

**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, 22 SEPTEMBER 2010**

SESSION THREE

Members

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

Hearing commenced at 11.04 am**WOOD, MR GRAEME MALCOLM****Chief Executive Officer, Western Australian Cricket Association, examined:**

The CHAIRMAN: On behalf of the Education and Health Standing Committee, I would like to thank you for your interest 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, Peter Abetz, Ian Blayney and Peter Watson; and our research officers Dr David Worth and Lucy Roberts.

The Education and Health Standing Committee is a committee of the Assembly and this hearing is a formal procedure of Parliament. Even though the committee is not asking witnesses 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. Hansard will make 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 your submission and the questions that we have for you today, I need to ask you whether you have completed the "Details of Witness" form.

Mr Wood: Yes.

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

Mr Wood: Yes.

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

Mr Wood: Yes.

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

Mr Wood: No.

The CHAIRMAN: Thank you. Graeme, you have had an opportunity to look at the committee's terms of reference. We first started this inquiry into alcohol and illicit drugs over 12 months ago; however, during our hearings the main problem that has been brought to the committee's attention is that of alcohol, in both the regional and metropolitan areas. In particular, we have heard about the social costs related to alcohol. Would you like to present to the committee and then we will have some questions for you?

Mr Wood: I have prepared a paper, but I will read the introduction and the conclusion and leave the paper with the committee.

The Western Australian Cricket Association recognises the role it plays in the community as the governing and management body of cricket in Western Australia. It also appreciates the position our sport, cricket, has in the community and indeed the cultural fabric of Australian life. As with other sporting colleagues, the WACA cannot enter into the discussion that specifically addresses the broader study topic as it is outside our realm of experience and expertise. We are able to comment on and to provide evidence about opportunity for the specific issues of the impact on sponsorship of sport—specifically cricket—by alcohol companies.

The WACA's position on the investment of alcohol sponsorship in the sport is that it is a beneficial commercial partnership for the sport. 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 nor individual player product endorsements. In the case of our beer partner, Lion Nathan, all messaging focuses on mid-strength products as the dry brand to be associated with the venue, our elite teams and to be highlighted to the broader cricket community. Our alcohol partners work with us to give commercial benefits to clubs throughout the state by promoting the dry brand of mid-strength beer in that category.

The climate is certainly right to introduce supporting alcohol education to the cricketing community. Of its own initiative, the WACA, and its sponsor, 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 organisation, would be seriously impeded in its ability to deliver the diverse range of broad-based participation and high-performance programs in the Western Australian community.

I will go to the conclusion.

Sponsorship of cricket by alcohol companies is targeted primarily at brand awareness and brand switching through pourage arrangements at cricket venues—both suburban and regional clubs. As a not-for-profit organisation, all funds raised by the WACA are poured back into the delivery of our cricket programs throughout the Western Australian community. As demonstrated in the 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 WACA's position that this opportunity to reach directly into communities through our existing frameworks is one that should be maximised with the delivery of educational messages. Engaging with companies who work with the products every day and who have stringent socially responsible policies is a worthwhile venture. The positive outcomes resulting from the benefits of alcohol sponsorship of cricket far outweigh any negative impacts. If the restriction of sponsorship were enforced, the WACA and the broader cricket community would suffer through a significant loss of financial resources in the delivery of our programs. This would be an enormous blow for cricket and the broader Western Australian community.

I will leave that paper with you.

The CHAIRMAN: Thank you, Graeme.

Your latest annual report shows about \$4.5 million in marketing revenue. I wonder if you could tell us how much funding the WACA receives from alcohol companies.

Mr Wood: We receive nothing from our wine sponsor; we have a contra arrangement that obviously assists us with the running of our functions. We receive a five-figure sum from Diageo. Our partnership with Lion Nathan is for a six-figure sum.

The CHAIRMAN: You are saying a six-figure sum from alcohol sponsorship?

Mr Wood: Yes.

Mr P. ABETZ: Can you clarify the wine company sponsorship? I did not understand what you meant.

Mr Wood: It is not a financial benefit that we receive. We receive stock and we run a number of functions associated with a test match or an end of season function. Rather than having to buy the stock —

Mr P. ABETZ: Yes, thanks.

The CHAIRMAN: What would be your view of a proposal that rather than accepting funding from alcohol companies, those funds be replaced by money from the federal government revenue from the alcohol excise? At the moment I think it is something to the tune of \$8 billion. I ask that because the committee has seen presentations that show how the advertising of alcohol, particularly by leaders in the sporting industry, affect younger people—not only their take-up of alcohol, but also their drinking habits. How would the WACA feel about such a suggestion?

Mr Wood: I think if it were sustainable and not a short term—the sport has identified in the past that it has a vehicle that can be used. We made a tremendous effort with, for example, our SunSmart and smoking programs and our safe club programs. However, it cannot be short term. We are having problems already with Healthway. Our funding from that government organisation is reducing.

Mr P.B. WATSON: How much do you get from them, Graeme?

Mr Wood: I think about eight years ago it was \$400 000; it was then \$220 000, but since I have been in the chair it is back to \$180 000. We received a 15 per cent slice this year.

Mr P.B. WATSON: Is that because you have alcohol advertising?

Mr Wood: Yes. It is more about participation now. As I said, I think we have done an amazing job with programs like SunSmart. At any cricket venue where kids are playing the first thing you see are wide-brimmed hats and long-sleeved shirts and the first thing they do is put on sunscreen. Smoking is another example; we are a smoke-free venue and they cannot sell cigarettes at the clubs. I would hate to think that Healthway would think that that has been done, that it has ticked the box and can move on to the next things—which are obviously alcohol and obesity. If there were a long-term program to replace that funding, I certainly would not have an issue.

The CHAIRMAN: Are you currently under contract to so many years so that even if an initiative like that were introduced, you —

Mr Wood: Yes; we are under contract. This would be the second season of a five-year deal with both our wine and beer company sponsors.

The CHAIRMAN: For the funding you get from the alcohol companies, what is the breakdown in terms of pourage rights and advertising and promotion?

Mr Wood: The majority is pourage rights. Sponsors receive some exposure through our elite teams—in particular, the Warriors whose training uniform has a mid-strength brand on it. They have no signage with regard to the playing uniform—only the training uniform. The beverage companies now look more towards what are pourage rights, especially at a state level. I worked 18 years with Fosters and therefore know fairly well where they are heading and what their direction is. However, sponsors get very little exposure from a state level and are therefore looking at owning the venue and having pourage rights at each of the clubs, and they reward the clubs and associations through our sponsorship for that.

The CHAIRMAN: Is that a national arrangement being made locally rather than a local —

Mr Wood: No, no; they are all state-based. Cricket Australia has its sponsorship with Fosters, which is the international sponsorship for anything done overseas and you would no doubt be aware of the VB sponsorship—whereas the state associations can deal directly with basically two players, Lion Nathan and Fosters.

[11.15 am]

The CHAIRMAN: Do the signage rights come out of that \$400 000?

Mr Wood: They do not have any signage rights. Cricket Australia owns the signage rights for major events. It owns the event; we run the event for Cricket Australia. If it has a competing sponsor, that sponsor's right is overarching; it takes over from whatever there is at the state level.

Mr P.B. WATSON: Who is Cricket Australia's major sponsor?

Mr Wood: The major sponsor in the beverage category is Fosters. During test matches and the Ashes test in December, Fosters signage will be used. There will be no Lion Nathan signage. Even at the state level we do not have signage on the fences.

The CHAIRMAN: So that decision is taken out of your hands?

Mr Wood: That is right. It is a national decision. We have a venue agreement with Cricket Australia. We need to provide the venue. If we cannot provide the venue in the state in which Cricket Australia wants it, unfortunately we do not get test matches or the one day internationals.

Mr P.B. WATSON: Did Healthway provide a reason for cutting your funding?

Mr Wood: Yes. It was certainly because of our association with alcohol companies. It also cited our association with —

Mr P.B. WATSON: — McDonalds?

Mr Wood: No. We are not with McDonalds. We play in a competition that is branded KFC. That is our only association with KFC. We have it on our shirts because it is the KFC Twenty20 Big Bash. That is a national sponsorship. Western Australia does not have a connection with any fast-food outlets. We promote healthy food options at our venue. All of that was taken into account. We were very disappointed to receive that cut.

Mr P.B. WATSON: If a sponsor came in and took away the state ones, how much would you be looking at each year?

Mr Wood: Probably around \$500 000.

Mr P.B. WATSON: Does that include what you get from Healthway?

Mr Wood: No. That is over and above. We get \$180 000 from Healthway.

Mr P.B. WATSON: If Healthway gave you another \$320 000 a year, could you drop alcohol sponsorship?

Mr Wood: Yes.

Mr P.B. WATSON: That is one of my main concerns about Healthway. We have had soccer representatives before the committee. They said they want to be a part of the McDonalds competition, which is a national competition, but they are not allowed to. Kids are not being given the opportunity to play sport.

Mr Wood: The soccer situation was quite incredible. The women's soccer team was docked \$50 000 or \$80 000 because it was called the Glory. The Glory are sponsored by a fast-food company and by association they received a financial cut from Healthway.

Mr P.B. WATSON: Healthway has zealots.

Mr Wood: You said that.

Mr P.B. WATSON: If I said that, would you agree with me?

Mr Wood: Yes, I probably would. We have approached Healthway to try to undertake joint promotions with us as the association and the beverage suppliers. Beverage suppliers are now socially responsible. We have run programs already and we plan to run them during country cricket in January when the senior country week is on down here. We will run it through our community senior clubs and associations. We are taking the lead. We realise that we must be proactive in this area.

Mr P.B. WATSON: Are your regional development officers paid for by the WACA?

Mr Wood: That is right.

Mr P.B. WATSON: So you are not only doing it in the city; you are going out to the regional areas?

Mr Wood: We have six full-time officers in the regions and 12 in the metropolitan area.

Mr P.B. WATSON: If your sponsorship was cut even further, would things like that be cut?

Mr Wood: Exactly. At the end of the day we are not for profit, but we have to balance the books. Each year we need to run the operation without losing money, otherwise we would not be in existence. If we do not have the funding—a cricket officer equates to about \$80 000 a year. If we lose sponsorship such as that, we do not want to cut programs or staffing levels, but the cold hard facts —

Mr P.B. WATSON: That \$80 000 a year could be used to get thousands of kids playing sports. I would have thought that that is what Healthway wants.

Mr Wood: Yes. There are 40 000 juniors and 50 000 seniors who play cricket.

Mr I.C. BLAYNEY: In Australia or WA?

Mr Wood: In Western Australia.

The CHAIRMAN: I think Healthway does a great job, but we would like to see more money going to Healthway so that it can support organisations such as yours.

Mr Wood: The work we have done with Healthway in the past has been exceptional. The messages we have got across about being sun smart and about not smoking have been well executed.

The CHAIRMAN: Some of us will work to get some of that federal money back here so that we can give you the support you need so that you do not take money from the alcohol companies.

What has been the response to the use of plastic cups at the WACA?

Mr Wood: We have been using plastic cups for a long time. We have problems with one crowd—namely, the one day international crowd. It is totally different from a domestic crowd, a test match crowd or a Twenty20 crowd. Virtually no-one is ejected during a Twenty20 match.

Mr P.B. WATSON: Do more families attend those matches?

Mr Wood: Yes. It is totally family-oriented. They are quick games; people attend for entertainment. The test matches are usually attended by cricket enthusiasts. One dayer crowds are a bit different. They tend to consume alcohol prior to getting to the venue. We had the situation last year when a person jumped the fence and grabbed a Pakistani player. That incident had a very serious effect on the WACA. If it happens again, we face the likelihood of the ICC saying that we have to have a 12-month holiday from international games unless we do things better. Unfortunately, during the coming cricket season we will be putting up netting on the grass areas in front of the danger areas, as we call them. We will call that area the dry moat. A net about 1.8 metres in height will extend two metres from the fence. Hopefully that will act as a strong deterrent to anyone who thinks about entering the ground. Unfortunately, it has reached that situation.

The CHAIRMAN: You have introduced that measure because of alcohol problems. What other measures are you introducing? You referred to problems during particular events. What are the ejection rates for a test day crowd versus a one day crowd?

Mr Wood: We are working with Delaware North, which is our caterer. Every one of its staff who works in a bar are RSA-trained. We put on additional RSA people and we have water stations everywhere. Mid-strength beer is the only brand that can be consumed in the public arena. It is either mid-strength or light beer. During this year's one dayers, we will probably reduce the go hard early. We will limit the number of drinks that can be bought during one transaction. A person will be able to buy only one drink. In the past they have been allowed to buy four at a time. We have

worked with the police during the day to monitor the situation and we have cut the number at regular intervals. For the one dayers we will start at one.

The CHAIRMAN: What about timing? At the moment you start at 10 o'clock in the morning.

Mr Wood: The test matches start at 10.30 am. We are looking at opening the bars at start time rather than half an hour prior.

The CHAIRMAN: So you will be opening them at what time?

Mr Wood: At the start of play at 10.30 am.

The CHAIRMAN: So people will be able to drink from 10.00 am to 10.30 am?

Mr Wood: No, they will be able to drink from 10.30 am to approximately 5.30 in the afternoon.

Mr P.B. WATSON: It is not so much the alcohol; it is drinking alcohol whilst sitting in the sun.

The CHAIRMAN: Soft drinks only could be served before midday. It is a bit early in the day to be selling alcohol to people at 10.30 am. Have you considered delaying that a bit longer?

Mr Wood: We will start serving at start time. We did open pre the start time—half an hour prior to start time.

The CHAIRMAN: But you are delaying it by half an hour. I encourage you to reconsider delaying that a bit longer.

Mr I.C. BLAYNEY: Are you talking about both the one dayers and the test cricket?

Mr Wood: The one dayer crowd is a totally different crowd from the test crowd.

Mr I.C. BLAYNEY: I would not have thought with the test cricket crowd that it would matter when you sold it.

Mr Wood: Again, we will open at the start time. Test matches are a lot slower and the crowd is usually made up of cricket purists. The issue with the gentleman last year was that he openly stated he had started consuming alcohol at 9 o'clock elsewhere. I do not know whether we have reached the stage of breathalysing everyone before they enter the ground. Certainly we are very intent on making sure that does not happen this year because the spotlight is on us.

Mr I.C. BLAYNEY: You get idiots anywhere. If you are smashed before you arrive —

Mr Wood: Yes, that does make it tough.

The CHAIRMAN: As I said, we have had presentations linking advertising with the drinking habits of young people. Do you accept that alcohol advertising influences all people, particularly young people? Do you accept that young people look up to your key players? If you accept that, what will you do to stop the problems?

Mr Wood: Cricket Australia had a campaign last year that was called Know When to Declare. Michael Clarke was the player used and Richie Benaud and Channel 9 were involved. It also had an association with the major beverage companies in Fosters and Diageo. We are looking to ramp that up this year to do a new TVC with Mitchell Johnson as the key figure. It is all about if you see your mate has had a few too many, you tap him on the shoulder and tell him that it is about time to declare, take it easy and get some water. Cricket Australia is spending more than \$200 000 and Channel 9 has committed \$2 million of air time to expose that campaign. That is all in the document I will leave with the committee. We are being proactive in that area. We will run that campaign from the elite teams to our state sides and to the community level in both regional and suburban areas.

Mr P.B. WATSON: I noticed that two star players talked about responsible drinking before the Brownlow Medal. It has always had a reputation of footballers getting drunk.

Mr Wood: Last year's Brownlow Medal was the worst I have seen. Having been in the industry for a long time I thought it was out of control. The AFL went a long way to address that this year. The sponsor of the event is Crown Lager. None of its bottles were on the tables. There was a more responsible approach from the players. It has taken time but the penny is starting to drop with our elite players that they are role models. They have to be responsible whether it be in a social setting, at the WACA or in a club scene.

Mr P.B. WATSON: Not like the old days when Boonie used to break the record from Sydney to London.

Mr Wood: Certainly not. Education programs are run. They are all contracted players both at a national and state level. We run drug and alcohol sessions prior to each season and at regular intervals during the season.

The CHAIRMAN: That was going to be my next question. What type of programs do you run, because key figures like Luke had problems previously. What programs do you either run yourself or are linked with you for your players?

[11.30 am]

Mr Wood: With each of the contracted players it is mandatory that they do a program prior to the season and a session prior to the season, which is run by Cricket Australia—both drug and alcohol. In the situation of the player you have mentioned, we have assisted him with counselling and regularly have catch-ups to see how he is progressing. Fortunately, he is progressing very well. But yes, we are aware of that.

Mr P.B. WATSON: Is he able to catch a bus yet?

Mr Wood: Yes, he is certainly aware of how to catch a bus. I would be very surprised if he does not have an outstanding season. His act was absolutely outrageous and, fortunately, no-one was injured.

Mr P.B. WATSON: He was very lucky.

Mr Wood: It was certainly a wake-up call for him, because it was totally irresponsible.

The CHAIRMAN: Some football clubs have, what I believe they call, mad Mondays. Do the senior cricket clubs have similar days?

Mr Wood: I cannot speak on behalf of the suburban clubs, but I think that even football clubs now are certainly a lot more responsible in that area. I think that five years ago it was out of control. I know from our perspective that we speak to the state guys prior to their going on those end of season celebration days when the season is over. We actually have staff go with them on the day to make sure that they are very responsible and they are certainly not out in a situation, in a social aspect, where they can do things wrong. So we are very aware of that from a management perspective.

The CHAIRMAN: So you still have them, but from what you are saying, you are trying to monitor them to limit the damage.

Mr Wood: Yes, I think it is basically a celebration at the end of the season. They have been playing all summer. What we tried to emphasise with our playing group, and sport in particular, is the issue that in the past they have gone from not drinking at all to having these mad Mondays, or whatever you like to call them. That is when things get out of control, because they have not been consuming alcohol, some of them for five months. Whereas we are saying, "You have got to be absolutely responsible, you know, drink water, drink mid-strength and these types of things, and just be aware of the fact that you have not drunk alcohol for that period of time." I think that is where the football code in particular have got into trouble, because these guys are so fit and so focused on September, for example, that a lot of them have not consumed it for the season. Then they let their hair down. The other issue is the illicit substances, which we are obviously working very, very hard on also.

The CHAIRMAN: You say you are keeping the lawn area. What evaluation do you do at WACA in relation to the problems that are occurring and how are you attempting to address them and, again, not just the problems that you are incurring but maybe even the influence of the advertising? Are you trying to evaluate that, because you do play a major role? There are many, many children and adults who come along.

Mr Wood: We have not got the resources to evaluate advertising as such. With the lawn area that you talk about, what we have done at the WACA now is that 40 per cent of our seating bowl is alcohol free, so to sit in those seats you cannot take a drink to any of those seats. So we are busy trying to promote the fact that 40 per cent is alcohol free, which is a high percentage in regard to consumption of alcohol at an event. As I say, we have water stations and we try to provide as much shade as we possibly can. We have messages that go on the big screen, like “There is no win to declare”, which is a message that we will be hammering this year. Last year we had two messages, and there was probably a miscommunication. There was the “Give Merv a serve” and also “When to declare”, and it was probably confusing. We have got rid of that and we will have just the one message so that it is very, very clear. We run that at very regular intervals.

We evaluate at the end of each day with the police, and also security people, the issues of the day and things that we can look at to monitor and make sure that we put things in place that stop those activities. For example, we had jugs in the members’ area, and we always had jugs in a certain position. We have decided that this year we are taking those out of action. Jugs will not be consumed, so you will only be able to buy, whether it is two or one, at a certain time of day. We are taking away that bigger vessel that obviously promotes consumption and quicker drinking habits also. All those types of things we take into account and we monitor on a daily basis. We work with the police, our security people and our ground business operations area. They meet on a daily basis half an hour after the game to monitor any things that we need to address for the following day.

The CHAIRMAN: From the questions that we have asked you, is there anything that you would like to add? People are saying to us that things are getting worse. Do you think the problems relating to alcohol, particularly the social impact, are getting worse or less than they were 10 years ago?

Mr Wood: From a sporting sense I do not think they are getting worse. I think we are distinctly aware of what we need to do now and the things we are trying to put in place to make sure that people are responsible and that message is getting through. As a citizen, I would say that, yes, it appears to be getting worse. There are certain areas in the city that I would not go to and I would not want my kids to go to—whether that is alcohol and also illicit substance related. I think sport is certainly a vehicle that can be used to push the message and maintain a very safe family environment. My son plays at Fremantle Cricket Club, and we are there most Saturday and Sunday nights. It is a very safe, sensible environment that promotes a family environment. I think we have got those sorts of avenues that we can push right through the community. I do not think I have ever seen someone have a fight or get knifed at a local cricket club or football club, whereas if you go to some of these licensed venues at certain times of the night, it certainly is a major issue.

The CHAIRMAN: Because of those external problems that you see going on in the community, what new initiative do you think the government should consider to try to limit the impact and the problems from alcohol consumption?

Mr Wood: It is obviously a difficult one. I think speaking as a parent where I notice things—my kids went to a private school—I do not know whether this is a societal thing, but the kids seemed to have an excuse for celebrating everything: whether it was the end of the rowing season, the end of the cricket season, the head of the river or the end of term, there seemed to be an after. When there is a ball now they have a pre and a post and all these types of things. I do not know how we can change that. I know that when I grew up it just did not happen—mind you, at South Fremantle High School we did not have too many events.

The CHAIRMAN: We need that culture change. What we want from you is how we are going to get that culture change. Maybe will give you an opportunity to think about that one. When we send the transcript to you, having had a bit more opportunity to think about that, if you would like to put something back to us when you return your transcript, we would be happy to accept that.

Mr P.B. WATSON: With all these changes with the alcohol, does it affect the attendance at the ground?

Mr Wood: No. In particular with the Twenty20, last year we sold out every event, because people come not for the alcohol, they come for the entertainment. Alcohol is there to consume if you want to. We are in the entertainment business and we have to try to entertain these people. I think that Twenty20 looks after itself, and with Cricket Australia we have been working together to engage in 45-over games, which is going to be this season. We need to keep it vibrant to keep people entertained so that they are not thinking about getting bored and going off to other venues. I think for some of the venues in the city that have looked at banning spirits, for example, and you have to be a certain age to get in, they are certainly measures that I would applaud, because I have seen what spirits can do to some young kids, particularly if they have not been consuming alcohol for a certain period of time. Beer is not so bad, but as soon as they get onto the spirits, that is when the personality certainly does change. So with those types of things being introduced, whether it be in Leederville or Fremantle, those bars are a lot more conscious about that now. It is not just about getting drinks into the hands of these kids as quickly as possible; it is about making sure that a certain standard is kept. Taking spirits out of the equation is a big plus.

Mr I.C. BLAYNEY: It is interesting that the one-day Twenty20 and the test are very different.

Mr Wood: We are a unique sport in that regard in that we have three formats. If you look at all the other sports, there is generally just one format. We have got to try and juggle three, and they are very much a different demographic. As I say, Twenty20 is introducing a lot more females to the game and a lot more families. They come and they are just enthralled. It is three hours, so the package is perfect. Test cricket, as I say, is more around enthusiasts, the purists, and very much around the Ashes series this year. It will be enormous this year. Whereas with one dayers, there is a section of the crowd that seems to want to come to be disruptive.

Mr I.C. BLAYNEY: It is the length of time, isn't it?

Mr Wood: Length of time is an issue. It is a long day. Eight hours is certainly a long time. But we are acutely aware that we must be better at what we are doing in regard to that sort of format and how to handle the crowd and the danger spots, otherwise we will not have cricket at the WACA.

The CHAIRMAN: We would like to thank you very much for your evidence before the committee today. The 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 your corrections and the sense of your evidence cannot be altered. Should you, however, wish to provide additional information or elaborate on particular points that have been discussed today, please include a supplementary submission for the committee's consideration when you return your corrected transcript of evidence. Once again, thank you for coming this morning.

Mr Wood: Thank you.

Hearing concluded at 11.41 am