

Supporting your students

TO THINK CRITICALLY ABOUT GAMBLING AND GAMING



01. TEST YOUR KNOWLEDGE

QUIZ

06 SUPPORT SERVICES

five WHAT IS BE AHEAD OF THE GAME?

OVERVIEW

02 GAMBLING FACTS

04 WHEN GAMING meets GAMBLING

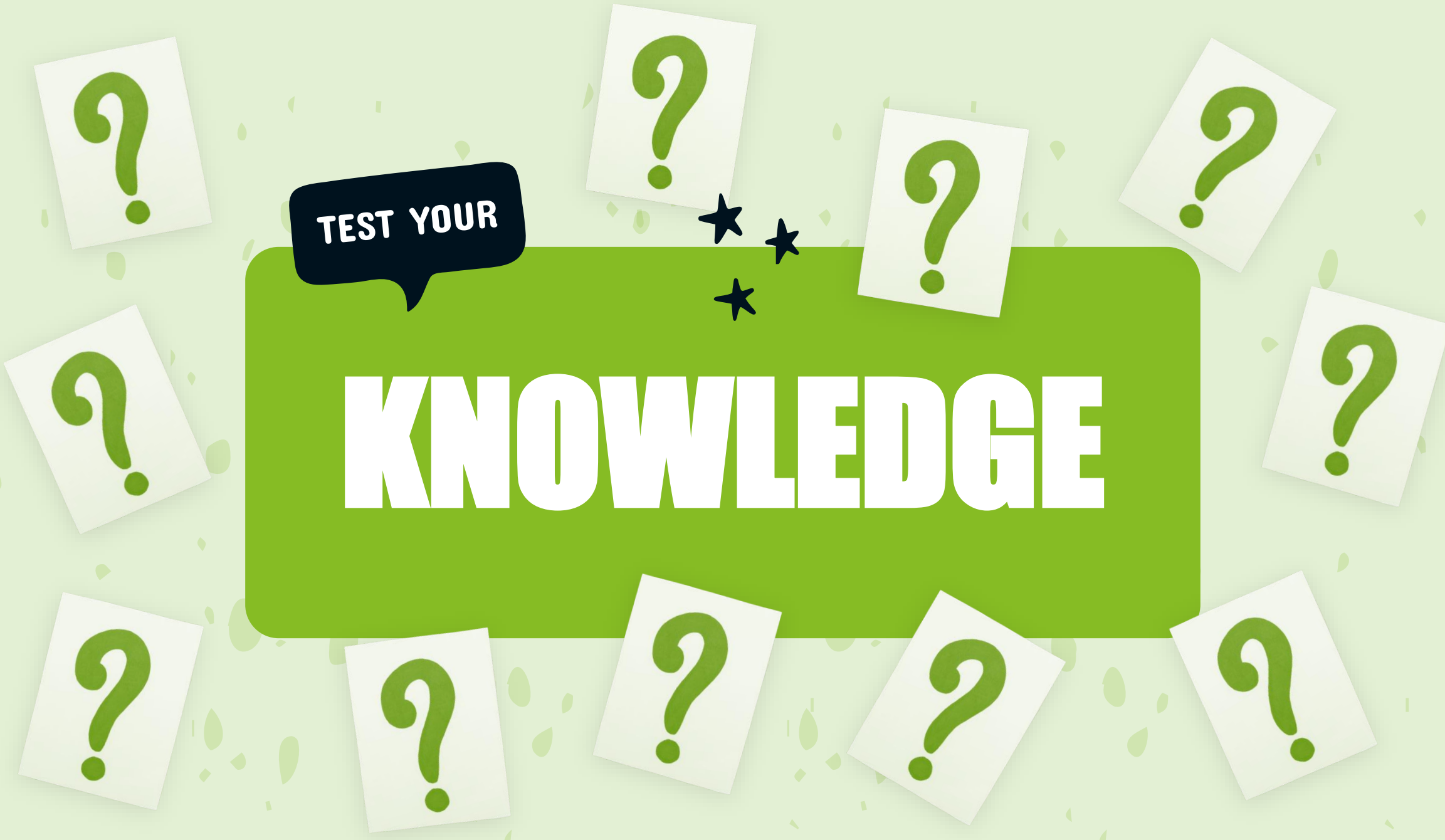
GAMBLING AND YOUNG PEOPLE

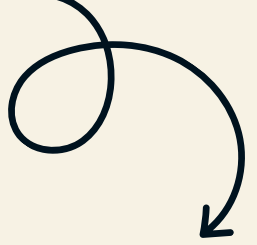
Three

- What's the issue?
- How are they gambling?
- Why they gamble?

TEST YOUR

KNOWLEDGE





Which age group OF MALES BET ON SPORT THE MOST IN VICTORIA?



18-24

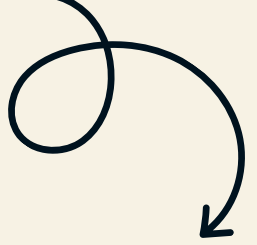
25-34

35-44

YOUNG MALES AGED 18-24
bet on sport more than any other age group in Victoria and make up **one third** of all sports gambling.

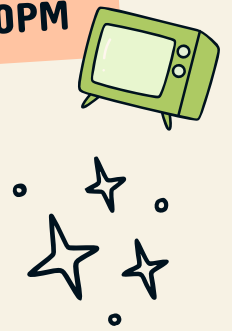
Source | Victorian population gambling and health study, 2018-19.





GAMBLING ADS ARE BANNED ON VICTORIAN FREE-TO-AIR TV

BETWEEN 5AM AND 8.30PM



TRUE

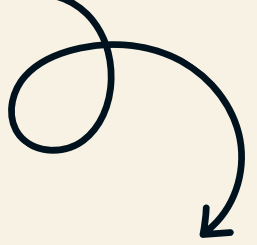
FALSE



GAMBLING ADS ARE ONLY PROHIBITED DURING LIVE SPORT BROADCASTS

between 5am and 8.30pm on Victorian free-to-air TV.
The ban also applies to pay TV and SBS, as well as commercial radio.





What percentage
**OF YOUNG PEOPLE
AGED 12–17 RECALL
SEEING GAMBLING
ADS ON TV?**

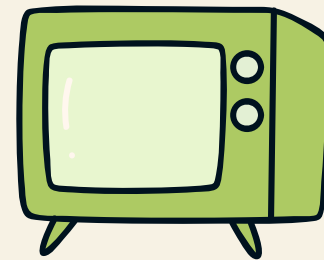
54%



73%



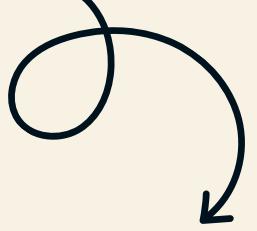
95%



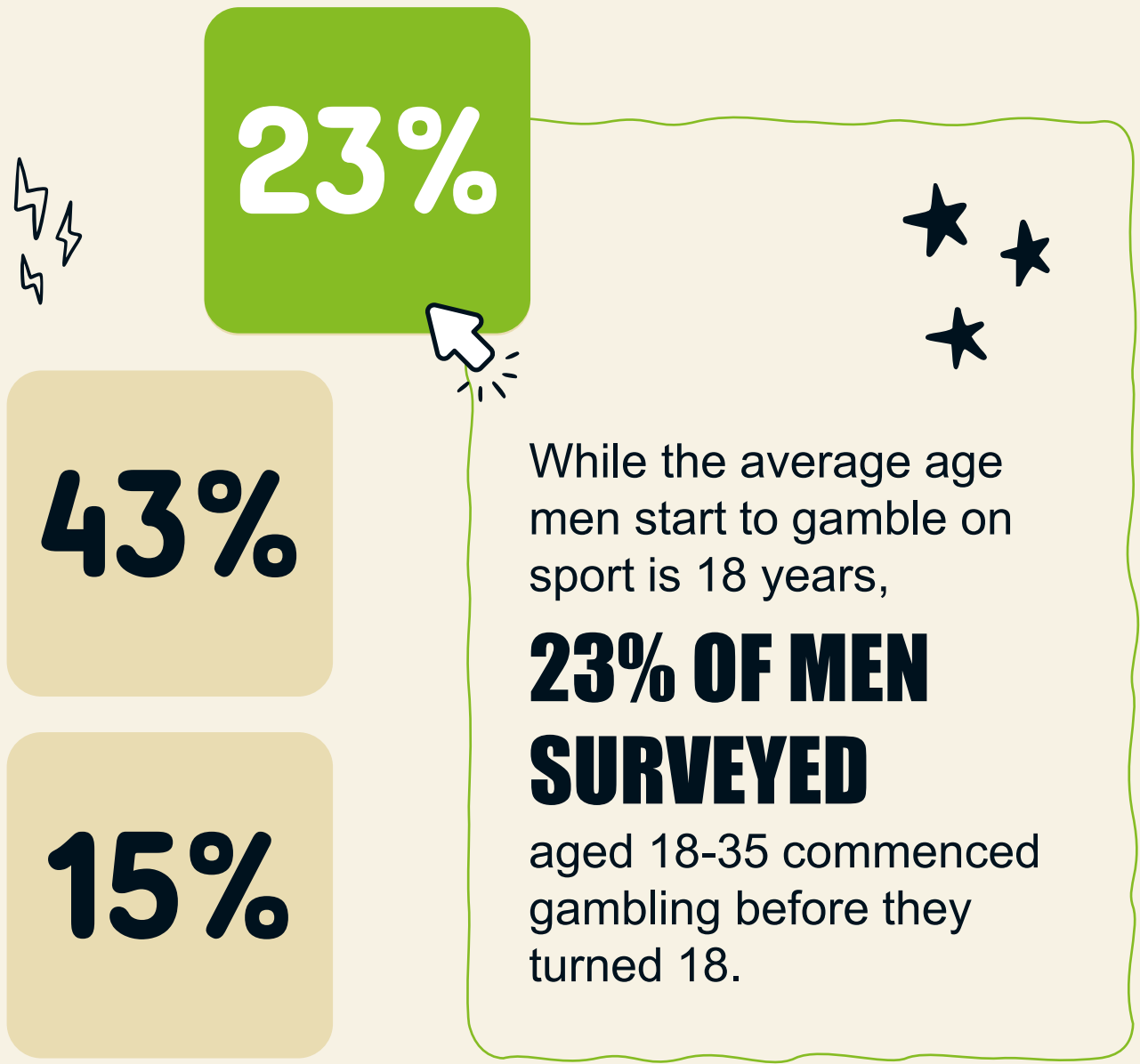
**OF VICTORIAN
STUDENTS**

aged 12-17 years
report having seen
gambling ads on TV
within the space of one
month.



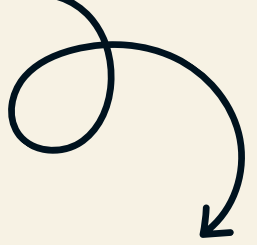


What percentage
**OF MEN AGED
18-35 WHO
GAMBLE REPORTED
BETTING ON SPORT
WHEN THEY WERE
UNDER 18?**



Source | Jenkinson, de Lacy-Vawdon, Carroll 2018.





What percentage
**OF AUSTRALIAN
HOUSEHOLDS HAVE
A DEVICE FOR
PLAYING VIDEO
GAMES?**



A 88%

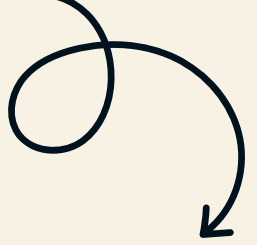
B 92%

C 94%



Source | Brand, J. E., & Jervis, J. (2023) Australia Plays. Eveleigh, IGEA.





What percentage
OF GAMERS ARE FEMALE?

A 24%



B 48%

C 63%



Source | Brand, J. E., & Jervis, J. (2023) Australia Plays. Eveleigh, IGEA.



GAMBLING

Facts



What is **GAMBLING?**

TO RISK

usually
money

anything of value on the outcome of an event involving **chance** when the probability of winning or losing is **less than certain**.*

GAMBLING in Australia



Australians lost **\$31.5 billion** to gambling in 2022-23.¹



Students in Victoria aged 12–17 years may be spending **\$2.9 million** on gambling each year, despite the gambling being illegal for under 18s.³



Victorians lost **\$7.41 billion** to gambling in 2022-23.²



Sources |

1 Australian Gambling Statistics (2023)

2 Australian Gambling Statistics (2023)

3 Freund, M, Noble, N, Hill, D, White, V, Evans, T, Oldmeadow, C & Sanson-Fisher, R, 2019



GAMBLING *and* YOUNG PEOPLE



ARE YOUNG PEOPLE GAMBLING?



The short answer is, yes



1 *in* **5**

Boys



1 *in* **8**

Girls

aged 16-17 reported having gambled in the past year in 2018.¹



3 *in* **10**

Boys



2 *in* **10**

Girls

aged 16-17 who had played gambling-like games had also spent money gambling during that time.²

Source | 1. Australian Institute of Family Studies, Growing Up in Australia Longitudinal Study of Australian Children 2018 Annual Statistical Report Gambling activity among teenagers and their parents, 2018.
2. Latrobe University Centre for Sport and Social Impact, Love the Game fan survey, 2020.



GAMBLING & TEENS: CONCERN AMONG PARENTS



Over a third of parents (39%) are concerned about gambling for one or more of their teenage children.

One in four parents (25%) find it difficult to discuss gambling with their teen

Almost half of parents (45%) have never discussed gambling with their teen

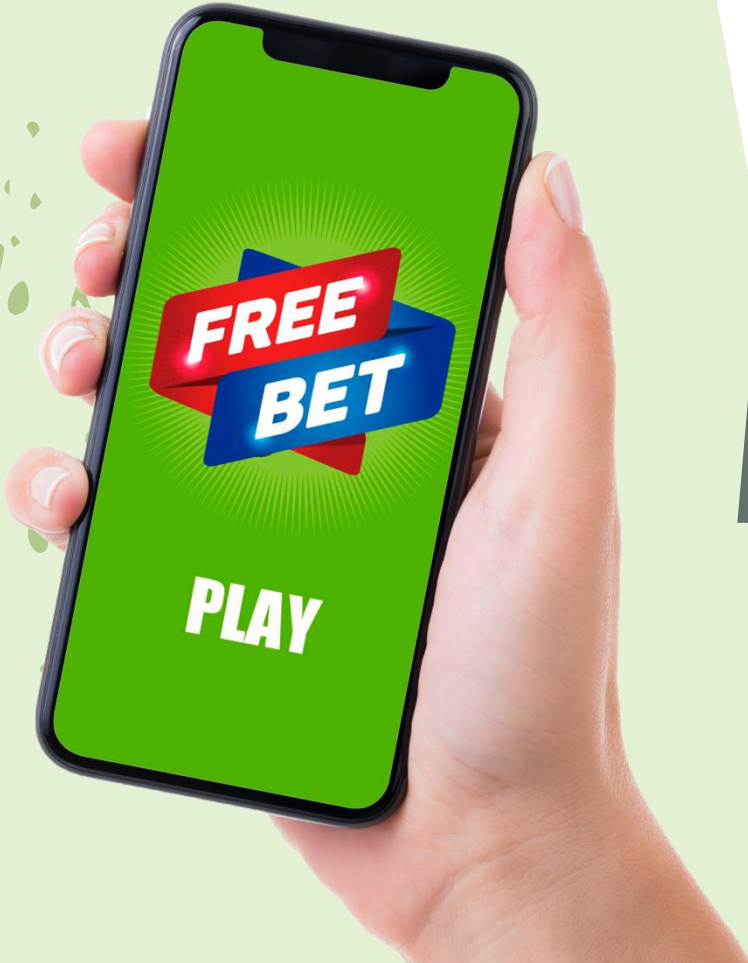
Twice as many male parents (34%) as female parents (18%) find it difficult to talk about gambling with their teen

Among parents concerned about online gaming, two in three (65%) are also concerned about gambling for their child.

Sources |The Royal Children’s Hospital National Child Health Poll. (2024). Gambling and teens: Concern among parents. Poll Number 33. The Royal Children’s Hospital Melbourne, Parkville, Victoria. 929 parents that had one or more teenage children (1,160 children)



How are YOUNG PEOPLE GAMBLING?



AGE RESTRICTIONS

are rarely enforced in online forms of gambling

YOUNG PEOPLE USE THEIR OWN DEBIT CARDS

or the credit/debit cards of adults to gamble

UNDER 18S REPORT HAVING SPENT MONEY

pokies, casino table games and Keno¹

ONLINE VIDEO GAMES LET YOUNG PEOPLE GAMBLE

using virtual items like 'skins' and 'loot boxes' for real cash¹

Source | ¹ [Growing Up In Australia Longitudinal Study](#), Australian Institute of Family Studies, December 2019.

What influences YOUNG PEOPLE TO GAMBLE?

KEY INFLUENCES

01



**GAMBLING
ADVERTISING**

02




**GAMBLING
ENVIRONMENT**

03




**FRIENDS
AND FAMILY**


OTHER REASONS WHY YOUNG PEOPLE GAMBLE



Falsely believing
it's a way to make money.



A coping mechanism
for dealing with other issues.



Gambling can sometimes be
social, entertaining and fun.

Source | Gen bet: a plain English summary of research into gambling and young people, Victorian Responsible Gambling Foundation, 2021.

THE INFLUENCE OF GAMBLING ADS

The current generation
OF YOUNG PEOPLE ARE GROWING UP DURING A TIME OF RECORD LEVELS OF GAMBLING ADVERTISING.



AN AVERAGE OF 948 ADS
were broadcast daily on free-to-air TV each day in Victoria in 2021, up 253% from 2016.



SPENDING
The gambling industry spent \$309,204,000 on gambling advertising in Australia. \$69,441,000 was spent in Victoria alone.



SPONSORSHIP
Gambling logos on team jerseys and sports stadiums create brand awareness.



OTHER MEDIA
Ads on radio, billboards, print media, social media, games and apps.

Source | Nielsen, 2022. 2. Hing, N., et al., 2020.

01 Impact of GAMBLING ADVERTISING



DID YOU KNOW

1 *in* **3**

young people think betting on sport is normal?

Shows young people how to gamble

Normalises gambling as part of sport

Increases knowledge about gambling options and terminology

Influences young people's attitude towards gambling as fun and risk free

Potentially increases the likelihood of future gambling and gambling problems

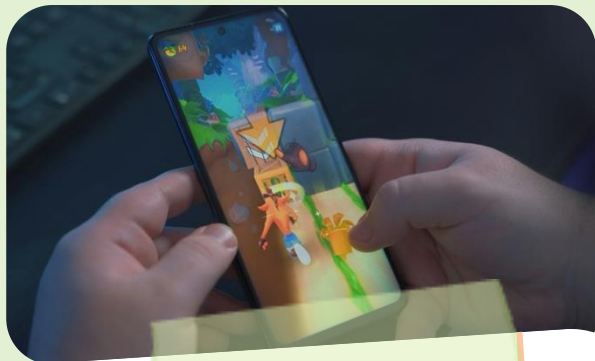
Source | 1. Nielsen, 2022. 2. Hing, N., et al., 2020.

OFFICIAL



GAMBLING ENVIRONMENT

Advances in technology make gambling more accessible to young people than ever before.



1/4

of young people who gambled in the past year participated in **online gambling**



95%

of young people have access to a smartphone



2x

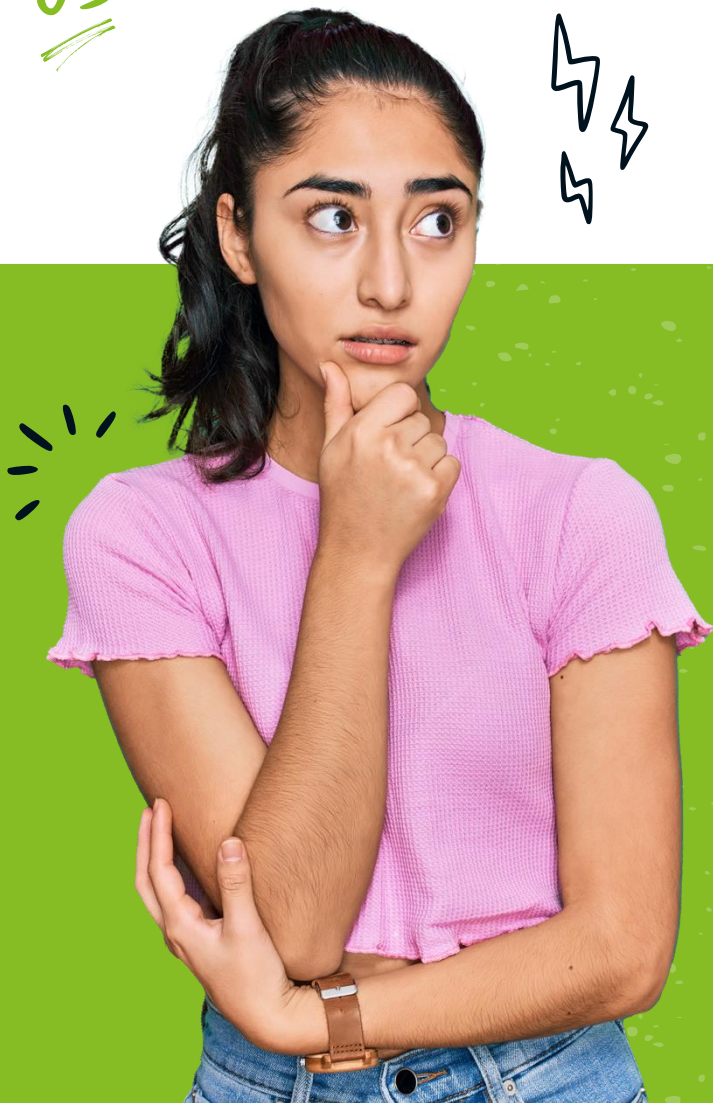
Young males are **almost twice as likely** as young females to participate in **online gambling**

Source | NSW Youth Gambling study Hing, N., et al., 2020.





FRIENDS AND FAMILY



The most
**INFLUENTIAL
EXPOSURE TO
GAMBLING
OCCURS**

when young people
see family and friends
doing it.

1.5x

Young people who live with a parent who gambles are **1.5 times more likely to gamble** than those who live in a household where no parent gambles.¹

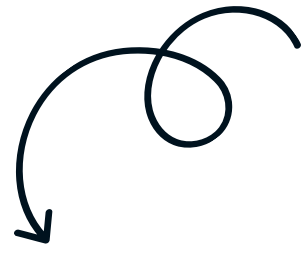
COMMUNITY

Young people whose friends gamble and have a sense of belonging to an online community are **more likely than their peers to participate in gambling**, have an intention to gamble in the future and experience gambling problems.³

Sources |

1. Warren D & Yu M 2019. Gambling activity among teenagers and their parents, in G Daraganova and N Joss (Eds.), Growing up in Australia: The Longitudinal Study of Australian Children (LSAC) Annual Statistical Report 2018, Australian Institute of Family Studies, Melbourne. 2. Purdie, N, Matters, G, Hillman, K, Murphy, M, Ozolins, C & Millwood, P 2011, Gambling and young people in Australia, Gambling Research Australia, Melbourne. 3. Hing, N., et al., 2020.

GAMBLING-RELATED HARM



FINANCIAL



RELATIONSHIPS



HEALTH



EMOTIONAL



STUDY/WORK



CULTURAL



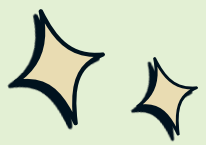
CRIMINAL





WHEN GAMING *meets* GAMBLING





WHAT'S THE ISSUE?

normalise gambling among young people

contain gambling-like reward mechanisms that tap into the same parts of the brain as gambling products like pokies

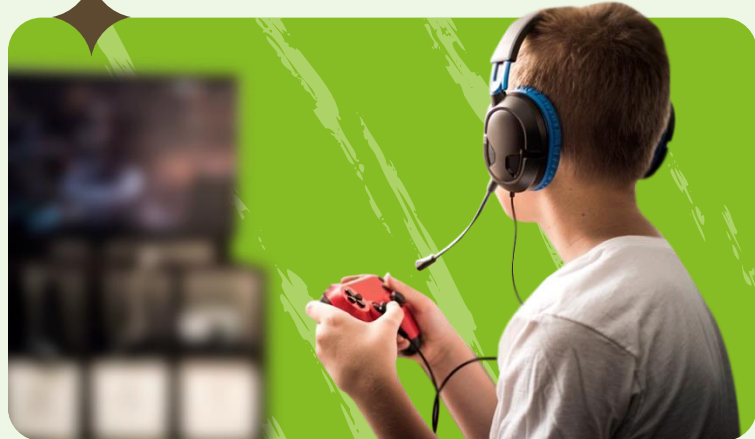
increase the likelihood of some teenagers transitioning to real gambling¹

VIDEO GAMES
that contain or simulate gambling, or contain gambling-like features...

can lead to teens having a higher risk of gambling problems later in life²

give players unrealistic expectations of winning

are not defined as 'gambling' and are mostly unregulated.



Sources | 1. Spicer, S. G., et al., Addictive Behaviors, Vol. 131, No. 107327, 2022. 2. Spicer, S. G., et al., Addictive Behaviors, Vol. 131, No. 107327, 2022). Victorian Responsible Gambling Foundation submission to the Inquiry into online gambling and its impacts on problem gamblers, Discussion paper: Gambling harm and the online gambling environment, February 2023.



HOW GAMBLING FEATURES in popular games



SOCIAL CASINO GAMES

Games that simulate real gambling, i.e. pokies/slots and casino games like poker.

FEATURED IN

- Big Fish Casino
- Panda Slots / myVegas Slots
- Slotomania
- Zynga Poker

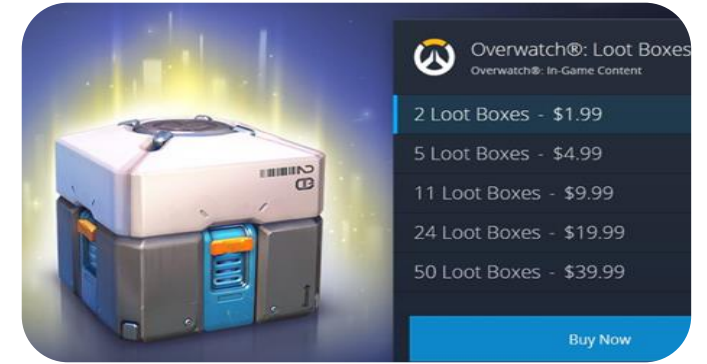


IN-GAME GAMBLING

Gambling scenarios like poker games built into game narratives.

FEATURED IN

- Watch Dogs
- Grand theft Auto: San Andreas
- New Super Mario Bros
- The Sims



GAMBLING-LIKE ELEMENTS

Game features that share the same characteristics as gambling, like loot boxes.

FEATURED IN

- Candy Crush Saga
- Fortnite: Battle Royale
- Star Wars Battlefront II
- FIFA

LOOT BOXES

The stats



62%

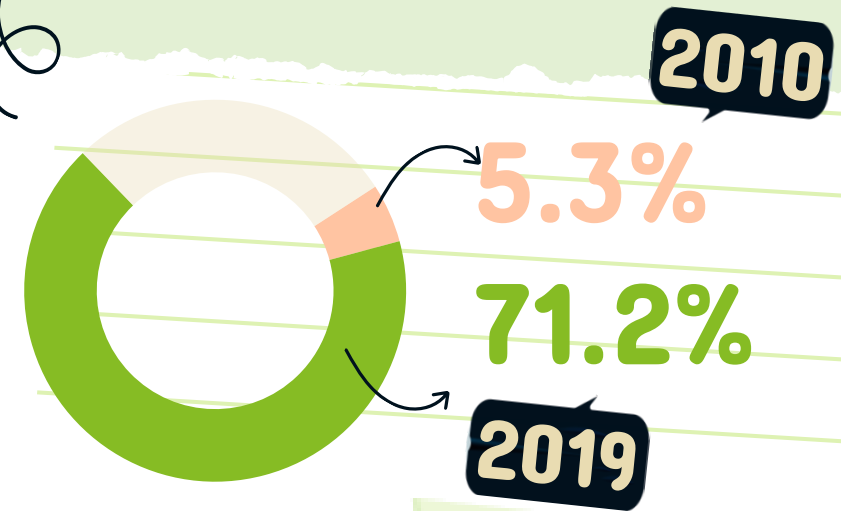
OF THE 82 BEST-SELLING
video games incorporated
loot boxes¹

1 in 3

YOUNG PEOPLE

who played games containing
loot boxes made a purchase²

Proportion of gamers
exposed to loot boxes.³



\$50

is the medium monthly spend
on loot boxes for adolescents
who purchase them. It is **\$72**
for young adults.⁴

Sources |

¹ Rockloff, M, Russell, AMT, Greer, N, Lolé, L, Hing, N, & Browne, M 2020, Loot boxes: are they grooming youth for gambling? NSW Responsible Gambling Fund, Sydney.

² Rockloff, 2020.

³ Zendle, D, Meyer, R & Ballou, N 2020, 'The changing face of desktop video game monetisation: An exploration of trends in loot boxes, pay to win, and cosmetic microtransactions in the most-played Steam games of 2010-2019', PLoS ONE, vol. 15, no.5, pp. 1-13.

⁴ Rockloff, 2020.

SIGNS OF A GAMING ISSUE *in young people*



Withdrawing from friends, social activities, and events.



Feeling upset, irritable or restless if they are unable to play.



Head, neck and wrist injuries, eye strain or back pain.



Missing school, work or other important commitments.



Lying about how much time they spend playing.



Poor personal hygiene, changed sleep patterns, low energy



Having conflicts with family or friends.



Inability to quit playing or play less, even if they want to.



Skipping meals, eating quickly or gaming while having a meal.

What is

BE AHEAD OF

THE GAME

**A FREE SCHOOL
EDUCATION
PROGRAM**



- ✓ Helps young people think critically about gambling.
- ✓ Draws on the latest research.
- ✓ Empowers parents and teachers to talk to young people about gambling and gaming.
- ✓ Offers free workshops and classroom resources.

FOR MORE INFO VISIT

beaheadofthegame.vic.gov.au

STUDENT Workshops

BOOK A BE AHEAD OF THE GAME WORKSHOP FOR STUDENTS FROM

YEAR 7-12

Free 1-HOUR SESSIONS

are delivered by local Gambler's Help community engagement officers.

KNOW THE SCORE

Helps students think critically about the risks of gambling and the factors that influence their attitudes toward gambling.

KNOW THE SCORE years 7-9

KNOW THE SCORE years 10-12

YEAR 7-9

YEAR 10-12

WHEN GAMING MEETS GAMBLING

Explores the increasingly blurred boundary between gambling and gaming, helping students stay safe and healthy.

WHEN GAMING MEETS GAMBLING years 7-9

WHEN GAMING MEETS GAMBLING years 10-12

YEAR 7-9

YEAR 10-12

YOUR MONEY MATTERS

Helps students develop financial literacy and awareness of the financial risks of gambling.

YOUR MONEY MATTERS years 9-10

YOUR MONEY MATTERS years 11-12

YEAR 9-10

YEAR 11-12

PARENT Presentations

HOST A BE AHEAD OF THE GAME INFORMATION SESSION FOR

PARENTS AND CARERS



TALKING TO YOUNG PEOPLE ABOUT GAMBLING



- The risks of gambling among young people
- The role they can play in influencing young people's attitudes and access to gambling.
- Tools, knowledge and confidence to talk to young people about gambling.



Free 1-HOUR SESSIONS

are delivered online or in-person by local Gambler's Help community engagement staff.



TALKING TO YOUNG PEOPLE ABOUT GAMING

- How games feature gambling features
- How parents and carers can confidently talk to young people about gaming and gambling.



TEACHER Resources

DOWNLOAD BE AHEAD OF THE GAME TEACHER RESOURCES FROM

beaheadofthegame.vic.gov.au

Free CURRICULUM-ALIGNED TEACHING RESOURCES

covering a range of subjects and learning outcomes.

VCE VOCATIONAL MAJOR

- Literacy
- Numeracy
- Personal Development skills



VCE

- Health and Human Development
- Media Studies



YEAR 10

- Wellbeing
- Humanities

YEAR 5 & 6

- The Bridge

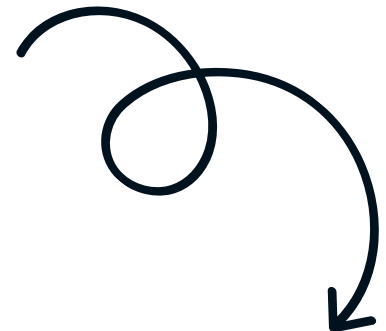
A school education program about the risks of online gaming.

FINALIST 2022 VicHealth Future Healthy Award

Resources for STUDENTS, PARENTS AND SCHOOLS

Download resources and practical information from

BEAHEADOFTHEGAME.VIC.GOV.AU.

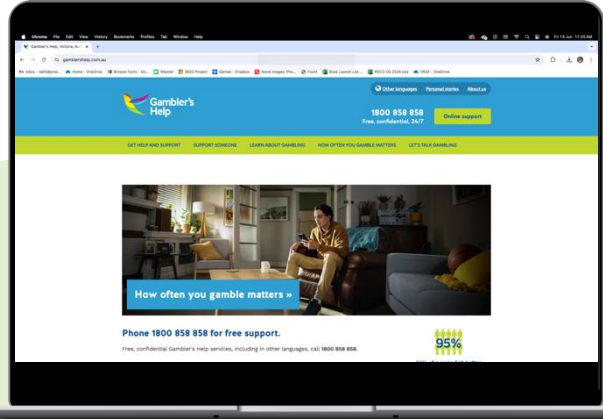


Our range of **FREE RESOURCES INCLUDE**

- Factsheets
- School gambling policy template
- Articles for school newsletters

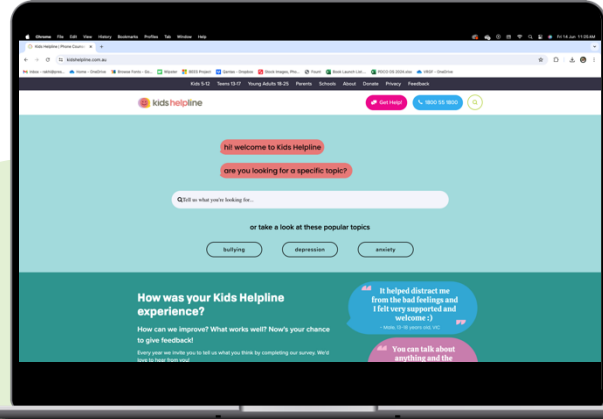


SUPPORT SERVICES



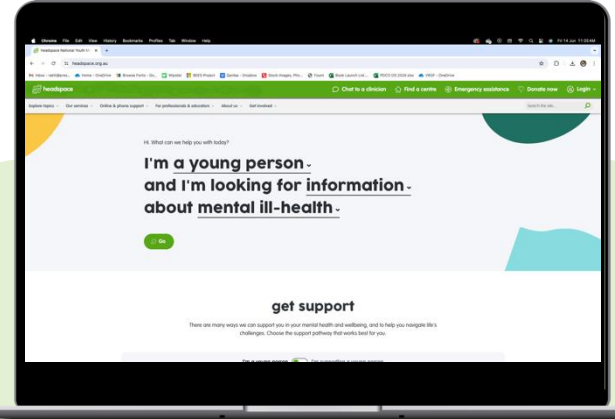
gamblershelp.com.au/youthline

1800 262 376



kidshelpline.com.au

1800 55 1800



headspace.org.au

1800 650 890



CONTACT



**BE AHEAD
OF THE
GAME**



For more information contact

Mark Riddiford
Senior Policy Officer (Education)

schools@beaheadofthegame.vic.gov.au

www.beaheadofthegame.vic.gov.au



BE AHEAD
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THANK YOU

