



Free Water Equals Healthier Choices – an Overview

An initiative aimed at providing free, chilled drinking water for many hundreds of thousands of sports and entertainment fans at Etihad Stadium has proved an overwhelming success.

In April 2015 following the forging of a partnership between Etihad Stadium, Yarra Valley Water and Vic Health, 10 drinking water fountains were installed on all three levels of the multi-purpose stadium.

This number will be increased to twelve in coming months and the fountains are now available to patrons attending all sports codes and entertainment events at Etihad. The traditional summer scheduled events include A-League soccer, cricket's Big Bash and in 2017 the two magnificent Adele concerts, attended by more than 152,000 fans on March 18 & 19.

Altogether over the course of three years, the continuous chilled water has been available to approximately 4.8million fans who have passed through Etihad Stadium's gates.

The idea was initially proposed by Etihad Stadium to improve healthy choices and reduce the strain on footy fans' hip pockets. Both the Stadium and the AFL were strongly of the view that some measures were required to make going to the footy cheaper! Etihad Stadium has paid tribute to its catering partner Delaware North Companies Australia for its support of the initiative. Delaware has sold water bottles at the stadium since close to the Stadium's opening.

Data was produced at the end of 2016 highlighting the success of the water initiative – new data will be available at the conclusion of the 2017 AFL Home and Away Season.

In 2016 4,780L of water from the fountains rehydrated fans. Over the course of the three years following regular promotions through Etihad Stadium's AFL partner clubs and media events the consumption has increased considerably.

High profile AFL personalities such as Brownlow Medallist Sam Mitchell, Cale Hooker and Tom Bellchambers as well Executives from Vic Health, Yarra Valley and Etihad Stadium have participated in the promotions.

Etihad Stadium CEO Michael Green says the introduction of refill stations was just one of a number of initiatives, the stadium in partnership with the AFL had introduced to 'engage with fans' and to make their experience as enjoyable as possible when attending AFL fixtures.

"While AFL is played during the more temperate months, the requirement for hydration is very much a safety issue when sporting events such as cricket and soccer are played in the summer months," Mr Green said.

"The initiative has been a great success," he said.

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More Information

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