

		Football South Australia Procedures and Policies	
Subject:	Alcohol Sponsorship Policy for Juniors	Date Implemented	July 2025
Review:	Biennially	Date Reviewed / Amended	NA

1. RATIONALE

- 1.1. This policy outlines Football SA's commitment to promoting the health and wellbeing of junior players and maintaining ethical standards within the football community. It ensures all Clubs and Associations comply with legal requirements and uphold ethical practices by prohibiting sponsorship from alcohol sellers and manufacturers for junior-related activities.
- 1.2. For definition, an "*alcohol seller*" is considered to be an outlet which primarily sells alcohol such as a Dan Murphies, Camel, Sip n Save; and a "*manufacturer*" is considered to be a alcohol manufacturer such as a winery or distillery. *Note: A hotel which offers dining and restaurant amenities is acceptable.*

2. SCOPE

- 2.1. This policy applies to all Clubs and Associations affiliated with Football SA and governs sponsorships, partnerships, and financial support for junior teams (players under 18 years), junior-focused activities, and events involving minors.

3. POLICY STATEMENT

3.1. ETHICAL CONSIDERATIONS

- 3.1.1. Protecting Junior Players: Football SA prioritises the safety, health, and wellbeing of junior players by eliminating associations with industries that could promote risky behaviours.
- 3.1.2. Promoting Positive Role Models: Junior football should inspire healthy lifestyle choices. Sponsorship from alcohol-related entities is inconsistent with this goal.

3.1.3. Community Standards: This policy reflects Football SA's commitment to upholding community expectations around safeguarding children and youth in sport.

3.1.4. Alignment with Public Health Initiatives: Football SA supports broader public health efforts to reduce the normalisation of alcohol consumption among minors.

3.2. LEGAL COMPLIANCE

3.2.1. Adherence to Legislation:

3.2.1.1. Clubs and Associations must comply with the Liquor Licensing Act 1997 (SA), which prohibits the advertising and promotion of alcohol in ways that target or appeal to minors.

3.2.1.2. Marketing practices must align with the Alcohol Beverages Advertising Code (ABAC), particularly the provisions on preventing alcohol promotion to audiences under 18.

3.2.2. Child Safety Obligations:

3.2.2.1. Clubs must comply with child protection laws, including South Australia's child safe environments legislation, ensuring sponsorship agreements do not expose minors to inappropriate messaging.

3.3. PROHIBITION ON ALCOHOL SPONSORSHIP FOR JUNIORS

3.3.1. Clubs and Associations are prohibited from entering sponsorship agreements with alcohol sellers, manufacturers, or related entities for:

- Junior teams, programs, and events.
- Activities or initiatives where the primary audience includes minors.

3.4. RESTRICTIONS ON BRANDING AND ADVERTISING

3.4.1. Alcohol branding, logos, or promotional materials are prohibited on:

- Junior uniforms, equipment, and merchandise.
- Social media and Club promotions associated with Juniors.

3.5. EDUCATION AND COMMUNITY ENGAGEMENT

3.5.1. Clubs and Associations should promote a healthy environment by encouraging education initiatives on responsible alcohol consumption, delivered in partnership with relevant organisations.

4. POLICY REVIEW

This policy will be reviewed biennially by Football SA to ensure its effectiveness and alignment with evolving legal and ethical standards. Feedback from clubs and associations will be considered in the review process.


Signatures:

Signed: _____



Football South Australia President

Signed: _____



Football South Australia CEO

*Next policy review date is:
September 2027*