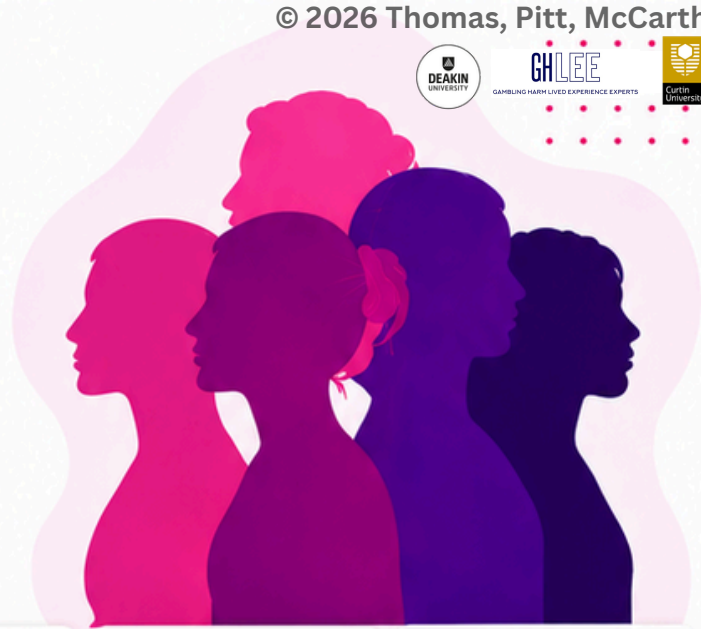


FACT SHEETS

Building understanding



A series of short, accessible summaries that translate research into clear insights about how gambling is experienced, understood, and shaped in women's everyday lives.

<p>FACT SHEET</p> <h3>GAMBLING IN EVERYDAY ENVIRONMENTS</h3> <p>Why it's hard to avoid gambling</p> <p>Access Availability Visibility</p>	<p>FACT SHEET</p> <h3>HOW NORMALISATION HAPPENS</h3> <p>Understanding the social and cultural shaping of gambling</p> <p>Social norms Industry influence Cultural acceptance</p>	<p>FACT SHEET</p> <h3>RECOGNISING HARM</h3> <p>How gambling can impact women and those around them</p> <p>Individual harm Relationship harm Community impact</p>	<p>FACT SHEET</p> <h3>WHERE TO GET SUPPORT</h3> <p>Finding help and creating safe pathways</p> <p>Support options Barriers Safe pathways</p>	<p>FACT SHEET</p> <h3>STRATEGIES FOR CHANGE</h3> <p>Actions to prevent and reduce gambling harm in women</p> <p>Policy change Communities Advocacy</p>
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“ *Gambling is not just an individual behaviour. It is shaped by the environments and systems around us.* ”

WHAT ARE THESE?

These fact sheets summarise key research on women and gambling. They highlight how gambling is embedded in everyday life, how harm is experienced, and why change is needed.

HOW TO USE THESE

- ✓ Read individually or as a series
- ✓ Use in workshops, training, and presentations
- ✓ Share with colleagues, communities, and networks
- ✓ Use to support conversations and advocacy

Start anywhere, each sheet stands alone, together they tell a **bigger story.**

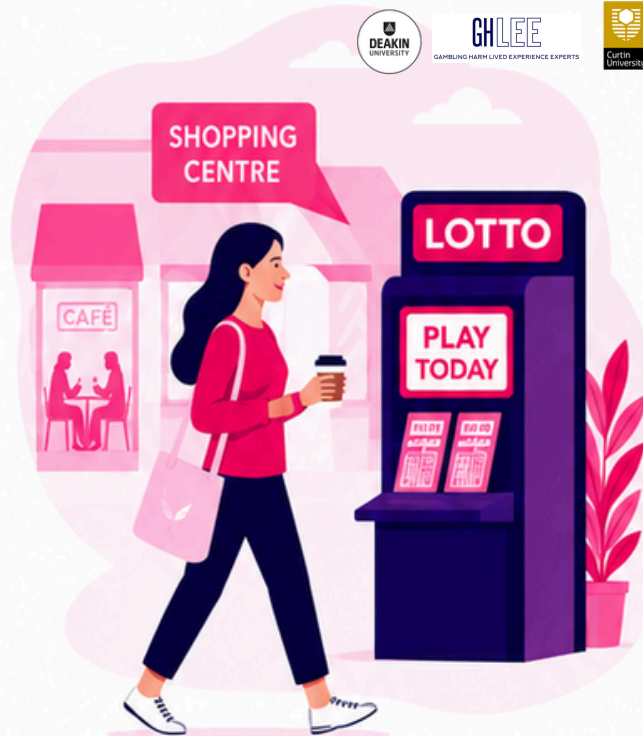
Gambling Harms Women Too
Addressing the normalisation of gambling for women

i This fact sheet is based on a range of research exploring how gambling is experienced by women and what works to prevent and reduce harm.

GAMBLING IN EVERYDAY ENVIRONMENTS

Why it's hard to avoid gambling

Gambling is woven into the places and activities that are part of women's everyday lives. It is easy to access, widely available, and often encountered while doing other things.



WHERE GAMBLING SHOWS UP



Retail and shopping

Lotteries and instant tickets in stores, online and apps.



Social venues and leisure

Pubs, clubs, casinos and racing events as social spaces.



Online and on devices

Apps, websites and digital platforms available 24/7.



Everyday routines

Encounters while commuting, working, studying or caring.



Community activities

Fundraisers, local events and club activities that include gambling.

WHY THIS MATTERS

- ✓ Easy access leads to convenient and regular consumption.
- ✓ Gambling becomes part of daily life, not a separate activity.
- ✓ Environments are designed to encourage participation.

EXAMPLES FROM EVERYDAY LIFE

- Buying a lottery ticket while doing groceries
- Seeing pokies or betting ads at the pub or online
- Using an app for quick bets during a commute
- Entering a sweepstake at work or through a club
- Being exposed to gambling promotions while watching sport



KEY TAKEAWAY

Gambling is embedded in the everyday environments women move through. This makes it easy to engage with—and harder to avoid.



Gambling Harms Women Too

Addressing the normalisation of gambling for women



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

FACT SHEET

Deakin University, Curtin University and GHLEE:

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.

RECOGNISING HARM FOR WOMEN

How gambling can impact women and those around them

Harm looks different for every woman. It can affect finances, relationships, emotional wellbeing and opportunities.



SIGNS OF GAMBLING HARM



FINANCIAL

- Spending more than intended
- Chasing losses
- Money stress and changes in spending
- Borrowing money and increased debt



RELATIONSHIP

- Hiding gambling
- Conflict or loss of trust
- Break down in relationships with partner, family and friends
- Feeling isolated or withdrawing



EMOTIONAL

- Worry, stress or anxiety
- Feeling guilty or ashamed
- Mood changes or low self-esteem
- Loss of confidence or hope



EVERYDAY LIFE

- Neglecting work, study or responsibilities
- Spending less time on self-care
- Loss of interest in other activities
- Difficulty concentrating



AFFECTED OTHERS

- Impact on partners, children, family and friends
- Worry or stress for loved ones
- Causing conflict or financial strain for others

WHY RECOGNISING HARM MATTERS

- ✓ Harm is not always visible.
- ✓ Many women experience shame and delay seeking help.
- ✓ Early recognition can reduce harm and improve wellbeing.
- ✓ Support is available, you are not alone.



THE SPECTRUM OF HARM

Gambling harm exists on a spectrum. Anyone can experience low levels of harm, but for some it can increase over time and lead to significant impacts.



LOWER IMPACT

Some negative feelings, money stress, or impact on daily life.

MODERATE IMPACT

Ongoing financial difficulty, relationship breakdown, mental health challenges.

SIGNIFICANT IMPACT

Severe financial loss, homelessness, criminality, and suicidal thoughts.



KEY TAKEAWAY

Harm can affect any woman, no matter how often or how much she gambles. Recognising the signs is the first step to getting support.



Gambling Harms Women Too

Addressing the normalisation of gambling for women



This fact sheet is based on a range of research exploring how gambling can impact women and those around them.

WHERE TO GET SUPPORT: WOMEN'S GAMBLING

Help is available, you are not alone

Support is available for women who are worried about their gambling or the gambling of someone close to them. You deserve safe, non-judgemental help that respects your choices and your privacy.



TYPES OF SUPPORT



Confidential help

Talk to someone who understands. Services are private and free.



Information and resources

Learn more about gambling, harm and how to take control.



Counselling

One-on-one support for you and your situation.



Community support

Connect with others and build a support network.



Support for affected others

Help for family and friends who are impacted by gambling.

WHERE TO START



Call Gambling Help Online

1800 858 858

24/7 nationwide support for anyone affected by gambling.



Visit gamblinghelponline.org.au

Information, chat and online support options available 24/7.



Local services

Search for counsellors and support services in your area. Ask your GP for a referral.

YOU ARE NOT ALONE



Many women feel overwhelmed, ashamed or unsure where to turn. Reaching out is a strong and brave first step.



Support is about helping you feel safe, in control and supported.



There are people who care and services that can help.



WHAT YOU SHOULD EXPECT WHEN SEEKING HELP

- ✓ You will be listened to without judgement.
- ✓ You can take things at your own pace.
- ✓ You will be supported to explore your options.
- ✓ Your privacy and safety are respected.



If you don't have a positive experience when seeking help, it's important to go somewhere else and not give up. You deserve the right support for you.



KEY TAKEAWAY

Support is available and you deserve to feel better. You don't have to face this alone.



Gambling Harms Women Too
Addressing the normalisation of gambling for women



This fact sheet is based on a range of research exploring how gambling can be normalised in women's daily lives and the importance of accessing respectful support.

STRATEGIES FOR CHANGE

Actions to prevent and reduce gambling harm in women

Reducing gambling harm requires action beyond individual choices. We need change at the personal, community and system levels.



WHAT CAN HELP



Build healthy, supportive environments

Make gambling alternatives more accessible, affordable and appealing.
Design safe spaces and communities that support connection and wellbeing.



Reduce exposure and limit harmful marketing

Limit advertising, promotions and inducements that target women.
Restrict saturation of gambling marketing in everyday environments and online.



Strengthen regulation and enforcement

Reduce availability, restrict online access, close loopholes and enforce stronger protections that prioritise women's health and safety.



Invest in prevention and public education

Use co-designed, relatable messages that challenge myths and normalisation.
Raise awareness about harm, help-seeking and support options.



Elevate women's voices and leadership

Involve women with lived experience in research, policy and advocacy.
Amplify diverse voices, especially of women underrepresented in decision-making.



Ensure services are accessible and responsive

Provide safe, confidential, gender-responsive and affordable support.
Ensure services are easy to find and meet women's diverse needs.

WE ALL NEED TO DRIVE CHANGE

- ✓ Gambling is a public health and equity issue.
- ✓ Environments must prioritise wellbeing over profit.
- ✓ Policies and services must be gender-responsive.
- ✓ Investment in prevention and early support saves lives.
- ✓ Data and research must include women's experiences.



EVERYONE HAS A ROLE TO PLAY

- Individuals**
Look out for yourself and others. Start conversations.
- Communities**
Build supportive spaces and challenge normalisation.
- Services**
Provide accessible, respectful and informed support.
- Decision-makers and governments**
Make and fund policies that protect women and reduce harm. Regulate and hold the gambling industry to account.
- Keep industry out of decision-making**
Gambling companies should not have a seat at the table when decisions are made about public health, safety and the wellbeing of women.



KEY TAKEAWAY

Change happens when we work together—across individuals, communities, services and governments—to create environments and systems that protect and empower women.

