

# NEWSLETTER ARTICLES

Include this article in your newsletters and communications to the parents and carers of your students.

## Help young people think critically about gambling ads

Kids these days are exposed to prolific gambling advertising. Far from being harmless, these ads are priming kids to think gambling is normal and risk free and can put them at risk of experiencing gambling issues as adults.

### The truth about gambling ads

Betting ads strongly appeal to young people because they often use humour, celebrities, Tik Tok influencers, and incentives like 'free bets' and 'cash rewards'. In addition, they don't show the negative consequences of gambling so they can prime young people to believe that gambling is a risk-free and guaranteed way to make money.

- An average of 948 ads were broadcast daily on free-to-air TV in Victoria in 2021.
- Gambling companies spent \$171 million on advertising in Australia in 2025.

And the reality is that gambling ads work. Gambling companies know that for every dollar spent on advertising, they will make massive profits from the people who lose money to gambling.

### What can parents and carers do?

We can't stop our children from seeing gambling advertising, but we can help them develop the knowledge and skills to think critically about the ads they see. Next time you're with your child and a gambling ad appears, ask them questions like:

- *Why do you think there are so many gambling ads?*
- *Do they make it seem easy to win, fun and risk free?*
- *Why do you think betting companies offer free bets, 'multis' and cash back offers?*
- *Who do you think really wins when it comes to gambling?*

By starting a discussion, you can help your child think critically about gambling advertising and understand that gambling is a risky activity that often results in people losing, rather than winning money.

For more tips on how to have a conversation about gambling, visit the 'Parents and carers' section of Be Ahead of the Game website: [www.beaheadofthegame.vic.gov.au](http://www.beaheadofthegame.vic.gov.au)

[END]

#### Sources:

- Nielsen Ad Intel, estimated advertising spend based on monitored media channels and outlets, Jan 1 to Dec 31 2022 (2022), Jan 3 2021 to Jan 1 2022 (2021).
- Nielsen Ad Intel, Biggest Ad Spenders of 2025 Report.