



MEDIA RELEASE

Friday 30 November, 2012

Award For NSW Multicultural Problem Gambling Campaign

NSW Government efforts to tackle problem gambling in multicultural communities received a major boost last night with the winning of a prestigious national award, Minister for Hospitality and Racing, George Souris, said.

Mr Souris said an innovative campaign by the NSW Government's Responsible Gambling Fund together with the Multicultural Health Communication Service won the "Government Award" at the National Multicultural Marketing Awards 2012 in Sydney.

"Congratulations to the NSW team that won this prestigious award for the *What's Gambling Really Costing You?* Campaign, which involved the research, development and production of a series of five culturally appropriate DVDs and Youtube videos to target problem gambling in Arabic, Chinese, Vietnamese, Italian and Greek communities," Mr Souris said.

"This campaign involved focusing on the specific needs of problem gamblers from diverse cultural backgrounds, interviews with counsellors, doctors and community leaders and the development of appropriate information on free, confidential and culturally-sensitive problem gambling counselling services.

"The award has not only helped promote this valuable multicultural problem gambling resource nationally, but also the ongoing good work of the Responsible Gambling Fund, which is managed by the Office of Liquor, Gaming and Racing (OLGR)."

Mr Souris said the NSW Government is currently calling a \$2.741 million tender through the Responsible Gambling Fund for the management and delivery of a state wide Multicultural Problem Gambling Service.

"This Multicultural Problem Gambling Service is part of tenders valued at more than \$48 million currently being called for high quality and free problem gambling counselling and support services to be provided across the State over the next four years," Mr Souris said.

"The Multicultural Problem Gambling Service will provide face-to-face counselling, telephone counselling, and online counselling to meet the specific needs of individuals, couples, families and groups from multicultural communities.

"We will also be supporting education and training of service providers on multicultural gambling related matters and raising community awareness of multicultural problem gambling issues and services via promotional and educational activities."

Minister for Citizenship and Communities Victor Dominello praised the work of the Multicultural Health Communication Service in helping reduce problem gambling.

"This provision of detailed information provided by the service to members of multicultural communities will go a long way towards helping people face their gambling issues," he said.

The *What's Gambling Really Costing You?* multicultural videos are available online at www.youtube.com/gamblinghangover. Gambling Help services are available 24 hours a day by calling 1800 858 858 or visiting www.gamblinghelp.nsw.gov.au.

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