



## AFL VICTORIA MEDIA RELEASE

### AFL Victoria Alcohol Charter



Senior Victorian community football leagues have joined together to sign an AFL Victoria Alcohol Charter to encourage responsible consumption of alcohol across metropolitan leagues.

The aim of the AFL Victoria Alcohol Charter is to develop a consistent framework for leagues to use to help minimise the harm from alcohol through education and awareness programs to encourage responsible consumption.

Developed in conjunction with VicHealth, AFL Victoria General Manager Grant Williams says the Charter highlights the role football plays in providing leadership regarding this important social issue.

“Many leagues are already engaged in initiatives aimed at encouraging the appropriate consumption and serving of alcohol, so the AFL Victoria Alcohol Charter will help facilitate a consistent approach as we collectively strive to provide a safe, secure and family friendly atmosphere at local football matches.



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“The Charter’s framework provides flexibility for leagues to develop relevant strategies to address their own issues and highlights the key areas relating to alcohol that need to be addressed at all levels such as policy, training, improvement and awareness,” Williams said.

“The AFL Victoria Alcohol Charter and our strategies regarding alcohol are not focussed on the removal of alcohol, but the responsible approach to serving and consumption of alcohol.

“The Charter compliments the significant work already being done to promote responsible alcohol consumption throughout the community and elite levels of the game.”

AFL Victoria Cultural Strategy Manager John Strachan said the Charter ensures that alcohol education is on the agenda of senior community Leagues.

“Most community football clubs already do the right thing, and are part of programs such as the AFL’s Quality Club Program or the Good Sports Program which reflects a responsible attitude towards alcohol and the aim to provide a safe environment for players, families and supporters.

“The harm from alcohol related incidents in the community can be helped by local leagues demonstrating leadership in how to deal with alcohol responsibly,” Strachan said.

Program partner VicHealth strongly support this initiative.

“Having a drink at the footy is fine, but poor boozy behaviour has no place in a family sport,” VicHealth CEO Jerril Rechter said.

“Unfortunately, alcohol consumption can get out of hand and incidents occur, which means it no fun for anyone. So, it is important AFL Victoria has created this comprehensive strategy to proactively address these issues.

“We are pleased to work together with AFL Victoria to promote responsible alcohol-use on and off the footy field, so we can focus on celebrating everything that makes this sport so great.”

The metropolitan leagues that signed the Charter included the Eastern FL, Essendon DFL, Riddell DFL, Northern FL, Western RFL, Southern FL, VAFA, AFL Masters and the VWFL.

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**MEDIA CONTACTS**



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Anthony Stanguts    AFL Victoria Media & Communications Manager  
M: 0413 986 190    E: [anthony.stanguts@aflvic.com.au](mailto:anthony.stanguts@aflvic.com.au)

Jane Gardner        VicHealth Senior Media Officer  
M: 0435 761 732    E: [jgardner@vichealth.vic.gov.au](mailto:jgardner@vichealth.vic.gov.au)