also be rolling out a proactive public relations program to get media coverage to extend the reach of messaging.

But to make sure we reach everyone in NSW we need your help.

This kit includes information on how you can get involved and promote the campaign including using materials and resources, how to deal with the media and some event planning tips.

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## How to promote GambleAware Week 2023

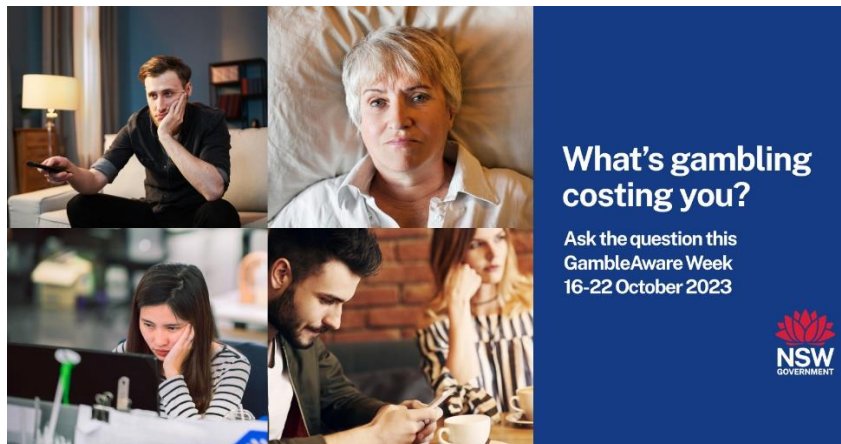
We need you to share the campaign with your networks and ask your stakeholder to share with their networks and their networks to share with their stakeholder and share ..... you get the idea. We want everyone to be involved to give us a good chance of reaching everyone across the state.

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

You can display our posters and digital screens in your office, venue or approved public space, post the videos to your social media accounts, or use the website and newsletter header to send information out to your stakeholders.

But why not go bigger and plan an event where you can speak directly to and engage with the community.

## Assets available and how to use them



- Posters in A3 and A4 size
  - These can be printed at home or in the office or sent to a professional printer. Display them wherever you can including in your own organisation and ask around for opportunities to display them in other approved community locations.
- Videos
  - There are videos available in different lengths, formats, and sizes for use across multiple channels including different social media and websites. We have included some tips on social media later in this kit.

- Images/tiles
  - There are countless ways to use these. On social media, for newsletters or on websites, these images are easy to insert anywhere.
- Digital screens
  - Grab the attention of your visitors by displaying GambleAware Week on the big screen. These are available in landscape and portrait layouts.
- E-signatures and banners
  - This is a great way of letting people know it's GambleAware Week. Don't forget to link them to [GambleAware.nsw.gov.au](https://www.gambleaware.nsw.gov.au)
- CALD resources
  - We have created posters and social media tiles relevant for Aboriginal, Vietnamese, Korean, Chinese, and Arabic audiences.

All of these resources 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 assistance on how to use the assets, please email [info@responsiblegambling.nsw.gov.au](mailto:info@responsiblegambling.nsw.gov.au).

## 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 but having a consistent message across NSW helps.

Social media assets are available on our [website](https://www.gambleaware.nsw.gov.au).

- 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 (commute times, lunch and after dinner).
- Where possible, link back to the GambleAware website so people land right where the information they need is: <https://www.gambleaware.nsw.gov.au/>.
- Tag us on Facebook and Instagram using @GambleAwareNSW. Add #GambleAwareWeek to your post so we can see them and share them. If we can get everyone doing this, maybe we can get the #GambleAwareWeek trending.

## Social media post ideas

Here are some examples of copy for social media posts. You can use them as they are or adapt them to suit your organisation. Don't forget to link to <https://www.gambleaware.nsw.gov.au/>.

<b>General</b>	<p>GambleAware Week is all about increasing awareness of gambling and gambling harm.</p> <p>What's gambling costing you? @GambleAwareNSW #GambleAwareWeek</p>
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<p><b>Video 15 sec</b></p> <p><a href="https://www.youtube.com/shorts/ZEZoBTtTe1l">https://www.youtube.com/shorts/ZEZoBTtTe1l</a></p> <p><i>Share this link or download from the website</i></p>	<p>Gambling harm looks different for everyone.</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Video 30 Sec</b></p> <p><a href="https://www.youtube.com/shorts/DR8oRpbol7M">https://www.youtube.com/shorts/DR8oRpbol7M</a></p> <p><i>Share this link or download from the website</i></p>	<p>Gambling harm looks different for everyone.</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Work message</b></p> 	<p>Gambling harm looks different for everyone. For some, it’s getting in the way at work. (computer emoji)</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Staycation message</b></p> 	<p>Gambling harm looks different for everyone. For some, it’s taking a staycation instead of an overseas vacation. (palm tree emoji)</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Date message</b></p> 	<p>Gambling harm looks different for everyone. For some, it’s being distracted on date night. (phone and rose emojis)</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Sleep message</b></p> 	<p>Gambling harm looks different for everyone. For some, it’s losing sleep. (zzz emoji)</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>
<p><b>Image carousel/gif (all 4 message images together)</b></p>	<p>Gambling harm looks different for everyone.</p> <p>What’s gambling costing you? (thinking emoji)</p> <p>Ask the question this #GambleAwareWeek @GambleAwareNSW</p>

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## Media Management

Media interest in GambleAware Week is growing every year. This year, various gambling related issues are on people's radar, and combined with the relevance of our theme to cost-of-living pressures, we believe media interest this year will be high.

The Office of Responsible Gambling, with our PR agency, Hardman Communications, will be dealing with the media across NSW to get coverage but we encourage you to also reach out to your local media to promote your activity or organisation.

### Preparing your media release

We have a customisable media release template for your organisation to share with your local media outlets. Please reach out to us 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 are also welcome to 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, 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.

### 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.

Here is an example script to make the call:

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

GambleAware Week this year is from October 16 – 22, and [organisation] is helping to raise awareness of gambling and gambling harm in the community.

*State key points about your service/event, 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?

- 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.

## 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

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. Our PR agency can also assist you to make sure you make the most of the opportunity or help with spokespeople. Contact Kendi Burness-Cowan on 0432 364 993 or [kendi@hc.net.au](mailto:kendi@hc.net.au) and she will assist.

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

## Events

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

We will be hosting an events calendar on our GambleAware Week webpage so make sure you register the event with us so we can help promote it. Register using [this form](#).

### Ideas for events

- Host an information stand at your venue.
- Partner up with your local GambleAware service providers. There is a contact list on the [website](#).
- 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.
- Identify an event that is already happening in the community and ask to be a part of it to promote GambleAware Week.
- Think outside the box. Here are a few awareness programs on at the same time you could tie in with GambleAware Week.
  - National Carers Week could be tied in with Is gambling costing you time away from what matters?
  - World Cyber Security Month for a focus on the risk of online gambling, particularly with offshore operators.
  - National Bird Month have an Aussie Backyard Bird Count, you could host an activity to get people outdoors and away from gambling.
  - Get Online Week where you could run a course so people can learn connect with others instead of the isolation of gambling.

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## Key messages

- GambleAware Week is about the whole community. It's about asking all of us to take a moment to reflect on our own gambling, and that of the people around us.
- The theme of GambleAware Week 2023 is- 'What's gambling costing you?' – and asks people to think about the costs beyond just money, whether it be impacts on health, relationships, or work.
- These are the often-hidden costs which can slowly creep up on gamblers before they find they're in serious trouble. This is particularly important in the current economic environment, when cost of living is high on many people's agenda.
- The week raises awareness of the potential pitfalls of gambling and helps connect people at risk with support services through GambleAware.
- We want people to understand the signs when gambling could be becoming a problem. Understanding early indicators like changes in spending, sleep patterns, mood, skipping work or social activities can help people head off a problem before it develops.
- Check in on yourself, your family, friends, customers, and colleagues and ask the question – What's gambling costing you? For most people, gambling is an occasional activity that provides a bit of fun, but for some it can become problematic.
- Help through GambleAware is tailored to the needs and circumstances of an individual. There are now more ways than ever to have a bet with the rise of online gambling and sports betting. There are also constant reminders with gambling advertising online, in our communities and in the media encouraging people to gamble.
- This means it's more important than ever for people to check in on their gambling or have a chat with someone close to them.
- There will be activities across the state during GambleAware Week to educate the community about the risks of gambling harm and the wide range of information and support available from GambleAware.
- GambleAware Week runs from Monday 16 October to Sunday 22 October. Resources are available at [www.gambleaware.nsw.gov.au](http://www.gambleaware.nsw.gov.au)
- The GambleAware phoneline 1800 858 858 is open 24 hours a day for anyone needing support. It is free and confidential. In-language support is also available for those from diverse cultural backgrounds.

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## Thank you, and good luck!

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

If you need help or advice on anything featured in this promotional kit, or additional tips or support, please contact The Office of Responsible Gambling at [info@responsiblegambling.nsw.gov.au](mailto:info@responsiblegambling.nsw.gov.au) or call 02 9995 0992.