



# GOOD SPORTS

'RAISING THE BAR'

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November 2004

# CONTENTS

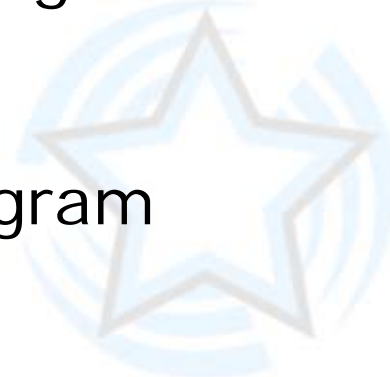
- Aims
- Club benefits
- Why Sporting Clubs?
- Metro Club Survey
- \$ changes at Yinnar FNC
- Accreditation Program
- Victorian Statistics
- Ongoing Research
- How to get involved



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## Aims

- Increase viability - not 'dry up' clubs
- Highlight clubs important role in the community
- Help clubs serve and sell alcohol within the law
- Prevent alcohol related problems & offences
- Reduce/eliminate underage drinking at clubs
- Reduce/eliminate drink driving
- Provide an ongoing education program



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## Club benefits

- Its FREE !
- 'New' culture attracts families & partners
- Increased revenue / members / attendance
- Positive public image in community
- Less 'alcohol headaches'
- "Duty of care" responsibilities
- Better relationship with your stakeholders:

***\*Sporting Association***

***\*Council***

***\*Police***

***\*Neighbors***

***\*Sponsors***

***\*Members***

***\*Junior Clubs***

***\*Other clubs***



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## Why Sporting Clubs ?

- Historical relationship between alcohol & sport in Australia
- Sporting clubs important role in the community
- **33%** Australians are involved with a sports club



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## Metro Club Survey

- **42%** drank 5 or more SD's each time
- **25%** drank 7 or more SD's each time
- **7%** drank 13 or more SD's each time
  
- **30%** have had an underage drink
- **51%** drinking at harmful levels
- **83%** drive to & from the club



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## \$ Revenue changes at Yinnar FNC

	1991	2000	Change
Bar	\$11,860	\$7,657	-35%
Sponsorship	\$8,690	\$17,508	101%
Membership	\$6,775	\$13,917	105%
TOTAL	\$27,325	\$39,082	43%



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## Accreditation Program

- **Level 0**
  - for alcohol free clubs
- **Level 1**
  - comply with Liquor Licensing requirements
  - RSA training for bar staff
  - Communication of club's involvement in program to its members





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## Level 2

- Adherence to Level 1 (monitoring)
- Low & non alcohol alternatives
- Bar management strategies – e.g. Incidents Register
- Safe transport strategies
- Food
- Fundraising/ prizes/ functions
- Smokefree

## Level 3

- Adherence to Level 2 (monitoring)
- Written Alcohol Code of Conduct



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## Good Sports – Rural & Metro Details

	Rural	Metropolitan
• Participating –	95	242
• Level 0 -	21	10
• Level 1 –	169	212
• Level 2 –	56	35
• Level 3 –	19	1
• Total -	360	500
• Accreditation %	70	50
• Overall % =		60



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## Ongoing Research

- Yearly monitoring of clubs
- Club Accreditation Surveys – Level 1 & 3
- Victorian Football League – Wet/Dry Zone initiative
- Evaluation of the Good Sports program – NSW, SA & Tasmania
- Sporting Clubs Alcohol Survey – National Attitudes & Behavior Research



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## How do you become involved?

Complete your club's details on the tear off Good Sports brochure and either hand in at the end of the session or mail to:

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## **Questions & Discussion**

