# Forget the bet. Enjoy the game.

## Newsletter content

### Long copy

**Forget the bet. Enjoy the game.**

We’re all constantly bombarded by advertising, signage and online promotions, tempting us to bet on sport. In 2022 the Australian gambling industry spent more than $300 million on advertising. These betting ads create the impression that betting is an ordinary part of enjoying sports. In a recent survey, more than half of young Queensland respondents aged 14 to 25 felt that betting on sport is part of Queensland’s culture.

Sports betting ads also make it seem like a fun, social activity that goes hand in hand with being a sports fan. In reality, gambling carries serious risks and the harm from gambling can have lifelong consequences for you, your friends and family.

Consider these facts:

* The more you gamble the more likely you are to experience negative consequences. One in 5 adults who suffer serious harm from gambling began before they turned 18.
* Young people are particularly at-risk of harm from sports betting. You could even experience gambling harm before you reach your 20s.

Our club is proud to announce we have signed up as a ‘Forget the bet’ supporter club. We want to encourage our club members and community to **forget the bet and enjoy the game**. Remember all the reasons you watch and play sport —for the excitement, roar of the crowd, thrill of victory and the fun you have with friends.

If you find yourself watching the odds more than the action, it might be time to check on your betting.

To find out more, including tips on how to get back to enjoying the sports you love without being distracted by the bet, visit [www.qld.gov.au/forgetthebet](http://www.qld.gov.au/forgetthebet).

If you’re worried about your gambling – or someone else’s – reach out to Gambling Help Queensland on 1800 858 858 or visit <https://www.gamblinghelpqld.org.au>.

### Short copy

**Forget the bet. Enjoy the game.**

Our club is proud to announce we have signed up as a ‘Forget the bet’ supporter club.

Sports betting ads are everywhere, and kids in particular may think betting is a normal part of watching sport. While the ads make it seem like fun, sports betting can be risky and young people are particularly at-risk of harm.

We want to encourage our club members and community to **forget the bet and enjoy the game**. Remember all the reasons you watch and play sport —for the excitement, roar of the crowd, thrill of victory and the fun you have with friends.

To find out more, including tips on how to get back to enjoying the sports you love without being distracted by the bet, visit [www.qld.gov.au/forgetthebet](http://www.qld.gov.au/forgetthebet).

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## Newsletter images

A group of people posing for a picture

Description automatically generated A group of people posing for a picture

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These supporting images are available to [download from our website](https://www.publications.qld.gov.au/dataset/sports-betting-campaign).