



AFL Victoria

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MEDIA RELEASE

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AFL Victoria announces local alcohol initiative

AFL Victoria and VicHealth are joining forces to make this year's footy finals even more enjoyable for spectators in the Western Region, Essendon District and Central Highlands Football Leagues.

AFL Victoria Chief Executive Peter Schwab said the organisation was using its wide community involvement to help promote a safe, welcoming and family friendly environment at football matches through moderating the level of alcohol content sold.

"Local footy is a big part of life in Victorian and as part of that community AFL Victoria can play a role in promoting a responsible attitude towards the use of alcohol."

The Essendon District Football League (EDFL), Western Region Football League (WRFL) and the Central Highlands Football League (CHFL) will sell only lower strength or non alcoholic drinks at certain matches during the 2010 finals series. As with all finals games previously, no alcohol can be brought into venues during the final series.

This initiative will be promoted through a localised newspaper, radio and outdoor education campaign suggesting an exciting, action packed day at community football finals is enhanced by a reduced alcohol policy.

Peter Schwab added: "In the past it might have been thought that local footy was a bit blokey and not for women and younger children. We'd like to change that perception.

"These three leagues are taking the initiative to help show that it's possible to enjoy a day at the local footy, without over-indulging in alcohol.

"We believe it will show that a more responsible attitude towards alcohol by clubs can result in large crowds at finals time, in particular attracting families.

"Behaviour at matches overall is very good, but we want to ensure that everybody has a great time at the football. That's what the community expects."

Todd Harper VicHealth Chief Executive views AFL Victoria's initiative as a further important step.

“There is a genuine concern among the general public about the harm alcohol can cause.”

“A recent [VicHealth survey](#) revealed that 92% of Victorians believe that clubs have a responsibility to promote responsible drinking.

“By working with AFL Victoria, we believe we can influence the culture at local and country footy clubs and games and ensure more responsible alcohol use.

“Research will be conducted throughout the finals series to gauge the effectiveness of the policy, its impact on crowd behaviour, attendances and the financial impact on clubs,” Mr Harper said.

WRFL football finals commence on August 14 and all three leagues stage grand finals over the weekend of September 11 and 12.

Media contacts

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