

LOVE THE GAME KIT

In partnership with the Victorian Responsible Gambling Foundation, AFL Victoria is supporting the May 2022 Love the Game round.

THE ISSUE

The effects of sports betting ads on kids are becoming clear. Kids are exposed to sports betting promotions from a young age, especially those who play or watch sport. Young men (18–24 years) now make up almost a third of all sports bettors in Victoria, and participation by young women is rising. It's no coincidence that this group was the first generation to grow up with sports betting ads.

During the May Love the Game round, all leagues, commissions, clubs and coaches can help young people understand the risks associated with sports betting.

HOW TO PARTICIPATE:

Clubs: host a theme round and receive a free Love the Game pack

Encourage your clubs to select a weekend in May to host a Love the Game round. The first 250 Love the Game clubs to register their round will receive a handy club pack – [register HERE](#). All participating clubs will have access to an easy-to-follow content schedule to promote their Love the Game round on social media.

Coaches: register for a free support pack

Coaches can order their own kit (cap, lanyard and conversation tip card) [HERE](#).

We encourage coaches to talk to players about the risks of sports betting:

- shift conversations away from the odds and towards skills, teamwork and fun
- ask their team what they think about sports betting ads
- remind them that sport is exciting without gambling.

For more information, visit lovethethegame.vic.gov.au/themeround/.

Online community coaching forum with professional AFL coaches: *The game plan – creating a culture for success*

All community coaches are invited to join a **FREE** online event, ***The game plan – creating a culture for success***. Hosts **Gerard Whateley** and **Abbey Holmes** will chat to some of the AFL's greatest sporting minds who will share their knowledge and insights into creating a culture for success.

The panel will also discuss the negative effects of gambling advertising and explore ways community coaches can protect themselves and their teams from experiencing gambling-related harm.

[Register HERE](#)

LOCAL MEDIA RELEASE TEMPLATE

Let your community and club members know about your Love the Game round, including your local newspaper and radio station. You can access templates for your [newsletter](#) and [local media](#).

SOCIAL MEDIA SCHEDULE

Use this [social media schedule](#) to share Love the Game round messages across your social channels. You can also share AFL Victoria and Victorian Responsible Gambling Foundation content and social media posts where appropriate. Make sure to include the official hashtags and the AFL Victoria and Foundation handles on social media (see following page).



GET REWARDED WITH SPORTS VOUCHERS AND EQUIPMENT

Clubs: to be considered for one of three \$1000 sports vouchers, participating clubs are encouraged to:



SNAP

Take a photo of your club and coach in action hosting your Love the Game theme round.



TAG

Share the photo on your social media channels and tag us:
Facebook - @responsiblegambling
Instagram - @lovethethegame



REWARD

Three clubs will be rewarded with a \$1000 sports vouchers.

All entries must be appropriately tagged to be eligible.

Coaches: we have up to 50 rewards for coaches who get involved, including signed merchandise, game day tickets, whiteboards and field markers.



SNAP

Have an in-action photo taken of you during the club's Love the Game round.



EMAIL

Email the photo with your club details to:
sportingclubs@responsiblegambling.vic.gov.au.



REWARD

Those coaches whose photos are judged to be the most creative will be rewarded with one of 50 items.

The promotion will run from 1–31 May 2022. Winners will be notified on 6 June 2022 via email.

NOT SIGNED UP? JOIN LOVE THE GAME TODAY – IT'S SIMPLE!

Local clubs can join more than 650 sporting organisations across Victoria already signed up to the Love the Game program.

Love the Game clubs have access to free resources, including a gambling harm prevention policy, social media messages, web banners and educational videos, to use at their leisure to help prevent and reduce gambling harm in their community.

Join at lovethethegame.vic.gov.au/join

CONTACT INFORMATION

Riley Brettell

AFL Victoria Corporate Partnerships Account Manager
0400 461 913

Riley.brettell@afl.com.au

