



Purpose

To withdraw Policy 01/08 issued on 27 March 2008.

To define the Football NSW policy regarding sponsorship and advertising in relation to alcohol, tobacco, gambling and adult entertainment as it relates to Football NSW and the properties that Football NSW directly controls.

Football NSW has adopted this policy as it believes that it has a responsibility and duty of care to the large number of registered members who are under the age of 18. This policy also recognises the total ban on tobacco advertising as per the **Tobacco Advertising Prohibition Act 1992** (Cth).

Application

Football NSW advises it will not engage in the sponsorship, advertising or promotion of any tobacco, alcoholic, gambling or adult entertainment products.

Member Associations, Branches and Clubs

Clubs competing in Football NSW competitions and Member Associations and Branches (including their competitions and clubs) are not covered by the above policy, however, in the best interests of the sport and its participants, Football NSW encourages all of those stakeholders to adopt a similar policy.

To assist its stakeholders, Football NSW has set out below examples of the types of advertising and promotion that it deems permissible and impermissible under this policy.

Permitted

- Signage or promotion of a family venue or accommodation venue where the main purpose of trade is NOT the sale or supply of tobacco, alcoholic, gambling or adult entertainment products (e.g. Castle Hill RSL Club, Riverstone Bowling Club, Crowne Plaza Parramatta, Outback Steakhouse); and
- Signage or promotion of a hotel/pub, provided the venue has a bistro/restaurant on-site which permits entry by minors (e.g. The Ettamogah Hotel).

Not Permitted

- Signage, advertising or promotion of any tobacco, alcoholic, gambling or adult entertainment product (e.g. Victoria Bitter); and

- Signage, advertising or promotion of any company or organisation whose main purpose of trade is the sale or supply of tobacco, alcoholic, gambling or adult entertainment products (e.g. Dan Murphy's, Liquorland, BWS, TAB, The Star (Casino), Lottoland).

Regardless of whether this or a similar policy is adopted, Football NSW reminds its stakeholders that there are laws which prohibit the advertising and promotion of tobacco and which restrict the advertising and promotion of alcohol.

Resources

If you have any questions in relation to the advertising and promotion of tobacco and alcohol, please contact Football NSW.

Another excellent resource is the [Good Sports website](#). Good Sports is run by the Alcohol and Drug Foundation, an independent and not for profit organisation, funded by state and federal governments. The Good Sports program provides free tools and resources to build policies around alcohol management, smoking regulations, mental health and a range of other areas.