

GambleAware Week 2026

Promotional pack

The pack includes creative assets, social media copy, tips for approaching local media ahead of GambleAware Week, event ideas and other resources to support your promotion.

Supporting GambleAware Week 2026

19-25
October

GambleAware Week is the Office of Responsible Gambling's annual awareness campaign that raises awareness of gambling harm and encourages conversations about its impact.

This year the campaign runs from 19-25 October 2026 and we need your help to get people talking about gambling harm and reducing the stigma that prevents many people from seeking support.

Whether you share our key messages, campaign assets or host an event, your support will make this campaign a success.

Inside this kit, you'll find everything you need to get involved:

- ✓ [Key campaign messages](#) to keep your communication sharp
- ✓ [Creative assets](#) ready to download and share
- ✓ [Social media tips and copy ideas](#) to boost your posts
- ✓ [Guidelines for local media releases](#) that grab attention
- ✓ [Event ideas](#) to engage your community

Now we see it. Let's talk about it.

People experiencing gambling harm often don't seek help because they fear being judged. Shame, stigma and negative stereotypes can make it harder for people to recognise gambling harm, talk about their experiences and access support.

This year's GambleAware Week theme, *Now we see it. Let's talk about it.* aims to challenge these barriers by encouraging open conversations about gambling harm. By talking about gambling harm more openly, we can increase understanding, reduce judgement and make it easier for people to seek support when they need it.

The campaign aims to:

- Increase awareness and understanding of gambling harm.
- Support more open conversations about gambling harm.
- Promote GambleAware support services.



How the campaign was developed

For many people, gambling harm remains hidden. With few visible signs, it can be difficult to recognise or understand its impact on individuals, families and communities, leaving many people feeling isolated and less likely to seek support.

To help address this challenge, GambleAware partnered with people with lived experience of gambling harm to create a campaign that helps people better understand and talk about gambling harm.

People with lived experience took part in interviews and workshops, where they described what gambling harm might look like if it were a physical object.

Their experiences and descriptions helped shape a unique 3D sculpture, creating a powerful visual representation of gambling harm based on lived experience.

By giving gambling harm a physical form, the campaign helps make an often-hidden issue easier to understand, recognise and talk about.

Watch how the 3D model was made

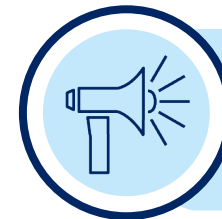


<https://youtu.be/u71azOH9TV0/>

Watch the campaign video



The campaign will be promoted via:



Paid advertising across social media, radio and digital TV and YouTube



Public relations campaign to amplify messaging through media coverage.



Events hosted by GambleAware providers, industry partners and community organisations across the state.



<https://youtu.be/hGPKmCBp62E>

Key messages



Stigma can make it harder for people affected by gambling harm to seek support. Gambling harm affects 1 in 5 people in NSW, yet only a small proportion of people reach out for help. Many people continue to view gambling harm as a personal failing rather than a health and wellbeing issue. Community attitudes can reinforce this stigma, with 78.1% of people believing managing gambling is solely an individual's responsibility.

- Gambling harm affects many people in NSW, including people who gamble and those around them.
- Gambling harm can be difficult to see. The financial, emotional and relationship impacts are often hidden from family, friends and colleagues.
- Shame, embarrassment and fear of judgement can make it difficult for people to acknowledge gambling harm and seek support.
- Gambling harm is influenced by many factors, including gambling products and environments, accessibility, advertising, and broader social and economic circumstances.
- Open, non-judgemental conversations can help reduce stigma and make it easier for people to seek help.
- People do not need to wait until gambling has caused a crisis before reaching out for support.
- GambleAware Peer Support provides non-clinical support from trained Peer Support Workers with lived experience of gambling harm and recovery.
- Peer Support is one of a range of GambleAware services, including gambling counselling, financial counselling, online and telephone support, self-help tools, peer connection opportunities and culturally appropriate support.
- You can contact GambleAware 24/7 via phone 1800 858 858, or find resources and information at gambleaware.nsw.gov.au

Help promote GambleAware Week

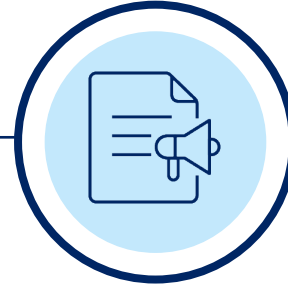
Support GambleAware Week by sharing the campaign across your channels and networks.

Download campaign assets, social media content and promotional resources from the [GambleAware website](#).



Digital channels

- Display campaign banners on your website
- Add a campaign banner to your email signature
- Send campaign eDMs or newsletters to your database
- Share campaign content on social media
- Publish in-app messages or notifications
- Display campaign assets on digital screens in foyers and waiting areas.



Print & physical spaces

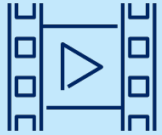
- Display posters and flyers in your office, venue or community location
- Display banners and signage at events
- Share campaign materials on community noticeboards
- Place campaign messaging on lift walls and bathroom doors



Staff Engagement

- Promote GambleAware Week through your organisation's intranet
- Share campaign updates and key messages at team meetings
- Include GambleAware Week content in internal newsletters and staff bulletins
- Display campaign posters in staff break rooms and common areas

Download campaign resources



Videos

- 1 x 30 second video
- 1 x 15 second video
- Available formats: 16:9; 9:16 and 1:1

Videos can be used across multiple channels including social media and websites.

[> Download](#)



Social media assets

- Videos (1:1; 9:16)
- Images (4:5; 9:16)

Tiles can be used to create social media posts which promote safer gambling strategies.

[> Download](#)



Digital screens

- Landscape (1920x1080)
- Portrait (1080x1920)
- Splash (3024x 2268)

Grab the attention of your visitors by displaying GambleAware Week messages on your screens.

[> Download](#)



Posters and flyers

- A3 posters
- A4 posters
- DL flyer

Print at home, in the office or professionally, then display in your workplace and other approved community locations.

[> Download](#)

Download campaign resources



Display/web banners

- Display banners (GIFS)
- Static tiles (png)

There are countless ways to use these assets.

Whether it's on your website, in your newsletters or in your email, these images are easy to insert anywhere.

[> Download](#)



Email signatures

- 1 x banner (png)

This is a great way of letting people know it's GambleAware Week.

Don't forget to link them to the [campaign page](#).

[> Download](#)



Team backgrounds

- 5 x versions

Use these as backgrounds for meetings in the lead up to and during GambleAware Week.

[> Download](#)



Editable poster

- A3 posters
- A4 posters

Print and display these posters in approved public spaces, adding your event details to help promote local GambleAware Week activities.

[> Download](#)

In-language assets

GambleAware Week assets have been translated into:

1. Simplified Chinese
2. Traditional Chinese
3. Arabic
4. Vietnamese
5. Farsi
6. Nepali
7. Hindi
8. Filipino



Posters

- A3 posters
- A4 posters

Display in your workplace and other approved community locations.

[> Download](#)



Social tiles

- Images 4:5

Create social media posts to promote the different safety messages using our ranges of in-language tiles.

[> Download](#)



Digital screens

- Landscape (1920x1080)
- Portrait (1080x1920)

Grab the attention of your visitors by displaying GambleAware Week messages on your screens.

[> Download](#)

Make the most of social media

Social media is a great way to promote GambleAware Week, raise awareness of gambling harm and encourage open conversations about its impact.

Using the official campaign assets will help create a consistent and recognisable message across NSW, amplifying the campaign's reach and impact.

Don't forget to:



1. Tag **@GambleAwareNSW**
2. Use **#GambleAwareWeek2026**
3. Link to the [campaign page](#)



Before the week

Promote your events and let your audience know GambleAware Week is coming

During the week

Promote your events, share photos and the campaign creative.

Tips for better engagement

- Post when your audience is most active. Check your social media analytics to identify the best times for your followers. While early morning, lunchtime and evening often perform well, optimal times vary by audience and platform.
- Tag **@GambleAwareNSW** on Facebook and Instagram where relevant.
- Use official campaign assets to keep messaging consistent. Keep captions short, clear and easy to understand.
- Use **#GambleAwareWeek2026** to help people discover your content.
- Tag relevant partners, organisations and community pages to help extend reach and visibility.
- Link to the [GambleAware Week campaign page](#) for trusted information and support.

Social posts for the campaign videos

Here are some sample social posts you can use or adapt to promote the **campaign video**.

Campaign page: <https://bit.ly/3VFO4cd>

Use the following assets:

- [Story videos \(9:16\)](#)
- [Square newsfeed videos \(1:1\)](#)
- [Story videos with subtitles \(9:16\)](#)
- [Square newsfeed videos with subtitles \(1:1\)](#)
- [Story images \(9:16\)](#)
- [Newsfeed tiles \(4:5\)](#)

Post copy
This is gambling harm. Let's talk about it. #GambleAwareWeek2026 #GambleAwareNSW
💬 When we talk openly about gambling harm, people are more likely to feel supported, not judged. Let's talk. #GambleAwareWeek2026 #GambleAwareNSW
💛 Many people experience gambling harm. Now we can see it, let's talk about it. #GambleAwareWeek2026 #GambleAwareNSW
💬 This is gambling harm. The more we talk, the easier it is for people to get support ❤️. #GambleAwareWeek2026 #GambleAwareNSW
👁️ Gambling harm isn't always obvious. Now we can see it, let's talk about it. #GambleAwareWeek2026 #GambleAwareNSW
🗣️ The more we talk about gambling harm, the less power stigma has. Let's start the conversation. #GambleAwareWeek2026 #GambleAwareNSW
💛 Talking about gambling harm helps reduce stigma and makes it easier for people to seek support. #GambleAwareWeek2026 #GambleAwareNSW

Social posts for the behind-the-scenes video

Here are some sample social posts you can use or adapt to promote the **behind-the-scenes video**.

Campaign page: <https://bit.ly/3VFO4cd>

Use the following assets:

- [Behind-the-scene story video \(9:16\)](#)
- [Behind-the-scene square newsfeed video \(1:1\)](#)

Post copy

Now we see it. Let's talk about it 🧐. See how people with lived experience helped shape our model of gambling harm. #GambleAwareWee2026 #GambleAwareNSW

🔍 Many impacts of gambling harm remain hidden. See how people with lived experience helped make them visible. 🎬 #GambleAwareWee2026 #GambleAwareNSW

🧐 What does gambling harm look like? See how lived experience shaped a unique 3D model. 🎬 #GambleAwareWeek #GambleAwareNSW

🎬 Go behind-the-scenes to see how lived experience informed a 3D model of gambling harm. #GambleAwareWeek2026 #GambleAwareNSW

🧐 See how lived experience shaped our 3D model. #GambleAwareWeek2026 #GambleAwareNSW

🎬 Behind the 3D model of gambling harm. #GambleAwareWeek2026 #GambleAwareNSW

Sharing your story with local media

Media interest in GambleAware Week continues to grow and this year is set to be bigger than ever.

We'll be working closely with our PR agency, Primary Communications, to generate statewide media coverage. But local stories are powerful too, and that's where you come in.

Need help?



Contact Alexandra Williams;
alexandra@primarycommsgroup.com.au, who can assist with messaging, spokespeople, and media opportunities

How to get involved

We encourage you to connect with your local media to promote your event, organisation, or involvement in GambleAware Week.

1

Contact local newspapers, radio stations and online news outlets.

2

Promote your events, services and involvement in the campaign

3

Let us know if you're participating in TV, radio or media interviews so we can track coverage.

Preparing and sending your media release



Prepare your release

1. Use our customisable template
 - Tailor it with your event details
 - Add a quote from your organisation's representative
2. Write your own release:
 - Align with GambleAware Week messaging
 - Keep it clear, positive, and under 1 page
 - Include a relevant quote and a strong image



Securing local media coverage

1. Research local outlets and check for publication deadlines.
2. Contact the outlet and request the appropriate news desk or journalist contact details (see script).
3. Email your release (3-4 days ahead for daily media, 4-5 days ahead for weekly publications).
4. Follow up with a phone call the next day.



Media call script

Hi, this is [Name] from [Organisation].

GambleAware Week is coming up from October 19-25 and we're helping raise awareness about gambling harm through [mention your event or activity].

We think it could be of interest to your [audience]

I have a media release to send, who's the best person to contact?

Host your own GambleAware Week event

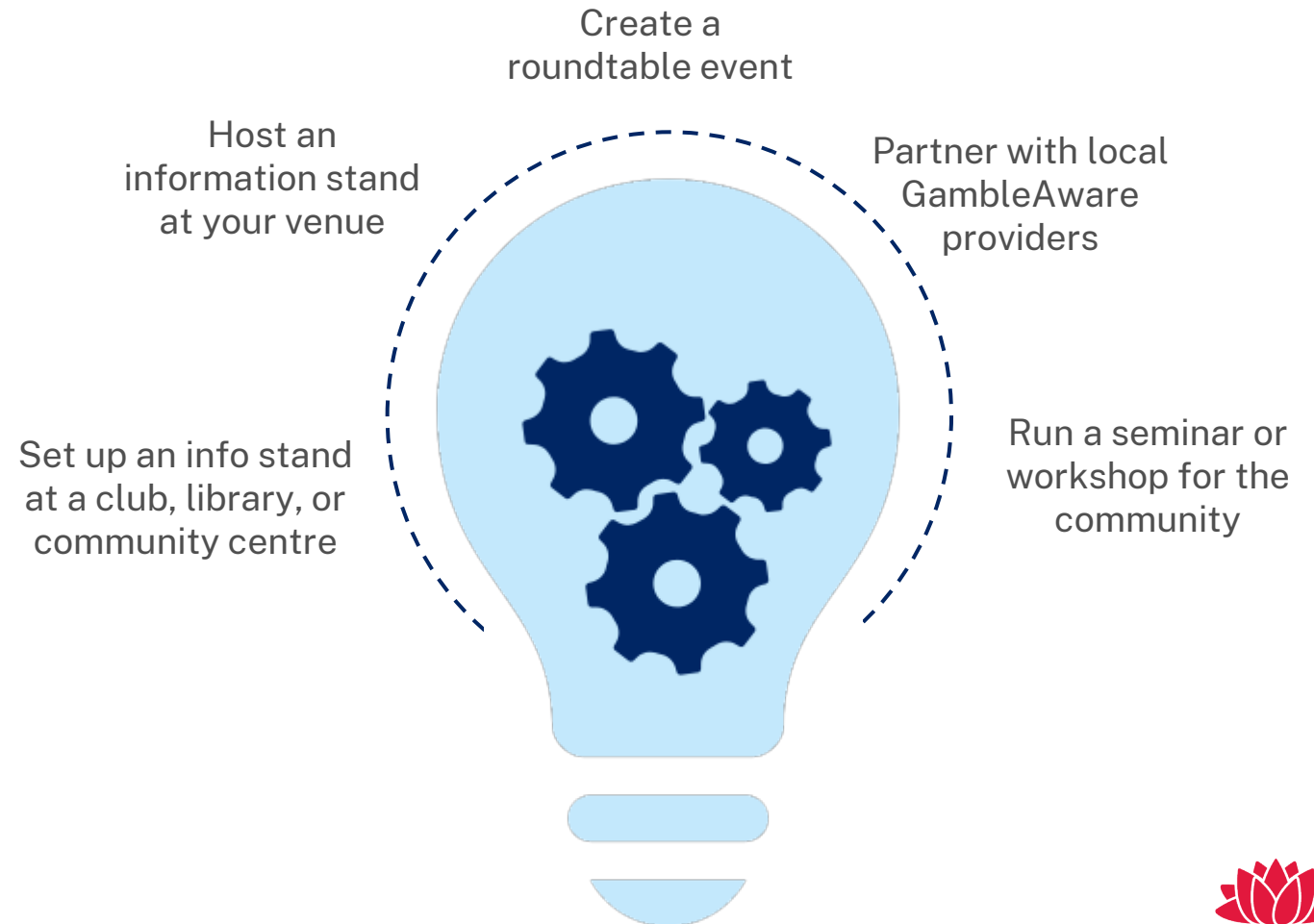
Events can help raise awareness of gambling harm, connect people with support services and start meaningful conversations in local communities.

You might find it helpful to reach out to your local [GambleAware provider](#) — they may be able to support you.

Register your event



Add your event to the [GambleAware Week events calendar](#) so we can help promote what's happening across the week.



Thank you for your support

If you need assistance with any of the resources in this toolkit or would like further advice, please contact us at:

 info@responsiblegambling.nsw.gov.au

 02 9995 0992