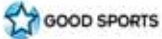






Focus

- Making Good Sports sustainable - Key Success Factors
- Influences on the sustainability of Good Sports
- Working with our communities towards sustainability



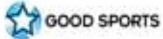
Case Study: Portarlington Demons FNC

History

- Boozy 'Boys Club' culture
- Unsuccessful on and off the field
- No governance/policies around alcohol
- Underage drinking
- Alcohol related prizes and incentives
- Not respected within local community.

What they did!

- Joined the Good Sports program.
- Reconfigured social club rooms
- Comprehensive policies
- Elimination of a 'problem group'



Case Study: Portarlington Demons FNC

And now!

- Family based functions.
- Over 100 local sponsors (only four, 3 years ago!)
- Positive image in the community.
- Serve over 100 meals to families each Thursday night.
- Won 2 games this season, nil in the previous 3!
- Members are telling the committee –
"The Club has changed for the better."

Case Study: Newcomb Sports Club

Start

- Taxis refused to come
 - Low socio-economic area
 - High youth at risk
 - Low female no's
 - No junior teams
 - No schools contact
- Level 3 – change from Level 1**
- 180 members (↑ 22%)
 - 72 non players (↑ 258%)
 - 25% females (↑ 60%)
 - 5 junior teams (↑ 40%)
 - 6 senior teams (↑ 33%)
 - Revenue
 - 22% alcohol (↓48%)
 - 32% sponsors (↑ 24%)

Case Study: Mt Gambier & District Baseball League

How it was!

- League desperate for change
- Participation rates, like most sports, in decline
- Lots of excessive drinking
- Poor member protection, bad risk management
- Wanted a competitive advantage over other sports

What they did!

- Family friendly strategies
- Joined Good Sports
- 20 RSA trained bar staff

Case Study: Mt Gambier & District Baseball League

The results

- Good environment for children
- 28% increase in junior over past 2 years (other sports declining!)
- Families staying and enjoying facilities
- Provide sit down meals rather than pies & pasties
- Making much more money than three years ago
 - Higher bar revenue
 - Higher canteen revenue
- Now spending \$20,000 expanding their canteen facilities



Some of the locals enjoying Saturday night in the social rooms

Good Sports creates clubs that are:

- Thriving
- Viable
- Better managed
- Family friendly
- More junior players
- Greater sponsorship appeal
- New revenue streams

Key Success Factors

- Correct timing!
- WIIFT
- Strategic Partnerships
- Research Evidence
- Distribution Strategy
- Mass Marketing
- Great staff team

Size and Scope of Good Sports

	Clubs	Roll Out
Victoria	1,260	2001
Tasmania	118	2004
SA	215	2004
NSW	86	2005
Queensland	31	2006
ACT	-	Pilot
WA	11	Albany Pilot Site
TOTAL	1,721	490,000 members

What's in it for Clubs

LaTrobe University 2003

- It's free!!
- New' culture attracts families & juniors
- Growth in memberships & teams (juniors)
- More people socialising at clubs
- Changes in behaviour of members
- New revenue streams
- Better relationships - parents, Police, etc.
- Builds the pool of volunteers
- Contributes to 'duty of care'

Sustainability - Yinnar FNC

	1991	2005	Difference
Bar	\$11,863	\$9,762	-21%
Sponsorship	\$8,690	\$20,297	+133%
Membership	\$6,775	\$18,530	+173%
Total	\$27,328	\$48,589	+77%

History of Good Sports

1996 -now Research





- Sporting Clubs Alcohol Project
- Gippsland Football Leagues Project
- Gippsland Sporting Clubs Alcohol Survey
- Alcohol Use in Metro. Sporting Clubs Survey
- National Attitudes & Behaviours Research

Pilots & Roll Outs

- 2000 Pilot - Victoria
- 2001 Roll Out - Victoria
- 2002 Pilot in NSW
- 2003 Pilot & roll out - TAS
- 2004 Pilot & roll out - SA
- 2005 Roll Out - NSW
- 2006 Roll Out - QLD & Pilots in WA & ACT

Our Evidence

Metropolitan Football Survey (2000)

- 42% drank  each session
- 25% drank  each session
- 7% drank  each session
- 13% under 20's drank  each session
- 32% drank 3-4 sessions per week at the club
- 83% travel from the club by car, as the driver

Comparison with Other Sports

National Attitudes and Behaviour Survey (2004)

	National	Cricket NSW	SLS NSW	Rugby QLD	Oz Rules VIC
Never drink	14%	7%	13%	9%	12%
1-2 drinks	28%	29%	39%	18%	18%
3-4 drinks	26%	27%	26%	28%	31%
5-6 drinks	15%	10%	11%	17%	17%
7+ drinks	17%	26%	9%	35%	34%



What's in it for Communities

- **Road Trauma**
 - reduced drink driving, accidents etc
- **Injury**
 - reduced violence, assaults, injury etc.
- **Community amenity**
 - reduced noise, damage etc.
- **Connection point for young people**
 - Reduced risk factors for using legal and illegal drugs
- **Improved health and fitness**
 - increased sport participation levels
- **Assists volunteers**
 - enhanced the skills of volunteers



Some of our National and State Partners





Marketing Strategy

Unique Selling Proposition

People who are looking to join a sports club now have a choice

Desired Response

- *This is a brand I can trust*
- *Select a club that is Good Sports Accredited*
- *Check out the Good Sports website*



Good Sports Objectives

1. Change the behaviour of players, members and supporters
2. Reduce alcohol related problems such as drink driving, injury, violence and assault
3. Increase the viability and impact of sporting clubs in their communities

Our Measures of Success

- 1. Changes in behaviour of club players & members**
 - Serving of alcohol, knowledge of 'safe' practices, attitudes to alcohol, use of alcohol for fundraising/prizes, drinking behaviour
- 2. Reduction in alcohol related problems**
 - Drink driving, Violence, Damage, assault, accidents
- 3. Increase in club viability**
 - Finance/revenue changes, Change in membership & team profiles, young people and women involved
- 4. Increase in the impact of sporting clubs in the community**

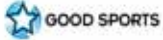
Alcohol Consumption

Measure	Non-Good Sports	Level-1	Level-2	Level-3	Sig. between non and Level-2	Sig. between non and Level-3
Standard drinks, per individual	5.86	4.36	3.24	2.52	Yes	Yes

Risky Drinking

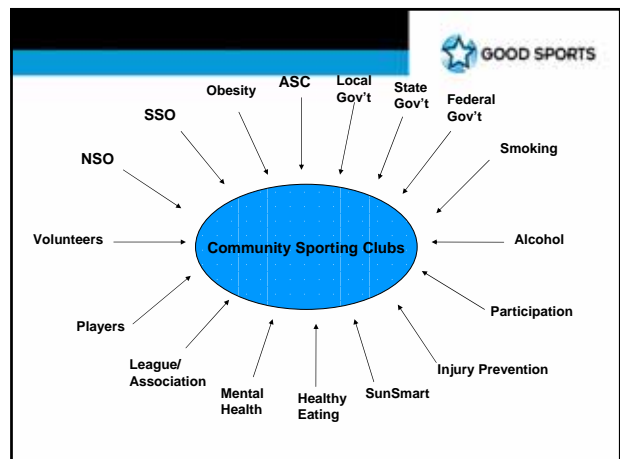
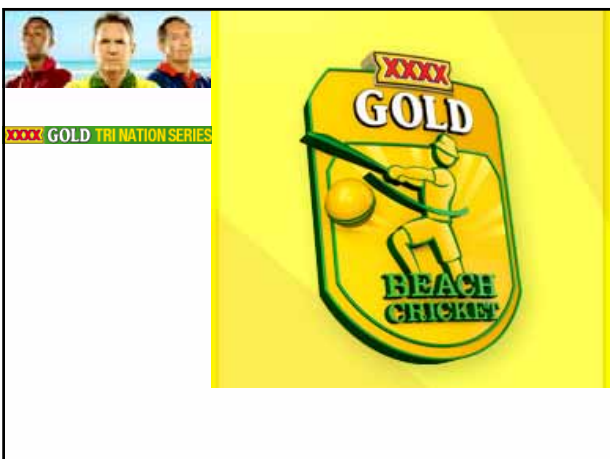
Measure	Non-Good Sports	Level-1	Level-2	Level-3	Sig. between non and Level-2	Sig. between non and Level-3
Risky drinking	41%	26%	18%	13%	Yes	Yes





Influences of Sustainability

- Elite Sport
 - Business of entertainment
 - Interested in:
 - Money
 - Image
 - Not interested in:
 - Grass root community sport
 - Increasing participation
 - Negative media headlines
 - Long term focus
 - Money drives an alcohol focused culture, eg. 2006 pre-match entertainment 2006 Grand Final



Influences of Sustainability

- Pressure on community sporting clubs
 - too many people want to solve some one elses community's problem through sport
 - Doing 'to them' v 'supporting' them
- Club Volunteers
 - Club volunteers – turnover every 1 – 2 years
- Partnerships
 - We are greatly weakened by the lack of it!
- Lack of understanding of communities
 - we want 'to do' rather than 'support'
 - too much 'push' onto sports clubs

Working with our communities for sustainability

- Community sport needs a coordinated approach
- Support our volunteers more
- Customer service approach versus top down 'pushing' onto clubs
 - Focus on club/community needs
- More grass root support
- Less 'players' and more partnerships
- Better value for money
- More money to clubs not sports

Working with our communities for sustainability

- Elite Sport
 - Very difficult to engage on alcohol issue
 - Community staff v marketers
 - More conversations needed
- Better partnerships, eg.
 - Good Sports - Healthy weight (HNEPH)
 - Good Sports - anxiety & depression (Beyond Blue)
- Long term strategy on alcohol and sport involving all partners

Sustainability

- Sports clubs are vital in effective communities
- Volunteers do amazing work & need more grass root support.
- This support means people & therefore money
- But better coordination will save money
- We all need to work together, including elite sport
- Focused on the needs of clubs and communities
- Integrated strategy with all key players
- 'Strong' practical' interventions (KSF focus) with clear accountability

