



Education & Health Standing Committee

The Western Australian Cricket Association (Inc.) (WACA) has been requested to give evidence at a hearing by the Education and Health Standing Committee who are conducting an *Inquiry in the Adequacy and Appropriateness of Prevention and Treatment Services for Alcohol and Illicit Drug Problems in Western Australia*.

Terms of reference for WACA response:

- (2) To inquire into the impact on communities, and the social costs, of alcohol and illicit drug problems in Western Australia.

The committee is interested in the WACA's view of the impact of the sponsorship of sport by companies that produce alcoholic products

WACA Response

The WACA recognizes the role we play in the community as the governing and management body of cricket in Western Australia. We also appreciate the position our sport, cricket, has in the community, and indeed the cultural fabric of Australian life.

As with our colleagues in the sporting industry, the WACA cannot enter into the discussion that specifically addresses the broader study topic, as it is outside our realm of expertise.

We are able to comment and provide evidence and opportunity on the specific issue of the impact of sponsorship of sport, specifically cricket, by alcohol companies.

Our position on the investment of alcohol sponsorship of the sport is that it is a beneficial commercial partnership for the sport, and our partners work alongside us to promote responsible service and consumption of their products.

Our State Association sponsorships do not include venue signage for television broadcast and does not include individual player product endorsements.

In the case of our beer partner, Lion Nathan, all messaging is focused around mid-strength products as the 'drive brand' to be associated with the venue, our elite teams and highlighted to the broader cricket community.

Our alcohol partners work with us to give commercial benefits to Clubs throughout the State by promoting the 'drive brand' of the mid-strength beer product.

The climate is certainly ripe to introduce supporting alcohol education to the cricket community, and of its own initiative, the WACA and Lion Nathan have commenced rolling out such information sessions to stakeholders in Season 2010/11.

Without the income derived from alcohol sponsorship, the WACA as a not-for-profit organization would be seriously impeded in our ability to deliver the diverse range of broad-based participation and high performance cricket programs into the Western Australian community.

The Opportunity

Role and Reach of WACA in WA communities

The primary function of the Western Australian Cricket Association is to be the custodian and governing body for the sport in Western Australia. To this end, the WACA has worked hard over the past four years building formalized Affiliation Agreements with cricket stakeholders. We now have Agreements in place with the following areas of cricket:

- WACA District Cricket
- Cricket West (Senior Men's Metropolitan Associations)
- WA Country Cricket
- Community Junior Cricket
- Women's Cricket
- Indigenous Cricket
- Indoor cricket

These stakeholder groups represent approximately 15,000 senior cricketers and 40,000 junior cricketers in Western Australia.

Within each Affiliation Agreement with each cricket stakeholder are a number of conditions and requirements to support WACA initiatives, commercial partnerships and some policies.

Cricket Clubs and Associations endeavour to comply with Healthy Club guidelines as created by Healthway, are advocated and implemented. In broad terms, the policies address:

- smoking and sale of tobacco products
- provision of shade for participants and spectators
- healthy food choices in canteens
- responsible service of alcohol
- 'no hat, no play' for juniors
- promotion of SunSmart behavior
- general health and safety of participants in the Club environment.

With this structure in place, the WACA is in an ideal position to maximize this reach into each and every area of our cricket operations. This is especially relevant in relation to Club and Association policies and education programs specifically relating to alcohol promotion and consumption.

Rather than looking at banning or restricting alcohol sponsorship, the WACA and our sport industry colleagues encourage the Government to use our networks and position of influence in the community to roll out targeted, effective and relevant alcohol education programs.

WACA Alcohol Sponsorship Agreements

The WACA has three alcoholic beverages partners, all of whom have specific objectives and rationale for their partnership with cricket in WA.

By beverage category they are:

- Beer - Lion Nathan
- Spirits – Diageo
- Wine – Pernod Ricard

Each partner is positioned as an official sponsor of the WACA, and has a relationship with either:

- Venue
- Venue and Teams or
- Venue, Team and broader cricket community.

Elite teams – Who, What, How

The WACA has two elite teams – the Men’s and Women’s State cricket teams. Both of these teams have affiliations with our alcohol partners, with the Warriors (Men’s) highlighting the XXXX Gold (mid-strength) beer brand on their training apparel.

Both teams have professional contracts with the WACA and as such, are committed to codes of conduct and behavior, including issues relating to alcohol and alcohol consumption.

Our most active partner in relation to Elite Teams is Lion Nathan. As mentioned earlier, the WACA and Lion Nathan have partnered to create an alcohol education presentation for players. The purpose of this presentation is to actively educate the players about what ‘responsible drinking’ actually means in context to their consumption of various products. It promotes responsibility and sociability in alignment with Lion Nathan’s core values and philosophy as a business.

The session was delivered in early September and well received by players, who took away the active, demonstrable message of ‘Plan, Pace, Protect’ when considering their drinking choices and behaviours.

An ongoing investment in player education about responsible consumption of alcohol and contributing to building safe environments within their District Clubs is an important way for the WACA and Lion Nathan to maximize the ‘ambassadorial role’ of our athletes in the community.

While no specific players are appointed as ‘ambassadors’ our position is that by educating players and instilling responsible behaviours, they will be equipped to lead by example when they are in social situations.

It is important to note though, that the onus is NOT on the individual athlete. This education and information presentation will be rolled out to the broader cricket community over the coming months and is part of an integrated approach to the responsible promotion of alcohol, solely undertaken and developed by the WACA and Lion Nathan.

Spirits partner Diageo have also offered to supplement this initiative with the presentation of their own 'Drink IQ' program

The WACA has tried to engage with public health advocacy groups on contributing to this information based program, but has been met with resistance based on the fact that alcohol companies are involved in the delivery of the message.

Venue – Where, What, How, Why

All three of our alcoholic beverage partners have exclusive pourage rights in their respective categories at the WACA Ground.

The 'drive brand' of the Lion Nathan beer portfolio is XXXX Gold, a mid-strength product. In all retail areas throughout the venue, this is the brand that is highlighted. In the public retail outlets, this is the highest alcohol content beer available to purchase, with the second choice being 'light' (Hahn Premium Light brand).

Spirits partner Diageo; have also worked with the WACA and other venues in Australia to create a range of 'event stock' – mid-strength pre-mix alcoholic beverages, to be compliant with existing legislative requirements. This range of mid-strength 'RTDs' (Ready-to-Drink) products gives cricket patrons greater choice as a consumer and adds to the event entertainment experience when they attend a cricket match.

Pernod Ricard, our wine partner, has a limited range of products available in the public sectors of the venue, but an increased presence in corporate areas showcasing their brand portfolio.

Within the WACA Members enclosure a full strength alcohol license applies. Our partners still actively promote their mid-strength 'drive brands' in this area, even though full strength products are available for consumption.

Clubs – Who, What

Lion Nathan is the only alcoholic beverage partner to have any commercial relationship with WACA clubs and affiliates. Within their Affiliation agreements, WACA District clubs, Cricket West and WA Country Cricket have obligations to support WACA commercial partners, and in this instance, exclusive beer pourage rights have been granted to Lion Nathan.

In return for this support, Lion Nathan actively engages this cricket community, again under the 'drive brand' of XXXX Gold.

Clubs commit to pouring only Lion Nathan product, and in return for this commitment, Lion Nathan provide a quantity of stock to each Club in the WACA District and Suburban Turf competitions as 'starter stock' for Club bar facilities. This translates to cash in the tills for the clubs.

Other Affiliates receive cash to incentivize their support of the beer pourage partner.

Lion Nathan's investment in WA cricket is an enormously beneficial one, as it means the provision of much needed funds to facilitate the delivery of cricket competitions into the community.

The Clubrooms are an essential part of every team, and providing safe and sociable environment where alcohol is responsibly served and promoted is a key requirement of Lion Nathan's investment.

The WACA and Lion Nathan intend to deliver the information and education session of responsible promotion and consumption of alcohol to our WACA Affiliates.

At this stage, one date has been confirmed for our WA Country Cricket members in January 2011, during Senior Country Week.

Other sessions will be rolled out to various delegates from the stakeholder group throughout Season 2010/11.

WACA and Cricket Australia - RSA Commitment and Activations

Venue Management

The WACA Ground provides a number of alcohol free seating areas within the seating bowl. These 'alcohol free' areas make up some 38% of the venue's seating capacity. Patrons sitting in these areas are not allowed to consume alcohol in their seats.

Working in partnership with venue caterer, Delaware North Companies Australia (the venue licensee), the following RSA activations are implemented:

- Appointment of RSA officers to monitor patrons on major match days.
- All staff employed in all bar areas are RSA trained and qualified
- Restriction of the number of alcoholic beverages that can be purchased in one transaction
- Free water stations around the venue
- Mid-strength beer product promoted throughout the venue

The WACA also intends to increase the visible presence of responsible alcohol consumption messaging in retail areas and in toilet facilities in season 2010/11, aligning with the 'Know When to Declare' campaign branding (see below for overview of campaign)

“Know When to Declare” (KWTD)

BACKGROUND:

Cricket Australia and its beverage and broadcast partners - Diageo Australia, Foster's Group, and the Nine Network – last summer announced a formal partnership to encourage responsible drinking behaviours.

A major component of this partnership was the development of the 'Know When to Declare' broadcast campaign aired throughout the summer of cricket.

The campaign had many objectives. Some were consistent across the partnership while others were specific to individual partners. The two main objectives consistent across all partners were:

- Engage the federal government in a proactive campaign, and;
- Raise awareness of the issue

While Phase 1 of the campaign proved successful on a number of fronts, it is crucial this partnership continue to build on the momentum in the coming seasons.

PHASE 1 OUTCOMES:

It was generally accepted that Phase 1 of the KWTD campaign was a success on a number of levels.

Government

A major objective of the campaign was to engage government in the partnership and to show how sport and alcohol partnerships can help to promote the responsible consumption messages.

As a result, the Prime Minister (Kevin Rudd) launched the ad on the field of play with the CEO of CA and the CEOs of the beverage and broadcast partners along with the Minister for Sport (Kate Ellis). In addition, the KWTD campaign was cited in the Federal Government's budget papers as an example of industry working to address the issue of misuse of alcohol within the community.

Media

As a partner in the campaign, Channel 9 aired the TVC throughout the summer of cricket on both its main channel and digital channel, 'Go'. Channel 9 has stated the total buy of this would be equal to \$2million.

In addition, CA engaged Media Monitors to report on the KWTD campaign. Overall, there were 390 articles or reports reaching a cumulative audience of just over 15m people, with a media value of just under \$600k. This does not take into account all the evening news pre-promotions (of which there were many) across all the major networks.

Awareness

The public recognition and impact of the campaign is often hard to measure. However, there is anecdotal evidence to suggest the campaign was well received and was not preaching or heavy-handed in its approach.

To further demonstrate the awareness of the campaign, CA received an approach from Charles Sturt University to partner in their Drug and Alcohol Awareness campaign.

PHASE 2 PROPOSALS:

Cricket Australia is committed to the further development of the KWTD campaign for the upcoming summer and seasons ahead under the intended three main pillars:

- at the elite level
- at venue and
- Community

Cricket Australia has invested \$200,000 into the new KWTD campaign for this and future years and hopes partners will invest the same amount.

There will be an expectation from government that the KWTD campaign, or something similar, will continue in the coming years. It would undo a lot of hard work and investment if the partnership did not continue and indeed strengthen under the KWTD campaign. The following provide some detail for proposed activity for Phase 2 of KWTD (TBD):

Elite

- Continuation of broadcast ads
- Re-shoot of TVC, now to feature Mitchell Johnson
- Potential magazine/newspaper buy
- Incorporate in to CA education and training through entire pathway
- Viral campaign of TVC

At venue

- Scoreboard presentations of ads
- One consistent message, previously the Merv Hughes campaign may have caused confusion running in tandem with the KWTD campaign.
- KWTD branded plastic cups, posters, etc

Community

- Continued support of the Good Sports program (excluding States where it is not in place, including WA)
- Promotion of the KWTD campaign through community cricket clubs
- Integration into education and training programs from the elite into community cricket
- Use of KWTD brand on cricket club communications
- My Cricket activation to push traffic to the Good Sports program

Research

- Funding research of the campaign impact

The WACA is supportive of the Know When to Declare campaign and will be introducing supporting activities in Season 2010/11 to further promote the message to cricket patrons.

Conclusion

In summary, the sponsorship of cricket by alcohol companies is targeted primarily at brand awareness and brand switching through pourage arrangements at cricket venues, suburban and regional clubs.

As a not-for-profit organization, all funds raised by the WACA are poured back into the delivery of our cricket programs throughout the Western Australian community. As demonstrated in this paper, our alcoholic beverage partners work with us to actively support cricket at the grassroots level, and have already taken it one step further with an emphasis on educating the cricket community on responsible and safe consumption of alcoholic beverages.

It is the WACAs position that this opportunity to reach directly into communities through our existing frameworks is one that should be maximized for the delivery of education messages.

Engaging with companies who work with the products everyday, and who all have stringent social responsibility policies, is also a worthwhile venture.

The positive outcomes resulting from the benefit of alcohol sponsorship of cricket far outweighs any negative impacts. If a restriction of sponsorship was enforced, the WACA and the broader cricket community would suffer through a significant loss of financial resources for resourcing and delivery of our programs. This would be an enormous blow for cricket and the broader Western Australian community.