



PREVENTION. CARE. RECOVERY.

Te Kaporeihana Awhina Hunga Whara

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

Kaunihera Whakatupato Waipiro o Aotearoa



SPORTS CLUBS ACCREDITATION PROJECT (SCAP)

Project Outline
Safer Communities Conference 2006



Background



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- The use and misuse of alcohol is a significant cost to Aotearoa New Zealand
- Alcohol and sport is linked in NZ, a long history of clubs being a place to socialise after sport
- Anecdotal evidence of high alcohol consumption per occasion in sports clubs
- High involvement of young people in sport
- Strong community support for a programme to address a range of issues for sports clubs
- Support from within the industry



Existing Programmes that address Alcohol Management in Sports Clubs



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- Alcohol Management Operation (AMO)
- Club Mark
- Think Smart
- Club Assist
- Good Sports



The Challenges and Aims for the Accreditation Programme



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- To develop a national programme which draws on New Zealand experiences and best practice from overseas programmes to create thriving, safe and healthy sports clubs throughout NZ
- To pull together components of existing sports club programmes to create a comprehensive accreditation programme addressing a range of health, safety and viability issues for sports clubs including alcohol management
- To ensure that existing community initiatives are honoured



Key Areas to be Addressed in Sports Clubs



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- Sustainability and viability
- Volunteer Development
- Participation
- Responsible Management of Alcohol
- Health and Safety / Injury Prevention



Proposed Framework



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Three level Accreditation system where a variety of components are addressed under the five key areas to reach the following levels of:

- Bronze
- Silver
- Gold



Accreditation Model



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Bronze Award

Basic level requirements are met in all components.
Any legal requirements met.

Silver Award

Basic requirements are met and some additional requirements are met in all components.

Gold Award

High level requirements met in all components.



National Stakeholder Group



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- ACC (Accident Compensation Corporation)
- ALAC (Alcohol Advisory Council Of NZ)
- SPARC (Sport & Recreation NZ)
- NZ Police
- HSC (Health Sponsorship Council)
- MOH (Ministry of Health)
- NNSV (National Network Stopping Violence)
- SCANZ (Sporting Clubs Association of NZ)
- HSCC (Healthy Sports Clubs Christchurch)
- Taranaki THINK SMART
- Land Transport
- Beer Wine and Spirits Council



Local Community Coalitions – Roles & Tasks



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- Regional Sports Trust
- Territorial Local Authorities
- Public Health
- Police
- ACC Injury Prevention
- Regional Sports Organisations
- Cancer Society
- Other interested parties (i.e. Maori Wardens, Road Safety, Heart Foundation etc)



Support & Management – Nationally and Locally



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- Resources and Templates
- National & Local Funding
- Website
- Local Marketing & Promotion
- Local stakeholder support and expertise
- Evaluation



The Implementation Process



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- Appointed coordinator from the Regional Sport Trust to liaise with sports clubs and take them through the programme - explain the benefits and process
- Sports clubs provided with templates and resources to assist them to achieve accreditation to bronze / silver and gold levels
- Community coalition partners assist clubs to reach accreditation in each of the key areas by offering resources, training, information and advice
- Coordinators and other key stakeholders check that the criteria for the various components for each level are achieved
- Annual awards and recognition for accredited clubs



Benefits for the Sports Club



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The programme can support a sports club to:

- Build membership, in particular junior members
- Strengthen their financial base
- Promote the club in the community
- Ensure the safety and wellbeing of members and players
- Become more family friendly
- Reduce alcohol related incidents

The accreditation process is designed to help clubs identify their strengths and weaknesses



An Example of a Good Sport Club in Australia



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\$ Revenue changes at Yinnar FNC



	1991	2004	Change
Bar	\$11,860	\$7,308	-38%
Sponsorship	\$8,690	\$21,057	142%
Membership	\$6,775	\$17,670	161%
TOTAL	\$27,325	\$46,035	68%



Other Incentives for Sports Clubs



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- Awards – recognition in the community as a ‘good’ club, therefore achieving a more positive image
- Merchandise – First Aid kits, bar mats, towels, signage, posters, stickers, T shirts etc
- Local incentives – e.g. reduced fees for lease on buildings and grounds
- Positive media attention and promotion of the club
- Less work for volunteers and club administrators in the long term
- Strengthened applications for funding
- Increased chances and avenues for sponsorship
- Competitive advantages over other clubs



Benefits for the Community



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The programme presents an opportunity to:

- Reduce alcohol related problems in communities
- Reduce workloads for volunteers in clubs
- Provide safer sports clubs and increased opportunities for participation
- Build collaboration between key stakeholders to share resources, avoid duplication and work smarter



Pilot Phase



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- A pilot programme is currently being funded and implemented in four regions during the period June 2006 to December 2006 (Counties Manukau, Waitakere, Wellington, Christchurch)
- Resources (Trust and Club kits)
- Branding & Merchandise
- RST coordinator training
- Participating clubs and codes
- Local stakeholders
- Reporting



The Future of the Programme



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It is proposed that in 2007 the programme will be subject to a staged roll out over the next five years to further communities who can demonstrate the following:

- A committed community coalition
- Some engagement with local clubs
- Additional regional funding to sustain the project locally
- Possible other local incentives for clubs that reach the various accreditation levels of Bronze / Silver and Gold



Contact Details



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