Victoria's $4.8 billion gambling campaign

On track to project consumers

New Problem Gambling Campaign

The Victorian Government will launch a new advertising campaign to raise awareness among young people about the risks of gambling.

The campaign, which will run until the end of the year, will feature a series of TV commercials and billboards aimed at educating young people about the dangers of gambling addiction.

The campaign will focus on the impact of gambling on young people, including the risks of gambling addiction, the impact on family and friends, and the financial consequences of gambling.

The campaign will also include a website, Victorians on track to project consumers, which will provide young people with information about the risks of gambling and how to get help if they are struggling.

The website will feature a range of resources, including factsheets, videos, and interactive games, designed to help young people understand the risks of gambling.

The Victorian Government will also work with schools and community organisations to promote the campaign and provide support for young people who may be struggling with gambling.

The campaign is part of a broader strategy to reduce the harms of gambling in Victoria, which includes initiatives such as the Benalla Community Gambling Framework and the Gambling Impact Reduction Fund.