



Paul Toole
Minister for Lands and Forestry
Minister for Racing

MEDIA RELEASE

Thursday, 7 September 2017

YOUNG MEN URGED TO SHOW SOME BETIQUETTE

Young men are being encouraged to “show some betiquette” when gambling on sports as part of a NSW Government advertising campaign, Minister for Racing Paul Toole said today.

Mr Toole said the innovative campaign promotes responsible betting among men aged 18 to 35, who are at higher risk of problem gambling than other adults.

“This campaign tackles a serious problem in a lighthearted way that is sure to cut through and resonate with the target audience, young men,” Mr Toole said.

“The clever play on words brings a novel and humourous approach to get young men to think carefully when betting on sports so they stay in control.”

The campaign will feature ads on radio, websites, mobile phones, social media and in licensed venues throughout the NRL and AFL finals and spring racing carnival.

Mr Toole, who today launched the campaign with Parramatta Eels legend Nathan Hindmarsh, said online betting is the fastest-growing type of gambling in NSW.

Factors such as digital money, access to credit, 24/7 online availability and high-profile promotions are boosting exposure to sports betting.

“Ninety per cent of online sports bettors are male, with an average age of 31. This is why there needs to be a targeted education campaign,” Mr Toole said.

The campaign includes several ads with different messages such as knowing when to stop betting, planning your bets, overcoming peer pressure, and not betting under the influence of alcohol or for necessities.

Betiquette is being funded by the Responsible Gambling Fund, which will provide almost \$18 million in 2017/18 for initiatives to prevent and minimise harms linked to problem gambling.

For more information visit <http://www.betiquette.nsw.gov.au/>

MEDIA: Ashley Gardiner 0429 063 494