13 May 2024

[Name including any post nominals]

[Position]

[Address]

Email: [Email]

Dear [Salutation],

VIEW stands for Voice, Interests and Education of Women and is a women’s volunteer organisation with over 14,000 members across Australia exclusively supporting The Smith Family’s work to improve educational outcomes for Australian children and young people experiencing disadvantage.

VIEW members sponsor students, volunteer, fundraise and advocate to improve the life outcomes of Australian children and young people experiencing disadvantage.

Through its supportive network, VIEW women build lasting friendships, connected by the common purpose to support The Smith Family. VIEW also empowers women to have their voices heard on issues of importance for the future wellbeing of Australian society.

A recent national vote by our members endorsed the following motion:

**That VIEW Clubs of Australia call on Australian Governments to impose tighter restrictions on Sports Betting Companies as to where and when they can advertise their products and that all advertisements contain information about the problems of gambling addiction, as done with cigarette smoking.**

Problem gambling is a public health issue and should be treated as such. In Australia, $1.6 billion dollars a year is spent on online sports betting.

Sports betting companies spend $200 million per year on advertising placing them among the largest advertising sectors in Australia.

The average problem gambler loses up to $21,000 per year and this has a huge impact on their families. The children of problem gamblers very frequently suffer from poverty, domestic violence, and shame.

Research has shown that young people (8–10-year old’s) have a high recall of Sports betting advertisements and their appeal strategies i.e., they are able to recall the jingles, colours associated with different brands, content and where they saw the advertisement. They perceive if a well-known celebrity is advertising the product, it must have credibility.

Advertisements appear on social media seeking to demonstrate how easy it is to place a bet and then another straight afterwards. The children in their naivety do not see how dangerous this is. The gambling industry is one of the most hi-tech, health-harming industries that we have probably ever seen.

Our organisation would appreciate an opportunity to discuss these matters and the National President can be contacted through the VIEW National Office on 02 9085 7178.

On behalf of our members, I therefore seek your support in this matter and forward the above for your consideration. I look forward to your reply and would be pleased to communicate your response to our VIEW members.

Yours faithfully,

[Your name]

[Title/Position]

[Club Name]

VIEW Clubs of Australia