



# National Binge Drinking Strategy Community Sponsorship Fund

# BE THE INFLUENCE



**A new partnership between the Australian Government  
and 12 National Sporting Organisations to reduce the  
influence of alcohol promotion on young Australians**



# Young Australians under the influence of alcohol

Binge drinking imposes a huge toll on communities throughout Australia.

The 2008 Australian Secondary Students' Alcohol and Drug (ASSAD) Survey found that in any given week, approximately one in eight 16 year olds reported binge drinking (counted as seven or more drinks for males and five or more for females on any one day).

The National Drug Strategy Household Survey in 2010 found that for 16-17 year olds, one in five drank at risky levels at least monthly. This rises to one in four for 18-19 year olds.

## Risks of binge drinking for young Australians

Many young people and their parents are not aware of the risks associated with binge drinking.

In Australia, alcohol contributes to the three leading causes of death among adolescents - unintentional injuries, homicide and suicide. Evidence suggests that young drinkers behave more problematically than older drinkers as they have no context or reference point for assessing or regulating their drinking.

The short term risks of early alcohol initiation (before age 15), and drinking in large quantities in adolescence, are associated with a range of negative outcomes including: initiation of drug use, suicide ideation, delinquency, violence, accidents, injury, depression, school absenteeism, decreased academic performance, riding in a car with an intoxicated driver, broken friendships, rape, unplanned pregnancies and sexually transmitted diseases.

**Each week 70 Australians aged under 25 are hospitalised due to alcohol related assault**

**Each year 50 young Australians aged 14-17 die as a result of alcohol abuse**

Beyond these short term and immediate risks, there are longer term risks for youth binge drinkers. Adolescents with heavier consumption in their mid-teens tend to be the ones with heavier consumption, alcohol related harm, poorer mental health and poorer education outcomes in adulthood

## Is there a safe level of drinking for adolescents?

The National Health and Medical Research Council's *2009 Australian Guidelines to Reduce Health Risks from Drinking Alcohol* recommend for people under age 18 not drinking alcohol is the safest option.

## We all have a role to play

Youth binge drinking occurs in the wider context of alcohol use among family, friends and communities. We all have a role to play to influence developing responsible attitudes to drinking.

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## National Binge Drinking Strategy: Community Sponsorship Fund

As part of the National Binge Drinking Strategy, the Australian Government has allocated \$25 million to the Community Sponsorship Fund (CSF), to serve as an alternative to alcohol sponsorship for community sporting and cultural organisations.

The Community Sponsorship Fund has four objectives:

1. reduce the exposure of young people and children to alcohol imagery and branding;
2. reduce the links between alcohol and sporting and cultural activities that young people are often involved in, and to provide support for community-based organisations to educate their members about responsible drinking;
3. provide support for community-based organisations to provide alcohol-free environments for minors; and
4. reduce harmful consumption of alcohol through appropriate responsible service of alcohol provisions at sporting and cultural events.

Through this sponsorship program the Australian Government has offered key National Sporting Organisations the opportunity to provide a sporting environment from national through to community level that is alcohol-promotion free.

As a key element of the National Binge Drinking Strategy, these sports are now working with the Australian National Preventive Health Agency to promote the Government's new binge drinking campaign ***Be the influence: tackling binge drinking***. This campaign recognises the important place of sport in Australia and the influence that many Australian sporting heroes have as role models for aspiring young sport participants.

These sports cover a significant proportion of sporting participants in the 15-24 age group with around one million participating young Australians, and many more involved indirectly through family, community, and spectator participation.

The campaign messages will be activated throughout these sporting environments with in-venue advertising, promotions, uniform branding, on-screen and PA announcements, and through the wide community networks of these national sporting organisations via newsletters, emails and social media. As a key part of their sponsorship agreements, several sports have offered athletes to serve as campaign ambassadors to further promote the campaign messages.

These sponsorship arrangements do not affect pourage rights or the licensing, availability and service of alcohol at sporting venues which are covered by State and Territory Government legislation and include responsible service of alcohol (RSA) practices.

**12 Aussie sports are now  
over the influence  
of alcohol promotion**

## Other Australian Government initiatives that are tackling binge drinking and sport

### National Binge Drinking Strategy: Good Sports Program

On 28 May 2012 The Australian Government announced the expansion of the successful **Good Sports** program, an initiative of the Australian Drug Foundation that supports local sporting clubs around Australia to build a culture of responsible drinking at the grass roots level.

Sporting clubs who sign up to the **Good Sports** program work through three levels of accreditation, must provide smoke free environments and develop transport strategies to get people home safely.

The \$8.9 million expansion of **Good Sports** will increase the number of sporting clubs participating in the program to a minimum of 6,500 clubs by June 2014. To date, 5,000 clubs nationwide have signed up to the program.

The **Good Sports** Program has grown from a pilot project to a national program operating for over 10 years supporting community sporting clubs across Australia.

**Good Sports** has been developed to:

1. reduce alcohol-related problems such as drink driving, violence and assault
2. change the behaviour of players, supporters and members of community sporting clubs
3. increase the viability and impact of sporting clubs in their communities

The **Good Sports** expansion has 5 key objectives:

- To increase the number of community sporting clubs across Australia that are participating in **Good Sports** to 6,500 clubs involved in **Good Sports** by June 2014
- To support existing **Good Sports** clubs to progress through the Accreditation program
- To expand **Good Sports** into Western Australia
- To expand **Good Sports** focus to include young people aged 12-17, through the development of **Good Sports** Junior
- To improve the accessibility of the **Good Sports** program in remote areas by online delivery

The program helps clubs to change their culture by focusing more on young people and families and less on the consumption of alcohol at high-risk levels. **Good Sports** creates sustainable change in sporting clubs by enabling them to make their systems and practices for managing alcohol more responsible.



[www.goodsports.com.au](http://www.goodsports.com.au)



### Researching the links between alcohol, sport and harmful drinking

On 6 March 2012, the Australian Government announced almost \$4 million dollars in research funding allocated nation-wide to 13 new projects that will investigate ways to prevent the harm caused by obesity, tobacco and harmful use of alcohol. The grants have been awarded as part of the Government's \$872.1 million commitment to keeping people well through the National Partnership Agreement for Preventive Health. One of these research projects was awarded to Monash University to investigate links between alcohol advertising and sponsorship in Australian sport.



Australian National  
Preventive Health Agency

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