



The depth and breadth of sponsorship by the alcohol industry in Australian sport

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Executive Summary

Background

Sport plays a significant role in the lives of many Australians, with more than eight million adults and three million children participating in sport each year.¹ Many Australians are also spectators of sport, with 7.6 million attending a live sporting event in 2009-10² and 15.4 million watching some form of sport on television.³

Sports are also a key avenue for the marketing of alcohol.⁴ Alcohol is marketed directly through sports via sponsorship agreements that can include signage at event venues, uniform branding and pourage rights at stadiums and events.⁵ These sponsorships are also leveraged by other marketing activities. Several Australian studies have demonstrated the prolific nature of alcohol marketing in professional sports such as the Australian Football League (AFL), National Rugby League (NRL) and cricket.⁶

The relationship between alcohol sponsorship and consumption has been examined in several international studies. A systemic review of thirteen longitudinal studies of 38,000 young people concluded that 'alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol.'⁷

Analysis

For Purpose was commissioned by The Department of Health (the Department) to 'undertake a one-off project to assess the depth and breadth of sponsorship by the alcohol industry in the Australian sport industry'.

This analysis includes an audit of the websites of 319 Australian sporting groups to determine the breadth and depth of alcohol sponsorship in sport. The analysis was undertaken in two parts. Part one explored the alcohol sponsorships for National Sporting Organisations (NSOs), competitions, events and teams. Part two explored the alcohol sponsorships for the Australian Rules and Rugby League State Sporting Associations (SSOs) and their most senior teams.

Findings

NSO's, competitions and events

Of the 96 NSOs, competitions and events analysed as part of the audit, sponsorship information was available for 63 sporting groups. More than one in five (15, 22.22%) of these sporting groups had at least one alcohol sponsor, with 123 alcohol sponsors between them. The greatest number of

¹ Boston Consulting Group, *Intergenerational Review of Australian Sport 2017*, A Consultancy Report for the Australian Sports Commission, Canberra 2017

https://www.ausport.gov.au/nationalsportplan/downloads/Intergenerational_Review_of_Australian_Sport_2017.pdf

² ABS 2011, as cited in Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

³ Roy Morgan, *Olympics top TV sport ahead of AFL, Comm. Games & Cricket*, December 2017, www.roymorgan.com/findings/7508-top-sport-tv-viewing-december-2017-201803020101

⁴ Australian National Preventive Health Agency, *Alcohol advertising: The effectiveness of current regulatory codes in addressing community concern*, Final Report, 30 April 2014

⁵ Ibid

⁶ See footnote 16 and 17

⁷ Anderson, P, De Bruijn, A, Angus, K et al. (2009) Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol Alcohol* 44:229-43.

sponsorships were observed in the AFL (39) and NRL (35), followed by NBL (8), A League (7), BBL (7) and Super Rugby (6).

All NRL Men's and State of Origin teams had alcohol sponsors, while 88.89% of AFL Men's teams had an alcohol sponsor. In all other sporting Leagues analysed (A League, BBL, NBL and Super Rugby), alcohol sponsorship was observed for at least 50% of teams.

Almost three quarters (74.80%) of alcohol sponsors of NSOs, competitions or events were alcohol producers, one quarter (25.20%) were alcohol outlets and venues. No 'alcohol distributor' or 'alcohol peak body or industry group sponsors' were identified.

The top six alcohol sponsors of NSO's, competitions and events were XXXX Gold (10), Carlton Draught (9), Tooheys New (6), Wolf Blass (6), The Star (6) and Victorian Bitter (5). Two of these alcohol sponsors are produced by Lion (XXXX Gold and Tooheys New) and two are produced by Carlton United Breweries (Carlton Draught and Victoria Bitter).

Australian Rules and Rugby League SSOs and senior teams

Of the 142 Australian Rules and Rugby League SSOs and senior teams analysed as part of the audit, sponsorship information was available for 118 sporting groups. More than three quarters (99, 77.12%) of these sporting groups had at least one alcohol sponsor, including 84.72% of Australian Rules sporting groups and 65.22% of Rugby League sporting groups. A total of 160 alcohol sponsorships were observed across the Australian Rules and Rugby League sporting groups.

Half of all alcohol sponsors (50.63%) of the Australian Rules and Rugby League sporting groups were alcohol producers, just under half (48.12%) were alcohol outlets and venues and the remaining 1.25% were alcohol distributors. No alcohol peak body or industry group sponsors were identified.

The top five alcohol sponsors of Australian Rules and Rugby League sporting groups were Tooheys New (6), Cazalys Palmerston Club (6), XXXX Gold (6), Westend (6) and Lion Nathan (5). Four of these alcohol sponsors (Tooheys New, XXXX Gold, Westend and Lion Nathan) are produced by Lion.

Further observations

Sports that have large television exposure and a large number of viewers are more likely to have alcohol sponsors. For example, *The Future of Australian Sport* found that AFL, NRL and Cricket account for half of all sport on television.⁸ In this analysis AFL, NRL and Cricket Australia (including the Big Bash League) account for more than two thirds of all alcohol sponsorships (67.47%). Further, five of the seven most viewed sports had alcohol sponsors (AFL, NRL, Tennis, Horse Racing and Motor Racing).

Sports with higher participation rates were also more likely to have alcohol sponsorship. The top three most participated in sports (Football, Golf, AFL) and seven of the top ten (Football, Golf, AFL, Tennis, Cricket, Basketball and Rugby League) all had alcohol sponsors.

Alcohol sponsorship arrangements with national sporting groups are sophisticated and multi-faceted. Many major sports also have several alcohol sponsors so that alcohol branding is seen even more prominently across the game and on associated merchandise. For example, the NRL State of Origin has two alcohol sponsors for the series (Carlton United Breweries and Bundaberg Rum) and a sponsor for the NSW and Queensland teams (Lion via Tooheys New and XXX Gold respectively). Between the two sponsorship agreements, alcohol branding appears on the grounds, jerseys and

⁸ ABS 2011, as cited in Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

shorts. It is also prominent in accompanying marketing campaigns which includes social media and television advertising and competitions. The sports branding is also placed on the packaging of the products, further intertwining the brands.

Background

Sport plays a significant role in the lives of many Australians, with more than eight million Australian adults and three million children participating in sport each year.⁹ Many Australians are also spectators of sporting events, with 7.6 million attending a live sporting event in 2009-10¹⁰ and 15.4 million watching some form of sport on television.¹¹

The significant interest in sport by Australians has contributed to the increasing corporatisation of the industry, with television broadcasting rights and sponsorships contributing significantly to revenue. In 2008-09 the Australian Football League (AFL), Cricket Australia and Tennis Australia generated a total of \$589 million in revenue between them.¹²

Sports are also a key avenue for the marketing of alcohol.¹³ Alcohol is marketed directly through sports via sponsorship agreements that can include signage at event venues, uniform branding and exclusive pourage rights at stadiums and events.¹⁴ These sponsorships are also leveraged by other marketing activities. For example, alcohol companies advertise their products during television sporting broadcasts. This advertising contributes to lucrative broadcasting deals between sports and television companies who can then recoup the costs of these agreements through advertising of products such as alcohol.¹⁵ Alcohol companies also arrange for activations around sporting events such as 'pop-up bars', produce merchandise and alcohol products branded with the sports logo or colours and hold competitions to coincide with major sporting events.

Several Australian studies have demonstrated the ubiquitous nature of alcohol marketing in sport. A 2013 Australian study of alcohol advertisements on free-to-air television during the AFL, National Rugby League (NRL) and cricket found that there were 3,544 alcohol adverts during these broadcasts, representing 60% of all alcohol advertising in televised sport.¹⁶ A 2012 study of alcohol marketing during the AFL and NRL finals found that 18% of the broadcasts of three finals games in each league, including the grand final, featured alcohol marketing. During the three NRL finals games observed, this equated to 30 minutes and 40 seconds of alcohol marketing per match and during the AFL this equated to 20 minutes of alcohol marketing per match.¹⁷

There is no up-to-date national estimate for the value of alcohol marketing arrangements with sport. However, the Australian Sports Commission suggests that professional codes receive approximately

⁹ Boston Consulting Group, *Intergenerational Review of Australian Sport 2017*, A Consultancy Report for the Australian Sports Commission, Canberra 2017

https://www.ausport.gov.au/nationalsportplan/downloads/Intergenerational_Review_of_Australian_Sport_2017.pdf

¹⁰ ABS 2011, as cited in Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

¹¹ Roy Morgan, *Olympics top TV sport ahead of AFL, Comm. Games & Cricket*, December 2017, www.roymorgan.com/findings/7508-top-sport-tv-viewing-december-2017-201803020101

¹² Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

¹³ Australian National Preventive Health Agency, *Alcohol advertising: The effectiveness of current regulatory codes in addressing community concern*, Final Report, 30 April 2014

¹⁴ Ibid

¹⁵ The Coalition of Major Professional and Participation Sports Incorporated, *Submission to the Portfolio Committee No. 1 – Premier and Finance Inquiry into the alcoholic beverages advertising Prohibition Bill 2015*, November 2017

<http://www.compps.com.au/submissions/COMPPS-2017-11-Alcoholic-Beverages-Advertising-Prohibition-Bill-2015.pdf>

¹⁶ VicHealth, *AFL, NRL and Cricket promoting alcohol to children*, 18 September 2015,

<https://www.vichealth.vic.gov.au/media-and-resources/media-releases/afl-nfl-and-cricket-promoting-alcohol-to-children>

¹⁷ Cancer Council Victoria, *New research: AFL/NRL broadcasts one long booze ad with a bit of sport*, 28 April 2013, <https://www.cancervic.org.au/about/media-releases/2013-media-releases/april-2013/sports-booze-ads.html>

25% of their income from alcohol sponsorship agreements.¹⁸ Alcohol sponsorship arrangements for popular sporting events are often multi-million dollar agreements. For example, Tooheys New paid \$10 million to be the shorts sponsor for the NSW State of Origin team in 2018.¹⁹

Alcohol sponsorship is also widespread in local sporting events. A 2012 Australian study of Good Sports Clubs found that nearly two-thirds (63.3%) of clubs received sponsorship from one or more alcohol industry sources. Sponsorship was provided in the form of cash, discounted meals, discounted function rooms, discounted alcohol and equipment.²⁰

The relationship between alcohol sponsorship and consumption has been examined in several international studies. A systemic review of thirteen longitudinal studies of 38,000 young people concluded that 'alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol.'²¹ These studies have led public health organisations such as the Australian Medical Association to call for a phase out of alcohol sponsorship of sporting events.²²

¹⁸ ASC submission to Senate Inquiry into the Alcohol Toll Reduction Bill 2007. As cited in Australian National Preventive Health Agency, Alcohol advertising: The effectiveness of current regulatory codes in addressing community concern, Final Report, 30 April 2014

¹⁹ Sporting News, State of Origin 2018: Queensland fans to be denied XXXX, VB to be served instead, 30 April 2018, <http://www.sportingnews.com/au/league/news/state-of-origin-nrl-2018-XXXX-Gold-beer-vb-queensland-rugby-league/13awipipez89g1ry8urj8j99bw>

²⁰ Wilson I, Munro G, Hagger A & Dilkes-Frayne E 2012. *Alcohol sponsorship of Good Sports clubs (Survey report)*, Victorian Health Promotion Foundation, Melbourne, Australia.

²¹ Anderson. P, De Bruijn. A, Angus. K et al. (2009) Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol Alcohol* 44:229–43.

²² Australian Medical Association, AMA acts on alcohol sponsorship, 21 February 2011, <https://ama.com.au/ausmed/ama-acts-alcohol-sponsorship>

Analysis

For Purpose was commissioned by The Department of Health (the Department) to ‘undertake a one-off project to assess the depth and breadth of sponsorship by the alcohol industry in the Australian sport industry’.

This Department specifically sought a ‘desktop study using information from relevant websites for assessment’ that did not seek ‘to determine the monetary value or relevant conditions or any other aspects of any of the sponsorships’.

Generating a list of sports

Most bodies within the Australian sports industry adopt a federated structure comprising of National Sporting Organisations (NSOs) and State Sporting Organisations (SSOs).²³ These sporting groups vary in size and scope and can be governance and oversight bodies with limited resources, or large organisations that also operate national leagues or events. Within these organisations and alongside them, there are also sporting teams and events which may have their own sponsorship arrangements. Definitions for each of these categories of sporting groups is provided in Table 1.

Sporting group category	Definition	Examples
National and State Sporting Organisation	National or state peak representative bodies for sports.	Swimming Australia, Cricket Australia, National Rugby League, NSW Rugby League
Leagues or Competitions	A series of sporting events for a particular sport.	Super Rugby, Super Car Championships
Teams	A group of players who form the opposing sides in a sport.	St George-Illawarra Dragons, Sydney Swans
Events	An organised sporting activity that is of national significance, that may be outside of the regular competition or league.	Australian Open, Melbourne Cup Carnival, State of Origin

Table 1. Definitions of sporting group categories identified for the audit.

The Department provided a list of 104 ‘key sporting groups’ as the basis for the analysis. The list included NSOs such as Swimming Australia and Cricket Australia. It also included categories of sports where further detail was needed such as ‘Each club in both the AFL Men’s and Women’s elite competition’.

The list was reviewed and any duplication of sporting groups was removed. Sporting groups were also added to the list where categories of sports were provided. For example, lists of ‘Each club in both the AFL Men’s and Women’s elite competition’ was generated.

Additional sporting groups were also added as the analysis progressed to ensure that there was a broad representation of sport in Australia. The inclusion of further sporting groups was necessary to demonstrate the extent of alcohol sponsorship in sports that would not have been provided if the NSO and/or SSO alone were analysed. For example, the NSO for basketball; Basketball Australia does not have any alcohol industry sponsors listed on their website. However several teams in the National Basketball League (NBL) have alcohol sponsors. The NBL teams were added to the analysis

²³ Structure of Australian Sport, Clearing House for Sport, https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sport_systems_structures_and_pathways/structure_of_australian_sport

to ensure that the alcohol sponsorships in national sporting competitions were considered as part of the analysis.

In total 319 sporting bodies were included in the analysis. A breakdown of the number of sporting bodies analysed is provided in Table 2 .

Sporting category	Sporting bodies analysed (No.)
National Sporting Organisations, competitions and events	96
Teams in national leagues (AFL, NRL, A League, Super Rugby, BBL & NBL)	81
Australian Rules and Rugby League SSOs and teams (highest level)	142
Total	319

Table 2. Number of sporting bodies analysed by sporting category.

Identifying alcohol sponsors of sports

The alcohol industry is made up of producers, distributors, sales outlets and peak bodies and industry groups.²⁴ A description of each of these alcohol industry categories is provided in Table 3.

Alcohol industry category	Description
Alcohol producer	These are companies that produce wine, beer, spirits and other alcohol products available for sale in Australia. There is significant concentration of ownership of these companies in Australia and internationally and often these companies produce more than one type of alcohol. Examples of producers include Carlton United Breweries and Pernod Ricard. This category also includes the brands of these producers. Examples include Carlton Draught and Carlton Dry.
Alcohol distributor	These are companies that distribute alcohol throughout Australia. Examples of distributors include Pinnacle Drinks.
Alcohol sales outlet or venue	These are companies that sell alcohol in Australia in both on and off-licence. Examples of these companies include BWS, Liquorland, Star Casino and the Raiders Club.
Alcohol peak body or industry group	These are organisations that represent alcohol companies or are funded by alcohol companies. Examples of these bodies are the Winemakers Federation of Australia and Distilled Spirits Industry Council of Australia.

Table 3. Alcohol industry sponsor categories.

²⁴ Guides to the Alcohol Industry, McCusker Centre for Action on Alcohol, <https://mcaay.org.au/news/guides-to-the-alcohol-industry.aspx>

When undertaking the audit, the definition of sponsorship developed by the Australian National Preventive Health Agency (ANPHA), a former Statutory Authority developed to provide policy leadership and coordination in preventive health, was used:

‘Product promotion at...sporting events. Personalities sponsored to act as brand ambassadors (popular singers/bands or sport people). Sponsorship buys naming rights of events & teams, branding of merchandise and event venues (uniforms, equipment, fencing and signage), free promotional merchandise to attendees (T-shirts, hats, watches, glassware).’²⁵

This analysis was limited to an audit of the sports websites. To identify the alcohol sponsors of sports, each of the sport’s websites was reviewed for sponsors or partners. Sports were then classified as having an alcohol sponsor, not having an alcohol sponsor or not providing information on sponsorship. An overview of these categories is provided in Table 4.

Sponsorship classification	Description
Has an alcohol sponsor	Sponsor or partner information was available and at least one alcohol sponsor was identified.
Does not have an alcohol sponsor	Sponsor or partner information was available and no alcohol sponsors were identified.
Information not available	Sponsor or partner information was not available.

Table 4. Alcohol sponsorship identification categories.

Case studies were also generated to provide examples of alcohol sponsorship arrangements with particular sporting groups. Information on these alcohol sponsorships was ascertained through the sport’s website, the alcohol sponsor’s website and advertising and sponsorship publications in Australia.

Deliverables and outputs

The deliverables and outputs that were requested by the Department of Health as part of this analysis are ‘a report for the Department of Health that will inform their advice to the Australian Government on the issue’ and ‘the audit in a simple tabular format’. The tables are included as Appendices to this report.

Limitations

This analysis included a desktop review of available information of alcohol sponsorship arrangements with sporting groups limited to sport’s websites. Therefore data may be incomplete because the information provided on these websites may be unavailable or out of date.

This analysis is also limited to alcohol sponsorship arrangements with sports. Therefore activities such as alcohol television advertising during sporting broadcasts are not included as part of this analysis.

²⁵ Alcohol Advertising: The effectiveness of current regulatory codes in addressing community concern, Australian National Preventive Health Agency, p.36

Regional sporting leagues were excluded from this analysis because the information available online about the sponsorship arrangements in these leagues is limited. Many leagues do not have websites and several have websites which do not include this data.

To overcome these limitations, future research should engage key informants from sporting bodies in interviews or surveys. Marketing efforts that are not part of sporting sponsorship arrangements, but exist during sporting events, such as television advertising during sporting events should also be considered. This would allow for a more comprehensive picture of the relationship between the alcohol industry and sport in Australia.

Findings

The findings of this analysis are presented in two parts. Part one provides an overview of the alcohol sponsorships identified for National Sporting Organisations (NSOs), competitions, events and teams. Part two provides an overview of the sponsorship arrangements found in Rugby League and Australian Football State Sporting Associations (SSOs) and their most senior teams. An overview of the sporting groups analysed by sporting category is provided in Table 5.

Presentation of findings	Sporting category	Sporting groups analysed (No.)
Part 1 – NSOs, Competitions, Events and Teams	National sporting organisations, competitions and events	96
	Teams in national leagues (AFL, NRL, A League, Super Rugby, BBL & NBL)	81
Part 2 – Australian Rules and Rugby League SSO's and senior teams	Australian Rules and Rugby League SSO's and senior teams	142

Table 5. Sporting groups analysed by sporting category.

Part 1 - National Sporting Organisations, competitions, events and teams

A total of 96 NSOs, competitions and events were analysed as part of the audit. A full list of these sporting groups and the identification of alcohol sponsorship is provided as Appendix 1. Information on sponsorships was available for 63 sporting groups. For the 63 sporting groups where sponsorship was available, more than one in five had an alcohol sponsor. An overview of the number of sporting groups analysed and identification of alcohol sponsors is provided in Table 6.

Identification of alcohol sponsorship	Sporting groups (No.)	Sporting groups (%)
Alcohol sponsor identified	15	22.22
No alcohol sponsor identified	49	77.78
Total Sports (where alcohol sponsorship information is available)	63	100.00

Table 6. Number and proportion of National Sporting Organisations, competitions and events with an alcohol sponsor.

Of the 15 sporting groups that had an alcohol sponsor, a total of 123 alcohol sponsorships were identified. The greatest number of sponsorships were in the AFL (39) and NRL (35), followed by NBL (8), A League (7), BBL (7) and Super Rugby (6). A full summary of the sponsorship arrangements for each of these sports is provided in Appendix 2. An overview of the 15 sports identified to have alcohol sponsorships and the number of sponsorships in place is provided in Table 7.

Sport	Alcohol sponsorships (No.)
Australian Football League (AFL)	39
National Rugby League (NRL)	35
National Basketball League (NBL)	8
A League	7
Big Bash League (BBL)	7
Super Rugby	6
Melbourne Cup Carnival	4
Tennis Australia	4
Australian Motor Cycle GP	2
Cricket Australia	2
Golf Australia	2
Super Car Championships	2
Volleyball Australia	2
Australian Rugby Union (ARU)	2
Surfing Australia	1

Table 7. Number of alcohol sponsorships identified for each sporting group.

All NRL Men's and State of Origin teams had alcohol sponsors, while 88.89% of AFL Men's teams had an alcohol sponsor. In all other sporting Leagues analysed (A League, BBL, NBL and Super Rugby), alcohol sponsorships were observed for at least 50 per cent of teams. An overview of the number and proportion of teams in major national leagues that have alcohol sponsors is provided in Table 8.

Leagues	Teams with alcohol sponsors	Total teams in League	Teams with alcohol sponsor (%)
AFL Men's	16	18	88.89
AFL Women's	4	8	50.00
A League	5	10	50.00
BBL	5	8	62.5
NBL	6	8	75.00
NRL Men's	16	16	100.00
NRL Women's	4	6	66.67
State of Origin	2	2	100.00
Super Rugby	3	4	75.00

Table 8. Number and proportion of teams in major national leagues that have alcohol sponsors.

Almost three quarters (74.80%) of alcohol sponsors of NSOs, competitions or events were alcohol producers, one quarter (25.20%) were alcohol outlets and venues. No 'alcohol distributor' or 'alcohol peak body or industry group sponsors' were identified. An overview of alcohol sponsors by category is provided in Table 9.

Alcohol Category	Total (No.)	Total (%)
Alcohol producer	92	74.80
Alcohol outlets & venues	31	25.20
Alcohol Distributor	0	0.00
Alcohol peak body or industry group	0	0.00
Total	123	100.00

Table 9. Alcohol sponsors of National Sporting Organisations, competitions and events by alcohol industry category.

The top six alcohol sponsors of NSO's, competitions and events were XXXX Gold (10), Carlton Draught (9), Tooheys New (6), Wolf Blass (6), The Star (6) and Victorian Bitter (5). An overview of these alcohol sponsorship arrangements is provided in Table 10.

Alcohol Sponsors	Team/sport
XXXX Gold (10)	Brisbane Lions [AFL]
	Brisbane Lions [AFLW]
	Cricket Australia
	Brisbane Bullets [NBL]
	Queensland, State of Origin [NRL]
	Brisbane Broncos [NRL]
	Gold Coast Titans [NRL]
	North Queensland Cowboys [NRL]
	Queensland City [NRLW]
	Queensland Country [NRLW]
Carlton Draught (9)	Major Partner [AFL]
	Adelaide Football Club [AFL]
	Freemantle Football Club [AFL]
	Geelong Football Club [AFL]
	Gold Coast Football Club [AFL]
	Hawthorn Football Club [AFL]
	Port Adelaide Football Club [AFL]
	St Kilda Football Club [AFL]
	West Coast Eagles [AFL]
Tooheys New (6)	NSW, State of Origin [NRL]
	Cantebury-Bankstown Bulldogs [NRL]
	Newcastle Knights [NRL]
	Penrith Panthers [NRL]
	Manly Warringah Sea Eagles [NRL]
	New South Wales City [NRLW]
Wolf Blass (6)	Official Partner [AFL]
	Essendon Football Club [AFL]
	Sydney Swans [AFL]
	Corporate Partner [NRL]
	Melbourne Rebels [Super Rugby]
	Canberra Raiders [NRL]
The Star (6)	Principal Partner [Sydney Football Club]
	Premier Partner [Sydney Swans]
	Sponsor [Sydney 6ers]
	Sponsor (Sydney Kings)
	Sponsor [NSW, State of Origin]
	Sponsor [NSW City NRLW]
Victoria Bitter (5)	Cronulla-Sutherland Sharks [NRL]
	St George-Illawarra Dragons [NRL]
	Sydney Roosters [NRL]
	West Tigers [NRL]
	NSW Country [NRLW]

Table 10. Top alcohol sponsors of National Sporting Organisations, competitions and events.

Part 2 – Australian Rules and Rugby League SSO and senior teams

A total of 142 Australian Rules and Rugby League SSOs and senior teams were analysed. Of these, information on sponsorships was available for all 118 sporting groups. Larger states and territories have multiple senior leagues and teams. Where multiple leagues were identified, the metropolitan or city league was analysed.

For the 118 sporting groups where alcohol sponsorship information was available, more than three quarters (77.12%) of these sports had an alcohol sponsor. An overview of the number of sporting groups analysed and identification of alcohol sponsors is provided in Table 11.

Identification of alcohol sponsorship	Sporting groups (No.)	Sporting groups (%)
Alcohol sponsor identified	91	77.12
No alcohol sponsor identified	27	22.88
Total Sports (where alcohol sponsorship information is available)	118	100

Table 11. Number and proportion of sporting groups with an alcohol sponsor.

A full list of the sporting groups analysed is included as Appendix 3 and 4. Regional Australian Rules and Rugby League competitions were not analysed because of the lack of information available on sponsorship arrangements on their websites.

Of the sports where alcohol sponsorship information was available, 84.72% of Australian Rules sporting groups had alcohol sponsors and 65.22% of Rugby League sporting groups had alcohol sponsors. An overview of the alcohol sponsors of these sporting groups is provided in Table 12.

	Rugby League	Rugby League (%)	Australian Rules	Australian Rules (%)
Alcohol sponsor identified	30	65.22	61	84.72
No alcohol sponsor identified	16	34.78	11	15.27
Total Sports (where alcohol sponsorship information is available)	46	100.00	72	100.00

Table 12. Number and proportion of Rugby League and Australian Rules SSOs and teams with an alcohol sponsor.

A total of 161 alcohol sponsorships were found across Rugby League and the Australian Rules sporting groups. There were a total of 55 alcohol sponsorships of the 30 Rugby League sporting groups identified as having sponsorship arrangements and 106 alcohol sponsorships of the 61 Australian Rules sporting groups identified as having sponsorship arrangements. A full list of sporting groups that had alcohol sponsors is included as Appendix 5 and 6.

Half of alcohol sponsors (50.93%) of the Australian Rules and Rugby League sporting groups were alcohol producers, just under half (47.83%) were alcohol outlets and venues and the remaining 1.24% were alcohol distributors. No alcohol peak body or industry group sponsors were identified. An overview of alcohol sponsors by category is provided in Table 13.

Alcohol Category	Total (No.)	Total (%)
Alcohol producer	81	50.63
Alcohol outlets & venues	77	48.12
Alcohol Distributor	2	1.25
Alcohol peak body or industry group	0	0.00
Total	160	100.00

Table 13. Alcohol sponsorship of Australian Rules and Rugby League State Sporting Organisations and teams by alcohol industry category.

The top five alcohol sponsors of Australian Rules and Rugby League sporting groups were Tooheys New (6), Cazalys Palmerston Club (6), XXXX Gold (6), Westend (6) and Lion Nathan (5). Four of these alcohol sponsors are brands produced by Lion. An overview of these alcohol sponsorship arrangements is provide din Table 14.

Alcohol sponsor	Team/Sport
Tooheys New (6)	Sponsor [NSW Rugby League]
	Sponsor [Canterbury-Bankstown Bulldogs NSW Cup, NSW Rugby League]
	Sponsor [Newcastle Knights, NSW Cup]
	Sponsor [Penrith Panthers, NSW Cup]
	Sponsor [Blacktown Workers Sea Eagles, NSW Cup]
	Sponsor [Wentworthville Magpies, NSW Cup]
Cazalys Palmerston Club (6)	Sponsor [AFL NT]
	Sponsor [Darwin Buffaloes NTFL]
	Sponsor [Nightcliff Tigers NTFL]
	Sponsor [Palmerston Magpies NTFL]
	Sponsor [Southern Districts Crocs NTFL]
	Sponsor [NT Thunder, North East Australian Football League]
XXXX Gold (6)	Sponsor [NRL NT]
	Major Partner [NRL SA]
	Sponsor [Ipswich Jets, QLD Rugby League]
	Sponsor [North Devils, QLD Rugby League]
	Sponsor [Aspley Honets North East AFL]
	Sponsor [Brisbane Lions (Reserves) North East AFL]
Westend (6)	Sponsor [Sturt Double Blues SAFL]
	Premier Partner [Central District Bulldogs SAFL]
	Corporate Partner [North Adelaide Roosters SAFL]
	Premier Partner [Port Adelaide Magpies SAFL]
	Key Corporate Partner [Woodville-West Torrens Eagles SAFL]
	Corporate Partner [West Adelaide Bloods SAFL]
Lion Nathan (5)	Sponsor [NRL NT]
	Sponsor [NRL WA]
	Sponsor [Redcliffe Dolphins, QLD Rugby League]
	Major Partner [North Sydney Bears, NSW Rugby League]
	Corporate Partner [Glenelg Tigers SAFL]

Table 14. Top alcohol sponsors of Australian Rules and Rugby League State Sporting Organisations and Teams.

Alcohol sponsorship of sporting groups with high numbers of viewers and participants

To understand the reach of alcohol sponsorship among sporting groups, viewer and participation data of sports was analysed and compared with the data gained through this analysis for alcohol sponsorships.

A March 2018 Roy Morgan *Survey of Australians sports viewing practices* reported that Australians were most likely to watch the Olympic Games, AFL, Commonwealth Games, NRL, Tennis, Horse Racing and Motor Racing. Each of these sports had more than 5 million viewers.

Five of the seven most viewed sports had alcohol sponsors, with only the Olympic Games and Commonwealth Games not having alcohol sponsorship. This suggests that highly viewed sports are more likely to have alcohol sponsors. An overview of the most viewed sports and the presence of alcohol sponsorships is provided in Table 15.

	Viewers (million) ²⁶	Alcohol sponsorship (Y/N)
Olympic Games (Summer and Winter)	8.696	N/A
AFL	7.696	Y
Commonwealth Games	7.462	N/A
NRL	6.704	Y
Tennis	6.589	Y
Horse Racing	5.480	Y
Motor Racing	5.345	Y

Table 15. Most viewed sports and presence of alcohol sponsorships.

The Future of Australian Sport found that AFL, NRL and Cricket account for half of all sport on television.²⁷ In this analysis AFL, NRL, Cricket Australia and BBL account for more than two thirds of all alcohol sponsorships (67.47%). This further demonstrates that alcohol sponsorship is closely aligned with television coverage and viewers.

The Australian Sports Commission *Ausplay Survey* tracks sport and physical activity in Australia.²⁸ Another measure of the potential reach of alcohol sponsorship can be ascertained by examining alcohol sponsorship arrangements by participation of sports. The top three sports by participation in Australia and seven of the top ten sports have alcohol sponsors. This suggests that sports that have high participation rates are more likely to have alcohol sponsors. An overview of the alcohol sponsorship arrangements of sports is provided in Table 16.

²⁶ Roy Morgan, *Olympics top TV sport ahead of AFL, Comm. Games & Cricket*, December 2017, www.roymorgan.com/findings/7508-top-sport-tv-viewing-december-2017-201803020101

²⁷ ABS 2011, as cited in Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

²⁸ Australian Sports Commission, *AusPlay shows the sporting behaviours of the nation*, December 2016, https://www.ausport.gov.au/news/asc_news/story_653917_ausplay_shows_the_sporting_behaviours_of_a_nation
https://www.ausport.gov.au/news/asc_news/story_653917_ausplay_shows_the_sporting_behaviours_of_a_nation

Club sport (Adults and Children combined) Top activities	Population estimate	Population estimate (%)	Alcohol sponsor (Y/N)
Football	1,086,986	4.5	Y
Golf	685,732	2.8	Y
Australian football	635,627	2.6	Y
Netball	625,721	2.6	N
Tennis	585,751	2.4	Y
Cricket	562,669	2.3	Y
Basketball	532,311	2.2	Y
Touch football	271,628	1.1	N
Swimming	267,890	1.1	N
Rugby league	247,883	1.0	Y

Table 16. Sports with the highest participation rates and presence of alcohol sponsorships.

Case studies

Cricket Australia – XXXX Gold

Cricket Australia has a four-year agreement with XXXX Gold as a Gold Partner of Cricket Australia and the Australian men’s team. The current agreement commenced in 2017. Lion (the producer of XXXX Gold) is also the ‘official beer and cider partner for international cricket’.²⁹ As part of the agreement, XXXX Gold has ‘pourage’ rights, signage rights at stadiums and is stocked at all Cricket Australia official functions. This means that XXXX Gold is the beer that is exclusively available at these events and functions.

XXXX Gold also undertakes promotions aligning it to the Cricket Australia’s major sporting events. One such promotion is the XXXX Goldie competition. The competition encourages people to download an app and purchase a hat for \$9.95, with the purchase of cartons of XXXX Gold or from venues (pictured below). The ‘Goldie’ has an ‘iBeacon’ which detects other ‘Goldies’ that are nearby. When two or more people wearing the ‘Goldies’ connect they have the chance to win a share 6,000 prizes worth a total of \$350,000.



Source: XXXX GOLD Gold Website³⁰

²⁹ Mumbrella, Lion locks in XXXX deal with Cricket Australia after VB exit, 28 March 2017, [https://mumbrella.com.au/lion-locks-XXXX Gold-deal-cricket-australia-vb-exit-435118](https://mumbrella.com.au/lion-locks-XXXX-Gold-deal-cricket-australia-vb-exit-435118)

³⁰ XXXX Gold, The XXXX Goldie, <https://www.XXXX Gold.com.au/cricket/about-the-goldie/XXXX Gold-goldie-winners>

NRL State of Origin - Carlton United Breweries and Lion

The State of Origin is an NRL representative competition of three games played between New South Wales and Queensland. The State of Origin has two beer sponsors (Carlton United Breweries and Lion), across three brands (Carlton Dry, Tooheys New and XXXX Gold). The State of Origin also has an 'Official spirits sponsor' Bundaberg Rum.

Carlton United Breweries is the 'Official Beer of Origin'. This includes pourage rights for its Carlton Dry and Great Northern brands at games. In 2018 Carlton Dry launched the 'Let the Game Decide' competition. 'Let the Game Decide' provides people who purchase a carton of Carlton Dry the chance to win \$17 million in prizes including Holden Colorado's, Dominos pizzas and Ticketmaster vouchers. Other Carlton United Brewery brands such as VB also have branded cans with the State of Origin blue and maroon colours.



Source: Carlton Dry³¹

For the 2018 State of Origin series, Lion sponsored the NSW team with their Toohey's New brand and the Queensland team with their XXXX Gold brand. The sponsorship included branded clothing for the two teams. The Tooheys New branding is on the shorts of the NSW players, while the XXXX Gold branding is on the shorts, sleeves and back of the jersey.

As with other alcohol sponsorship of sports, Tooheys New's sponsorship extended to their product and to promotions. Toohey's New has released 12 different limited-edition cans with advice from players who have previously played Origin or 'old bucks'. People can also order a free iron on Tooheys New branding to iron on over the jerseys previous sponsors VB.³²



Source: BWS³³

³¹ Carlton Dry, Let the game decide, <https://www.carltondry.com.au/let-game-decide-0>

³² Tooheys New, Tooheys New iron on patch, <https://tooheysnew.securewebsite.com.au/cart/product.php?id=78>

³³ BWS, Tooheys New can 30 block, BWS, <https://bws.com.au/product/6225/tooheys-new-cans-30-block-375ml>

XXXX Gold has released a limited edition can where they have replaced the XXXX branding with a year when the Queensland team won the State of Origin and a brief story. The promotion for the product indicates that this change has occurred so that fans can ‘taste the glory’.³⁴



Source: Campaign Brief³⁵

Tennis Australia – Aperol Spritz

Aperol Spritz is the sponsor of Tennis Australia’s ‘Summer of Tennis’ including the Hopman Cup, Brisbane International and the Australian Open. This sponsorship includes hosting ‘Club Aperol’ bars (see below). According to Drinks Central, 60,000 Aperol Spritz were consumed at the Australian Open in January 2017.³⁶



Source: Drinks Central

³⁴ Ad News, *XXXX Gold rebrands to support Queensland in State of Origin*, 6 June 2018

www.adnews.com.au/campaigns/XXXX-Gold-gold-rebrands-to-support-queensland-in-state-of-origin

³⁵ Campaign Brief, *XXXX Gold loses iconic Xs in newly launched State of Origin campaign via Hot/Havas*, 6 June 2018, www.campaignbrief.com/2018/06/xxx-gold-loses-iconic-xs-in-n.html

³⁶ The Drinks Association, *Aperol Spritz reveals plans for 2018 Australian Open*,

<http://www.drinkscentral.com.au/4751?Article=aperol-spritz-reveals-plans-for-2018-australian-open>

Summary of findings

More than one in five (15, 22.22%) NSOs, competitions and events with available sponsorship information, had at least one alcohol sponsor, with 123 alcohol sponsors between them. The greatest number of sponsorships were found in the AFL (39) and NRL (35), followed by NBL (8), A League (7), BBL (7) and Super Rugby (6).

All NRL Men's and State of Origin teams all had at least one alcohol sponsors, while 88.89% of AFL Men's teams had at least one alcohol sponsor. In all other sporting Leagues analysed (A League, BBL, NBL and Super Rugby), alcohol sponsorship was present for at least 50 per cent of teams.

The top six alcohol sponsors of NSO's, competitions and events were XXXX Gold (10), Carlton Draught (9), Tooheys New (6), Wolf Blass (6), The Star (6) and Victorian Bitter (5).

More than three quarters (99, 77.12%) of Australian Rules and Rugby League SSOs and teams with available sponsorship information, had at least one alcohol sponsor, including 84.72% of Australian Rules sporting groups and 65.22% of Rugby League sporting groups. A total of 160 alcohol sponsorships were found across Rugby League and the Australian Rules sporting groups, including 55 alcohol sponsorships of the 30 Rugby League sporting groups and 105 alcohol sponsorships of the Australian Rules sporting groups.

The top five alcohol sponsors of AFL and NRL sporting groups were Tooheys New (6), Cazalys Palmerston Club (6), XXXX Gold (6), Westend (6) and Lion Nathan (5).

Sports that have large television exposure and a large number of viewers are more likely to have alcohol sponsorship. For example, *The Future of Australian Sport* found that AFL, NRL and Cricket account for half of all sport on television.³⁷ In this analysis AFL, NRL, Cricket Australia and BBL account for more than two thirds of all alcohol sponsorships (67.21%). Further, five of the seven most viewed sports had alcohol sponsors (AFL, NRL, Tennis, Horse Racing and Motor Racing).

Sports with highest participation rates are also more likely to have alcohol sponsorship, with all three top sports (Football, Golf, AFL) and seven of the top ten sports (Football, Golf, AFL, Tennis, Cricket, Basketball and Rugby League) having alcohol sponsors.

Sponsorship arrangements with national sporting groups are sophisticated and multi-faceted. Many major sports also have several alcohol sponsors so that alcohol branding is seen even more prominently across the game and on associated merchandise. For example, the State of Origin has two alcohol sponsors for the series (Carlton United Breweries and Bundaberg Rum) and a sponsor for the NSW and Queensland teams (Lion via Tooheys New and XXXX Gold respectively). Between the two sponsorship agreements, alcohol branding appears on the grounds, jerseys and shorts. It is also prominent in accompanying marketing campaigns which include social media advertising and television advertising and competitions. The sports branding is also placed on the products of the packaging of the beer products.

³⁷ ABS 2011, as cited in Hajkowicz, S.A., Cook, H., Wilhelmseder, L., Boughen, N., 2013. *The Future of Australian Sport: Megatrends shaping the sports sector over coming decades*. A Consultancy Report for the Australian Sports Commission. CSIRO, Australia.

Appendix 1 – NSOs, competitions and events analysed

Sport	Sponsorship (Y, N, N/A)
AFL	Y
Athletics Australia	N
Australian Billiards and Snooker Council	N
Australian Calisthenics Federation	N/A
Australian Canoeing/ Paddle Australia	N
Australian Curling Federation	N
Australian Dragon Boat Federation	N
Australian Eight Ball Federation	N
Australian Fencing Federation	N/A
Australian Floorball Association	N
Australian Flying Disc Association	N
Australian Ice Racing	N
Australian Jujitsu	N/A
Australian Karate Federation	N
Australian Kendo Renmei	N/A
Australian Lacrosse Association	N
Australian Outrigger Canoe Racing Association	N
Australian Paralympic Committee	N
Australian Polo Federation	N/A
Australian Sailing	N
Australian Taekwondo	N
Australian Underwater Sports Federation	N/A
Australian University Sport	N
Australian Weightlifting Federation	N
Australian Wrestling Union	N/A
Badminton Australia	N/A
Baseball Australia	N/A
Basketball Australia	N
Bicycle Motocross Australia (BMX)	N/A
Blind Sports Australia	N/A
Bocce Federation Australia	N/A
Boccia Australia	N
Bowls Australia	N
Boxing Australia	N
Confederation of Australian Motor Sport	N
Cricket Australia	Y
Croquet Australia	N/A
Cycling Australia	N
Dancesport Australia	N/A
Darts Australia	N
Deaf Sports Australia	N/A
Disability Sport Australia	N
Disabled Wintersport Australia	N
Diving Australia	N
Equestrian Australia	N
Football Federation Australia (soccer)	N
Gaelic Football / Hurling Association Australia	N/A
Golf Australia	Y
Gridiron Australia Limited	N/A

Gymnastics Australia	N
Handball Australia	N/A
Hockey Australia	N/A
Ice Hockey Australia	N
Ice Skating Australia	N/A
Judo Australia	N/A
Kung Fu (Wushu) Australia	N/A
Melbourne Cup Carnival	Y
Modern Pentathlon Australia	N/A
Motor Racing Australia	No
Australian Motor Cycle GP	Y
Motorcycling Australia	N/A
Muaythai Australia	N/A
National Camp Draft Council of Australia	N/A
Netball Australia	N
National Rugby League	Y
Olympic Winter Institute of Australia (OWIA)	N
Orienteering Australia	N
Petanque Australia	N/A
Polocrosse Australia	N/A
Pony Club Australia	N/A
Powerlifting Australia	N/A
Racing Australia	N/A
Riding for the Disabled Association Australia	N
Rowing Australia	N/A
Shooting Australia	N/A
Skate Australia	N/A
Ski & Snowboard Australia	N
Softball Australia	N
Special Olympics Australia	N
Sport Inclusion Australia	N/A
Sports Climbing Australia	N/A
Squash Australia	N
Super Cars Championship	Y
Surfing Australia	Y
Swimming Australia	N
Synchronized Swimming Australia	N
Table Tennis Australia	N
Tennis Australia (Australian Open)	Y
Tenpin Bowling Australia	N
Touch Football Australia	N
Transplant Australia	N
Triathlon Australia	N
Volleyball Australia	Y
Wallabies	Y
Water Polo Australia	N
Waterski & Wakeboard Australia	N

Appendix 2 – Alcohol Sponsorship of national sporting organisations, competitions, events and sporting teams within national competitions

Sport	Alcohol sponsors	Alcohol category	Sponsorship Type
A League (7)	Blacktown Workers	Sales outlet or venue	Business Partners [Western Sydney Wanderers]
	Ettalong Diggers	Sales outlet or venue	Mariners in Business Gold Partners [Central Coast Mariners]
	Garage Project	Producer	Premium Partner -Pourage rights [Wellington Phoenix]
	Hahn Super Dry	Producer	Platinum Partner [Brisbane Roar]
	Six String Brewery	Sales outlet or venue	Mariners in Business Gold Partners [Central Coast Mariners]
	The Star	Sales outlet or venue	Principal Partner [Sydney Football Club]
	The Wellington	Sales outlet or venue	Premium Partner (Wellington Phoenix)
AFL (39)	Adelaide Casino	Sales outlet or venue	Official Partner [Adelaide Football Club]
			Key Partner and Supplier [Port Adelaide Football Club]
	Carlton Draught	Producer	Major Partner [AFL]
			Premier Partner [Adelaide Football Club]
			Platinum Partner [Freemantle Football Club]
			Premier Partner [Geelong Football Club]
			Major Supporter [Gold Coast Football Club]
			Corporate Partner [Hawthorn Football Club]
			Premier Partner [Port Adelaide Football Club]
			Associate [St Kilda Football Club]
			Premier Partner [West Coast Eagles]
	Cellarmasters	Sales outlet or venue	Major Partner [Collingwood Football Club]
	Crown	Sales outlet or venue	Silver Partner [Freemantle Football Club]
			Official Partner [West Coast Eagles]
	Diageo	Producer	Premier Partner [Geelong Football Club]
	Jack Rabbit Vineyard	Producer	Premier Partner [Geelong Football Club]
	Jim Beam	Producer	Official Partner [AFL]
	Johnny Walker	Producer	Official Partner [Melbourne Football Club]
			Official Partner [Melbourne Football Club AFLW]
	Mercury Hard Cider	Producer	Gold Partner [Carlton Football Club]
Rocland Family Wine Co	Producer	Team Sponsor [Adelaide Football Club]	
Seppelt	Producer	Gold Partner [Carlton Football Club]	
		Corporate Partner [Carlton Football Club AFLW]	

	Sidewood Wines	Producer	Principle Partner [Port Adelaide Football Club]
	The Tahbilk Group	Producer	Official Supplier and Provider [Richmond Football Club]
	The Star	Sales outlet or venue	Premier Partner [Sydney Swans]
	Thirsty Camel	Sales outlet or venue	Premier Partner [Geelong Football Club]
	Treasury Wine Estate	Producer	Official Partner [Brisbane Lions]
	Two Birds	Producer	Official Partner [Western Bulldogs AFLW]
	Tyrrells Wine	Producer	Official Partner [Melbourne Football Club]
			Official Partner [Melbourne Football Club AFLW]
	Watershed Premium Wines	Producer	Silver Partner [Freemantle Football Club]
	West Cape Howe Mount Barker	Producer	Official Partner [West Coast Eagles]
	Wharf Hotel	Sales outlet or venue	Official Supplier [Western Bulldogs]
	Wolf Blass	Producer	Official Partner [AFL]
			Official Partner [Essendon Football Club]
			Associate Partner [Sydney Swans]
	XXXX Gold	Producer	Major Support Partner [Brisbane Lions]
			Sponsor [Brisbane Lions – AFLW]
BBL (7)	Cricketers Arms	Producer	Sponsor [Sydney 6ers]
			Official Beer Partner [Sydney Thunder]
	Story Bridge Hotel	Sales outlet or venue	Sponsor [Brisbane Heat]
	The Star	Sales outlet or venue	Sponsor [Sydney 6ers]
	The Emerson	Sales outlet or venue	Sponsor [Melbourne Stars]
	Westend	Producer	Sponsor [Adelaide Strikers]
	Wirra Wirra	Producer	Sponsor [Adelaide Strikers]
Cricket Australia (2)	XXXX Gold	Producer	Official Partner
	Hardys	Producer	Official Wine
Golf Australia (2)	Penfolds	Producer	Event/Supply Partner
	Coopers	Producer	Event/Supply Partner
Melbourne Cup Carnival (4)	James Boag	Producer	Major Partner
	G.H.Mumm	Producer	Official Partner
	Absolut	Producer	Official Partner
	Seppelt	Producer	Official Partner
Australian Motor Cycle GP (2)	Bundaberg Rum	Producer	Premier Supporter
	Grant Burge Barossa	Producer	Premier Supporter
NBL (8)	The Star	Sales outlet or venue	Sponsor [Sydney Kings]
	Sirromet	Producer	Sponsor [Brisbane Bullets]

	Crooked River Wines	Producer	Sponsor [Illawarra Hawks]
	Hahn Super Dry	Producer	Supporting Partner [Adelaide 36ers]
	Star City	Sales outlet or venue	Sponsor [NZ Breakers]
	The Reef Hotel Casino	Sales outlet or venue	Sponsor [Cairns Taipan]
	Arkaba Hotel	Sales outlet or venue	Supporting Partner [Adelaide 36ers]
	XXXX Gold	Producer	Sponsor [Brisbane Bullets]
NRL (34)	Bundaberg Rum	Producer	Corporate Partner [NRL]
			Sponsor [North Queensland Cowboys]
			Official Spirit of the State of Origin
	Cantebury Leagues Club	Sales outlet or venue	Sponsor [Cantebury-Bankstown Bulldogs]
	Carlton United Breweries	Producer	Corporate Partner [NRL]
			Official Beer of Origin [State of Origin]
	Crown Resorts	Sales outlet or venue	Sponsor [South Sydney Rabbitohs]
			Sponsor [Melbourne Storm]
	Jim Beam	Producer	Sponsor [Penrith Panthers]
	Parramatta Leagues Club	Sales outlet or venue	Sponsor [Parramatta Eels]
	Queanbeyan Leagues Club	Sales outlet or venue	Sponsor [Canberra Raiders]
	Raiders Club Belconnen, Gungahlin and Weston	Sales outlet or venue	Sponsor [Canberra Raiders]
	The Mawson Club	Sales outlet or venue	Sponsor [Canberra Raiders]
	The Star	Sales outlet or venue	Sponsor [NSW, State of Origin]
			Sponsor [NSW City NRLW]
	Tooheys New	Producer	Sponsor [NSW, State of Origin]
			Sponsor [Cantebury-Bankstown Bulldogs]
			Sponsor [Newcastle Nights]
			Sponsor [Penrith Panthers]
			Sponsor [Manly Warringah Sea Eagles]
	Victoria Bitter	Producer	Sponsor [New South Wales City NRLW]
			Sponsor [Canberra Raiders]
			Sponsor [Cronulla-Sutherland Sharks]
			Sponsor [St George-Illawarra Dragons]
			Sponsor [West Tigers]
	Wolf Blass	Producer	Sponsor [Sydney Roosters]
			Sponsor [NSW Country NRLW]
	Woodstock	Producer	Corporate Partner [NRL]
	XXXX Gold	Producer	Sponsor [Warriors]
			Sponsor [Queensland, State of Origin]
Sponsor [Brisbane Broncos]			
			Sponsor [Gold Coast Titans]

			Sponsor [North Queensland Cowboys]
			Sponsor [Queensland City NRLW]
			Sponsor [Queensland Country NRLW]
Australian Rugby Union (2)	Taylors Clare Valley	Producer	Official Partner [Wallabies]
	Yenda	Producer	Official partner [Wallabies]
Super Rugby (6)	Hahn Super Dry	Producer	Partner [Brumbies]
	Vikings Group	Sales outlet or venue	Partner [Brumbies]
	Wolf Blass	Producer	Official Supplier [Melbourne Rebels]
	Moet & Chandon	Producer	Official Supplier [Melbourne Rebels]
	Brick Lane Brewing Co	Producer	Official Supplier [Melbourne Rebels]
	Hahn Super Dry	Producer	Elite Sponsor [Reds]
Super Cars Championship (2)	Coopers	Producer	Sponsor
	The Bottle-O	Sales outlet or venue	Sponsor
Surfing Australia (1)	XXXX Gold Summer Bright Lager	Producer	Supporting Partner
Tennis Australia (4)	Coopers	Producer	Partner [Australian Open]
	Jacobs Creek	Producer	Partner [Australian Open]
	Aperol Spritz	Producer	Partner [Summer of Tennis]
	Canadian Club	Producer	Partner [Australian Open]
Volleyball Australia (2)	Sydney Brewery	Producer	Exclusive Beverage Partner
	Angove Family Winemakers	Producer	Exclusive Beverage Partner

Appendix 3 – State Australian Rules Sporting Organisations and teams

AFL SSOs/State Leagues	Alcohol sponsor (Y,N,N/A)
AFL (NSW/ACT) Commission	N
Northern Territory Football League	Y
QAFL	Y
South Australian National Football League	Y
AFL Tasmania	N
Victorian Football League (VFL)	N
West Australian Football Commission	Y
Victorian Football League (VFL)	
Box Hill Hawks Football Club	Y
Casey Scorpions	N
Coburg Football Club	Y
Collingwood VFL Football Club	Y
Essendon Football Club (VFL)	Y
Footscray Football Club	Y
Frankston Football Club	Y
Geelong Football Club (Geelong Cats Reserves)	Y
North Melbourne Football Club	N
Northern Blues (Carlton Football club)	Y
Port Melbourne Football Club	Y
Richard Football Club (VFL)	Y
Sandringham Football Club	N
Werribee Football Club	Y
Williamstown Football Club	Y
South Australian National Football League (SANFL)	
Central District Bulldogs	Y
Glennelg Tigers	Y
North Adelaide Roosters	Y
Norwood Redlegs	Y
Port Adelaide Magpies	Y
South Adelaide Panthers	Y
Sturt Double Blues	Y
West Adelaide Bloods	Y
Woodville-West Torrens Eagles	Y
West Australian Football League (WAFL)	
Claremont Tigers	Y
East Fremantle Sharks	Y
East Perth Royals	N
Peel Thunder	Y
Perth Demons	Y
South Fremantle Bulldogs	Y
Subiaco Lions	Y
Swan Districts FC	Y
West Perth Falcons	Y
Tasmanian State League	
Clarence Roos	Y
Glenorchy Magpies	Y
Lauderdale Bombers	Y
Launceston Blues	Y

North Hobart Demons	N
North Launceston Bombers	N/A
Tigers	Y
Northern Territory Football League	
Darwin Buffaloes	Y
Nightcliff Tigers	Y
Palmerston Magpies	Y
Southern Districts Crocs	Y
St Mary's Saints	Y
Tiwi Bombers	N
Wanderers Eagles	N/A
Waratah Warriors	Y
North East Australian Football League	
Aspley Hornets	Y
Brisbane Lions (Reserves)	Y
Eastlake Demons	N
Gold Coast (Reserves)	Y
NT Thunder	Y
Redland Bombers	Y
Southport Sharks	Y
Sydney Swans (Reserves)	Y
Sydney University	Y
UWS Giants	N
Queensland AFL	
Broadbeach Cats AFC	Y
Labrador Tigers	Y
Morningside Panthers	Y
Vultures Mt Gravatt AFC	Y
Palm Beach Currumbin Australian Football Club	Y
Sandgate Hawks	Y
Surfers Paradise Demons	Y
Western Magpies	Y
Wilston Grange Gorillas	Y

Appendix 4 – State Rugby League Sporting Organisations and teams

NRL SSOs/State Leagues	Alcohol sponsor (Y, N, N/A)
Country Rugby League	N
NSW Rugby League	Y
NRL NT	Y
QLD Rugby League	Y
NRL SA	Y
NRL TAS	N/A
NRL VIC	N/A
NRL WA	Y
Country Rugby League	
Western Rams	N
Greater Northern Tigers	N/A
East Coast Dolphins	N/A
Newcastle and Central Coast	Y
Greater Southern Region	N/A
Bidgee Bulls	N/A
NSW Rugby League	
Western Suburbs Magpies	N
Canterbury - Bankstown Bulldogs NSW Cup	Y
St George Illawarra Dragons NSW Cup	Y
Mounties	Y
New Zealand Warriors NSW Cup	Y
Newcastle Knights NSW Cup	Y
Newtown Jets	Y
North Sydney Bears	Y
Penrith Panthers NSW Cup	Y
Wentworthville Magpies	Y
Wyong Roos	N
Blacktown Workers Sea Eagles	Y
NRL NT	
Brothers Rugby League Football Club	Y
Katherine Cowboys RLFC	N/A
Litchfield RLFC	N
NightCliff RLFC	N
Northern Sharks RLFC	N/A
Palmerston Raiders RLFC	N/A
QLD Rugby League	
Burleigh Bears	N
Central QLD Capras	Y
Easts Tigers	Y
Ipswich Jets	Y
Mackay Cutters	N/A
Northern Pride	Y
North Devils	Y
Papua New Guinea Hunters	N/A
Redcliffe Dolphins	Y
South Logan Magpies	N
Sunshine Coast Falcons	N
Townsville Blackhawks	Y

Tweed Heads Seagulls	Y
Wynnum Manly Seagulls	Y
NRL SA	
Central District Roosters	N
Western Districts Warriors	N
Eastern Eels	Y
Southern Districts Storm	N/A
NRL TAS (no comp)	
NRL VIC	
Werribee Bears	N
Sunbury United Tigers	N
Casey Warriors	N
Truganina Rabbitohs	N/A
Northern Thunder	N/A
Altona Roosters	N/A
Waverley Oakleigh Panthers	N/A
NRL WA (Perth)	
North Beach Sea Eagles	Y
Fremantle Roosters	N
Joondalup Giants	N/A
Kalamunda Bulldogs	Y
Rockingham Sharks	N/A
South Perth Lions	Y
Willagee Bears	N/A
Mandurah Storm	N/A
Ellenbrook Rabbitohs	N
Kwinana Wolves	N/A
Alkimos Tigers	N/A

Appendix 5 – Alcohol Sponsorship of Australian Rules SSOs and teams

Alcohol sponsors	Alcohol category	Sponsorship Type
Adelaide Casino	Sales outlet or venue	Principal Partner [Port Adelaide Magpies SAFL]
Arkaba Hotel	Sales outlet or venue	Sponsor [Sturt Double Blues SAFL]
Barrel House	Distributor	Gold Partner [Northern Blues VFL]
Box Hill RSL	Sales outlet or venue	Corporate Partner [Box Hill Hawks Football Club VFL]
Bremeton Wines	Producer	Corporate Partner [North Adelaide Roosters SAFL]
Brew Mart	Sales outlet or venue	Judda Bee Partner [Swan Districts FC WAFL]
Carlton United Breweries	Producer	Corporate Partner [AFL NT]
		Sponsor [Clarence Roos AFL Tasmania]
		Corporate Partner [Southport Sharks North Eastern AFL]
		Corporate Partner [Central Australia Football League]
Carlton Draught	Producer	Jumper Sponsor [Launceston Blues AFL Tas]
		Corporate Partner [AFL WA]
		Corporate Partner [Geelong Football Club VFL]
		Corporate Partner [Port Adelaide AFL SA]
		Major Support Partner [Gold Coast North Eastern AFL]
Cascade Draught	Producer	Jumper Sponsor [Glenorchy Magpies Tas FL]
Casella Wines	Producer	Business Partner [Frankston Football Club VFL]
Cazalys Palmerston Club	Sales outlet or venue	Sponsor [AFL NT]
		Sponsor [Darwin Buffaloes NTFL]
		Sponsor [Nightcliff Tigers NTFL]
		Sponsor [Palmerston Magpies NTFL]
		Sponsor [Southern Districts Crocs NTFL]
Cazalys Palmerston Club	Sales outlet or venue	Sponsor [NT Thunder, North East Australian Football League]
Cellarmasters	Sales outlet or venue	Major Partner [Collingwood VFL]
Buff Club Darwin	Sales outlet or venue	Sponsor [Waratah Warriors TasFL]
Bundaberg Red	Producer	Corporate Sponsor [Norwood Redlegs SAFL]
Cazalys Palmerston Club	Sales outlet or venue	Premier Sponsor [NT Thunder North East AFL]
Coburg Lager	Producer	Platinum Sponsor [Coburg Football Club VFL]
Cocktails Nightclub	Sales outlet or venue	Corporate Partner [Southport Sharks North East AFL]
	Sales outlet or venue	Sponsor [Sandgate Hawks, QLD AFL]
Coopers	Producer	Stadium Sponsor [Norwood Redlegs SAFL]
		Major Sponsor [Western Magpies QLD AFL]
		Sponsor [Wilston Grange Gorillas QLD AFL]
Crown Perth	Sales outlet or venue	Sponsor [Peel Thunder WAFL]
Currambine Bar	Sales outlet or venue	Sponsor [West Perth Falcons WAFL]
De Bortoli Wines	Producer	Gold Sponsor [Redland Bombers North East AFL]
Di Giorgio Family Wines	Producer	Sponsor [Sturt Double Blues SAFL]
Diageo	Producer	Development Partner [Woodville-West Torrens Eagles SAFL]
Driftwood Estate Winery	Producer	Sponsor [Subiaco Lions WAFL]
Dutschke Wines	Producer	Sponsor [Sturt Double Blues SAFL]
Flametree Wines	Producer	Sponsor [Subiaco Lions WAFL]
Frankston RSL	Sales outlet or venue	Business Partner [Frankston Football Club VFL]
Grant Burge Barossa	Producer	Platinum [Norwood Redlegs SAFL]
Hainault Vineyard	Producer	Associate Partner [Swan Sistrict Swans WAFL]
Hawkers Beer	Producer	Official Partner [Northern Blues VFL]

Hellenic Hotel	Sales outlet or venue	[Williamstown Football Club VFL]
Iron Jack	Producer	Player Sponsor [Tigers TasFL]
Jack Rabbit the Bellarine	Producer	Business Partner [Frankston Football Club VFL]
James Boags Draught	Producer	Sponsor [Lauderdale Blues Tas FL]
Jimmy Deanes	Sales outlet or venue	Club Partner [South Adelaide Panthers SAFL]
Labrador AFL Sports Club	Sales outlet or venue	Sponsor [Labrador Tigers QLDAFL]
Lion Nathan	Producer	Corporate Partner [Glenelg Tigers SAFL]
Liquor Barons	Sales outlet or venue	Major Sponsor [Claremont Tigers WAFL]
		Sponsor [Peel Thunder WAFL]
		Sponsor [Perth Demons WAFL]
Morningside Panthers Club	Sales outlet or venue	Sponsor [Morningside Panthers QLDAFL]
Norfolk Hotel	Sales outlet or venue	Sponsor [South Fremantle Bulldogs WAFL]
Palm Beach Currumbin Sports Club	Sales outlet or venue	Sponsor [Palm Beach Currumbin Australian Football Club]
Panthers Club	Sales outlet or venue	Club Partner [South Adelaide Panthers SAFL]
Penna Lane Wines	Producer	Sponsor [Sturt Double Blues SAFL]
Pineapple Hotel	Sales outlet or venue	Supporters [AFL Queensland]
Sandgate Hawks Sporting Club	Sales outlet or venue	Sponsor [Sandgate Hawks QLD AFL]
Railway Hotel	Sales outlet or venue	Partner [Williamstown Football Club VFL]
Reillys Clare Valley	Producers	[Glenelg Tigers SAFL]
Scarpantoni Estate	Producer	Gold Partner [South Adelaide Panthers SAFL]
Serefino Wines	Producer	Corporate Partner [SA AFL]
		Key Corporate [West Adelaide Bloods SAFL]
Seven 22 Bar	Sales outlet or venue	Sponsor [Woodville-West Torrens Eagles SAFL]
Sidewood Wines	Producer	[Port Adelaide Magpies SAFL]
Shenanagens	Sales outlet or venue	Sponsor [St Mary's Saints TasFL]
Snug Tavern	Sales outlet or venue	Player Sponsor [Tigers TasFL]
Southern Cross Sports Club	Sales outlet or venue	Major Sponsor [Vultures Mt Gravatt AFC]
Southport Sharks Club	Sales outlet or venue	Corporate [Gold Coast (Reserves) North East AFL]
St Peters Cellars	Sales outlet or venue	Sponsor [Sturt Double Blues SAFL]
Star	Sales outlet or venue	Premier Partner [Sydney Swans (Reserves) North East AFL]
Swanbourne Cellars	Sales outlet or venue	Corporate Partner [Claremont Tigers WAFL]
Tahbilk Winery	Producer	Official suppliers [Richmond Football Club VFL]
The Brew Shed	Sales outlet or venue	Sponsor [Aspley Hornets North East AFL]
The Carlisle Hotel	Sales outlet or venue	Sponsor [Perth Demons WAFL]
The Nags Head Hotel	Sales outlet or venue	Associate Strategic Partner [Sydney University North East AFL]
The Palace Hotel	Sales outlet or venue	Champion Partner [Port Melbourne Football Club VFL]
The Unley	Sales outlet or venue	Sponsor [Sturt Double Blues SAFL]
The Vines Golf Club	Sales outlet or venue	Club Partner [South Adelaide Panthers SAFL]
Tradewinds Hotel	Sales outlet or venue	Sponsor [East Fremantle Sharks WAFL]
Treasury Wine Estate	Producer	Official Partner [Brisbane Lions (Reserves) North East AFL]
Two Birds	Producer	[Footscray VFL]

Vintage House Wine and Spirits	Distributors	Sponsor [Peel Thunder WAFL]
Watershed Wines	Producer	Major Sponsor [WAFL]
Werribee Park Golf Club	Sales outlet or venue	Black and Gold Sponsor [Werribee Football Club VFL]
Westend	Producer	Sponsor [Sturt Double Blues SAFL]
		Premier Partner [Central District Bulldogs SAFL]
		Corporate Partner [North Adelaide Roosters SAFL]
		Premier Partner [Port Adelaide Magpies SAFL]
		Key Corporate Partner [Woodville-West Torrens Eagles SAFL]
Wolf Blass	Producer	Corporate Partner [West Adelaide Bloods SAFL]
		Official Partner [Essendon Football Club VFL]
		President Partner [Central District Bulldogs SAFL]
Woodbridge Hotel	Sales outlet or venue	Associate Partner [Sydney Swans (Reserves) North East AFL]
		Judda Beer Partner [Swans District Swans WAFL]
XXXX Gold	Producer	Sponsor [Aspley Hornets North East AFL]
		Sponsor [Brisbane Lions (Reserves) North East AFL]
Yalumba Winery	Producer	[Glenelg Tigers SAVL]
		Sponsor [Woodville-West Torrens Eagles SAFL]
Yellow Tail	Producer	Club Supply Partner [Glenorchy Magpies Tas FL]
Your Bottle Shop	Sales outlet or venue	Support Sponsor [Tigers Tas FL]

Appendix 6 – Alcohol Sponsorship of Rugby League SSOs and teams

Alcohol sponsors	Alcohol Category	Sponsorship Type
Asahi	Producer	Sponsor [North Sydney Bears, NSW Rugby League]
	Producer	Sponsor [Redcliffe Dolphins, QLD Rugby League]
Boab Tavern	Sales outlet or venue	Sponsor [Kalamunda Bulldogs, NRL WA]
Brother Leagues Club	Sales outlet or venue	Sponsor [Townsville Blackhawks, Queensland Rugby League]
Cantebury Leagues Club	Sales outlet or venue	Sponsor [Cantebury – Bankstown Bulldogs, NSW Cup]
Church and palmer wines	Producer	Sponsor [NRL SA]
Craigie Tavern	Sales outlet or venue	Sponsor [North Beach Sea Eagles, NRL WA]
De Bortoli Family Wines	Producer	Sponsor [Newcastle and Central Coast, Country Rugby League]
Golden Barley Hotel	Sales outlet or venue	Sponsor [Newtown Jets, NSW Rugby League]
Henry Sports Club	Sales outlet or venue	Sponsor [Brothers Rugby League Football Club, NRL NT]
Highlander Hotel	Producer	Sponsor [Eastern Eels, NRL SA]
Jim Beam	Producer	Sponsor [Penrith Panthers, NSW Cup]
Kirwan Sports Club	Sales outlet or venue	Sponsor [Townsville Blackhawks, QLD Rugby League]
Leagues Clubs Australia	Sales outlet or venue	Sponsor [NSW Rugby League]
Lion Nathan	Producer	Sponsor [NRL NT]
		Sponsor [NRL WA]
		Sponsor [Redcliffe Dolphins, QLD Rugby League]
		Major Partner [North Sydney Bears, NSW Rugby League]
Liquor Barns	Sales outlet or venue	Sponsor [North Beach Sea Eagles, NRL WA]
McWilliams	Producer	Sponsor [North Sydney Bears, NSW Rugby League]
Molly’s Cradle Family Wines	Producer	Sponsor [North Sydney Bears, NSW Rugby League]
Norths	Sales outlet or venue	Major Partner [North Sydney Bears, NSW Rugby League]
Norths Devils Leagues Club	Sales outlet or venue	Sponsor [Norths Devils Leagues Club, NSW Rugby League]
Petersham RSL Club	Sales outlet or venue	Sponsor [Newtown Jets, NSW NRL]
ProLiquor	Sales outlet or venue	Sponsor [Redcliffe Dolphins, QLD Rugby League]
		Sponsor [Wynnum Manly Seagulls, QLD Rugby League]
Queanbeyan Leagues Club	Sales outlet or venue	Sponsor [Mounties, NSW Rugby League]
Raiders Club Belconnen, Gungahlin and Weston	Sales outlet or venue	Sponsor [Mounties, NSW Rugby League]
RatplenHum Bar	Sales outlet or venue	Sponsor [Northern Pride, Queensland Rugby League]
Seagulls Club	Sales outlet or venue	Sponsor [Tweed Heads Seagulls, QLD Rugby League]
Sydney park hotel	Sales outlet or venue	Sponsor [Newtown Jets, NSW NRL]
The Carlisle Hotel	Sales outlet or venue	Sponsor [South Perth Lions, NRL WA]
The Caxton	Sales outlet or venue	Sponsor [East Tigers, QLD Rugby League]
The Greens	Sales outlet or venue	Major Partner [North Sydney Bears, NSW Rugby League]
The Mawson Club	Sales outlet or venue	Sponsor [Mounties, NSW Rugby League]
The Rockhampton League Club	Sales outlet or venue	Principal Sponsor [Central QLD Capras, QLD Rugby League]
The Star	Sales outlet or venue	Sponsor [NSW Rugby League]

The Vic on the Park	Sales outlet or venue	Sponsor [Newtown Jets, NSW Rugby League]
Tooheys Brothers	Producer	Sponsor [Sponsor [Newcastle and Central Coast, Country Rugby League]
Tooheys New	Producer	Sponsor [NSW Rugby League]
		Sponsor [Cantebury-Bankstown Bulldogs NSW Cup, NSW Rugby League]
		Sponsor [Newcastle Knights, NSW Cup]
		Sponsor [Penrith Panthers, NSW Cup]
		Sponsor [Blacktown Workers Sea Eagles, NSW Cup]
Victoria Bitter	Producer	Sponsor [Wentworthville Magpies, NSW Cup]
		Sponsor [St George Illawarra Dragons, NSW Cup]
Wenty Leagues Club	Sales outlet or venue	Sponsor [Mounties, NSW Cup]
Woodstock	Producer	Sponsor [Wentworthville Magpies, NSW Rugby League]
Wynnum Manly Leagues Club	Sales outlet or venue	Sponsor [New Zealand Warriors, NSW Cup]
XXXX Gold	Producer	Sponsor [Wynnum Manly Seagulls, QLD Rugby League]
		Sponsor [NRL NT]
		Major Partner [NRL SA]
		Sponsor [Ipswich Jets, QLD Rugby League]
Young Henrys	Producer	Sponsor [North Devils, QLD Rugby League]
		Sponsor [Newtown Jets, NSW Rugby League]



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