

Safer and More Viable Sporting Clubs

**Rod Glenn-Smith
State Manager
Good Sports
(Vic & SA)
Bob Barby
ADF Community
Safety Consultant**



Club Fundraising!



Euston Football Club Inc.

Special Effort

PRIZE

6'x4' Trailer with 40 Slabs of Beer

Drawn Saturday 1st September 2007

Tickets 2 For \$5

1016

 **australian
drug FOUNDATION**



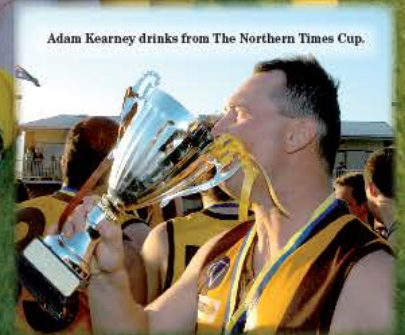
Celebrations for Hawks

Wakool 18.14 (122) d Nullawil 17.12 (114)

The job's done. Wakool players celebrate their first premiership in 16 years.



Wakool's officials and interchange players react with jubilation as the siren sounds.



Adam Kearney drinks from The Northern Times Cup.

Evidence

Metropolitan Football Survey (2000)

Each time they were at the club:

- 42% drank



- 25% drank



- 7% drank



- 13% under 20's

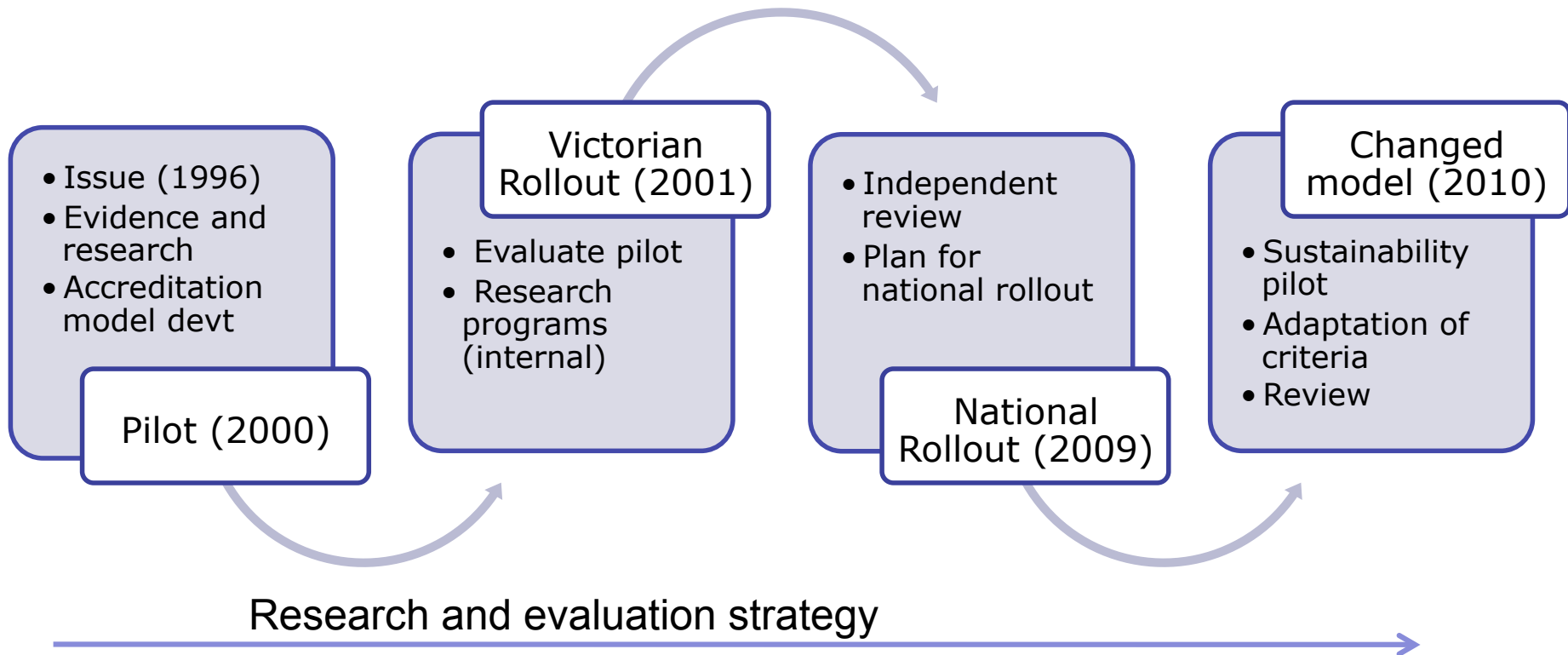


- 32% drank at the club 3-4 times per week

- 83% travel to & from the club by car, as the driver



Good Sports Program





Good Sports Objectives

- Decrease general consumption and risky drinking
- Decrease alcohol related harm – specifically drink driving
- Increase club viability and impact in communities

Success looks different



COMMUNITY – Murrabit FNC celebrating a premiership with family and friends





What's in it for clubs?

LaTrobe University 2003

- Improved image
- Growth in membership and teams (juniors)
- Reduced risk of liability
- New revenue streams
- Changes in behavior of members
- Reduced alcohol related problems
- Better relationships – parents, police council
- It's free



Size and Scope of Good Sports

	Clubs	Commenced
Victoria	2,000	2001
Tasmania	229	2004
SA	502	2004
NSW & ACT	1,674	2005
Queensland	692	2006
NT	67	2009
WA	13	2012
TOTAL	5,177	1,475,445 members



How Good Sports works

- Club registers interest
- Project Officer visits and works with club

Accreditation Model

- Level 1 – Licensing Compliance
 - Level 2 – Practices
 - Level 3 – Policy
- 5 years



How *Good Sports* supports clubs?

- Project Officer to assist through levels
- Delivery network across Victoria – 9 Community Partners; 30+ Project Officers
- Subsidised RSA courses
- Subsidised Club Liquor Licensing Seminars (New Entrant Training)
- Range of merchandise & resources provided



Responsible Serving of Alcohol courses

This 3.5-hour workshop provides the knowledge and awareness necessary to serve liquor responsibly. RSA certificate from Victorian Commission for Gambling & Liquor Regulation (VCGLR)

TOPICS

- Problems associated with excessive consumption
- Alcohol & the law
- Facts about alcohol
- Handling difficult customers

BENEFITS

- Greater awareness of legal liabilities
- Increased knowledge of alcohol & its effects
- A safer environment for servers and patrons
- Assists clubs to achieve Good Sports accreditation



Club Liquor Licensing Seminars

- **Topics Covered**

- Understanding your Liquor Licence
- Legal responsibilities
- Club rules
- Duty of care/server liability
- Underage issues
- Intoxication
- 'Signing in' requirements
- Non member functions/Limited Licences

- **Benefits of Attending**

- Greater awareness of legal issues
- Potential legal problems avoided
- Getting the most out of your licence
- Opportunity to ask questions of Police, Council and Liquor Licensing staff
- Club capacity building in alcohol management

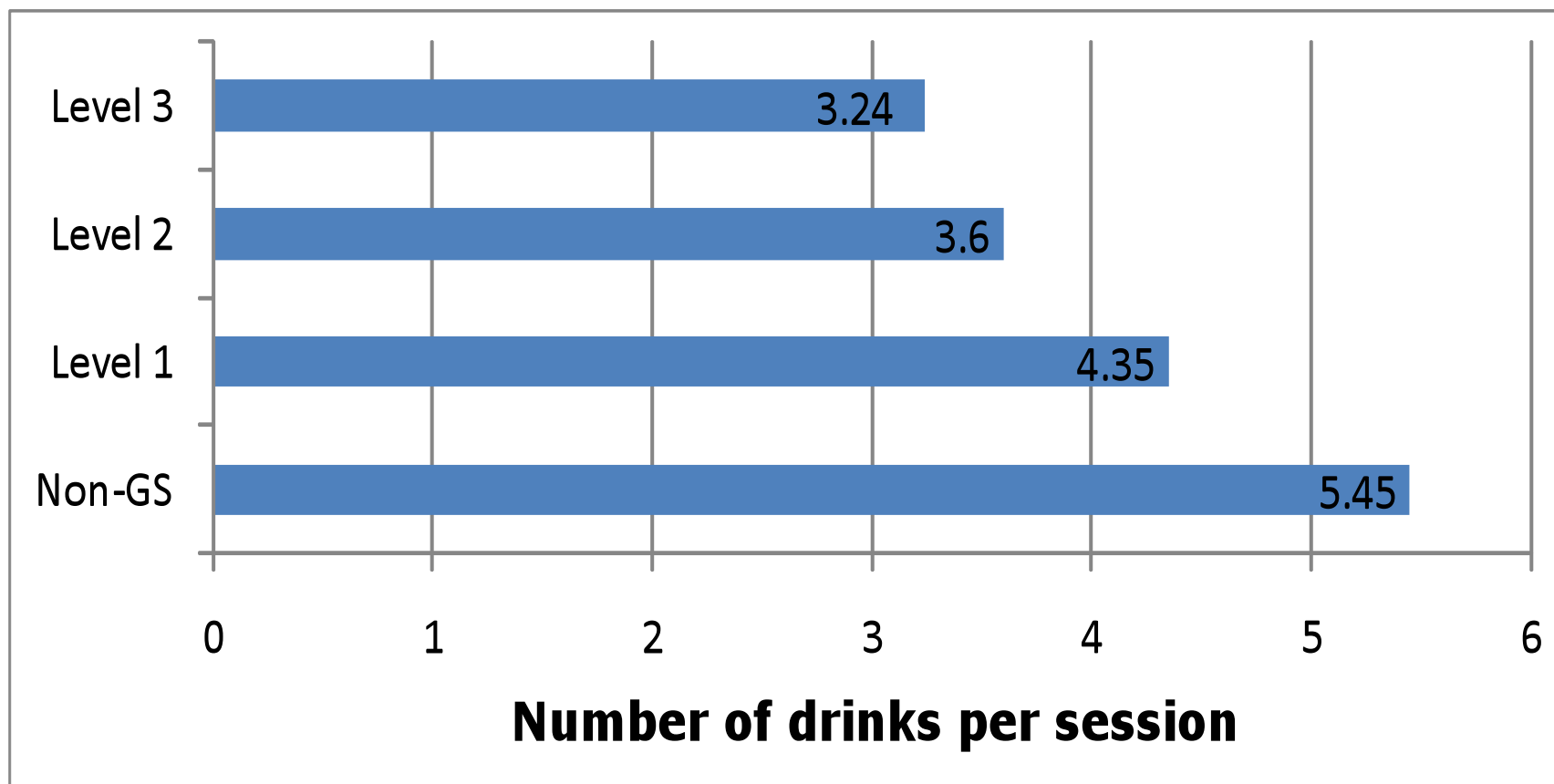
* *This session is in lieu of the new entrants training*



Good Sports Impact

- Alcohol consumption
- Drink driving risks
- Club sustainability and growth

Lower Consumption





Less Risky Drinking

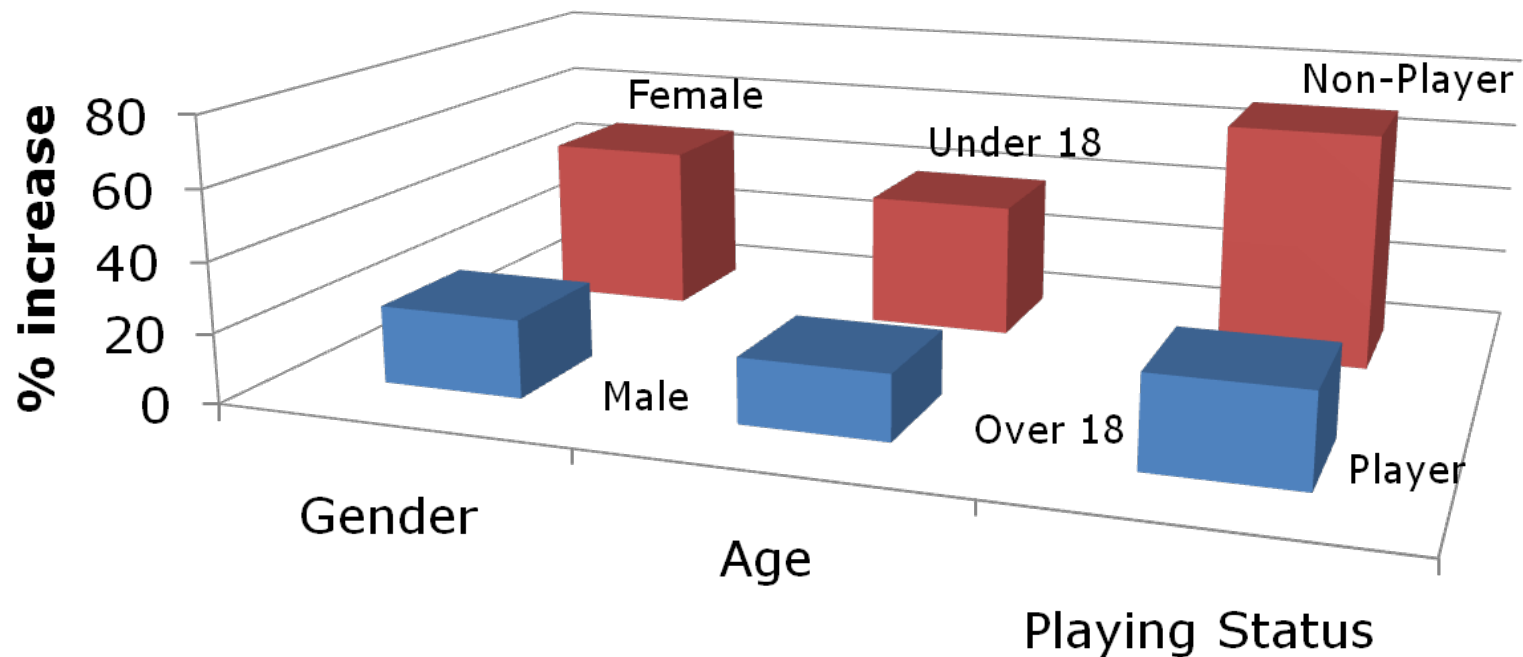
- Each level of accreditation:
 - reduces the chances of short-term risky drinking among members by 15%.
 - reduces the chances of long-term risky drinking among members by 14%.
 - Reduces risky drinking by 20% on match day.



Lowered Risks of Drink Driving

- Lower BAC among drivers:
 - Average BAC 54% lower at Level 3 clubs (0.05) than non Good Sports clubs (0.11)
 - Average BAC 40% lower at Level 3 (0.03) than Level 1 (0.05)
- More designated drivers:
 - 68% at Level 1 compared to 74% at Level 3; and 52% at Level 1 compared to 65% at Level 2.

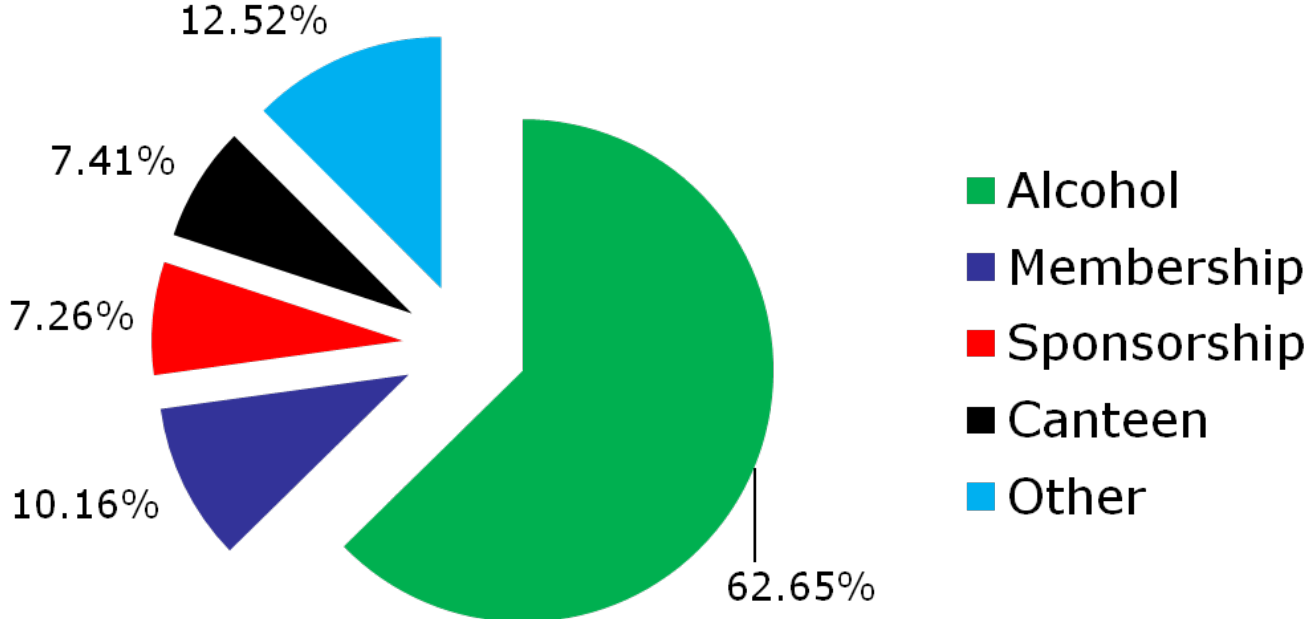
More Family Friendly





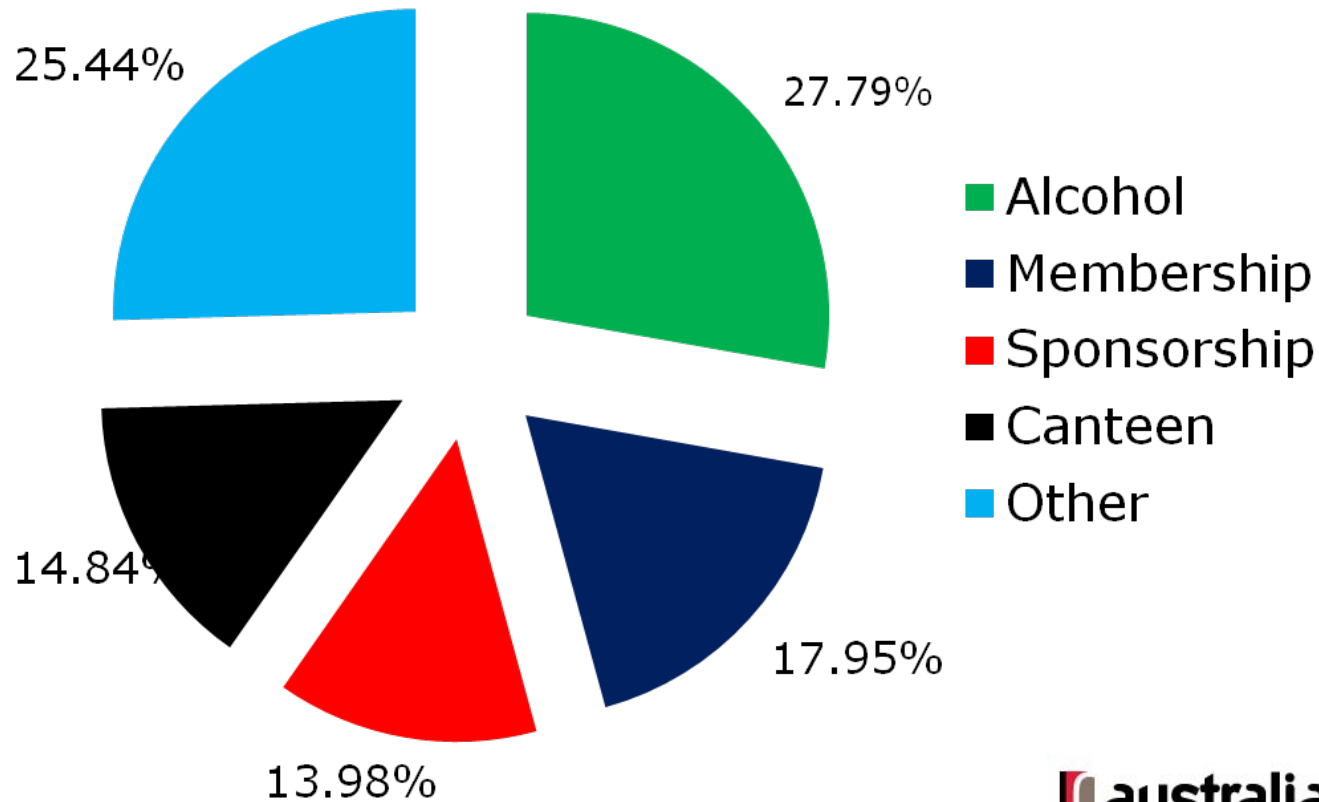
Relative Contributions – Level 1


Percent of Total



Relative Contributions – Level 3

Percent of Total





“**The *Good Sports*** program enables sporting clubs to address the issue of binge drinking through an innovative framework of alcohol management. This benefits the players, club, families and the community.”

Andrew Demetriou – AFL CEO





Partnerships – key stakeholders includes...

- LGA's
- SSA's/Associations/Leagues
- VCGLR
- RoadSafe
- Police



Partnerships – LGA's

- Major sponsor for majority of sporting clubs
- Strong support for *Good Sports* program and link with LGA's Municipal Health Plans for alcohol and other drugs
- Aim to establish MOU's with a least 3 LGA's by 30 June 2013
- Encourage LGA's to establish network groups that meet regularly

Eastern Football League



Partnerships – VCGLR



- Enabled RSA courses and Club liquor Licensing Seminars to be delivered outside of registered training organisations;
- Result – increase in courses across Vic; operate during evenings; subsidised cost structure; increased responsible alcohol practices operating in clubs;
- RSA Certificates provided free of charge;
- New Entrant Training part of ADF’s Club Liquor Licensing Seminar courses – unique for sporting clubs;
- ADF involvement in focus groups and restructure of courses;
- *Good Sports* presentation to VCGLR Compliance Inspectors
- *Good Sports* noted within VCGLR’s strategic plan.

Partnerships – RoadSafe *Looking After Our Mates*



Looking After Our Mates Sessions for Good Sports Clubs

Looking After Our Mates (LAOM) is a FREE program delivered by Good Sports in partnership with RoadSafe North West and RoadSafe Westgate

The Looking After Our Mates resource has been developed by Vic Roads, RoadSafe Victoria, Victoria Police, Traffic Accident Commission (TAC) and the Australian Drug Foundation. It is a drink driving information session with a simple, effective message about responsible drinking, safe driving – and looking after your friends

It consists of a 45 minute session delivered by a trained facilitator covering topics such as the effects of alcohol on the body and on performance, the law and Blood Alcohol Concentration (BAC), drink driving as a road safety issue and strategies to avoid drinking and driving.

Good Sports clubs in the following LGA's are eligible to host a LAOM session:

- > Brimbank
- > Hobsons Bay
- > Hume
- > Maribyrnong
- > Melton
- > Wyndham

Clubs taking up this offer will receive a set of 10 A line hygienic 'safe design' drink bottles and holder with Good Sports and Looking After Our Mates logos valued at \$150. (pictured)

If your club is interested in hosting a session or you would like further information please email bill.karametos@adf.org.au





Partnerships – Police - Case Study : Creswick FNC

History

- Magistrate ordered a Creswick man to run an alcohol education seminar for his football club after he was caught drink-driving following a club event;
- Imposed the mandatory license suspension of 16 months;
- No conviction recorded instead ordered him to organise, co-ordinate and run an alcohol road safety awareness program through the club.

What they did!

- Club submitted an article to the local paper promoting an upcoming Club Liquor Licensing Seminar;
- Conducted the Club Liquor Licensing Seminar involving 30 club delegates.

Case Study : Creswick FNC

Creswick FC alcohol seminar benefits all



POSITIVE OUTCOME: An alcohol awareness night at the Creswick Football Netball Club has seen a negative turn to a positive. About 30 people attended the seminar last night, including club president Jarrac New, Sports Central project co-ordinator David Fox, Good Sports' Rob Porter and Creswick publican Sam or Constable Jason Pitt. Picture: David Holloway

Partnerships – Victoria Police



Victorian Police strategy

Overall –

- To reduce the incidence of alcohol related harm associated with community sporting clubs throughout Victoria through a coordinated strategy involving Police, the Australian Drug Foundation (*Good Sports*), and *Good Sports* contracted Community Partners.

Specific –

- Increased contact between Police and Community Sporting clubs via random visits of licensed sporting clubs;
- To have a greater understanding of the *Good Sports* program, including its delivery structure and the assistance the program provides to local sporting clubs.



Lessons learnt along the way

- Greater awareness of issues facing clubs
- Critical role Police play
- Critical role VCGLR including Compliance Inspectors

Challenges –

- Matching ADF's club priorities with key stakeholders
- Movement of Police Local Area Commanders



Measures of success

- Majority Police Area Commands now include sports clubs / ADF or delivery partners in local accords
- Communication by Police to ADF with concerns over club liquor management
- Improved coordination between Police and VCGLR
- Improvement in communication between Police and ADF's delivery partners



Measures of Success – continued...

- Appears to be more consistent and effective approach by police when assessing and recommending approval of various license conditions attached to sporting clubs
- Many Local Area Commands have now established dedicated police units targeting alcohol related issues in licensed premises including sporting clubs



Measures of Success – continued...

- Attendance by Police at Club Liquor Licensing Seminars
- Examples of Police Inspectors using these licensing seminars and RSA courses as a means of –
 - communicating more effectively with clubs
 - educating their own personnel on sporting club issues
- Local success – Mornington Peninsula



Questions and Discussion



Contact details

Rod Glenn-Smith

State Manager *Good Sports* Vic & SA

(B) 9611 6113

(M) 0425 812 414

(E) rod@adf.org.au