

Supply Monitoring of Sporting Clubs in Victoria: summary of results, 2019

Acknowledgements

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This report brings together the results of supply monitoring activities conducted by researchers at Communities that Care sites within Victoria .

Introduction

This report provides a generalized understanding of the observations related to relating to compliance by licensees in sports clubs to check the ID of a person who looks under 18 years of age. The current industry standard is to check ID if someone looks under 25. The data has been gathered from more than 30 clubs across suburban and regional areas in Victoria. The findings suggests that the issue of supply to minors within the sporting club context is systemic and not contained to a few clubs in any one region or local government area.

Background

In various communities across Victoria there is evidence that adolescents are drinking at an early age and the data from the Communities that Care youth survey (2014, 2018) indicate that key risk factors evident in these communities are *laws and norm favourable to substance use and perceived availability of substances*. This coincides with the elevated behavioural indicators such as high levels of alcohol consumption. Young people are informing us they perceive that is easy to access alcohol and their perception is that the community believes this is OK.

Roll out of Program

Supply monitoring of alcohol sales to adolescents is delivered at the community level, specifically to packaged liquor outlets. In 2018 this methodology was extended to sporting clubs in various Communities that Care sites within Victoria to establish the nature of alcohol supply within communities that might impact on adolescents. No previous study has reported on underage sales monitoring in Australian sporting clubs (Kremer et al 2018).

Qualitative observations for the test purchase events provided insight into the prevailing culture relating to liquor licensing and responsible service of alcohol in sporting clubs.

**"Do you have ID on you?
Yeah, go grab it because they're
checking on us today"
Club Volunteer**

Supply Monitoring program and methodology

Supply monitoring is designed to look at the community 'system' to identify and understand local culture and norms related to alcohol supply. It is one of a range of programs implemented by Communities that Care to address communities perceptions, norms and practices. (Communities that Care, 2012)

Aims

The Program aims to:

- * identify how many licensed premises (packaged liquor outlets, sporting clubs) sell alcohol to someone who looks under 18 without checking for ID;
- * raise community awareness about reducing alcohol sales to minors; and
- * promote best-practice approaches to the sale of alcohol, specifically that bottle shops and sporting clubs should always ask for proof-of-age from anyone who looks under the age of 25

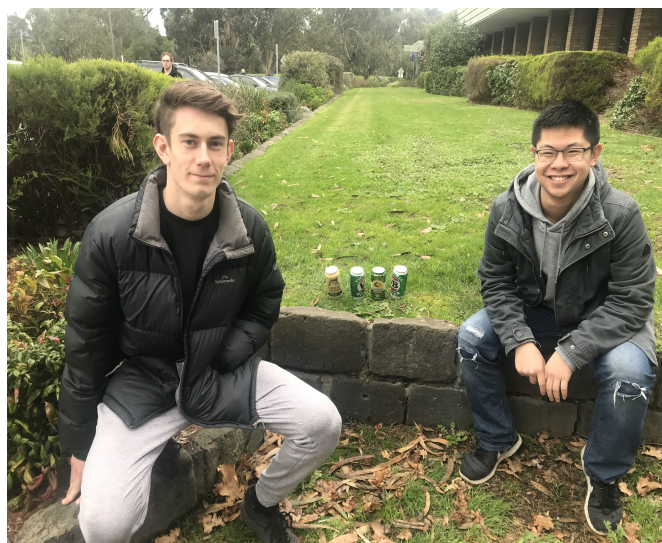
Method

Supply monitoring involves collecting data on the sale of alcohol through packaged liquor outlets and sporting clubs to people who appear to be under the legal age of 18 but who are actually over 18. Included in the observations is noting the presence of mandatory liquor license signage concerning proof of age, estimated number of customers in the general bar area (or booth) level of activity at the time of purchase, the number of bar staff and their estimated age and gender. The test purchasing activity is conducted at two time points within the season. The early season test provides the baseline data and follow up testing is conducted during the late season but prior to the finals period. The subsequent test purchasing is completed to monitor the impact of the intervention.

*"You're 18 yeah?"
club volunteer*

Following the baseline data collection, a feedback letter to clubs is sent to share the findings of the observations, whether the venue demonstrated compliance or not with the industry standard to check ID for all young people who look under 25, draw attention to their legal responsibilities regarding their liquor license and request that they make arrangements to adjustment club practices to align with the legislation with the primary aim of reducing alcohol sales to underage minors.

In some cases media advocacy is part of the intervention to increase community awareness and change adolescents perception of the availability of alcohol.



Results of supply monitoring observations

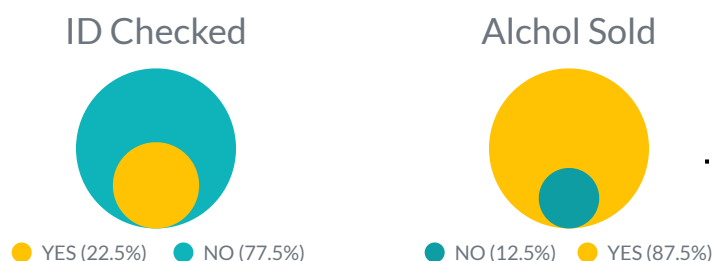
Eighty three purchase attempts were completed across 40 clubs (inclusive of pre and post events) at CTC sites in Victoria. The results below

Table One

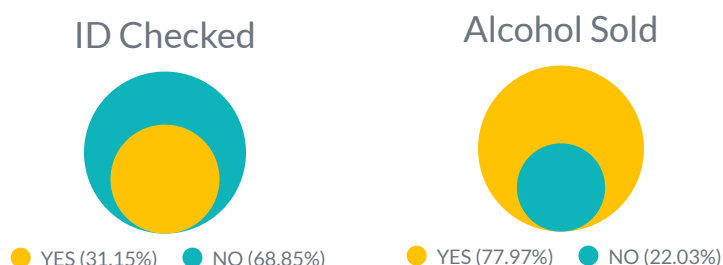
Overall numbers of clubs tested in 2019

Compliant	11	(27.5%)
Non Compliant	29	(72.5%)

Purchase attempts - Pre-test



Post test



The results show some changes to the incidences of ID checking within the sporting club environment and the incidences of alcohol sales, although changes are minor. Experience with monitoring activity for packaged liquor outlets has demonstrated positive changes overtime (3 years) and current changes within sporting clubs suggest that continued monitoring of sales to young people could positively impact club practices in the future.



"Its illegal to sell to you"
club volunteer

Qualitative data

In addition to documenting sales and ID checks the researchers document any comments or statements during the interaction. What follows are examples of the common statements made at point of sale.

Good practice examples when asking for ID and then refused service

- *Do you have ID on you , Yeah go grab it because they're checking on us today*
- *Do you have ID on you?? No sorry love, I can't serve you.*
- *I have to ask because you look young , do you have ID ?*
- *It's illegal to sell to you*
- *Can I see some ID because we can't serve you if you look under 25*
- *We need ID*
- *We need ID in order to purchase*
- *Are your 18? I can't serve you, you don't look 18. Suggested someone could buy it for you*
- *•We have a strict policy and so we can't sell alcohol to you*
- *Can I see some ID because we can't serve you if you look under 25"*
- *I just need to make sure you have ID on you. Just because you look under 25 I need to ask for ID*
- *•As long as you are not under 18 , its fine (no request for ID)*
- *I need to see your ID, We can't serve without ID"*
- *Have you got ID? I can't serve without ID. I'm the President, we get checked all the time!*

Examples of Statements made regarding age at point of sale, or who asked for ID and then sold alcohol

- *Are you 18?*
- *Are your 18? I cant serve you, you don't look 18 . Suggested someone could buy it for you*
- *Have you got ID? **when the confederate said I forgot it, they said 'Oh that's Ok"***
- *Are you 18?*
- *Have you got your license? What's your date of birth – Does this guy look 18? Bring your license next time because you look pretty young*
- *Do you have any ID on you ? Opened can before even asking for ID and then said "Don't tell anyone"*
- *You're 18 yeah?*
- *How old are you? Do you have ID? I can't sell it because I'll get into big shit – get someone else to buy it.*
- *You're 18 aren't you? I should really ID you but I am going to take your word for it*
- *•Are you 18? Do you have ID? You really don't look 18. Another staff member says "he looks 18"*
- *"You're 18 aren't you? I would serve you anyway" No request for ID• As long as you are not under 18, its fine (no request for ID)*
- *Are your 18? I can't serve you, you don't look 18. Suggested someone could buy it for them*

Asking for ID does not always translate to refusal of service. In many venues nothing was said to the confederate at all and they were sold alcohol. In some cases ID was checked however the confederate was still able to purchase alcohol.

There is also the common practice of selling cans of beer unopened.

Recommendations

- Communities that Care in Victoria advocate to the Alcohol and Drug Foundation to strengthen the facilitation of the Responsible Service of Alcohol course provided to Good Sports sporting clubs in Victoria with particular attention paid to the increasing competency (and willingness) of volunteers regarding ID check of young people
 - Communities that Care sites continue to implement test purchasing as an evaluation measure of improved delivery of Responsible Service Alcohol training and clubs compliance with their liquor license
 - Communities that Care sites continue to monitor alcohol supply in their communities under the advisement of their Community Boards accordingly
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References

Cocks, D. 2020 The Smart Generation program to prevent underage alcohol use in Knox 2019. Prepared by Communities That Care Knox

Communities that Care, 2012; Guide to Australian Prevention Strategies, Communities that Care Ltd, Royal Childrens Hospital, Parkville Victoria

Kremer ,P., Crooks , N. Rowland, B., Hall, J., Toumbourou , J.W., Underage alcohol sales in community sporting clubs , Drug and Alcohol Review (November 2018) 37, 879-886



Communities that Care (CTC) is a prevention model aimed at promoting the healthy social development of children and young people by understanding the local needs and evidence. By mobilising whole communities behind a holistic and multi agency approach, CTC ensures prevention is the responsibility of everyone. Planning together with the community to implement evidenced based programs to prevent alcohol harm is essential for success

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