

# Event Kit

Responsible Gambling Awareness Week  
23 - 29 October 2017

Issued August 2017

Responsible  
Gambling



23-29 OCTOBER / [rgaw.com.au](http://rgaw.com.au)



## Contents

<b>1.</b>	<b>INTRODUCTION .....</b>	<b>3</b>
<b>2.</b>	<b>RGAW 2017 DATES .....</b>	<b>4</b>
<b>3.</b>	<b>CONTACT DETAILS.....</b>	<b>4</b>
<b>4.</b>	<b>OBJECTIVES FOR THE WEEK.....</b>	<b>4</b>
<b>5.</b>	<b>LOCAL PARTNERSHIPS &amp; COMMUNITY EVENTS .....</b>	<b>5</b>
<b>6.</b>	<b>EVENT IDEAS.....</b>	<b>5</b>
<b>7.</b>	<b>FUNDING OPPORTUNITIES .....</b>	<b>6</b>
	GAMBLER’S HELP REIMBURSEMENT .....	6
<b>8.</b>	<b>EVENT SUMMARY FORM FOR COMPLETION.....</b>	<b>6</b>
<b>9.</b>	<b>RGAW WEBSITE .....</b>	<b>6</b>
<b>10.</b>	<b>SPEAKERS .....</b>	<b>6</b>
<b>11.</b>	<b>TEMPLATES &amp; APPROVALS PROCESS .....</b>	<b>7</b>
	APPROVALS PROCESS .....	7
<b>12.</b>	<b>COLLATERAL .....</b>	<b>8</b>
	RGAW 2017 COLLATERAL .....	8
<b>13.</b>	<b>CONTACT DETAILS.....</b>	<b>8</b>
<b>14.</b>	<b>APPENDIX.....</b>	<b>9</b>
A.	AUDIENCE .....	9
B.	RGAW’S FOCUS IS ON RESPONSIBLE GAMBLING .....	9
C.	COMMUNICATION THEMES/KEY MESSAGES .....	10
D.	EVALUATION.....	10
E.	ADVERTISING AND MEDIA.....	11

# 1. Introduction

Responsible Gambling Awareness Week (RGAW) is an initiative of the Victorian Responsible Gambling Foundation (Foundation) held annually in Victoria since 2006. The week involves a unique partnership between the Foundation and local governments, the gaming industry and community groups.

The week recognises that those who provide gambling products, consumers, and the broader community all share responsibility for encouraging responsible gambling.

The week also raises awareness about harm from gambling and the support services available locally to people experiencing harm.

RGAW has a community focus and involves a range of awareness raising activities through:

- local events
- advertising
- media
- website content
- social media.

**A key focus for RGAW 2017 will be reaching new audiences and engaging the general community through local events and activities.**

The Foundation will run a state-wide campaign launched at the start of RGAW to promote responsible gambling and raise awareness of harm from gambling. The campaign comprises television, radio and digital advertising components to maintain and build community awareness (refer to appendix for more detail).

Local community events are a vital part of RGAW and your support and assistance in working with local organisations to help reach a wider audience will contribute to a successful campaign.

To help you develop events and activities at a local level, the Foundation will provide support, tools, collateral and funding opportunities.

This kit outlines the processes and resources available leading up to RGAW to help you plan your event/activity. Please keep us informed about your planned events and activities so that we can provide as much support to you as possible.

We will provide regular updates via email and the RGAW website ([www.rgaw.com.au](http://www.rgaw.com.au)) as new tools and information become available.

## 2. RGAW 2017 dates

RGAW will take place between 23 and 29 October 2017 to coincide with the peak betting season and lead-up to Spring Racing Carnival.

## 3. Contact details

The Foundation is here to provide assistance and support to event partners. Please do not hesitate to contact us for assistance or advice, or to discuss your ideas.

<b>General RGAW enquiries</b>	<b>Al Parmeter</b> <a href="mailto:al.parmeter@responsiblegambling.vic.gov.au">al.parmeter@responsiblegambling.vic.gov.au</a> T: (03) 9452 2657
<b>RGAW media enquiries</b>	Fiona Skivington <a href="mailto:fiona.skivington@responsiblegambling.vic.gov.au">fiona.skivington@responsiblegambling.vic.gov.au</a> T: (03) 9452 2650 M: 0428 248 931

## 4. Objectives for the week

1. Increase the Victorian community's awareness of responsible gambling practices and strategies to 'stay in control'.
2. Increase community awareness about Gambler's Help Services and other support services.
3. Promote collaboration between government, industry and community sectors to encourage responsible gambling in Victoria.
4. Increase awareness, responsible gambling practices and available support services offered by partner organisations.

It is important to note that RGAW is part of an integrated response to gambling harm and the promotion of responsible gambling. The week complements programs that focus on prevention and early intervention as well as the support and promotion of help services across the community.

## 5. Local partnerships & community events

Local community events are a vital component of RGAW. In 2015 and 2016 more than 150 community events were held across Victoria by councils, Gambler's Help Services, community service organisations, regional race and football clubs, gaming venues and other partners.

It is our hope that your local activities and events will involve as many members of the community as possible.

In developing your 2017 RGAW events/activities, consider approaching or working with new local organisations and focusing on a wider cross-section of the community. For example, consider collaborating with:

- local government
- local and state-wide Gambler's Help Services
- local community and youth groups
- local gaming venues
- local race clubs
- RSL clubs
- sporting clubs and associations
- local traders and businesses
- schools, TAFEs, colleges, universities
- libraries
- shopping centres
- workplaces
- community service organisations
- mental health organisations
- Indigenous community groups
- culturally and linguistically diverse (CALD) groups and organisations.

## 6. Event ideas

A wide range of events has been organised by event partners over the past few years. Some examples include:

- forums and seminars for the local community, parents or schools
- panel discussions
- culturally and linguistically diverse, and Indigenous community events
- breakfast, morning/afternoon teas, lunch events
- art and design competitions / exhibitions, theatre and dance performances or movie productions and screenings
- games days or outdoor activities promoting alternatives to gambling (fishing, golf days, amazing race)
- displays in public spaces, universities, sporting events.

Please contact us if you would like to discuss your event ideas.

## 7. Funding opportunities

The Foundation will provide funding opportunities of up to \$2,200 (incl GST) to community organisations (except Gambler's Help Services – see below) and local government engaged in the development and implementation of RGAW events and projects that have capacity to contribute to the aims and objectives of RGAW.

Applications will be assessed against the selection criteria, listed on the funding application form, and must demonstrate the development of local partnerships, inclusiveness and a clear approach to the project.

### To apply for funding:

1. Visit our "[How to get involved](#)" page and complete the relevant application form.
2. Email to [al.parmeter@responsiblegambling.vic.gov.au](mailto:al.parmeter@responsiblegambling.vic.gov.au) by 5pm 19 September 2017
3. Check out our resources page to help support your event.

**Funding applications close at 5pm on TUESDAY, 19 SEPTEMBER 2017.** Funding information and an application form is available from the website – [www.rgaw.com.au](http://www.rgaw.com.au).

## Gambler's Help reimbursement

Gambler's Help Services are eligible to apply for financial reimbursement up to a maximum of \$550 per event (incl GST). This reimbursement is intended to assist with venues, catering etc. for an event during RGAW.

Gambler's Help Services will need to provide an indicative budget and if approved, invoice the Foundation following RGAW, with receipts as evidence of expenditure.

## 8. Event summary form for completion

To assist the Foundation to support your event, and to ensure that your event is listed in relevant communication, including the website, we ask that you complete and return **an event summary form** outlining details about your planned event for RGAW 2017.

Even if your event is still in the early planning stages, providing details will help ensure that support and information can be provided to you in a timely manner.

## 9. RGAW website

Visit [www.rgaw.com.au](http://www.rgaw.com.au) for regular updates, event information, promotional collateral orders and other resources including templates, social media kits and more.

## 10. Speakers

Subject to availability, the Foundation may be able to provide Foundation staff as speakers for your event.

If your event would benefit from including a Foundation speaker please indicate this when you return your event summary form and we will follow up with you.

We encourage you to source your own speakers, MCs, panel members etc. for your own events. They might include representatives from local Gambler's Help Services, local sporting groups, councillors, teachers or local identities.

## **11. Templates & approvals process**

The Foundation will make available RGAW-specific templates for you to use in your promotion and/or to adapt to suit your own events. The templates will be created for non-designers to adapt using programs such as PowerPoint or Word.

Templates will include:

- RGAW logo
- an event invitation/flyer template
- electronic versions of collateral
- Word templates
- web banners
- PowerPoint template
- shell media release
- social media templates.

If there are any additional templates that you think would be useful, please let us know.

### **Approvals process**

To ensure consistency, we ask that any RGAW-branded material be provided to the Foundation (via [al.parmeter@responsiblegambling.vic.gov.au](mailto:al.parmeter@responsiblegambling.vic.gov.au)) for approval prior to issue.

## 12. Collateral

### RGAW 2017 collateral

RGAW collateral will be available to order online via the website – [www.rgaw.com.au](http://www.rgaw.com.au). It is anticipated that collateral will be available to order by mid-September, with delivery occurring shortly thereafter.

Electronic versions of appropriate collateral will also be available for download from the RGAW website.

## 13. Contact details

<b>General RGAW enquiries</b>	<b>Al Parmeter</b> <a href="mailto:al.parmeter@responsiblegambling.vic.gov.au">al.parmeter@responsiblegambling.vic.gov.au</a> T: (03) 9452 2657
<b>RGAW media enquiries</b>	Fiona Skivington <a href="mailto:fiona.skivington@responsiblegambling.vic.gov.au">fiona.skivington@responsiblegambling.vic.gov.au</a> T: (03) 9452 2650 M: 0428 248 931

**Thank you for your support of RGAW 2017.**



## 14. Appendix

### A. Audience

The campaign will target two key audience groups:

- gaming venue patrons and staff
- Victorian community members.

#### Gaming venues

- patrons
- staff and management
- online gambling providers and customers

#### Victorian community

- General community aged 25-54 who are not aware of responsible gambling behaviours, including:
  - a. parents and those who influence young people (schools, teachers, sporting coaches)
  - b. community health organisations, including Gambler's Help Services
  - c. broader Victorian community including regional, Indigenous and CALD communities
  - d. local government
- At-risk community members, aged 25-54 years, and their family and friends

The messages being developed for RGAW 2017 are also designed to be suitable for the broader community, as they may assist in increasing consumer protection.

### B. RGAW's focus is on responsible gambling

As the week is designed to highlight responsible gambling, events and activities should not focus heavily on problem gambling. While the Foundation acknowledges that often promotion of responsible gambling and prevention of problematic gambling can be two sides of the same coin, it is important that the focus of RGAW remains on responsible gambling.

#### Definition of responsible gambling

The Foundation's definition of responsible gambling comes in two parts. The first identifies the need for good decision making on the part of **individuals**, while the second promotes the concept of a **shared community responsibility** for creating **safer gambling environments**. The definition clearly acknowledges that all of us have a role to play in keeping people safe.

RGAW recognises a need for the broader community, including gambling providers, governments and sporting associations, to share responsibility for generating awareness of the risks associated with gambling, and for creating and promoting environments that encourage responsible gambling. This responsibility extends to being responsive to community concerns about gambling.

Helping the community to be aware of the risks and how to gamble responsibly is the key focus of RGAW.

**If you would like any guidance about the content of your event, please contact Al Parmeter ([al.parmeter@responsiblegambling.gov.au](mailto:al.parmeter@responsiblegambling.gov.au)).**

### **C. Communication themes/key messages**

The week promotes the concept of responsible gambling at an individual, industry and community level.

At a personal level, responsible gambling means gambling in a way that:

- is controlled
- is within your financial means
- doesn't interfere with your life or the lives of those around you.

At a community level, including gambling providers, governments and sporting associations, responsible gambling requires:

- shared responsibility for generating awareness of the risks associated with gambling
- creating and promoting environments that prevent or minimise problem gambling
- being responsive to community concerns about gambling.

The messages and theme for RGAW 2017 aim to raise the awareness of the importance of gambling responsibly at a personal, venue and community level.

As in 2016, the theme this year will be focussed on the Foundation's "Keep it well played" campaign to increase awareness and generate discussion about how to gamble responsibly.

In addition our messages will relate to gambling harm and the role of key groups in providing an environment conducive to responsible gambling.

The campaign will focus on promoting tips for responsible gambling that encourage positive behaviours and avoid negativity.

The tips primarily focus on individuals and how they may go about gambling responsibly, but will also include information about what a player/patron should expect to receive from gambling providers to support their responsible gambling.

When finalised, campaign creative elements and supportive materials will be made available via the RGAW website – [www.rgaw.com.au](http://www.rgaw.com.au).

### **D. Evaluation**

To assist with the Foundation's overall evaluation of RGAW 2017, you will be sent an evaluation form to complete after the week. We will be seeking feedback about RGAW in general, as well as a brief review of your event. Photographs should be provided as part of the review if possible.

## E. Advertising and media

### Advertising

The Foundation will organise an advertising campaign to maintain and build community awareness of RGAW through the following mediums:

- television
- radio
- digital/social media
- in-gaming venue

### Media release shell

A media release template will be provided to you closer to the week to assist with local level promotion of your events. The media release template will contain information about RGAW overall, and will include space to add in your own event and contact details to provide to local media outlets.

### Social media

**To promote your event and generate discussion use the hash tag: #rgaw**

Social media kits including message templates will be provided to you closer to the week.

### Victorian Responsible Gambling Foundation social media channels:

<b>Twitter</b>	<a href="https://twitter.com/vicrgf">@vicrgf</a>
<b>Facebook</b>	<a href="https://www.facebook.com/responsiblegambling">https://www.facebook.com/responsiblegambling</a>
<b>RGAW on Youtube</b>	<a href="http://www.youtube.com/responsiblegambling">http://www.youtube.com/responsiblegambling</a>