



Our Club:

A place for everyone

A club strengthening initiative for Eastern Football League clubs to help minimise harm from alcohol.

ADF

Alcohol
and Drug
Foundation


Australian Government

Local Drug Action Team Program



ACTION
ON ALCOHOL
FLAGSHIP GROUP



What is the project all about?

Why are clubs important?

Building strong and connected communities is important for everyone. Local footy clubs provide an opportunity to bring people together, increase participation in sport, promote social connection and create a sense of belonging.

Research tells us that all these elements protect children, young people and adults from social isolation, alcohol and other drug use and poor mental/physical health.

Making people feel welcome

Local footy clubs provide a place where people of all ages get together to meet their mates, play sport and cheer on their team! Sometimes, there are people who may not feel included or welcomed in these environments. There may be excessive drinking or poor language, very few women present or perhaps there is a lack of diversity evident in the crowd.



Welcoming environments

This project hopes to start a conversation with football club committees, volunteers and supporters that gets them to think about:

- Who is *not* in the crowd.
- How the boundary behaviour might look to an outsider.
- How they could welcome more people to their club.
- How to serve alcohol responsibly.



How did we get to this point?

1

We formed a partnership with the EFNL, the 7 local councils in the Eastern Metropolitan Region, community health agencies and the Alcohol & Drug Foundation.

2

We learned what was important to clubs and members and about some of the challenges they face.

3

We invited EFNL clubs to help us write up a statement that would have meaning to all footy clubs [and talked about the importance of belonging in terms of mental health and wellbeing.]

4

We designed posters, social media tiles and boundary banners for clubs to use in 2020.

Next Steps

What are we asking you to do?



*Boundary banners available to the first 30 clubs to register



We get it! There is no job more undervalued or overworked than that of a member of a footy club committee! We've been there too, it's hard work! So we are trying to make this as easy on you as we can without adding to the committee's workload....too much!

Poster

Display the poster around the club rooms, in the bathrooms or next to the bar.

Social Media Tiles

Facebook and Instagram tiles will be provided to you to use on your social media throughout the 2020 season. To help you we have a social media kit full of tips and suggestions.

Boundary Banner*

Clubs will be offered a boundary banner, using their club colours, to display for the 2020 season. We want everyone to see that clubs in the East are creating welcoming environments.

Responsible Service of Alcohol

Remember to ask anyone under the age of 25 for ID before serving alcohol. Discourage drinking 'from the boot' around your ground. Perhaps appoint an RSA rep at your club who can brief volunteers each week on their responsibilities.

Walk the Talk

Have a look around your ground with fresh eyes. Are there alcohol-free spaces for kids to play? Do you call out antisocial and non-inclusive behaviour if you see it? Do you offer a water instead of another beer if someone has had a bit too much? Do you think mums and kids would feel comfortable at your club?



Need some help?

There are a range of organisations ready to help you:

Our Club: A Place for Everyone

If you'd like more information about this project, how to be involved or need additional resources.
Deborah.Cocks@each.com.au
03 9757 6297

Alcohol & Drug Foundation

Australia's leading organisation committed to preventing and minimising the harm caused by alcohol and other drugs.
www.adf.org.au
1300 85 85 84

Directline

24-hour telephone counselling, information and referral service for anyone in Victoria wishing to discuss an alcohol or drug-related issue.
1800 888 326

Counselling Online

Private and confidential 24 hour online email or text-based counselling for people concerned about their own drinking or drug use or people concerned about a family member, relative or friend.
www.counsellingonline.org.au

Good Sports (Alcohol & Drug Foundation)

www.goodsports.com.au
goodsports@adf.org.au
1300 883 817

Turning Point (Eastern Health)

Addiction research and education centre that provides treatment for people adversely affected by alcohol, drugs and gambling.
Treatment Services 1800 778 278
Clinic 8413 8444
info@turningpoint.org.au
www.turningpoint.org.au

Youth Support and Advocacy Service (YSAS)

YSAS helps young people build on their strengths and access the resources you need to deal with any AOD issues.
1800 458 685
advice@yodaa.org.au
www.ysas.org.au

Local Council

If you need help or support to address alcohol issues in your club, contact your local Council sport, recreation or leisure services contact person.

Our Club: A Place for Everyone

We all want our club to be a place where everyone feels welcome. A place to meet old friends and new. A place where families enjoy themselves. A place we can all be proud of.

If you see fellow club members acting in ways that might make others feel uncomfortable or unsafe, help them out.

You might offer them a water instead of another beer, or remind them to watch their language when kids are about. Every little bit goes a long way to creating a healthier culture for our club.

Play your part. Make our club a place for everyone.