

## Fact Sheet

# Community Attitudes Survey: Healthy Community Sporting Environments

2009 Survey

**This survey, conducted in November 2009, provides evidence of strong community support for governments to work with sports clubs to improve the responsible consumption of alcohol and healthier food choices.**

**Around one quarter of adults, and more than one in six children, take part in organised sport in any given year.<sup>1</sup> These findings reveal a major opportunity to advance health promotion in Australia, with support from a majority of people.**

### Intent

Well aware of the cost that alcohol and poor nutrition can have in terms of health, VicHealth conducted this research to document community attitudes towards those risk factors in a grassroots sporting setting.

### Survey

The survey focused on:

- what constitutes a healthy sporting environment
- attitudes towards the place of alcohol and junk food in community sport
- support for health promotion interventions in grassroots settings.

### Respondents

The survey sampled 1500 Victorians—1000 from Melbourne and 500 from Regional Victoria. The survey was conducted by telephone and the dataset was post-weighted by age and sex to align with the latest Victorian residential population estimates.

Respondents were aged between 18 and 94. Around 56% were female. Over a third had a dependant child living with them.

Of those who responded, 43% were involved in some capacity with a local sports club. A similar proportion defined themselves as occasional drinkers.

### Key findings

#### **Alcohol and grassroots sporting clubs**

- More than one-third indicated there is too much alcohol in sports clubs.
- 83% would support the removal of alcohol sponsorship from clubs if help was given to replace lost revenue.
- 76% would support a levy on alcohol advertising if funds generated were allocated to community sports.
- Nine out of ten people agreed it is the responsibility of community sports clubs to promote responsible drinking.

#### **Junk food and grassroots sporting clubs**

- More than half indicated there is not enough healthy food sold at sports clubs.
- 81% would support the removal of junk food sponsorship from clubs if help was given to replace lost revenue.
- 77% would support a levy on junk food advertising if funds generated were allocated to community sports.
- Eight out of ten people agreed it is the responsibility of community sports clubs to promote healthy eating.

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<sup>1</sup> Australian Bureau of Statistics,  
*Australian Social Trends*, 2006 figure

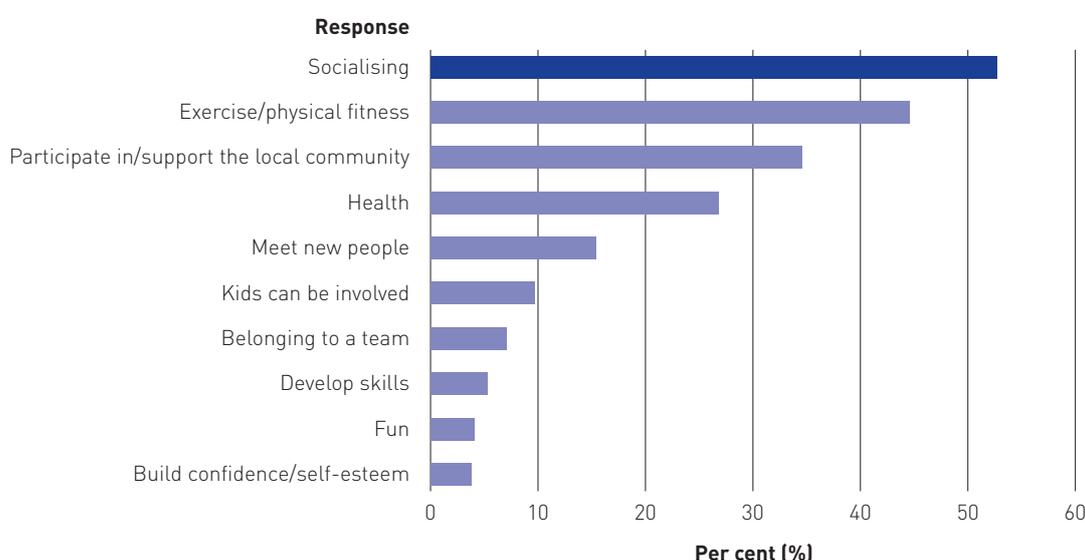
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## Benefits of participation

- Health was the fourth most commonly identified benefit of participation in a sports club, behind socialising, exercise/physical fitness, and local community connections.

**Table 1**

Ten most commonly identified key benefits of being involved with a local community sports club, Victorian residents aged 18 years and over (N=1500)



## What is unhealthy at local community sports clubs?

- Alcohol consumption was the top commonly identified unhealthy aspect of sports clubs.

**Table 2**

Ten most commonly identified unhealthy aspects of local community sports clubs, Victorian residents aged 18 years and over (N=1500)

