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.

Thank you for your support, The Australian Drug Foundation

2. About Your Club

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This section	asks a	iew	uetalis	about	your	CIUD.

* 1. What state or territory is your club i

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

jn	Metropolitan (pop. >100,000)	jn	Rural (pop. 5,001 - 24,999)
m	Regional (pop. 25,000 - 99,999)	m	Remote (pop. <5,000)

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

ê	Australian Rules Football	ê	Football (Soccer)	Ē	Rugby Union
ē	Basketball	ē	Golf	ê	Surf Life Saving
ē	Bowls	ē	Netball	ê	Tennis
ê	Cricket	€	Rugby League		
É	Other (please specify)		_		

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?

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yes

yes

No (click next)
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5. Do any of these sponsors make, distribute or sell alcohol? These include licensed venues, liquor retailers or alcohol producers.

'n	Yes
m	No

4. Si	ponsorshi	n hy a	licensed	venue
T. U		pbya	<u>IICCIISCU</u>	venue

		by or have an association v lub /registered club or resta	
jn '	Yes		
jm	No (click next)		
7. W	hat kind of support do	es this sponsor give your c	lub?
ē	Cash		
€	Equipment		
€	Meal discounts		
€	Free/discounted alcohol		
€	Discounted/free function room hire		
ê	Other (please specify)		
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venu	ue after training sessio	ns, etc.)	
		6	ed to?
9. H			ed to?
9. H	ow has this sponsorsh	ip arrangement been agree	
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J. J	ponsors		a iiyuoi	retailer

b. 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)				
j _n Yes				
jn No (click next)				
11. What kind of support does this sponsor give your club? (e.g. cash, discounted or free alcohol, etc.)				
5				
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?)				
5 6				

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.)



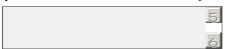
14. What kind of support does this sponsor give your club? (e.g. cash, discounted or free alcohol products, equipment, merchandise, financial rewards for meeting or exceeding product targets etc.)



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

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oponionip or players	
ે 18. Are any individual players લ	or teams in your club directly sponsored by an alcohol-
related business?	
j _n Yes	
jn No	
j∵∩ Don't know	
If yes, please describe	

Good Sports alcohol sponsorship survey 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?

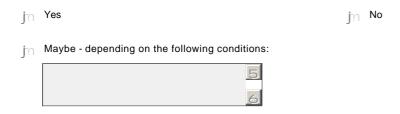
10. About the Federal Government's 'buy-out' of alcohol sponsorship

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?



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

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25. Further Follo	5	ts to make on alco	hol sponsorsi	nip in	
I wish to go in the draw t	6				
I wish to go in the draw t	ow-Up				
	··· • p				
	a win my club a \$500 Bahal Sports	vouchor		Yes	No
i am happy to be conside for my club	ered for a follow-up discussion and i		tebel Sports voucher	ja ja	ja Jm
	de contect details if w	ou colooted Voc to	go in the year	shor dra	
	de contact details if ye			ner ara	w or
	o. The information will	only be used for t	nis purpose.		
Club name					
Contact name					
Email address					

Good Sports alcohol sponsorship survey						
12. Thank you						
The Australian Drug Foundation thanks you for taking the time to complete this survey.						