

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.¹ 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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¹ Australian Bureau of Statistics,
Australian Social Trends, 2006 figure

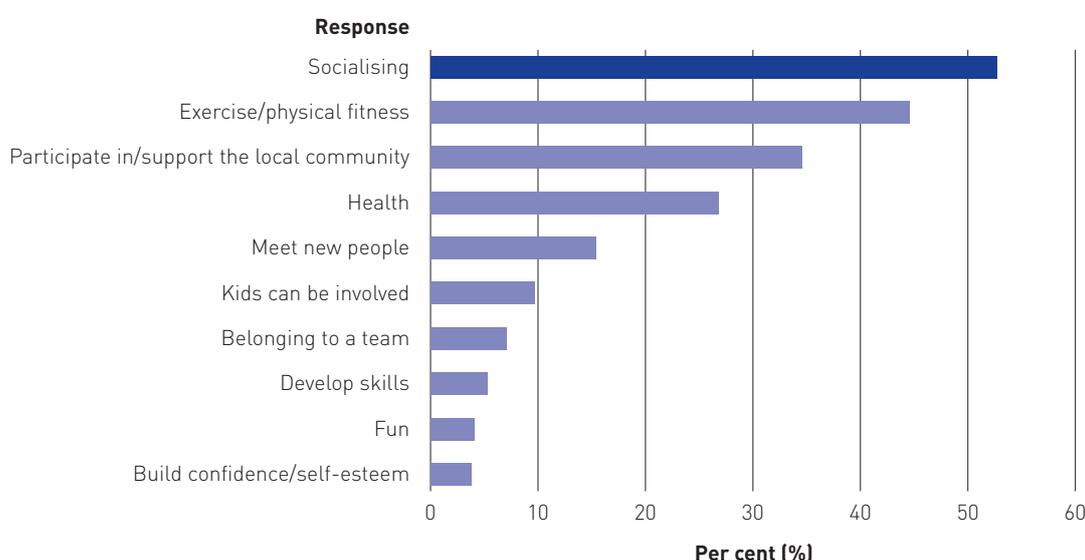
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Benefits of participation

- 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)

