

LOVE THE GAME NOT THE ODDS

An initiative to prevent and
reduce harm from gambling

LOVE THE GAME CHARTER

The Victorian Responsible Gambling Foundation's Love the Game Sporting Club Program aims to disrupt the normalisation of gambling in sport, in particular by limiting the exposure of young people to gambling promotion. The program works at all sporting levels, from community to elite, to prevent and reduce gambling harm.

CLUB COMMITMENT

By joining the Love the Game Sporting Club Program, we understand the leadership role our club plays in encouraging balanced lifestyles and strengthening communities.

We accept a shared responsibility for raising awareness of the risks associated with gambling and will actively work to disrupt the normalisation of gambling in sport through our two year commitment to this Charter and through our actions.

Western Region Football League

Kelly Jones

Charter expiry: 07/03/2025

DISRUPTING GAMBLING IN SPORT

- We will not partner or receive sponsorship (revenue or in-kind) from gambling providers^[1] including gambling venues^[2].
- We will not display gambling promotional material in or around the club, including ground signage^[3].
- We agree that sporting environments should be free from gambling promotion (excluding raffles and trade promotion lotteries) and we will engage key decision makers, such as national and state sporting bodies and local government, in discussions that work towards this goal.
- We will develop and implement a club-specific gambling policy that seeks to address gambling harm and reduce club revenue from gambling.

A HEALTHY AND SAFE CLUB ENVIRONMENT

- We will support and participate in awareness-raising activities including displaying program messages in and around our club and participating in the Love the Game themed round/s.
- We will support our club community by providing education sessions and information about the risks of gambling and actively deter anyone under 18 years of age from participating in any form of gambling.
- If any player or club administrator is concerned about their own or someone else's gambling, we will make every effort to refer them to gambling support services.

SAFER FUNDRAISING, FUNCTIONS AND PRIZES

- Where young people under 18 years of age are present, our club social and fundraising activities will not include any forms of gambling (excluding raffles and trade promotion lotteries).
- We will not provide gambling incentives as player awards or prizes.
- Our club functions will be held in venues that align with our club gambling policy.

OPERATION OF GAMING VENUES

- As an elite club that owns or operates electronic gaming machines, we acknowledge we are uniquely placed to play a leadership role in addressing gambling harm by reducing our reliance on this revenue within an agreed timeframe.
- If we own and operate electronic gaming machines, we will meet best practice standards as outlined in the Venue Best Practice Guide to minimise harm from gambling.

1] Examples of gambling providers includes betting operators (traditional and online), racing industry organisations, casinos, lotto, Keno, etc.

2] Local clubs sponsored by venues that operate pokies are exempt from this clause. These clubs should encourage the venue to contact their local venue support worker and operate under the Venue Best Practice Guide.

3] Signage and advertising space at grounds that is not owned or controlled by the sporting club is exempt.



This charter underpins the Victorian Responsible Gambling Foundation's Sporting Club Program, supporting clubs to establish healthy and safe environments in relation to gambling.

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