

NSW Office of Responsible Gambling Education and Awareness Agenda 2024-2027

About the agenda

The NSW Office of Responsible Gambling's (the Office) education and awareness initiatives aim to empower individuals and the community to understand their choices about gambling, take action to prevent and reduce gambling harm, and seek support when they need it.

The Education and Awareness Agenda provides a high-level framework outlining how these initiatives will be addressed during the three-year period in line with the [Office of Responsible Gambling Strategic Plan 2024-27](#)

Education and awareness objectives

We aim to prevent and reduce gambling harm experienced by the NSW community through:

- awareness campaigns for the general community
- tailored education and awareness initiatives for culturally and linguistically diverse communities, young people, Aboriginal communities, lower socio-economic and other priority populations
- accessible, engaging and evidence-based information and resources for the general community, priority populations and stakeholders.



Our public health approach in practice

Our education and awareness initiatives are grounded in a public health approach. This means recognising gambling harm as a health and social issue that affects individuals, families and communities and addressing the environmental, economic and social factors that influence gambling attitudes and behaviours.

In practice, this approach involves:

- raising awareness of gambling risks and harms through evidence-informed campaigns and education initiatives
- partnering with organisations to deliver harm minimisation projects tailored to local communities and priority populations
- considering the social determinants of health in program design and delivery
- empowering individuals to make informed choices about gambling
- empowering communities to take action to reduce gambling harm
- developing and promoting accessible and informative resources to support prevention and early intervention
- amplifying lived experience voices in program development and delivery
- supporting initiatives that build safer gambling environments and reduce stigma.

Priority populations

The Office is committed to preventing and reducing gambling harm for people at risk and for the general community. Our education and awareness initiatives aim to promote the health of the entire NSW population by raising awareness of gambling harm as an issue that can affect people from all walks of life.

We also recognise the need to prioritise groups that are more at risk of gambling harm, and that interventions for these populations must be responsive to their needs and circumstances.

Our priority populations include:

- **Men**, who are more likely to gamble and have problems with gambling and are less likely to seek help.
- **Young people aged 12-24**, who participate in different and evolving forms of gambling and gambling-like activities than previous generations, and have significant exposure to gambling, online and through advertising.
- **Culturally diverse communities**, who are more likely to experience gambling harm, despite their lower participation rates.
- **Aboriginal communities**, who can be vulnerable to gambling harm due to factors such as different attitudes towards gambling and higher participation in and exposure to gambling.
- **Veterans**, who are almost twice as likely to experience gambling harm than the general population.
- **People with co-morbidities**, who may be more likely to experience gambling harm and face barriers to accessing support, including those with mental health and substance abuse issues, people with a disability, and those at risk of suicide, homelessness and domestic violence.
- **Affected others**, including carers, partners and family members, who can experience harm as a result of someone else's gambling.

Some populations can influence the gambling harm experienced by others. From an intervention perspective, they represent a strategic opportunity to address gambling harm creatively and effectively.

These influencing populations include:

- **Parents and partners**, who play a significant role in influencing the gambling harm experienced by their children and/or partners.
- **Teachers**, who have unique access and opportunities to influence young people, including through formal education in the classroom.
- **Health and community professionals**, who can provide support to people experiencing gambling harm and make referrals to GambleAware and other support services.

Our approach to projects and programs

Our approach to projects and programs is determined by the needs of the population. We fund and implement education and awareness initiatives through partnerships, grant programs, direct commissioning and developing and delivering work ourselves.

The interventions we use for our projects and programs include:

- **Settings-based approaches**: online and physical settings, such as schools, health and community services, workplaces, and Aboriginal community-controlled organisations, are used to address gambling harm.
- **Awareness campaigns and social media**: education for the general community and priority populations using traditional and digital marketing, advertising and social media. We develop engaging and relevant content to raise awareness of GambleAware and the risks of gambling and gambling harm.
- **Resource development**: to educate the general community and priority populations about gambling harm. These may include factsheets, videos, podcasts and infographics.
- **Capacity building**: strengthening the knowledge and skills of health, community and social service professionals to support people affected by gambling harm. This includes working with GambleAware services, GPs, social workers, counsellors, psychologists and other frontline professionals.
- **Community education**: engaging priority populations through targeted, locally relevant initiatives that reflect the unique needs of different communities.
- **Lived experience**: ensuring people with lived experience contribute meaningfully to the design, development and delivery of education and awareness initiatives.

Evaluation

We evaluate our projects and programs to ensure that they effectively prevent and reduce gambling harm and inform future approaches.

All projects and programs undergo evaluation, either in-house or independently, to assess their effectiveness. Evaluation methods will be tailored to each initiative and aligned with its intended outcomes.

Our Education and Awareness Agenda will be monitored through:

- changes in population indicators collected through population-based surveys
- changes in audience reach as obtained through website and social media analytics
- successful engagement and positive feedback from partners
- increased use of GambleAware services.

Published by the Office of Responsible Gambling
GPO Box 7060, Sydney NSW 2001.

To find out more, visit our website: gambleaware.nsw.gov.au

GambleAware
gambleaware.nsw.gov.au
1800 858 858

