

HOW NORMALISATION HAPPENS

The social and cultural forces that make gambling seem normal

Gambling becomes normal when it is accepted, celebrated and rarely questioned. Over time, this shapes attitudes and makes it easier to participate.



DRIVERS OF NORMALISATION



SOCIAL CONNECTION

Gambling is seen as fun, social and a way to connect with friends, family and communities.



CULTURAL ACCEPTANCE

Gambling is embedded in traditions, events and community life.



MARKETING AND MESSAGES

Glossy advertising and promotions portray gambling as exciting, rewarding and harmless.



WOMEN IN GAMBLING SPACES

More women are visible in venues and advertising, making it feel like "everyone does it".



PERCEIVED CONTROL

The belief that you can manage risk encourages ongoing play.

WHAT THIS LOOKS LIKE



Talking about big wins and lucky streaks



Sharing tips, picks and betting advice



Feeling left out if you don't participate



Believing gambling is part of life

WHY IT MATTERS



Normalisation makes gambling feel routine, acceptable and low risk.



It reduces the likelihood of questioning or stopping.



It can make harm harder to recognise and prevent.



KEY TAKEAWAY

Gambling feels normal because it is social, culturally accepted and constantly reinforced in everyday life.



It's hard to avoid toolkit

Understanding gambling in women's everyday lives



This fact sheet is based on a range of research exploring how gambling is normalised in women's daily lives and everyday environments.