



Through Children's Eyes: Alcohol Promotion in Sport

SPORT	Number of participants aged 5-14*	Alcohol sponsorship	Naming rights	Alcohol logos on uniforms	Alcohol logos on field or stadium	Press conference backdrops	Alcohol ads during broadcast
SWIMMING	492,100	●	●	●	●	●	●
SOCCER	397,600	●	●	●	●	●	●
AUSTRALIAN RULES FOOTBALL	226,500	●	●	●	●	●	●
NETBALL	222,700	●	●	●	●	●	●
BASKETBALL	220,200	●	●	●	●	●	●
TENNIS	205,200	●	●	●	●	●	●
CRICKET	130,700	●	●	●	●	●	●
RUGBY LEAGUE	109,900	●	●	●	●	●	●
RUGBY UNION	58,800	●	●	●	●	●	●

LEVEL OF VISIBILITY

● High ● Occasional ● None

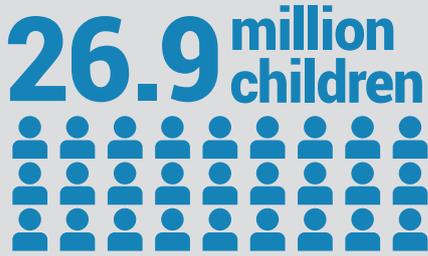
*Source: Children's Participation in Cultural and Leisure Activities, Australia, April 2012, Table 11: Children participating in most popular organised sports, by sex, Australian Bureau of Statistics

Disclaimer: Every effort has been made to ensure the information in this document is accurate and up-to-date, however unexpected errors may occur.



The numbers are sobering

Within **one year**, AFL, NRL and Cricket broadcasts draw a cumulative viewing audience of

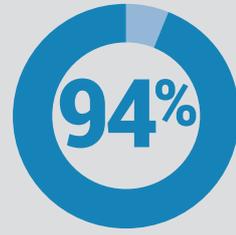


During this time, these children will be exposed to



instances of **alcohol advertising**.¹

A 2011 survey of 1,113 Australian adolescents aged 12-17 found that



had been exposed to alcohol advertising on television.²

76%



of Australian children aged 5-12 can correctly match at least **one sport** with its relevant sponsor.³



6am-8.29pm

87%



of alcohol advertising broadcast between 6am and 8.29pm (peak viewing time for children and adolescents) is shown during sports programs.⁴

During the 2012 NRL State of Origin series, there were a total of



across the **3 games**

... totalling a duration of

198.88 minutes

This included promotion of **8 different alcohol products** in **10 on-field** and **11 off-field locations**.



Between

270,000

and

320,000

young people aged 5-17 watched these games.⁵

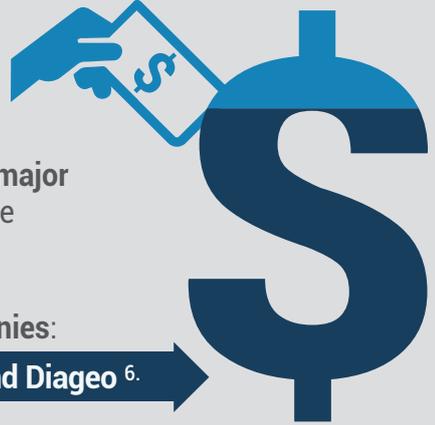
Of an estimated

\$50 million

a year spent on sponsorship of major Australian sporting events by the alcohol industry,

80% is invested by **3 alcohol companies:**

Fosters, Lion and Diageo.⁶



Lion sponsors



5 different sporting codes

In addition, it owns other brands that hold sporting sponsorships:

Hahn

XXXX

James Boag

That's

5

3

2

A total of 15

alcohol sponsorships.⁷



1. Child and adolescent exposure to alcohol advertising in Australia's major televised sports. Carr S, O'Brien K, Ferris J, et al. Drug and Alcohol Review 2015; DOI: 10.1111/dar.12326.
 2. Alcohol Advertising: The Effectiveness of Current Regulatory Codes in Addressing Community Concern (2014), p52. Australian National Preventive Health Agency.
 3. Alcohol Advertising Review Board: Annual Report 2014-15, p5.
 4. Alcohol Advertising in Sport and Non-Sport TV in Australia, during Children's Viewing Times, p4. O'Brien K, Carr S, Ferris J, et al. PLoS ONE 2015;10(8): e0134889. doi:10.1371/journal.pone.0134889.
 5. Eat, drink and gamble: marketing messages about 'risky' products in an Australian major sporting series. Lindsay S, Thomas S, Lewis S, et al. BMC Public Health 2013, 13:719.
 6. Alcohol Advertising: The Effectiveness of Current Regulatory Codes in Addressing Community Concern, p41;
 7. Unhealthy product sponsorship of Australian national and state sports organisations. Macniven R, Kelly B, King L. Health Promotion Journal of Australia 26(1):4.