

Junior Sport Sponsorship from Alcohol Companies

In the context of junior sport and to protect young people from harm, the Department of Sport and Recreation does not support 'alcohol' sponsorship. DSR strongly urges sport and recreation clubs and associations to seek sponsorships from companies other than those producing and promoting alcoholic beverages.

Background

Australian culture tends to link sport and alcohol consumption; alcohol sponsorship of sport is increasingly prevalent; and controls on advertising alcohol during children's prime television viewing times do not extend to televised sporting events.

The World Health Organization's European Charter on Alcohol 1995 asserts that:

All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages.

... no form of advertising is specifically addressed to young people, for instance, through the linking of alcohol to sports.

Alcohol sponsorships and advertising at sports events convey the false impression that there is a natural connection between the consumption of alcohol and participation in and enjoyment of sport.

Alcohol is frequently associated with unsociable behaviour off the field and poor performance on the sports field. Players involved in team sports may be at greater risk of excessive alcohol consumption than individual athletes due to the influence of the group. Research indicates that the earlier people start drinking, the greater the likelihood of becoming alcohol dependent. With a myriad of other commercial sponsorship options now available, and the health and well-being of young people at risk, there is no need for sports to use alcohol promotion for junior sporting activities.

For open events where minors may participate or even win, special arrangements need to be made and sporting organisations are advised to have protocols in place, for example "Drink Safe" messages.

Contacts

Phil Badock, Senior Consultant

(08) 9492 9780

philip.badock@dsr.wa.gov.au

Tanya Mills, Youth Consultant

(08) 9492 9729

tanya.mills@dsr.wa.gov.au

Resources

Mel Mallam 2005 *Sport and Alcohol – an afternoon of sport with the boys ... Jack, Johnnie and Jim ... Is it the beginning of the end for alcohol advertising and sponsorship of sport?* The Commentator ANZSLA <http://www.anzsla.com.au/commentator/?ArtID=130&Show>

World Health Organisation *European Charter on Alcohol, 1995* http://www.euro.who.int/AboutWHO/Policy/20010927_7

Useful Website

www.ais.org.au/nutrition