

# Good Sports alcohol sponsorship survey

## 1. Good Sports survey of alcohol-related sponsorship

Thank you for participating in this survey on alcohol-related sponsorship.

The survey will take you approximately 10 minutes to complete. You may need to have the following information to hand to assist you when completing the survey:

- \* details of your club's sponsors
- \* information about the sponsorship arrangement (i.e. what they provide for your club and what you do in return)
- \* what the sponsorship deal is worth

You can leave and re-enter the survey at any time to update your responses.

The survey is confidential. You will be invited to provide contact details for the purpose of going in the draw to win a \$500 Rebel sports voucher, or if you wish to take part in a follow up interview. No information identifying your club will be passed on to anyone else.

Should you have any questions about the survey, please contact Cameron Britt, Good Sports National Project Manager on tel. (03) 9278 8134 or email [cameron@adf.org.au](mailto:cameron@adf.org.au).

Thank you for your support,  
The Australian Drug Foundation

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## 2. About Your Club

This section asks a few details about your club.

**\* 1. What state or territory is your club in?**

**\* 2. What type of area is your club located in?**

Metropolitan (pop. >100,000)

Rural (pop. 5,001 - 24,999)

Regional (pop. 25,000 - 99,999)

Remote (pop. <5,000)

**\* 3. What sport(s) does your club represent? Select one or more:**

Australian Rules Football

Football (Soccer)

Rugby Union

Basketball

Golf

Surf Life Saving

Bowls

Netball

Tennis

Cricket

Rugby League

Other (please specify)

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## 3. About Your Sponsors

This section asks about the types of sponsors you have. For this survey, sponsorship means:

"an arrangement - or association - with a business or individual where your club receives support in return for promotional opportunities for that business. Support may come in the form of cash or 'in-kind' goods and services."

\* **4. Does your club receive sponsorship support from ANY businesses or individuals?**

Yes

No (click next)

**5. Do any of these sponsors make, distribute or sell alcohol? These include licensed venues, liquor retailers or alcohol producers.**

Yes

No

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## 4. Sponsorship by a licensed venue

\* **6. Is your club sponsored by or have an association with a LICENSED VENUE? (e.g. hotel /pub /bar /nightclub /registered club or restaurant)**

Yes

No (click next)

\* **7. What kind of support does this sponsor give your club?**

Cash

Equipment

Meal discounts

Free/discounted alcohol

Discounted/free function room hire

Other (please specify)

**8. What is your club required to do in return for this sponsorship support? (e.g. hold a minimum number of club functions at the venue, club members must attend the venue after training sessions, etc.)**

**9. How has this sponsorship arrangement been agreed to?**

Written contract

Informal verbal agreement

Don't know

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## 5. Sponsorship by a liquor retailer

\* 10. Is your club sponsored by or have an association with a LIQUOR RETAILER?  
(e.g. bottleshop, liquor barn, supermarket)

Yes

No (click next)

11. What kind of support does this sponsor give your club? (e.g. cash, discounted or free alcohol, etc.)

  
  

12. What is your club required to do in return for this sponsorship support (e.g. purchase and/or sell a minimum amount of alcohol?)

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## 6. Sponsorship by an alcohol producer

\* 13. Is your club sponsored by, or have an association with, an **ALCOHOL PRODUCER** of beer, wine or spirits? (This can include the producer or the brand, e.g. CUB, Foster's, Boags, XXXX, Bundaberg, De Bortoli wines etc.)

Yes

No (click next)

14. What kind of support does this sponsor give your club? (e.g. cash, discounted or free alcohol products, equipment, merchandise, financial rewards for meeting or exceeding product targets etc.)

  
  

15. What, if any, is your club required to do in return for this sponsorship support? (e.g. purchase, consume and/or sell a minimum amount of alcohol; stock and promote the specific product etc.)

  
  

16. Does this sponsor give your club any items which feature alcohol product brands or logos? Please list these (e.g. water bottles, sporting equipment, team clothing, promotional merchandise).

## 7. Acknowledging your sponsors

### \* 17. How do you acknowledge the support of your sponsors?

- Naming rights for a club event
- Advertising in club newsletters
- Naming rights for a competition
- Promotion on the club website
- Promotional material inside club rooms
- Sponsor award
- Signage on ground facilities
- None of the above
- Other (please specify)

## 8. Sponsorship of players

\* **18. Are any individual players or teams in your club directly sponsored by an alcohol-related business?**

Yes

No

Don't know

If yes, please describe

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## 9. Value of the sponsorship

The following questions ask you to estimate the value of the sponsorships described in this survey.

- \* **19. If you receive sponsorship support in the form of cash, can you estimate the cash amount your club received from your alcohol sponsor(s) in the last financial year?**

Please add comments (if needed)

- \* **20. For the 'in-kind' support you receive from your alcohol sponsor(s), can you estimate the financial value of this support in the last financial year? (e.g. if you had to pay full price for any of the goods and services that are provided by these sponsors)**

Please add comments (if needed)

- 21. Is there anything about the relationship with your alcohol sponsor(s) over and above financial considerations, that provides value or benefit to your club?**

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## 10. About the Federal Government's 'buy-out' of alcohol sponsorship

The Federal Government has committed \$25million over four years for a community sponsorship fund to provide alternatives to alcohol sponsorship for community sporting and cultural organisations. To be eligible for sponsorship under the community fund, organisations will need to agree not to accept sponsorship from the alcohol industry.

The fund is not yet operational and details on how the fund will work are not fully known at this stage. (e.g. how much the Government will pay and whether it will match current amounts)

The following questions seek your club's general views about a potential buy-out.

**\* 22. Given the option, would your club take part in a government buy-out (see above) of alcohol-related sponsorship?**

Yes

No

Maybe - depending on the following conditions:

  

**23. How would your club be affected (positively or negatively) by a government buy-out of your alcohol-related sponsorships?**

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## 11. General comments

**24. Do you have any general comments to make on alcohol sponsorship in community sport?**

  

\* **25. Further Follow-Up**

	Yes	No
I wish to go in the draw to win my club a \$500 Rebel Sports voucher	<input type="checkbox"/>	<input type="checkbox"/>
I am happy to be considered for a follow-up discussion and if chosen will receive a \$200 Rebel Sports voucher for my club	<input type="checkbox"/>	<input type="checkbox"/>

**26. Please provide contact details if you selected Yes to go in the voucher draw or for further follow-up. The information will only be used for this purpose.**

Club name

Contact name

Email address

## 12. Thank you

The Australian Drug Foundation thanks you for taking the time to complete this survey.