

Data Re Progress of Initiative Supplied to Etihad Stadium by Vic Health, Sept 2016 –

Here is the 'top line' results which have available for the infographic – full reports from the AFL partners and Deakin Uni are not due until Oct.

- 10 free drinking water fountains on all three levels at Etihad stadium
- 5,600 water bottles provided to AFL fans at Etihad Stadium in 2016
- More than 179,000 club members were notified of the free drinking water fountains at Etihad stadium (by their Clubs)
- More than 720,192 AFL fans were exposed to the water fountains promotions such as decals, water bottles and big screen promotions at Etihad Stadium in 2016 (from total attendance at activated games)
- 4,780L of water from the free drinking fountains has rehydrated fans at Etihad Stadium compared to 800L at the same time last year.
- Drinking water fountains dispensed more than twice the amount each week in 2016 (208%), compared to 2015.
- Based on current results it is estimated that at least 25,700 litres will have been dispensed by the middle of 2023