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## STATEWIDE CAMPAIGN TARGETS YOUNG MEN WITH GAMBLING HANGOVERS

**A \$1.8 million Statewide problem gambling awareness campaign has been launched to target young men 'the morning after' when feelings of remorse about gambling losses are at their peak, Gaming and Racing Minister Graham West announced.**

Mr West said the ***Gambling Hangover*** campaign is based on the results of the most recent State wide gambling prevalence study that found men aged 18 to 24 represent 40 percent of problem gamblers in NSW despite being only 12 percent of the population.

"Our research shows that young men developing gambling problems relate to the concept of a gambling hangover – that sick feeling the morning after losing too much money. The ***Gambling Hangover*** campaign hits them when these feelings of guilt and regret are building rapidly and delivers the message – 'it's time to take action'," Mr West said.

"We want to reach these young men before they develop more severe gambling problems and let them know that there is help out there and they are not alone."

Mr West said the two-year ***Gambling Hangover*** campaign – funded by the Lemma Government's Responsible Gambling Fund – includes:

- Powerful ads in the news and sports sections of metropolitan, regional and suburban newspapers
- Ads on breakfast and morning metropolitan and regional FM radio stations
- Graphic billboards at train stations, and ads inside buses and the Sydney Monorail
- A focus on problem gambling hotspots in metropolitan and regional NSW (**see fact sheet for details**)
- An interactive website – [www.gamblinghangover.nsw.gov.au](http://www.gamblinghangover.nsw.gov.au)
- An innovative SMS service - **199LIMIT** - allowing young men to access help and advice instantly
- Ads on the Yellow and White Pages websites
- Problem gambling flyers, posters and workbooks at 1700 locations across NSW including universities, TAFE colleges, courts, libraries and health centres.

"The ads target young men during the morning after remorse phase when they are travelling to work on a train or bus, in the car listening to the radio, or reading the newspaper at breakfast," Mr West said.

"These advertisements describe how these guys are feeling – sick, anxious, regretful – and deliver the message 'don't ignore it, get onto it' by calling **G-Line**, texting a key word to **199LIMIT** or getting on to the ***Gambling Hangover*** website.

"The radio and newspaper ads will run from Thursdays to Sundays which are the days young men are most likely to go out and gamble.

"The use of SMS and website technology appeals to this age group but also allows them to access help anonymously at any time of the day or night.

"The campaign also encourages friends, partners and family of young problem gamblers to get involved and offers them resources and services."

**Responsible Gambling Fund chairman Reverend Harry Herbert** said the ***Gambling Hangover*** campaign delivers an important message to young men developing gambling problems - that there is free confidential help out there that works.

“There are 48 free problem gambling counselling and support services across NSW including the 24-hour **G-Line 1800 633 635** help service.

“A recent survey found that 90% of clients felt better able to manage their gambling up to six months after receiving help from a face-to-face counselling service.

“But we know these services are more likely to be utilised by people later on in life so this campaign is all about telling young men that this help is available and encouraging them to come forward.”

**Leading Sydney psychiatrist Dr Clive Allcock**, who has been treating problem gamblers for 30 years, has been involved in the development of the campaign.

“This campaign will make young men stop and think about their gambling and ask themselves ‘is it becoming a problem and do I need help?’,” Dr Allcock said.

“Men 18 – 24 are risk takers and gambling is no exception. We need to minimise gambling harm in this age group because these problems can scar them for the rest of their lives.

“This campaign will no doubt help others outside this age group to deal with their gambling problems.”

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**Please Note: Fact Sheet on following page.**

# **Gambling Hangover public awareness campaign**

## **FACT SHEET**

- The State Government's Responsible Gambling Fund is providing more than \$10.2 million to 48 free problem gambling counselling and support services across NSW this financial year. The services operate from over 100 different locations across the State. This includes the 24-hour-a-day, seven-day-a-week G-Line (1800 633 635) telephone counselling and referral service.
- The campaign was designed by Sydney advertising agency The Campaign Palace. The campaign will run from July to September 2008, and again for three-months in 2009.
- The 2006 report *Prevalence of Gambling and Problem Gambling in NSW* found that 0.8% of the NSW adult population are problem gamblers.
- The campaign targets areas identified by the study as having higher-than-State average levels of problem gambling - Western Sydney, South-Western Sydney, and the Murray, Riverina and South East regions as well as areas with a high density of gaming machines including St George, Newcastle, the Illawarra and South Coast will also have additional advertising in their local media.
- Ads will be in the news and sport sections of Statewide newspapers, as well as regional and suburban papers in Newcastle, Wollongong, St George, Sutherland, Fairfield, Penrith, Blacktown, Parramatta, Albury, Wagga Wagga, Bega, Cooma, Goulburn, Young and Batemans Bay.
- Ads will be on major metropolitan FM radio stations, as well as local FM radio stations in Wollongong, Newcastle, Albury, Wagga Wagga, Deniliquin, Cooma and Bega.
- Advertisements will be inside buses travelling through Sydney's Greater West, Inner West and South West, as well as Newcastle and Maitland. Ads will also appear inside the Sydney Monorail.
- Billboards will be at the following train stations: Central, Redfern, Strathfield, North Strathfield, Granville, Rosehill, Auburn, Wentworthville, Pendle Hill, Seven Hills, Blacktown, Merrylands, Guildford, Warwick Farm, Bankstown, Marrickville, Penrith, St Marys, and Lidcombe.
- The ads encourage young people to 'opt-in' immediately via SMS (199LIMIT) or an interactive website – [www.gamblinghangover.nsw.gov.au](http://www.gamblinghangover.nsw.gov.au) (with a special version to make it easier to access by mobile phone).
- Those who use the SMS contact will receive information on help options and the offer of an information pack by email.
- The campaign website has many interactive and multimedia features including:
  - Videos of young gamblers telling their stories
  - A 'gambling calculator' which shows how much money you could lose
  - A 'gambling quiz' to determine if you have a problem
  - A 'take action' list outlining immediate practical steps such as self-exclusion
  - A map where you can click on your home town and find your local counselling service
  - Resources for family and friends of problem gamblers.
- Website visitors can sign up for regular text messages of encouragement to be sent to their phone at times when they are most likely to gamble, and order a free workbook to help identify the causes of their gambling and solutions.