

Project



AFL Victoria's
Mid-Strength Alcohol
Finals

Partner



Year

2011–2013

Purpose



During the period 2011-2013, AFL Victoria partnered with a range of football leagues throughout Victoria, both metro and regional, to institute mid-strength alcohol trials during their respective finals series. AFL Victoria commissioned the Centre for Sport and Social Impact (CSSI) to evaluate the mid-strength only alcohol trial in each of the 2011, 2012 and 2013 seasons.

Method



The primary method of data collection for this project consisted of iPad administered intercept interviews, conducted at football grounds by survey teams (typically 4 teams of 3 people deployed on the same day to different leagues in order to ensure consistency):

- 2,020 surveys were collected at 12 different match days across 10 leagues in 2011
- 2,349 surveys were collected at 11 different match days across 9 leagues in 2012
- 1,601 surveys were collected at 5 different match days across 4 leagues in 2013

The surveys in each year gathered data on crowd demographics, perceptions of crowd behaviour, awareness of the alcohol policy trial, alcohol related behaviour and knowledge of alcohol initiatives within Victorian local football.

In addition, the research team conducted:

1. Interviews with league and club representatives (28)
2. Surveys with club presidents and secretaries (57)
3. Analysis of league alcohol sales data.

Application



Several conclusions were made in relation to the mid-strength only alcohol trial. Most conclusions related to spectator awareness of the trial, alcohol related behaviour and attitudes towards alcohol sales at football venues. Conclusions were also made about league and club attitudes to alcohol policy and management and on the various factors that impact on alcohol sales policy.

