



THE DELICATE BALANCE OF SPORT AND ALCOHOL

vicsport CEO Mark McAllion discusses the sometimes awkward and conflicting role of alcohol and our drinking culture in community sporting organisations. See page 2.



Also in this issue:

- Shari Livingston: Previewing the 2011 Victorian Sport Awards page 3
- Kate Don: Respected administrator shares his experiences page 6
- Max Binnington: Game Sense helping develop young leaders page 7



By Mark McAllion
Chief Executive Officer

Finding a balance between alcohol and a family environment in community sports organisations

Over the past 12 months I have been involved in several meetings convened by a variety of organisations regarding alcohol and sport. These discussions have considered issues such as the appropriateness of alcohol sponsorship of sport, advertising in the mainstream media, responsible service, the use of elite sportspeople as role models, alcohol-fuelled spectator behaviour and club fundraising.

The arguments surrounding the suitability of the close connection between alcohol and sport can quickly polarise opinion. Is it appropriate for alcohol to be served at community sporting events? Is it appropriate to restrict alcohol sponsorship and advertising of sport? Why shouldn't clubs have the ability to raise funds by running a licensed bar?

In this debate I feel conflicted and often hypocritical. I grew up with sporting clubs that definitely had an alcohol culture and I've had many fantastic experiences at those clubs. Many of those experiences had alcohol involved – celebrating premierships or good performances, social functions, meals with friends, etc. I'm happy to put my hand up and say I enjoyed the culture of the clubs with which I've been a part. I enjoy talking sport while having a beer or having a drink at the end of competition.

While the debate continues, one thing that all sports administrators at the State level agree is that they want their sports to be family friendly, healthy and welcoming environments. So can alcohol and sport co-exist in the environment sports administrators are keen to develop?

At the local level some examples can still be found which cast a shadow over the concept of the family friendly environment. Examples include all-you-can-drink raffle days, alcohol as prizes or rewards and over-the-top end of season celebrations/commiserations.

However there are many other examples where alcohol and a family friendly environment co-exist. I'm currently involved in a club that I would describe as extremely family friendly however it does have alcohol as a major part of the fundraising and social offering of the club.

On Friday nights many of the junior teams train after which many of the families stay around for a

meal and a social drink after work. This is an environment which many people enjoy, it is very family friendly and it does involve the responsible serving and consumption of alcohol.

As the debate continues regarding the place of alcohol in sport I sincerely hope that a common sense approach is adopted. Sport can be a vehicle to promote community standards and social change with recent examples including the acceptance of cultural diversity. Sport should be part of the solution to the troubles that alcohol causes in society. With sport significantly connected to many Australian's community life, as a participant or spectator, and alcohol associated with many people's social life, sport is well placed to assist with efforts to promote responsible practices with alcohol.

Many sports are taking the lead on this issue and have programs and research underway. The Australian Drug Foundation's Good Sports Program is also assisting clubs to become more responsible with their involvement with alcohol.

It should also be noted that many sports clubs do not have a licensed bar or a strong connection with alcohol in any way.

So while I grapple with the conflict of alcohol's place in sport, so too will the many club administrators whose clubs rely on bar takings as their major income source. Alcohol is part of the culture of many sports, it is also part of the culture of many Australians so a responsible common sense approach to the relationship between alcohol and sport is surely the best starting point.



Tour de France champion the headline act as we countdown to the 2011 Victorian Sports Awards

By Shari Livingston

The 2011 Victorian Sport Awards will provide the chance to reflect upon and celebrate the significant achievements of Victorian athletes, administrators, coaches and officials for the 12 months from August 2010. For almost three decades the awards have recognised the outstanding achievements in Victorian sport. Recent winners include Cathy Freeman, Cadel Evans (pictured right), James Tomkins, Leisel Jones, Craig Mottram, Shane Warne, Lydia Lassila, Sharelle McMahon and Jim Stynes.

This prestigious event is a highlight on the sporting calendar and attracts more than 300 representatives from the sport, recreation and health industries.

Victorians have watched some fantastic sporting achievements in the past year, such as Cadel Evans becoming the first Australian to win in one of the toughest, longest and most challenging sporting events in the world, the Tour de France. Cadel will have to fend off strong competition to take out his fifth overall Male Athlete of the Year Award including world number one snowboard champion Alex Pullin, and impressive young golfer Bryden Macpherson.

Basketballer Elizabeth Cambage heads up an impressive line-up of nominees vying for the Female Athlete of the Year Award in 2011. Elizabeth was named WNBL MVP for her stellar season with the Bulleen Boomers in 2010-11 before being drafted by WNBA club Tulsa Shock second overall and gaining All-Star selection as a rookie. She will have to fight off other impressive nominees such as highly decorated gymnast Ashleigh Brennan.

The Victorian Women's Baseball Team are strong contenders in the Women's Team of the Year category after going undefeated on the way to the 2011 Australian championship.

Junior Athlete of the Year will be contested by some fine young athletes including Emily Selig who took out the gold medal in the 200m breaststroke and the silver medal in the 100m breaststroke at the 2010 Youth Olympics. Jaron Gardiner became the Cycling Junior World Champion in Moscow in the individual time trial, and also claimed silver at the 2011 Australian Championships for the same event and gold in the team sprint.

Nominations for each award were made by representatives of sporting organisations in all sporting fields across Victoria. Voting by state sporting associations is achieved through a 3-2-1 voting system in each category to decide winners.

With so many outstanding sporting achievements in 2010-11, there will be strong competition in every category for this year's awards. It is a fantastic night to celebrate and congratulate the best of Victoria's premier athletes, coaches, officials, journalists, administrators and clubs.

The event is to be held at Studio 3, Crown Entertainment Complex on Monday, November 28. If you would like more information or to attend the Victorian Sports Awards, visit the **vicsport** website (www.vicsport.asn.au/awards) or call **vicsport** on (03) 9926 1376 or email: awards@vicsport.asn.au.



Categories for the 2011 Victorian Sport Awards

- Victorian Male Athlete of the Year
- Victorian Female Athlete of the Year
- Victorian Junior Athlete of the Year (male and female combined)
- Victorian Coach of the Year
- Victorian Official of the Year
- Victorian Men's Team of the Year
- Victorian Women's Team of the Year
- Victorian Junior Team of the Year
- Victorian Masters Sport Award
- Victorian Sports Leadership Award
- **vicsport** Media Award
- Best Sports Development Initiative by an affiliated **vicsport** member
- Best Sports Development Initiative by an Industry Associate or corporate supporter **vicsport** member
- Governor's Award - Victorian Sportsperson of the Year
- Outstanding Contribution to Sport Award
- VicHealth Lindsay Gaze Sporting Conduct Award

VicHealth Lindsay Gaze Sporting Conduct Award

This award was open to nomination by all State Sporting Associations to recognise and reward exemplary role models who demonstrate outstanding sportsmanship in both attitudes and behaviours. In 2010 Gerald Fitzgerald from the North Ballarat Football Club won this prestigious award. The winner of this year's honourable Sporting Conduct Award will be a most deserving and valuable figure in Victoria's sporting field.

Our members have their say on the state of play in Victorian sport

In May 2011, **vicsport** conducted a State of Sport report on behalf of Sport and Recreation Victoria. The State of Sport Report was compiled by combining two methods of data collection. Firstly, **vicsport's** 161 members were invited to attend SportsTalk #2 - a **vicsport** member forum held on May 19. The second method was an online survey that was created to mirror the forum questions for those members who were unable to attend.

Representatives from 43 organisations in the sport and recreation sector attended Sports Talk #2. Keypad Technology was utilised to allow the audience to receive real time results on the survey questions that were posed. Participants then engaged in round table discussions on each of the topics (volunteers, facilities, participation and governance) and the survey results that were tabled in real time providing qualitative and quantitative results.

To capture the views of **vicsport** members who were unable to attend the forum invites were sent to non-attending forum members to complete the survey

via a Survey Monkey questionnaire. The survey contained the same questions that were answered at the forum in the same format to allow for consistency of results. The online survey was completed by 34 organisations, making a total of 77 organisations contributing to this State of Sport Report.

Forum attendees and survey respondents identified themselves as belonging to a certain organisational category, allowing for a breakdown of the results by organisational type in the final results.

The categories were:

- Tier 1 SSA
- Tier 2 SSA
- Tier 3 SSA
- Regional Sport Assembly
- Local Government Authority
- Industry Body
- Other

vicsport regularly engages with members via forums, networking meetings, members surveys and one-on-one consultations. Over time consistent

themes have emerged regarding issues that member organisations face. The issues explored and covered in the report were:

Supporting Volunteers - which roles and responsibilities require support and what is the best method to deliver this support.

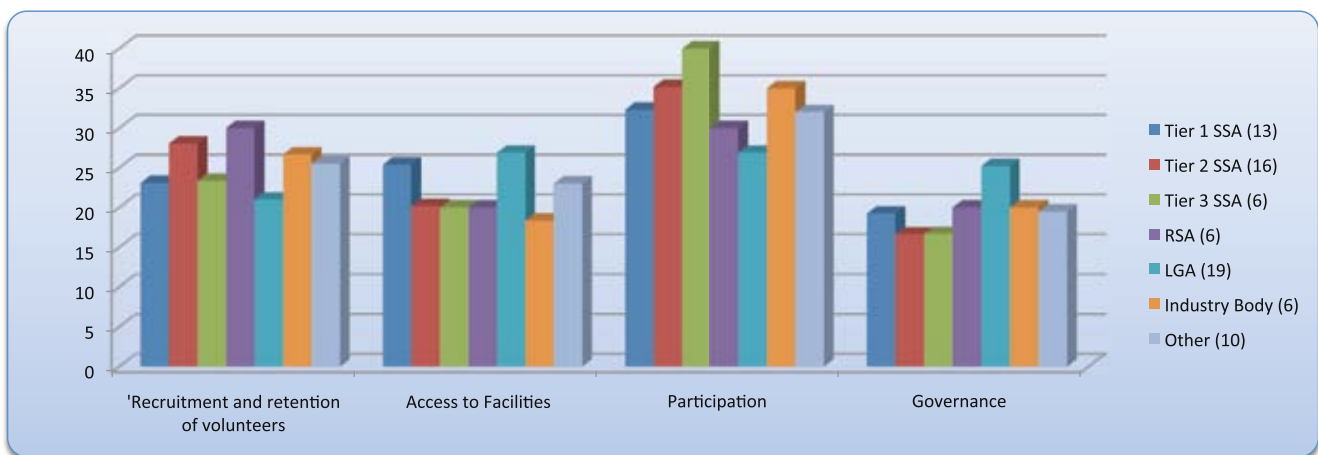
Facilities - further examination of the types of facility issues being experienced (new facilities, refurbishing old facilities or utilising existing facilities more efficiently)

Participation - what strategies can best be used to increase participation and addressing the challenge of engaging social participants

Governance - establish if the burden of running sporting organisations is more prevalent at a club, local, State or National level and which functions of governance require the most support

Key findings

While not a comprehensive list or analysis of the results obtained from the survey the following data represents a snapshot of the State of Sport Report 2011's findings.



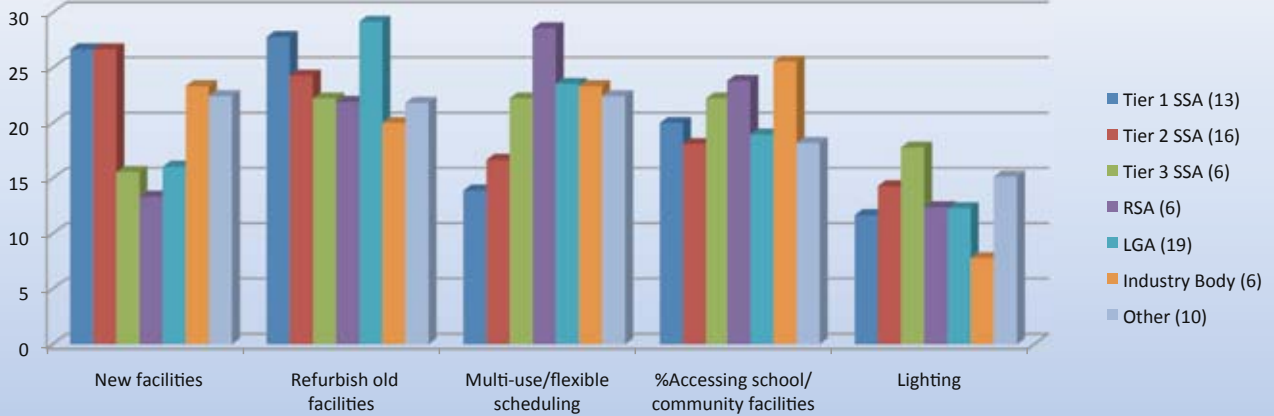
Organisations major priorities over the next 1-3 years

ORGANISATION PRIORITIES ▲ Supporting Volunteers

All of the seven organisation categories participating in the survey ranked Participation as the highest or equal highest priority facing their organisation in the short to medium term (1-3 years)

- Access to appropriately skilled volunteers is a major priority for all sporting organisations capacity to deliver outcomes.
- Three of the seven organisation categories (Tier 1 SSAs, Tier 2 SSAs & Other Organisations) ranked the volunteer role of Coaching as requiring the most assistance.

- Three of the seven organisation categories surveyed (RSAs, LGAs and Industry Bodies) ranked the volunteer role of Club Administrators as requiring the most assistance.
- Education and training is generally viewed as the preferred support mechanism for supporting volunteers, via an online Sports Volunteer Resource Program.



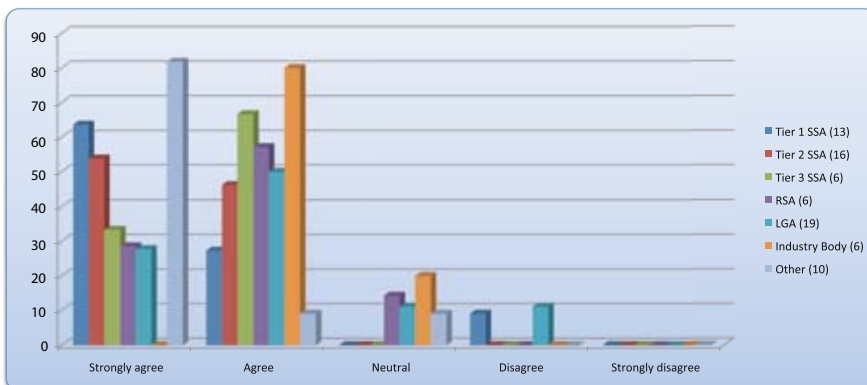
Preferred method to increase access to facilities

▲ FACILITIES

- Refurbishing older facilities is a main Facility priority for larger sporting organisations (Tier 1 & Tier 2 SSAs) and LGAs.

- Smaller Sports (Tier 3 SSAs) see increased access to facilities occurring through better use and scheduling of existing facilities.
- There is a strong view within the sector that a statewide facility audit

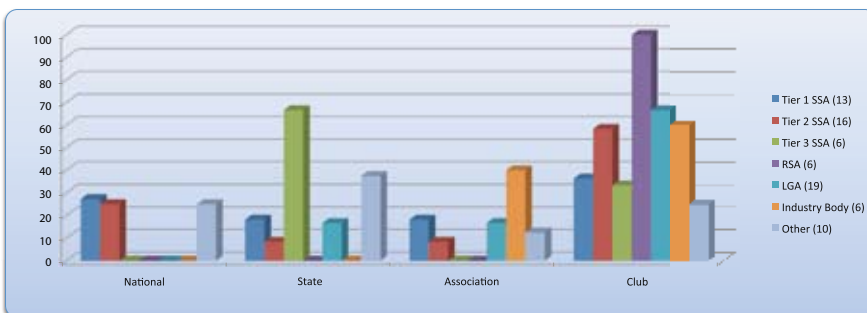
- is vital for the use and planning of facilities.
- There is an overwhelming view that greater collaboration between SSAs & LGAs on facility development and usage is vital to the sector.



Engaging social participants as a way of increasing participation

◀ PARTICIPATION

- At least 80 per cent of all respondents either agree or strongly agree that engaging social participants is a key issue to increasing Participation.
- The majority of Tier 1 and Tier 2 SSAs surveyed believe that their current membership structure does not reflect the needs of current and potential participants.



Which level of your sport requires the most assistance with governance?

◀ GOVERNANCE

- Five of the seven organisation categories surveyed rate governance as the biggest issue at Club level (compared to State and National Level). The remaining two organisation categories surveyed rate the State level as requiring the most assistance with governance.
- There is strong consensus regarding the three main areas of assistance required at State level governance being Strategic Focus, Understanding Roles Responsibilities & Legal Obligation and Risk Mitigation.
- The sector views the three main areas of governance education required at club level to be in the areas of Roles Responsibilities & Legal Obligations, Strategic Focus and Financial Management.

Conclusion

The 2011 State of Sport Report is an important tool, which has allowed **vicsport** to obtain a greater understanding of the current needs and views of our members and the sport and recreation sector within Victoria. **vicsport** will actively utilise this information when advocating to Government, Statutory Authorities and stakeholders into the future. We would like to thank the organisations that contributed to the compilation of this report.

Respected sporting administrator lends support to CEO and Presidents' Governance Training Session

By Kate Don

A vast majority of organisations actively plan for the ongoing development of staff because it is valued by management and embedded in organisational culture. Why then, if the benefits of professional development are so highly regarded, does there seem to be limited development and networking opportunities for the decision makers who lead and govern our sporting organisations?

vicsport, with the support of VicHealth as part of the Good Governance Project, recently took a small step to address this by engaging the services of former International Cricket Council (ICC) Chief Executive Officer Malcolm Speed, to facilitate a one-day CEO and Presidents' Governance Training Session.

Speed's credentials are impressive. Before entering the world of cricket, Speed was a barrister in Melbourne. He was originally the Chief Executive Officer of the Australian Cricket Board from 1997 until in 2001 when he took up the job of the CEO of the ICC. Speed was formerly in charge of the Australian National Basketball League, is a member of the NBL Hall of Fame and has also been a board member of the Australian Sports Commission.

Speed has facilitated a number of director training sessions on behalf of **vicsport** this year. The specifically tailored CEO and President's Governance Training Session proved to be a valuable addition to the schedule. The session enabled the leaders of six State Sporting Associations (Football Federation Victoria, Baseball Victoria, CycleSport Victoria, Swimming Victoria, Gymnastics Victoria and WaterPolo Victoria) the opportunity to benefit from Speed's knowledge and experience.

Participation in the training and networking session allowed the participants to step away from the day-to-day operations of their organisations and reflect on the effectiveness of their boards as well as their individual contributions. It was also an opportunity to share similar experiences, learn from successes, discuss common challenges and foster relationships with industry peers.

The session topics were based on the results of performance evaluations that were undertaken with each of the boards. The evaluation process highlighted a number of areas of interest for board development such as; communication, planning and reporting. The session topics (listed below) aimed to address some of these challenges:

- Reporting to the Board
- Engaging with Directors
- CEO and Chair Communication
- Achieving Strategic Goals
- Identify issues and possible solutions to common board problems
- Networking with Peers and Mentoring
- Effectively Chairing Meetings for Improved Board Performance
- Maintaining Strategic Focus of your Board
- Making Effective use of Sub-Committees
- Measuring CEO and Board Performance
- Creating Good Board Relationships and a Positive Board Culture



vicsport appreciates that those working on or with a board of a sporting organisation can sometimes feel somewhat isolated. We will continue to provide professional development opportunities for board members and hope that in the future board development will be valued the same as staff development.

vicsport recently released the Good Governance Tool Kit, which aims to assist State Sporting Associations in improving governance practices and gender representation at a board and leadership level. The Good Governance Tool Kit can be downloaded at www.vicsport.asn.au.



Game Sense makes sense as Active After-school Communities programs help identify young leaders

By Max Binnington

The Australian Sports Commission and State Government departments are developing coaching expertise to attract more people to sport and physical activity. On August 31 at Traralgon we had a taste of how it can happen with plenty of enthusiasm and fun for all.

The enthusiasm came largely from Bernie Walsh, an Active After-school Community (AASC) Coordinator in Gippsland and the key organiser of the day. The fun came from the range of terrific activities organised by staff from AASC, Bowls Victoria, Basketball Victoria, Cricket Victoria and Rob Highett from Sport and Recreation Victoria running indigenous games.

The aim of the Forum was to demonstrate the Game Sense approach taken by the AASC program to sport and to help teachers in Gippsland encourage students to participate in sport.

Students from three schools in the region attended the session. Maffra Secondary College has developed an excellent Future Leaders Program that recognises students in Years 9-11 who have leadership qualities. The school then undertakes a development program with the students, which includes completing the AASC community coach program.

Having completed this training the students are not only able to work in after-school programs run at their local school(s) but importantly for local sporting clubs, they have basic coaching skills which will increase the availability of junior coaches to the local clubs.

The first activity of the day was the 'Game Sense' version of basketball, which kept participants running for the best part of 40 minutes performing a range of enjoyable basketball-related skills, which allowed everyone to work at their own level of fitness and skill.

Participants then moved on to lawn bowls, without any lawn. It is hard to believe that you could have had so much fun, and be so challenged by bowling tennis balls! Everyone then had a shot at bowling a "real" bowl on the stadium floor with some pleasing and not-so pleasing results but it didn't matter as everyone was having a great time and couldn't wait to have another go.

Triathlon was next, and you have to ask how do you do triathlon indoors? Again, a fun and very active session that took participants through some of the skills of triathlon without a pool or a bicycle in sight. And there was

Active After-school Communities

Helping kids and communities get active

Bernie Walsh, encouraging everyone, taking photos, cheering the participation, joining in when you least expected it and making sure everyone was having a great time.

Does your sport link in with local AASC providers to see how you can both win from this program? We know with some sports the answer is a resounding "yes" but in many cases there is no connection at all. Many sports are trying to develop a 'Game Sense' approach to introduce new participants but one of the shortcomings is a shortage of coaches. Maybe this is a more successful way to attract people to coaching within your sport.

Get them trained under the AASC program, provide young people with the opportunity to earn a few dollars doing a sports coaching activity and encourage them to become involved as coaches in local clubs.

The lesson for all sports is to talk to the AASC staff and find out how in your region or suburb you can create this sort of opportunity for your local sports and clubs. There will be many winners.



Affiliated Members	Telephone				
AFL Victoria	8341 6000	Victorian Rugby League	8412 4942	Horsham Rural City Council	5382 9777
Athletics Victoria	9428 8195	Victorian Rugby Union	9221 0780	Hume City Council	9205 2200
Badminton Victoria	9686 4777	Victorian Snowsports Association	0448 766 97	Leadership Plus	9489 2999
Baseball Victoria	9645 8000	Victorian Softball Association	9360 0817	Knox City Council	9298 8236
Basketball Victoria	9927 6666	Victorian Speedway Council Inc	5250 4600	La Trobe City Council	5128 5660
BMX Victoria	0448 400 423	Victorian Ten Pin Bowling Association	5823 1841	La Trobe University Sports	9479 2973
Bowls Victoria	9819 6177	Victorian Water Polo	9926 1552	Loddon Shire Council	5494 1200
Bushwalking Victoria	8846 4131	Victorian Weightlifting Association Inc	9819 5999	Macedon Ranges Shire Council	1300 656 577
Calisthenics Victoria	9562 6011	Volleyball Victoria	9794 0009	Maribyrnong City Council	9688 0211
Canoeing Victoria	8846 4120	Wimmera Regional Sports Assembly	5382 4599	Maroondah City Council	1300 882 233
Confederation of Australian Motor Sport	1300 883 959	Yachting Victoria	9597 0066	Masters Swimming Victoria	9682 5666
Cricket Victoria	9653 1100	Associate Members		Melbourne University Sport	8344 5401
Croquet Victoria	8361 8887	ACHPER Victorian Branch	9274 8900	Melton Shire Council	9747 7200
Cycling Victoria	8480 3000	AFL SportsReady	8663 3037	Mildura Rural City Council	5018 8316
Diving Victoria	9686 7534	Aquatics and Recreation Victoria	9271 3800	Monash City Council	9518 3583
Equestrian Federation of Australia (VIC)	9013 0707	Ararat Rural City Council	5355 0200	Monash University	9905 8801
Fencing Victoria	9521 4430	Australian Drug Foundation Inc	9278 8100	Moorabool Shire Council	5366 7100
Football Federation Victoria	9474 1800	Australian Paralympic Committee	9614 6800	Moreland City Council	9420 2301
GippSport	5135 8335	Ballarat City Council	5320 5641	Mornington Peninsular Shire	5950 1740
Golf Victoria	8545 6200	Banyule City Council	9490 4222	Mount Alexander Shire Council	5471 1700
Gymnastics Victoria	9214 6020	Bass Coast Shire Council	1300 226 278	Moyne Shire Council	5568 0579
Hockey Victoria	8379 4288	Baw Baw Shire Council	5824 2468	Murrindindi Shire Council	5772 0333
Ice Skating Victoria Inc	9570 1169	Bayside City Council	9599 4699	Nillumbik Shire Council	9433 3130
Lacrosse Victoria	9926 1390	Bendigo Bank Academy of Sport	5444 7700	Northern Grampians Shire Council	5358 8700
Leisure Networks	5224 9926	Boroondara City Council	9278 4792	Pyrenees Shire Council	5349 1100
Life Saving Victoria	9676 6900	Buloke Shire Council	5493 7400	School Sport Victoria	9488 9466
Mallee Sports Assembly Inc	5021 3464	Campaspe Shire Council	5481 2200	Shire of Yarra Ranges	9294 6736
Modern Pentathlon (Victoria) Inc	9857 0110	Cardinia Shire Council	1300 787 624	Simply Skateboarding	0423 085 956
Motorcycling Victoria	9673 0600	Casey City Council	9705 5447	Sports Medicine Australia Vic	9674 8777
Netball Victoria	9321 2222	Central Goldfields Shire Council	5461 0610	Sports Without Borders	9349 2729
Orienteering Victoria	8846 4140	City of Greater Bendigo	5434 6000	Swan Hill Rural City Council	5036 2333
Pony Club Association of Victoria Inc	8685 8925	City of Kingston	9581 4258	Towong Shire Council	02 6071 5100
Pool Victoria	9758 2566	City of Melbourne	9658 9865	Turf Grass Association Australia	9791 6900
Rowing Victoria	9820 8888	City of Port Phillip	9209 6514	VICSRAPID	9926 1382
Skate Victoria	5622 0095	City of Stonnington	8290 1333	Victoria University Sport and Fitness	9688 4000
South West Sport	5561 1689	City of Whitehorse	9262 6333	Victorian Amateur Football Association	9531 8333
Special Olympics Victoria	9275 6922	City of Whittlesea	9217 2170	Victorian Country Football League	8663 3060
Sports Central	5331 6966	City of Wodonga	02 6022 9300	Victorian Police Amateur Sport and Welfare Society	9566 9470
Sports Focus Inc	5442 3101	Corangamite Shire Council	5593 7100	Warrnambool City Council	5559 4869
Squash Vic	9682 2199	Disability Sports Victoria - VDSAC	9614 6215	West Wimmera Shire Council	5392 7700
Surfing Victoria	5261 2907	Disability Sport and Recreation	9473 0133	Woodend Hanging Rock Petanque Club	5427 2477
Swimming Victoria	9686 5222	East Gippsland Shire Council	5153 9500	Wyndham City Council	9742 0777
Table Tennis Vic	9682 2011	Eastern Football League	9762 5766	Yarra City Council	9205 5736
Target Rifle Victoria	5862 2141	Eastern Recreation Leisure Services	9855 9977	Yarriambiack Shire Council	5398 0100
Tennis Victoria	8420 8420	Frankston City Council	9784 1888	YMCA	9403 5000
The Centre (CARN)	5762 4311	Gannawarra Shire Council	5450 9333	Corporate Supporters	
Touch Victoria	9206 6755	Glen Eira City Council	9524 3333	Camp Australia	8851 4100
Triathlon Victoria Inc	9904 4877	Glennelg Shire Council	5522 2200	Deakin University	9251 7407
ValleySport	5831 8456	Golden Plains Shire Council	5220 7111	HR Advice Online	1300 720 004
Victorian Amateur Judo Union	9383 2244	Gordon Institute of TAFE	5225 0500	JLT Sport	9613 1458
Victorian Amateur Pistol Association	9398 5351	Greater Geelong City Council	5227 0270	La Trobe University	9479 5674
Victorian Baton Twirling Association Inc.	9776 8884	Greater Shepparton City Council	5832 9536	OAMPS Insurance Brokers	9412 1555
Victorian Billiards and Snooker Inc	9360 4144	Hepburn Shire Council	5321 6113	SportsPeople	1800 634 388
Victorian Parachute Council	0417 376 792	Hindmarsh Shire Council	5391 1811	Winning Edge	9654 4911
Victorian Rifle Association	5449 3153	Holmesglen Institute of Tafe - Fitness	9564 6234	Victoria University	9919 4000