

MEDIA RELEASE  
**Attn: Photo Editors**

9 November 2009

## **First Cairns sports club signs-up; choosing family-friendly over alcohol**

QUEENSLAND: The Cairns Hockey Association is the first sporting club in the region to commit to developing a family-friendly club culture while reducing the focus on alcohol consumption – through the Australian Drug Foundation’s *Good Sports* program.

*Good Sports* develops safer and healthier communities by introducing new ways to help better manage alcohol consumption.

“It’s great to see a community sporting club taking a leadership role to create a better environment for all those who like to come and watch a game of local hockey,” said Tony Hewitt, a Regional Manager with the Australian Drug Foundation.

Research has found one in five men aged 18 to 30 consumed 10+ drinks in a single night at their local sporting club. Forty-five percent drink at levels that put them at risk of long-term health problems.

“This program is a ‘win-win’ for everyone – this club is set to grow and prosper, the community becomes a safer place and the club becomes more attractive to players, spectators and volunteers,” said Mr Hewitt.

“*Good Sports* is a free program designed to help clubs shift their focus away from alcohol to young people and families without cutting into revenue. In fact, as clubs move through the *Good Sports* program, they often see an increase in takings, making the club more financially viable,” added Mr Hewitt.

With more than 3,000 clubs nationwide, the *Good Sports* program has proven successful in other parts of Australia and has recently started rolling out across North Queensland where it’s receiving much support.

“The *Good Sports* logo sends an important message to club members and the community that the club promotes a responsible attitude towards alcohol and that it provides a safe environment for players, members, families and supporters.”.

To learn more about the *Good Sports* program, visit [www.goodsports.com.au](http://www.goodsports.com.au) or contact Tony Hewitt, Regional Manager - Queensland on 0430 387 477.

### **Photo opportunity:**

What: Good Sports Level 1 Accreditation Presentation to Cairns Hockey Association

Where: Cairns Hockey Association, 33-35 Rutherford Street, North Cairns QLD

When: Tuesday 10 November 2009 at 10.00am

Who: Tony Hewitt – Regional Manager North Queensland, Australian Drug Foundation  
Casey Zepnick – *Good Sports* Project Officer - Cairns  
Murray Bain – General Manager, Cairns Hockey Association  
Representatives of Cairns *Good Sports* Reference Group

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**For media enquiries please contact Renee Lustman on +61 3 9278 8109 / +61 430 948 380.**

Celebrating 50 years of service to the community, the Australian Drug Foundation is Australia’s leading body committed to prevention programs targeting drug and alcohol use and problems around the nation.