



# *Partnership approach to addressing Drink Driving in Country Victoria*

By Dean Rice  
WorkSafe VCFL Training and Education  
Manager



# My Role

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- Administration Programs
  - Finance, Marketing, Volunteer Management, etc
- Life skill Program
  - Drug Education, Positive Choices, Mentoring, Binge Drinking, Spectator Behaviour, etc
- Accreditation Programs
  - Coaches, Trainers, Administration, etc



WorkSafe Victorian  
Country Football League

# WorkSafe Victorian Country Football League

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**30% of all participants of  
Australian Rules Football play  
in the WorkSafe VCFL**



A DRINK DRIVE PARTNERSHIP



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## THE WORKSAFE VCFL FAMILY

- 82 LEAGUES
- 880 CLUBS
- 2783 TEAMS
- 77000 PLAYERS
- 17900 AUSKICKERS
- 5200 COACHES
- 10500 OFFICIALS
- 2500 UMPIRES
- 35000 VOLUNTEERS
- 30500 GAMES PLAYED EACH YEAR
- 2.2 MILLION PEOPLE ATTEND COUNTRY FOOTBALL EACH YEAR
- 300000 PEOPLE ATTENDED COUNTRY FOOTBALL GRAND FINALS IN 2007
- 20500 BUSINESSES ARE ASSOCIATED WITH COUNTRY FOOTBALL
- 28000 NETBALLERS PLAY EACH WEEK AT COUNTRY FOOTBALL VENUES



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# How the Partnership Started

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- In 2003, we were aware of 28 people dying on our roads who were directly associated with football netball clubs.
- A lot of VCFL clubs are the centre of their communities
- Great way to get a message out to country communities is through football netball clubs



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# How the Partnership Started

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- VCFL is in unique position with its relationship with Netball – Both genders
- Football netball clubs also have the right demographics – 16 – 25 year olds
- A partnership was developed in 2004 to deliver the Looking After Our Mates Program to our affiliates



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# Number of Clubs

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- 133 clubs have received the LAOM presentation at their club.
- From Balranald to Tumbarumba to Lakes Entrance to Portland to Nhill have undergone a LAOM presentation.
- Total of 13,845 people from country communities have attended and received the Drink Driving message



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# Benefits for Country Communities

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- Football and netball are team sports where teams look after one another – same message in life
- Program is changing the cultural of football clubs
  - be more responsible about alcohol
  - Look at ways of attracting other revenue



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# Benefits for Country Communities

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- The understanding of how alcohol can impede your driving – number drinks, beer goggles, etc
- The responsibilities individuals have for each other, clubs have towards their members, communities have towards each other



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# Benefits for Country Communities

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- Clubs who are pro-active in delivering programs like LAOM show within their communities they care about the kids in their community
- How a tragic death can effect a community – emotionally and monetary



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# Benefits for Country Communities

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- Emotionally – Rural communities are affected as everyone knows each other
- Monetary – Death = \$1 million
  - Injury = more than \$ 1 million
- From our partnership and the importance of the program, our leagues have built closer relationships with local RoadSafe Associations



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# Benefits for Country Communities

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## ■ Case 1 – Emerald F.C

- 3 Years ago club nearly folded because of their alcohol culture
- Couldn't attract young players as their parents were actively encouraging their kids not to play
- A new committee was formed and they set an agenda to change that culture – LAOM was a big part of that agenda
- Today the club as completely change the culture and recently featured in their first final series for a number of years



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# Benefits for Country Communities

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- Case 2 – Minyip/Murtoa F.C.
  - The town is offering few accommodation for club members
  - Young members have instigated a roster of drivers for Saturday nights
  - Club has taken the step of purchasing a mini bus where it can be used for match days to travel between games, but also it is used to help get guys home safely!



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# Benefits for Country Communities

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- Case 3 – Horsham District
  - Wimmera RoadSafe has provided portable breathalysers to the Horsham and District Football League to use at their finals venues



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# Partnership going forward

- There is need for the program to be delivered to more clubs
- In the past there has been an issue of communication in getting it delivered
- Our idea is to have our staff trained to deliver the program
- This will allow the program to reach more clubs and communities
- This would be more efficient in getting the drinking driving message to more country communities



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# Summary

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- We believe the partnership/relationship is a very important one
- Sends an important message out to country people that may save a life or prevent injuries
- Vic Roads has the program – We have the vehicle!



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# Contact details

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