

GameDay News

BY FOX SPORTS PULSE

GameDay - The Home of Grassroots Sport

Hectorville named Good Sports 'Club of the Year'



South Australia's Hectorville Sports and Community Club has been named 2013 National Club of the Year at the Good Sports Awards.

Presented at the State Library of Victoria as part of the annual Dame Elizabeth Murdoch Oration, the awards recognise clubs who show leadership in reducing risky drinking within their communities.

The Club's Director of Strategy and Marketing, Sandy McCulloch, accepted the award and \$2500 prize alongside long standing member and player Phil Hallett last night, 26 November.

Victorian club Tyntynder Football Netball Club and Queensland's Townsville Hockey Association were named runners-up.

AFL Central Australia won the inaugural Leadership in Sport Award, recognising their outstanding contribution to reducing alcohol related harm across all the teams in their league.

Australian Drug Foundation's Maree Sidey said the Good Sports program is Australia's largest health and sport initiative and now reaches more than 6,000 clubs across the country.

"The Hectorville Sports and Community Club has come a long way in the five years they've been involved with Good Sports. The club exemplifies Good Sports' commitment to supporting clubs to create safe and healthy environments by giving clubs the confidence to manage alcohol responsibly. Congratulations to Hectorville on their well-deserved win."

About the Hectorville Sports & Community Club

In previous years, the club, which includes football, cricket, tennis and netball teams, had fallen into the trap that many sports clubs fall into – they relied too much on alcohol sales to sustain the club.

As a result, behavioural issues plagued the club; with intoxication, smoking and aggressive behaviour contributing to a culture that kept families away. They realised they had to change. In 2008 they joined Good Sports. The first step was to introduce a Code of Conduct which outlined acceptable behaviour in relation to alcohol.

All bar staff have completed Responsible Service of Alcohol (RSA) training, they have increased their low and non-alcohol drinks range and they've ditched drink promotions that encourage binge drinking. The club has also overhauled their menu to provide healthier meals.






Club President Claudio Spina says that as a result of all the changes, they have increased membership, including more juniors and families, and have a much brighter outlook than they did years ago.

"The program gives clubs like ours a greater platform to grow and ensure we have good governance, a responsible attitude towards alcohol and a safe and friendly environment for all the sporting community to thrive in."

"Over the last five years, the Good Sports program has been the driving catalyst that has seen a remarkable change in the club's culture - particularly in members' attitudes towards alcohol, memberships, on-field performances and financial stability."

Good Sports is supported in South Australia by the Australian National Preventive Health Agency and the Motor Accident Commission.

For more information about the Good Sports program, visit goodsports.com.au or find us on [Facebook.com/GoodSportsClubs](https://www.facebook.com/GoodSportsClubs)

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