

WE NEED TO TALK TO YOUNG PEOPLE ABOUT GAMBLING

School
Education
Program

Gambling is more promoted and accessible than ever before. It's in public places, on public transport, on TV, radio and online. Many in the community are worried that these advertisements are sending the wrong messages to young people about betting on sport.

Kids are also at risk of being exposed to gambling concepts by online games and apps, which distort the prospect of winning. It can seem like gambling is an easy, fun and normal part of life.

However, research indicates that young people are at risk of harm from gambling.

FACTS AND FIGURES

Research shows:

- gambling advertising creates a misconception among teenagers that gambling is a normal part of sport¹
- exposure to gambling advertising is higher for 13 to 17-year-olds than for adults²
- three to four per cent of Australian teenagers have a problem with gambling – this is equivalent to one student in every high school classroom³
- one in five adults with gambling problems started gambling before they were 18.⁴

It also shows that in a twelve-month period:

- two-thirds of teenagers have gambled³
- up to a quarter of young people have participated in sports betting.³

YOU DON'T NEED TO BE AN EXPERT TO TALK TO YOUR KIDS ABOUT GAMBLING

It's vital parents have a conversation with their kids to make sure they understand the myths and risks of gambling.

It's about helping your children to understand the risks associated with gambling and develop healthy and balanced attitudes towards gambling.

The questions to consider before starting a conversation with your kids about gambling are:

- Does your teenager talk about odds while watching or talking about sport?
- How many sports betting brands does your teenager know?
- What online games and apps is your teenager playing or using?
- Does your teenager think gambling on sport isn't as risky as other forms of gambling?

To find out more go to:
lovethethegame.vic.gov.au

¹ Thomas, SL, Pitt, H, Bestman, A, Randle, M, Daube, M & Pettigrew, S 2016, *Child and parent recall of gambling sponsorship in Australian sport*, Victorian Responsible Gambling Foundation, Melbourne.

² Sproston, K, Hanley, C, Brook, K, Hing, N & Gainsbury, S 2015, *Marketing of sports betting and racing*, Gambling Research Australia, Melbourne.

³ Purdie, N, Matters, G, Hillman, K, Murphy, M, Ozolins, C & Millwood, P 2011, *Gambling and young people in Australia*, Gambling Research Australia, Melbourne.

⁴ Hare, S 2009, *A study of gambling in Victoria – problem gambling from a public health perspective*, Victorian Government Department of Justice, Melbourne.