



THE HON KATE ELLIS MP

Minister for Sport

MEDIA RELEASE

18 January 2009

Major Sports Support New Alcohol Code

The Minister for Sport Kate Ellis today announced that six of Australia's largest sporting organisations have signed up to a National Alcohol Code of Conduct to help tackle binge drinking.

"Today's announcement represents an important step in the partnership between the Australian Government and national sporting organisations to help promote responsible attitudes and practices to alcohol through leadership and support" said Ms Ellis.

"We recognise that binge drinking is a broad, community-wide problem and we believe that sport can be an important part of the solution", Ms Ellis added.

The code outlines responsibilities for both organisations and individuals and expects those covered by the Code should consume alcohol in a safe and responsible manner and promote responsible drinking.

The code also establishes a set of principles for the responsible service and consumption of alcohol, including the promotion of sensible drinking to the broader community by national sporting organisations and sports people.

The six sports signing up to the code are:

- rugby league (represented by the National Rugby League and the Australian Rugby League)
- Australian rules football (represented by Australian Football League)
- netball (represented by Netball Australia)
- football (represented by the Football Federation Australia)
- rugby union (represented by the Australian Rugby Union)
- cricket (represented by Cricket Australia).

Alcohol is responsible for more than 3,000 deaths a year and around 72,000 hospitalisations, many of which are related to binge drinking.

The National Alcohol Code of Conduct forms part of the Australian Government's \$53.5 million National Binge Drinking Strategy.

The strategy includes:

- \$20 million for a national advertising campaign that confronts young people with the costs and consequences of binge drinking, including television and radio advertising
- \$14.4 million in community-level initiatives to confront the culture of binge drinking
- \$19.1 million for early interventions to assist young people to assume personal responsibility for their drinking and its consequences.

The code follows the \$5.2 million invested in the significant expansion of the Good Sports initiative of the Australian Drug Foundation (ADF) which supports local sporting clubs to build a culture of responsible drinking. At the community level.

The code will also be complemented by the \$2 million Club Champions program which will provide education and support within clubs to promote the principles of the code.

The Australian Government is determined to fight binge drinking, and is very pleased that so many of the nation's peak sporting bodies are also making a stand.

Following their leadership, we encourage other sporting organisations to sign up to the Code of Conduct and support sport being part of the solution to this complex community problem.

Media Contact: Jimmy Sullivan 0423 290 646

NATIONAL BINGE DRINKING STRATEGY

NATIONAL ALCOHOL CODE OF CONDUCT

JANUARY 2009

FINAL

[insert organisation] Alcohol Code of Conduct

PRINCIPLES

This Code of Conduct aims to encourage and promote responsible attitudes and practices to alcohol through leadership and support. Sporting organisations, and individuals covered by this Code of Conduct have a role to play to help promote responsible drinking in society.

[insert organisation] is committed to conducting its activities in a manner that encourages responsible service and consumption of alcohol.

[insert organisation] accepts that it occupies a community leadership position in setting standards for a wide range of social and sporting behaviours.

Establishing benchmarks for responsible alcohol consumption and reducing the harm associated with excessive alcohol consumption is in the interests of [insert name of sport] at all levels and the wider community.

[insert organisation] believes that all people involved in its activities, whether or not in the public arena, should be treated with dignity and respect.

[insert organisation] appreciates that both [insert organisation] and individuals have responsibilities to give effect to responsible service and consumption of alcohol and will support and promote the principles of this Code.

Organisation Responsibilities

[insert organisation] will play its part by:

- not allowing individuals to participate in any sporting activities expressly sanctioned by [insert organisation] if they are consuming alcohol or under the influence of alcohol;
- not encouraging the promotion or service of alcohol in and around competition areas at underage events expressly sanctioned by the [insert organisation];
- using its best endeavours to ensure that food and low alcohol and non-alcoholic drinks are available at any activity held or expressly sanctioned by [insert organisation] where alcohol will be served;
- encouraging responsible alcohol practices as well as being mutually supportive of individuals covered by this code of conduct, including providing support for individuals seeking assistance on alcohol related matters;
- ensuring that, where alcohol products are used as prizes/rewards, they are used in a responsible and appropriate manner; and
- complying with all relevant liquor licensing laws regarding the responsible service of alcohol.

Individual Responsibilities

[insert organisation] expects that individuals covered by this Code and undertaking activities associated with [insert name of sport] shall at all times where there is alcohol usage:

- behave in a dignified and professional manner that promotes and upholds standards of integrity, dignity and professionalism;
- act as role models for their club/team and [insert name of sport];
- not put themselves, club/team mates nor the general public at risk of serious physical and social harms;
- accept that they are responsible and accountable for the choices they make and the consequences of these choices;
- assist their club/team mates and others covered by the Code of Conduct if they have had too much to drink; and
- take reasonable action to both prevent alcohol problems and address any alcohol-related issues as they emerge.

Who does this Code apply to?

The Code applies to following individuals whether in a paid or voluntary capacity:

- registered players of [insert organisation] participating in teams or competitions conducted by or on behalf of [insert organisation];
- accredited coaches and assistant coaches of teams organised by or on behalf of [insert organisation];
- support personnel with whom the [insert organisation] has a formal relationship;
- registered umpires, referees and other officials of [insert organisation];
- office bearers or other officials of [insert organisation].

Further, [insert organisation] will encourage others who have an association with [insert organisations], such as members and affiliates, to support the principles of the code of conduct.