

**EDUCATION AND HEALTH STANDING COMMITTEE**

**INQUIRY INTO THE ADEQUACY AND APPROPRIATENESS OF  
PREVENTION AND TREATMENT SERVICES FOR ALCOHOL AND  
ILLCIT DRUG PROBLEMS IN WESTERN AUSTRALIA**

**TRANSCRIPT OF EVIDENCE TAKEN  
AT PERTH  
WEDNESDAY, 9 JUNE 2010**

**SESSION FIVE**

**Members**

**Dr J.M. Woollard (Chairman)**  
**Mr P. Abetz (Deputy Chairman)**  
**Mr P.B. Watson**  
**Mr I.C. Blayney**  
**Ms L.L. Baker**

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**Hearing commenced at 1.36 pm****BRADSHAW, MR WAYNE****Chief Executive Officer, Western Australian Football Commission,  
examined:****HENDERSON, MR SCOTT****Chief Executive Officer, Netball WA,  
examined:**

**The CHAIRMAN:** On behalf of the Education and Health Standing Committee, I thank you for your interest in and your appearance before us today. The purpose of this hearing is to assist the committee in gathering evidence for its inquiry into the adequacy and appropriateness of prevention and treatment services for alcohol and illicit drug problems in Western Australia. You have been provided with a copy of the committee's specific terms of reference. At this stage I would like to introduce myself, Janet Woollard, and next to me, Mr Peter Abetz, Mr Ian Blayney and Mr Peter Watson. We also have our principal research officer, David Worth, and Hansard with us today.

This committee is a committee of the Legislative Assembly of the Parliament of Western Australia. This hearing is a formal procedure of the Parliament and therefore commands the same respect given to the proceedings in the house itself. Even though the committee is not asking you to provide evidence on oath or affirmation, it is important that you understand that any deliberate misleading of the committee may be regarded as a contempt of Parliament. This is a public hearing. Hansard will be making a transcript of the proceedings for the public record. If you refer to any document or documents during your evidence, it would assist Hansard if you could provide the full title for the record.

Before we proceed to the questions we have for you today, I need to ask a series of questions. Have you completed the "Details of Witness" form?

**The Witnesses:** Yes.

**The CHAIRMAN:** Do you understand the notes at the bottom of the form about giving evidence to a parliamentary committee?

**The Witnesses:** Yes.

**The CHAIRMAN:** Did you receive and read the information for witnesses briefing sheet provided with the "Details of Witness" form today?

**The Witnesses:** Yes.

**The CHAIRMAN:** Do you have any questions in relation to being a witness at today's hearing?

**The Witnesses:** No.

**The CHAIRMAN:** In that case, starting with Wayne and then Scott, would you please state your full name and the capacity in which you appear before the committee today.

**Mr Bradshaw:** Wayne Allan Bradshaw, chief executive of the WA Football Commission.

**Mr Henderson:** Scott Henderson, chief executive officer of Netball WA and the West Coast Fever netball team.

**The CHAIRMAN:** Thank you. We might give each of you an opportunity to make a presentation before we address questions to you. When you make your presentation, would you prefer to make it undisturbed or are you happy to take questions as you go along?

**Mr Bradshaw:** Questions are fine for me; I would rather have it that way.

**Mr Henderson:** Yes, I am fine with questions as well.

**The CHAIRMAN:** Who would like to go first then?

**Mr Bradshaw:** Away you go, Scott!

**Mr Henderson:** Thank you, for the invitation to appear. Netball WA has a particular interest in this area. We represent the largest competitive sport in Australia; largely because football is divided north and south in the eastern states. Netball is a sport that could be described as ubiquitous across Australia in the terms that virtually everyone has played it or their mother, daughter or sister has. We have a very large emotional footprint across Australia and in Western Australia —

**The CHAIRMAN:** And coached!

**Mr Henderson:** And coached or umpired or at least attended.

**Mr Bradshaw:** You played, did you not, Peter?

**Mr P.B. WATSON:** Played, coached and the whole lot!

**Mr Henderson:** We have over 36 000 direct members in Western Australia; that is, members who play at associations affiliated with Netball WA. The Department of Sport and Recreation has estimated that over 100 000 people attend a netball association every weekend to watch the girls play. In addition to that, netball is provided by schools and indoor centres, which are either commercially run or owned by local government, and we estimate a further 45 000 people play netball at those centres—mainly women and girls, but men also play in mixed competitions and, to a lesser degree, in men's competitions. So we have quite a large presence in the state. We have formed a partnership with Healthway, the Western Australian government's health promotion organisation, and we understand that netball is Healthway's highest funded sport, both in sponsorship and program funding. In order to comply with the requirements of that sponsorship, Netball WA has adopted a health policy, which means that everyone in the sport within Western Australia has to comply with a health policy. We cannot promote messages and we do not promote messages contrary to the Healthway messages. One of those major messages is about alcohol. Indeed, the West Coast Fever, our professional netball team, which participates in the ANZ championship, has Healthway as its principal sponsor, and promotes the Drug and Alcohol Office's "Alcohol, think again" message. That sponsorship is for \$250 000 per annum and we are currently into the second year of that sponsorship. The other sponsorship that Healthway provides is to grassroots programs and high-performance programs, largely through the "Smarter than smoking" message. In total, there is over \$500 000 a year in funding from Healthway provided for Netball WA and the West Coast Fever team.

**Mr P. ABETZ:** Does that mean that you do not get any sponsorship from alcohol companies?

**Mr Henderson:** No; it is a conditional precedent that we do not. And it was, I think, somewhat publicised in 2008 when we had that sponsorship. The West Coast Eagles was a previous sponsor of the West Coast Fever team and it was a condition precedent to our sponsorship with Healthway that we withdraw from that sponsorship because of the Eagle's association with Hungry Jacks.

**The CHAIRMAN:** So the West Coast Fever has no alcohol company sponsorship?

**Mr Henderson:** No; there is not. Indeed, Healthway has a right to review any proposed sponsor of the West Coast Fever, and if we breach the guidelines associated with not competing with their messages, it has sponsorship withdrawal rights.

**The CHAIRMAN:** Are you aware how much money other clubs like the Coastal Sharks or the Swan Rangers might obtain from alcohol company sponsorship?

**Mr Henderson:** None; the whole system has no alcohol company sponsorship. As I have mentioned, we have been working with Healthway to adopt this health policy and now no netball association—I have not been to every one of them—will be sponsored by or will be promoting messages for, say, Hungry Jacks and McDonalds, or any alcohol drink or high-sugar soft drink, and anything that is opposed to the health messages promoted by Healthway.

**Mr P.B. WATSON:** Does that include end-of-year awards or game awards in regional areas?

**Mr Henderson:** It does. A player cannot be awarded an alcoholic beverage; for example, you cannot get a slab of beer if you are the most valuable player.

**Mr P.B. WATSON:** What about the “not” most valuable player!

**Mr Henderson:** It is quite a wide-reaching policy and partnership that we have with Healthway. In addition, Western Australia is using its best endeavours to try to have a similar policy enacted by Netball Australia—a national policy. We are halfway there; the national association has agreed there will not be any alcohol sponsorship for any program associated with junior sports.

**The CHAIRMAN:** Did you say the national association?

**Mr Henderson:** That is right; yes. As part of our agreement with Healthway, we are using our best endeavours to make that happen. Similarly, if our national or indeed our international competition, the ANZ championship, took on an alcohol-associated sponsor, that would, once again, be a condition precedent for termination of the agreement by Healthway.

**Mr P.B. WATSON:** I applaud this work by Netball WA, but when you are in a regional area your only sponsor is the local pub because Woolworths and Coles will not sponsor teams. The only person in a small country town who will sponsor teams is the local publican.

**Mr P. ABETZ:** Or the IGA.

**Mr P.B. WATSON:** Some towns do not have an IGA; and the IGAs sell liquor.

**Mr P. ABETZ:** Okay.

**Mr P.B. WATSON:** I can see it working on a smaller scale with netball, but I am concerned about some other sports because I know that in my electorate if we did not have alcohol-based sponsorship—and the hotels practise responsible service of alcohol—in regional areas, we would have nothing. I applaud what you are doing, and you are putting your case, but I think that we have to look at the overall case a little bit differently.

**Mr Henderson:** Can I make a comment on that?

**The CHAIRMAN:** Yes.

**Mr Henderson:** As part of this process, I undertook a comprehensive survey of netball associations to see the extent of, if I can call them this, “non-complying messages—be they for fast food, coca cola et cetera. It was actually incredibly limited. There was, in any case, no alcohol throughout netball—in terms of sponsorship; I am not necessarily talking about an arrangement where an association would meet in a pub or something like that. There was no sponsorship by anyone associated with alcohol. There was very limited sponsorship associated with fast foods and even less with high-sugar drinks. The financial impact of the adoption of our policy across the whole of netball is something in the order of \$25 000, of which Netball WA is compensating those associations. There is only three or four of them. It was quite surprising; frankly, I thought that there would be more. And there was no alcohol sponsorship in the whole of netball anyway. The sponsorship that was there, was more in terms of fast foods; that is, the certificate with the tear-off to get a free hamburger—that sort of thing. Interestingly, most parents have very much applauded

us because that free hamburger used to cost them \$20 when they took the rest of the kids down to get it.

I have talked to the Minister for Sport about this, but the impact on netball of alcohol sponsorship is very, very small and has been, traditionally.

**The CHAIRMAN:** Is that likely to be related to gender?

**Mr Henderson:** I think that it is more to do with the situation at most netball associations. The associations have a high percentage of young females participating.

[1.50 pm]

The atmosphere is much more of a family atmosphere with netball, as Mr Watson can attest. He was at a game recently and most of the people who watch at West Coast Fever are family based. Certainly the Netball Western Australia is more family based. People do not tend to spend as much time at a Netball Western Australia event as at a football game, in any case. They will play and then leave.

**The CHAIRMAN:** Thank you. We might move on to Wayne.

**Mr Bradshaw:** Thank you. It is good to be here and it is an important issue that the committee is addressing; well done for having a go at it. I suppose from footy's perspective, we believe that the issue of alcohol in the community is a cultural issue and that footy can play a key role in changing the behaviours and cultures of people. When I say "football", I am talking about our sport, but within sport in general, football is well-positioned to be able to do that. History shows that footy has been a key player in changing, culturally, approaches to issues such as smoking. We had the Quit campaign running for many years and we made Subiaco Oval a smoke-free venue. In that regard we are committed to health reform and we believe that footy can continue to making an absolute commitment to creating better communities, and that football can have an impact in delivering positive messages associated with alcohol. We believe that in terms of alcohol sponsorship, the benefit accrued significantly outweighs the negatives associated with the alcohol sponsorship in terms of promotion. We do not believe that prohibition of this sponsorship would be effective; education is the key. I know from my teenage son, who is finishing high school, about the attitudes and culture associated with people in high school, and looking at the health reform report, 14 to 17-year-olds is a key area that needs to be targeted, and football has a broad reach, good systems in place, and can actually implement programs that can have positive health outcomes. We believe that education is the key, and a lot of the funds delivered by the brewers, in our case, are actually applied for that community benefit.

**The CHAIRMAN:** Are you able to tell us what the funds have been that have come in over the past three financial years?

**Mr Bradshaw:** I am actually bound by confidentiality, but it is many millions of dollars. It is more than \$1 million a year coming through to football.

**The CHAIRMAN:** Is it increasing? Has it increased over the past three years?

**Mr Bradshaw:** No, not really; it will probably decrease going forward, marginally. It is important to understand how our alcohol sponsorship works. First of all, we are similar to netball; it is a no-go in terms of kids. There is no promotion or any activities associated with the promotion of alcohol or brand awareness for kids. Primarily, the funds that are paid are actually paid for pourage rights at Subiaco and clubs.

**The CHAIRMAN:** Signage rights et cetera?

**Mr P.B. WATSON:** No, to have their brand sold there.

**Mr Bradshaw:** Where it is focused is on brand awareness. We contend that it is not about promotion per se, it is actually about brand awareness and choice between brands. These are

licensed premises that are able to sell alcohol at any event, and they have to sell alcohol in accordance with the appropriate licensing regulations and RSA requirements. The money that is paid to the Western Australian Football Commission for an all-of-football deal actually currently makes Fosters the preferred brand; it is not about drinking more or having more alcohol consumption, it is about selecting Fosters over another brand in licensed premises that have the ability to serve alcohol at any event. There is very little funding applied or promotion undertaken; in terms of the sponsorship, it is broken up into pourage and sponsorship of competitions, so the whole Country Football League is sponsored by Fosters, and there is some hospitality at Subiaco Oval for Fosters to entertain its customers. Other than that, in terms of promotion, there is not much else. Sponsorship is targeted at brand awareness and at adults; we stay away from kids, of course, and many of the health promotion policies that have been adopted by netball are in place with footy. We believe that footy can play a significant role in changing attitudes and guiding kids. We have an absolute commitment to community development, and we think that we can address issues related to health matters—canteen reform, alcohol consumption, appropriate behaviour, building values amongst kids, building a sense of pride and responsibility and so forth, and addressing issues such as obesity. The funds that are provided by Fosters can help do that.

**The CHAIRMAN:** What are the other revenue sources for sponsorship?

**Mr Bradshaw:** We do not have any direct sponsorship from fast food companies. The West Coast Eagles do; we do not have any. We have sponsorship with Coca-Cola, Healthway, the Office of Road Safety for the “Belt Up” message, Burley footballs, and NAB, as a banking institution. Those are the key ones.

**The CHAIRMAN:** Your 2006 report showed that 12 per cent of the \$22 million in revenue came from sponsorship; that was about \$3 million in 2006. If you are saying it is not increasing, it is likely to be —

**Mr Bradshaw:** The sponsorship pool has grown a little, but I was addressing the issue of alcohol sponsorship; that has not increased, our other areas of sponsorship have increased. Our sponsorship at the moment is probably in the order of about \$5 million a year, and a significant proportion of that is through the Fosters arrangement.

**Mr P.B. WATSON:** In my area there are football clubs that have a responsible drinking code; I think it is a federal government initiative. They cannot serve alcohol in the bar unless they have passed a course. Does the WA Football Commission have anything to do with that?

**Mr Bradshaw:** We take it a step further; we have a quality club program, where clubs are accredited in accordance with their ability to meet certain criteria in terms of administration, positive environments and service of alcohol as part of the accreditation. Every licensed outlet has to comply with the Liquor Act. We also require the responsible service of alcohol. They comply with that in a legal sense, but in terms of a quality club, we are always working to ensure that there is a quality environment at all times in our clubs, and part of that is the responsible service of alcohol.

**The CHAIRMAN:** We have that figure for the WA Football Commission. Is there separate sponsorship money from alcohol that goes to the Eagles and to country football clubs?

**Mr Bradshaw:** The sum I refer to is the total sum going to football in this state. We have an all-of-football deal and we coordinate that deal, so footy, as a structure, is an integrated structure, which is a real positive because we can actually adopt programs and implement measures across the whole of the football industry. The Country Football League, for example, is affiliated with the WA Football Commission. We have arrangements, as part of our sponsorship with Fosters, to convey funds.

**The CHAIRMAN:** They do not get separate funds?

**Mr Bradshaw:** They do not get separate funds.

**The CHAIRMAN:** So clubs like East Perth or Swan Districts would not get their own sponsorship money; it is all centralised?

**Mr Bradshaw:** Yes, a significant proportion of those funds are actually provided for pourage rights at Subiaco Oval, which is an entertainment facility. We are targeting that as being a family facility, and it is not in our best interests to have inappropriate behaviour, whether through alcohol or drug usage, or bad attitudes. We have really strong enforcement and education programs to ensure that there is a positive attitude at footy games. Of course, people will get wound up at different times, but where there are issues, we take action.

[2.00 pm]

In terms of a licensed premise, we receive a significant amount of funds to pour alcohol. We buy the brand of Foster's. It is mid-strength for the public areas. Out of 43 000 people, we typically have between zero and three ejections related to alcohol per game. They are often related to the improper carriage of alcohol into the ground, which is against the licensing act. In terms of the overall size of the facility, I think we have a good program in place as it relates to scrutiny and education. There is a vehicle there in terms of the ability of football through Subiaco Oval and our broader network to educate people about alcohol consumption.

**Mr P. ABETZ:** With football in particular, which has high profile players and all that, occasionally there is an issue with illicit drugs or drunken behaviour and that sort of thing. What strategies have you found particularly helpful in addressing excessive alcohol consumption and countering illicit drug use? Part of our terms of reference relate to prevention programs and rehabilitation programs. I am trying to pick up ideas from people working in the area that might be useful for other areas.

**Mr Bradshaw:** Footy is a high profile sport. World Cup excluded, footy is on the back page of the paper. Any time a player sneezes, he is going to be in the paper. Football carries a big responsibility. One of the things that has come out from the AFL—it is certainly our commitment as well—is that footy can have an impact on community values and roles. If look at historically at the role that footy has played in racial vilification with the Nicky Winmar incident and things that arose out of that years ago, racial vilification has now been eradicated in football, and hopefully in sport, largely as an initiative by football. The AFL recently commenced a program on respect towards women. The AFL is currently in year three of a five-year program related to alcohol. That program is broken up into five phases—research, policy, implementation, review and industry-wide behaviour change.

**The CHAIRMAN:** Is that a local program or a national program?

**Mr Bradshaw:** It is a national program.

**The CHAIRMAN:** Could you tell us a bit more about that program?

**Mr Bradshaw:** Sure. I will give the committee some information on that. The initial phase was some research. Athletes—footballers—tend to be a certain type of character. There were some issues, particularly in the off season, associated with alcohol consumption. It was found that where they step into illicit drugs, alcohol is usually a precursor to illicit drug usage. The AFL recognised that it was a problem. In 2006 it undertook some research and found that it was an issue. It then liaised with the various health authorities, in Victoria primarily—that is where the AFL is based—to develop a policy. The policy was around club activities that are acceptable within the club. Four key areas were implemented: adoption of the welfare oriented approach; enhancing awareness of the harms associated with risky drinking; reduction of risky consumption of alcohol; and creating responsible environments for the consumption of alcohol. The clubs have been working very strongly with that policy and all 16 clubs have now adopted the policy and are implementing it. It is not to say that from time to time these athletes will not step over the edge. The intent is to ensure that they at least have an understanding and vary their behaviour and know that excessive alcohol

consumption is a risk. They have undertaken the policy. They are three-fifths of the way through the program.

There are extensive education programs in clubs. When Hawthorn won the grand final, for example, they made it clear to their players that when they are at a presentation, they need to be well attired and they cannot be seen to be holding alcohol. So often when you see presentations, they are holding a stubby, which is a poor image. They had what were called “mad Mondays”. They still get together on a Monday but it is not called mad Monday any more. Certainly from our perspective in WA, the clubs have wound that back significantly so it is more about social fellowship, not going out and doing what used to be done on mad Mondays. They are working to implement strategies and players are becoming more responsible in that regard. Geelong has implemented a Just Think campaign to raise awareness in the community. Clubs are starting to do things now.

At a national level, the AFL is involved in the quality club program. I have some information on that. It ensures a responsible approach to alcohol in clubs. The committee should bear in mind that I am talking about senior clubs because there is no alcohol in junior clubs, even though the money that we derive out of sponsorship is applied to the junior system. The AFL is very serious about it. It is a big community issue. From our perspective, it is about the misuse of alcohol more than the use of alcohol, which is a legal opportunity, part of our social fabric. It is about responsible service of alcohol. We believe that footy can play a really big role in changing attitudes as a longer-term process rather than just saying, “Wipe out the sponsorship”, because the impact that would have on us would be significant. We would have to drop programs, we would have to sack staff and we would not be able to undertake the community development role that we undertake. We are very serious about it. It is not a matter of just getting up here and saying that we have community engagement as part of our mantra.

In terms of participation, we are trying to get kids healthy and active. Last year we had 120 000 participants playing footy. The footy family is probably made up of half a million people when you take in members of the Eagles and the Dockers, participants, volunteers, umpires, and even just WAFL attendances, so we can have an impact. Footy programs are funded partly through sponsorship. We have education programs. We are using footy as a medium to engage kids in school. The Clontarf program is a classic example. Even at other schools, curriculum material that uses footy as a topic is produced. If kids do basic arithmetic in primary school, instead of adding six and six, they add two goals together. It engages the kids a bit better.

We are doing a lot of work on women’s interests and multicultural work. Just today we had a press release for the headgear that the Muslim girls wear to enable them to participate in school. We are targeting multicultural integration and women’s participation. Indigenous programs are significant. Overall, we have an absolute commitment to that area. It is not just about having more kids playing footy; it is about social outcomes.

**The CHAIRMAN:** The question Peter asked earlier was about your own players. You have had some problems over the past few years. Have you utilised specific programs in the community? You talked about some of the strategies to address mad Monday. What programs have you used in the community?

**Mr Bradshaw:** I cannot talk indepth about what goes on at the AFL level but I do know that there is a significant education program. The AFL players are educated on drugs, alcohol, respect of women and those sorts of things.

**The CHAIRMAN:** Is it in-house?

**Mr Bradshaw:** Yes.

**The CHAIRMAN:** I think Peter was asking what external programs you have found to be effective for your players.

**Mr Bradshaw:** A big part of our focus is on junior footy. Having said that, in going forward, that is the target market that we need to approach in any education program and formation of values. In terms of our senior community structure, the community structure that runs amateurs has quality club programs. If there are issues, we identify them on a one-on-one basis. We have not got to the stage where we are implementing programs in that area. That is an area that we need to look at as part of an overall strategy.

[2.10 pm]

**Mr P. ABETZ:** I just want to change tack a little in the question. Because of alcohol advertising at football venues and so on, it obviously creates awareness and a positive image for alcohol. What sort of money would WAFC be looking for if the government were to say, “We will not allow any alcohol advertising at footy venues. We like what netball has done.” How much state sponsorship would you need to replace that? I am just thinking in terms of the fact that, from a government perspective, excessive alcohol consumption has cost the community an awful lot of money and it is costing us in the health system and so on. If we can reduce alcohol consumption in the wider community, it may actually save us costs. By giving football a couple of million dollars a year, it might actually save the government money in the long term.

**Mr Bradshaw:** I guess that is another way of asking how much do we get from alcohol sponsorship, which was asked earlier and on which I am bound by confidentiality, but the number is not in the millions.

**Mr I.C. BLAYNEY:** I would say what you call the pourage rights, personally I cannot see any problem with a brewery buying the pourage rights for, say, the WACA or Subi Oval.

**The CHAIRMAN:** It is the advertising.

**Mr I.C. BLAYNEY:** When you are talking about that pourage right, that is basically just having your product on tap in the bar, isn't it?

**Mr Bradshaw:** That is right.

**The CHAIRMAN:** It is not advertising.

**Mr Bradshaw:** Part of it is advertising. I think there are two signs. When I mentioned what the sponsorship of the alcohol company comprises, I broke it down to three key areas—the first was the pourage right; the second was the competition right, and part of that competition right is about pourage in the community clubs; and the third was hospitality. In the first element, which is the pourage rights at Subiaco Oval, there are two signs that relate to Foster's. It probably costs \$100 000 for each club per sign per year, but I would argue that is just about ground awareness. I understand all the issues of alcohol and I absolutely agree with you that measures need to be taken to address inappropriate use of alcohol consumption. I do not think that taking two signs off a boundary fence at a footy game will create a significant impact relative to the benefit that can be achieved by implementing appropriate health messages and education programs and responsible alcohol and value formation of kids at a younger age. I just do not think that two signs are going to make a big difference, particularly with the environment at Subiaco Oval where it is picked up on TV fleetingly. The environment at Subiaco Oval, as I mentioned before, is that we are committed to creating, as best we can, a family atmosphere within the context of an emotional footy game. We are very strict in terms of compliance. There is a no-tolerance attitude in terms of alcohol misuse. Someone carrying alcohol into the ground is not let in the ground. Someone who is swearing or affected by alcohol is ejected. They are trying to create the atmosphere there that it is a good environment. I think that those messages, and perhaps with the other ancillary messages that are around, actually have a better impact by saying to people, “Come and enjoy yourself. If you want to have a drink, drink responsibly.”

**The CHAIRMAN:** How much state government funding do you get?

**Mr Bradshaw:** We get direct about \$400 000 from the Department of Sport and Recreation. That is the main state government funding. We do have arrangements with the Office of Road Safety and Healthway, but they are direct sponsorship agreements for specific outcomes.

**Mr P.B. WATSON:** I think you would have more to worry about from people who do not drink making trouble than from those who do drink!

**Mr Bradshaw:** Peter, I can just tell you at the moment that it is not just about alcohol. The issues that we do have with alcohol at Subiaco Oval are mainly related to people who have been drinking before they get to the game or who are under the influence of drugs. It is a growing problem, and I have noticed it in recent years, that drug usage is initiated. Those decisions are made before they get to the footy. I do not think, as I said before, that two signs on a ground are going to make a significant difference in that regard.

**The CHAIRMAN:** One of the other measures that has introduced, and I would be interested in that measure, is plastic glasses. When was that introduced and what has been the effect of introducing it?

**Mr Bradshaw:** We still have glasses in our main function and corporate areas. We do not have any issues in that regard. We have had plastic cups for as long as I can remember, and I have been involved in Subi since 1993.

**The CHAIRMAN:** It dates back that far?

**Mr Bradshaw:** As long as I can remember. I know that we had cans at certain times in the early years, but since my time in my role, which is to develop the stadium, so from 1995 onwards—I stand to be corrected—it has been mid-strength alcohol and cups. There would be the odd can here and there, but now that is just restricted to corporate areas.

**The CHAIRMAN:** And no problems?

**Mr Bradshaw:** We have never really had any problems. I will say that we have improved in our measures in terms of liquor at Subiaco Oval over the past five years, to the extent now where I think zero to three ejections on average is a pretty good outcome, bearing in mind that there are up to 43 000 people there. If you put 43 000 people into other licensed venues, my guess would be that there would be more issues than that. So we have improved a lot. There is lot of effort being put in place by the caterer who has the contract to sell the alcohol to ensure that it is consumed in a responsible manner in plastic cups, mid-strength.

**The CHAIRMAN:** I have a question for Scott, as part of this inquiry. The NHMRC guidelines now are for an adult, no more than two standard drinks; and for pregnant girls and women, no alcohol, because it has been found that two standard drinks just once a week or once a fortnight can cause, when a baby is born, problems with speech, distress, and other developmental problems. Has Netball WA noticed any changes in younger women towards alcohol and drinking?

**Mr Henderson:** Netball WA has not specifically. We have not done any specific research in that area. But can I answer that in a bit of a different way?

**The CHAIRMAN:** Yes.

**Mr Henderson:** We have done a lot of research into the role models and aspirations for young women. It has become fairly clear that women, and particularly our target market of young women, are more passionate about sports other than netball. They love playing netball, but they are actually more passionate fans of football and even V8 motor racing, believe it or not. That is a phenomenon that we have been trying to explain, but it is one in which we have taken now an international strategy to try to change. The international strategy is now based around developing role models, for our young girls in particular. We have a competitive advantage in doing that, we believe, because netball is the only sport in the world where women are the best at it.

**The CHAIRMAN:** Sorry, I missed that comment!

**Mr Henderson:** Netball is the only sport in the world—except perhaps for synchronised swimming—where women are the best at it. Frankly, it is because it is a women’s sport. If men played netball, they would be better—there is no doubt about that—physiologically. But it would not necessarily be a more glamorous game to watch! That is a key competitive advantage. Netball Australia has set up with Netball New Zealand this ANZ championship, which has now taken the public persona of netball from a very low level, even though I said it was ubiquitous. The persona of the sport has been watching your daughter play or watching your sister play.

[2.20 pm]

Now, with OneHD promoting every game, our girls are starting to be recognised on the streets. We are part way along with that strategy. Netball Australia, for the first time ever, has a netball branding campaign on television. Footy does it quite well. Netball has never done it, and never had the funding to do that. You will now see a somewhat humorous, somewhat interesting look at ourselves, through netball and what it means to people. We are spending more money on developing it as a sport to which young girls in particular aspire. I cannot answer your question by saying that netball has found there is increased use or dangerous use of alcohol. If I can say as a personal statement, I would probably believe that is true, and without having the research to back it up, it is probably a link to a general community thing rather than through netball. That is how I understand it. Mr Abetz said something similar before when asking whether we were looking at effective prevention programs. Having developed a sport fairly rapidly in the last couple of years from one that has been ubiquitous but low profile to one that is now becoming much more high profile, we think that we have an opportunity to do that. Indeed, Netball WA has applied, in the last two federal funding rounds, for the binge drinking strategy. We believe an effective program is one in which Western Australia brands the “alcohol think again”, or “rethink drink” as it was previously, with our key stars in the sport, and we have a health policy that is adopted now by all of our associations. The final link in that is sending people out to do programs. We do not have the funding to do those programs. It is not really part of our job, we do not believe, but we think there is an opportunity to partner with governments to provide that. We already do in some respects. We work very closely with the David Wirrpanda Foundation and, indeed, its CEO is one of my directors. Football is obviously the strongest partner of Wirrpanda, but the second push of Wirrpanda is through netball. One of our West Coast Fever players at the moment is a role model with the Wirrpanda Foundation. That works very well in the Indigenous community. I see that as a key answer to the question of how we could take this prevention program further.

**Mr Bradshaw:** If I could just add, I think that we are along similar lines. Although netball has a no-alcohol policy, we are both talking about the same thing in terms of programs in education.

**Mr Henderson:** They are very similar.

**The CHAIRMAN:** We are hoping that you are going to come on board, and that it is just a matter of time!

**Mr Bradshaw:** It is about time and money, to be honest, and the ability to do it. Footy is in a good position because we have some resources through our revenue streams, but it is still tight. I think we would be talking for all sport. We have had meetings with other sports and we are all committed to undertaking some health reform measures associated with alcohol. We understand the issues associated with the misuse of alcohol. That is the point; it is the misuse of alcohol and the attitudes that are engendered. I think out of a coordinated campaign amongst all sports—I am sure I am speaking for all the sports—we are absolutely committed to doing that, and we think we can do that at a junior level where values are being formed and where we can work with our coaches. We are working on coach education; the coach is the one who sets the scene. The coach can study partying measures, but all sports are hamstrung by their ability to deliver. We are flat out doing what we are doing now. We would love to do more, but it is a matter of resource and manpower to do that.

**Mr P.B. WATSON:** Wayne, I was interested when Chris Judge said that footballers are not role models, parents should be. What is your opinion on that?

**Mr Bradshaw:** Parents are the primary role model, but I do not think footballers cannot get away from the fact that people are going to look to certain stars as role models. The primary influence is the family. For example, some of the work we are doing with the Indigenous community is not just with the kids but with the parents to help frame their attitudes.

**Mr P.B. WATSON:** That is what the Clontarf Academy is, especially the one in Albany that gets the parents involved, and it makes them better people too.

**Mr Bradshaw:** I am a real fan of the Clontarf program, because it deals with changing attitudes and it uses sport to do that. It is not a footy program; it is an educational and attitudinal program that happens to use footy as the medium. They relate to the kids and they teach them, and they work with their parents. They try to create careers for them.

**Mr P.B. WATSON:** And they become role models in the community.

**Mr Bradshaw:** And they become role models in themselves. If we can extend that to all sport, that is what we should be doing across the board. I am sure that Scott is flat out running his business, and so are we. Slowly we are getting there. We have quality club programs. The next step is to do some active education in there, remembering of course that all these people are volunteers and are stressed out. If you are a netball coach, you are spending a lot of time with that netball team and you are a volunteer —

**The CHAIRMAN:** In the past, when I was a bit lighter!

**Mr Bradshaw:** — you have to have an understanding that time is limited and you have to make it easy for volunteers. We know what we would like to do, but there is a bit of a limit in terms of what we can ask a volunteer parent to become involved in. But, over time, if we can gradually change attitudes, we can ensure that the club structure is set out and we will not tolerate certain behaviour. I will give an example of a violent incident that unfortunately happened last week when a kid punched and umpire. From our point of view, the club has to take responsibility for that action as much as the kid, because the club sets the environment. The kid gets penalised and we need to work with the kid because he has some emotional issues if he has done that. But the environment and the coach allowing that sort of behaviour to be perpetrated is significant. It is a blight on sport that that happens, but it is an example to show where the club should take responsibility—the coach has to take responsibility. I think the same thing can apply to what we are talking about here with alcohol and trying to teach kids and ensuring that in the senior club environment we have to get away from the days of going down there and having a big swill.

**Mr P.B. WATSON:** Sport and rec do a good job with club development officers. They have them in regional areas, so they go around and help the club set up proper drinking campaigns and all those sorts of things. I do not know if they have them in the metropolitan area, but they have them in regional areas so that they can give them a foundation to look after what is happening in their clubs.

**Mr Bradshaw:** The other thing I can add is that from time to time we hear of things. There is a club—I will not name the club—where we heard of inappropriate alcohol consumption behaviour. Our district model that we have adopted in footy, which takes responsibility for what goes on in that district, was notified and they started liaising with the council, the club and the police to ensure that they could modify those behaviours. It is a big society and we cannot always have our finger on the pulse of everything, but where we can we will try to take responsibility and put in place appropriate measures where there are glitches in the system. You are going to see the odd AFL player doing the wrong thing, but as a percentage of the total number of AFL players, it is probably a lot less than the percentage in society, but because of the back-page factor it is going to be glamorised. I think you will see the AFL take strong measures with anyone who does step outside that. In setting that

example, we are not always going to win, but at the same time there is a definite desire to achieve an outcome.

**The CHAIRMAN:** Say for Subiaco Oval with a full stadium of 43 000 patrons, how many drinks would an average person at one of those games consume?

**Mr Bradshaw:** It is about 270 millilitres.

**The CHAIRMAN:** How many drinks?

**Mr Bradshaw:** One.

**The CHAIRMAN:** For 43 000 people there would be 43 000 standard drinks.

**Mr P.B. WATSON:** But a lot of those patrons would not drink.

**Mr P. ABETZ:** There would be a few who will be drinking a little more.

**Mr Bradshaw:** Yes, no doubt. It is like any licensed premises you go to; the requirement on the ground is to make sure that you do not serve people who are intoxicated. There is also security at every bar, but that is another story. Peter might know about the quality of security people in Perth.

[2.30 pm]

**Mr P.B. WATSON:** And in regional areas.

**Mr Bradshaw:** It is actually probably an issue associated with this in terms of licensed premises. The quality of a significant number of security guards at our licensed premises is not up to what we would like.

**Mr P.B. WATSON:** They are not what you are paying for.

**Mr Bradshaw:** They are not what we are paying for. The commitment is there, but sometimes they are not doing their job and we are constantly on top of that. But there is a licensed person at each bar and every person is trained in RSA and to serve mid-strength alcohol —

**The CHAIRMAN:** What is the price of a cup of beer?

**Mr Bradshaw:** I cannot tell you the price, but I would say it is price prohibitive in terms of compared with what you pay —

**Mr P.B. WATSON:** You do not go there for a cheap drink.

**Mr I.C. BLAYNEY:** That is why they have only one!

**Mr Bradshaw:** That is part of the reason. That is probably true. It is price prohibitive when compared with the local pub it costs probably, I am guessing, 30 to 50 per cent more.

**Mr I.C. BLAYNEY:** I just want to say that this is a public transcript—do you know that?

**Mr P.B. WATSON:** He is only telling the truth!

**Mr Bradshaw:** Okay, I will qualify that by saying that it needs to be more expensive because it is a once-a-week operation. The food is more expensive than the corner store because it is a once-a-week operation. You have actually got to mobilise stock for that once-a-week activity rather than conduct a regular enterprise. That is the reason it is more expensive.

**Mr I.C. BLAYNEY:** And it is held on weekends.

**Mr Bradshaw:** And it takes place on the weekend, yes.

**Mr P.B. WATSON:** You have not convinced me!

**The CHAIRMAN:** You have both said that you are well aware of the problems we have now with alcohol, such as hospital admissions, child abuse, domestic violence, problems on public transport, problems from other health issues, cancer from alcohol et cetera. Bearing those facts in mind, if

there was funding for a new initiative to try to combat the problems with alcohol, what do you think that initiative could be?

**Mr Bradshaw:** My view is that we would just extend our quality club program and work with kids. I think footy doing it on its own is going to be pushing against it. It has to be an all-of-community initiative, involving schools. Schools is a big area, and we have a fairly sizeable impact in schools, but I think, working in partnership with other institutions, if we can start telling kids—well, you cannot tell kids, can you? You have to be able to educate them and teach them to make the right choices. From working with DAO and other groups—psychologists and all these sorts of things—I am sure there are programs. I have not got the exact answer, but I am sure programs can be developed to help kids make the right choices. As adults, if we go and tell them, it will not be nearly as effective as if they make their decisions themselves. I think it should be done through schools and sport and through targeting our coaches and getting them to teach the right messages. The junior environment, right now, is alcohol free. Alcohol is not an issue, but it provides a medium to help with lifestyle choices. That is my view.

**Mr Henderson:** I agree with what Wayne said. I think, in asking that question, you need to ask whether it can be effective. Can something be done that is effective? I cannot tell you the exact timing, but netball has been associated with the Smarter than Smoking message for a long time—probably eight to 10 years. The smoking rates in Western Australia are now amongst the lowest in the world in similar economies. The Smarter than Smoking program, and previously the Smoke-Free WA program, are now upheld as world's best practice. They have been incredibly successful in changing an attitudinal behaviour of society. These programs do work. We have participated in them, but, frankly, we are only one part of it; there are a lot of other parts where that can go. Sport can play a very big part because of the emotional impact it has on behaviour and attitudes. It can work, it does, and it has. We would love to get more involved in it, but, as Wayne mentioned, with sport it always comes down to funding. Is it a good investment? I think there are better people than me to answer that, but we have seen where those programs can be enormously successful.

**The CHAIRMAN:** What would happen to WA football if the sponsorship funds were not accepted?

**Mr Bradshaw:** First of all, we would seek to replace it, but I do not believe that we could, and we would need to reduce —

**The CHAIRMAN:** What would you need to reduce?

**Mr Bradshaw:** We would reduce what we are delivering to the community, we would have to put off staff, and we would reduce the number of programs we are conducting.

**The CHAIRMAN:** Are you saying that that sponsorship is vital?

**Mr Bradshaw:** Yes. In fact, I have some statistics provided by the AFL. It has done a survey that indicated —

- On a scale of 1–5, with 1 being Unimportant and 5 being Very Important, the State Football bodies indicate that alcohol sponsorship investment in sport at the state and community level is 'Very Important'
- In some states, there is a net revenue from alcohol producer/investment sponsorship in excess of \$3 million at State level, and in excess of \$3 million at Community level
- In many cases, alcohol producer investment/sponsorship accounts for close to half of overall sponsorship income at state and community level

So it is actually quite substantial. The argument I am putting to you is that ours is a pourage arrangement, and that money is then used to develop community programs. If we did not have the sponsorship from the alcohol companies, they would still pour. What we are doing is actually getting money for that right as a brand-awareness activity. If that was stopped, we would have to

cut a significant proportion of the community development programs that we are undertaking. My argument is to let us use that money to engage kids in sport and in football, and to supplement it with additional resources to actually have targeted approaches to alcohol attitudes and consumption.

**Mr P. ABETZ:** I am not a great person for going to football games, so I cannot quite picture it—I have only been there once or twice. In terms of the actual impact of advertising, like the pourage rights, that is obviously that people are going to have a drink so you might as well get some money out of the brewers, seeing as they can sell their brew there. You mentioned that the advertising is just two signs on Subiaco Oval, but they are pretty big ones, I would assume, because you mentioned they cost about \$100 000 each or something.

**Mr Bradshaw:** They are about 900 high by nine metres,

**Mr P.B. WATSON:** But I would not know where the signs are, and I quite often go to Subiaco Oval.

**Mr Bradshaw:** I think I know where they are, and I am there every day.

**Mr P.B. WATSON:** But a person going along to a game would not say, “I know that’s where the sign is; it’s over there.” I do not even look at the signs; I just look at the footy.

**Mr P. ABETZ:** Yes, but it is a subliminal thing. That is part of it.

**Mr P.B. WATSON:** It does not make me drink any more.

**Mr Bradshaw:** Because it is a public transcript, there are two answers to that question depending on who you are delivering the answer to. It is worth a bit to the sponsor.

**Mr P. ABETZ:** They would say it is money well spent.

**Mr Bradshaw:** You would need to ask yourselves, who attend footy, what messages you can remember from the footy about the arena advertising.

**Mr I.C. BLAYNEY:** Messages On Hold, I think, but you do not get any money out of them, do you?

**Mr Bradshaw:** We do, yes. You have probably got some research that says something or other about those messages, but from my point of view, two signs on the boundary is about a brand-awareness activity; it is not about drink more, drink more, drink more, particularly associated with what goes on inside our venue that is associated with the responsible service of alcohol.

**The CHAIRMAN:** Is there anything you would like to say before I close up?

**Mr Bradshaw:** Thanks for the opportunity. If there is a message that I can send on behalf of sport, but certainly of football, it is that I think sport is committed to dealing with social issues, dealing with obesity issues, and dealing with issues associated with alcohol. We believe that the most appropriate method is to implement education programs for kids, in particular, to make the right choices. Sport is absolutely committed to doing that. There is a group working together now—we are probably not as advanced as we would like to be—to start developing strategies to target that particular area.

**The CHAIRMAN:** I would like to thank you both for your evidence before the committee today. A transcript of this hearing will be forwarded to you for correction of minor errors. Any such corrections must be made and the transcript returned within 10 days from the date of the letter attached to the transcript. If the transcript is not returned within this period it will be deemed to be correct. New material cannot be added via these corrections and the sense of your evidence cannot be altered. Should you wish to provide additional information or elaborate on particular points, please include a supplementary submission for the committee’s consideration when you return your corrected transcript of evidence. Thank you both once again, and I am sorry we were a few minutes late starting.

**Hearing concluded at 2.40 pm**