

YOUNG PEOPLE AND GAMBLING

Information for parents and teachers

Many adults who experience problems began gambling before they were 18.¹

Even though it is illegal for people under 18 to gamble, research shows most young people have gambled at some point.

Driven by saturation levels of gambling advertising, rapidly changing technology, and the influence of family and peers, **young people are increasingly at risk of harm from gambling.**

Helping young people to think critically about gambling and understand the risks can help them avoid gambling harm - now and into adulthood.



KEY FACTORS AFFECTING YOUNG PEOPLE

Gambling advertising

Young people are exposed to prolific gambling promotion, including advertising, sponsorships and direct marketing, while gambling ads make betting seem normal, socially acceptable and risk free.

948 ADS

An average of **948 ads** were broadcast daily on free-to-air TV in Victoria in 2021.²



One in three young people thinks betting on sport is normal.³

\$309.2 million



The gambling industry spent an estimated **\$309.2 million on advertising** in Australia in 2022, of which \$69.4 million was spent in Victoria.⁴

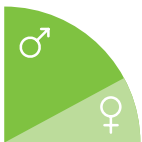
MORE KEY FACTORS

Gambling environment

Technology is making gambling more accessible to young people than ever before. High levels of online engagement and access to mobile devices mean gaming, gambling and gambling-like products are at their fingertips 24/7.



95 per cent of young people have access to a smartphone.⁵



A quarter of young people who gambled in the past year participated in **online gambling**, with male online participation (31.6 per cent) almost double that of females (16.1 per cent).⁶

Friends and family

Research shows that friends and family have the greatest influence on young people's attitudes towards, and participation in, gambling activities.



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.⁷



Three in five young people who gamble do so with at least one other person.⁸



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.⁹

EDUCATION AND AWARENESS

Victorian Responsible Gambling Foundation programs aim to address the normalisation of gambling among young people by reducing their exposure to sports betting advertising, helping them to understand the risks associated with gambling, and equipping them to make informed choices and become critical thinkers.

LOVE THE GAME

Love the Game works with professional and community sporting clubs and associations to reduce the exposure of young people to sports betting promotions.

www.lovethegame.vic.gov.au

BE AHEAD OF THE GAME

Be Ahead of the Game is a school education program that helps young people to develop the skills to think critically, and make informed decisions, about gambling.

www.beaheadofthegame.vic.gov.au



Gambler's Help Youthline provides confidential, free online and telephone support for young people experiencing harm from their own, or someone else's, gambling.

www.gamblershelp.com.au

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