

Project



Golden Square Football
and Netball Club
'Healthy Club' Trial

Partner



Year

2012–2014

Purpose



In the 2012 season, Golden Square Football and Netball club, based in Bendigo and playing in the Bendigo Football League (Victoria), instituted a trial system of selling mid-strength beer rather than full strength beer between midday and 5.00pm on football match days at their home ground. The trial continued through the 2013 and 2014 seasons. AFL Victoria commissioned CSSI to evaluate each year of the trial.

Method



The method consisted of administering a quantitative survey to spectators attending Golden Square matches, which captured data on the following:

- Demographic profile of match attendees;
- Food and beverage consumption patterns;
- Alcohol choices and preferences;
- Knowledge of and attitude towards the trial.

The survey was administered via iPad as a self-completion intercept interview at the Golden Square ground on match days in each of 2012, 2013 and 2014 (12 match days in total, 4 in each year). Over the three years of the project more than 1,600 spectators completed surveys (684 in 2014; 546 in 2013; and 379 in 2012). Both home team and visiting team (as well as neutral) football spectators were surveyed. These samples were representative of spectators attending Golden Square matches within each year of the study.

Application



The study found that the mid-strength alcohol trial at the Golden Square Football and Netball Club was successful. Awareness of the trial was high between 2012 and 2014, while perception of the value of the mid-strength trial was also high, with approximately 7 in every 10 supporters across the three years reporting that it was a good or quite good idea. In addition, specific conclusions were drawn from the surveys conducted in 2012, 2013 and 2014, in order to inform policy and practices at AFL Victoria and the Golden Square Football and Netball Club.

