

# Club Cultures

## EFNL Club Development Day 2020



Alcohol  
and Drug  
Foundation



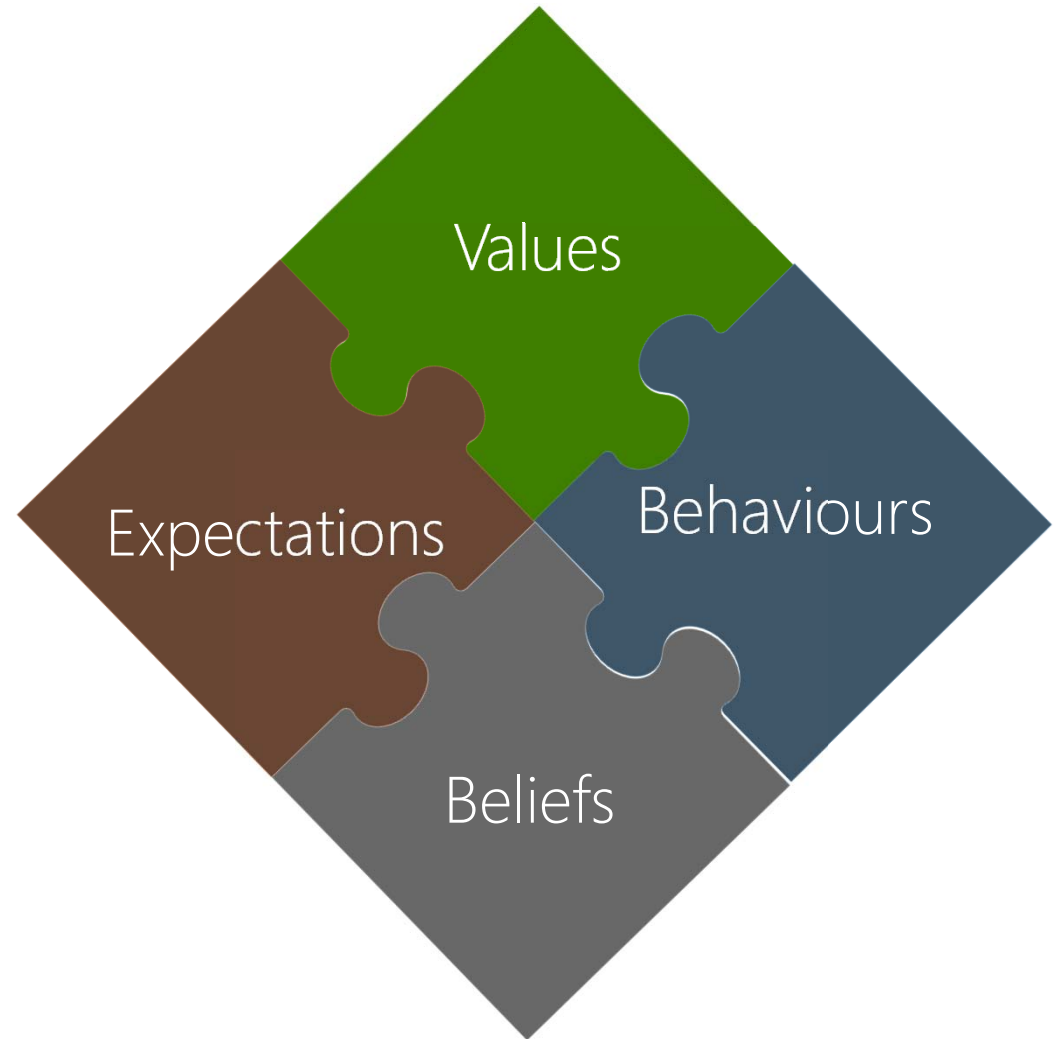
Australian Government

Local Drug Action Team Program

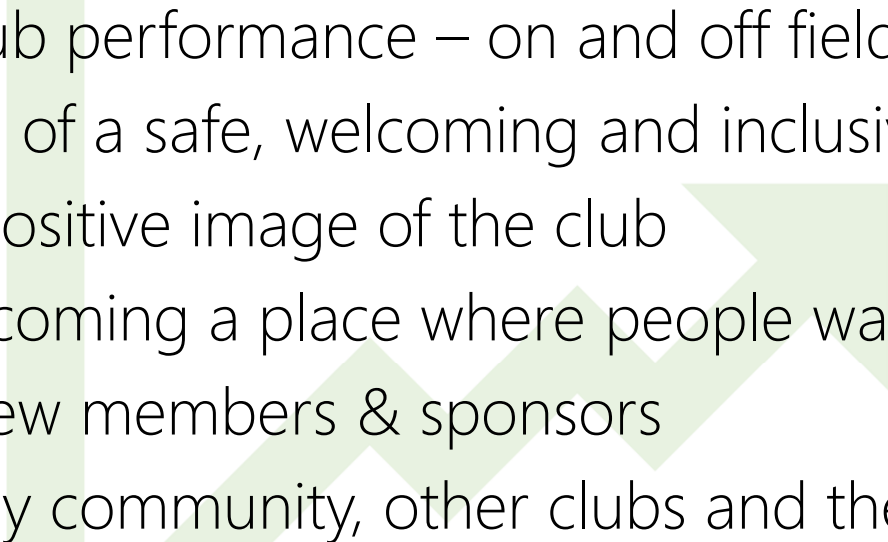


# What is club culture?

- Club culture is the essence of who we are as a club.
- It is our collective ideas, customs and social behaviours.
- Club culture reflects our...



# Why is club culture important?

- Improves club performance – on and off field
  - The creation of a safe, welcoming and inclusive environment
  - Creating a positive image of the club
  - The club becoming a place where people want to spend their time
  - Attracting new members & sponsors
  - Respected by community, other clubs and the league
- 



“Our club has built a strong and united culture...If you get the culture right, success follows.”

Peggy O'Neal  
Richmond Football Club president

# Factors that influence club culture

- Club ~~2~~ player conduct – on and off field
- Alcohol culture
- Diversity – ages, abilities, gender, cultures
- Mental and physical health
- Respectful relationships
- Role models / club champions

*Creating a positive culture takes time!*

# What is an 'alcohol culture'?

**"the way people drink**  
including the formal  
rules, social norms,  
attitudes and beliefs  
around **what is and**  
**what is not socially**  
**acceptable for a group**  
**of people** before, during  
and after drinking"

VicHealth, Alcohol Cultures Framework  
background paper, 2016.



# Understanding club alcohol cultures

- How available and accessible is alcohol?
- What purpose does alcohol serve in the club?
- Does the physical environment (e.g. location of the bar) influence the way people drink?
- Is water always accessible?
- What rules exist around alcohol and how are they enforced?
- What is the expected behaviour when drinking in particular settings?
- How do role models within the club influence drinking?
- Are there established patterns of drinking at the club?
- Is it ok for people to be drunk?

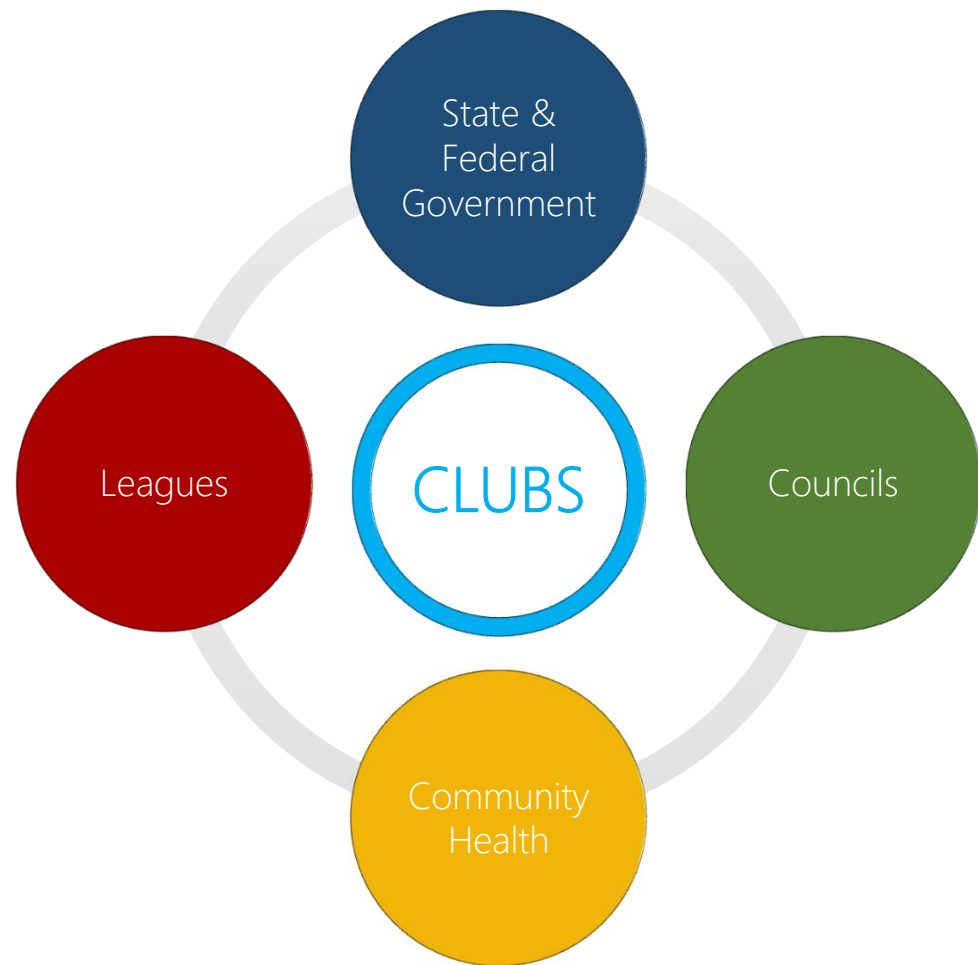
# What are we aiming for here?

- A supportive environment where people do not feel pressure to drink
- When alcohol is consumed it is done at levels of low risk
- Social pressure supports low-risk drinking and discourages high-risk drinking
- Frequency of drinking is reduced
- Drunkenness is socially unacceptable





# Key stakeholders & resources



# Our Club: **A place for everyone**

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

- A partnership between EFNL, Eastern Metropolitan Region councils, community health agencies and Alcohol & Drug Foundation.
- Reflects local research about what is important to clubs and their members and some of the challenges clubs face.
- Value messages developed in conjunction with participating clubs.
- Promotes clubs as safe and inclusive environments that can be enjoyed by everyone.
- Resources include posters, social media tiles and boundary banners for clubs to use in 2020.

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