

I was previously employed in the gaming industry and strongly agree that there needs to be more done to protect the public from these weapons of mass destruction. A few years ago I put this campaign together in the hope of providing a pro active measure to help prevent gamblers getting to the stage where it was too late. With the "Gambling, Look at the big picture" poster the message simply highlights the fact if you gamble a certain amount every week over time you will lose an astronomically large amount of money. A few key points to consider about this campaign are:

- \* It would cost very little to implement
- \* It will not have an impact on recreational gamblers
- \* This campaign applies to all forms of gambling (Internet, pokies, Sports Betting, Horse Racing etc)
- \* There would be no need to upgrade machine software/hardware in order to implement this campaign.

In essence this campaign merely gives people ***THE RIGHT TO MAKE AN INFORMED DECISION.***

I hope that when you are developing new strategies to help problem gamblers that you take this campaign in to consideration.

Thank you for your time, keep up the great work and I look forward to hearing from you soon.

Yours Sincerely