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Minister for Lands and Water
Minister for Hospitality and Racing

Mark Coure

Minister for Multiculturalism
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MEDIA RELEASE

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GAMBLING SUPPORT FOR PEOPLE FROM DIVERSE COMMUNITIES

The NSW Government is investing in a new campaign, aimed at helping people from diverse communities that are facing problems with gambling and are uncertain of how to get help.

The four-month campaign has been designed to specifically support people struggling with gambling addiction from across Chinese, Vietnamese, Korean, Arabic and Hindi communities.

Minister for Hospitality and Racing Kevin Anderson said “The Number that Changed our Life” campaign has been rolled out across TV, Radio, print and social media for those people in these communities to seek help.

“Even though culturally and linguistically diverse communities gamble less than the general population in New South Wales, they are more vulnerable to gambling harm and experience more gambling problems than the general community,” Mr Anderson said.

Minister for Multiculturalism Mark Coure said this campaign is another example of the NSW Government ensuring no one is left behind in our rich multicultural society.

“It can be difficult for anyone to come forward and ask for help. For some, there may be cultural sensitivities to gambling, which makes it harder for them to talk to their families or friends, or which may make recognising when someone is in trouble harder to identify,” Mr Coure said.

“This campaign helps to cut through to both those that are experiencing trouble, their friends and family around them, and ensures no one is left to suffer alone in silence.”

Natalie Wright from the NSW Office of Responsible Gambling said there are excellent multilingual resources and counsellors on hand via GambleAware, but the first step to seek help is often the hardest.

“This is why The Number that Changed our Life campaign not only targets the gambler, but also their family and friends, as having the tools to reach out to loved ones, could be the difference between having the problem and addressing it.

“The number that changes your life won’t be one of those lucky numbers that never comes through, it’s the number for GambleAware’s counselling service – 1800 858 858. That might be the biggest win you have,” Ms Wright said.

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