



Food and Beverage Company Sponsorship of Children's Sport: Publicity or Philanthropy?

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ABSTRACT

While the causes of obesity are complex and many, children's exposure to food marketing affects the food and drinks that children prefer, request, purchase and consume. Sport sponsorship is a significant form of marketing that, when directed at children's activities, allows brands to be embedded within children's experiences of entertainment and socialisation. The research outlined in this thesis aimed to determine the scope of unhealthy food and beverage sponsorship of children's sport in New South Wales (NSW), Australia; the effect of this sponsorship on children; and potential solutions to create healthier sponsorship.

Six studies were conducted: i) a telephone survey with officials from randomly sampled sports clubs in NSW (n = 108); and ii) a website analysis of peak sporting organisations (n = 55) to determine sponsorship arrangements; iii) an analysis of children's sport participation from the Exercise, Recreation and Sport Survey 2009/10, to estimate sponsorship exposure; iv) interviews at clubs with parents (n = 200), children (n = 103) and officials (n = 40); and v) a representative telephone survey of parents (n = 825) and online survey of children (n = 243) across NSW, to determine attitudes to sponsorship, and vi) a Delphi survey of experts (n = 18) in health promotion and sport explored standards for health promoting sports clubs.

A large number of sponsors were identified at sports clubs and for peak sporting organisations, with 9% to 17% being food or beverage companies. Most food companies did not meet independently-developed criteria for healthy sponsors. Children perceived sponsors to have positive brand attributes, with the greatest proportion agreeing that sponsors were 'cool', exciting and fun. Children also reported that sponsorship encouraged them to purchase sponsors' products. Parents and the junior sporting community were supportive of regulatory interventions to restrict unhealthy food and beverage company sponsorship at children's sport.

Unhealthy food and beverage sponsorship of children's sport is widespread and influences children's perceptions of these companies and reported purchasing habits. Regulatory action is required to reduce children's exposure to this marketing. Such regulatory intervention is possible and is unlikely to have a significant impact on the financial capability of the community sport sector.

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NOTE ON THE AUTHOR'S CONTRIBUTION

I hereby declare that I have not submitted this material, either in full or in part, for a degree at this or any other institution. The research was developed by the candidate with support from the research team, including Professor Louise Baur, Professor Adrian Bauman, Lesley King, Kathy Chapman and Associate Professor Ben Smith. The research team have been listed as co-authors in publications arising from this work.

I was responsible for instigating the research questions, reviewing literature, gaining ethics approval, recruiting and training staff, survey design, data collection, analysis of data, interpretation of results, overseeing the writing of peer-reviewed papers and liaising between members of the research team. Assistance with data collection for Chapters 4, 6 and 7 was provided by Shay Saleh; and Alicia Ryan and Holly Farthing provided assistance during visits to sports clubs (Chapter 7). McNair Ingenuity Research was commissioned to conduct field work for Chapter 8, involving computer assisted telephone interviews and an online survey.

PUBLICATIONS ARISING FROM THIS STUDY

The following published peer-reviewed journal articles and conference abstracts are a direct result of the research undertaken in this thesis:

Journal publications

Kelly B, Baur LA, Bauman AE, King L. Tobacco and alcohol sponsorship of sporting events provide insights about how food and beverage sponsorship may affect children's health. *Health Promotion Journal of Australia* 2011, 22 (2): 91-96.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Food and drink sponsorship of children's sport in Australia: who pays? *Health Promotion International* 2011, 26 (2): 188-195.

Kelly B, Baur LA, Bauman AE, Saleh S, Smith BJ, King L, Chapman K. Role modelling unhealthy behaviours: an analysis of food and drink sponsorship of peak sporting organisations. *Health Promotion Journal of Australia* 2011, 22 (1): 72-75.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Restricting unhealthy food sponsorship: attitudes of the sporting community. *Health Policy* 2012, 104 (3): 288-295.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. "Food company sponsors are kind, generous and cool": (Mis)conceptions of junior sports players. *International Journal of Behavioral Nutrition and Physical Activity* 2011, 8 (95): doi:10.1186/479-5868-8-95.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Views of children and parents on limiting unhealthy food, drink and alcohol sponsorship of elite and children's sports. *Public Health Nutrition* 2012, doi:10.1017/S1368980012001188.

Related publications (based on non-sponsorship related questions in surveys/website analysis)

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Examining opportunities for healthy eating promotion at children's sports clubs. *Australian and New Zealand Journal of Public Health*. 2010, 34 (6): 583-588.

Kelly B, Baur, LA, Bauman AE, Saleh S, Smith BJ, King L, Chapman K. Health promotion in sport: an analysis of peak sporting organisations' health policies. *Journal of Science and Medicine in Sport* 2010. 13: 566-567.

Peer-reviewed conference presentations

American Public Health Association Conference – October 2011, Washington DC

- Poster presentation: "Food company sponsors are kind, generous and cool":
(Mis)conceptions of junior sports players

Menzies Centre for Health Policy, Emerging Health Policy Conference – August 2011, University of Sydney

- Oral presentation: "Food company sponsors are kind, generous and cool":
(Mis)conceptions of junior sports players

International Society for Behavioral Nutrition and Physical Activity - June 2011, Melbourne

- Symposium: Public health research on food marketing: can it guide policy?

Influencing Public Health Policy and Practice through the Next Generation of Researchers – November 2010, University of Sydney

- Oral presentation: Food company sponsorship of children's sport: publicity or philanthropy?

International Congress on Obesity – July 2010, Stockholm

- Poster presentation: Food company sponsorship of children's sport: publicity or philanthropy? (nominated for Best Poster prize)
- Poster presentation: Examining opportunities for healthy eating promotion at children's sports clubs

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ABBREVIATIONS

ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ASC	Australian Sports Commission
ANOVA	Analysis of Variance
CATI	Computer-Assisted Telephone Interviewing
ERASS	Exercise, Recreation and Sport Survey
FIFA	Fédération Internationale de Football Association
IOC	International Olympics Committee
IQR	Inter-quartile range
LGA	Local Government Area
NGO	Non-government organisation
NSW	New South Wales
OR	Odds ratio
RCT	Randomised controlled trial
S.D	Standard deviation
SEIFA	Socio-Economic Indexes for Areas
SES	Socio-economic status
UK	United Kingdom
US	United States
WA	Western Australia
WHO	World Health Organization

CHAPTER ONE: INTRODUCTION, RATIONALE AND THESIS OVERVIEW

1.1 Background to the study

The prevalence of childhood overweight and obesity in Australia is high and is recognised as a national health priority (1). Recent research by the Australian Government, the 2007 Children's Nutrition and Physical Activity Survey, indicated that 23% of Australian children aged 2 to 16 years were overweight or obese (2). The factors contributing to childhood overweight and obesity are multifaceted and include a combination of sociological, environmental and genetic influences. Children's exposure to high levels of unhealthy food marketing has been recognised as one factor contributing to the 'obesogenic', or obesity-promoting, environment and affects children's food preferences, food purchases and food consumption (3).

The majority of research on food marketing to children relates to television food advertising; however it is recognised that other non-broadcast (non-television) forms of food marketing, including sponsorship, add to and reinforce the effects of television advertising on children's brand awareness, food choices and dietary intake (3).

Reducing children's exposure to unhealthy food marketing has been recognised as a target for childhood obesity prevention in both policy and research arenas in Australia and internationally in recent years. Specifically, the National Preventative Health Taskforce, established in 2009 by the Australian Minister for Health and Ageing to provide evidence-based advice to government on primary prevention strategies to tackle the burden of chronic disease caused by obesity, tobacco and excess alcohol consumption, highlighted the importance of restricting inappropriate marketing of unhealthy food and beverages to children (4). These recommendations were subsequently reflected in the government's response to this Taskforce report, which listed reducing children's exposure to marketing, advertising, promotion and sponsorship of energy-dense, nutrient-poor food and beverages as a key action area

(5). The newly appointed Australian National Preventive Health Agency's strategic plan (2011-2015), also lists the monitoring of unhealthy food and beverage marketing to children and the protection of children from exposure to the promotion of alcohol as major strategies (6).

Previous Australian research has repeatedly demonstrated that children are exposed to high levels of unhealthy food and beverage marketing across a range of media, including on commercial television (7, 8), on product packaging (9), in children's magazines (10), on popular children's websites (11) and in outdoor advertisements near schools (12). For example, in 2007 73% of all food advertisements broadcast during children's most popular television programs on Sydney commercial television were for food and beverages high in fat, sugar and/or salt (8). Another study showed that, of all outdoor food advertising within a 500m radius around 40 randomly sampled primary schools in Sydney, 80% were for unhealthy foods and beverages (12).

However, despite this research evidence and the recognised need for action to reduce children's exposure to unhealthy food and beverage marketing, as manifested in policy documents, there has been a clear lack of affirmative action in Australia to restrict this marketing. One reason for this regulatory inertia from government has been strong lobbying from the food and advertising industries, including the introduction of self-regulatory codes of practice for responsible food marketing to children (13, 14). However, both the Australian Food and Grocery Council's *Responsible Children's Marketing Initiative* (14) and the Australian quick service restaurant industry and the Australian Association of National Advertisers' *Quick Service Restaurant Industry Initiative for Responsible Advertising and Marketing to Children* (13), exclude sport sponsorship from their definition of media covered by these codes. Appraisals of these industry codes have been documented elsewhere (15, 16), including evaluations of the impact of these codes on reducing children's exposure to unhealthy food and beverage marketing on commercial television (17, 18). Briefly, these codes have significant limitations, including their voluntary nature, leading to limited uptake by food companies; lenient nutrition standards, permitting products with high levels of undesirable nutrients such as fat, sugar and

sodium to be advertised to children; and a limited range of media or broadcasting periods for which marketing restrictions apply (17, 18).

1.2 Study rationale

Childhood obesity and its related morbidity lowers quality of life and estimated life expectancy, and places higher demands on the health care system (19). In 2008, obesity was attributable for 644,843 cases of cardiovascular disease nationally, as well as almost 700,000 cases of other chronic disease, including cancer, diabetes and osteoarthritis (20). The net cost of obesity in Australia at this time was calculated to be AU\$58.2 billion, including direct costs, loss of productivity and the cost of lost wellbeing (20). From an economic perspective, it is predicted that the burden of obesity will continue to rise sharply (21). Therefore, there is a good business case for public health investment in obesity prevention. In particular, as childhood overweight and obesity is known to predict obesity in adulthood (22), preventing obesity in early age has potentially significant flow-on benefits throughout life. The reduction of unhealthy food marketing to children has been shown to provide a cost effective obesity intervention for government, and could contribute to achieving large savings in disability adjusted life years (23).

In addition to contributing to childhood obesity, the marketing of unhealthy food and beverages has other important public health ramifications. These include the potential development of dental caries, as a consequence of increasing consumption of high sugar foods and sugar sweetened beverages (24), and elevated blood pressure as a result of high sodium (salt) intake (25). These further contribute to rapidly expanding health care expenditures, as well as individuals' pain and suffering.

Until this time, food company sponsorship of children's sport in Australia has been unanalysed and unregulated. The research presented in this thesis attempts to address both of these areas, by determining current patterns of food and beverage company sponsorship of children's sport, and by conceptualising new regulatory approaches to support sporting organisations to promote children's health in the absence of inconsistent promotional messages for unhealthy food and beverages.

Specifically, this research provides evidence on the current nature and scope of sports sponsorship to children by food and beverage companies and the impact of this sponsorship on children, thereby highlighting the major issues associated with this marketing and raising the profile of this issue in the community. Subsequently, this research sought to inform regulatory approaches to limiting children's exposure to unhealthy food and beverage company sponsorship, including the proposal of a novel funding structure for community sport. In this way, the research is the first of its kind in Australia to propose a major revision in arrangements for the sponsorship of children's sport, based on a systematic assessment of current practices. Strong commercial imperatives and a lack of understanding of this issue by sports officials and government are barriers that have limited research and policy change in this area (26). Findings from this study will assist in challenging commonly held assumptions and social norms relating to the value of food company sponsorship, which has been classically viewed as good corporate behaviour, but in actuality can result in adverse health effects.

1.3 Study aims

This study aimed to investigate a broad range of aspects related to food and beverage company sponsorship of children's sports clubs, in order to inform public policy in this area and to support sports clubs to provide health promoting settings for children. The specific aims of this research are:

1. to determine children's exposure to food and beverage company sponsorship of community sports clubs, including the types of companies that sponsor sport and the methods of promotion used;
2. to establish the effect of this exposure on children, including how this marketing affects children's brand perceptions and attitudes, and reported product purchases and consumption;
3. to assess public opinion about food and beverage company sponsorship of community sport, including the sporting community and parents, and the extent to which they would support restricting this form of marketing; and
4. to identify potential regulatory interventions that could make community sport sponsorship more health-promoting.

1.4 Thesis outline

The following provides a brief outline of the individual studies comprising chapters within this thesis. Collectively, these studies provide a comprehensive analysis of previous research on the extent and effects of sport sponsorship to children, the current nature and scope of food and beverage company sponsorship of community sport, the impact of this sponsorship on children, and potential regulatory interventions to limit this sponsorship and community support for such regulations.

Chapter 2 provides a detailed background on the association between food marketing and childhood overweight and obesity. A definition of corporate sponsorship, as applied in this thesis is provided. ***Chapter 3*** comprises a literature review to determine the prevalence of children's exposure to food and beverage company sponsorship, including in the school and sport settings; community responses to this marketing, and; the effect of sponsorship on children's product preferences, purchasing behaviours and product consumption. This literature review spans research from the tobacco, alcohol and nutrition fields to demonstrate the effect of this form of marketing across different product types and age groups.

Chapter 4 describes a telephone survey with sports club officials (n = 108) from a random sample of community sports clubs in New South Wales (NSW) and the Australian Capital Territory (ACT). This survey assesses the extent of reported sponsorship of children's sports clubs, with a focus on food and beverage companies. The nature of sponsorship arrangements, including financial and in-kind provisions to clubs and the promotional opportunities offered to sponsors, the relative contribution that sponsorship made to clubs' revenue and the availability of club policies to guide sponsorship were also assessed.

Using data on Australian children aged 5 to 14 years from the Exercise, Recreation and Sport Survey 2009/10, ***Chapter 5*** provides a descriptive analysis of children's participation in organised sport, including the frequency and duration of participation in individual activities. These data are then compared to the known prevalence of food and beverage company sponsorship for different sports (from Chapter 4) to

estimate children's cumulative exposure to associated promotional messages across the NSW population.

Chapter 6 describes the findings from a website analysis of state and national sporting organisations for the most popular children's sports (n = 55 websites), to determine the availability and nature of corporate sponsors. In general, state and national sporting organisations play an important role in assisting and overseeing community sports clubs, and provide funding opportunities for local sport. Many of these organisations organise and/or support children's sports development programs or competitions, some of which also receive corporate sponsorship.

Interviews with the sporting community, including sporting officials (n = 40), parents (n = 200) and children (n = 103) from 20 sports clubs in NSW and the ACT that were known to have food and beverage company sponsors from the earlier telephone survey with clubs (*Chapter 4*), are described in *Chapter 7*. These surveys sought to determine sport officials' and parents' awareness and attitudes to food and beverage company sport sponsorship, and their support of potential regulatory interventions to reorient sponsorship to be more health promoting. Additionally, children's ability to recall sports club and elite sport sponsors is assessed, together with their perceptions of sponsors and food-related attitudes and behavioural intentions in response to this marketing.

Chapter 8 provides an extension of these interviews at sports clubs, by determining if interview findings are more broadly applicable across parents and children in NSW. To this end, this study comprises telephone surveys with randomly sampled parents in NSW (n = 825), followed by an online survey of children aged 10 to 16 years who participated in organised sport (n = 243) from these households. These surveys also assess participants' awareness and attitudes towards food and beverage sponsorship of children's sport. Questions relating to perceptions of alcohol-related sponsorship and elite sport sponsorship are included for comparison. Parents' support for different regulatory interventions to limit children's exposure to unhealthy sports club sponsorship is investigated, including policies to restrict this marketing and the introduction of a novel funding system for sport.

Initial scoping for the development of an independent centralised system for community sport, or ‘Sport Sponsorship Fund’ is provided in *Chapter 9*. This Sport Sponsorship Fund could potentially manage the collection and distribution of corporate funding for sports clubs, whilst reducing sponsorship promotions at individual clubs. Simultaneously, funding could be used to support clubs in adopting a range of other healthy policies and practices, and social inclusion. This chapter focuses on this latter objective of the Sport Sponsorship Fund, to develop health promotion standards to be achieved by sports clubs in exchange for funding. This was achieved through the use of a Delphi survey with professionals in the fields of health promotion, nutrition, physical activity and sports management/delivery (n = 26). Three rounds of surveys were used to collate informed judgments about the aspects of community sports clubs that are necessary for these settings to be considered to promote good health to children.

Finally, *Chapter 10* provides a summary of the key findings from this research, implications for regulatory interventions and recommendations for future research.

Throughout this thesis, companies that predominantly manufacture and/or sell foods and beverages that comprise relatively high levels of undesirable nutrients such as fat, sugar and sodium and those that are outlined in the Australian Guide to Healthy Eating as ‘non-core’ foods (27), are referred to as ‘unhealthy food and beverage companies’.

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CHAPTER TWO: FOOD AND BEVERAGE MARKETING AS A CONTRIBUTOR TO CHILDHOOD OBESITY

“Kids are the most unsophisticated of all consumers; they have the least and therefore want the most. Consequently, they are in a perfect position to be taken”(1).

James McNeal (Marketing Professor)

2.1 Childhood overweight and obesity

Overweight and obesity in childhood is associated with many health consequences, ranging from physical problems, such as orthopaedic complications, obstructive sleep apnoea and asthma; psycho-social problems, such as depression, low self-esteem and discrimination; and chronic disease, including type 2 diabetes mellitus and cardiovascular disease (2). The rising prevalence of overweight in children and adolescents is particularly worrying as overweight at a young age is likely to persist into adulthood (3), with subsequent increased risk of developing associated co-morbidities. Further, obesity-related diseases, such as type 2 diabetes mellitus, are becoming increasingly prevalent amongst younger age groups (4).

2.2 Food marketing to children

The heavy and ubiquitous marketing of unhealthy foods helps to normalise and reinforce these food products, while the development of unhealthy eating behaviours is likely to be acquired in environments where these behaviours are accepted, deemed to be normal, and are even promoted as desirable (5). A joint report published by the Food and Agriculture Organization and the World Health Organization (WHO), published in 2003, concluded that the heavy marketing of fast food outlets and energy dense, micronutrient poor foods and beverages is a probable causal factor in overweight and obesity, and is a target for future interventions (6).

There have been at least seven major systematic reviews of the scientific evidence relating to the impact of food marketing on children (7-13). These systematic reviews have predominantly been commissioned by key health organisations, such as the

Institute of Medicine in the United States (US) and the WHO, and have been updated regularly. The most recent systematic review commissioned by the WHO in 2008 found that food advertising has a modest impact on nutrition knowledge, food preferences and consumption patterns, with subsequent implications for weight gain and obesity, and that these effects operate at both the brand and food category level (13). These findings are concerning as advertised foods are typically the antithesis of dietary recommendations, with the most commonly advertised foods being sugar-sweetened breakfast cereals, savoury snacks, fast food restaurants, confectionery and soft drinks (13).

While the absolute predicted effects of food marketing on childhood obesity are small, and are likely to account for approximately 2% of the variation in both food choice and obesity, even small effects in statistical terms can have an appreciable impact at the population level when the problem is distributed widely across the population (10).

2.3 Children as a vulnerable audience

Evidence from psychological research indicates that children, particularly those aged less than eight years are highly vulnerable to advertising and marketing (14).

Younger children are less able to understand the persuasive intent of commercial messages, as they lack the necessary cognitive skills and experience. Rather younger children tend to view advertising as truthful, accurate and unbiased, and therefore may be at increased risk of manipulation or influence from these promotions (14). However, while older children may understand that advertising is intended to sell a product, they may not be able to recognise the inherent biases in persuasive messages nor interpret these messages critically (14).

2.4 Food marketing industry expenditure

Food marketing to children and adolescents is big business, and these population sectors are viewed by the food industry as a major market segment (15). Young people have influence over their own food consumption and purchases, as well as the purchase behaviours of their parents. Developing brand loyalty at a young age will also ensure lifelong product purchases (15).

Data obtained by the Federal Trade Commission in the US from the 44 primary marketers to children and adolescents under compulsory process orders, indicated that US\$1.6 billion was spent marketing to this population segment in 2006 in the US alone (16). This expenditure represented 17% of these companies' total marketing budgets. As this analysis did not include all food companies that advertise to children this is likely to be an underestimate. Proposals for stricter food advertising regulations and bans on the marketing of unhealthy food and beverages to children have therefore, not surprisingly, been met with much opposition from industry groups (17).

In Australia, data on the relative expenditure of marketing budgets for child-directed marketing are not available. However, the highest proportion of gross advertising expenditure is spent on marketing food and beverages to all population segments (18). In 2005, between AU\$3.3 and \$3.4 billion was spent on advertising using direct media including television, print media and radio, across all categories of products and services (18). Of this, \$490 to \$530 million was spent on advertising food-related products, including supermarkets and food outlets (\$240 to 250 million), non-alcoholic beverages (\$140 to 150 million) and alcoholic beverages (\$110 to 120 million) (18). Of the top 20 overall advertisers by expenditure in 2005, two were supermarkets/department stores (Coles Myer and Woolworths), three had some involvement in producing food products (Nestle Australia/Loreal, Unilever Australia and Procter & Gamble) and one was involved in fast food production (McDonald's Restaurants) (18).

2.5 Food and drink company sponsorship

Corporate funding or sponsorship may be defined as "*the provision of financial or in-kind assistance to a cause or event to support corporate or marketing objectives*" (Adapted from Meenaghan 1983 (19) and Gardner and Shuman, 1988 (20)).

Sponsorship is seen as an alternative to mainstream media advertising and helps companies to develop trust and rapport within the general community (21).

Corporate 'giving', including in the form of sponsorships, helps to create an association between the sponsor and the recipient (22), or specifically, the sporting, entertainment, cultural or social activity (23). Such giving is not altruistic

philanthropy; rather it is a commercial activity through which the sponsoring company may acquire access to the exploitable potential to promote this association (22, 24). As described in marketing literature, this association can be used to generate community involvement, counter adverse publicity, generate goodwill amongst opinion formers, increase brand awareness, identify a brand with a particular market, and both directly (through event sales) and indirectly increase product sales (19). As such, sponsorship arrangements can improve companies' public image and potentially develop political influence to subsequently lobby or block any regulations that may not be counter to their best interests (25).

Globally, sponsorship is the one of the fastest growing forms of marketing, increasing from US\$2 billion spent worldwide on all sponsorships in 1984 (26) to US\$28 billion in 2004 (27). This increase comes as many companies are eager to establish long-term relationships with particular events (28) and as advertising through other media is increasingly expensive and cluttered with other brands (29). It is estimated that sponsorship of sporting teams and events contributes to over 75% of all sponsorships (30).

Sports sponsorship in particular is seen as an effective vehicle for mass marketing and a significant marketing tool because of its popularity and audience reach which can provide more continuous and consistent exposure to a brand than single advertising campaigns (31). Independent research undertaken by sponsoring corporations indicates that sponsorship can provide a cost effective marketing tool. For example, Volvo has estimated that for every dollar spent on sport sponsorship, six dollars is generated in return (32).

While sponsorship is considered 'win-win' marketing because of the mutual benefits for both the sponsor and the recipient (33), when directed towards children's organisations and events, these commercial relationships may have potential negative effects on children, particularly if they involve the promotion of unhealthy products.

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CHAPTER THREE: PREVALENCE AND EFFECT OF FOOD AND BEVERAGE COMPANY SPONSORSHIP TO CHILDREN

3.1 Introduction

Determining the nature and extent of children's exposure to food and beverage company sponsorship is important in defining the scope of this issue and the extent to which this may have health and societal consequences. Such an assessment also provides formative evidence required for the initiation of any policy debate to consider limiting children's exposure to this form of marketing. Further, the ascertainment of stakeholders' awareness and attitudes towards food and beverage company sponsorship is important in gauging community support and readiness for policy discussions on this issue; a critical element in the consideration of government regulations (1).

In order to determine children's exposure to food and beverage company sponsorship in general, for all youth activities, and specifically for sporting organisations and events, a literature review was undertaken (see **Appendix 1** for search strategy). Information from a range of countries was included to broadly describe the nature and extent of food and beverage company sponsorship to children. This review also sought to identify awareness of food and beverage sponsorship of youth activities by the community (including parents and the general public), health professionals and government, and any response or action taken to mediate children's exposure to this sponsorship. In addition, the effect of sponsorship on children's product preferences, purchasing behaviours and product consumption was determined, with the inclusion of literature from the tobacco, alcohol and nutrition fields to demonstrate this effect. Lessons from policy responses to the sponsorship of tobacco and alcohol in sport are also discussed.

3.2 *Children's exposure to food and beverage company sponsorship*

3.2.1 School settings

3.2.1.1 Appeal of schools to food marketers

For the food and advertising industries, schools provide an opportunity to market products to children in an environment that contains relatively few other advertisements. Schools are an integral part of children's social milieu, influencing children's behaviours and beliefs, and marketing within schools carries the implicit approval of the school (2). Further, as children are required to attend school, in-school marketing provides a regular captive audience (3).

3.2.1.2 Scope of in-school food and beverage marketing activities

The uptake of commercial activities by food and beverage companies in Australian schools is in its relative infancy compared to the aggressive in-school marketing practices that have been reported in the US where much of the literature on this topic originates. In more recent years in the US, corporate partnerships within schools have intensified further, in an attempt to reduce the impact of the economic recession on school programs (4). Table 3.1 describes available research studies that have quantified food and beverage marketing within schools.

In the US, school based commercial activities have diversified into a multitude of different strategies. A report from the US Government Accountability Office (GAO) in 2000, which assessed commercial activities within a small sample of schools (n = 19), indicated a range of potential marketing initiatives, including:

- direct advertising; such as billboards in corridors, on vending machines, in education materials and on school buses;
- sales based activities; such as exclusivity agreements or 'pouring rights' (particularly with soft drink companies), where companies are awarded the right to be the sole product category provider, and fundraising, which provides money to schools in exchange for purchases made by the school community;

- corporate sponsorships; such as the sponsorship of educational materials, events, contests and incentive programs, which reward children with product vouchers or discounts for achievement; and
- market research; such as student questionnaires on product preferences and taste tests (5).

Together these commercial activities influence the school structure and the educational curriculum and determine children's access to a range of technologies (3).

i. Direct advertising

United States

In the study by the US GAO in 2000, described above, direct advertising by corporate companies was highly prevalent. For example, soft drink or other corporate branding appeared on scoreboards in athletic facilities at all high schools (5). Many schools also distributed branded promotional materials, such as book covers, product samples and vouchers to students, including for fast food and snack foods.

Electronic media have also been used to target children with direct advertisements. In the US, *Channel One* is a 12 minute television program containing two minutes of advertisements broadcast to children in classrooms. This program was introduced in 1990 and in 2000 was estimated to be active in 12,000 middle and high schools (38%) (5). Companies advertising on *Channel One* have included Pepsi, Mountain Dew, Snickers and Kellogg's Pop Tarts (6). While in one respect *Channel One* claims to teach children media literacy and current affairs, children advocates have claimed that it also uses a public good for commercial gain (3). According to licensing agreements, participating schools are required to broadcast the program to 90% of students on 90% of school days in exchange for the provision of audiovisual equipment (3). Understandably critics have argued that this program commercially exploits children, wastes valuable learning time and bestows credibility to the advertised brands as they are shown in the classroom environment (5).

Similarly, the ZapMe! Corporation developed a program whereby schools are provided with a computer laboratory, software and access to a restricted range of websites in return for ensuring a high level of use of the computers and the right to place advertisements on the web portal (3). This program also has the ability to track students' Internet usage by age, gender and postcode (5), raising concerns about student privacy. This practice has been somewhat controlled through the introduction of the No Child Left Behind Act (2001) in the US, which requires school districts to develop policies related to the collection and disclosure of students' personal information for commercial purposes, including requirements for parental permission (7).

The branding of traditional education materials has also been identified in the US, such as the Kellogg's nutrition curriculum, which promotes the importance of choosing breakfast cereals that are low in fat (as most are) whilst ignoring the importance of added sugar (6). An analysis of corporate sponsored education materials by the Consumers Union in the US found that the majority gave biased or incomplete information and favoured the sponsor's product or economic agenda (8).

In the US, marketers have also gone so far as to introduce radio media programs on school buses, combining 16 minutes of advertising per one hour of programming, to market to children on their way to and from school (9).

ii. Sales based activities

United States

In exclusivity agreements, school revenue from food companies is often linked with the volume of soft drinks sold, thereby compelling the school to become the marketing agent for soft drinks to students and to increase their availability within the school. One example of such a contract between a soft drink company and the Colorado Springs School District in 1998 specified that schools were required to consume 70,000 cases of Coca-Cola products to receive the full financial benefits as outlined in their exclusivity contract with the soft drink company. School principals were instructed by the school district association to promote Coke products, including making these beverages

available to students throughout the day in easily accessible vending machines (3). Typically these agreements are not nearly as economically lucrative to schools as projected by companies after consideration of the required individual expenditure needed to meet the sales obligations of the agreement (10), and can amount to just US\$5 to \$25 per student annually (data from 1999) (11).

iii. Corporate sponsorship

United States

Research from the US GAO in 2000 also identified indirect forms of marketing, including the provision of corporate ‘gifts’, where free doughnuts were provided for parent-teacher functions and free fast food was delivered to computer laboratories (5).

A later telephone survey in 2005 of school principals and administrators at 391 randomly selected primary and middle schools in the US, found that more than a third of schools had conducted some corporate sponsored fundraising in the previous year and a quarter had supported corporate sponsored incentive programs. Exclusivity agreements, corporate sponsored electronic media and the sponsorship of school teams and clubs were also common (21%, 15% and 11%, respectively) (12).

Other examples of sponsorship activities in the school environment in the US have included the use of sponsored incentive programs, such as Pizza Hut’s *Book It!* reading program, which was active in 53,000 schools in the late 1990s (13) and has since expanded into preschools (6). This program rewards students’ reading with vouchers and branded promotional materials, such as stickers. Similarly, the McDonald’s *McSpellIt Club* rewards performance in spelling tests with vouchers for hamburgers and chicken nuggets (14).

PepsiCo have also had sponsorship agreements with schools, such as the *Share the Joy with Music* campaign, which offered free musical equipment in exchange for Pepsi purchase coupons (called *Pepsi Notes*) located on larger sized packages (15). As part of this marketing campaign, PepsiCo employed a third grade spokesperson and a choir of

school students to sing the Pepsi jingle *The Joy of Cola!* Astoundingly, PepsiCo has also created its own branded sport, called *PepsiBall* in the US, which combines aspects of existing sports such as hockey, basketball and frisbee (16). This game was rolled out as a tournament within colleges, with opportunities to win Pepsi prizes and branded sports uniforms.

The increasing sponsorship of schools in the US has not gone unnoticed by the community and health advocates. For example, the Campaign for Commercial-Free Childhood, a coalition of health professionals and parents with the aim of limiting the impact of commercial culture on children, advocated successfully for the removal of McDonald's sponsorship of student report cards in Seminole County, Florida (17). Under this sponsorship agreement, McDonald's covered the cost of printing of the report cards (a mere US\$1,600) in return for promoting its brand to 27,000 children. Students were awarded a free Happy Meal if they received high grades, two or less absences per term or good behaviour (17).

United Kingdom

Other instances of spurious sponsorship promotions have occurred outside of the US. In the United Kingdom (UK) in 2003, Cadbury launched a marketing program within schools, ironically called *Get Active!*, where children were encouraged to purchase chocolate bars in exchange for school sporting equipment. Large discrepancies existed between the quantity of chocolate needing to be purchased and the value of donated equipment. For example to earn the top prize, a set of volleyball posts, children needed to consume 5,440 chocolate bars (900 for each member of the volleyball team), containing 33kg of fat and over five million kilojoules (18).

Further, despite a national policy from McDonald's in the UK, which specified that the fast food company would only target children with promotional activities for its healthier options, McDonald's were found to be distributing vouchers for Big Macs to school students (19).

Ireland

A survey of 331 secondary school principals in Ireland identified that while one-third of schools accepted commercial sponsorship, almost all schools did not have a formal policy regarding this sponsorship (20). Despite half of respondents reporting that they disagreed with the acceptance of commercial sponsorship in schools, most thought that this sponsorship was necessary to make up for inadequate funding for essential school equipment (20).

New Zealand

More locally, a survey of 77 primary schools and 79 secondary schools in New Zealand in 2002/03 indicated that almost all schools were involved in at least some form of sponsorship or incentive program, including corporate sponsorship of events or programs (43% of both primary schools and secondary schools), exclusivity agreements (3% and 41%), branded incentive programs (52% and 23%) and sponsored education materials (32% and 30%) (21). Despite this, few schools had established policies or processes to guide their involvement in these commercial activities. In addition, almost all primary schools and most secondary schools reported selling food products for fundraising, and this was most commonly unhealthy foods, including chocolate or confectionery (23% primary schools and 37% secondary schools), pizza, pies, hot dogs and sausages (23% and 19%), and biscuits, cakes or donuts (12% and 5%) (21).

In 1999, one school in New Zealand also planned to sell the naming rights to each of its classrooms and the school name, while all school sponsors were guaranteed product exclusivity and advertising rights for school events and publications (22).

Australia

Australia is not immune to such commercial promotions. In March 2009, McDonald's announced its full financial support for an online secondary school maths program (dubbed *McMaths*), under which agreement the program's home page featured a McDonald's logo and the words, "Proudly provided by your local McDonald's restaurant" (23). This sponsorship of school education materials had the support of the

Commonwealth Government and Australian Secondary Principals Association. No information is available at this time on the uptake or reach of this program.

Additionally in NSW, Coca-Cola Australia Foundation have provided sponsorship funding to the *Premier's Coca-Cola Active Lifestyle Scholarships* program, in which four AU\$15,000 scholarships are awarded annually to school and TAFE Physical Education teachers to conduct studies or visit institutions to improve health and physical education (24).

Table 3.1: Research studies examining food and beverage marketing within schools

Author (date)	Region, country	Study description	Study findings and conclusions
Consumers Union (1998) (8)	United States	An ad hoc assessment of a collection of sponsored materials provided to schools. This was not a systematic assessment of all available sponsored materials.	Over 200 samples of educational materials and programs sponsored by commercial entities were collected. Nearly 80% of sponsored materials were perceived to contain biased or incomplete information, and information that favoured the consumption of the sponsor’s product or economic agenda. A range of other sponsored activities were also found, including contests and incentive programs (n = 34).
Government Accountability Office (2000) (5)	United States	High, middle and elementary schools (n = 19) were assessed for the visibility, profitability and type of commercial activities available within schools. Schools were selected from seven school districts across three states, including California, Michigan and New Mexico.	Instances of commercial activities were found within all of the schools visited, although high schools had more commercial activity than elementary or middle schools. At all schools, product sales, such as through exclusivity contracts, were the most prevalent and lucrative activities. The most visible forms of direct advertising observed were soft drink advertisements on vending machines and high school scoreboards. However, other forms of advertising existed such as through electronic media and sponsorship programs. For example, schools in two districts aired <i>Channel One</i> , and two schools had recently signed contracts with <i>ZapMe!</i> agreeing to show advertising in exchange for equipment. Many of the schools distributed promotional materials, including book covers, free samples, and coupons, to students. Further, most of the elementary schools promoted a reading incentive program that rewarded students with a free pizza for reading a required

Author (date)	Region, country	Study description	Study findings and conclusions
			number of books.
Shaul (2004) (7)	United States	<p>State laws and regulations in all US states (n = 51) were reviewed for content relating to commercial activities within schools.</p> <p>A sample of policies from school districts (n = 61) was also assessed to determine if these were consistent with revised national regulations governing the use of student information in commercial activities (the Protection of Pupil Rights Amendment).</p>	<p>Following on from previous research in 2000 (5), described above, 13 states had enacted statutory/regulatory provisions relating to commercial activities in public schools, and 25 states had proposed laws that address these commercial activities. New regulations addressed the collection, disclosure or use of student information for marketing and selling purposes; mostly relating to food and beverage sales. Prior to 2000, only one state had passed a provision relating to the use of student data for commercial purposes.</p> <p>Surveyed schools continued to conduct a variety of commercial activities, particularly product sales. Almost two-thirds of the school districts had developed or were developing policies addressing the commercial use of student data. However, only a third of these policies specifically addressed the collection, disclosure or use of student information for commercial purposes.</p>
Molnar <i>et al.</i> (2008) (12)	United States	Primary school officials (n = 313) were surveyed on their schools' participation in marketing activities with corporations that sold high fat, high sugar foods during 2003/04.	Almost 40% of sampled schools participated in fundraising, 31% participated in incentive programs and 16% participated in exclusivity agreements with corporations that sold high fat, high sugar foods. Importantly, almost all (88%) of participants perceived that their schools would not be forced to reduce programs if this marketing was prohibited, and 54% supported increased regulation of this marketing.
Kelly <i>et al.</i> (2007) (20)	Ireland	Written questionnaires were completed by 331 secondary school Principals (45% response rate). Questions related to the	The majority of schools (88%) did not have a formal policy regarding commercial sponsorship, while over one-third of schools currently accepted sponsorship from commercial companies. The primary reason given for

Author (date)	Region, country	Study description	Study findings and conclusions
		<p>nature and extent of commercial marketing within schools, availability of sponsorship policies and attitudes towards marketing in schools.</p>	<p>accepting commercial sponsorship was inadequate funding for essential equipment (92% of those receiving sponsorship). Frequently sponsored items included sports equipment (71% of schools with sponsors), IT equipment (48%), competitions/prizes (40%) and education materials (20%).</p> <p>Half of respondents agreed that they had moral reservations about commercial sponsorship in schools and 70% thought that sponsorship should be restricted or banned within schools.</p>
<p>Richards <i>et al.</i> (2005) (21)</p>	<p>New Zealand</p>	<p>Primary schools (n = 77) and secondary schools (n = 79) were surveyed on their engagement in sponsorship and incentive partnerships in the previous 12 months.</p> <p>Key stakeholders in the health and education sectors (n = 53) were also surveyed on their perceptions of the potential health implications of vending machines, sponsorship and fundraising using products high fat, high sugar foods.</p>	<p>The majority of schools (83% of primary and 85% of secondary) reported participation in sponsorship, incentive and fundraising initiatives. However, only 4% of primary schools and 23% of secondary schools reported having relevant policies or processes to guide participation in these activities.</p> <p>Key stakeholders were primarily concerned that commercial activities within schools undermined classroom health education and that schools would be perceived as endorsing product consumption. Increasing awareness, pursuing alternative sources of funding, and developing policy guidelines or legislation to restrict these marketing activities were suggested to limit this sponsorship.</p>

3.2.1.3 Australian regulations governing in-school food marketing

Australia currently has no statutory regulations specifically pertaining to in-school food marketing, including sponsorship. Voluntary guidelines on commercial activities do exist and are outlined in the National Code on Commercial Sponsorship and Promotion in School Education (25). This code states that sponsorships and promotions in the school environment should not place undue pressure on children, parents and schools to purchase particular products or services. Organisations should not seek the endorsement of their products or services as a condition of sponsorship. The Australian Association of National Advertisers has also developed some guidelines for sponsorship within schools (26). These outline that sponsorship activities and products should not encourage unhealthy activities and should avoid placing pressure on students to purchase products or services. However, as these guidelines are not enforceable, the potential for further commercialisation of Australian schools is possible.

A report by the WHO on global regulations for food marketing to children outlines in-school marketing regulations in other countries (27). Between-country regulations vary greatly, ranging from the prohibition of commercial solicitation in Quebec, to the discretionary role of teachers in deciding which products are approved for use in schools, such as in the European Union.

In Australia, various state wide programs have been implemented to improve the nutritional quality of foods sold at school canteens and included in the educational curriculum. In NSW, the NSW Department of Education and Training and the NSW Department of Health have introduced the Healthy School Canteen Strategy, whereby it is mandatory for state-owned schools to provide food and beverages in accordance with the Australian Guide to Healthy Eating (28).

3.2.2 Sports settings

Ideologically at least, sport is strongly linked with health and health promotion (29). However, the association between sport and unhealthy corporate sponsors can undermine this link with health (30). While the sponsorship of children's sport may be

considered necessary to the viability of sporting activities, particularly as a high proportion of government sport funding is directed at the elite level (31, 32), this can be counterproductive if this sponsorship is not consistent with the goals and philosophy of community sports, as sponsorship arrangements can exert potential influences on sporting organisations and their participants (27).

3.2.2.1 Opportunities for commercial sponsorship of sport

Sports sponsorship encompasses a range of sponsorship levels including the sponsorship of sporting associations, teams, athletes, facilities, events, leagues and competitions (33). The advent of television coverage of sporting events has created an opportunity for widespread public exposure to sport sponsorship, and its associated event naming and corporate signage, including at stadiums and on players' uniforms and equipment (34).

i. Sponsorship of elite sporting events and persons

Fundamentally, it is the target market of the sponsor and the amount of money invested that are the main differences between the sponsorship of elite and local level sport (35). In elite sport, sponsorship often targets certain consumer groups through mass media publicity, and relatively large amounts of money are contributed from predominately corporate organisations (35).

Food and beverage company sponsorship campaigns

Large multinational companies have attempted to interpose at all levels of professional sport. In the UK for example, Coca-Cola invested more than £7 million in 2004 as part of a sponsorship deal with lower division football, for which specific branded merchandise were created to match different football teams' colours rather than the brand's usual red and white logo (36). Later in 2008, Gatorade signed up to become the official sponsor of the rugby union premiership in the UK (itself named the Guinness Premiership, after its other sponsor), covering all 12 of the league's clubs (37).

Coca-Cola have also been sponsors of the Fédération Internationale de Football Association (FIFA) World Cup since 1975 and its associated brand Powerade is now

linked with Football Federation Australia and is the 'official sports drink' of the Socceroos (38). Complementary promotional activities to coincide with this sponsorship included the launch of a new Powerade flavour, *Socceroo Strike*, and a television advertisement featuring the Socceroos. The sports drink *Soccerade* has also been developed by a competing company, which claims to be specifically formulated to meet the energy needs of footballers (39). The soccer World Cup attracts an astonishing audience, estimated at 314 million viewers per match in 2002, with huge marketing potential (40). Other sponsors of the World Cup include McDonald's and Budweiser beer.

KFC is also, incongruously, the 'official fast food restaurant' of Cricket Australia, a relationship that has been publicly criticised by leading health professionals due to the contradiction between unhealthy food and physical activity (41). This KFC sponsorship is estimated to be valued at AU\$8 million, and includes significant promotional opportunities, including signage at the grounds, access to players, naming rights for cricket competitions and announcements during games (42). Further, spectators have been able to vote for their favourite 'classic catches' during televised cricket broadcasts for a chance to win a year's supply of KFC (42).

One of the most visible and broadly telecast sporting events, the Olympic Games, has traditionally been associated with unhealthy food and beverage company sponsorship. For the past 40 years McDonald's has sponsored the Olympic Games, with an involved marketing campaign run during the 2008 Beijing Olympics, including a website featuring games where photographs of people's faces could be superimposed on Olympic athletes' bodies, and individual sponsorship of 200 children internationally to attend the Games and subsequently figure in McDonald's television advertisements (43). The champion US swimmer Michael Phelps, a McDonald's Global Ambassador, launched the program in Beijing.

Coca-Cola have announced their promotional campaign for the 2012 London Olympics, which includes forming an 'Eight-Pack' of Olympic athletes who will be the company's

‘Ambassadors of Active Living’ (44). This campaign corresponds with the soft drink manufacturer’s new product line of eight-pack mini-cans. This sponsorship of globally televised sporting events allows marketers to achieve global reach of their target audiences in a form that is universally understood (45).

The sponsorship of individual athletes is also common. As an extreme example, food and beverage products may be developed to specifically promote this sponsorship. In 2008 PepsiCo developed a new beverage line called *Gatorade Tiger*, named after the professional golf player Tiger Woods for whom the company was a major sponsor (46). The disparity between the energy requirements of elite athletes and the majority of the population are not indicated in such promotions, and can create the misleading impression that peak sporting performance is linked to high fat, sugar and/or salt food and beverages (47).

Gatorade has also developed its own sports research and education facility: the Gatorade Sports Science Institute, which aims to provide information on sports nutrition and exercise science to health professionals (48). Unsurprisingly, literature available on the Gatorade Sports Science Institute website emphasises improved sports performance and rehydration associated with electrolyte drinks. In one scientific article, the authors caution adherence to the US Institute of Medicine’s fluid and sodium dietary recommendations, claiming that for athletes or fitness enthusiasts, “some of these recommendations may not be appropriate, and - taken to an extreme - may be harmful” (49). In this paper, sports drinks are specifically recommended for rehydration, to encourage continued drinking and to replace electrolytes (49). Cola-Cola has also been linked with academic organisations related to physical activity, and was a major sponsor of the 3rd International Congress on Physical Activity and Public Health held in Toronto in 2010, together with Kellogg’s and Nestle (50).

Finally, the use of exclusivity agreements, particularly for soft drink companies, also spills over into the sporting arena. At the elite sports level, these contracts can have significant promotional and sales value, with large numbers of spectators attending

games at venues which sell only these products. Under these arrangements it is hoped that consumers will trial the product in ‘forced’ conditions, followed by repeated purchase in outside situations (51).

Research quantifying food and beverage sponsorship agreements

One research study from Australia has sought to determine the extent of food and alcohol sponsorship promotions in three televised cricket series, including two KFC Twenty20 Cricket matches and one XXXX Gold Beach Cricket match, broadcast in January-February 2008 (52). Each sponsor’s logo was visible for 44% to 74% of the match time, with matches lasting between 54 and 101 minutes. These logos were displayed almost ubiquitously across the cricket venues, including on players’, umpires’ and cheerleaders’ uniforms; equipment; banners; and even on promotional hats worn by spectators (52).

ii. Sponsorship of local level sporting events and teams

For local level sport, the sponsor’s target group is the players and, to a lesser degree, the spectators. While there appears to be differences in the target market and the types of sponsors involved in these different levels of sport, business’ motivations for sponsorship are similar; that is, for publicity or brand awareness, and patronage or increased sales opportunities (35). However, sponsorship of local events and clubs by local businesses may also provide an opportunity for these businesses to support their community and establish community relations (53).

Food and beverage sponsorship campaigns

In Australia, previous research has indicated that the majority of local level sports sponsors are local businesses with limited marketing budgets (35). Despite this, the sponsorship of local level sports clubs by larger corporations does occur, and commonly coincides with significant promotion in the wider media to publicise these associations. For example, in 2009, the soft drink manufacturer Schweppes announced its three-year multimillion dollar deal with Football Federation Australia, including the renamed *Cottees 5-a-Side* school program (54).

Also in Australia, the makers of the sports drink *Staminade* used a sponsorship campaign to raise awareness and market share of the brand within local level sport. The *Staminade Junior Sports Star competition* held in 2005/06 awarded AU\$10,000 to one junior sports person, aged less than 18 years, after an extensive competition entry process. Competition entrants were required to submit a written application, partake in a mini-documentary, and for the winner, feature in a television program broadcast on Fox Sports (55). This drawn out campaign built a high level of attention for the brand for comparatively little expenditure.

Similarly, the grocery retailer Woolworths has been criticised for its disproportionately high advertising expenditure to promote its *Fresh Foods Community Grants* scheme in Australia. This scheme provided grants of up to AU\$5,000 to community groups, including sports clubs, with a total of AU\$2 million provided. However, it is estimated that more than AU\$500,000 was spent promoting this initiative, including through television and billboard advertisements (56).

Local level food and beverage company sponsorship of sport has also been reported overseas. In 2008 in the UK, the sports drink Lucozade was involved in the sponsorship of grassroots football, and also established a major digital campaign, the *Lucozade Sport Performance League*, and viral (online) advertisements to promote this initiative (57). Also in the UK, McDonald's has aligned itself with junior football, through its launch of football open days at its fast food restaurants, which encouraged children, coaches and volunteers to register (58). Needless to say, this association was highly visible, through the use of branded signage at the open days and the promotion of this campaign in the media (58).

Research quantifying food and beverage sponsorship agreements

Little research is available that systematically quantifies the extent of commercial sponsorship within the sports setting. However, a study from New Zealand, which assessed sponsorship of the most popular sports for 5 to 17 year olds, found that

sponsorship was widespread, with 640 sponsors on 107 websites for national, regional and club level organisations (59). For those websites indicating any sponsorship, the range of sponsors was between one and 43. For local level sports clubs, the average number of sponsors was seven per club. This sponsorship differed by sport, with the highest number of sponsors recorded for rugby (mean = 13), touch rugby (mean = 10) and netball (mean = 9). Many of the sponsors were companies promoting products and services carrying health risks. Companies producing and promoting food and beverages high in fat, sugar and/or salt, gambling and alcohol were identified as sponsors twice as often as companies marketing products or services that were considered to promote good health. Under one sponsorship arrangement, junior touch rugby players received free refills of soft drink if they brought their sports bottles into the sponsoring fast food restaurant (59).

In Australia, only one published study is available to quantify commercial sponsorship of local sports clubs. Sibson (2005) assessed sponsorship practices at local level hockey clubs in Newcastle and identified that local level sport was becoming increasingly commercialised (35). This research which surveyed 15 hockey club executives about their sponsorship practices, found that local level sponsorship was typically arranged as either: i) once-off financial contributions, mostly from local businesses, to enable clubs to purchase uniforms with the sponsor's branding; and/or ii) the attainment of one or more major sponsors, each providing financial support on an annual basis. This regular sponsorship enabled the club to reduce annual fees or offset uniform and equipment costs (35). However, the latter sponsorship arrangement was less common, and was linked to successful on-field performances in the first grade men's competition (35).

Table 3.2 describes available research studies which have quantified food and beverage marketing within the sport setting.

3.2.2.3 Industry expenditure and scope of sport sponsorship

The most recent available data on the value and scope of overall sports sponsorship in Australia, from 1996-97, estimates the total business expenditure on sponsorship as

AU\$282 million (60% of sponsorship contributions for all causes and events), contributed by 22,700 businesses (60). However, industry reported estimates for corporate sports sponsorship far exceed this, with figures of AU\$850 million referenced in *Business Review Weekly*, and between AU\$750 million and \$1 billion estimated by the Confederation of Australian Sports (2000), a national peak sporting body (61). For the Sydney 2000 Olympics alone, US\$1.4 billion was spent on sponsorships (62). In addition significant funding is directed to leveraging these sponsorship arrangements through promotional campaigns, such as television and print advertisements. Data on alcohol sponsorship indicate that in 2008, sponsorship expenditure was estimated to be approximately AU\$300 million a year in Australia, compared to AU\$119 million for other forms of alcohol promotions (63).

The sponsorship of sporting events by food and beverage companies is predicted to continue to increase following widespread regulations prohibiting tobacco company sponsorship. For example, a spokesperson from the Institute of Sports Sponsorship in the UK reported that there may be an influx of soft drink company sponsorship for motor sports, following the fallout of tobacco sponsors (64). In Australia, food and alcohol companies comprise four of the top ten sports sponsors (based on industry data from 2004), with Uncle Toby's in first place, Nutri-Grain in third, Kellogg in ninth and Fosters in tenth (65).

According to the Australian Bureau of Statistics, the most common benefit for businesses received through sports sponsorship arrangements is the provision of signage, with 47% of all businesses providing sports sponsorship in Australia in 2000/01 receiving this benefit. Other frequently received benefits included the perception of the sponsor as a 'public good' (33%), such as being seen as a good corporate citizen; free tickets to events for the sponsor's employees (23%); sponsor's client entertainment, including corporate boxes for higher level competitions (20%); preferred supplier status or exclusivity agreements (8%), where the sponsor has the sole rights to sell its products at the venue/event; and naming rights (6%), where the sponsor's name is incorporated into the name of an event or activity (60).

Table 3.2: Research studies examining food and beverage marketing in sport settings

Author (date)	Region, country	Study description	Study findings and conclusions
Sibson (2005) (35)	Newcastle, Australia	Sports club officials at local level hockey clubs (n = 15) were surveyed about their club’s sponsorship practices.	Local level sponsorship was typically arranged as either: once-off contributions, mostly from local businesses, to enable clubs to purchase uniforms, with the sponsor’s branding; and/or longer term sponsors that provided funding on an annual basis. However, longer term sponsorship was less common.
Maher <i>et al.</i> (2006) (59)	New Zealand	Websites (n = 107) representing the national, regional and club level sporting organisations for most popular sports for children aged 5-17 years were assessed for sponsorship information. Identified sponsors were classified according to their product or service type and as either ‘healthy’ if they favoured improved nutrition; ‘unhealthy’ if they were counter to improved nutrition; or ‘mixed nutritional/health’ profile.	<p>The sponsorship of popular sports for young people was widespread and dominated by ‘unhealthy’ sponsors. Across all levels of sport, 640 sponsors were identified. Sponsors that were associated with unhealthy products, such as high fat, high sugar foods, gambling and alcohol, were over twice as common as sponsorship associated with products classified as healthy (33% vs. 16%).</p> <p>In particular, 33 sponsors were classified as sponsoring children’s sport. Significantly more of these sponsors were for unhealthy food compared to all other sponsorship (RR = 14.72; p < 0.001).</p>

<p>Sherriff <i>et al.</i> (2009) (52)</p>	<p>Australia</p>	<p>Recordings of three televised cricket matches were assessed for the promotion the events' major sponsors (KFC or XXXX Gold beer). Placement of sponsor's logos as well as total time the sponsor's logo was visible onscreen were measured.</p>	<p>Sponsor's logos were placed on players', umpires' and cheerleaders' uniforms, as well as around multiple areas of cricket fields, including playing surfaces, stumps, bats, fences, scoreboards, flags and banners and promotional hats worn by spectators.</p> <p>Each sponsor's logo was visible during 44% to 74% of the match time. In addition, between 3 minutes and 28 minutes of paid advertising during advertisement breaks were also for these sponsors.</p>
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3.2.3 Other settings

Outside of school and sport settings, event sponsorship has become increasingly popular as a marketing tool (66), so much so that it is almost impossible to find a public event that is not sponsored (67). For example, the sponsorship of music festivals has been cited as a potential opportunity to target young people. The association of corporate brands with popular entertainment can confer the perception of ‘coolness’ with the brand (66). In some instances, food and beverage companies have created events themselves (rather than sponsoring an existing event) for the specific purpose of marketing their products to a captive audience. In London, Masterfoods organised a two-day Snickers youth music and sport event, to promote the confectionery brand (68). In the US, McDonald’s has also sponsored a girl band called the *Beach Girlz* who recorded a song called *I’m Lovin’ It*, reminiscent of the fast food restaurant’s tag phrase (69).

3.3 Responses to food and beverage company sponsorship

3.3.1 Awareness and response to food and beverage company sponsorship to children

3.3.1.1 Opposition of food and beverage company sponsorship to children

Health and advocacy groups have long denounced sponsorship practices of sporting events by unhealthy food and beverage companies, and this disapproval has been repeated in policy discussions. In 2010, the WHO released a set of recommendations to limit the marketing of unhealthy food and beverages to children (70). These recommendations were developed in consultation with WHO Member States, and ratified at the sixty-third World Health Assembly, with the aim to guide Member States in developing new and/or strengthening existing policies on food marketing to children. One of the major recommendations included restricting commercial messages for food and beverages high in saturated fats, trans-fatty acids, free sugars or salt from settings where children gather, including sporting activities (70).

Similarly, in the Sydney Principles; developed by the International Obesity Taskforce in consultation with health professionals and consumer and industry bodies as a benchmark for regulating food marketing to children, limiting

commercial marketing through sponsorship was recognised as an important area (71). Further, the Australian National Preventative Health Taskforce, described in Chapter 1, section 1.1, recommended the banning of alcohol company sponsorship of sporting and cultural events as a priority area (72). These recommendations have also been strongly supported by many public health groups and government. The Australian Greens Party in particular has secured funding to establish a \$25 million Health Sponsorship Fund, based on funding hypothecated from a tax on alcopops (73). This funding could potentially allow sports clubs to be less reliant on sponsorship by alcohol companies.

Some examples of the community's, health professionals' and governments' opposition to food and beverage company sponsorship to children from different countries are highlighted below.

Australia

Currently, in Australia there are no regulations that restrict the promotion of unhealthy food products to children through sponsorship, although community support for sponsorship restrictions exists. In Victoria, a telephone survey of 1,500 randomly sampled adults in 2009 identified that 53% were opposed to the sponsorship of community sports clubs by unhealthy food and beverage companies, while 55% were opposed to alcohol sponsorship (74). However, support for sponsorship restrictions would increase considerably, to 81% and 83% respectively, should sports clubs be supported to replace any lost revenue (74). Interestingly, a higher proportion of respondents were supportive of sponsorship restrictions for unhealthy food and beverage companies than were for the removal of unhealthy food and drinks from sports canteens (53% vs. 49%) (74).

In a telephone survey of 400 randomly sampled Australian parents (2007), three-quarters of parents were concerned about the practice of food marketing to children through sports sponsorship (75). The online advocacy group Parents Jury also conducted an opinion poll of its members (n > 4,000) relating to the sponsorship of children's sport by unhealthy food and beverage companies (76). Almost 70% of participating parent members agreed that government should establish regulations to prohibit this type of sponsorship for all sports while 20% thought this should only be

banned for children's sports. Further, 40% of parents reported that their child's sport was sponsored by an unhealthy food or beverage company, either at the local, state or national level. Most frequently these associations were between McDonald's and Little Athletics, Nestle Milo and Cricket Australia, and Kellogg's Nutri-Grain and Surf Life Saving (76).

In a survey conducted by the industry group Sweeney Sports in 2003/04 of over 1,000 consumers, fast food outlets were one of the least favoured types of sports sponsors, coming only before gambling and lottery companies and cigarette manufacturers (65). Positively, health promotion campaigns, such as *Life. Be in it* were amongst the most favoured of potential sponsors.

Canada

A preference for sponsorship arrangements by companies that promote healthier products has also been demonstrated in Canada. In a survey by Danyichuk *et al.* (2009), university students and fitness club members (n = 253) reported that the most desirable food and non-alcoholic beverage sports sponsors were perceived as water companies, sports drinks, healthy snacks and juice manufacturers and the least desirable were 'junk' food and fast food sponsors, as these did not correspond with sport's healthy message (77). However, the perception that the association between sport and sports drinks is desirable is concerning as these drinks contain added sugars and are not required for rehydration during most sporting activities. Despite this disapproval of unhealthy food and beverage sponsors, participants were not in favour of government regulation of this type of promotion. Notably, the more frequently a person reported consuming fast food, the more likely they were to approve of this type of sponsorship (77).

United Kingdom

In the UK in 2003, the Food Commission called for more responsible sponsorship practices by national sporting bodies, following the sponsorship of the UK Football Association by McDonald's (78). This sponsorship arrangement was established despite a policy from the sporting industry's governing body, Sport England, not to enter into sponsorship agreements with companies that manufactured or sold products that were incompatible with a healthy lifestyle (78).

In addition, the increasing awareness of the impact of alcohol abuse on society (79) have led to calls to limit this form of sport sponsorship. In 2006 in the UK, the Advisory Council on the Misuse of Drugs urged the government to prohibit alcohol companies from sponsoring youth events, such as music festivals (80).

New Zealand

In New Zealand the Canterbury District Health Board, which comprised the largest group of entrants in the 2006 New Zealand City-to-Surf fun run, withdrew their support of the event following its sponsorship by Powerade, claiming the drink was high in sugar and promoted obesity (77).

3.3.1.2 Support of food and beverage company sponsorship to children

While some advocacy groups have vocalised their opposition to food and beverage company sponsorship of sporting events and activities, as described above, these findings are in opposition to other surveys, which have found that people perceive sponsorship as a critical element of sport funding (81), a means through which sport can be sustained and to retain affordable sporting costs, such as tickets (82). Others have argued that the costs of tickets to sporting events are unlikely to change as these are typically set to the maximum price that the market can bear; thus revenue losses from sponsorship restrictions would result in reductions to player salaries for professional athletes, and administrative overheads, leading to poorer quality sporting events (83).

These opinions are further perpetuated by sponsoring corporations. For example, in August 2009 the Australian managing director of Cadbury announced that any restriction of food manufacturers' sponsorship of sporting events and teams would impede the viability of Australian sport (84). This followed the AU\$2 million sponsorship deal between Cadbury and the Australian Olympics Committee.

Public acceptance of sponsorship from companies promoting unhealthy products has also been demonstrated in surveys with children. In a survey of 14 year olds in New Zealand (n = 366), while non-smokers and irregular smokers perceived that tobacco

sponsorship of sport was ‘a bad thing’, the majority of children believed that this sponsorship was important as it helped to pay for events (85).

3.3.2 Mechanisms to reduce unhealthy food and beverage company sponsorship to children

3.3.2.1 Health Promotion Foundations

While funding for community sport is often sought from alternative, non-commercial sources, such as registration or membership fees, government sources, charities and fundraising, sponsorship activities are increasingly seen as an important funding source required for organisational viability (86). However, compensatory funding strategies are possible, and may be necessary, in order to ensure the sustainability of sporting organisations in the advent of sponsorship restrictions. Such measures were used in Australia with the introduction of tobacco sponsorship regulations, whereby financial assistance was provided by the state and territory governments of the ACT, South Australia, Victoria and Western Australia (WA) to sport and event organisers to offset the revenue losses of organisations who had previously been reliant on tobacco funding (83). This funding was generated by state and territory governments and was distributed to sports and cultural organisations through Health Promotion Foundations (83).

The Victorian Health Promotion Foundation (VicHealth) was established in 1987, through the Tobacco Act, as a mechanism to replace tobacco sponsorship of sport with health promotion sponsorship (87). Funding for VicHealth was initially generated through a hypothecated or dedicated 5% levy on the wholesale distribution of tobacco. However in 1997, a High Court decision deeming that it was unconstitutional to charge state-based tobacco taxes led to the funding of Health Promotion Foundations through consolidated revenue (88). Between 1987 and 1991, three out of Australia’s seven other states and territories adopted similar schemes, including the WA Health Promotion Foundation (Healthway), South Australian Foundation SA (later named Living Health) and the ACT Health Promotion Fund (later named Heathpact, then ACT Health Promotions Grants). However, in 1997 Living Health was disbanded. It is important to note those Australian states and territories, including NSW, Northern Territory, Queensland and Tasmania, which

have so far declined from instituting Health Promotion Foundations, thereby limiting the usefulness of this initiative from a national perspective.

While there are variations to the structure and function of these foundations, each has a legislative mandate to provide replacement sponsorship to organisations previously supported through tobacco sponsorship, with additional resources provided to distribute a novel source of health sponsorship to groups willing to promote health (88). For example, Healthway and VicHealth have used these health sponsorships as an opportunity to work with the recreational sector to introduce health promoting policies or structural change and to target hard to reach community groups (88). In these arrangements, reciprocal agreements are made between the community groups and the Health Promotion Foundation, whereby the sports organisation receives funding in return for the implementation of healthy policies and practices (88), including smoke-free environments, the provision of healthy food, responsible service of alcohol and sun protection. The introduction of these healthy policies assists in changing social norms about related behaviours, such as smoking in public (88). Concurrently, Healthway and VicHealth also award sponsorship support grants to other non-government health agencies to promote healthy messages and support sporting organisations (89).

Health sponsorships have also adopted strategies such as team and event naming rights, signage on equipment and uniforms and advertising on billboards and scoreboards to raise awareness of health promotion messages. Examples of these healthy sponsorship campaigns have included the WA National Baseball League sponsorship by the health message *Strike Out Smoking* since 1995 (90); and the sponsorship of the 2010 Australian Athletics Championships by the *Go for 2 & 5* fruit and vegetable campaign (91). Sports figures have been used as champions to promote healthy messages, not unlike corporate use of sports figures for product endorsement (92). Health sponsorship is underpinned by social learning theory, whereby individual behaviour change is more likely to be sustained if it takes place in supportive environments (88).

A similar approach has been proposed by Healthway to replace community level sports sponsorship by fast food restaurants, and alcohol, soft drink and confectionery

companies (93). In March 2009, Healthway signed a AU\$1 million funding agreement with Netball WA and the state's elite woman's netball team, under the condition that they phase out their association with sponsors promoting inconsistent health messages (94). This resulted in the termination of an existing sponsorship agreement between the netball organisations and the fast food restaurant chain Hungry Jacks (93). Later in 2010, Healthway introduced a co-sponsorship policy, restricting organisations that receive funding from the Health Promotion Foundation from simultaneously partnering with commercial organisations promoting unhealthy brands or messages (95).

The replacement of tobacco sponsorship with health sponsorship is also evident internationally including in California and New Zealand (51). Furthermore, in the UK, to coincide with bans on tobacco company sponsorship of sport, a taskforce was established by government to assist major sporting organisations to identify alternative sponsors (96).

3.3.2.2 Sponsorship guidelines

In NSW, food and beverage company sponsorship to children within schools has been monitored by the NSW School Sport Foundation. This foundation was established in 1997 by the NSW Department of Education and Training, NSW Teachers Federation and the Federation of Parents and Citizens Association of NSW. Under this initiative guidelines were developed for sponsorship arrangements within schools. This initiative assisted in reducing school sponsorship from McDonald's from AU\$296,000 in 1995 to \$20,000 in 1996, following the establishment of these guidelines (97). McDonald's was regarded as a controversial sponsor and asked to withdraw support from schools. However, it appears that more recently McDonald's has reinvigorated its campaign within schools through its sponsored online maths program, described above in section 3.2.1.

The adoption of guidelines for commercial sponsorship is an accepted and expected practice across many health organisations and programs. Such guidelines often exclude sponsorship agreements if the sponsoring company or their products are inconsistent with the organisation's health goals. For example, the Hunter New

England Area Health Service *Good for Kids, Good for Life* childhood obesity prevention program holds sponsorship guidelines which preclude sponsorship by food and beverage products deemed to be energy dense and micronutrient poor, and which may contribute to unhealthy weight gain (98).

3.3.2.3 Other funding structures

Another proposed method for limiting the impact of unhealthy commercial sponsorship whilst maintaining the viability of sporting organisations could be to establish a managed ‘blind fund’ through which sponsors could maintain their ‘charitable’ contributions without being linked to a particular sporting club (59). Such a scheme could be managed by either government, non-government organisations or sports representative bodies and funding distributed to clubs appropriately. The commercial incentives for sponsors would likely be diminished; however this could be somewhat maintained through a compromise agreement where sponsors could promote their association with sport more generally rather than through individual clubs.

3.3.2.4 Public health advocacy

Effective public health advocacy is an important tool to stimulate policy discussions on the need for, and how best to approach, restrictions to unhealthy food and beverage sponsorship. Public health advocacy could be used as a means to bring about any of the proposed mechanisms for limiting unhealthy food and beverage sponsorship described above, including government interventions or regulations, or the development of policies or guidelines to restrict this marketing at the sporting organisation level.

Ideally, public health advocacy should aim to draw attention to the issue of unhealthy food and beverage sport sponsorship, gain support of key constituencies, such as governments and sporting organisations in order to influence policy decisions, and ultimately to bring about changes to create healthier environments (99).

In order to effectively advocate for restrictions to unhealthy food and beverage sponsorship to children, a range of criteria must be met, including the acquisition of information to support the need for policy change, such as demonstrating the extent

of unhealthy food and beverage sponsorship, and information relating to policy development, such as potential mechanisms through which restrictions could be implemented (99).

3.4 Comparison with tobacco and alcohol sponsorship to children

To date, much of the discussion relating to sport sponsorship, from both a research and policy perspective, has originated from tobacco and alcohol control fields. It is useful to explore these other domains of sponsorship when considering potential industry motivations for food and beverage sponsorship and the effect that this sponsorship may have on children, as there are likely to be many congruencies between these areas. Further, lessons learnt from the restriction of tobacco and alcohol sport sponsorship could be practicably applied to restrict unhealthy food and beverage sponsorship of children's sport. Some commentators have proposed that strategies used by the food and beverage industry to prevent regulatory interventions on the marketing of unhealthy products mirrors that of the tobacco industry, whose tactics included denying scientific evidence of the harms of product consumption, discrediting opponents, forming alliances with governments and academics, and heavily promoting its products to youth (100).

In 2000, alcohol and tobacco company sponsorship contributed the second largest proportion of sport sponsorship worldwide, after car manufacturers (101). This sport sponsorship serves to link these unhealthy products with athleticism, competition and excitement, and provide a visible association between the product and sporting role models (102). The relationship between these companies promoting tobacco and alcohol, and similarly unhealthy food and beverages, and the healthy lifestyles associated with sport, appears to contradict the very *raison d'être* for sport (83). Of particular concern is children's exposure to this sponsorship and the association between these products and healthy images, like sport.

3.4.1 Tobacco and alcohol industry motivation for sport sponsorship

3.4.1.1 Generating goodwill

Cause-related sponsorship can be used to counter negative feelings towards the sponsor, such as the negative health effects of the sponsor's product, to re-establish

some credibility (103) and to position the sponsor as a good corporate citizen (104). Sponsorship can also assist in creating allegiances between the sponsor and the recipient, which helps to generate support for counter policy enactment as they may be less likely to criticise the company or advocate for regulatory policies (105). Sponsorship by tobacco and alcohol companies can be used here as examples of this practice. In previously secret tobacco industry documents, a spokesperson for the RJ Reynolds Tobacco Company was quoted as saying “NASCAR alone has been instrumental in killing tax increases [for tobacco products] in Florida and Alabama”, as a response to significant sponsorship contributions by RJ Reynolds to this sport (106). In 1985, tobacco companies and sports promotion groups also united to form the Committee for Affordable Sports and Entertainment to oppose restrictions to tobacco sponsorship of sporting events (106).

Increasing public scrutiny on the extent of unhealthy food marketing to children and the effect that this may be having on children’s dietary habits and weight status, as well as increasing calls from public health and consumer groups to restrict this marketing (107), means that food companies may also be likely to seek opportunities to generate goodwill amongst the community, such as through sport sponsorship.

3.4.1.2 Countering restrictions to traditional marketing

The increase in tobacco and alcohol sponsorship in some countries has reflected legislative restrictions on other forms of advertising for these products (108). Sponsorship initially emerged as a widespread marketing medium when tobacco and alcohol companies were precluded from advertising in traditional broadcast media (109). Typically, restrictions on sponsorship by tobacco and alcohol companies have been less prevalent, and therefore sponsorship has been used as a means to circumvent advertising restrictions. To this end, sponsorship has been described by tobacco control advocates as “today’s leading vector for the spread of lung cancer” (110).

An analysis of international tobacco advertising restrictions in 1999 indicated that of the 98 countries with tobacco control legislation, 88 had regulations that restricted advertising, while only 26 had regulations relating to sponsorship activities (85). However, the sponsorship of sporting and cultural events by tobacco and alcohol

companies is considered to be a blatant breach of the spirit of these marketing regulations (83). In 1985, the Federal High Court of Australia ruled that the sponsorship of the 1982 rugby league grand final by the tobacco manufacturer Winfield was “intended as an advertising opportunity rather than an act of sporting philanthropy” and was in violation of tobacco advertising restrictions (111).

Restricting children’s exposure to the marketing of unhealthy food and beverages has been targeted as part of a comprehensive approach to childhood obesity prevention (112). While policy discussions have acknowledged the need to consider the broader scope of media used to market food and beverages to children, discussions have continued to predominantly focus on restricting television food advertising (112). As with tobacco and alcohol marketing, restricting only selected forms of food and beverage marketing is likely to result in a shift in the types of strategies and media used by food and beverage companies to less traditional forms of marketing, including sponsorship. It is therefore imperative that any restrictions on unhealthy food and beverage marketing to children consider all forms of marketing including sport sponsorship.

3.4.2 Sponsorship by tobacco companies

The following provides an account of tobacco industry sponsorship of youth and sporting events. It is conceivable that these strategies may similarly be adopted by food and beverage companies to access young people with marketing messages. Indeed, the use of these strategies has been demonstrated in sponsorship arrangements by food and beverage companies, as described in section 3.2.2 above. Examining the extent of tobacco sponsorship may help to predict the potential scope of food and beverage sponsorship in future, particularly in the advent of marketing restrictions for traditional media.

3.4.2.1 Tobacco company sponsorship of youth events

The sponsorship of community programs and cultural events by tobacco companies has been significant. In the US, between 1995 and 1999 the tobacco industry spent US\$4.3 million on the sponsorship of festival, visual and performing arts events (113). These marketing activities have been successful in portraying an image of corporate social responsibility and respectability. In a study of 14,767 Canadian

secondary school students, regular smokers were more likely to perceive that tobacco companies did good things for their community (114).

Further, the sponsorship of youth dance and fashion events provides an opportunity to leverage the association of these events and other youth brands with tobacco companies, to normalise smoking as a youth activity (115) and to build the product into group culture (116). For the tobacco industry, penetrating this adolescent market is considered a key marketing strategy as smoking habits develop at this life stage (117).

Australia

In Australia, the federal government has incrementally introduced a ban on tobacco marketing since 1973, including for sports sponsorship which was mostly phased out by 1996 (following the introduction of the Tobacco Advertising Prohibition Act in 1992), with additional restrictions on the sponsorship of major international sporting events introduced in 2006 (118). Despite this, tobacco advertisers continue to spend substantial amounts on promoting their products. One strategy to circumvent marketing restrictions is event-based marketing for events attended by, or appealing to, adolescents or young adults (118). In 2000, the international tobacco giant Phillip Morris sponsored a youth dance party, in return for its corporate colours to be on display and for attractive retail assistants to “roam the dance floor looking for customers” (118). In 2000 and 2001, Phillip Morris also sponsored a series of Internet promoted fashion events in Australia, which displayed advertisements for the tobacco brand (119).

United States

An increase in tobacco sponsorship of concerts and other events has also been seen in the US, following the inception of the Master Settlement Agreement in 1998, which banned the use of youth-directed tobacco marketing using traditional media (120). In 2001/02, the tobacco brand Camel’s *Casbah* events (held within bars targeting young adults) were themed with Camel costumed staff, flavoured cigarette samples and gifts, including branded cigarette holders (116). Between 1996 and 2000, the tobacco brand Brown and Williamson also sponsored a talent contest, with bands competing for a US\$100,000 prize (116).

3.4.2.2 Tobacco company sport sponsorship

Internationally, tobacco related sponsorship of sport has also frequently been demonstrated.

Canada

In Canada, the tobacco brand Player's has been a major sponsor of the Championship Auto Racing Teams (CART) series since 1961. Internal tobacco company documents, released in later court proceedings against the tobacco industry in Canada, revealed Player's intentions to develop a media program, including sport sponsorship, which specifically targeted those with a "youthful, masculine lifestyle" (121). In 1999, British American Tobacco also established the *British American Racing Team*, complete with a logo of a speeding tobacco leaf (122).

United States

More recently, Rosenberg and Siegel (2001) systematically identified all tobacco related sponsorships in the US between 1995 and 1999; involving 2,733 events, activities and organisations at an estimated cost of US\$365 million (113). Sporting events, including rodeo and motor sports, contributed to the highest amount of tobacco company sponsorships. However, the real value of this marketing was likely to be much higher, due to the considerable exposure they attracted. For example, video data of the 1989 Marlboro Grand Prix revealed 5,933 mentions or sightings of the Marlboro brand (123). The estimated exposure time achieved through tobacco company sports sponsorship was valued at the equivalent of US\$411 million in television advertising from motor sports sponsorship for the years 1997 to 1999 alone (123). This increased to over US\$609 million between 2000 and 2002 (124). After adjusting for inflation, the relative increase in the value of tobacco sponsorship increased by 67% between 1997 and 2002 (124). Further in 2000, Siegel identified 304 tobacco company sponsorships in the US, including 21 targeted towards women and youth (125).

3.4.2.3 Restricting tobacco company sponsorship

In some instances, public health advocates have attempted to reduce exposure to tobacco sponsorship where statutory regulations failed to limit this marketing. However, often the income generated by sporting organisations from such

sponsorship is substantial and is seen as an important revenue source for sporting events. Therefore, the commercial viability of events has superseded any health concerns related to these sponsorship arrangements (79).

United States

One example where public health advocacy has been effective is in California, where the Health Department provided knowledge and support for Hispanic community groups to develop policies to prevent the uptake of sponsorship by tobacco companies (104). In this program the California Hispanic/Latino Tobacco Education Network provided education to Hispanic groups and businesses to inform them of the risks of pro-tobacco influences on smoking uptake, encourage them to adopt policies against tobacco sponsorship and provided training on how to obtain alternative sources of funding and sponsorship. Six out of 38 identified community groups developed written policies to preclude tobacco industry funding (104). Some key health promotion principles associated with this program, which could be transferred to advocacy efforts relating to food and beverage company sponsorship, included developing the knowledge and skills of Hispanic groups to determine the tobacco industry's marketing tactics and the development of appropriate policies to limit this marketing; and community engagement, whereby community groups were provided with support to develop their own specialised policy instruments (104).

Additionally, this program offers some useful tactical learnings for future initiatives which aim to encourage the adoption of sponsorship policies. Specifically, future programs need to understand the policy continuum, whereby organisations may want to initially adopt a verbal or temporary policy. Rewarding all positive steps towards policy development, such as through the provision of certificates and, where possible, providing assistance with alternative financial sponsorship would also be useful (104). Assisting groups to refuse unhealthy sponsorship also requires building relationships and trust with organisations, and providing persuasive and compelling evidence about the negative effects of this sponsorship (104).

Internationally

In 2002, the WHO together with the international governing bodies of football and the Olympic Games, including FIFA and the International Olympics Committee

(IOC), and a number of prominent athletes, launched the *Tobacco Free Sports* campaign, to eliminate tobacco sponsorship from sport worldwide (126).

Despite the ban on tobacco company sponsorship of sport in Australia and much of the Western world today, this marketing practice continues in many developing countries. For example, in the 2004 Chinese Grand Prix in Shanghai, sponsorship was permitted by British American Tobacco, including allowing a car to be sponsored by the tobacco company (127). Company sentiments towards this sponsorship arrangement were evident from the 1997 report by British American Tobacco's Chief Executive, which stated that "a critical issue behind this proposal [to build brand awareness and enhance imagery in China and India] is the offensive and defensive objective of dominating Formula One throughout Asia and the Far East ahead of Marlboro" (128). The continued sponsorship of large scale international sporting events such as the Grand Prix in developing countries undermines sponsorship restrictions in other countries (127) and allows the sustained exposure to this form of marketing globally by the 300 million viewers of Formula One racing through the continued use of branded stadium signs and other on-site promotions (123).

3.4.3 Sponsorship by alcohol companies

3.4.3.1 Alcohol company sport sponsorship

Alcohol and sport are two icons of Australian culture, and thus sponsorship agreements which link these symbols are considered an effective marketing method to shape consumer brand attitudes (129). For alcohol companies, sport provides an opportunity to reach their major target market of young males (130). The WHO in the Global Status Report on Alcohol and Young People highlights the trend for the shift in marketing expenditure away from traditional broadcast media to 'below-the-line' marketing, including sport sponsorship (131). Considering the many negative social and health related effects of (excess) alcohol consumption, the acceptability of these sponsorship arrangements has been questioned. Further, the paradoxical relationship between alcohol companies and some sporting competitions, such as the National Association for Stock Car Auto and the V8 Supercars, promotes incongruous messages to young spectators about mixing drinking and driving (132, 133).

Comparatively little research has been conducted on the effect of alcohol sponsorship of events, such as sport, on people participating in, attending or watching these events, with consequently a significant knowledge gap for the development of policy recommendations (132). Theoretically however, the relationship between alcohol sponsorship and individuals' consumption behaviours may follow a similar pathway to that established for tobacco (132). Indeed the same could be said for sponsorship by the food and beverage industry.

Currently in Australia, industry regulations limit the promotion of alcohol brands at sporting events targeting children, although this precludes businesses that sell alcohol, such as pubs and clubs (133). Additionally, some organisations, such as the IOC are cognisant that sponsorship by tobacco and hard liquor or spirit companies is incongruent with Olympic ideals, and therefore these organisations refuse sponsorship by such companies (79). However, the IOC continues to accept sponsorship from alcohol companies promoting beer (79). Individual sporting clubs have also instigated their own policies to avoid any direct association between the club's alcohol sponsors and younger members (129).

Consumer surveys have indicated that in general attitudes towards alcohol sponsorship of sport are more relaxed than for sponsorship by tobacco companies (79). In a survey of American adults (n = 248) in 1999, reported levels of acceptance of the sponsorship of the Olympic Games by the beer company Budweiser was significantly higher than for sponsorship by tobacco companies (79).

However, evidence that alcohol sponsorship of televised sports can create positive associations between alcoholic products and sport (134), and increasing awareness of the impact of alcohol abuse on society (79), has led to calls to limit this sponsorship. As noted in section 3.3.1 above, in Australia the National Preventative Health Taskforce recommended banning alcohol company sponsorship of sporting events (72) and in the UK, the Advisory Council on the Misuse of Drugs urged the government to prohibit alcohol companies from sponsoring youth events, such as music festivals (80).

Internationally, an analysis of 31 major sporting events broadcast in the US between 2000 and 2002, assessed video broadcasts for the presence of stadium signage (e.g., billboards, banners and signs); physical or audible on-site promotions apparent to spectators at the event (e.g., signage on uniforms); product sponsorships only perceived by the viewing audience (e.g., on-screen graphics and voice over announcements); and traditional advertisements (135). Sponsorship promotions were more prevalent for alcohol companies than for tobacco; with almost four minutes of stadium signage for alcohol brands per hour, nine minutes per hour of broadcasting including beer logos on score boards, and 37 minutes per hour showing alcohol logos on boxing rings, compared to two minutes per hour for tobacco stadium signs or other on-site promotions (135).

To compound the effect of alcohol sponsorship of sport, research has also found that the majority of television advertisements for alcohol products occur during televised sporting events (136) and these often depict images of sport and recreation (137). One US study which assessed television coverage from major sporting events between 1999 and 2002 found 144 alcohol advertisements in 31 sporting events, or 103 hours of programming (138).

3.5 Effect of corporate sponsorship on children's preferences, purchasing behaviours and product consumption

3.5.1 Methods for measuring the effect of sponsorship

The major market objective of sponsorship is to influence consumers' attitudes towards a product and behavioural intentions, including product purchases (139). Hastings and colleagues outline two major streams of research for exploring the effect of marketing on these outcomes: econometric studies, which compare the relationship between product consumption, using sales data as a proxy measure, and marketing expenditure; and consumer studies, which explore how people's product knowledge, attitudes and behaviour vary with marketing exposure (140). In the instance of sponsorship, findings from econometric studies may not be a valid indicator of exposure effects, as relative expenditure on sponsorship is low compared to its exposure value, as described in section 3.4.2 above. Alternatively, any increase in the market share of sponsoring companies following sponsorship campaigns can

provide associative evidence linking sponsorship with product purchases. As one example, the market share of Pepsi increased steadily in Uruguay since it began sponsoring one of the country's leading football teams (141). Market research indicated that 95% of Uruguayans were aware of this sponsorship deal (141).

3.5.2 Consumer studies

Empirical evidence from consumer studies has repeatedly demonstrated that sponsorship has an impact on product recall and product related attitudes and behavioural intentions (139). Of note, while these direct effects on attitudes and behaviour are important, also of concern is the extent to which corporate sponsorship for unhealthy products creates an atmosphere of positive sentiments towards such products (134). In fact, Harris and colleagues warn against the over-simplification of models which assist to explain the effects of marketing (142). Traditionally, these conceptual models have proposed an information-processing approach, in which product preferences, attitudes and beliefs are mediated by marketing. However, many advertising campaigns serve to enhance brand image and develop positive brand associations, rather than simply asserting the product's superiority over similar brands (142). Marketing may also act as an immediate environmental cue that triggers product purchase and consumption, in the absence of any effect on food attitudes and beliefs (142).

3.5.2.1 Effect of corporate sponsorship on children's product recall and preferences

A summary of consumer studies examining the effects of commercial sponsorship of tobacco, alcohol and food and beverages on children is presented in Table 3.3.

United Kingdom

In a study of 11 to 16 year olds (n = 880) from the UK, which asked children to recall cigarette brands that were associated with sport, significantly higher recall levels were found for cigarette brands which had been linked to the sponsorship of major televised sporting events (143). The survey was conducted following a snooker championship sponsored by the tobacco brand Benson & Hedges, and this brand was the primary brand nominated by 57% of the sample as being associated with sport. As such, the sponsorship of televised sporting events may act to inform

viewers about tobacco brands and link these with sport, in much the same way as traditional forms of advertising (143).

Later research from the UK asked 12 to 13 year old boys from 22 schools about their preferred sport, recall of cigarette brands and smoking behaviours in 1994 and again in 1995. Overall, 12% (1994) and 14% (1995) of boys named car racing as their favourite sport and these boys were significantly more likely than others to recall Marlboro (odds ratio (OR) 1.91) and Camel (OR 1.92) cigarette brands, two brands which are commonly associated with car racing sponsorship (144). Further, those boys who named car racing as their favourite sport in 1994 were significantly more likely to report that they smoked in the 1995 survey (OR 1.96). Extrapolating this finding, the authors suggest that almost 13% of current non-smoking boys who watch car racing in the UK would take up smoking, compared to 7% of other boys who did not watch this sport (144). However, these prevalence estimates must be interpreted with caution as they are based on one study for which the relationship between tobacco sponsorship and smoking initiation was found to be associative rather than causal.

Research from the UK has also indicated that younger children may be more vulnerable to the effects of sponsorship as they are more likely to be unaware of its commercial and persuasive purpose. Findings from qualitative research with children aged six to 16 years, in which children were presented with magazine advertisements for the sponsorship of the Grand Prix by a tobacco company, indicate that those under 10 years of age were less aware that the intention of sponsorship was to promote cigarettes (145). In one advertisement that portrayed imagery of a holiday as well as John Player Special cigarettes, 22% of primary school children were aware that it was an advertisement for cigarettes compared to 91% of secondary school children (145).

Despite this, older children may be better able to recall brands involved in sponsorships and are thus still at risk of being influenced by these arrangements. In interviews with children aged six to 17 years ($n = 726$) to determine their awareness of cigarette brand sponsorship of sport, about a third of 10 and 11 year olds and more than half of the secondary school children were able to specify a cigarette brand and

a sponsored sport, compared to only 3% of 6 and 7 year olds and 14% of 8 and 9 year olds (146).

Canada

Older children may also be more likely to identify themselves with a sponsoring brand, which may impact on the likelihood of product consumption. This was demonstrated in research from Canada which asked children aged 13 to 15 years (n = 98) about the perceived personality traits of cigarette brands, such as excitement, sophistication and ruggedness, and the extent to which they could relate themselves to a brand. Children were surveyed before and immediately after the Montreal Formula One Grand Prix, which was sponsored by eight different cigarette brands. Respondents' age was significantly and positively associated with the perception that sponsoring brands were 'rugged' and their ability to identify with the brand. Importantly, both an interest in car races and self-identification with cigarette brands were significantly associated with cigarette consumption (117). Also in this study, the increase in children's identification with cigarette brands following the Grand Prix was identified for both sponsoring and non-sponsoring cigarette brands. This indicates that sponsorship activities may affect young people at the product category level (all cigarettes) as well as at the brand level (117).

New Zealand

Research from New Zealand also supports the finding that younger children are less able to interpret the intention of sponsorship. In one survey of boys aged nine to 14 years (n = 302), those aged 13 and 14 were more likely to be aware that alcohol sponsorship of sporting events was promoting alcohol, while younger children thought of this sponsorship as a charitable association and were not aware of the advertising intent (134).

In another study, all 366 children (14 years) surveyed were able to recall at least one fashion or sporting event which had been sponsored by a tobacco company in the previous two years (85). Further, when provided with a visual stimulus of a cigarette brand, up to 93% of children could recall local events which had been sponsored by the brand, despite the most recent sponsorship occurring one year prior to the study (and the advent of tobacco sponsorship restrictions in New Zealand). This suggests

that sponsorship may be integrated into children's long term association with a brand (85).

United States

In the US, research on adolescents' receptivity to alcohol marketing more broadly (i.e., liking alcohol advertisements and promotions) has been linked to brand recognition and recall and is a predictor of alcohol use. In one longitudinal study from the US with 1,080 children, those with high receptivity to alcohol, as indicated by a positive attitude towards alcohol marketing and promotions, had a 77% increased odds of drinking initiation compared to those with low receptivity, after controlling for potential confounders (147). Further, higher brand recall was associated with a 10% higher drinking uptake at follow-up (147).

Australia

Research from Australia, which assessed secondary school students' (n = 320) interest in sport and their preference for cigarette brands, found that rugby league was the most popular sport, and its sponsor, Winfield, was the most popular cigarette brand (148). Other Australian research has found that children's preferences for different cigarette brands varied between states, and these brands corresponded to the sponsoring brand of each state's major-league football team (149).

India

A survey of 13 to 16 year olds in India (n = 1,948) found that experimentation with tobacco products was significantly higher among those children who watched a cricket series sponsored by a tobacco brand (8% vs. 5%, P = 0.01), and that this experimentation was influenced by the perception that smoking increased cricket performance and that cricket players smoked (150). In this sponsorship the tobacco company's logo was displayed on players' uniforms and on signage around the field.

A later study by the same research group asked a larger sample of adolescents (n = 5,822) about their cigarette use before and six months after a large cricket series sponsored by the tobacco company Wills, a subsidiary of British American Tobacco. The number of children who reported smoking increased from 2% before the series to 11% after the series (151).

While these studies do not demonstrate a causal relationship between the sponsorship of sporting events and young people's behaviour, they do indicate a correlation between these two factors.

3.5.2.2 Effect of sponsorship on adult's product recall and preferences

There is also evidence to support the effect of sponsorship on product recall and preferences in adults. For example, in a survey of 921 young Australian adults, sponsorship awareness, measured by the ability to recall sponsoring companies of sport, was associated with higher motivation to purchase the product (152). This brand awareness may lead to perceived differences between the sponsoring brand and competing brands (153).

In a further Australian study, which primarily aimed to assess the effectiveness of health promotion sponsorships on adult sport spectators in WA (n = 1,507), there was no difference in respondents' awareness of Coca-Cola sponsorship of a car racing event before and after the event (assessed using independent pre and post samples) (51). However, awareness of Coca-Cola as a sponsor was already at a very high level before the event: 91% of respondents recalled as a sponsor pre-match and 90% post-match (51).

In the UK, a survey of young people aged 16 to 35 years (60% aged 16 to 21), which asked respondents about brand recall, awareness, attitudes and use of sponsors' products at recently attended music festivals, indicated that there was only a small impact on brand awareness (66). While this association was small, it is assumed that brand awareness is typically built incrementally over time (66). There was also some evidence of a positive transference of the enjoyment associated with the music event to the sponsor (66), known as 'sponsor-event congruence' (154).

3.5.2.3 Effect of sponsorship on product purchases

Evidence relating to the effect of sponsorship on actual product purchases is more equivocal and is difficult to capture as this behavioural effect is thought to occur over a longer time period (155). The evaluation of sponsorship effects on product

purchases is also difficult to isolate from other marketing practices (103). However, a survey by Shannon and Turley (1997) in the US found that the sponsorship of college level basketball positively affected purchasing intentions and actual purchasing behaviour of spectators (156). Over 70% of survey respondents indicated that they would purchase a product because it was a sponsor of the sporting event, and 56% reported that they had already patronised a business because of previous sponsorship (156).

Evidence obtained from tobacco industry documents relating to tobacco company sponsorship of US rodeo competitions, identified that rodeo fans were more likely to smoke sponsoring companies' brands. Independent research conducted for the RJ Reynolds Tobacco Company prior to tobacco sponsorship restrictions in the US, showed that as fans attended more rodeos sponsored by the company: their trials of free cigarettes offered at these venues increased; they associated RJ Reynolds cigarettes and rodeo more frequently; and their perceptions of this cigarette brand image improved (106). Additionally, rodeo fans attending these sponsored events were more likely to smoke RJ Reynolds cigarettes (106).

Australian research has demonstrated that alcohol sponsorship of athletes can have a direct influence on their alcohol consumption. A study by O'Brien and Kypri in 2008 relating to alcohol sponsorship of different sports in NSW (n = 1,279 adults), found that around half of all individuals, teams and clubs received sponsorship from alcohol-related businesses and companies (48%) and almost half of these (47%) were provided with free or discounted alcohol from the sponsor (157). Those sportspersons personally receiving alcohol sponsorship had significantly higher scores on the Alcohol Use Disorders Identification Test (AUDIT), with higher scores related to hazardous levels of drinking. While those persons receiving alcohol sponsorship at the team or club level also had higher AUDIT scores, this did not reach significance (157). The release of this study in November 2008 attracted substantial media attention in Australia, with prominent sporting figures stating that the role of alcohol in sport should be reassessed (158). Mike Whitney, a former test cricketer admitted that he would not endorse alcohol products today, although he had previously starred in two beer campaigns (158).

Furthermore, an Australian study which assessed university students' (n= 964) purchase intentions indicated that a company's previous involvement in sport sponsorship increased the favourability of these companies (159). These findings are supported by a survey conducted by the IOC which found that 22% of consumers would be more likely to purchase a product from an Olympics' sponsor (160).

3.5.3 Theoretical underpinnings of sponsorship effects

3.5.3.1 Image transfer

From a marketing perspective, there is much literature hypothesising the theoretical reasoning behind the effect of sponsorship on consumer attitudinal change. 'Image transfer' is one theory which is thought to underpin this association, whereby inherent positive values from an activity are transferred to the sponsor (161).

Specifically, image transfer in sports sponsorship mostly relates to values of being healthy, young, energetic, fast, vibrant and predominately masculine (161). The study by Aitken *et al.* in Scotland, described in section 3.5.2 above, which interviewed children aged six to 17 years (n = 726), to determine their awareness of cigarette brand sponsorship of sport, found that children associated the cigarette brands John Player Special and Marlboro, which have both sponsored car racing events, with excitement and fast racing cars (146).

Sponsors of the Olympic Games may be considered by spectators as being the best companies in their respective sectors and the sponsoring brands may also benefit from the image of sponsored athletes (117). In this way, the sponsored brand reflects the perceived personality attributes of the activity (161).

As a further example, the soft drink Mountain Dew has achieved the brand image of being 'extreme' through its sponsorship of activities with this attribute, such as skateboarding and snowboarding (162). In 2005, Mountain Dew aligned itself with youth-based action sports through its sponsorship of the so named *Dew Action Sports Tour* in the US (163). At all tour sites a *House of Dew* was constructed, featuring product sampling where sponsored pro-skateboarders interacted with fans. A confectionery brand in the US, Peanut Chews, was also involved in co-sponsoring this event. This company pitches itself as a "portable energy source for action sport

fans”. As part of this arrangement, promotional activities including the distribution of free product samples were conducted (163).

The development of specific and desirable brand image is crucial to the sale and market share of individual brands. The advertisement of products based solely on their real attributes is rarely useful in terms of encouraging brand switching or uptake as differences between market products may be minimal, such as the differences between Coca-Cola and Pepsi. Instead, by developing ‘brand personalities’, marketers can target their products towards particular consumer niches, such as children, and position the product as central to children’s sense of identity (164).

Changes to brand image are considered an important marketing outcome of sponsorship, including perceived brand attributes, brand benefits and attitudes towards, or overall evaluation of, the brand (33). Brand image contributes to overall brand equity, which is defined as the “brand assets and liabilities linked to a brand, its name and symbol” (165). Such memory associations then contribute to an individual’s knowledge of a brand and, in turn, influences purchasing behaviours (85). Importantly, the concept of ‘brand’ is a dominant feature of marketing. In marketing literature, brand is perceived as a “living entity with a personality with which we can form a relationship and that can evolve over time” (166). Youth culture provides a striking example of this brand relationship, where brands can help to form self-identity (167).

3.5.3.2 Learning theories

Alternatively, learning theories have been proposed to explain the associations between sponsorship and the formation of attitudes. Attitudes are thought to form simply through exposure to corporate signage through associative learning, such as classical conditioning (129). This exposure may increase familiarity with a brand thereby helping to create positive feelings (168).

3.5.3.3 Linking sponsors with cultural identity

The sponsorship of events also acts as a means to embed commercial brands within cultures and consumers’ experiences with entertainment, and can create an appreciation of the sponsor among attendees or spectators (66). A survey from the

US, which asked 221 adult visitors to the Indianapolis 2000 US Formula One Grand Prix about their perceptions of sponsorship, found that spectators of Formula One racing felt that they personally benefited from corporate sponsorship as this funding allowed the race to continue. As a result more than half of respondents reported that they would almost always choose the sponsor's product over a competitor's (169). It is thought that this appreciation for a sponsor may be particularly evident for small events, which would otherwise have difficulty attracting funding (170) - an important consideration for community level sports clubs.

3.5.3.4 Modifying factors

The degree of image transfer between events and sponsors is thought to be influenced by the functional congruence (e.g., the sponsor's product is used in the event) or image related similarity (e.g., both the brand and event appeal to youth) of sponsors; whereby image transfer is heightened with increasing synergy (170). If there is a tangible connection between the sponsor's product and the event, for example motor oil and car racing, this sponsorship is likely to have a greater resonance (81). The level of sponsorship may also influence the magnitude of image transfer, whereby having a dominant or exclusive sponsorship arrangement may increase the positioning and frequency of the promotion of the sponsor (81).

Additionally, an individual's identification between a sponsor and an event, or their personal involvement with the event, such as sport, can act as a modifying variable, for which psychological involvement with an event can impact on subsequent brand recall, brand recognition and brand attitudes (129). The greater the attachment, or connection, of individuals with the sponsored sports team or club, the more likely that this sponsorship will elicit positive effects on brand image and sales outcomes, such as an increased willingness to purchase the sponsor's product (33). In one study from Greece, which surveyed basketball fans aged 18 to 65 years (n = 354), highly attached fans were more likely to develop a positive image about the sponsor and express a willingness to buy its products (33). It could be hypothesised that a physical attachment to a sporting event or club may have similar effects.

Specific sponsorship activities are also likely to affect the magnitude of consumers' response to this marketing. For example, the acquisition of naming rights is

considered to create increased leverage of the sponsorship arrangement, through greater publicity and public relations opportunities (103). In a survey by Quester (1997), which assessed respondents' brand recognition of sponsors of the Australian Formula One Grand Prix before and after the event for three consecutive years (n = 250 each year), sponsors who had naming rights at the event were more likely to generate higher levels of awareness (103). In a later study by Quester and Farrelly (1998) applying a similar methodology, a sponsor's association with the main race or whose logos were prominently displayed during the telecast races had a significantly higher recognition than the less visible sponsors (109).

Branded posters around the perimeter of playing areas can also attract attention and these can have a greater impact with repeated exposure, such as during weekly sporting matches and training. In a study of 789 adult spectators attending London Premier League soccer matches, those fans that were frequently exposed to sponsor advertisements, in the form of perimeter posters, were significantly more likely to correctly recall the sponsoring brand than those attending matches less often (171).

This effect has also been demonstrated in adolescents, where alcohol signage at sporting and music events was found to be correlated with advertisement awareness, and this awareness was greater than for signage at alcohol retailers, due to the entertainment context of these events (136). Importantly, in this study, which followed 3,111 adolescents over three years, exposure to this alcohol signage at sporting and music events predicted the initiation and frequency of alcohol consumption after two years (172). Again, this increased awareness is associated with a greater knowledge of brands, positive beliefs about product consumption and higher intentions to consume the product (140).

Additionally, as with the sponsorship of sports teams or clubs, which is categorised by ongoing sponsorship contracts, repeated exposure to the sponsor's brand can independently enhance a person's familiarity with, and liking of, that brand (173). This sponsorship also allows marketers to develop sponsorship campaigns to exploit the characteristics of a very specific demographic by sponsoring events that have a high saliency and appeal to the brand's target market segment (121).

Additional marketing strategies have typically been used to reinforce commercial messages derived through sponsorship activities. Prior to restrictions on the advertisement of tobacco products in many countries, cigarette companies would concurrently promote their product using sponsorship together with advertisements using traditional media, such as television and magazines. For example, in Canada in the 1980s, the cigarette company Export A had a long term sponsorship arrangement with men's downhill ski racing, whereby Export A had the rights to associate its name, trademarks and products in promotional materials for skiing events. In addition, Export A ran print advertisements featuring skiers with the slogan "A taste for adventure", to link the brand with the lifestyle attributes of the skiing event sponsorship (121).

A similar phenomenon can be currently identified for food and beverage companies. McDonald's fast food restaurant has a continuing sponsorship arrangement with children's sport in Australia, particularly many of the state based branches of Little Athletics Associations (174) and has reinforced this sponsorship through television advertising campaigns promoting this link between sporting and community values and McDonald's.

Table 3.3: Research studies examining the effect of commercial sponsorship (for tobacco, alcohol, food and beverages and other products) on children’s and adults’ product recall, attitudes, preferences and purchases

Author (date)	Region, country	Study description	Study findings and conclusions
<i>Children</i>			
i. Tobacco			
Ledwith (1984) (143)	Manchester, United Kingdom	<p>Children aged 11 to 16 years (n = 880) from five secondary schools were surveyed to determine the cigarette brands they were aware of, their smoking habits, intentions and attitudes, and the amount of viewing of a recent snooker championship for which Benson & Hedges (B&H) was a major sponsor. This snooker championship had received 28 hours of coverage on BBC TV.</p> <p>A second survey was also conducted in the week following a later snooker championship that was sponsored by the tobacco brand, Embassy, which received over 100 hours of television coverage.</p>	<p><u>Survey 1</u> Children’s TV viewing of the B&H sponsored snooker championship was positively correlated with the proportion of children associating that brand with sport.</p> <p><u>Survey 2</u> Following the Embassy sponsored snooker championship there was a significant increase in the proportion of girls who could recall Embassy cigarettes as sport sponsors (P < 0.001).</p> <p>The increase in recall for the Embassy brand between the two surveys could be attributed, at least in part, to exposure to sponsored snooker event immediately prior to the second survey.</p>
Aitken et al. (1985) (145)	Scotland, United Kingdom	Children aged six to 16 years (n = 247) were asked to discuss a series of print advertisements, including some for cigarettes.	<p>Younger children, particularly those less than 10 years, were less able to recognise cigarette brand imagery and the intent of print images.</p> <p>The symbolism of advertisement’s images was differentially interpreted by different age groups. Younger children tended to translate images according to their apparent value, for example images of people smoking while drinking were perceived to be liked by people who liked drinking. However, older children perceived more complex imagery, and perceived that the same image would be liked by someone who was sociable, trendy</p>

Author (date)	Region, country	Study description	Study findings and conclusions
			and sporty.
Aitken et al. (1986) (146)	Glasgow, United Kingdom	Individual interviews were conducted with children aged six to 17 years (n = 726) to determine their understanding of sponsorship and their awareness of cigarette brand sponsorship of sport.	Overall, 56% of children reported that they understood the meaning of sponsorship, and this understanding significantly increased with increasing age (P < 0.001). However while the number of correct definitions of sponsorship increased with age (P < 0.001), only 43% of children in the oldest age group specified both of the advertising and economic components of commercial sponsorship. While few of the primary school children aged children were able to specify a brand name and a sponsored sport, about a third of the 10-11 year olds and more than half of the secondary school children were able to do so.
Prichard (1992) (149)	Australia	Children aged 12 to 14 years in three states were surveyed to determine smokers' preferred cigarette brand.	The most popular cigarette brand for young smokers varied by state, and corresponded to the sponsor of that states' major-league football team.
Carson (1993) (148)	Rockhampton, Australia	Secondary school students (n = 320) were surveyed to assess the association between exposure to cigarette sport sponsorship, using interest in sports as a proxy, and smoking habits.	An interest in sports characterised by tobacco sponsorship was correlated with cigarette consumption. In particular, rugby league was the most popular sport, and its sponsor, Winfield, was the most popular cigarette brand.
Vaidya et al. (1996) (150)	Goa, India	Children aged 13 to 16 years from one class from all 53 high schools in Goa (n = 1,948) were surveyed to determine children's awareness of tobacco company sponsorship of an India-New Zealand cricket series and their smoking habits.	All children were aware of the sponsorship of cricket matches by three tobacco brands. However, experimentation with tobacco products was significantly higher among those children who watched the cricket series compared to those that did not (8% vs. 5%, P < 0.01). The likelihood of experimentation with smoking was higher for those children that perceived that smoking increased cricket performance and that cricket players smoked.
Charlton et al.	United	Boys aged 12 to 13 years from 22 secondary schools were asked about their preferred sport, recall of cigarette brands and smoking	In 1994 and 1995, 12% and 14% of boys named car racing as their favourite sport. These boys were significantly more likely than other boys

Author (date)	Region, country	Study description	Study findings and conclusions
(1997) (144)	Kingdom	behaviours in 1994 (n = 1,461) and again in 1995 (1,268).	to recall Marlboro (OR 1.91) and Camel (OR 1.92) cigarette brands, which are two brands commonly seen as sponsors for car racing. Further, those boys who named car racing as their favourite sport in 1994 were significantly more likely to report that they smoked in 1995 (OR 1.96).
Sparks (1999) (85)	Dunedin, New Zealand	Children aged 14 years (n = 366) were surveyed on their recall of cigarette sponsored events, their attitudes towards cigarette sponsorship and their smoking habits.	All children were able to recall at least one fashion or sporting event which had been sponsored by a tobacco company in the previous two years. Further, children who reported that they were daily smokers were more positive about cigarette event sponsorship than other groups.
Vaidya <i>et al.</i> (1999) (151)	Goa, India	A sample of adolescents aged 13 to 17 years (n = 5,822) were surveyed about their cigarette use before and six months after a large cricket series sponsored by the tobacco company Wills, a subsidiary of British America Tobacco.	The number of children who reported smoking increased from 2% before the series to 11% after the series. This effect was similar for both boys and girls, despite the strong social taboo against girls smoking in India.
Chebat (2003) (117)	Montreal, Canada	Children aged 13 to 15 years (n = 98) were surveyed before and after the Montreal Formula 1 Grand Prix, which was sponsored by eight different cigarette brands, about the perceived personality traits of cigarette brands, the extent to which they could relate themselves to a brand, and their cigarette consumption.	The Grand Prix significantly enhanced the perceived personality of cigarette brands (in relation to sincerity, excitement, sophistication and ruggedness of brands) (P < 0.005) and children's identification with cigarette brands (P < 0.003). Both an interest in car races (P < 0.001) and self-identification with cigarette brands (P < 0.001) were significantly associated with cigarette consumption.
Leatherdale <i>et al.</i> (2006) (114)	Canada	Children (n = 14,767) from 22 schools were surveyed on their smoking behaviour, attitudes about smoking and tobacco companies (including their belief that tobacco companies use sport sponsorship to sell cigarettes) and tobacco industry marketing practices.	Many students, regardless of their smoking status, were neutral in their perceptions about tobacco companies using athletes and sports sponsorships to sell cigarettes to youth. However, regular smokers were more likely to agree with the statement that 'tobacco companies do good things for my community' compared to

Author (date)	Region, country	Study description	Study findings and conclusions
			occasional smokers (OR 1.70).
ii. Alcohol			
Wyllie <i>et al.</i> (1989) (134)	Auckland, New Zealand	Boys aged nine to 14 years (n = 302) were interviewed to determine their awareness and impressions of a televised advertisement promoting an alcohol brand's sponsorship of a national rugby union team.	<p>A high proportion of children (84%) recalled seeing the advertisement on television, and this recall increased with age: from 71% of 9 year olds to 95% of 14 year olds.</p> <p>Older children were more likely to recognise that this advertisement was promoting alcohol (56% of 14 year olds vs. 20% of 9 year olds).</p>
Henriksen <i>et al.</i> (2008) (147)	California, United States	A longitudinal study of middle and high school children (n = 1,089), who were never-drinkers, was conducted to determine the association between alcohol consumption and alcohol marketing receptivity. Questionnaires were administered at baseline and 12-months follow-up. Alcohol marketing receptivity was determined by asking participants if they had ever owned an alcohol branded item (e.g., clothing) and the brand name of their favourite alcohol advertisement.	Compared to participants who reported minimal receptivity to alcohol marketing, initiation of drinking increased at follow-up by 77% for those with high receptivity. Higher brand recall was associated with a 10% higher drinking uptake at follow-up.
iii. Other products			
Rowley and Williams (2008) (66)	United Kingdom	<p>Young people who had previously attended music festivals were surveyed about their recall of music festival sponsors and their attitudes towards sponsoring brands.</p> <p>Questionnaires were completed by 138 respondents (60% aged 16 to 21 years, 22% 22 to 25 years and 12% 26 to 35 years).</p>	<p>Respondents were asked to name the sponsor of the festival that they last attended and the sponsoring company/brand. Overall, 73% per cent of respondents correctly recalled the event sponsor.</p> <p>Event sponsorship also affected respondents' brand awareness to a small degree, with 15% of respondents reporting that the sponsorship increased their brand awareness a moderate amount and 25% reporting it increased their awareness somewhat.</p>
Adults			

Author (date)	Region, country	Study description	Study findings and conclusions
Quester (1997) (103)	Australia	<p>Adults (n = 750) were interviewed by telephone before and one week after the Australian Formula One Grand Prix, to determine their recognition of event sponsors. Only those respondents who watched the event on television were included. Data were collected over three consecutive years (1991-1993), using a one-group pre-test/post-test design and a sample of 250 respondents each year.</p> <p>Respondents were provided with a list of both true and false sponsors of the event and were asked to nominate the event sponsors.</p>	Those sponsors who had naming rights at the event were more likely to have higher levels of recognition amongst respondents. In 1991, 60% of recognised sponsors had naming rights, while all of the recognised sponsors in 1992 and 80% in 1993 had naming rights at the event.
Quester and Farrelly (1998) (109)	Australia	<p>A similar methodology was used to that by Quester (1997) above (103). Briefly, adults who watched the Australian Formula One Grand Prix were interviewed over the telephone over four consecutive years (1993-1996), using a one-group pre-test/post-test design each year (n = 250 each year).</p> <p>A list of 25 true and false event sponsors were provided and respondents were asked to nominate the event sponsors.</p>	The sponsors that were associated with the main race or whose logos were prominently displayed at the telecast races had a significantly higher recognition than the less visible sponsors.
Pope (1998) (152)	Queensland, Australia	University students (n = 921) were presented with two brands from each of the following product categories: beer, banks, breakfast cereals, motor automobiles and insurance. Participants were asked to identify which of the two brands was involved in sport sponsorship and the particular sport for each category and their use of these brands.	Where respondents correctly identified the sponsorship activity, consumption values were reportedly higher for all product categories, with the exception of insurance.
Bennett (1999) (171)	London, United Kingdom	Supporters (n = 672) of three London Premier League soccer teams plus a control group (n = 117) were questioned about their recall of sponsoring companies and of the perimeter posters of	Committed home team supporters (i.e., people exposed to the messages fortnightly) correctly recalled those companies/brands (team sponsors) which were advertised on perimeter posters in the ground significantly

Author (date)	Region, country	Study description	Study findings and conclusions
		various companies at soccer stadiums at 22 matches in 1995-1996.	more often than those attending matches less often. Further, 18% of occasional supporters, 20% of regular supporters and 20% of committed fans said they were more likely to buy sponsoring company's products as a consequence of their sponsorship of the team.
Pope and Voges (2000) (159)	Queensland, Australia	University students (n = 964) were presented with one brand stimulus comprising beer, breakfast cereals, banks, insurance or motor automobiles. Participants were asked to rate their intention to purchase products, and their perception of the products' corporate image, belief that the company sponsored sport and their prior use.	Students' reported purchase intentions were significantly higher among those who believed the company sponsored sport compared to those who did not (P < 0.01) and for those that had a more positive corporate image (P < 0.05). Prior use had no effect on participant's intention to purchase.
Performance Research (2000) (169)	United States	Adults (n = 221) attending the Indianapolis, 2000 US Formula One Grand Prix were surveyed on their perceptions of sponsorship, including their purchase intentions and attitudes towards the sponsor.	More than 50% of respondents reported they would 'almost always' or 'frequently' preferentially choose the sponsors product over a non-sponsors product. Respondents also reported that they felt that they personally benefited from corporate sponsorship, as this funding allowed to race to continue.
Jalleh <i>et al.</i> (2002) (51)	Western Australia, Australia	Adults aged over 18 years were surveyed (n = 1,507) using a pre-post independent samples design at two sporting events (Australian rules football and motor racing), to determine the effectiveness of sponsorship in terms of brand awareness and attitudes. At both events, responses to one health and two commercial sponsors were assessed. This included an alcohol moderation message and two commercial (non-food) sponsors at the football match, and an anti-smoking message and one soft drink brand (Coca-Cola) and a non-food sponsor at the motor racing.	At both events, there was no difference in respondent's awareness of commercial sponsors before and after the event. However, awareness of Coca-Cola as a sponsor at the motor racing was already at a very high level before the event (91% of respondents recalled as a sponsor pre-match and 90% post-match).

Author (date)	Region, country	Study description	Study findings and conclusions
Tsiotsou and Alexandris (2003) (33)	Greece	Basketball fans aged 18 to 65 years (n = 354) were surveyed at the start of a basketball game on their attachment to the playing teams, their perceived image of the sponsor, their purchase intentions and their intention to recommend the sponsoring brand to their friends and family.	<p>Based on confirmatory factor analysis, team attachment exhibited the strongest positive effect on purchase intentions (0.55) followed by sponsor image (0.47).</p> <p>Respondents' attachment to the basketball team exhibited fairly strong effects on both sponsor image and purchase intentions. This suggests that highly attached fans are more likely to develop positive image about the sponsor and express willingness to buy its products.</p>

3.6 Conclusion

In summary, children's exposure to high levels of unhealthy food marketing has been recognised as one factor contributing to the obesity promoting environment.

Sponsorship, particularly of sporting events and organisations is a significant marketing tool that is highly prevalent and sophisticated. Increasing restrictions on the sponsorship of sport by tobacco and alcohol companies provides a greater opportunity for food and beverage companies to lead this marketing sector.

Importantly, the theoretical underpinnings of the association between tobacco and alcohol sport sponsorship on young people are likely to be transferable to unhealthy food and beverage companies. Therefore, any restrictions on the marketing of unhealthy food and beverages to children, to overcome rising childhood obesity prevalence rates, must consider sport sponsorship as an important component of this marketing portfolio.

3.7 Publications arising from this chapter

Kelly B, Baur LA, Bauman AE, King L. Tobacco and alcohol sponsorship of sporting events provide insights about how food and beverage sponsorship may affect children's health. *Health Promotion Journal of Australia* 2011, 22(2): 91-96.

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CHAPTER FOUR:

PATTERNS OF FOOD AND BEVERAGE COMPANY SPONSORSHIP OF CHILDREN'S SPORTS CLUBS IN AUSTRALIA

4.1 Introduction

The concept of health promoting sports clubs extends the role of sport beyond the promotion and provision of opportunities for physical activity to other areas of public health. In addition to creating opportunities for organised physical activity, there are potentially three mechanisms through which sport could act to promote health. Firstly, through promotional strategies, which seek to raise awareness and change attitudes and beliefs; secondly, through education, to improve health-related knowledge; and thirdly, through structural change to create supportive environments, including policy implementation, legislation and environmental change (1). These health promotion strategies can be used to target healthful or high risk behaviours; the latter include unhealthy eating, smoking, alcohol consumption, excess sun exposure and discrimination (2).

As indicated in Chapter 3, section 3.5, corporate sponsorship of sports clubs can potentially exert influence on clubs' participants, and can form one component of health promoting clubs. For example, the promotion of food and beverages that are high in fat, sugar and/or salt may partially negate the health benefits gained by children through participation in physical activity and build unhealthy eating habits which last throughout life. In particular, it has been argued that the association between healthy sports persons and events with unhealthy products, obscures the potential health risks of these products while encouraging their consumption (3).

4.2 Study aims

The aims of this study were to determine the nature and extent of reported sponsorship of children's sports clubs, particularly by food and beverage companies, and the relative contribution that this sponsorship made to overall club revenue.

4.3 Sampling

4.3.1 Popular children's sports

Australian Bureau of Statistics (ABS) data indicate that the most popular organised sports reported for children¹ aged 5 to 14 years in NSW in 2006 were outdoor soccer (20% participation), swimming (17%), netball (9%), rugby league (8%), tennis (6%), outdoor cricket (5%), martial arts (4%), basketball (4%), athletics/track and field (3%), and gymnastics (3%) (Table 4.1) (4).

The top nine sports for males and females were selected excluding gymnastics, as the percent participation for males and females was more evenly distributed in athletics/track and field (3% for both males and females), compared to gymnastics which was skewed towards female participation (1% vs. 5%, respectively).

Table 4.1: Children's participation in organised sports in NSW (2006) (4)

Sport	Number of overall participants ('000) (% Participation)	Number of male participants ('000) (% Participation)	Number of female participants ('000) (% Participation)
Other organised sports	197 (22)	109 (20)	88 (22)
Soccer (outdoor)	176 (20)	135 (30)	41 (10)
Swimming	154 (17)	81 (18)	73 (17)
Netball	81 (9)	0 (0)	81 (19)
Rugby league	68 (8)	66 (14)	3 (1)
Tennis	57 (6)	29 (6)	27 (1)
Cricket (outdoor)	46 (5)	43 (10)	2 (1)
Martial arts	39 (4)	28 (6)	12 (3)
Basketball	34 (4)	21 (5)	13 (3)
Athletics/track and field	27 (3)	13 (3)	14 (3)
Gymnastics	27 (3)	7 (1)	20 (5)
Australian Rules football	19 (2)	18 (4)	1 (0)
Hockey	15 (2)	4 (1)	11 (3)
Total organised sports	573 (65)	322 (71)	251 (58)

4.3.2 Children's sports clubs

A sample of local children's sports clubs was selected from the Sydney and Illawarra Statistical Divisions and the Canberra/Queanbeyan Statistical District, which

¹ By parental proxy reporting

includes the Canberra Statistical Division and the Palerang and Queanbeyan Local Government Areas (LGAs).

LGAs within each of the Statistical Divisions/Districts were identified from the ABS (5). These LGAs were classified according to their socio-economic status (SES) using the ABS Socio-Economic Indexes for Areas (SEIFA) Index of Advantage\Disadvantage; a continuum of advantage to disadvantage (6). According to this index, a higher score indicates that an area has a relatively high proportion of people with high incomes or a skilled workforce. It also means an area has a low proportion of people with low incomes and relatively few unskilled people in the workforce. Conversely, a low score on the index indicates that an area has a higher proportion of individuals with low incomes, more employees in unskilled occupations and a low proportion of people with high incomes or in skilled occupations.

All LGAs within the sampling frame were stratified according to high, medium and low SEIFA tertiles, and also according to regional or metropolitan locality. For each of these strata, unique random numbers were assigned and five LGAs were selected sequentially, starting from the lowest assigned number. This sampling generated 12 LGAs within the Sydney Statistical Division (four low SES; three medium SES; five high SES), five LGAs within the Illawarra Statistical Division (three low SES; two medium SES) and three LGAs within the Canberra/Queanbeyan Statistical District (all medium SES). The selected LGAs are presented in Table 4.2.

Corresponding postcodes for each selected LGA were obtained from the ABS Postal Area Concordances (7). A comprehensive list of all sports clubs for the nine most popular children's sports in each of the randomly sampled postcodes was obtained by searching Internet directories and by contacting local councils, regional sporting associations and peak sporting bodies. The Australian Drug Foundation database of sports clubs in NSW and the ACT was also obtained. This database contained contact details for all sports clubs who had been approached to participate in the Good Sports program.

Again, for this stratified list of sports clubs, unique random numbers were assigned and three sports clubs for each sport, within each demographic area were selected sequentially, starting from the lowest assigned number (N = 108; 4 socio-demographic areas, 9 sports in each area, 3 clubs for each sport). This randomly numbered list was used to select additional clubs, where sampled clubs refused participation, were ineligible or were not contactable.

Table 4.2: Randomly sampled Local Government Areas

Statistical Division/District	LGA	SES
Sydney	Blacktown	Low
	Botany Bay	Low
	Campbelltown	Low
	Parramatta	Low
	Blue Mountains	Mid
	Hurstville	Mid
	Kogarah	Mid
	Canada Bay	High
	North Sydney	High
	Pittwater	High
	Waverly	High
	Woollahra	High
Illawarra	Shellharbour	Low
	Shoalhaven	Low
	Wollongong	Low
	Kiama	Mid
	Wingecarribee	Mid
Canberra/Queanbeyan	Palerang	Mid
	Queanbeyan	Mid
	Unincorporated ACT	Mid

Eligible clubs included those with at least some playing members aged 5 to 14 years and those involved in competition sport. This excluded coaching schools and sports clinics, which are not typically associated with sponsorship.

4.4 Measures

4.4.1 Telephone questionnaire to sports club officials

A purpose-designed semi-structured telephone questionnaire was developed (**Appendix 2**). This was informed by previous surveys relating to health promotion practices and policies in community level sports clubs (8-11) and on sports club sponsorship (12), and by speaking with other researchers and experts in the field.

The survey comprised:

- The characteristics of sports clubs; including their competition season, predominant club members' age and gender, and association with other sporting organisations.
- Club funding and support, with a focus on club sponsorship; including the level of sponsorship and the nature of sponsorship arrangements.

4.4.2 Delphi survey to classify food and beverage sports sponsors

Sponsors were defined as either for a food or non-food business or company. Non-food sponsors were further classified as either: businesses that sold alcohol (including pubs/hotels and clubs/bars); community trusts (e.g., Lions Clubs); service clubs (e.g., Returned & Services League (RSL)); mixed function clubs (including those with bars, restaurants and entertainment); sporting goods companies; sporting venues; government bodies; non-government sporting organisations; other non-government organisations (NGOs) and charities; other corporate companies; and personal

The nature of food and beverage company sponsors was defined using a Delphi survey. This survey technique is a widely used and accepted method of eliciting a convergence of opinions from a group of experts (13). In this instance, this technique assisted in generating an expert consensus on the elements of sponsorship that are more or less health promoting. A range of experts from different fields were approached using purposive sampling (n = 10), including experts in health promotion, physical activity and nutrition, health economists and government officials. These experts were selected based on their membership to an advisory committee to the research group's organisation. A three-staged approach was used to

reach consensus as described in **Appendix 3**. All experts approached to participate completed all three stages of the survey. As part of this survey, the expert group was asked to rate identified community sports clubs sponsors (from the telephone survey) as meeting or not meeting criteria for health promoting sponsors. Finally, the group was asked to indicate if those sponsors that had been classified as not meeting the criteria would be deemed more acceptable if they were: silent sponsors; did not have signage on uniforms but used other promotional strategies; did not give out vouchers but used other promotional strategies; or did not provide branded certificates but used other promotional strategies.

4.5 Procedures

Telephone interviews with sports club officials were conducted between August and October 2009. A maximum of six attempts was used to recruit selected clubs; four during business hours and two after-hours. Club representatives not contacted after six attempts or those that were ineligible to participate were recorded as outside the scope of the survey.

All interviews were conducted by two research officers (BK and SS). The interview schedule was based around the competition season for each sport. As telephone interviews commenced in winter, those sports which operated only during the winter season were interviewed first. Sports clubs were initially contacted by telephone to advise them of the survey and assess eligibility. Clubs were then sent an information letter and contacted again to conduct the interview.

To increase club participation, an incentive (\$100 voucher to a sports store) was offered. NSW Sport and Recreation, a Division of Communities NSW, and Sport and Recreation Services – ACT both provided support to the project, which was indicated on information letters sent to sports clubs to further increase participation.

The questionnaire was initially piloted with a convenience sample of persons working in a sport-related field, sports club officials and persons working/volunteering at sports clubs (n = 8). Based on this piloting the questionnaire

was modified accordingly. Ethics approval for this survey was granted by The University of Sydney Human Ethics Committee in June 2009.

4.6 Analyses

Data were entered into SPSS for Windows version 17.0 (SPSS Inc., Chicago IL.) and cleaned/checked for missing and implausible values. Descriptive analyses, including frequencies and cross-tabulations, were conducted to describe the size and demographic characteristics of the sample, sponsorship and fundraising activities and other funding sources.

4.7 Sample characteristics

The overall response rate for the survey was 99% (108/109). For all sports, the response rate was 100%, with the exception of basketball for which one club declined participation (92%).

For the majority of clubs, either the club president (42%) or the secretary (32%) were interviewed. The characteristics of the sampled sports clubs are shown in Table 4.3. The highest proportion of clubs was from areas of greater social disadvantage and had more than 200 playing members. Across the sample, the majority of clubs had both male and female playing members; however, for individual sports, cricket (100%), rugby league (100%) and martial arts (58%) clubs comprised mostly male players ($\geq \frac{3}{4}$ of players were male); and netball (100%) clubs comprised mostly girls ($\geq \frac{3}{4}$ of players were female).

The majority of clubs were affiliated with regional and state based sporting organisations with which they had at least some direct contact. The frequency of contact between these organisations and clubs decreased the further these organisations were removed from the clubs. That is, regional associations had more frequent contact with clubs, followed by state organisations and then national organisations (Table 4.4). This communication was primarily directed via email (92% of affiliated clubs), meetings (68%), and through organisations' websites (61%).

Table 4.3: Club characteristics

	Number of clubs
	n (%)
Socioeconomic status	
Low	48 (44)
Middle	42 (39)
High	18 (18)
Location	
Greater Sydney	43 (40)
Illawarra	44 (41)
Canberra/Queanbeyan	21 (19)
Number of playing members	
<50	7 (6)
50-99	18 (17)
100-149	22 (20)
150-199	18 (17)
≥200	43 (40)
Predominant club gender	
Mostly female	12 (11)
Mixed gender	57 (53)
Mostly male	39 (36)
Predominant club age	
Mostly younger	43 (40)
Mixed age	28 (26)
Mostly older	37 (34)
Competition season ^a	
Year round (≥10 months)	45 (42)
Summer	27 (25)
Winter	35 (33)
Club income ^b	
<\$10K	34 (32)
\$10 to 49K	47 (44)
\$50 to 99K	13 (12)
≥ \$100K	12 (11)

^a One club played between January and June (mixed seasons); ^b Don't know; n = 2 clubs

Table 4.4: Club affiliation with sporting organisations and frequency of contact

	Regional association	State organisation	National organisation
	n (%)	n (%)	n (%)
Affiliated clubs	65 (60)	76 (70)	51 (47)
Frequency of contact			
At least fortnightly	43 (63)	38 (56)	3 (12)
At least monthly	21 (31)	20 (30)	3 (12)
At least quarterly	3 (5)	5 (7)	9 (36)
Less than quarterly	1 (1)	5 (7)	10 (40)

NB: Some clubs were affiliated with more than one association at each level.

4.8 Frequency of food and beverage company sponsorship of children's sport

4.8.1 Frequency of overall sponsorship agreements

A total of 347 sponsors were identified across all clubs. The majority of sports clubs (65%) received sponsorship from businesses or companies. The frequency of sponsorship agreements varied according to sport type. For example, all rugby league clubs surveyed (n = 12) had at least one club sponsor, while only one martial arts centre/club and two tennis clubs had sponsors (Table 4.5).

Table 4.5: The frequency of sponsorship agreements by sport type

Sport type	Number of clubs within sport type n (%)
Rugby league	12 (100)
Athletics	11 (92)
Cricket	11 (92)
Basketball	10 (83)
Netball	10 (83)
Soccer	9 (75)
Swimming	4 (33)
Tennis	2 (17)
Martial arts	1 (8)

For those clubs with at least one sponsor, the mean number of sponsors for each club was five. Rugby league clubs had the highest number of sponsors, with a mean of ten sponsors per club (Table 4.6). The highest number of sponsors for any club was 22.

The proportion of sports clubs with sponsors was slightly higher for those clubs in low SES areas compared to medium/high SES areas, although this difference was non-significant (69% vs. 62%; $\chi^2_1 = 0.59$; $P = 0.44$). The mean number of sponsors for clubs in both low and medium/high SES areas was five.

Table 4.6: Mean (standard deviation (S.D)) number and range of sponsorship agreements for each sport type

Sport type	Mean number sponsors (S.D)	Minimum number of sponsors per club	Maximum number of sponsors per club
Rugby league	10 (6.4)	2	22
Athletics	5 (2.3)	2	9
Basketball	4 (3.4)	1	13
Soccer	4 (3.0)	1	11
Cricket	4 (2.1)	2	9
Netball	3 (2.8)	1	9
Swimming	2 (0.8)	1	3
Tennis	2 (0.7)	1	2
Martial arts	- ^a	1	1
Total	5 (4.1)	1	22

^a Only one martial arts club had sponsors

The proportion of sports clubs with sponsorship increased with increasing club size and for higher annual incomes. Fewer clubs with a reported net annual income of less than \$10K had sponsorship agreements (38%), compared to those with an annual income of more than \$10K (83% of clubs reporting \$10-49K, 69% \$50-100K and 75% >\$100K). For those clubs with any sponsors, clubs with lower annual incomes also had lower numbers of sponsors: the mean number of sponsors for clubs with less than \$10K was three, compared to five (\$10-49K), six (\$50-100K) and four (>\$100K) for higher income clubs. Similarly, only one club with less than 50 playing members (out of 7 clubs) had sponsorship, compared to 55% of clubs with 50 to 149 members and 77% of clubs with more than 150 members.

4.8.2 Frequency of food and beverage company sponsorship agreements

Overall, food or beverage companies or businesses were the third most frequently reported type of sponsor, contributing 17% of all sponsors (Table 4.7). The most frequently reported type of sponsor was other corporate businesses, such as real

estate agents, newsagents, hairdressers, physiotherapists, banks and transport companies.

Six percent of sponsors were alcohol related, including local pubs and clubs. These alcohol-related sponsors were frequently the main sponsors of sports clubs (65% of all alcohol sponsors). Clubs that operated other functions but also sold alcohol, such as Workers clubs, RSL clubs and Bowling clubs, were also sponsors. No alcohol manufacturers were found to sponsor sports clubs.

Table 4.7: Frequency of different sport sponsors

Sponsor type	Number of sponsors
	n (%)
Other corporate	135 (39)
Contractors	65 (19)
Food and beverages	58 (17)
Sporting goods (including clothes, shoes and equipment)	22 (6)
Alcohol (including pubs and clubs ^a)	20 (6)
Mixed function clubs (e.g. Workers clubs ^b)	13 (4)
Building suppliers	12 (3)
Sporting venues (e.g. Bowling clubs ^c)	7 (2)
Service clubs (e.g. RSL clubs ^d)	6 (2)
Non-government sporting organisations	5 (1)
Recreational activity organisations	2 (1)
Personal contributions	2 (1)
Total	347 (100)

^a Hotels and bars; ^b Incorporate bars, restaurants and entertainment; ^c Lawn bowls club; ^d Returned & Services League (RSL)

Sports clubs that had predominantly younger members (aged 5 to 14 years) had a similar proportion of alcohol sponsors to those with mostly older players or a mix of ages (5% vs. 6% and 7%). Athletics clubs had the highest frequency of food and beverage company sponsors, with 26 food and beverage sponsors across the 12 clubs surveyed (Table 4.8).

Table 4.8: The frequency of food and non-food sponsorship agreements for each sport type

Sport type	Number of food and beverage sponsors n (%)	Number of non-food sponsors n (%)	Total number of sponsors n (%)
Athletics	26 (48)	28 (52)	54 (100)
Rugby league	17 (15)	100 (85)	117 (100)
Cricket	5 (11)	40 (89)	45 (100)
Soccer	4 (11)	33 (89)	37 (100)
Netball	3 (9)	29 (91)	32 (100)
Basketball	3 (7)	41 (93)	44 (100)
Swimming	0 (0)	8 (100)	8 (100)
Martial arts	0 (0)	7 (100)	7 (100)
Tennis	0 (0)	3 (100)	3 (100)

The proportion of sponsors that were food and beverage companies was similar across SES areas; 16% of sponsors of clubs in low SES areas were food and beverage companies compared to 17% in medium/high SES areas. However, food and beverage company sponsorship was higher for clubs that had predominantly younger members and those with a mix of genders, with almost a quarter of all sponsors at these clubs being for food and beverage companies (Figure 4.1).

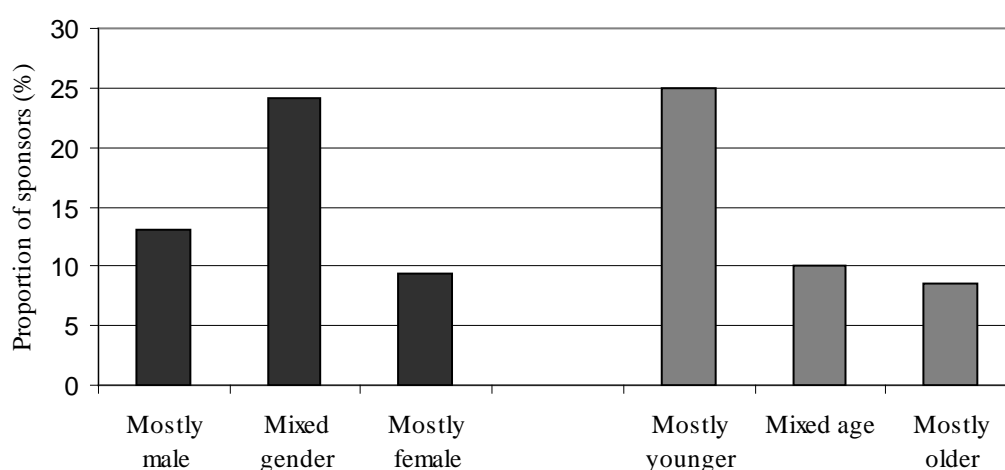


Figure 4.1: Proportion of sponsors for food and beverage companies by predominant age and gender of sports clubs

The majority (55%) of food and beverage company sponsors were minor club sponsors (Figure 4.2), while few were the major sponsors of clubs (n = 4). Almost 40% of identified food and beverage company sponsors were actually sponsors of the club's affiliated regional association, although clubs were required to carry out these sponsorship arrangements.

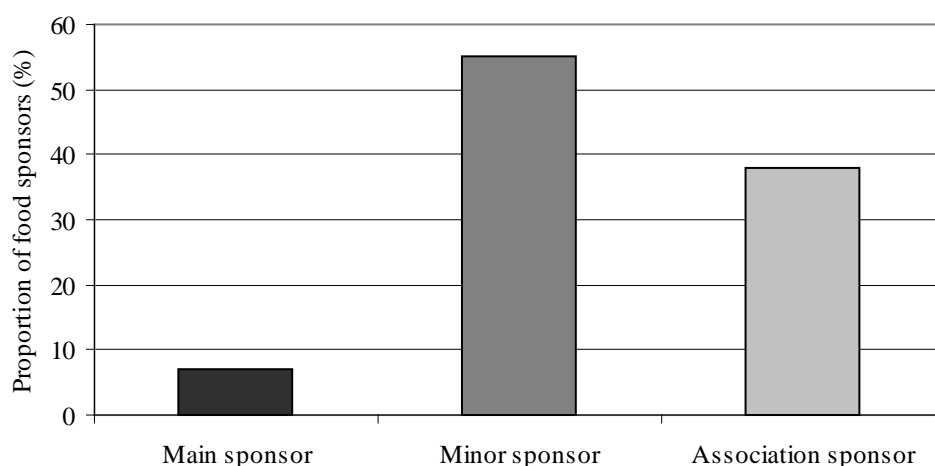


Figure 4.2: Level of food and beverage company sponsors

4.9 Nature of food and beverage company sponsors

Based on the Delphi survey, the criteria considered as very important when considering the health promoting qualities of food and beverage company sponsors of children's sport by the majority of the expert group were:

- the nutritional quality of the majority of food and beverages sold by the company (e.g., their fat, sugar and/or sodium content);
- the extent to which the majority of food and beverages sold by the company are in-line with nutrition recommendations for children;
- the extent to which the company sells mostly products which may be detrimental to children's nutrition;
- the exclusion of beverage companies and related businesses that sell alcohol; and
- the consistency between the food and beverage company and the broader health promoting goals of sport.

Seventeen unique food and beverage companies/business types were identified across all sports clubs, as well as six alcohol-related business types. Table 4.9 indicates the final classification of each of these companies/business types, according to the criteria established during the Delphi survey for acceptable sponsors of children's sport.

Table 4.9: Classification of food and beverage company sponsors by experts (n = 10) based on criteria derived from the Delphi survey

Company name	Proportion nominating as 'meets criteria'	Proportion nominating as 'does not meet criteria'	Final classification
Baker's Delight	80%	20%	Meets criteria
Local bowling club ^a	70%	30%	Meets criteria
Local butcher	90%	10%	Meets criteria
Local fruit & veg store	100%	0%	Meets criteria
Local seafood store	100%	0%	Meets criteria
Local supermarket/General store	100%	0%	Meets criteria
Pura Fresh Milk	100%	0%	Meets criteria
Subway	70%	30%	Meets criteria
Tip Top bread	90%	10%	Meets criteria
Coca Cola	0%	100%	Does not meet criteria
Domino's Pizza	0%	100%	Does not meet criteria
Donut King	0%	100%	Does not meet criteria
Local bottle shop	10%	90%	Does not meet criteria
Local fast food shop (other)	20%	80%	Does not meet criteria
Local fish & chip shop	30%	70%	Does not meet criteria
Local hotel	10%	90%	Does not meet criteria
Local pie shop	10%	90%	Does not meet criteria
Local pizza shop	10%	90%	Does not meet criteria
Local pub	10%	90%	Does not meet criteria
Local RSL ^b	30%	70%	Does not meet criteria
Local worker's club ^c	30%	70%	Does not meet criteria
McDonald's	0%	100%	Does not meet criteria
Oporto's	10%	90%	Does not meet criteria

^aLawn bowls club; ^bReturned & Services League (RSL); ^cIncorporate bars, restaurants and entertainment

For those sponsors that had been classified as not meeting the criteria, the majority of the expert group would deem these sponsors to be more acceptable if they were silent sponsors, whereby the sponsors' branding would not be visible although the company could continue to contribute to children's sport (70%). Other options for reducing the potential impact of these less appropriate sponsors were considered less acceptable (accepted by 56% to 60%), including limiting signage on uniforms, vouchers and branded certificates.

Across the sample, 50% of all food and beverage company sponsorship agreements were from companies that did not meet the criteria specified for appropriate sponsors. Of all sponsorship agreements with alcohol-related businesses, 85% did not meet these criteria. According to different sport types, the highest proportion of food and beverage company sponsors for basketball did not meet established criteria for appropriate sponsors, although only a small number of food and beverage company sponsors were reported these clubs (Table 4.10).

Table 4.10: The nature of food and alcohol-related sponsorship agreements by sport type

Sport type	Food and beverage company sponsorship agreements		Alcohol-related company sponsorship agreements	
	Did not meet criteria n (%)	Met criteria n (%)	Did not meet criteria n (%)	Met criteria n (%)
Basketball	3 (100)	0 (0)	6 (100)	0 (0)
Cricket	3 (60)	2 (40)	7 (88)	1 (12)
Athletics	13 (50)	13 (50)	3 (100)	0 (0)
Soccer	2 (50)	2 (50)	0 (0)	0 (0)
Rugby league	7 (41)	10 (59)	8 (73)	3 (27)
Netball	1 (33)	2 (67)	4 (100)	0 (0)
Martial arts	0 (0)	0 (0)	1 (100)	0 (0)
Tennis	0 (0)	0 (0)	1 (100)	0 (0)
Swimming	0 (0)	0 (0)	3 (75)	1 (25)

The proportion of both food and beverage company and alcohol-related sponsorship agreements that did not meet established criteria for acceptable sponsors was higher for sports clubs in medium/high SES areas (Figure 4.3).

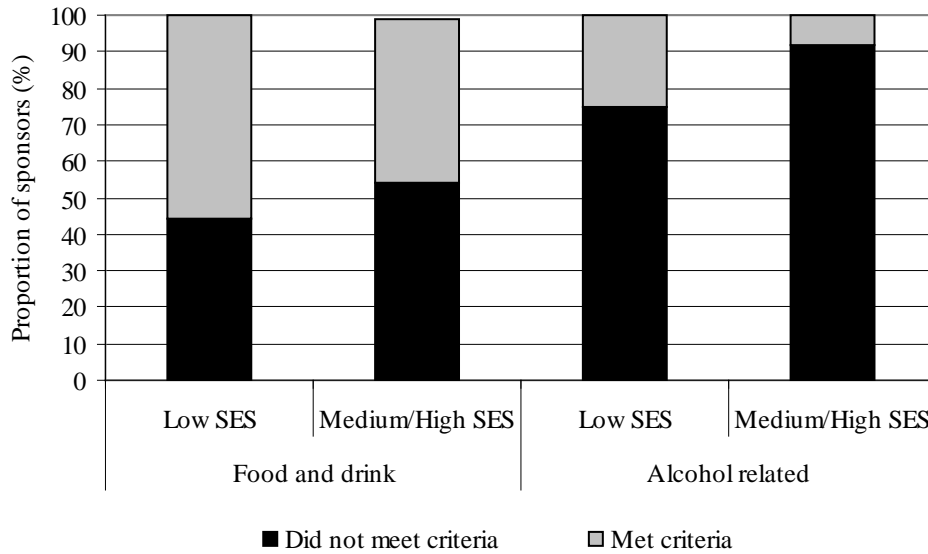


Figure 4.3: The nature of food and alcohol-related sponsorship agreements by SES

Clubs with predominantly younger players or those with a range of ages had a higher proportion of food and beverage sponsors that did not meet criteria for acceptable sponsors compared to clubs with mostly older players (54% and 67% versus 13%; $\chi^2_2 = 5.72$, $P = 0.05$) (Figure 4.4)

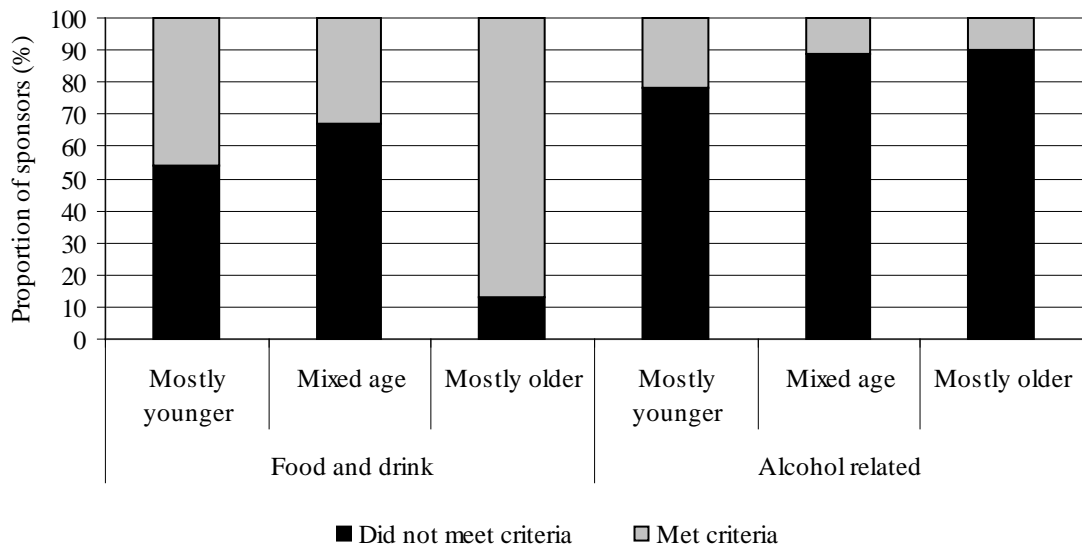


Figure 4.4: The nature of food and alcohol-related sponsorship agreements by predominant age of sports club members

4.10 Nature of sponsorship arrangements

4.10.1 What sponsors received

Overall, the most frequent benefit or opportunity for exposure that all companies and businesses received for sponsoring sports clubs was to be awarded the title of official club sponsor or partner (66%), followed by having their brand or company name or logo on players' uniforms (54%) or on signs or scoreboards at the club (33%).

For food and beverage companies, the inclusion of a sponsor's brand or company name or logo on players' uniforms was the most frequently reported benefit that sponsors received (Table 4.11). The largest differences in the benefits received by food and beverage companies and non-food sponsors were the sale or use of the sponsor's product (28% of food and beverage sponsors vs. 5% of non-food sponsors) and the provision of sporting rewards to players using the sponsor's company or brand name (24% vs. 2%). However, one sports club that reported receiving branded sports awards from a food company said that they refused to distribute these to players. For businesses that sold alcohol, including pubs, clubs, Workers clubs, RSL clubs and Bowling clubs, sports clubs reported that they encouraged members and their families to patron these venues for 61% of these sponsors.

Food and beverage company sponsors that were the main sponsors of sports clubs were more frequently reported to be awarded the title of official club sponsors than those which were only minor sponsors or sponsors of the affiliated regional association (Table 4.12). For association sponsors, signage on players' uniforms was the most frequently reported benefit, received by 86% of these sponsors.

Benefits for food and beverage company sponsors most frequently reported by athletics clubs was signage on players' uniforms (n = 11). All food and beverage company sponsors for netball clubs were awarded the title of official club sponsors or partners, although there were only three food and beverage company sponsors for this sport. The majority of food and beverage company sponsors at rugby league and cricket clubs were also official club sponsors or partners (n = 12 and 3).

Table 4.11: Benefits received by sponsors

Sponsorship benefit	Food and beverage	Non-food sponsors
	sponsors (n = 58)	(n = 289)
	n (%)	n (%)
Signage on uniforms	31 (53)	158 (55)
Official club sponsors or partners	30 (52)	200 (69)
Listed in club newsletters	17 (29)	80 (28)
Signage at the club	16 (28)	99 (34)
Club sells/uses sponsor's product	16 (28)	14 (5)
Offer sporting rewards using sponsor's name	14 (24)	7 (2)
Listed on club website	9 (16)	102 (35)
Announced over PA system	8 (14)	49 (17)
Invited to club events/presentations	6 (10)	20 (7)
Signage on equipment	4 (7)	21 (7)
Hold a 'sponsors day'	3 (5)	25 (9)
Receive a certificate of acknowledgement	2 (3)	9 (3)
Listed in club reports	2 (3)	9 (3)
Naming rights for the club/team	1 (2)	10 (3)
Signage on drink bottles (not supplied by sponsor)	1 (2)	6 (2)
Other	0 (0)	10 (3)

Table 4.12: Benefits received by food and beverage companies by sponsorship level

Sponsorship benefit	Main sponsors	Minor sponsors	Assn. sponsor
	(n = 4) n (%)	(n = 32) n (%)	(n = 22) n (%)
Official club sponsors or partners	4 (100)	17 (53)	9 (41)
Signage on uniforms	3 (75)	9 (28)	19 (86)
Signage at the club	1 (25)	12 (38)	3 (14)
Club sells/uses sponsor's product	1 (25)	12 (38)	3 (14)
Listed in club newsletters	1 (25)	9 (28)	7 (32)
Listed on club website	1 (25)	7 (22)	1 (5)
Offer sporting rewards using sponsor's name	1 (25)	5 (16)	8 (36)
Announced over PA system	0 (0)	8 (36)	0 (0)
Invited to club events/presentations	0 (0)	6 (19)	0 (0)
Signage on equipment	0 (0)	3 (9)	1 (5)
Hold a 'sponsors day'	0 (0)	3 (9)	0 (0)
Receive a certificate of acknowledgement	0 (0)	2 (6)	0 (0)
Listed in club reports	0 (0)	2 (6)	0 (0)
Naming rights for the club/team	0 (0)	1 (3)	0 (0)
Signage on drink bottles (not supplied by sponsor)	0 (0)	1 (3)	0 (0)

4.10.2 What sponsors provided

Almost all businesses or companies, including those that were association sponsors, provided something to sports clubs. This was most frequently direct funding (76% of sponsors). For food and beverage companies, relatively few sponsors provided direct funding to clubs (41% vs. 83% of non-food sponsors) while a greater proportion provided vouchers to players (29% vs. 3%) (Table 4.13). Again one club reported that these vouchers were not distributed to children.

A range of other types of support from sponsors were reported by food and beverage companies and businesses, including discount or free sausages for club barbeques (n = 2), free bread for club canteens (n = 2), branded water containers and bottles (n = 3), branded shade tents (n = 1), rebates for clubs on products bought throughout the year (depending on how many cases of soft drink sold) (n = 2), use of the store (fast food restaurant) for the club registration evening (n = 1), club entry into a prize draw (for supermarket docketts submitted by club families) (n = 1) and promotional flyers for the club displayed in the business' window (n = 1).

Table 4.13: Support provided by sponsors

Sponsorship support	Food and beverage	Non-food sponsors
	sponsors (n = 58)	(n = 289)
	n (%)	n (%)
Direct funding	24 (41)	239 (83)
Vouchers to players	17 (29)	9 (3)
Other	13 (22)	44 (15)
Free or discounted products for players	2 (3)	23 (8)
Uniforms	1 (2)	20 (7)
Equipment	1 (2)	6 (2)
Free or discounted products for spectators	1 (2)	0 (0)

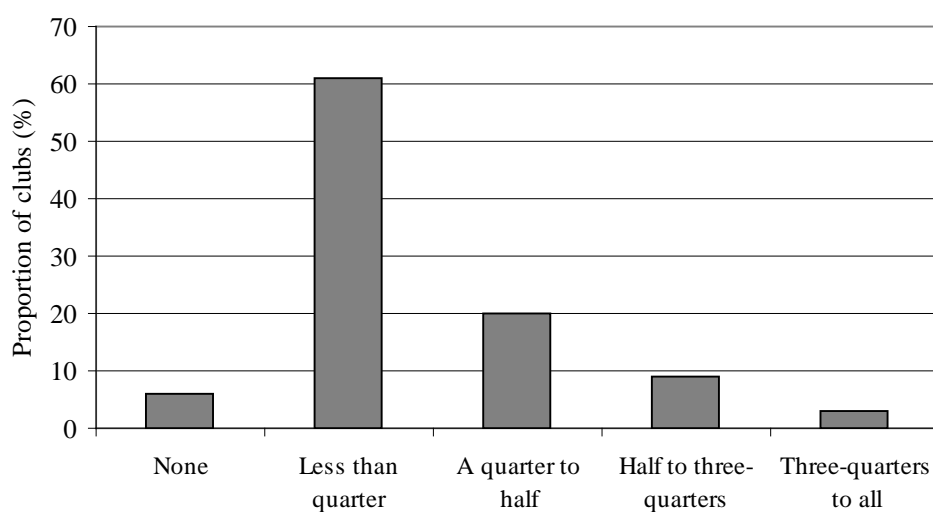
For food and beverage companies, those that were the main sponsors of clubs were more frequently reported to provide direct funding than those that were minor sponsors, while no sponsors of regional associations provided money to clubs (Table 4.14). Rather, association sponsors provided either vouchers to players or other support.

Table 4.14: Support provided by sponsors by sponsorship level

Sponsorship support	Main sponsors	Minor sponsors	Association sponsor
	(n = 4) n (%)	(n = 32) n (%)	(n = 22) n (%)
Direct funding	3 (75)	21 (66)	0 (0)
Vouchers to players	2 (50)	6 (19)	9 (41)
Other	1 (25)	6 (19)	6 (27)
Free/discounted products for players	0 (0)	2 (6)	0 (0)
Uniforms	0 (0)	1 (3)	0 (0)
Equipment	0 (0)	1 (3)	0 (0)
Free/discounted products for spectators	0 (0)	1 (3)	0 (0)

4.11 Proportion of club income from sponsorship

Of the 70 sports clubs that received any sponsorship, the majority reported that less than a quarter of their club's overall income came from sponsorship (Figure 4.5).

**Figure 4.5:** The proportion of clubs income from sponsorship

NB: Don't know; n = 1 club

For different sport types, 46% of cricket clubs that had sponsors (n = 11) reported that sponsorship contributed to between a quarter to half of their annual income, and one cricket club, two netball clubs and three rugby league clubs reported that sponsorship contributed to between a half and three-quarters of their income. Two rugby league clubs also reported that sponsorship contributed to the majority of their

income (three-quarters to all). The number of sponsors at these two clubs ranged from 2 to 22 sponsors.

4.12 Availability of written club policies on sponsorship practices

Overall, 22% of sports clubs reported that they had a written policy on sponsorship. The majority of policies described what sponsors received for different funding contributions or sponsorship levels (n = 15), while some also had guidelines on acceptable sponsors for children’s sport, such as excluding sponsorship from alcohol companies (n = 4), tobacco (n = 2) or companies representing the gambling industry (n = 1). Provisions were also made to ensure that competing companies or business did not provide sponsorship to the same club (n = 2). For some clubs, sponsorship policies came from other sources such as the local council (n = 1), by the school where the club played (n = 1), and by the Workers Club with which the sports club was affiliated (n = 1).

Only 30% of clubs that reported receiving sponsorship had a written sponsorship policy. Cricket and rugby league clubs reported the greatest number of written sponsorship policies, with 50% of surveyed clubs from each of these sports having a policy (Figure 4.6). All rugby league clubs and the majority (n = 11) of cricket clubs had at least one sponsor. The majority of athletics (n = 11), basketball (n = 10), netball (n = 10) and soccer (n = 9) clubs also had sponsors; however few reported having a written policy relating to this sponsorship.

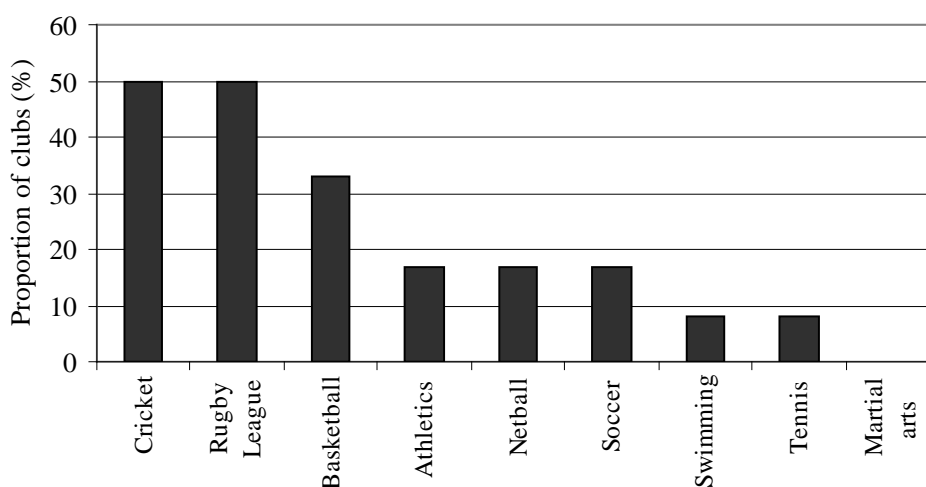


Figure 4.6: Proportion of clubs with written sponsorship policies by sport

NB: Don’t know; n = 2 clubs

4.13 Discussion

Funding support for children's sport in Australia is provided by all levels of government, including federal, state-based and local government funding, as well as corporate sponsorship, individual contributions through membership fees and match fees, and in-kind contributions through volunteerism. The funding structure of clubs, and the extent to which this is reliant on unhealthy corporate sponsorship, is an important consideration for the development of health promoting sports clubs to ensure that this does not contradict broader health messages.

A large number of corporate sponsors were identified in this study, with 347 individual sponsors identified across 108 sports clubs. These sponsors were unevenly distributed between the different sport types, with the highest number of sponsors reported for rugby league and athletics clubs. It is unclear why these particular sports would attract a higher numbers of sponsors as these are not the most popular sports for children. For athletics clubs, 40% of sponsors were association sponsors, suggesting that their associations (including state sporting organisations) were more active in establishing sponsorship arrangements that fed into club processes. However, few rugby league club sponsors were association sponsors (2%).

Food and (non-alcoholic) beverage sponsors comprised 17% of all identified sponsors, with a further 13% of sponsors being business that served alcohol, although not necessarily as their primary function. Further, 50% of all food and beverage company sponsorship agreements were from companies that did not meet the criteria specified for appropriate sponsors, and 85% of agreements with alcohol-related businesses did not meet these criteria.

The sponsorship of sports clubs is typically considered as essential to the viability of sporting activities. This perceived reliance of sports clubs on sponsorship comes as the majority of government sport funding is directed at the elite level, with a large proportion of the Australian Sports Commission (ASC) budget, the government body responsible for the delivery of funding and development of Australian sport (14), directed towards elite athletes in targeted (Olympic) sports (15). Based on data from 2007/08, more than 72% of ASC funding was allocated to excellence in sports

performance or high performance programs, with relatively little funding directed to other aspects of sport such as increasing community participation (16).

However, despite the large number of sponsors identified in the current study, the majority of sports clubs reported that less than a quarter of their club's overall income was provided by sponsorship, and therefore substantially less again from food and beverage company sponsors. Additionally, almost 40% of food and beverage company sponsors were not linked with sports clubs but rather their regional associations or state sporting organisations. Therefore, sports clubs did not receive any direct funding from these arrangements. This suggests that limiting the sponsorship of sports clubs by unhealthy food and beverage companies may not forecast major funding difficulties for many sports clubs, particularly if this sponsorship was replaced by alternative sponsors or by government bodies, such as through Health Promotion Foundations.

A substantial proportion of sports clubs reported that they had food and beverage company signage on players' uniforms (53%), gave sporting rewards to players using the sponsor's name (24%), and gave vouchers to players to purchase the sponsors' products (29%). The continual visual cues and reinforcement of the sponsor's brand through children's exposure to team players' uniforms and through rewards such as certificates and vouchers may increase children's receptiveness to this marketing.

An experimental study was conducted in WA to determine the impact of four different health promotional strategies in the sport setting; signage, promotional uniforms, personal endorsement of the health message by the coach and by a sports role model (17). This study was carried out in Australian Football League clinics for 8 to 14 year old children. There was a significant increase in awareness of messages promoted through all of these mechanisms, with the exception of endorsement through a role model, compared to the control condition receiving no health promotion messages. However, the relative impact of each of these promotional strategies differed. Children who were exposed to the promotional uniforms, whereby the health promotion message was displayed on t-shirts, were five times more likely to be aware of the message than those exposed to the signage condition. The authors proposed that the higher impact of promotional uniforms may be a result

of the close proximity of the message to children and its recurrent exposure, as the children were exposed to the message throughout most of the clinic duration (17). While this research relates to health promotion sponsorship, there is little reason to believe that this differential receptivity to promotional strategies could not be applied to commercial sponsorship.

As described in detail in Chapter 3, section 3.5.2, empirical evidence suggests that children's brand awareness, knowledge, attitudes and behaviour are influenced by sports sponsorship (18) and this effect is modified by their involvement with an event (19). The close physical and often emotional attachment of children with their sports clubs may mean that the effect of sponsorship in these environments is heightened.

4.14 Strengths and limitations

4.14.1 Strengths

A major strength of this study was the high response rate achieved (99%). This has implications for the internal validity of the research findings. Stratified random sampling was used to select sports clubs. This sampling technique helped to ensure that clubs in a mix of different socio-economic and demographic areas were selected, thereby increasing the external validity of findings.

This study questioned sports clubs directly about their sponsorship practices. Previous studies relating to sports club policies and practices have surveyed peak sporting organisations to determine club operations (20). While these peak organisations may have knowledge of the processes they have undertaken to facilitate structural change at local sports clubs, the clubs are ultimately responsible for the implementation of policies and practices.

4.14.2 Limitations

Self-report by sports club officials was used to determine the contribution of sponsorship to sports club revenue. Other measures, such as assessing club accounts to determine the relative contribution of funding sources, may be more valid for some research questions. Future research should consider using these alternative methods. The Delphi survey included only 10 participants. Further investigation

would be required to define appropriate and inappropriate sponsors of children's sport for policy setting. Lastly, cross-sectional data are provided for only one time point. Sports club sponsorship arrangements are likely to change between sport seasons.

4.15 Conclusion

Organised sport offers an opportunity to promote physical activity as well as a range of other health promotion messages to large numbers of children. In particular, restricting the sponsorship of children's sport by unhealthy food and beverage companies, or their promotional activities, is an important element of health promoting clubs which would serve to reinforce other healthy eating messages. The restriction of these sponsors may have a lower financial impact than expected for many clubs, as the actual funding received by clubs in these arrangements is disproportionate to the promotional opportunities provided to sponsors by these clubs.

4.16 Publications arising from this chapter

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Food and drink sponsorship of children's sport in Australia: who pays? *Health Promotion International* 2011, 26 (2): 188-195.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Examining opportunities for healthy eating promotion at children's sports clubs. *Australian and New Zealand Journal of Public Health*. 2010, 34 (6): 583-588.

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CHAPTER FIVE:

MEASURING CHILDREN'S PARTICIPATION IN ORGANISED SPORTS

5.1 Introduction

Children's exposure to food and beverage company sponsorship of community level sports clubs is a function of both the extent of sponsorship arrangements at these organisations as well as children's participation in organised sports. For those sporting activities where children's participation is highest and where food and beverage company sponsorship is most prevalent, the potential for children's exposure to sponsorship promotions is the greatest. Therefore, profiling children's participation in organised sports and contrasting this to the sporting activities identified as having food and beverage sponsorship, from Chapter 4, will assist in estimating children's exposure to this marketing.

5.1.1 Data on children's participation in organised sport from national surveys

There are several Australian surveys available to describe children's and adolescents' participation in organised sporting activities. One of these is the Children's Participation in Cultural and Leisure Activities Survey from the ABS (1). This measures sport participation for children aged 5 to 14 years based on parent proxy report, with data being available for 2009. The ABS also collects information on sport participation for individuals aged 15 to 17 years via the Multi-Purpose Household Survey, the most recent survey conducted in 2005/06 (2).

The Children's Participation in Cultural and Leisure Activities Survey data indicate that 1.7 million Australian children aged 5 to 14 years (i.e. 63% of that age-group) participated in at least one organised sport outside of school hours in 2009 (1). Participation in organised sport was highest amongst children aged 9 to 11 years

compared to those aged 5 to 8 years and 12 to 14 years (68% vs. 58% and 65%). Across all age groups participation rates were higher for boys than girls; with 70% of all boys and 56% of all girls participating. Overall, those children participating in organised sport played an average of 70 times within a 12 month period, including both training and competitions, with approximately 2.5 hours spent engaging in organised sport per week (1).

The most popular sport for children in 2009 was swimming, with 19% (n = 502,900) of Australian children participating in this activity. Other popular activities included outdoor soccer (13%, n = 360,400), Australian Rules football (9%, n = 235,100), indoor and outdoor netball (8%, n = 558,500) and tennis (8%, n = 214,800) (1). An additional 390,400 children (12%) participated in dancing in 2009, which is classified by the ABS as a cultural activity rather than an organised sport (1).

In NSW the proportion of all children participating in organised sport was lower than for Australia overall, with 60% of children in NSW participating in at least one organised sport outside of school hours over the same time period. Almost half of all children in NSW (46%) played organised sport 53 or more times within the 12 months (approximately once per week). A further 33% of children played between 27 and 52 times per year, 9% played 14 to 26 times per year and 12% played 1 to 13 times. The most popular sports for children in NSW were swimming (18%, n = 158,000), outdoor soccer (18%, n = 157,400), indoor and outdoor netball (8%, n = 66,700), tennis (7%, n = 62,400) and rugby league (7%, n = 59,100). Fifteen percent of children in NSW (n = 133,900) participated in dancing (1).

5.1.2 Data on children's participation in organised sport from state-based surveys

State-based data on organised sport participation are also available. Information collected by the University of South Australia for the ASC (and incidentally funded by Coca-Cola South Pacific Pty Ltd), which assessed the activity of children aged 9 to 15 years using activity diaries and questionnaires, found that sex was the best predictor of

children's participation in physical activity, including the amount and type of activities (3). For all age groups, boys were more physically active than girls, with boys spending almost twice as much time as girls playing sport per day than girls (68 minutes vs. 36 minutes). This equated to 19% of boys' total daily energy expenditure but only 12% for girls. Age was a further predictor of participation in physical activity, with levels of physical activity declining with age. The amount of time spent playing sport decreased at a rate of 7% per year of age for girls and 3% for boys (3).

In NSW, the Schools Physical Activity and Nutrition Survey provides information on children's physical activity levels and time spent in moderate-vigorous activity. In 2004, three quarters of children participated in at least one hour of moderate-to-vigorous physical activity each day. However, boys participated in significantly more physically activity than girls in both summer and winter for all ages (4). This survey does not provide information relating to children's participation in individual sporting activities.

5.2 Study aims

Since 2001, the ASC has conducted the Exercise, Recreation and Sport Survey (ERASS) annually to assess participation in sport for people aged 15 years and older (5). For the first time, in 2009/10 the ASC conducted an extension of the ERASS survey to include information on children aged 5 to 14 years. This survey collected national information on children's participation in specific organised sporting activities by parent proxy report, and is unique in providing information on the frequency and duration of participation for individual sports.

The aim of the current study was to provide a descriptive profile of children's participation in individual organised sporting activities in NSW using data from this extended ERASS survey. This information will be useful in comparing children's sporting behaviours to patterns of sponsorship of children's sport identified in Chapter 4. Specifically, data on the frequency and duration of participation in sporting activities has been used to determine those sports for which sponsorship arrangements would lead to

the largest exposure to these marketing promotions for children. At the time this study was conducted the ERASS data for children aged 5 to 14 years had not been analysed.

5.3 Participants

Survey participants included individuals aged 15 years or older living in private dwellings in Australia with at least one child aged 5 to 14 years. One person per household was invited to participate in the survey. Where there was more than one eligible person, the individual with the most recent birthday was selected.

Parents were asked to provide a proxy report of physical activity participation for children aged 5 to 14 years living in sampled households. Again, where more than one eligible child was available a reference child was randomly selected. All respondents were advised that the survey was strictly confidential and answers were to be used for research purposes only. All personal details were removed from the response database following the interview.

5.4 Measures

The survey included information on the frequency, duration, nature and type of physical activities, including organised sport. Participants were asked to list a maximum of five organised sports in which the reference child had most frequently participated outside of normal school hours during the preceding school term. For each of these sports, the nature of the sporting organisation was determined, including fitness, leisure or indoor sports centres, sports clubs, schools, after school care or another type of organisation. Parents also reported the frequency of children's participation in each activity per week (number of occasions) and the length of each activity session (duration of occasions). Demographic data were collected, including participants' age and sex, the reference child's age and sex, and household postcode.

5.5 Procedures

A market research company was commissioned to conduct the surveys using Computer-Assisted Telephone Interviewing (CATI). Households were randomly sampled using

random digit dialing and stratified by Australian states and territories. The survey was conducted over a one-year period (February 2009 to February 2010) to account for seasonal differences in sport participation. ERASS data were provided by the ASC following a request for this data by the PhD candidate (BK).

5.6 *Analyses*

Data were analysed using SPSS version 18.0 for Windows (SPSS Inc., Chicago IL.).

Data on frequency of participation in particular sporting activities were assessed descriptively for Australia and NSW, and by child sex and age group. Children's weekly exposure to sporting activities was calculated as a product of the frequency of their participation per week and the duration of each session. As data were skewed the median and inter-quartile range (IQR) were reported for frequency and duration of participation. The proportion of sporting activities that were arranged by sports clubs was also determined.

Data were then weighted by state/territory, region (capital city and rest of state) and child sex. Population estimates used were ABS population projections based on the 2006 census for persons in occupied private dwellings (6). Weekly total person time exposure (referred to as child-hours) to popular sporting activities was calculated as a function of median weekly exposure in minutes multiplied by the number of children participating in that sport. As child population weights were only available for Australia overall, population data for NSW was estimated based on the proportion of Australian children aged 5 to 14 years living in NSW.

5.7 *Participant demographics*

5.7.1 *Parents*

Overall, 3,416 parents of children aged between 5 and 14 years participated in the survey, including 886 respondents from NSW. More women than men completed the survey (60.2% vs. 39.8%). The largest proportion of survey respondents were aged between 40 and 44 years (31.2%), followed by 35 and 39 years (25.6%). Respondents ranged in age from 21 to 77 years.

5.7.2 Children

For Australia overall, the mean age of selected children was 9.5 years (S.D. 2.96 years) and there was an even distribution of boys and girls (50.0% each). Ninety percent of Australian children were reported to have participated in any physical activity outside of normal school hours in the preceding school term (including organised and non-organised sport) and of these children 87.1% participated in organised sport. Therefore, Australian children's overall participation in *organised* sport across the sample was 78.2%.

There was a trend for higher participation in physical activity for boys (90.7% vs. 87.9% for girls; $\chi^2 = 5.75$, $P = 0.06$). However, participation in organised sport was similar for both sexes (86.7% and 86.4% of those who participated in any physical activity, respectively). Participation in physical activity was similar between younger and older children; 88.5% of 5 to 9 year olds and 90.0% of 10 to 14 year olds ($\chi^2 = 1.58$, $P = 0.45$). Participation in organised sport was also comparable between age groups (86.2% and 86.9%; $\chi^2 = 0.25$, $P = 0.62$).

For NSW, the mean age of selected children was 9.6 years (SD 2.89 years), with just over half of children being boys (51.2%). The majority of children in NSW (89.0%) participated in physical activity outside of normal school hours in the preceding school term. Participation in *organised* sport in NSW was the same as for Australia overall (78.3%).

In NSW, a similar proportion of boys and girls participated in physical activity outside of school hours (91.2% of boys and 87.0% of girls; $\chi^2 = 4.37$, $P = 0.11$). Of these children, 87.7% of boys and 88.3% of girls played organised sport. Again, younger and older children had similar levels of participation in physical activity (88.1% and 89.8%; $\chi^2 = 0.77$, $P = 0.68$) and organised sport (88.8% and 87.2%; $\chi^2 = 0.52$, $P = 0.47$).

5.8 *Sample participation in organised sporting activities*

The top ten most popular children’s sports across the whole Australian sample were swimming (29.7% participation), ballet and dancing (13.5%), outdoor soccer (11.8%), Australian Rules football (9.9%), outdoor tennis (9.4%), basketball (9.1%), outdoor netball (6.3%), martial arts (6.1%), outdoor cricket (5.9%) and gymnastics (4.6%) (Table 5.1).

In NSW, the ten most popular sports for children were reported to be swimming (33.2% participation), ballet and dancing (18.8%), outdoor soccer (17.7%), outdoor netball (8.7%), outdoor tennis (8.4%), martial arts (6.8%), rugby league (6.0), athletics, track and field (4.9%), gymnastics (4.1%) and outdoor cricket (3.8) (Table 5.1).

Table 5.1: *Sample participation rate in organised sporting activities for Australia and NSW*

Sport type	Sample participation	Sample participation
	rate for Australia	rate for NSW
	n (%)	n (%)
Swimming	910 (29.7)	122 (33.2)
Ballet/dancing (other)	416 (13.5)	69 (18.8)
Soccer (outdoor)	362 (11.8)	65 (17.7)
Australian Rules football (AFL)	304 (9.9)	9 (2.5)
Tennis (outdoor)	288 (9.4)	31 (8.4)
Basketball	280 (9.1)	11 (3.0)
Netball (outdoor)	193 (6.3)	32 (8.7)
Martial arts	182 (6.1)	25 (6.8)
Cricket (outdoor)	182 (5.9)	14 (3.8)
Gymnastics	142 (4.6)	15 (4.1)
Netball (indoor)	125 (4.1)	14 (3.8)
Athletics, track and field	95 (3.1)	18 (4.9)
Soccer (indoor)	80 (2.6)	9 (2.5)
Rugby league	72 (2.3)	22 (6.0)
Hockey (outdoor)	70 (2.3)	3 (0.8)
BMX / mountain bike riding / bike riding	68 (2.2)	4 (1.1)
Cycling	66 (2.2)	7 (1.9)

Equestrian	63 (2.1)	9 (2.5)
Cross country running / jogging / running /	61 (2.0)	8 (2.2)
Walking	52 (1.7)	4 (1.1)
Gymnastics (workouts) / circuits / fitness centre	37 (1.2)	5 (1.4)
Motor sports	36 (1.2)	4 (1.1)
Rugby Union	34 (1.1)	4 (1.1)
Touch football	34 (1.1)	7 (1.9)
Lifesaving / nippers	34 (1.1)	5 (1.4)
Trampolining	25 (0.8)	5 (1.4)
Golf	24 (0.8)	3 (0.8)
Softball	23 (0.7)	5 (1.4)
Hiking (bush)	22 (0.7)	4 (1.1)
Skateboarding / scooter	18 (0.6)	1 (0.3)
Tee ball	18 (0.6)	2 (0.5)
Tennis (indoor)	17 (0.6)	1 (0.3)
Volleyball (indoor / outdoor / beach)	17 (0.6)	1 (0.3)
Badminton	14 (0.5)	1 (0.3)
Baseball	14 (0.5)	1 (0.3)
AusTag football	14 (0.5)	4 (1.1)
Surfing	11 (0.4)	0 (0.0)
Tenpin bowling	11 (0.4)	1 (0.3)
Cricket (indoor)	10 (0.3)	1 (0.3)
Table tennis	9 (0.3)	0 (0.0)
Fishing	9 (0.3)	1 (0.3)
Calisthenics	8 (0.3)	1 (0.3)
Sailing	8 (0.3)	2 (0.5)
Acrobatics	8 (0.3)	2 (0.5)
Boxing	7 (0.2)	1 (0.3)
Hockey (indoor)	7 (0.2)	2 (0.5)
Snow skiing/snowboarding / snow sports	7 (0.2)	2 (0.5)
Orienteering	7 (0.2)	1 (0.3)
Abseiling / rock climbing	7 (0.2)	1 (0.3)
Futsal	6 (0.2)	1 (0.3)
Water polo	6 (0.2)	1 (0.3)
Physical culture	6 (0.2)	4 (1.1)
Rowing	5 (0.2)	1 (0.3)
Squash	5 (0.2)	1 (0.3)

Water-skiing	5 (0.2)	1 (0.3)
Skipping rope	5 (0.2)	1 (0.3)
Roller blading /skating / hockey	5 (0.2)	0 (0.0)
Canoeing / Kayaking	4 (0.1)	1 (0.3)
Ice skating	4 (0.1)	2 (0.5)
Lacrosse	4 (0.1)	0 (0.0)
Bodybuilding / weight training / weight lifting	4 (0.1)	1 (0.3)
Football (7s and Modball)	3 (0.1)	3 (0.8)
Yoga / Pilates	3 (0.1)	1 (0.3)
Diving	3 (0.1)	0 (0.0)
Fencing	3 (0.1)	0 (0.0)
Ice hockey	2 (0.1)	1 (0.3)
Shooting	2 (0.1)	0 (0.0)
Lawn bowls	1 (0.1)	0 (0.0)
Pool	1 (0.0)	0 (0.0)
Triathlons	1 (0.0)	0 (0.0)
Wrestling	1 (0.0)	0 (0.0)

The main differences in children's participation in sporting activities between NSW and Australia included Australian Rules football, which was ranked as the fourth most popular sport in Australia compared to thirteenth in NSW. Participation was also lower in NSW for basketball (ranked 12th in NSW vs. 6th in Australia). Conversely, rugby league was more popular in NSW compared to Australia overall (ranked 7th vs. 14th).

Due to the similarities in organised sport participation between NSW and Australia more broadly, data from Australia were used in further analyses. Only those sports that had greater than 70 children participating across the sample were included, representing the 15 most popular sports for children aged 5 to 14 years in Australia.

5.9 Sample participation in popular sporting activities by sex

The most popular sport for boys was swimming (27.5% participation), followed by outdoor soccer (19.0%), Australian Rules football (18.5%), basketball (10.9) and outdoor cricket (10.7%) (Table 5.2). For girls, the most popular sports were swimming

(31.9%), ballet and dancing (25.7%), outdoor netball (12.6%), outdoor tennis (8.9%) and indoor netball (8.1%).

Table 5.2: *Sample participation in the most popular children’s sports (Australia) by sex*

Sport type	Sample participation rate n (%)		
	Overall	Males	Females
Swimming	910 (29.7)	427 (27.5)	483 (31.9)
Ballet / dancing (other)	416 (13.5)	28 (1.8)	388 (25.7)
Soccer (outdoor)	362 (11.8)	296 (19.0)	66 (4.4)
Australian Rules football (AFL)	304 (9.9)	288 (18.5)	16 (1.1)
Tennis (outdoor)	288 (9.4)	153 (9.8)	135 (8.9)
Basketball	280 (9.1)	169 (10.9)	111 (7.3)
Netball (outdoor)	193 (6.3)	2 (0.1)	191 (12.6)
Martial arts	182 (6.1)	122 (8.0)	60 (3.9)
Cricket (outdoor)	182 (5.9)	166 (10.7)	16 (1.1)
Gymnastics	142 (4.6)	28 (1.8)	114 (7.5)
Netball (indoor)	125 (4.1)	2 (0.1)	123 (8.1)
Athletics, track and field	95 (3.1)	46 (3.0)	49 (3.3)
Soccer (indoor)	80 (2.6)	68 (4.4)	12 (0.8)
Rugby league	72 (2.3)	70 (4.5)	2 (0.1)
Hockey (outdoor)	70 (2.3)	34 (2.2)	36 (2.4)

5.10 Sample participation in popular sporting activities by age

Comparing younger (5 to 9 years) and older (10 to 14 years) children, the most popular sports for younger children were swimming (43.0% participation), ballet and dancing (14.6%), soccer (11.5%), Australian Rules football (9.6%) and outdoor tennis (8.6%) (Table 5.3). This was similar to the most popular sports for older children, however for older children, basketball was ranked as the second most popular sport with 12.6% of children in this age group participating. Comparatively basketball was the eighth most popular sport for younger children.

Table 5.3: *Sample participation in the most popular children’s sports (Australia) by age group*

Sport type	Sample participation rate n (%)		
	Overall	5-9 year olds	10-14 year olds
Swimming	910 (29.7)	666 (43.0)	244 (16.1)
Ballet / dancing (other)	416 (13.5)	226 (14.6)	190 (12.5)
Soccer (outdoor)	362 (11.8)	178 (11.5)	184 (12.1)
Australian Rules football (AFL)	304 (9.9)	149 (9.6)	155 (10.2)
Tennis (outdoor)	288 (9.4)	133 (8.6)	155 (10.2)
Basketball	280 (9.1)	88 (5.7)	192 (12.6)
Netball (outdoor)	193 (6.3)	50 (3.2)	143 (9.4)
Martial arts	182 (6.1)	104 (6.7)	78 (5.1)
Cricket (outdoor)	182 (5.9)	84 (5.4)	98 (6.5)
Gymnastics	142 (4.6)	100 (6.5)	42 (2.8)
Netball (indoor)	125 (4.1)	37 (2.4)	88 (5.8)
Athletics, track and field	95 (3.1)	55 (3.6)	40 (2.6)
Soccer (indoor)	80 (2.6)	31 (2.0)	49 (3.2)
Rugby league	72 (2.3)	34 (2.2)	38 (2.5)
Hockey (outdoor)	70 (2.3)	24 (1.5)	46 (3.0)

5.11 Duration and frequency of sample participation in popular organised sports

Considering only the 15 most popular sports for children, the median frequency of participation was highest for rugby league, with children engaging in this activity a median of three times per week (Table 5.4). However, the time that children spent playing outdoor cricket was the longest, with children participating for a median of 120 minutes on each occasion that they played this sport.

Children’s weekly exposure to sport was highest for outdoor cricket. For those children that participated in outdoor cricket, during the cricket season they would be engaged in this sport for a median of 240 minutes per week (2 occasions x 120 minutes duration) (Table 5.4). Rugby league and Australian Rules football had the next highest weekly exposure, with children playing either of these sports engaged for a median of 180 minutes per week during these sports’ seasons.

Table 5.4: *Sample* frequency and duration of participation and weekly exposure to the most popular sporting activities (Australia)

Sport type	Frequency (f) of participation per week Median (IQR)	Duration (d) of each sporting session (minutes) Median (IQR)	Weekly exposure (f x d) (minutes) Median
Rugby league	3.0 (2.0 – 3.0)	60 (60.0 – 60.0)	180
Cricket (outdoor)	2.0 (1.0 – 2.0)	120 (60.0 - 180.0)	240
Australian Rules football (AFL)	2.0 (1.0 – 3.0)	90 (60.0 – 105.0)	180
Basketball	2.0 (1.0 – 2.0)	60 (45.0 – 60.0)	120
Hockey (outdoor)	2.0 (1.0 – 2.0)	60 (60.0 – 90.0)	120
Soccer (outdoor)	2.0 (2.0 – 3.0)	60 (60.0 – 90.0)	120
Martial arts	2.0 (1.0 – 2.0)	60 (60.0 – 90.0)	120
Netball (indoor)	2.0 (1.0 – 2.0)	60 (45.0 – 60.0)	120
Netball (outdoor)	2.0 (2.0 – 2.0)	60 (60.0 – 77.0)	120
Athletics, track and field	1.0 (1.0 – 2.0)	120 (74.1 – 180.0)	120
Gymnastics	1.0 (1.0 – 2.0)	60 (90.0 – 120.0)	60
Ballet/dancing (other)	1.0 (1.0 – 2.0)	60 (60.0 – 90.0)	60
Tennis (outdoor)	1.0 (1.0 – 2.0)	60 (45.0 – 90.0)	60
Soccer (indoor)	1.0 (1.0 – 1.0)	60 (30.0 – 60.0)	60
Swimming	1.0 (1.0 – 2.0)	45 (30.0 – 60.0)	45

5.12 Sample participation in club-based organised sports

Parents were asked if the activities that their child participated in were organised by a sports club or other organisations. The proportion of respondents reporting that their child participated in club organised activities for the most popular children’s sports are shown in Figure 5.1. The most popular sporting activities were predominantly club-based, with the exception of indoor soccer, swimming, and ballet and dancing. Rugby league had the greatest proportion of participation comprising club-based activities, with 86.6% of children’s participation in this sport arranged through sports clubs (Figure 5.1).

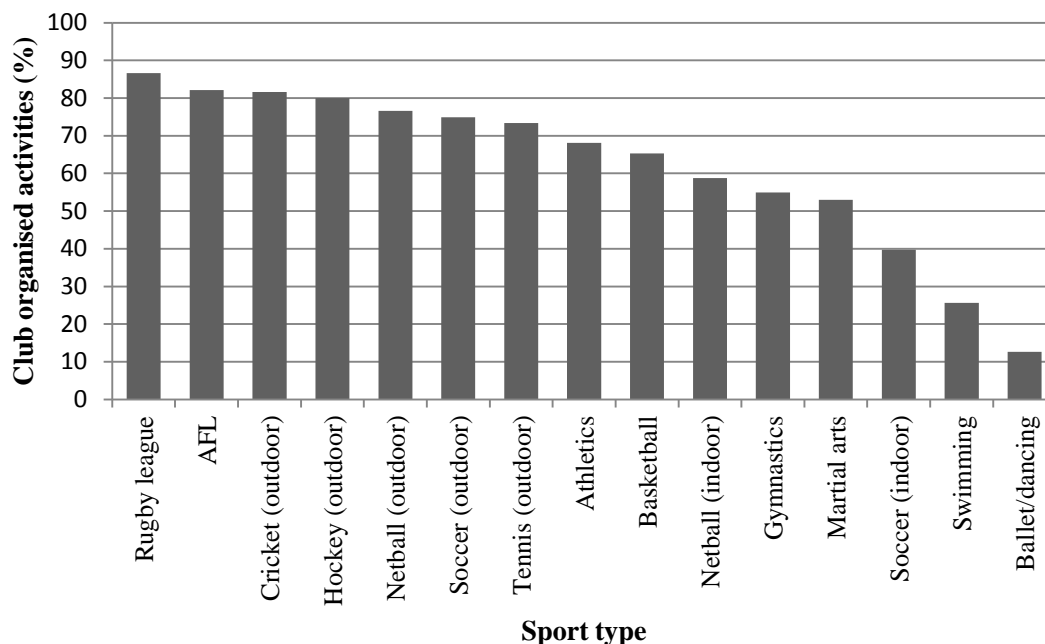


Figure 5.1: Proportion of each sporting activity arranged by clubs

5.13 Australian children’s participation in popular organised sports

Population estimates of children’s organised sport participation were calculated using sample weights provided in the ERASS database for the Australian population. ABS census data indicate that there were 2,763,079 children aged 5 to 14 years living in Australia in 2009 (7). Based on the weighted ERASS data, 89.3% of these children participated in physical activity outside of school and of these 86.6% engaged in organised sport. Extrapolating this finding to the Australian population, 77.3% or 2,135,860 children participated in organised sport.

Of those children who participate in any organised sport, the greatest number participated in swimming (n = 619,400), followed by ballet and dancing (n = 305,700), outdoor soccer (n = 282,200) and outdoor tennis (n = 201,000) (Table 5.5).

Table 5.5: *Population participation in the most popular children’s sports for Australia*

Sport type	Proportion of Australian population (%) (aged 5-14)	Number of children (aged 5-14) ('000s)
Swimming	29.0	619.4
Ballet / dancing (other)	14.3	305.7
Soccer (outdoor)	13.2	282.2
Tennis (outdoor)	9.4	201.0
Basketball	8.0	171.0
Australian Rules football (AFL)	7.9	168.9
Netball (outdoor)	6.3	134.7
Martial arts	6.3	134.7
Cricket (outdoor)	4.9	104.8
Gymnastics	4.1	87.6
Rugby league	4.1	87.6
Netball (indoor)	3.8	81.2
Athletics, track and field	3.7	79.1
Soccer (indoor)	2.7	57.7
Hockey (outdoor)	1.9	40.6

Considering different age and sex groups, larger numbers of younger boys and girls participated in swimming (303,700 girls and 288,300 boys aged 5-9 vs. 125,900 girls and 88,700 boys aged 10-14) (Table 5.6). Meanwhile, larger numbers of older children participated in indoor and outdoor soccer, Australian Rules football, tennis, basketball and hockey. Older girls also participated in outdoor netball more frequently than younger girls while younger girls played more athletics.

Table 5.6: *Population* participation in the most popular children’s sports for Australia by sex and age group

Sex	Sport type	5-9 year olds		10-14 year olds	
		Proportion of children (%)	Number of children ('000s)	Proportion of children (%)	Number of children ('000s)
<i>Males</i>	Swimming	41.4	288.3	12.3	88.7
	Ballet / dancing (other)	1.8	12.5	2.7	19.5
	Soccer (outdoor)	22.7	158.1	18.9	136.2
	Australian Rules football (AFL)	12.6	87.7	15.9	114.6
	Tennis (outdoor)	7.9	55.0	10.9	78.6
	Basketball	5.7	39.7	12.6	90.8
	Netball (outdoor)	0.0	0.0	0.2	1.4
	Martial arts	10.3	71.7	8.1	58.4
	Cricket (outdoor)	9.3	64.8	8.0	57.7
	Gymnastics	1.6	11.1	1.1	7.9
	Netball (indoor)	0.2	1.4	0.0	0.0
	Athletics, track and field	3.7	25.8	3.8	27.4
	Soccer (indoor)	3.4	23.7	5.3	38.2
	Rugby league	6.7	46.7	8.3	59.8
Hockey (outdoor)	1.5	10.4	2.4	17.3	
<i>Females</i>	Swimming	45.9	303.7	18.4	125.9
	Ballet / dancing (other)	29.4	194.5	25.6	175.2
	Soccer (outdoor)	2.9	19.2	7.2	49.3
	Australian Rules football (AFL)	0.5	3.3	1.2	8.2
	Tennis (outdoor)	8.5	56.2	10.0	68.4
	Basketball	3.8	25.1	9.7	66.4
	Netball (outdoor)	6.9	45.7	18.8	128.6
	Martial arts	4.0	26.5	3.3	22.6
	Cricket (outdoor)	0.7	4.6	1.2	8.2
	Gymnastics	9.7	64.2	4.4	30.1
	Netball (indoor)	5.7	37.7	9.9	67.7
	Athletics, track and field	4.9	32.4	2.3	15.7
	Soccer (indoor)	0.3	2.0	1.3	8.9
	Rugby league	0.5	3.3	0.0	0.0
Hockey (outdoor)	0.9	6.0	3.0	20.5	

Applying population weights to the sample to calculate population weekly exposure to different sports resulted in very similar exposures to those identified using the unweighted data (Table 5.7).

Table 5.7: Population frequency and duration of participation and weekly exposure to the most popular sporting activities (Australia)

Sport type	Frequency (f) of participation per week	Duration (d) of each sporting session (minutes)	Weekly exposure (f x d) (minutes)
	Median (IQR)	Median (IQR)	Median
Rugby league	3.0 (2.0 - 3.0)	60 (60.0 - 60.0)	180
Cricket (outdoor)	2.0 (1.0 - 2.0)	120 (60.0 - 180.0)	240
Australian Rules football (AFL)	2.0 (1.0 - 3.0)	90 (60.0 - 105.0)	180
Basketball	2.0 (1.0 - 2.0)	60 (45.0 - 60.0)	120
Hockey (outdoor)	2.0 (1.0 - 2.0)	60 (60.0 - 90.0)	120
Soccer (outdoor)	2.0 (2.0 - 3.0)	60 (60.0 - 90.0)	120
Martial arts	2.0 (1.0 - 2.0)	60 (60.0 - 90.0)	120
Netball (indoor)	2.0 (1.0 - 2.0)	60 (45.0 - 60.0)	120
Netball (outdoor)	2.0 (2.0 - 2.0)	60 (60.0 - 77.0)	120
Athletics, track and field	1.0 (1.0 - 2.0)	120 (74.1 - 180.0)	120
Gymnastics	1.0 (1.0 - 2.0)	90 (60.0 - 120.0)	90
Ballet/dancing (other)	1.0 (1.0 - 2.0)	60 (60.0 - 90.0)	60
Tennis (outdoor)	1.0 (1.0 - 1.0)	60 (45.0 - 90.0)	60
Soccer (indoor)	1.0 (1.0 - 1.0)	60 (30.0 - 60.0)	60
Swimming	1.0 (1.0 - 2.0)	45 (30.0 - 60.0)	45

Weekly total person time exposure was highest for outdoor soccer (Table 5.8). Across Australia, children aged 5 to 14 years were exposed to outdoor soccer for 33,864,000 minutes or 564,400 hours per week. Other sports with high weekly child-hours of exposure included Australian Rules football (506,700 hours), swimming (464,550 hours), outdoor cricket (419,200 hours) and basketball (342,000 hours).

Table 5.8: *Population* weekly child-hours of exposure to the most popular sporting activities (Australia)

Sport type	Weekly child-hours of exposure (minutes) (*000s)
Soccer (outdoor)	33,864
Australian Rules football (AFL)	30,402
Swimming	27,873
Cricket (outdoor)	25,152
Basketball	20,520
Ballet / dancing (other)	18,342
Martial arts	16,164
Netball (outdoor)	16,164
Rugby league	15,768
Tennis (outdoor)	12,060
Netball (indoor)	9,744
Athletics, track and field	9,492
Gymnastics	7,884
Hockey (outdoor)	4,872
Soccer (indoor)	3,462

5.14 Extrapolating to the NSW population

ABS census data (June 2009) indicate 32.3% of the Australian population aged 5 to 14 years or 891,993 children lived in NSW (7). Extrapolating the data for Australian children to the NSW population, 200,000 children participated in swimming, followed by ballet and dancing (n = 98,700), outdoor soccer (n = 98,700) and outdoor tennis (n = 64,900) (Table 5.9). However, weekly child-hours of exposure to sporting activities was highest for outdoor soccer, with children in NSW engaging in this sport a total of 10,938,000 minutes (182,300 hours) per week (Table 5.9).

Table 5.9: *Population participation and weekly child-hours of exposure in the most popular children’s sports for NSW*

Sport type	Proportion of NSW population (%) (aged 5-14)	Number of children (aged 5-14) ('000s)	Weekly child-hours of exposure (minutes) ('000s)
Swimming	29.0	200.0	9,003
Ballet / dancing (other)	14.3	98.7	5,924
Soccer (outdoor)	13.2	91.2	10,938
Tennis (outdoor)	9.4	64.9	3,895
Basketball	8.0	55.2	6,628
Australian Rules football (AFL)	7.9	54.6	9,819
Netball (outdoor)	6.3	43.5	5,221
Martial arts	6.3	43.5	5,221
Cricket (outdoor)	4.9	33.9	8,124
Gymnastics	4.1	28.3	2,547
Rugby league	4.1	28.3	5,093
Netball (indoor)	3.8	26.2	3,147
Athletics, track and field	3.7	25.5	3,066
Soccer (indoor)	2.7	18.6	1,118
Hockey (outdoor)	1.9	13.1	1,574

5.15 Discussion

This study provides information on the participation of 5 to 14 year old children in organised sport, including the most popular sports for this age group and the amount of time that children engage in these activities. In this way, this study provides an estimate of children’s exposure to sporting activities and the size of the potential market for sponsorship promotions.

The most popular sports for children in the current study were similar to those identified in previous surveys of children’s sport participation in Australia. In both the children’s ERASS and the ABS Children's Participation in Cultural and Leisure Activities Survey (1), swimming, outdoor soccer, Australian Rules football, netball and tennis were

considered to be amongst the most popular sports for children. Ballet and dancing was also reported as a frequent activity in both these surveys. Both of these surveys assessed children's sport participation by parent proxy report.

As identified in previous surveys (1, 3, 4), a larger proportion of boys participated in physical activity than girls, although engagement in organised sport was similar. In this analysis, boys had a higher participation rate in many sports, including indoor and outdoor soccer, cricket, rugby league, martial arts, basketball and Australian Rules football. However, there were also organised sports that attracted mostly girls, including ballet and dancing, indoor and outdoor netball, and gymnastics.

Based on NSW population data for children's participation in organised sports, the greatest number of children participated in swimming, followed by ballet and dancing, outdoor soccer, outdoor tennis and basketball. However, the activities that had the greatest weekly child-hours of exposure were outdoor soccer, followed by Australian Rules football, swimming, outdoor cricket and basketball. This was due to the longer playing time for some sports; particularly outdoor cricket, which was played for a median of 240 minutes per week, and Australian Rules football, which was played for 180 minutes per week.

The measure of weekly child-hours of exposure provides some insight into the magnitude of children's overall engagement in sport and their potential exposure to sports club sponsorship. For example, children in NSW would be exposed to organised outdoor soccer activities for 182,300 hours per week. The survey on sports club sponsorship, described in Chapter 4, which interviewed a representative sample of 108 sports club officials, found that 25% of soccer clubs in NSW and the ACT had food and beverage company sponsorship (8). Assuming that children's exposure was evenly distributed amongst all clubs, this would mean that children in NSW would be exposed to food and beverage sponsorship messages at these clubs for 45,575 hours per week.

Considering this survey of sports clubs, the activities with the highest proportion of clubs with food and beverage company sponsorship were athletics, track and field and rugby league (75% of all sampled clubs). Therefore, children in NSW would be exposed to sponsorship messages for an estimated 38,325 hours per week whilst participating in athletics, track and field activities, and 63,662 hours per week whilst participating in rugby league. As the majority of identified popular sporting activities for children from ERASS were mostly organised by sports clubs, this is a reasonable extrapolation.

5.16 Limitations

This study has some limitations. Firstly, population weights for NSW were not available and could not readily be derived. Therefore, weighting the sample by the Australian population and interpolating the data for children in NSW by the relative proportion of children living in this state is a somewhat imprecise approach. However, the scope of children's participation in different sporting activities and opportunities for exposure to sponsorship arrangements can be appreciated. Secondly, some differences were observed between the most popular sporting activities in Australian and for NSW, although data for Australia were used in the analyses. This was done to capture a larger sample size, providing greater accuracy and confidence in the findings. Findings for some sports, such as Australian Rules football, basketball and rugby league should be interpreted with caution.

5.17 Conclusion

Based on data from the ERASS 2009/10 population survey of physical activity participation, children's engagement in organised sport is high, with almost 80% of children in NSW participating in these activities. This finding highlights the significant value of developing health promoting sports clubs to target children with healthy messages, which would have a large reach and appeal. Conversely, children's high participation in organised sport also points to the huge opportunities for children's exposure to commercial promotions in these settings. Initiatives which seek to reduce children's exposure to unhealthy food and beverage sponsorship promotions at community level sports clubs should preferentially target those sporting activities that

have both the highest levels of children's participation and unhealthy food and beverage sponsorship arrangements to ensure the greatest impact.

5.18 Acknowledgements

Thank you to the Australian Sports Commission for kindly providing data from the children's Exercise, Recreation and Sport Survey.

5.19 References

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CHAPTER SIX:

PATTERNS OF FOOD AND BEVERAGE COMPANY SPONSORSHIP OF PEAK SPORTING BODIES IN AUSTRALIA

6.1 Introduction

As highlighted in Chapter 5, children's participation in organised sport is high. Data from the ABS indicate that 1.7 million children aged 5 to 14 years (63%) participated in at least one organised sport outside of school hours in 2009 (1), while ERASS 2009/10 data estimate this at 77%. While children typically engage with organised sport through local level sports clubs and events, the practices and policies of governing sports organisations may influence the arrangement of sport at the community interface.

Historically, sport in Australia has originated from the community upwards; whereby community level clubs evolved before the establishment of state and national sporting organisations (2). As sport's popularity and participation increased, state and national sporting organisations were established. Traditionally, these broader associations were made up of representatives from sports clubs (2). More recently, many sports have moved from this delegate form of governance to an independent national board (Figure 6.1).

National and state sporting organisations have an important role in assisting and overseeing community level sports clubs, providing opportunities to attract funding for sport, and for the development of national sports programs (3), such as Auskick (Australian Football League) and NetSetGo (netball). However, competing priorities relating to elite sporting performance, particularly for national sporting organisations, means that the governance of community or grassroots sport is often neglected (3).

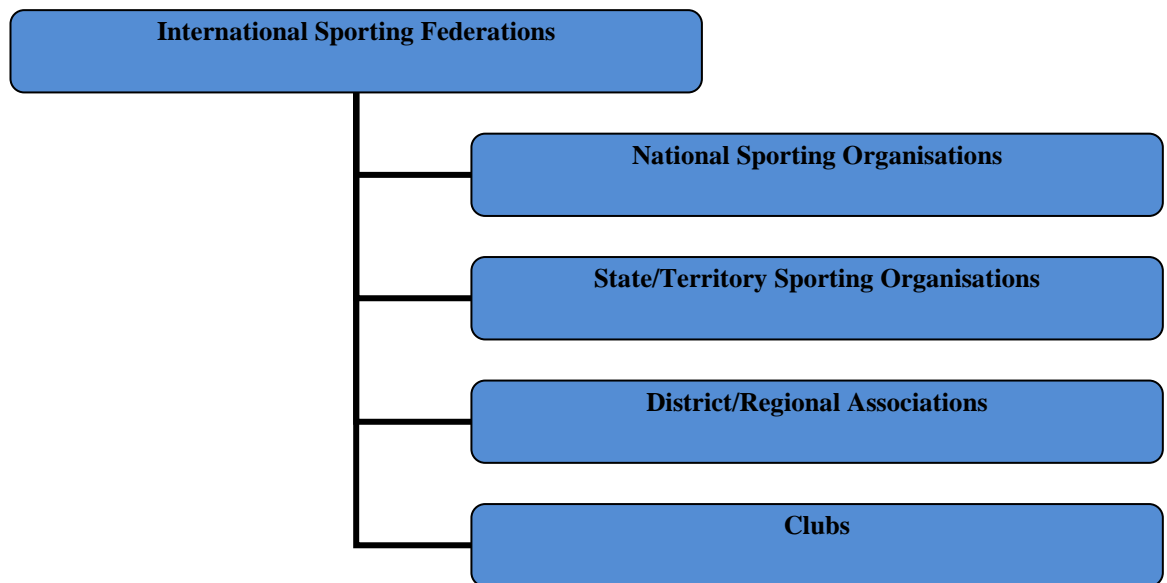


Figure 6.1: Australian sport structure (Adapted from Shilbury *et al.* (2))

Despite this, the potential for national and state sporting organisations to contribute to community level sport is large. In the survey of sports club officials described in Chapter 4, almost half of all clubs were directly affiliated with national sporting organisations and 70% were affiliated with state organisations. Furthermore, 56% of those clubs that were affiliated with state sporting organisations were in contact with these organisations at least fortnightly during competition season; primarily via email, meetings or the organisations’ website.

The funding of national and state sporting organisations, particularly their corporate sponsorship arrangements, may influence the funding structures of community level sport. This influence may occur both directly, as corporate funding may filter down to the club level; and indirectly, as an affiliation with corporate sponsors at the peak level may indicate the acceptability of these corporations.

6.2 Study aims

The aim of this website analysis was to determine the availability and nature of corporate sponsors of state and national sporting organisations, as well as any available policies on sponsorship arrangements.

6.3 Sampling

6.3.1 Popular children's sports

The most popular organised sports for children aged 5 to 14 years in NSW were selected, as identified from ABS data from 2006 and used to sample sports clubs for the survey described in Chapter 4. These sports included outdoor soccer, swimming, netball, rugby league, tennis, outdoor cricket, martial arts, basketball and athletics/track and field (4).

6.3.2 Peak sporting bodies

Peak national and state-based sporting organisations for the most popular children's sports were identified, based on membership data and the number of affiliated clubs. State-based organisations were identified for NSW, the ACT, WA and Victoria. ACT, Victorian and Western Australian based organisations were included to provide comparative data for states with Health Promotion Foundations (ACT Health Promotions Grants, VicHealth and Healthway, respectively).

Peak sporting organisations were initially located through an extensive search of website directories and key word searches (sport names and state) using online search engines. Identified associations were subsequently contacted by email or telephone for further information on their membership and reach. Selected peak sporting organisations are listed in Table 6.1.

Table 6.1: Peak national and state-based sporting organisations

Jurisdiction	Sport	Association name
Australia	Athletics	Athletics Australia
	Basketball	Basketball Australia
	Cricket	Cricket Australia
	Martial arts	Australian Karate Federation Taekwondo Australia Inc Judo Federation of Australia Australian Kung-fu Wu-shu Federation
	Netball	Netball Australia
	Rugby League	National Rugby League
	Soccer	Football Federation Australia

	Swimming	Swimming Australia
	Tennis	Tennis Australia
NSW	Athletics	Little Athletics NSW Athletics NSW
	Basketball	Basketball NSW
	Cricket	Cricket NSW
	Martial arts	Judo NSW NSW Karate Federation
	Netball	Netball NSW
	Rugby League	NSW Rugby League
	Soccer	Football NSW
	Swimming	Swimming NSW
	Tennis	Tennis NSW
ACT	Athletics	Little Athletics ACT Athletics ACT
	Basketball	Basketball ACT
	Cricket	Cricket ACT
	Martial arts	Judo ACT
	Netball	Netball ACT
	Rugby League	Canberra Region Junior Rugby League
	Soccer	Capitol Football
	Swimming	Swimming ACT
	Tennis	Tennis ACT
Victoria	Athletics	Victoria Little Athletics Athletics Victoria
	Basketball	Basketball Victoria
	Cricket	Cricket Victoria
	Martial arts	Judo Victoria Karate Victoria
	Netball	Netball Victoria
	Rugby League	Victorian Rugby League
	Soccer	Football Federation Victoria
	Swimming	Swimming Victoria
	Tennis	Tennis Victoria
WA	Athletics	Little Athletics WA Athletics WA
	Basketball	Basketball WA
	Cricket	Cricket WA
	Martial arts	Judo WA

	Australian Karate Federation WA
Netball	Netball WA
Rugby League	WA Rugby League
Soccer	Football West
Swimming	Swimming WA
Tennis	Tennis WA

6.4 Measures

6.4.1 Website analysis

A structured coding tool was developed (**Appendix 4**), following consideration of previous research on sports websites in New Zealand (5) and website analyses by the research team to determine the extent of Internet food marketing to children (6). This coding tool assessed the availability of corporate sponsorship and the nature of sponsorship arrangements, including the name of sponsoring brands/companies, the primary product or service of sponsors, and the presence of a brand logo, link to the sponsor's website or description of sponsor's product provided on the website. The availability of written sponsorship policies was also assessed.

6.4.2 Classification of sponsors

Sponsors were defined using the same classification system as described for the telephone survey with sports club officials, outlined in Chapter 4, section 4.4.2. Briefly, non-food sponsors were defined as either: alcohol manufacturers, businesses that sell alcohol; community trusts; service clubs; mixed function clubs; sporting goods companies; sporting venues; government departments/agencies; non-government sporting organisations; other non-government organisations and charities; other corporate companies; and personal contributions. Food and beverage company sponsors were defined using established criteria for defining the appropriateness of these sponsors of children's sport, developed using a Delphi survey (refer to Chapter 4, section 4.9 and Appendix 3).

6.5 Procedures

All website analyses were conducted by one research officer (SS) between August 2009 and January 2010. The research officer was firstly trained in using the survey tool, and initial data collection was cross-checked by the lead investigator (BK).

6.6 Analyses

Data were entered into SPSS for Windows version 17.0 (SPSS Inc., Chicago IL.) and cleaned/checked for missing values. Descriptive analyses, including frequencies and cross-tabulations, were conducted to describe the characteristics of sporting organisations, and the nature and extent of sponsorship arrangements. Available policies and information were also analysed thematically. Differences in the mean number of sponsorship arrangements according to organisations' jurisdiction were analysed using one-way analysis of variance. Findings were considered significant at the $\alpha < 0.05$ level.

6.7 Website characteristics

Overall, 55 websites were assessed. A larger number of websites for martial arts organisations were sampled due to the range of different activities available for this sport (Table 6.2). Also, athletics is arranged according to age groups, with Little Athletics incorporating children aged 2 to 17 years and senior athletics organisations also including an under 16s age category. Both of these organisation types were included in the sample.

Table 6.2: Website characteristics

	Number of websites n (%)
Sport type	
Athletics	9 (16)
Basketball	5 (9)
Cricket	5 (9)
Martial arts	11 (20)
Netball	5 (9)
Rugby league	5 (9)
Soccer	5 (9)
Swimming	5 (9)
Tennis	5 (9)
Sport level	
National	12 (22)
State	43 (78)
NSW	11 (26)
ACT	10 (23)
Victoria	11 (26)
WA	11 (26)

6.8 Frequency of food and beverage company sponsorship of peak sporting organisations

6.8.1 Frequency of overall sponsorship agreements

A total of 443 sponsors were identified across all websites. Only five websites did not indicate any sponsorship; including three martial arts organisations, one tennis organisation and one athletics organisation. For those organisations with at least one sponsor, the mean number of sponsors for each organisation was nine. Cricket organisations had the highest number of sponsors, with a mean of 20 sponsors per organisation (Table 6.3).

Table 6.3: Mean (S.D) number and range of sponsorship agreements for each sport type

Sport type	Mean number sponsors (S.D)	Minimum number of sponsors per club	Maximum number of sponsors per club
Cricket	20 (8.1)	8	29
Netball	13 (6.0)	7	22
Soccer	12 (3.6)	8	18
Basketball	10 (6.0)	5	20
Swimming	8 (5.8)	4	18
Rugby league	8 (6.0)	1	16
Tennis	8 (4.5)	4	14
Athletics	6 (1.6)	3	8
Martial arts	4 (2.4)	2	9
Total	9 (6.5)	1	29

The average number of sponsors was the same for both national and state sporting organisations; with a mean of nine sponsors per organisation in each of these jurisdictions (Figure 6.2). Across different states, Western Australian sporting organisations had the highest number of sponsors with 11 sponsors per website, compared to nine in NSW and Victoria, and eight sponsors per website in the ACT ($F(3,35) = 0.355$; $P = 0.8$).

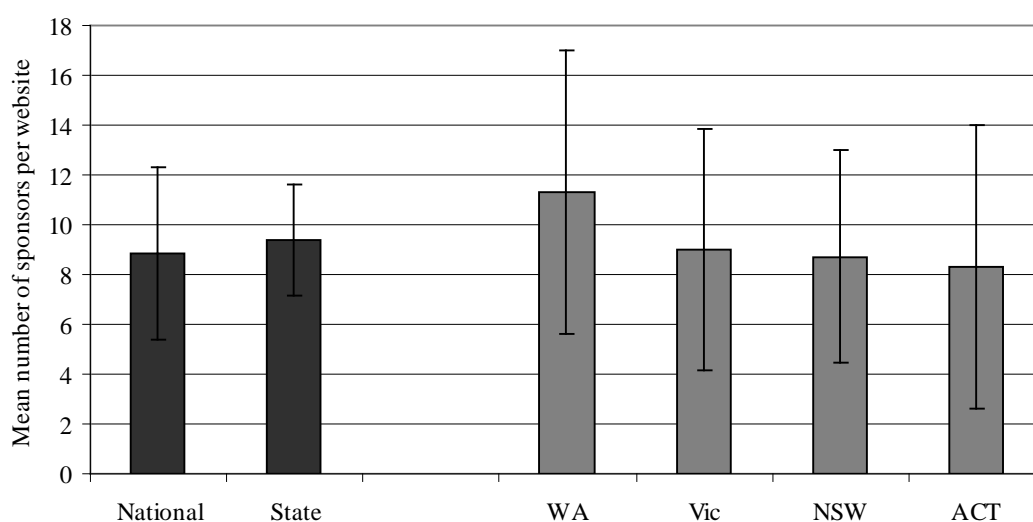


Figure 6.2: Mean and 95% confidence interval of sponsorship agreements by jurisdiction

6.8.2 Frequency of food and beverage company sponsorship agreements

Overall, 9% of sponsors were food and beverage companies or businesses, and a further 3% were alcohol manufacturers (Table 6.4). The most frequently reported type of sponsor was other corporate businesses, such as travel agents, newsagents, insurance companies and media outlets.

Table 6.4: Frequency of different sport sponsors

Sponsor type	Number of sponsors
	n (%)
Other corporate	195 (44)
Sporting goods (including clothes, shoes and equipment)	77 (17)
Government departments/agencies	62 (14)
Non-government sporting organisations	40 (9)
Food and drinks	38 (9)
Alcohol manufacturers	15 (3)
Non-government organisations (NGOs)	11 (3)
Sporting venues	4 (1)
Mixed function clubs (e.g. Workers clubs)	1 (0)
Total	443 (100)

Food and beverage company sponsors contributed to a quarter of all sponsors for athletics organisations (Table 6.5). Alcohol sponsorship was highest for rugby league (10% of sponsors for this sport) and cricket (9%).

Food and beverage company sponsors contributed to a similar proportion of all sponsorship arrangements for both national and state sporting organisations: 7% and 9% (Table 6.6). The proportion of sponsors that were for food and beverage companies was also similar across different states and territories, and represented between 8% and 10% of all sponsors.

Table 6.5: The frequency of food and non-food sponsorship agreements by sport type

Sport type	Food and drink sponsors n (%)	Alcohol sponsors n (%)	Non-food sponsors n (%)
Athletics	10 (25)	0 (0)	30 (75)
Basketball	6 (13)	1 (2)	41 (85)
Soccer	5 (10)	0 (0)	45 (90)
Cricket	9 (9)	9 (9)	83 (83)
Rugby league	3 (8)	4 (10)	33 (82)
Swimming	2 (5)	0 (0)	37 (95)
Netball	2 (3)	1 (2)	60 (95)
Martial arts	1 (3)	0 (0)	31 (97)
Tennis	0 (0)	0 (0)	30 (100)

Table 6.6: The frequency of food and non-food sponsorship agreements by jurisdiction

Jurisdiction	Food and drink sponsors n (%)	Alcohol sponsors n (%)	Non-food sponsors n (%)
National organisations	7 (7)	4 (4)	86 (89)
State organisations	31 (9)	11 (3)	304 (88)
ACT	7 (10)	1 (2)	60 (88)
Victoria	8 (9)	3 (3)	79 (88)
NSW	7 (9)	3 (4)	65 (87)
WA	9 (8)	4 (4)	100 (88)

A small proportion (3%) of sponsors also endorsed health promoting messages, including healthy eating, anti-smoking, occupational health and safety, water safety, sun protection and domestic violence awareness campaigns. All of these health promotion sponsorship arrangements were identified for state sporting organisations (n = 14), and were mostly promoted through sponsorship arrangements with government agencies, in Victoria (n = 6), such as VicHealth and WA (n = 5), such as Healthway.

6.9 Nature of food and beverage company sponsors

Overall, 63% of food and (non-alcoholic) beverage company sponsors did not meet criteria for healthy sponsors. No alcohol manufacturers (n = 15) met the criteria for healthy sponsors. These criteria exclude beverage companies and related businesses that sell alcohol from being appropriate sport sponsors.

For particular sport types, all food and beverage company sponsors and alcohol sponsors of rugby league organisations did not meet criteria for healthy sponsors (Table 6.7). While, only a small number of these sponsors were identified, including three food and beverage company sponsors and four alcohol sponsors, this was across just five websites. Conversely, all food and beverage company sponsors identified for swimming (n = 2), netball (n = 2) and martial arts (n = 1) met criteria for healthy sponsors.

Of the seven food and beverage company sponsors that were identified for national sporting organisations, only one (14%) met criteria for being a healthy sponsor. By comparison, 31% of food and beverage companies that were sponsors of state sporting organisations met these criteria. Sporting organisations from WA had the highest proportion of sponsors that met these criteria, representing two-thirds of all food and beverage sponsors for these organisations (Figure 6.3).

Table 6.7: Nature of food and alcohol-related sponsorship agreements by sport type

Sport type	Food and drink company sponsorship agreements		Alcohol-related company sponsorship agreements	
	Did not meet criteria n (%)	Met criteria n (%)	Did not meet criteria n (%)	Met criteria n (%)
Rugby league	3 (100)	0 (0)	4 (100)	0 (0)
Soccer	4 (80)	1 (20)	0 (0)	0 (0)
Athletics	5 (50)	5 (50)	0 (0)	0 (0)
Cricket	2 (22)	7 (78)	9 (100)	0 (0)
Basketball	1 (17)	5 (83)	1 (100)	0 (0)
Swimming	0 (0)	2 (100)	0 (0)	0 (0)
Martial arts	0 (0)	1 (100)	0 (0)	0 (0)
Netball	0 (0)	2 (100)	1 (100)	0 (0)
Tennis	0 (0)	0 (0)	0 (0)	0 (0)

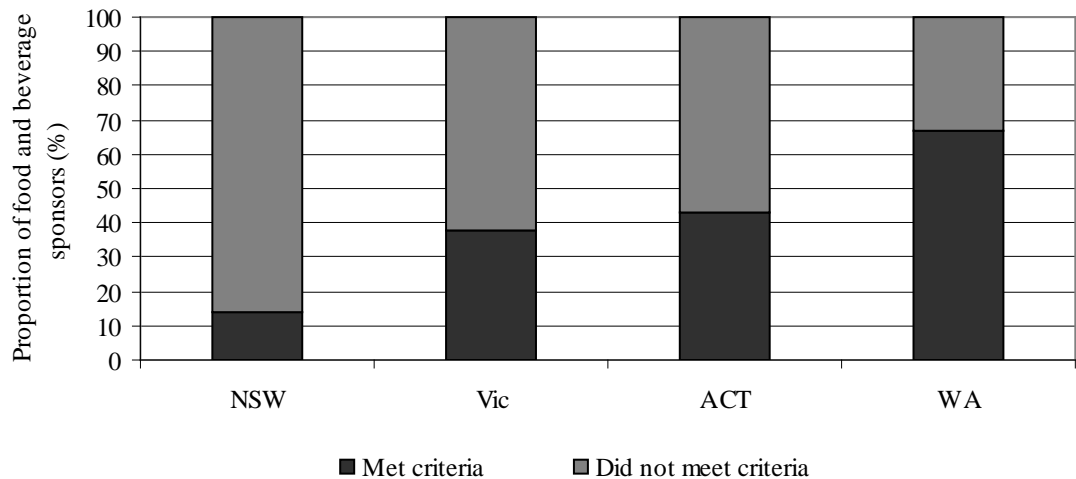


Figure 6.3: Nature of food and beverage sponsorship agreements by jurisdiction

6.10 Nature of sponsorship promotions

On the majority of websites sponsors’ logos were displayed (95%). Logos were typically displayed on a dedicated sponsor’s page on the website (43%) or repeated on all website pages (38%). Most websites (81%) provided a web link to the sponsors’ own website, and some also provided a description of the sponsor and their products (10%).

The proportion of food and beverage company sponsors that had their logo displayed on sporting organisations’ websites was also high (92%). This was similar to sponsors for alcohol products and non-food products (100% and 95% respectively). However, a greater proportion of food and beverage company sponsors had their logo displayed on all website pages (57%), compared to sponsors for alcohol and non-food products (33% and 39%) (Figure 6.4).

The presence of links to sponsors’ websites was similar for all sponsor types, with links to 86% of alcohol sponsors’ websites, 84% of food and beverage companies, and 80% of non-food company sponsors’ websites. Only two sporting organisations’ websites presented a description of food and beverage company sponsors’ products. On one website, this involved the inclusion of the product (pasta and sauces) in healthy recipes. Another website described the range of drinks available from a soft drink manufacturer and promoted these as a “superior product”.

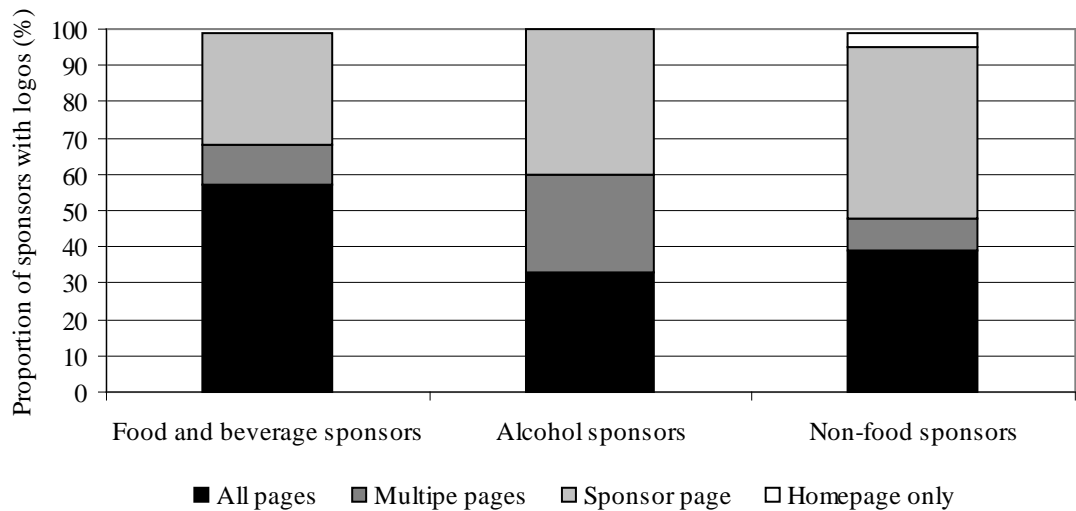


Figure 6.4: The placement of sponsor’s logos on websites

Finally, some websites had information available about specific sporting competitions or programs that were sponsored (n = 16 different events). In all of these instances, sponsors had naming rights for the event (i.e. the company name was included in the event title). The majority of sponsored competitions or programs were associated with food and beverage companies (69%), while one was associated with an alcohol manufacturer. Of those events sponsored by food and beverage companies, almost three-quarters (73%) were associated with companies that did not meet criteria for healthy sponsors.

All websites for cricket and netball sporting organisations had at least one competition or program sponsored by a food or beverage company (Table 6.8). Two websites had multiple competitions or programs sponsored by food and beverage companies; with two sponsored events on one basketball organisation website and one soccer organisation website.

McDonald’s Restaurants in particular sponsored a range of competitions and programs across different sports, including the McDonald’s Skill, Fun & Play program, which taught basketball skills to primary school children; and McDonald’s Hoop Time, involving a one-day basketball competition series, with over 32,000 children involved from 480 schools in Victoria. Other McDonald’s sponsored

programs included McDonald’s Kanga Cup soccer competition, McDonald’s State Track and Field Championships for athletics, McDonald’s Little Athletics Registration Program, and McDonald’s Find a Club, which allowed children to find a soccer club in their local area. The Milo-in-2-Cricket program was also promoted on all cricket organisations’ websites. This program aims to develop cricket skills and performance of children aged 5 to 10 years.

Table 6.8: The frequency of websites with sponsored sporting competitions or programs by sport

Sport type	Proportion of websites n (%)		
	Food and beverage sponsored event	Alcohol Sponsored event	Non-food sponsored event
Cricket	5 (100)	0 (0)	1 (20)
Netball	5 (100)	0 (0)	0 (0)
Soccer	3 (60)	0 (0)	4 (80)
Athletics	4 (44)	0 (0)	0 (0)
Basketball	1 (20)	0 (0)	1 (20)
Rugby league	0 (0)	20	1 (20)
Martial arts	0 (0)	0 (0)	0 (0)
Swimming	0 (0)	0 (0)	0 (0)
Tennis	0 (0)	0 (0)	0 (0)

6.11 Availability of written policies on sponsorship practices

Two sporting organisations had a written policy on sponsorship available on their website, including one swimming and one tennis organisation. These represented one national sporting organisation and one organisation from NSW. These policies related to how to generate sponsorship (n = 1) and the placement of sponsor’s logos on sports uniforms (n = 1). No provisions were made on the acceptability of different sponsors.

6.12 Discussion

In this study, corporate sponsorship of national and state sporting organisations was widespread, with almost all sporting organisations (91%) engaging in at least one sponsorship arrangement. Further, those organisations that were associated with corporate sponsorship had an average of nine sponsors each. There was, however, considerable variation in the number of sponsors identified between organisations, with between one and 29 sponsors identified across all websites.

As noted earlier, previous research assessing the extent of sport sponsorship is limited, particularly in relation to the sponsorship of peak sporting organisations. However, in one study from New Zealand, described in Chapter 3, section 3.2.2, which assessed 107 sporting organisations' websites for corporate sponsorship, national sporting organisations had the highest number of sponsors with almost 15 sponsors per organisation, compared to regional organisations and local level clubs (with an average of nine and seven sponsors each) (5). This trend for increasing sponsorship along this organisational hierarchy was not reflected in the current study, with a similar number of sponsors identified for both state and national organisations. However, as very little information was available on the value of sponsorship arrangements (data not shown), it is not known if the total revenue derived from sponsorship differed between national and state organisations. In the previous survey of community level sports clubs, described in Chapter 4, sports clubs reported an average of five sponsors each.

Overall, 12% of sponsors were food and beverage companies and alcohol manufacturers. However, the contribution of these sponsors was proportionally higher for some sports. Specifically, 25% of all sponsors of athletics organisations were food and beverage companies, while 10% of rugby league organisations' sponsors were alcohol manufacturers. This finding is congruous to the previous study described in Chapter 4 on the nature of sponsorship arrangements at community level sports clubs, whereby athletics clubs had the highest proportion of food and beverage company sponsors, comprising 48% of all sponsors for this sport. In this earlier study, the greatest proportion of alcohol related sponsors, including businesses and

companies that sold alcohol products, were directed towards rugby league clubs (55% of alcohol related sponsors).

This consistent trend for higher levels of food and beverage company sponsors and alcohol sponsors for particular sport types, across different sporting organisation levels, suggests that corporate sponsorship of peak sporting organisations and community sports clubs are related. In some instances, such as Little Athletics, sponsorship is arranged at the state and regional association levels, with sponsorship practices also carried out at the club level. In other cases, the sponsorship of peak sporting organisations by food and beverage companies, or alcohol related companies, may establish a precedent for the acceptability of sponsorship from these types of businesses.

Across different jurisdictions, the mean number of sponsors was highest for organisations in WA, with 11 sponsors per sporting organisation in this state. However, the proportion of these sponsors that were food and beverage companies was lowest in WA compared to all other states and territories. Conversely, while the ACT had the lowest number of sponsors, with a mean of eight sponsors per organisation, the relative contribution of food and beverage sponsors was highest in this jurisdiction. Nonetheless, the actual differences in the contribution of food and beverage company sponsors across all states and territories were small.

Overall, the majority of food and beverage sponsors did not meet criteria for healthy sponsors. However, food and beverage company sponsors in WA were more likely to comply with these criteria, with two-thirds of these sponsors for Western Australian organisations classified as healthy sponsors. It is possible that sponsorship negotiations conducted by Healthway in WA may have assisted in promoting the adoption of healthier sponsorship by peak sporting bodies in this state. As noted in Chapter 3, section 3.3.2, in March 2009 Healthway signed a \$1 million funding agreement with Netball WA and the state's elite woman's netball team, under the condition that they phase out their association with sponsors promoting inconsistent health messages (7), resulting in the termination of an existing sponsorship agreement between the netball organisations and the fast food restaurant chain

Hungary Jacks (8). Healthway has also more broadly proposed plans to replace community level sports sponsorship by fast food restaurants, and alcohol, soft drink and confectionery companies (8).

State and national sporting organisations' websites provided promotional opportunities for sponsors through the placement of sponsors' corporate logos on website pages, as well as links to sponsors' websites. In particular, the majority of food and beverage company sponsors and alcohol sponsors' logos were repeated across all or multiple website pages. Conversely, the greatest proportion of non-food sponsors' logos were placed on only dedicated sponsor's page or the homepage; thereby limiting the coverage of these logos.

Data on children's exposure to state and national sporting organisations' websites is limited. However, industry data on popular children's websites indicate that the national Australian Football League website is amongst the most popular websites for children aged 2 to 16 years, with 128,000 children accessing this website in July 2009 (9). Importantly, in the previous survey with sports clubs (Chapter 4), peak sporting organisations' websites were frequently accessed during competition season; with many sports clubs accessing these websites fortnightly.

6.13 Limitations

Limitations of this study include the relatively small number of websites sampled. However, these websites represent the state and national organisations of the most popular children's sports from a range of jurisdictions across Australia. Only those policies and sponsors that were freely accessible or promoted on sporting organisations' websites were assessed. Information is also not available from this study to estimate children's exposure to sponsors of peak sporting bodies.

6.14 Conclusion

Peak sporting organisations may act as role models to depict appropriate or health promoting activities, including sponsorship arrangements. The consistent trend for higher levels of food and beverage company sponsors and alcohol sponsorship for particular sport types, namely athletics and rugby league, across different sporting

organisation levels, indicates the potential association between the sponsorship of peak sporting bodies and sports clubs. Consequently, policy interventions that seek to reduce peak sporting organisations' reliance on unhealthy food and beverage sponsorship, and sponsorship by alcohol manufacturers, may have broader indirect implications on the nature of sponsorship arrangements at the community level and the availability of sponsored sporting programs.

6.15 Publications arising from this chapter

Kelly B, Baur LA, Bauman AE, Saleh S, Smith BJ, King L, Chapman K. Role modelling unhealthy behaviours: an analysis of food and drink sponsorship of peak sporting organisations. *Health Promotion Journal of Australia* 2011, 22(1): 72-75.

Kelly B, Baur, LA, Bauman AE, Saleh S, Smith BJ, King L, Chapman K. Health promotion in sport: an analysis of peak sporting organisations' health policies. *Journal of Science and Medicine in Sport* 2010. 13: 566-567.

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CHAPTER SEVEN: SPORTING COMMUNITY'S ATTITUDES TO FOOD AND BEVERAGE COMPANY SPONSORSHIP OF CHILDREN'S SPORT

7.1 Introduction

As noted in Chapter 2, section 2.3, children are viewed by the food industry as a major market sector; having influence over their own purchases, as well as that of their parents. From a psychological perspective, evidence suggests that children are highly vulnerable to marketing (1). Children, particularly those less than eight years of age, have been reported to have an impaired ability to critically interpret marketing messages (1). However, this information is based mostly on children's interpretation of television advertising and relatively little is known about children's responses to other forms of marketing, including sponsorship.

While there are no statutory regulations that restrict the promotion of unhealthy food products to children through sponsorship in Australia, a small amount of research is available to suggest that community support for food sponsorship restrictions exists. This research is described in detail in Chapter 3, section 3.3.1. Most notably, a recent survey of 1,500 adults living in Victoria, conducted by VicHealth, found that more than 80% of respondents supported the removal of unhealthy food and alcohol sponsorship if government were to provide replacement funding for this lost revenue (2). This survey is also supported by other national research (3-5).

7.2 Study aims

This study aimed to provide information on parents' and sporting officials' attitudes to sponsorship arrangements, and their support of potential policy interventions to reorient sponsorship to be more health promoting. The acceptability of policy arrangements and the perceived impact that these may have on the viability and growth of children's sport are important considerations in determining the broader consequences of sponsorship restrictions. Parent and children's awareness of, and ability to recall sports club sponsors was also assessed, as well as children's

perceptions of sponsors, to gauge their attitudes and behavioural intentions in response to this marketing.

7.3 *Sampling*

7.3.1 Children's sports clubs

Selected sports clubs were identified from a list of clubs that participated in the earlier survey of sports club officials (Chapter 4). Originally these sports clubs had been randomly sampled from a list of all eligible clubs in selected LGAs within the Sydney and Illawarra Statistical Divisions and the Canberra/Queanbeyan Statistical District. Refer to Chapter 4, section 4.3.2 for details of the original sampling method for this list of sports clubs. Eligible clubs included those known to have any food or beverage company sponsorship, as identified from the previous survey. Those with a larger number of child players and with more food and beverage company sponsors were approached preferentially. As martial arts, swimming and tennis had previously been identified as having few sponsors, particularly for food and beverage companies, these sports were excluded.

At the time of the sports club visits, parents were recruited through convenience sampling by approaching parents present at the venue in order to obtain a cluster size of 10 per club. This entailed approaching parents who were at the sports field and asking if they would agree to participate in the survey. Selection of parents was done by approaching those parents who were situated closest to the interviewers and/or not currently engaged in sport duties. Children who had a signed consent form were interviewed.

7.3.2 Regional sporting associations

The corresponding regional association of participating sports clubs was also approached to participate in the survey. Where a regional association was affiliated with more than one participating sports club, an alternative regional association was approached from a similar demographic area, as based on the areas' SES using the SEIFA Index of Advantage\Disadvantage (6), and their regional or metropolitan locality. In some cases, an alternative regional association was selected for another sport where these were less represented.

7.4 Measures

Four separate questionnaires were developed for: sports club officials, regional sporting association officials, and parents and children who were members of sports clubs (**Appendices 5-8**). These questionnaires were informed by previous surveys relating to health promotion practices and policies and sponsorship at community level sports clubs by the researchers (7), as well as surveys measuring children and adults' awareness and recall of sport sponsorship (8-12), and children's attitudes towards this sponsorship (13, 14). The questionnaires were initially piloted with a convenience sample of adults (n = 11) and children (n = 5) and the questionnaire modified accordingly. Selected adults included those working in a sport-related field, persons working/volunteering at sports clubs and those with experience in conducting surveys with children.

i. Sporting official questionnaires

The questionnaires for sports club and regional sporting association officials comprised:

- The characteristics of sports clubs and regional associations; including their predominant members' age and gender (clubs); and number of affiliated clubs (associations).
- Sports sponsorship; including the perceived risks and benefits of sponsorship; any previous experience with attempting to establish sponsors that promoted healthy products; the extent they think children are influenced by sponsorship; and support of policy interventions to restrict unhealthy food and beverage company sports sponsorship.

ii. Parent questionnaire

The questionnaire for parents addressed:

- The demographic characteristics of parents; including their gender; age; number of children; education; and postcode of residence.
- Sports sponsorship; including perceived risks and benefits of sponsorship; their awareness of sponsorship arrangements; the appropriateness of a range of company types for sponsoring children's sport; the extent they think

children are influenced by sponsorship; and support of policy interventions to restrict unhealthy food and beverage company sports sponsorship.

iii. Child questionnaire

The questionnaire for children addressed:

- The demographic characteristics of children; including their gender; age; suburb of residence; and other leisure time activities.
- Sports sponsorship; including their awareness of sports club and elite sport sponsorship arrangements; their perceptions of sport sponsors, in terms of their attitudes, purchase intentions and consumption behaviours; and the value they place on sponsorship activities, such as vouchers and branded certificates.

The SES of sports clubs, regional associations, parents and children were determined according to the SEIFA Index of Advantage\Disadvantage, using postcode of residence as a proxy measure (6). SEIFA scores were stratified as high (>1,100), medium (1,000-1,100) and low (<1,000) socioeconomic areas.

7.5 Procedures

Sports club visits were conducted between May 2010 and November 2010. Sports clubs were initially contacted by telephone and provided with a written information letter to assess their interest in, and eligibility to participate in the survey. Sports clubs that did not have a team with players aged 5 to 14 that registration season were considered outside the scope of the survey.

Sports clubs were visited by a team of interviewers, from a pool of four trained research officers (BK, SS, HF and AR). Research officers were provided with a half-day training session, conducted by the lead investigator (BK), including practice interviews. All research officers attended the first sports club visit. Those sports clubs that played during the winter season were approached first (May to August) followed by those playing during the summer season (October to November).

At each club, one sports club official, ten parents of players aged 5 to 14 years, and five children aged 10 to 14 years were surveyed. Consent forms to participate in the survey were signed for all participants. Parents signed these forms on behalf of children aged 10 to 12 years. Regional sporting associations were contacted following the visit to affiliated sports clubs. Where preferred, regional association officials were interviewed by telephone rather than in-person. The sport sponsors recalled by the children were validated by cross-checking these sponsors against those reported by club officials and on elite sporting teams'/athletes' websites.

To increase participation incentives were provided, including a \$100 voucher to a sports store for clubs, and smaller voucher denominations for other participants (\$50 for regional associations and \$30 for parents and children). NSW Sport and Recreation, a Division of Communities NSW, and Sport and Recreation Services – ACT both provided support to the project, which was indicated on information letters sent to sports clubs and associations, to further increase participation. Ethics approval for this survey was granted by The University of Sydney Human Ethics Committee in April 2010.

7.6 Analyses

Data were entered into SPSS for Windows version 18.0 (SPSS Inc., Chicago IL.) and cleaned/checked for missing and implausible values. Descriptive analyses including frequencies and cross-tabulations were used to describe recall of sponsors; the perceived influence of sponsorship on children and support of regulations to limit unhealthy food and beverage sponsorship. Pearson's chi-square test was used to determine differences in responses to these variables by demographic group, including age, sex and SES, where sample sizes were sufficiently large (parents and children). Mann-Whitney *U* test was used to determine differences in children's responses to product preferences and consumption behaviours resulting from exposure to sponsorship by age group and gender. Results were considered significant at the $\alpha = 0.05$ level. Responses to open-ended questions were analysed thematically, including the benefits and risks associated with sponsorship and the potential arrangement of food and beverage company sponsorship restrictions.

7.7 Sample characteristics

The overall response rate for sports clubs was 95% (20/21). For all sports, the response rate was 100%, with the exception of soccer for which one club declined participation (80%). One basketball club was not contactable after six attempts and a further two clubs (one basketball and one soccer) were ineligible as they did not have a junior team that season. These clubs were considered outside the scope of the study. The response rate for regional sporting associations was 100%. Only four parents that were approached at sports clubs refused participation. The overall sample comprised 20 sports club officials, 20 regional association officials, 200 parents and 103 children aged 10 to 14 years.

7.7.1 Regional associations

The characteristics of the sampled regional associations are shown in Table 7.1. Regional association respondents were the association president (20%), treasurer (20%), vice president (15%), secretary (10%) or other committee member (35%). Regional associations were affiliated with a median of 13 clubs (IQR = 7 to 22). Half of all regional associations reported that children aged 5 to 14 years played at all of their affiliated clubs, while 35% reported that more than half of their affiliated clubs had players aged 5 to 14 years and for 15% less than half of their clubs had players within this age group.

7.7.2 Sports clubs

Clubs that were for rugby league, soccer and athletics, and those that were located in areas of greater social-disadvantage comprised the greatest proportion of the sample (Table 7.1). Interviewed club officials were the club vice president (40%), president (30%), treasurer (15%), secretary (10%) or another committee member (5%). Most clubs had greater than 200 playing members (50%), while the remaining clubs had between 50-99 members (10%), 100-149 members (20%) or 150-199 members (20%). At the majority of clubs (55%) three-quarters to all playing members were children aged 5 to 14 years.

Table 7.1: *Sports club and regional association characteristics*

	Sports clubs	Regional
	n (%)	associations
		n (%)
Sport type		
Athletics	4 (20)	3 (15)
Basketball	1 (5)	3 (15)
Cricket	3 (15)	3 (15)
Netball	3 (15)	3 (15)
Rugby league	5 (25)	4 (20)
Soccer	4 (20)	4 (20)
Socioeconomic status		
Low	11 (55)	10 (50)
Medium/High	9 (45)	10 (50)
Location		
Illawarra	12 (60)	9 (45)
Greater Sydney	7 (35)	8 (40)
Canberra/Queanbeyan	1 (5)	3 (15)

7.7.3 Parents

The greatest proportion of parents was female (60%) and aged in their 40s (52%) (Table 7.2). The majority of parents had two or three children, and the median age of all children in families was 11 (IQR = 8 to 14). The majority of the sample was tertiary educated, having completed either TAFE/college (27%) or university (37%).

Table 7.2: *Parent characteristics*

	Parents
	n (%)
Sport type	
Athletics	43 (21)
Basketball	10 (5)
Cricket	27 (14)
Netball	29 (15)
Rugby league	49 (24)
Soccer	42 (21)
Socioeconomic status	
Low	63 (32)
Medium	99 (49)

High	38 (19)
Education	
Year 10 or below	41 (20)
Year 11 or 12	31 (16)
TAFE/college diploma or certificate	54 (27)
University degree or diploma	74 (37)
Sex	
Female	121 (60)
Male	79 (40)
Age group	
20-29	4 (2)
30-39	65 (33)
40-49	105 (52)
≥50	26 (13)
Number of children	
One	17 (9)
Two	82 (41)
Three	66 (33)
Four or more	35 (17)

7.7.4 Children

Most children (69%) played more than one organised sport, with children playing a median of two sports each (IQR = 1 to 3). The mean age of children was 12 years (SD = 1.3) (Table 7.3). Most children reported that they usually watched two or less hours of television per day during the school week (85%). Television viewing was generally higher on weekends, with a greater proportion of children watching between two and four hours per day.

Table 7.3: Child characteristics

	Children N (%)
Sport type	
Athletics	21 (20)
Basketball	5 (5)
Cricket	14 (14)
Netball	16 (16)
Rugby league	27 (26)
Soccer	20 (19)
Socioeconomic status	
Low	34 (33)
Medium	50 (49)
High	19 (18)
Sex	
Female	42 (41)
Male	61 (59)
Age	
10 years	27 (26)
11 years	18 (18)
12 years	22 (21)
13 years	27 (26)
14 years	9 (9)
Time spent watching TV	
<i>Weekday</i>	
< 1 hour per day	37 (36)
1 to 2 hours per day	50 (49)
2 to 3 hours per day	8 (8)
3 to 4 hours per day	4 (4)
> 4 hours per day	4 (4)
<i>Weekend</i>	
< 1 hour per day	15 (14)
1 to 2 hours per day	47 (46)
2 to 3 hours per day	27 (26)
3 to 4 hours per day	10 (10)
> 4 hours per day	4 (4)

7.8 Assessment of regional association officials' attitudes towards food and beverage company sponsorship of children's sport

7.8.1 Perceived benefits and risks of community sport sponsorship

The main benefit of sponsorship reported by regional associations was in subsidising registration fees, which was reported by 12 of the 20 surveyed regional association representatives. This was seen as making sport more affordable for families, thereby increasing sport participation. Sponsorship was seen to allow sports clubs to purchase the best/safe equipment and resources (n = 10) and to maintain and improve facilities (n = 8). Sponsorship also contributed to purchasing uniforms (n = 3) and administration costs (n = 2). Other than direct funding, sponsorship was perceived as having additional benefits including raising the profile of sport and making teams look professional (n = 2) and reducing clubs' reliance on fundraising activities (n = 1). Sponsors were also viewed as being able to promote healthy messages to children (n = 1). Notably, the example provided in this instance was the promotion of McDonald's healthy choices.

The majority of regional association representatives thought that sponsorship could have a potentially negative effect on children (n = 17), especially if children's sport was sponsored by companies selling alcohol (n = 8), unhealthy food and beverages (n = 6) or tobacco (n = 3) (unprompted). In particular, McDonalds was perceived to be an inappropriate company to sponsor children's sport, while vouchers given to players as sporting rewards were seen to cause conflict within families and promote unhealthy food (n = 4). However, one respondent reported that they were now more accepting towards McDonald's sponsorship since the introduction of healthier options at these fast food restaurants.

7.8.2 Experience in establishing health promoting sponsors

Seven regional associations reported that they had previously sought sponsorship arrangements with businesses or companies that sold healthy products. This included companies that were aligned with sport, such as sporting goods companies (n = 3 associations) and major sporting leagues (n = 1). Some associations had also received sponsorship from companies manufacturing bottled water (n = 2) and milk (n = 1), while one association had refused sponsorship from a local hotel as this business was

seen as incongruous with children's sport. Some food companies and products that are typically considered to be high in fat, sugar and/or salt were also mentioned as 'healthy' sponsors, including companies selling fruit straps, Gatorade and McDonalds.

7.8.3 Influence of sponsorship on children's product preferences and purchases

The majority of regional association respondents (95%) thought that children aged 5 to 14 years were influenced by the sponsorship of *elite* sporting teams or athletes, in terms of influencing the products that children preferred, requested and purchased; with 65% perceiving that children were 'very influenced' and 30% perceiving that they were 'slightly influenced' by this sponsorship (Figure 7.1). Children were thought to be less influenced by the sponsorship of their own sports clubs (10% very influenced; 65% slightly influenced) and their club's affiliated regional association (60% slightly influenced).

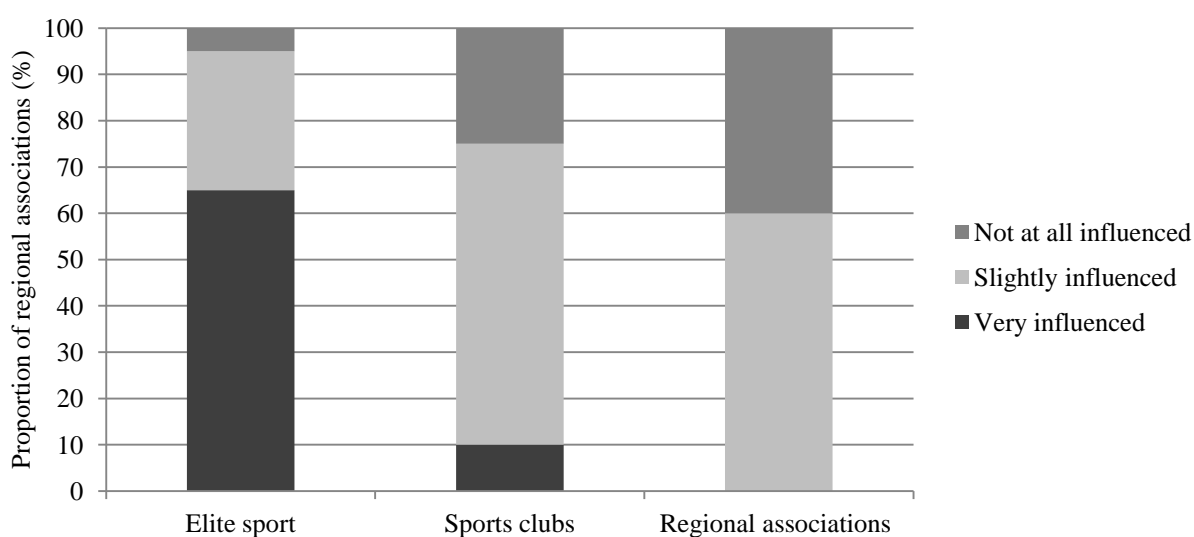


Figure 7.1: Regional association officials' perceived influence of sport sponsorship on children

A greater proportion of regional association representatives from athletics, basketball, cricket and soccer perceived children to be very influenced by the sponsorship of elite sport (Table 7.4). Children were thought to be only slightly influenced by the sponsorship of sports clubs by respondents from most sport types,

with the exception of rugby league for which half of respondents thought that children were not at all influenced by this sponsorship.

Table 7.4: *Regional association officials’* perceived influence of sport sponsorship on children, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
<i>Elite sport</i>							
Very influenced	2 (67)	2 (67)	3 (100)	1 (33)	1 (25)	4 (100)	13 (65)
Slightly influenced	1 (33)	1 (33)	0 (0)	2 (67)	2 (50)	0 (0)	6 (30)
Not at all influenced	0 (0)	0 (0)	0 (0)	0 (0)	1 (25)	0 (0)	1 (5)
<i>Sports clubs</i>							
Very influenced	0 (0)	0 (0)	1 (33)	0 (0)	1 (25)	0 (0)	2 (10)
Slightly influenced	2 (67)	2 (67)	2 (67)	2 (67)	1 (25)	4 (100)	13 (65)
Not at all influenced	1 (33)	1 (33)	0 (0)	1 (33)	2 (50)	0 (0)	1 (25)
<i>Regional associations</i>							
Very influenced	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Slightly influenced	2 (67)	2 (67)	3 (100)	1 (33)	2 (50)	2 (50)	12 (60)
Not at all influenced	1 (33)	1 (33)	0 (0)	2 (67)	2 (50)	2 (50)	8 (40)

7.8.4 Support of restrictions to limit unhealthy food and beverage sponsorship

The majority of regional association respondents were supportive of regulations or policies to restrict unhealthy food and beverage sponsorship of elite sport (55%) and children’s sports clubs (50%) (Figure 7.2). Only 25% of respondents were unlikely or very unlikely to support this restriction for elite sport and 35% would be unlikely to support this restriction for children’s sports clubs.

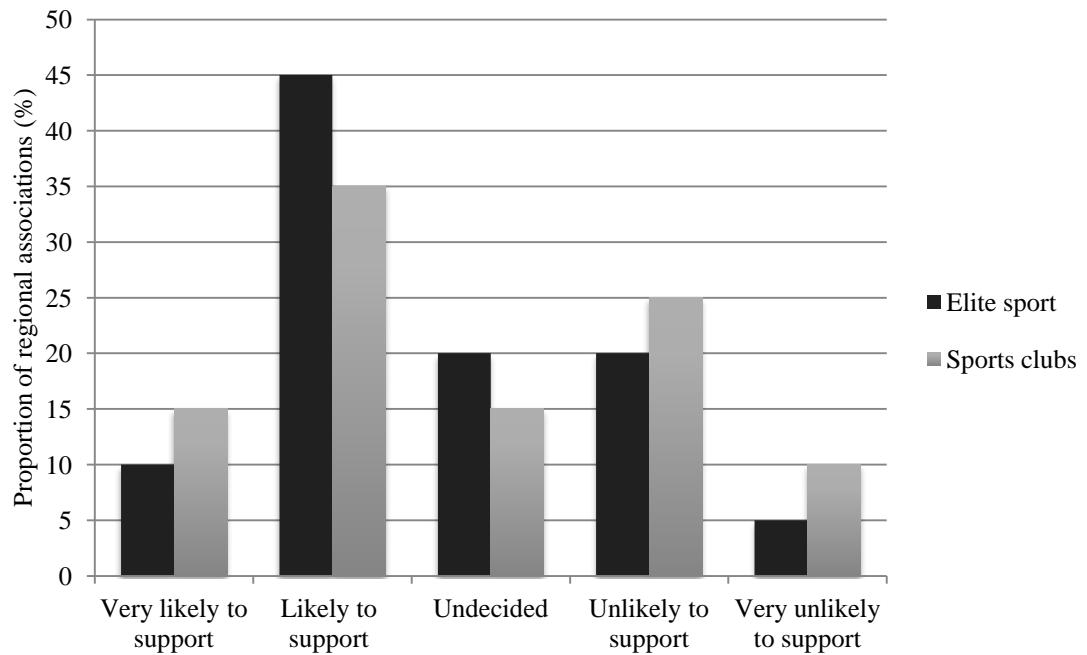


Figure 7.2: Regional association support of restrictions to limit unhealthy food and beverage sponsorship

More respondents from areas of greater social disadvantage reported that they would be *unlikely* to support restrictions to unhealthy food and beverage sponsorship of both elite and children’s sport compared to respondents from medium/high SES areas (Table 7.5). For elite sport, 40% of respondents from low SES areas would be unlikely or very unlikely to support these sponsorship restrictions compared to 20% of those from medium/high SES areas. For children’s sport, 60% of respondents from low SES areas reported were unlikely or very unlikely to support these restrictions compared to only 10% of respondents from less socially disadvantaged areas.

All regional association representatives from athletics (n = 3) were supportive of restricting unhealthy food and beverage companies from sponsoring elite sport (Table 7.6). For other sports there was more mixed support for these restrictions.

Table 7.5: *Regional association* support of restrictions to limit unhealthy food and beverage sponsorship, by SES of area

		Low SES	Medium/High SES	Total
		(n = 10)	(n = 10)	(n = 20)
		n (%)	n (%)	n (%)
Very likely to support	Elite sport	1 (10)	1 (10)	2 (10)
	Sports clubs	1 (10)	2 (20)	3 (15)
Likely to support	Elite sport	5 (50)	4 (40)	9 (45)
	Sports clubs	3 (30)	4 (40)	7 (35)
Undecided	Elite sport	0 (0)	4 (40)	4 (20)
	Sports clubs	0 (0)	3 (30)	3 (15)
Unlikely to support	Elite sport	3 (30)	1 (10)	4 (20)
	Sports clubs	5 (50)	0 (0)	5 (25)
Very unlikely to support	Elite sport	1 (10)	0 (0)	1 (5)
	Sports clubs	1 (10)	1 (10)	2 (10)

Table 7.6: *Regional association* support of restrictions to limit unhealthy food and beverage sponsorship of **elite sport**, by sport type

	Athletics	Basketball	Cricket	Netball	Rugby league	Soccer	Total
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Very likely to support	1 (33)	1 (33)	0 (0)	0 (0)	0 (0)	0 (0)	2 (10)
Likely to support	2 (67)	1 (33)	1 (33)	1 (33)	3 (75)	1 (25)	9 (45)
Undecided	0 (0)	1 (33)	1 (33)	0 (0)	0 (0)	2 (50)	4 (20)
Unlikely to support	0 (0)	0 (0)	1 (33)	1 (33)	1 (25)	1 (25)	4 (20)
Very unlikely to support	0 (0)	0 (0)	0 (0)	1 (33)	0 (0)	0 (0)	1 (5)

For children’s sport, there was mixed support for sponsorship restrictions across all sport types (Table 7.7). A greater number of respondents from athletics (n = 2), basketball (n = 2) and rugby league (n = 3) associations were supportive or very supportive of restrictions to unhealthy food and beverage sponsorship of children’s sport.

Table 7.7: *Regional association support of restrictions to limit unhealthy food and beverage sponsorship of children’s sports clubs, by sport type*

	Athletics	Basketball	Cricket	Netball	Rugby league	Soccer	Total
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Very likely to support	1 (33)	1 (33)	1 (33)	0 (0)	0 (0)	0 (0)	3 (15)
Likely to support	1 (33)	1 (33)	0 (0)	1 (33)	3 (75)	1 (25)	7 (35)
Undecided	0 (0)	0 (0)	1 (33)	0 (0)	0 (0)	2 (50)	3 (15)
Unlikely to support	1 (33)	1 (33)	0 (0)	1 (33)	1 (25)	1 (25)	5 (25)
Very unlikely to support	0 (0)	0 (0)	1 (33)	1 (33)	0 (0)	0 (0)	2 (10)

Of the ten regional association representatives who reported that they would be supportive of restrictions to limit the sponsorship of children’s sports clubs by unhealthy food and beverage companies, three thought that government should introduce these restrictions. Other respondents thought that state or national sporting organisations should be responsible or a combination of these organisations (n = 5). Three respondents also thought that regional sporting associations should have at least some responsibility for introducing these restrictions.

Regional association respondents were asked to describe how they thought these sponsorship restrictions of children’s sport could be structured (unprompted). Of the ten respondents who were supportive of restrictions, four thought that these should apply across both elite and children's sport, while three thought they should specifically apply to children's clubs (aged 5 to 17 years). The majority of respondents thought that restrictions should apply to all types of sponsorship

activities (n = 6). However, some respondents thought that unhealthy food and beverage company sponsorship was appropriate as long as the visibility and size of sponsorship promotions was reduced, such as vouchers and signage (n = 2) and excluded the sale of these unhealthy products at sports club canteens (n = 3). Restricting alcohol-related sponsorship was seen as most important, as suggested by five respondents, followed by all unhealthy food and beverages (n = 2), fast food (n = 2), sugary drinks (n = 1) and sports drinks (n = 1). However, some respondents thought that healthy options at fast food restaurants should still be promoted (n = 2).

Other than a complete ban on unhealthy food and beverage company sponsorship of children’s sport, the majority of regional association respondents reported that they would support limits on the use of vouchers for these sponsors’ products (75%), logos on children’s uniforms (60%) and billboards and signage at sports clubs (55%) (Figure 7.3).

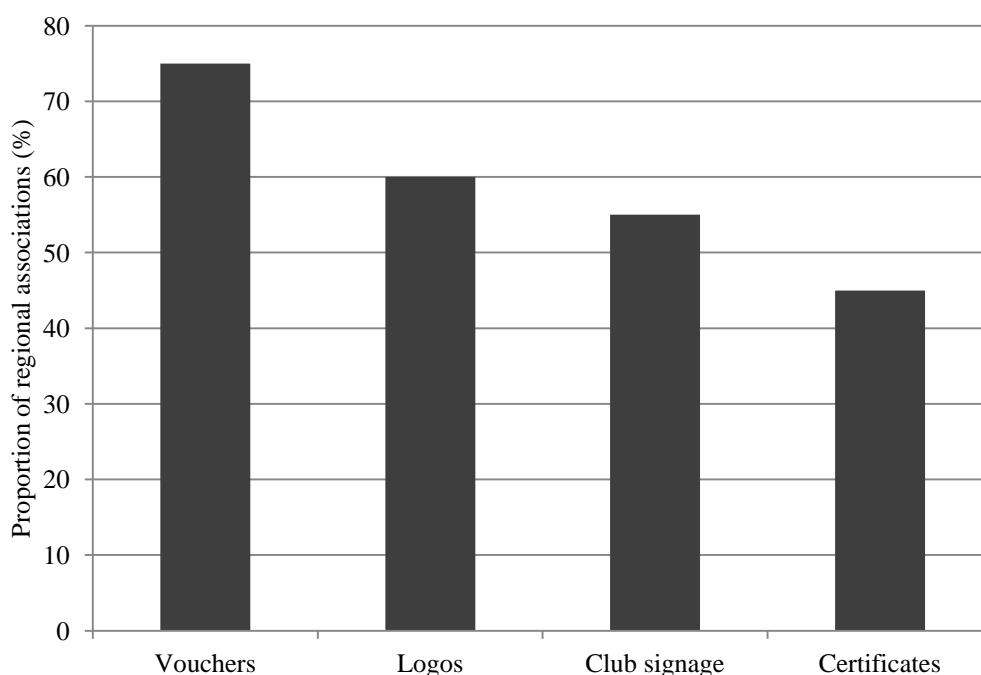


Figure 7.3: *Regional association support for restricting sponsorship activities at children’s sport by unhealthy food and beverage companies*

The majority of respondents from athletics associations were supportive of restricting all sponsorship activities by unhealthy food and beverage companies at children’s

sport (Table 7.8). Most respondents from all sport types supported limiting the provision of vouchers for these companies' products, with the exception of cricket. Support for limiting other sponsorship activities was mixed.

Table 7.8: *Regional association support for restricting sponsorship activities at children's sport by unhealthy food and beverage companies, by sport type*

	Athletics	Basketball	Cricket	Netball	Rugby league	Soccer	Total
	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Vouchers	3 (100)	3 (100)	0 (0)	3 (100)	3 (75)	3 (75) ^a	15 (75)
Logos on uniforms	3 (100)	2 (67)	1 (33)	1 (33)	2 (50)	3 (75)	12 (60)
Club signage	2 (67)	3 (100)	1 (33)	1 (33)	2 (50)	2 (50)	11 (55)
Branded certificates	3 (100)	2 (67)	0 (0)	1 (33)	2 (50)	1 (25)	9 (45)

^a Don't know; n = 1

7.8.5 Effect of sponsorship restrictions on children's sport

Most regional association officials believed that restricting unhealthy food and beverage sponsorship of children's sport would have a large financial impact on clubs when restrictions were first introduced (n = 14). This may increase the cost of sport for families, thereby potentially limiting children's participation (n = 3). Sports clubs would need to find alternative sources of funding and replacement sponsors, but some thought this would eventually be possible (n = 5). Other respondents thought that restricting this sponsorship would have very little impact on children's sport and restrictions would only affect state and national sporting organisations and larger events (n = 4). The health benefits of limiting unhealthy food and beverage sponsorship of children's sport were also acknowledged (n = 3). To reduce the financial impact of sponsorship restrictions it was recommended that tax concessions could be introduced for companies sponsoring children's sport, to encourage alternative sponsors (n = 1); that restrictions were introduced gradually (n = 1); and that clear definitions of unhealthy food and beverages were developed so that only the most unhealthy companies were restricted (n = 1).

7.9 Assessment of sports club officials' attitudes towards food and beverage company sponsorship of children's sport

7.9.1 Perceived benefits and risks of community sport sponsorship

Half of all sports club officials named the purchase of safe and good quality equipment as a major outcome of sponsorship funding. Sponsorship was also seen as being able to make sport more accessible for families by reducing the cost of registration (n = 8). Further, sponsorship contributed to maintaining and improving sporting facilities (n = 6), providing subsidised or free uniforms (n = 3) and providing coach and umpire training (n = 2). Other less tangible benefits included building a sense of community at sports clubs (n = 3) and providing promotional opportunities for clubs within the community through local businesses (n = 3). Some sports club officials also perceived that encouragement awards and vouchers from sponsors also benefited the club and were enjoyed by children (n = 2).

More than half of sports club officials perceived that sponsorship could have a potential negative effect on children (n = 11). In particular, companies and products that were thought to be a risk included unhealthy food (n = 4) and alcohol (n = 2) (unprompted). Other perceived risks associated with sponsorship included the over-commercialisation of children (n = 1) and family disharmony if parents did not agree with vouchers and rewards given by sponsoring companies (n = 1). Again, one respondent reported that they were now more accepting of sponsorship by McDonald's following the introduction of healthier options.

7.9.2 Experience in establishing health promoting sponsors

Eight sports club officials reported that they had some experience in trying to recruit sponsors that sold healthy products. This included sporting goods companies (n = 3 clubs), from which clubs received equipment, uniforms and product discounts. Some clubs had also applied for funding from Woolworths, as part of its community grants scheme, but were unsuccessful (n = 2). One club had received funding from tinned fruit and bottled water companies.

7.9.3 Influence of sponsorship on children's product preferences and purchases

Almost all sports club officials (95%) believed that children aged 5 to 14 years were influenced by the sponsorship of *elite* sporting teams or athletes (45% 'very influenced' and 50% 'slightly influenced') (Figure 7.4). This compared to only 10% of sports club officials perceiving that children were very influenced by the sponsorship of their own club, and 55% perceiving that children were slightly influenced by this sponsorship.

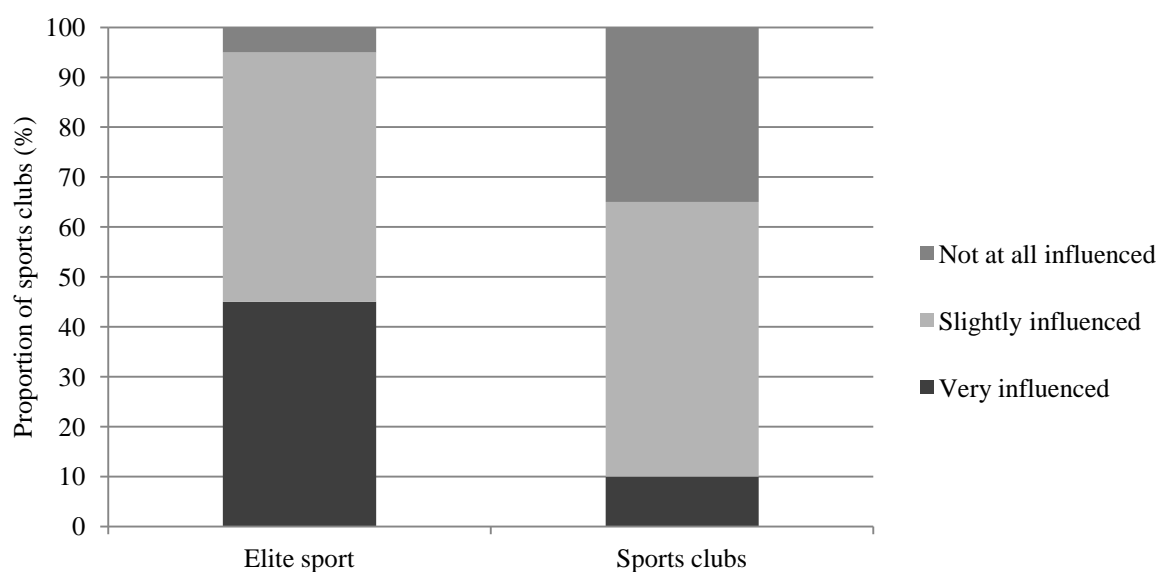


Figure 7.4: *Sports club officials' perceived influence of sport sponsorship on children*

A greater proportion of sports club officials from cricket, netball and rugby league perceived children to be very influenced by the sponsorship of elite sport (Table 7.9). Across most sports, the majority of club officials thought that children were only slightly influenced by the sponsorship of sports clubs. However for netball clubs, two of the three clubs sampled did not think that children were influenced by this sponsorship.

Table 7.9: *Sports club officials' perceived influence of sport sponsorship on children, by sport type*

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
<i>Elite sport</i>							
Very influenced	1 (25)	0 (0)	2 (67)	2 (67)	3 (60)	1 (25)	9 (45)
Slightly influenced	3 (75)	1 (100)	1 (33)	1 (33)	2 (40)	2 (50)	10 (50)
Not at all influenced	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	1 (25)	1 (5)
<i>Sports clubs</i>							
Very influenced	0 (0)	0 (0)	0 (0)	1 (33)	0 (0)	1 (25)	2 (10)
Slightly influenced	3 (75)	0 (0)	2 (67)	0 (0)	3 (60)	3 (75)	11 (55)
Not at all influenced	1 (25)	1 (100)	1 (33)	2 (67)	2 (40)	0 (0)	7 (35)

7.9.4 Support of restrictions to limit unhealthy food and beverage sponsorship

Half of all sports club officials were supportive of regulations or policies to restrict unhealthy food and beverage sponsorship of elite sport and children's sports clubs (Figure 7.5). A greater proportion of respondents was undecided about their support of regulations to restrict unhealthy food and beverage sponsorship at the club level compared to elite sport (15% vs. 5%).

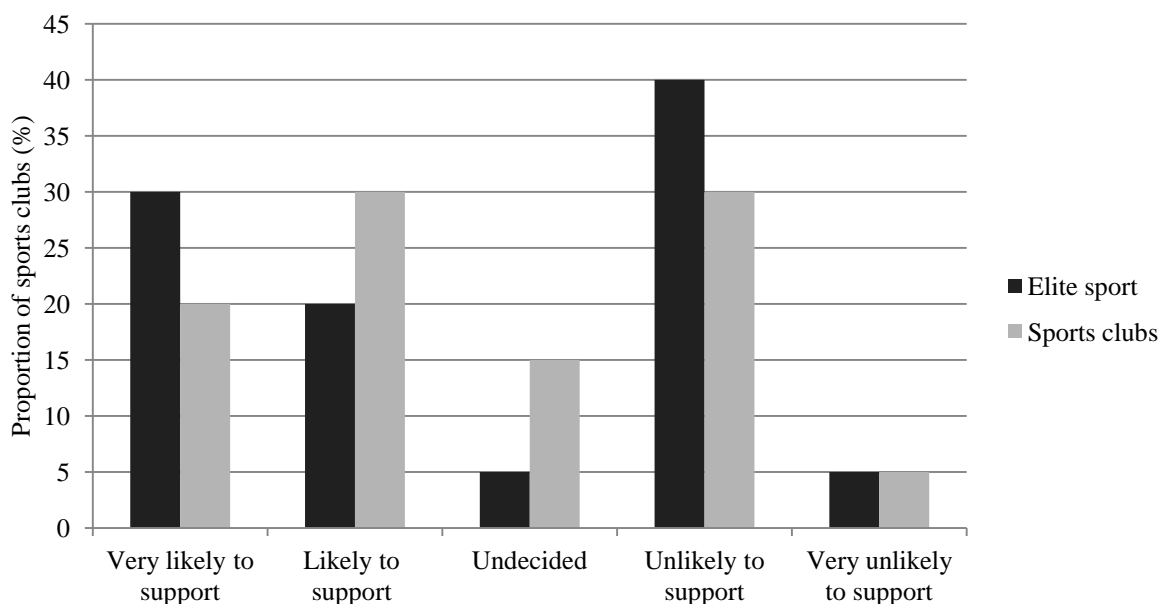


Figure 7.5: *Sports club support of restrictions to limit unhealthy food and beverage sponsorship*

Respondents from less socially disadvantaged areas were more supportive of restrictions to limit unhealthy food and beverage sponsorship of children’s sport compared to those from lower SES areas (67% were ‘very likely’ or ‘likely’ to support vs. 36%) (Table 7.10). However, support for elite sport sponsorship restrictions was similar between socio-demographic groups.

Table 7.10: *Sports club* support of restrictions to limit unhealthy food and beverage sponsorship, by SES of area

		Low SES (n = 11) n (%)	Medium/High SES (n = 9) n (%)	Total (n = 20) n (%)
Very likely to support	Elite sport	5 (36)	2 (22)	6 (30)
	Sports clubs	1 (9)	3 (33)	4 (20)
Likely to support	Elite sport	2 (18)	2 (22)	4 (20)
	Sports clubs	3 (27)	3 (33)	6 (30)
Undecided	Elite sport	0 (0)	1 (11)	1 (5)
	Sports clubs	3 (27)	0 (0)	3 (15)
Unlikely to support	Elite sport	5 (46)	3 (33)	8 (40)
	Sports clubs	4 (36)	2 (22)	6 (30)
Very unlikely to support	Elite sport	0 (0)	1 (11)	1 (5)
	Sports clubs	0 (0)	1 (11)	1 (5)

Support for restricting unhealthy food and beverage sponsorship of both elite sport and children’s sport was mixed across sport types (Tables 7.11 and 7.12). Sports club officials from cricket and soccer were the most supportive of restrictions to this sponsorship across both levels of sport.

Table 7.11: *Sports club* support of restrictions to limit unhealthy food and beverage sponsorship of **elite** sport, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
Very likely to support	0 (0)	0 (0)	2 (67)	2 (67)	1 (20)	1 (25)	6 (30)
Likely to support	1 (25)	0 (0)	0 (0)	0 (0)	0 (0)	3 (75)	4 (20)
Undecided	0 (0)	0 (0)	0 (0)	0 (0)	1 (20)	0 (0)	1 (5)
Unlikely to support	3 (75)	1 (100)	1 (33)	1 (33)	2 (40)	0 (0)	8 (40)
Very unlikely to support	0 (0)	0 (0)	0 (0)	0 (0)	1 (20)	0 (0)	1 (5)

Table 7.12: *Sports club* support of restrictions to limit unhealthy food and beverage sponsorship of **children’s** sports clubs, by sport type

	Athletics	Basketball	Cricket	Netball	Rugby	Soccer	Total
	n (%)	n (%)	n (%)	n (%)	league	n (%)	n (%)
					n (%)		
Very likely to support	0 (0)	0 (0)	1 (33)	1 (33)	0 (0)	2 (50)	4 (20)
Likely to support	0 (0)	0 (0)	2 (67)	0 (0)	2 (40)	2 (50)	6 (30)
Undecided	1 (25)	0 (0)	0 (0)	1 (33)	1 (20)	0 (0)	3 (15)
Unlikely to support	3 (75)	1 (100)	0 (0)	1 (33)	1 (20)	0 (0)	6 (30)
Very unlikely to support	0 (0)	0 (0)	0 (0)	0 (0)	1 (20)	0 (0)	1 (5)

Of the ten sports club officials who were supportive of restrictions to limit the sponsorship of children’s sports clubs by unhealthy food and beverage companies, the majority (n = 7) thought that government should be at least partly responsible for introducing these restrictions. Government restrictions were generally viewed as being more effective and less able to be criticised or circumvented by sports clubs and members. Six club officials also thought that restrictions should be supported and directed by regional sporting associations, either in isolation or in combination with government. Sports clubs (n = 3) and peak national sporting bodies (n = 2) were also seen to have a role in introducing and supporting these regulations.

Of the sports club officials that were supportive of restricting unhealthy food and beverage sponsorship of children’s sport (n = 10), half thought that these restrictions should apply across all sporting clubs and events, including children's, adult’s and elite sport. Alternatively, two respondents thought that restrictions should apply to elite and children's sport only (n = 2). These restrictions could be introduced using a staged approach, where regulations were first applied to children's clubs and then introduced at higher sporting levels. However, some respondents thought that restrictions should be limited to children's sports clubs (n = 2).

Suggested restrictions included limiting promotional opportunities at larger games and competitions (n = 2), where there was greater opportunity for exposure; or limiting the visibility of promotions while still allowing these companies to be silent sponsors (n = 2). Some respondents recommended limiting all promotional activities by these companies (n = 2), and particularly the use of children as ‘advertising

props', such as having companies' logos on uniforms (n = 1). Restrictions were specifically recommended to apply to alcohol (n = 4), fast food (n = 4), sugary drinks (n = 4) or 'junk' food (n = 2) companies. One respondent thought that restrictions should only apply to large multinational corporations and exclude restrictions to local or small businesses, although larger companies, such as McDonalds, were also seen to have healthy products that could be promoted (n = 1).

Other than a complete ban on unhealthy food and beverage company sponsorship of children's sport, the majority of sports club officials reported that they would support limits to the use of logos on children's uniforms (70%) and billboards and signage at sports clubs (55%) (Figure 7.6).

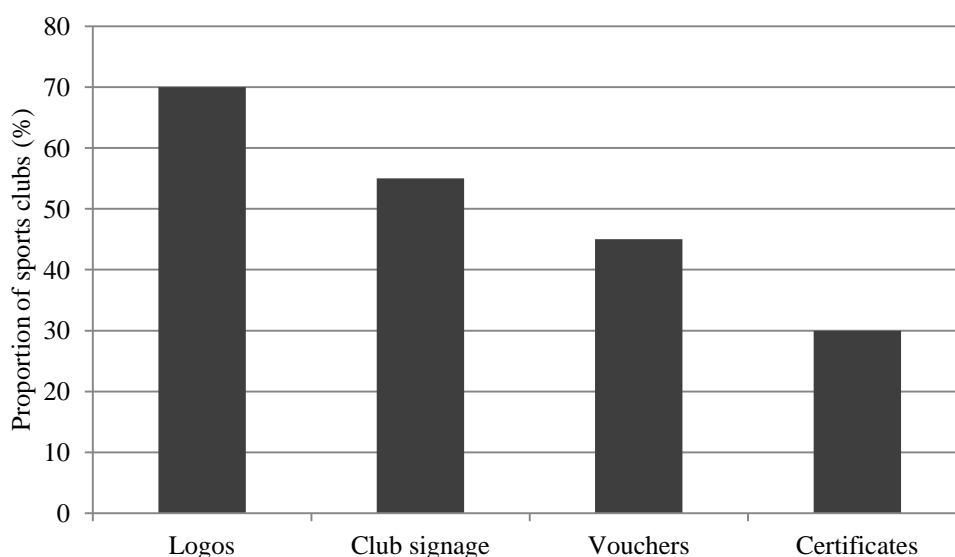


Figure 7.6: *Sports club* support for restricting sponsorship activities at children's sport by unhealthy food and beverage companies

Most club officials from basketball, cricket, rugby league and soccer were supportive of restricting the use of logos for unhealthy food and beverage companies on children's uniforms (Table 7.13). Support for limiting other sponsorship activities was mixed.

Table 7.13: *Sports club* support for restricting sponsorship activities at children’s sport by unhealthy food and beverage companies, by sport type

	Athletics	Basketball	Cricket	Netball	Rugby	Soccer	Total
	n (%)	n (%)	n (%)	n (%)	league	n (%)	n (%)
					n (%)		
Vouchers	1 (25)	0 (0)	2 (67)	2 (67)	2 (40)	2 (50) ^a	9 (45)
Logos on uniforms	1 (25)	1 (100)	2 (67)	1 (33)	5 (100)	4 (100)	14 (70)
Club signage	1 (25)	0 (0)	1 (33)	2 (67)	4 (80)	3 (75)	11 (55)
Branded certificates	0 (0)	0 (0)	1 (33)	0 (0)	3 (60)	2 (50)	6 (30)

^a Don’t know; n = 1

7.9.5 Effect of sponsorship restrictions on children’s sport

Half of all sports club officials thought that restricting unhealthy food and beverage sponsorship of children’s sport would lead to financial losses for clubs (unprompted). These financial losses may affect the viability of sporting organisations (n = 10), thereby increasing the cost of sport for parents (n = 1) and influencing the quality of facilities and equipment that could be provided (n = 4). In some cases, this financial impact was perceived to only be a short-term consequence of sponsorship restrictions, and funding could feasibly be replaced by alternative sponsors over time (n = 6) or by government contributions (n = 1).

Conversely, some respondents thought that sponsorship restrictions would have minimal or no financial impact to sports clubs (n = 4), although this may vary between sport types and for clubs in metropolitan areas that did not receive as much sponsorship from local businesses. Larger clubs with more corporate sponsors may also be more affected by these restrictions (n = 1). One respondent perceived that sponsorship mostly provided vouchers and certificates for clubs, and the removal of these would not impact on clubs financially but would result in reducing children's requests to parents to patron fast food restaurants. Restrictions could also be a potential incentive for food and beverage companies to improve the nutritional quality of their products, so that they would be permitted to sponsor children's sport (n = 2).

7.10 Assessment of parents' awareness and attitudes towards food and beverage company sponsorship of children's sport

7.10.1 Awareness and recall of sports club sponsors

Overall, 76% of parents reported that they were aware of the companies and businesses that sponsored their child's sports club. Across the sample, parents recalled 368 current sports club sponsors, 44 regional association sponsors and one sponsor of a sports development program operating through the club. In addition, eight past club sponsors were named. Of all correct current and past sport sponsors recalled, 56% (n = 237) were for non-food companies, 34% (n = 144) were food and beverage companies and 10% (n = 40) were alcohol-related businesses, including pubs and clubs.

Of those parents that could recall any sponsors (n = 152), parents could correctly recall a median of two sponsors each (IQR = 1 to 4); half of which were food or beverage companies. These parents could each name a median of 25% (IQR = 10 to 41) of all club sponsors, and 33% (IQR = 0 to 67) of all food and beverage sponsors. Almost all parents who reported that they could recall sport sponsors were able to correctly name at least one current sponsor (95%), while 61% could correctly name at least one current food and beverage company sponsor.

7.10.2 Perceived benefits and risks of community sport sponsorship

The most frequently reported benefit of sponsorship of children's sports clubs was the purchase of safe and good quality equipment (n = 95). Other major benefits included reducing the cost of participation for parents, including registration and uniforms (n = 76). This was also seen to allow economically disadvantaged families to participate (n = 2) and those with multiple children (n = 2). Sponsorship was thought to contribute to maintaining and improving sporting facilities (n = 40), including paying council fees for grounds (n = 2); providing subsidised or free uniforms and hats (n = 36); and paying for other club overheads, including coach and umpire training (n = 8), sporting and social events (n = 8), trophies (n = 6), and insurance (n = 3). Some parents were less specific and stated that sponsorship provided general financial support for clubs (n = 35) and reduced the need for other fundraising activities (n = 6). However, a small number of parents thought that sports

clubs received little financial benefit and sponsorship only benefited the participating companies (n = 5).

Parents also perceived that sponsorship by local businesses helped to build a sense of community at sports clubs (n = 16), and a feeling of community support and recognition for children (n = 6). Partnerships with local businesses also provided promotional opportunities for clubs within the community (n = 10). Some parents thought that encouragement awards and rewards from sponsors were enjoyed by children (n = 6), including McDonald's vouchers (n = 2), and that some sponsors were able to promote healthy products to children, such as healthy food companies (n = 3).

More than half of parents (n = 125) did not perceive there to be any risks or potential negative effects of sponsorship on children (unprompted). However, 38% of parents did perceive that sponsorship could have negative effects on children (n = 75). Those companies that were considered to be a risk included unhealthy food and beverage companies (n = 49). McDonald's fast food restaurant was specifically named as being a potentially unhealthy sponsor by 31 parents, however some parents were more accepting of McDonalds following the introduction of their healthier choices (n = 2). In particular, vouchers to fast food restaurants were seen to encourage patronage at these venues (n = 5). One parent also disliked the use of certificates with the McDonald's logo. Other potentially unhealthy or risky companies to sponsor children's sport included businesses or companies selling alcohol (n = 23), tobacco (n = 11), those with gambling facilities (n = 2), and companies that were not environmentally friendly (n = 1). However, a small number of parents thought that it was ultimately parents' responsibility for ensuring their children did not consume these products (n = 3).

7.10.3 Influence of sponsorship on children's product preferences and purchases

The majority of parents (86%) perceived that children aged 5 to 14 years were either 'very' or 'slightly' influenced by the sponsorship of *elite* sporting teams or athletes (Figure 7.7). However, only around half of all parents (48%) thought that children were influenced by the sponsorship of their own sports clubs.

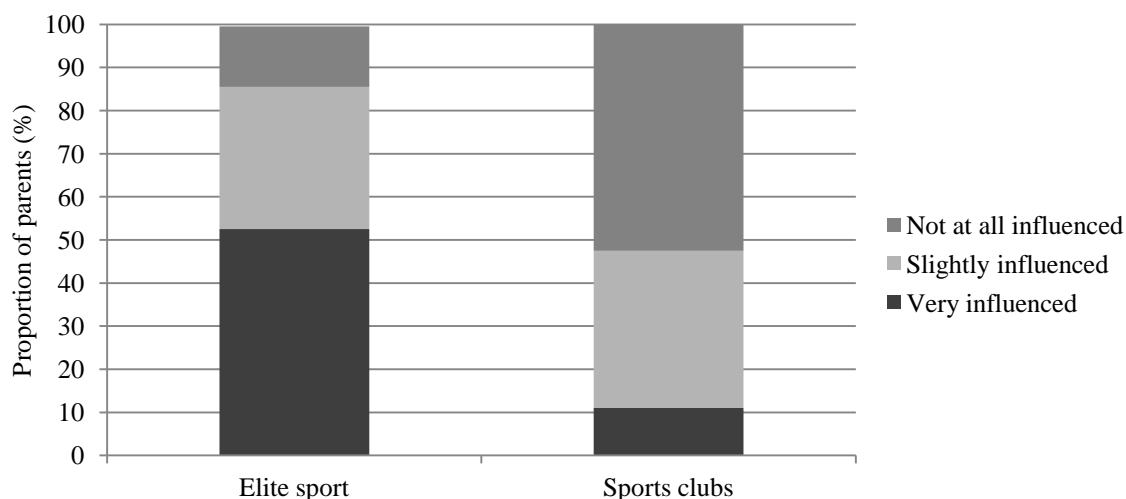


Figure 7.7: Parents' perceived influence of sport sponsorship on children

^a Don't know; n = 1

Parents of children playing athletics and cricket were more likely to perceive that children were influenced by the sponsorship of their own sports clubs (63% and 56%) (Table 7.14). The majority of parents from all sport types thought that children were influenced by the sponsorship of elite sport.

Table 7.14: Parents' perceived influence of sport sponsorship on children, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
<i>Elite sport</i>							
Very influenced	28 (65)	7 (70)	11 (41)	11 (38) ^a	30 (62)	18 (43)	105 (53)
Slightly influenced	11 (26)	2 (20)	11 (41)	14 (48)	12 (25)	16 (38)	66 (33)
Not at all influenced	4 (9)	1 (10)	5 (18)	3 (10)	7 (14)	8 (19)	28 (14)
<i>Sports clubs</i>							
Very influenced	7 (16)	1 (10)	4 (15)	2 (7)	3 (6)	5 (12)	22 (11)
Slightly influenced	20 (47)	1 (10)	11 (41)	10 (35)	20 (41)	11 (26)	73 (37)
Not at all influenced	16 (37)	8 (80)	12 (44)	17 (59)	26 (53)	26 (62)	105 (53)

^a Don't know; n = 1

Parents living in high SES areas were slightly more likely to report that they perceived children to be influenced by the sponsorship of elite sport (92% vs. 83% and 86% for medium and low SES areas; $\chi_2^2 = 2.1$; P = 0.4) and children's sports

clubs (58% vs. 43% and 49%; $\chi_2^2 = 2.7$; $P = 0.3$), although this difference was not statistically significant (Table 7.15).

Table 7.15: Parents' perceived influence of sport sponsorship on children, by SES

	Low SES n (%)	Medium SES n (%)	High SES n (%)	Total n (%)
<i>Elite sport</i>				
Very influenced	31 (49) ^a	50 (51)	24 (63)	105 (53)
Slightly influenced	23 (37)	32 (32)	11 (29)	66 (33)
Not at all influenced	8 (13)	17 (17)	3 (8)	28 (14)
<i>Sports clubs</i>				
Very influenced	7 (11)	13 (13)	2 (5)	22 (11)
Slightly influenced	24 (38)	29 (30)	20 (53)	73 (37)
Not at all influenced	32 (51)	57 (57)	16 (42)	105 (52)

^a Don't know; n = 1

There was no difference in the proportion of parents who perceived children to be influenced by the sponsorship of elite sport between those that had older children (aged ≥ 10 years), those with younger children (< 10 years) and those with a mix of ages (Figure 7.8). However, for the sponsorship of children's sport, a greater proportion of parents with older children and those with children with a mix of ages were more likely to report that children were influenced by this sponsorship (53% and 49% vs. 37% for parents of younger children).

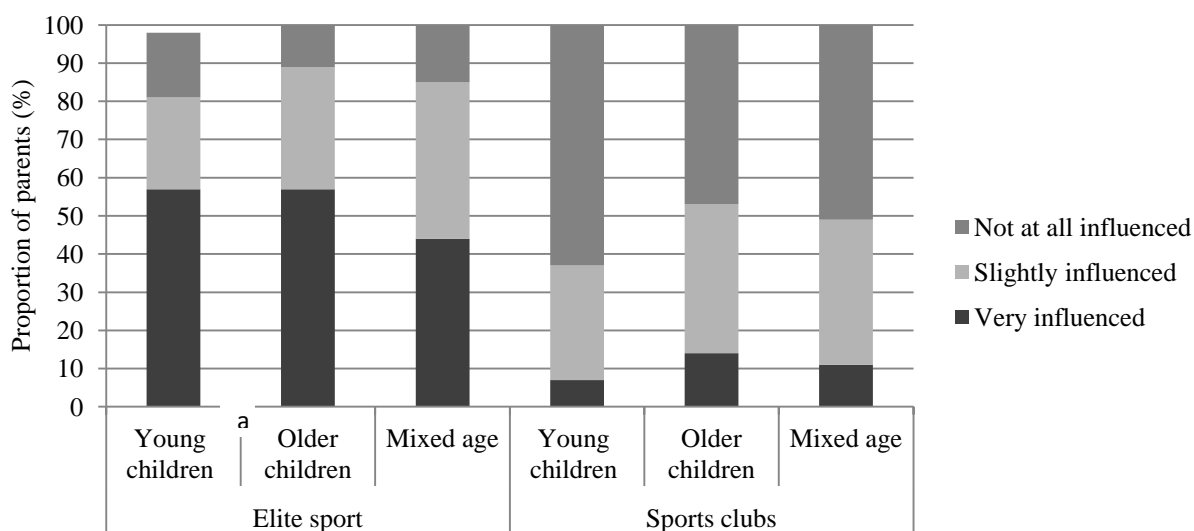


Figure 7.8: Parents' perceived influence of sport sponsorship on children, by child age

^a Don't know; n = 1

7.10.4 Appropriateness of sponsors for children’s sports clubs

The most appropriate businesses or companies to sponsor children’s sport were perceived by parents to be those that sold sporting goods, with 99% of parents reporting that these were appropriate sponsors. This was followed by businesses that sold fruit and vegetables (98%), groceries (89%) and building supplies and hardware (87%) (Table 7.16, Figure 7.9). Conversely, almost all parents (94%) thought businesses that sold alcohol were inappropriate sponsors, while snack food companies (73%), fast food restaurants (72%) and chocolate and confectionery companies (64%) were also mostly considered to be inappropriate.

Table 7.16: Perceived appropriateness of business and companies to sponsor children’s sport

	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate
Products sold by companies	n (%)	n (%)	n (%)	n (%)
Sporting goods	177 (89)	21 (10)	2 (1)	0 (0)
Fruit and vegetables	165 (83)	30 (15)	5 (2)	0 (0)
Groceries	71 (36)	107 (53)	20 (10)	2 (1)
Building supplies/hardware ^a	61 (31)	115 (58)	17 (8)	5 (2)
Sports drinks	50 (25)	105 (52)	31 (16)	14 (7)
Electronic games ^b	21 (10)	58 (29)	61 (30)	59 (30)
Soft drink	15 (7)	57 (28)	71 (36)	57 (29)
Snack food, like donuts and cakes	11 (6)	43 (21)	79 (39)	67 (34)
Chocolate and confectionery	11 (5)	62 (31)	81 (41)	46 (23)
Fast food	10 (5)	46 (23)	68 (34)	76 (38)
Alcohol	7 (3)	5 (3)	12 (6)	176 (88)

^a Don’t know; n = 2; ^b Don’t know; n = 1

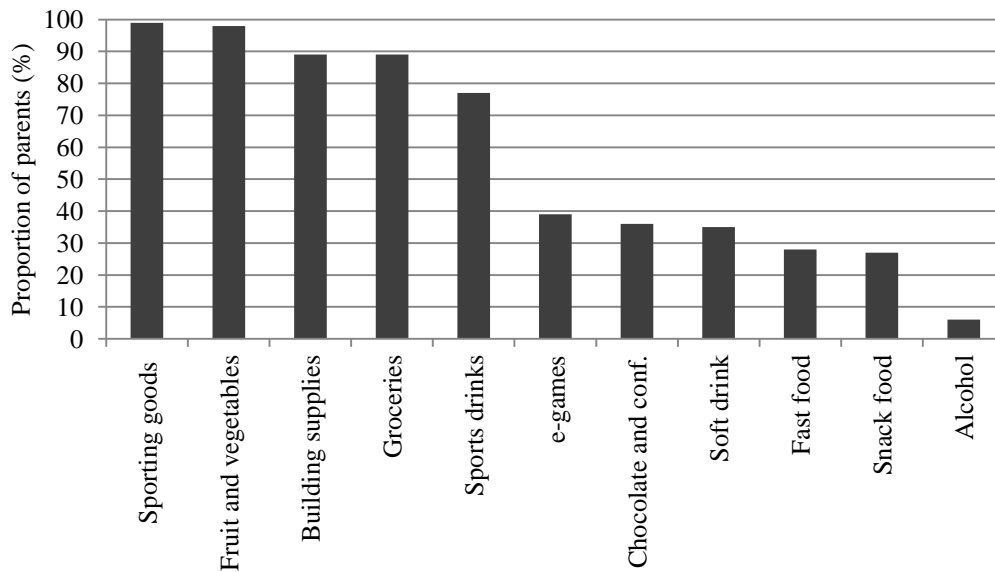


Figure 7.9: Perceived appropriateness (‘very’ and ‘somewhat’ appropriate) of business and companies to sponsor children’s sport

7.10.5 Support of restrictions to limit unhealthy food and beverage sponsorship

For those parents who perceived that *any* of the above food, beverage or alcohol-related sponsors were inappropriate (n = 195), the majority were supportive of regulations or policies to restrict these inappropriate companies from sponsoring elite sport and children’s sports clubs (63% and 70%) (Figure 7.10). Only around one-fifth of parents would not be supportive of these sponsorship restrictions across elite and children’s sport.

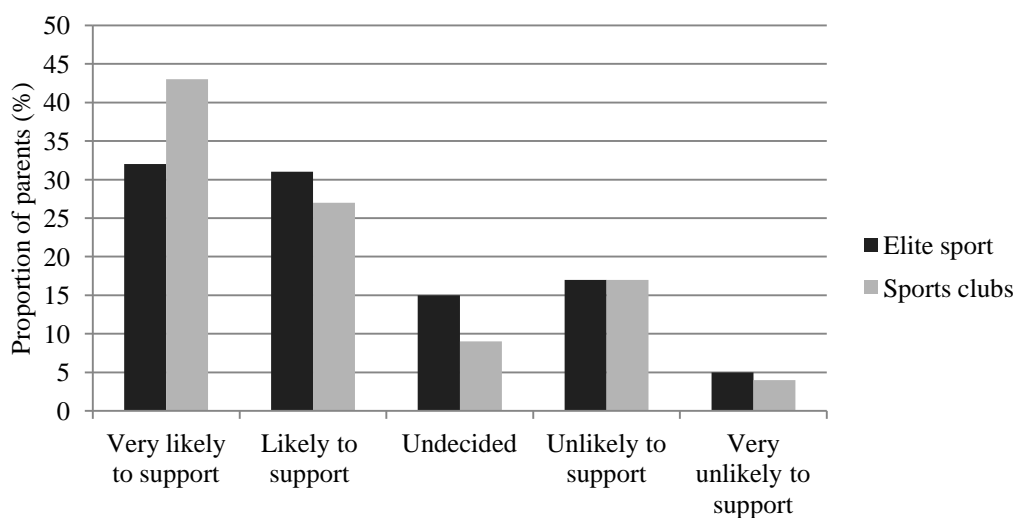


Figure 7.10: Parent support of restrictions to limit unhealthy food and beverage sponsorship

Parents living in higher SES areas were slightly more supportive of restrictions to limit unhealthy food and beverage sponsorship of children’s sport compared to those from lower SES areas; 76% were ‘very likely’ or ‘likely’ to support vs. 71% and 62% for medium and low SES areas (Table 7.17). However, this difference was not statistically significant ($\chi_2^8 = 6.8$; $P = 0.5$). Support for restricting this sponsorship for elite sport was similar between socio-demographic groups.

Table 7.17: Parent support of restrictions to limit unhealthy food and beverage sponsorship, by SES

		Low SES	Medium SES	High SES	Total
		n (%)	n (%)	n (%)	n (%)
Very likely to support	Elite sport	18 (30)	30 (31)	14 (38)	62 (32)
	Sports clubs	24 (39)	42 (43)	17 (46)	83 (43)
Likely to support	Elite sport	23 (38)	26 (27)	11 (30)	60 (31)
	Sports clubs	14 (23)	27 (28)	11 (30)	52 (27)
Undecided	Elite sport	7 (11)	18 (19)	5 (14)	30 (15)
	Sports clubs	4 (7)	10 (10)	4 (11)	18 (9)
Unlikely to support	Elite sport	12 (20)	18 (19)	4 (11)	34 (17)
	Sports clubs	15 (25)	13 (13)	5 (14)	33 (17)
Very unlikely to support	Elite sport	1 (2)	5 (5)	3 (8)	9 (5)
	Sports clubs	4 (7)	5 (5)	0 (0)	9 (5)

Support for restricting unhealthy food and beverage sponsorship of elite sport was highest for parents with children attending athletics (72%) and cricket (66%) (Table 7.18). Support for restricting unhealthy food and beverage sponsorship of children’s sports clubs was high amongst all sport types; ranging from 74% for parents at soccer to 63% at cricket (Table 7.19).

Table 7.18: Parent support of restrictions to limit unhealthy food and beverage sponsorship of **elite** sport, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
Very likely to support	13 (30)	3 (30)	9 (33)	9 (36)	14 (29)	14 (33)	62 (32)
Likely to support	18 (42)	3 (30)	9 (33)	5 (20)	15 (31)	10 (24)	60 (31)
Undecided	4 (9)	3 (30)	5 (19)	8 (32)	3 (6)	7 (17)	30 (15)
Unlikely to support	7 (16)	1 (10)	4 (15)	2 (8)	10 (21)	10 (24)	34 (17)
Very unlikely to support	1 (2)	0 (0)	0 (0)	1 (4)	6 (13)	1 (2)	9 (5)

Table 7.19: Parent support of restrictions to limit unhealthy food and beverage sponsorship of **children's** sports clubs, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
Very likely to support	15 (35)	5 (50)	10 (37)	14 (56)	20 (42)	19 (45)	83 (43)
Likely to support	16 (37)	2 (20)	7 (26)	4 (16)	11 (23)	12 (29)	52 (27)
Undecided	3 (7)	3 (30)	2 (7)	2 (8)	7 (15)	1 (2)	18 (9)
Unlikely to support	7 (16)	0 (0)	6 (22)	3 (12)	9 (19)	8 (19)	33 (17)
Very unlikely to support	2 (5)	0 (0)	2 (7)	2 (8)	1 (2)	2 (5)	9 (5)

Those parents who perceived children to be ‘very’ or ‘slightly’ influenced by the sponsorship of elite sport were more likely to be very supportive of regulations to restrict unhealthy food and beverage sponsorship of elite sport (46% and 41% vs. 22% of parents who thought children were ‘not at all’ influenced, $\chi_2^8 = 15.5$; $P = 0.05$). Similarly for children’s sport, there was a trend for parents who thought that children were influenced by this sponsorship to be more likely to be very supportive of restricting unhealthy food and beverage sponsorship of these activities (50% and 42% vs. 19%, $\chi_2^{12} = 19.8$; $P = 0.07$).

Of those parents who were supportive of restrictions on unhealthy food and beverage sponsorship of children’s sport ($n = 135$), the majority ($n = 91$) thought that government should be at least partly responsible for introducing these restrictions. Some parents also thought that sports club ($n = 31$), regional associations ($n = 26$) or peak sporting bodies ($n = 6$) should be responsible for the development and

implementation of sponsorship restrictions, either in isolation or in combination with government.

Many parents thought that sponsorship restrictions should only apply to children's sport (≤ 16 years) ($n = 48$), as adults were able to make their own decisions. However, a large proportion of parents also thought that restrictions should apply more broadly across all sporting clubs and events, including children's, adults and elite sport ($n = 30$), or elite and children's sport ($n = 27$). A large number of parents supported restricting the visibility of promotions or sale of unhealthy food and beverage items at clubs, while still allowing these companies to provide funding ($n = 59$). Promotional activities to be restricted included signage at clubs ($n = 11$), the use of logos on players' uniforms ($n = 7$), vouchers ($n = 8$), branded certificates ($n = 2$), and television advertisements promoting sponsorship arrangements ($n = 2$). Some parents also thought that sponsorship restrictions should be aligned with the NSW school canteen classifications for healthy food, with only those foods that were considered to be 'green' or healthy permitted to be sponsors ($n = 4$). Alternatively, companies should only be allowed to promote their healthier products at clubs ($n = 2$), which would encourage companies to improve the nutritional quality of their products. Conversely, one-third of parents who supported sponsorship restrictions preferred to limit all promotional activities by unhealthy food and beverage companies ($n = 47$).

Restrictions were specifically recommended to apply to alcohol ($n = 57$), fast food ($n = 38$), sugary drinks ($n = 13$), confectionery ($n = 9$), supermarkets ($n = 1$) or unhealthy food and beverage companies in general ($n = 33$). Some parents also thought that large multi-national companies were less acceptable sponsors than local businesses ($n = 2$). One parent recommended the introduction of an agency to oversee the sponsorship of children's sport to ensure that only appropriate sponsors were represented.

Other than a complete ban on unhealthy food and beverage company sponsorship of children's sport, almost two-thirds of parents who had perceived any type of sponsor to be inappropriate ($n = 195$) thought that limitations should apply to the use of these companies' logos on children's uniforms (64%). Almost half of parents were also

supportive of restricting vouchers for these companies' products (49%) and billboards and signage at sports clubs (48%) (Figure 7.11).

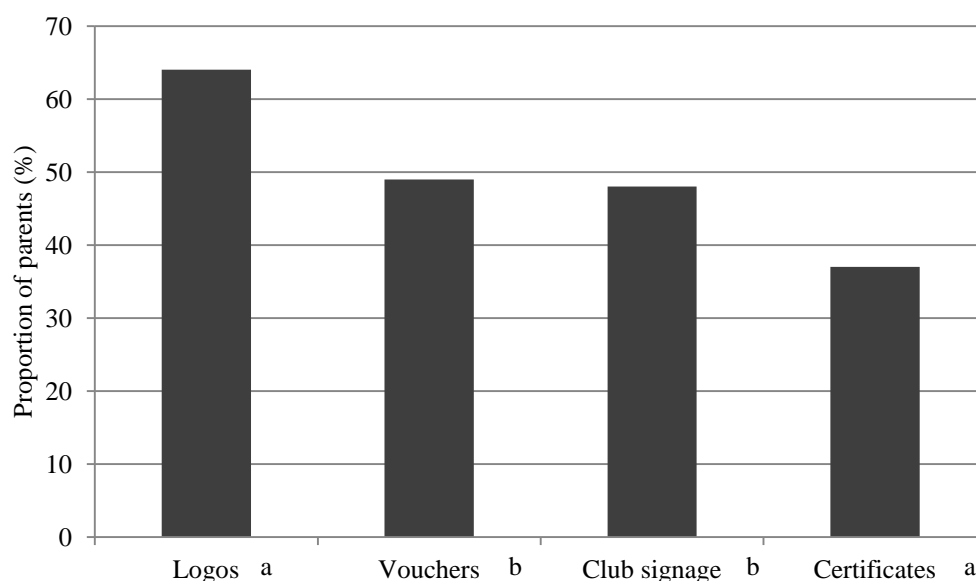


Figure 7.11: Parent support for restricting sponsorship activities at children's sport by unhealthy food and beverage companies

^a Don't know; n = 1; ^b Don't know; n = 3

The majority of parents across all sport types were supportive of restricting the use of logos for unhealthy food and beverage companies on children's uniforms (Table 7.20). Support for limiting other sponsorship activities was mixed.

Table 7.20: Parent support for restricting sponsorship activities at children's sport by unhealthy food and beverage companies, by sport type

	Athletics n (%)	Basketball n (%)	Cricket n (%)	Netball n (%)	Rugby league n (%)	Soccer n (%)	Total n (%)
Vouchers	20 (47) ^a	10 (100)	12 (44)	15 (60)	18 (38) ^a	21 (50) ^a	96 (49)
Logos on uniforms	29 (67) ^a	7 (70)	15 (56)	17 (68)	28 (58)	28 (67)	124 (64)
Club signage	19 (44) ^a	5 (50)	13 (48)	11 (44) ^a	22 (46)	24 (57) ^a	94 (48)
Branded certificates	17 (40)	6 (60)	7 (26)	13 (52)	14 (29) ^a	15 (36)	72 (37)

^a Don't know; n = 1

Parents living in areas of less social disadvantage (medium and high SES) were more supportive of restrictions on the use of vouchers, logos on children’s uniforms and the use of signage at sports clubs than parents from areas of lower SES (Table 7.21).

Table 7.21: Parent support for restricting sponsorship activities at children’s sport by unhealthy food and beverage companies, by SES

	Low SES	Medium	High	Total
	n (%)	n (%)	n (%)	n (%)
Vouchers	22 (36)	52 (54) ^b	22 (60) ^a	96 (49)
Logos on uniforms	28 (46)	66 (68)	30 (81) ^a	124 (64)
Club signage	25 (41)	48 (50) ^b	21 (57) ^a	94 (48)
Branded certificates	19 (31)	39 (40) ^a	14 (38)	72 (37)

^a Don’t know; n = 1; ^b Don’t know; n = 2

7.10.6 Effect of sponsorship restrictions on children’s sport

More than half of all parents thought that sports clubs would suffer from financial losses if sponsorship by unhealthy food and beverage companies was restricted (n = 113) (unprompted). Some of these parents perceived that these financial losses would be large and result in difficulties for clubs to continue to deliver sport (n = 33), as these companies were seen to have the most available funding for sponsorship. With these funding losses the cost of registration would increase, thereby limiting sport participation (n = 39), and the equipment and facilities that were available may be impacted (n = 6). A small number of parents also considered the loss of vouchers and awards from these companies to be disappointing for children (n = 6). Some parents thought that financial losses for clubs would only be temporary and this sponsorship could be replaced by alternative healthy sponsors (n = 42), additional fundraising (n = 5) or by government contributions (n = 1).

However, a considerable number of parents thought that sponsorship restrictions would have very little impact on children’s sports clubs (n = 42) and that the longer term health implications of not promoting unhealthy food were more important (n = 15).

7.11 Assessment of children's awareness and attitudes towards food and beverage company sponsorship of children's sport

7.11.1 Awareness and recall of sports club sponsors

Overall, 74% of children reported that they were aware of the companies and businesses that sponsored their sports club. A similar proportion of boys and girls reported that they were aware of club sponsors; 75% of boys compared to 69% of girls. Children who were 10 years old were less likely to be aware of club sponsors (67% vs. 75% for 11 to 14 year olds), although this difference was not significant ($\chi^2_1 = 0.7$, $P = 0.4$).

In total, children recalled 119 current sports club sponsors, 22 regional association sponsors and three past sponsors. Of all correct current and past sponsors recalled 51% ($n = 74$) were food and beverage companies, 38% ($n = 55$) were for non-food companies and 10% ($n = 15$) were alcohol-related businesses. For those children who could correctly recall any sponsors, a median of two sponsors were recalled each (IQR = 1 to 3), which included a median of one food sponsor (IQR = 0 to 2). These children could name a median of 18% (IQR = 10 to 29) of all sponsors, and 33% (IQR = 10 to 29) of all food and beverage sponsors of their club. The majority of children who had reported that they could remember sponsors of their sports club were able to correctly name at least one sponsor (92%), and 68% could correctly name at least one food and beverage company sponsor.

7.11.2 Perceptions of sports club sponsors

Considering all sponsors named by children, including those that were correct and incorrect ($n = 190$ sponsors), the majority of children reported that they liked these companies 'a little' or 'a lot' (70%) (Table 7.22). A significantly greater proportion of children reported that they liked alcohol-related sponsors a lot compared to non-food or food and beverage companies (59% vs. 35% and 36%, $\chi^2_6 = 14.2$, $P = 0.03$).

Reasons given for liking sponsoring companies included the companies' support of the club ($n = 26$), by providing funding, equipment and products (unprompted). Two children also liked these companies as they sponsored the premier league players for

their sport. Other reasons provided were that they liked the products sold by the companies (n = 42) or that it was their parent's company (n = 2).

Table 7.22: *Child* perceptions of recalled sports club sponsors

	Non-food companies n (%)	Food and beverage companies n (%)	Alcohol-related companies n (%)	Total n (%)
Like the sponsor a lot	27 (35)	32 (36)	13 (59)	72 (38)
Like the sponsor a little	18 (23)	35 (39)	7 (32)	60 (32)
Dislike the sponsor	3 (3)	3 (3)	0 (0)	6 (3)
Don't think about the sponsor	30 (39)	20 (22)	2 (9)	52 (27)

7.11.3 Awareness and recall of elite sport sponsors

Almost all children (n = 99) reported having a favourite elite sporting team. For these children, 59% reported that they were aware of the companies or businesses that sponsored this team. A total of 67 current team sponsors were recalled, and two sponsors of sports development programs. Additionally, four companies for which the sports team had appeared in a television advertisement were mentioned. These sponsors were not unique, with some duplication in the sponsors recalled by different children. Of the correct sponsors recalled 84% (n = 57) were for non-food companies, 14% (n = 10) were food and beverage companies and 2% (n = 2) were alcohol-related businesses, including one alcohol manufacturer.

A significantly greater proportion of boys reported that they were aware of the sponsors of their favourite sports team; with 72% of boys reporting that they were aware compared to 40% of girls ($\chi^2_1 = 10.3$, $P < 0.001$). There was no difference in awareness of sponsors between children of different ages. There was a trend for increasing awareness of sporting team's sponsors when more of the team's games were watched by children (Figure 7.12). Almost three-quarters of children who watched *all* of the team's games during a normal season (n = 23) reported that they were aware of the team's sponsors, compared to 63% of those watching most of the games and 47% for those only watching some. However, this trend did not reach statistical significance ($\chi^2_2 = 4.5$, $P = 0.1$).

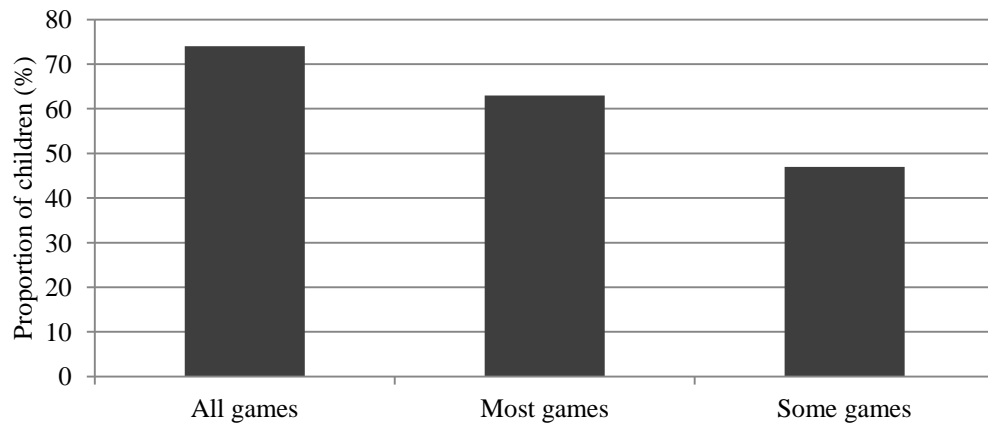


Figure 7.12: *Child awareness of elite sporting team’s sponsors by proportion of games watched*

For those children who correctly recalled any sponsors of their favourite elite sporting team, a median of one sponsor was recalled (IQR = 1 to 2), while most children did not recall any food and beverage sponsors (median = 0, IQR = 0 to 0). Most children (80%) who had said that they were aware of the team’s sponsors could correctly name at least one sponsor, while 15% of children could name at least one food and beverage company sponsor (although not all of these companies had current or past food and beverage company sponsors).

7.11.4 Perceptions of elite sport sponsors

Again, for both correct and incorrect sponsors recalled for elite sporting teams (n = 95 sponsors), the majority of children liked these companies ‘a little’ or ‘a lot’ (70%) (Table 7.23). For children that reported liking any of the recalled sponsors, reasons given for liking these companies included financial support of their team (n = 15), as well as liking their products or services (n = 34) (unprompted).

Table 7.23: *Child perceptions of recalled elite sport sponsors*

	Non-food companies n (%)	Food and beverage companies n (%)	Alcohol-related companies n (%)	Total n (%)
Like the sponsor a lot	38 (48)	8 (57)	0 (0)	46 (48)
Like the sponsor a little	17 (22)	2 (14)	1 (50)	20 (21)
Dislike the sponsor	1 (1)	0 (0)	0 (0)	1 (1)
Don’t think about the sponsor	23 (29)	4 (29)	1 (50)	28 (30)

7.11.5 Food preferences and purchase intentions resulting from sponsorship

Children were asked a series of questions to determine their perceptions of sponsors; the motivations of companies in sponsoring sport; and their purchase intentions and consumption behaviours as a result of sponsorship. A likert scale was used to indicate agreement: from 1 ('strongly agree') to 4 ('strongly disagree'). A median of 2 ('agree') was reported for the statements:

- "I think food and drink companies that sponsor sport are cool";
- "I think that food and drink companies sponsor sport to help out sports clubs";
- "I like to return the favour to food and drink companies that sponsor my favourite sports by buying their products"; and
- "I think other children buy products because they sponsor their favourite sports".

However, children also agreed that "food and drink companies only sponsor sport as a way of advertising" (median = 2).

Overall, 85% of children thought that food and beverage companies sponsored sport to help out sports clubs ('strongly agree' or 'agree'), while the majority also thought that food and beverage sponsors were cool (69%), and liked to return the favour to these sponsors by buying their products (59%) (Table 7.24). Most children also thought that other children bought food and drink products because these companies sponsored their sport (66%). However, almost three-quarters of children (72%) thought that companies only sponsored sport to advertise their products.

Table 7.24: *Child* perceptions of sponsors, and product preferences and purchase behaviours as a result of sponsorship

	Strongly agree n (%)	Agree n (%)	Disagree n (%)	Strongly disagree n (%)
<i>Perception of sponsors</i>				
Think sponsors are cool ^a	13 (13)	58 (56)	27 (26)	4 (4)
<i>Motivations of sponsors</i>				
To help out sports clubs	26 (25)	62 (60)	13 (13)	2 (2)
To advertise their products ^a	15 (15)	59 (57)	25 (24)	3 (3)
<i>Purchase intentions resulting from sponsorship</i>				
Think other children buy sponsor's products	9 (9)	59 (57)	33 (32)	2 (2)
Like to return the favour to sponsors by buying products ^a	8 (8)	52 (51)	41 (40)	1 (1)
Ask parents to buy sponsor's products	7 (7)	37 (36)	53 (51)	6 (6)
Would always buy sponsors product	6 (6)	30 (29)	60 (58)	7 (7)
Think about sponsors when I'm buying ^a	2 (2)	29 (28)	64 (62)	7 (7)
<i>Consumption behaviours resulting from sponsorship</i>				
Prefer to eat sponsor's products	4 (4)	30 (29)	63 (61)	6 (6)

^a Don't know; n = 1

Younger children aged 10 to 11 years were significantly more likely to report that they thought about sponsors when buying something to eat or drink compared to older children aged 12 to 14 years (median (IQR) = 3 (2 to 3) vs. 3 (3 to 3); Mann–Whitney $U = 1627.0$, $n_1 = 44$, $n_2 = 58$, $P = 0.005$) (Figure 7.13). Younger children were also more likely to agree that they liked to return the favour to sports clubs by buying their products (2 (2 to 3) vs. 3 (2 to 3); Mann–Whitney $U = 1639.5$, $n_1 = 45$, $n_2 = 57$, $P = 0.007$) (Figure 7.14); and thought that sponsors were cool (2 (2 to 2) vs. 2 (2 to 3); Mann–Whitney $U = 1596.0$, $n_1 = 45$, $n_2 = 57$, $p = 0.02$) (Figure 7.15). There were no significant differences in responses by gender or by the amount of television that children reported to watch on weekdays or weekends.

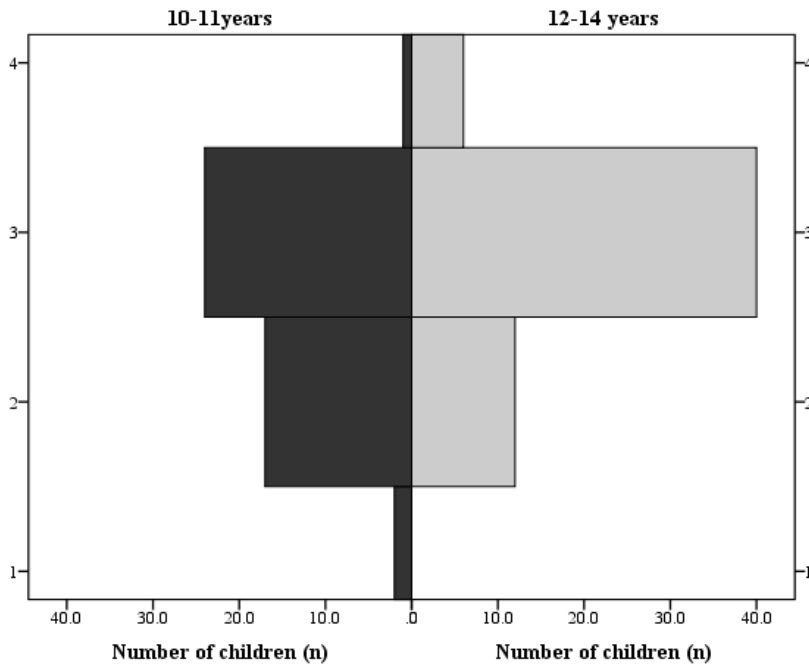


Figure 7.13: *Child responses to statement “When I’m in a shop, I think about if a food or beverage company sponsors my favourite sports when I’m buying something to eat or drink”, by age group*

Note: 1 = strongly agree; 2 = agree; 3 = disagree; 4 = strongly disagree

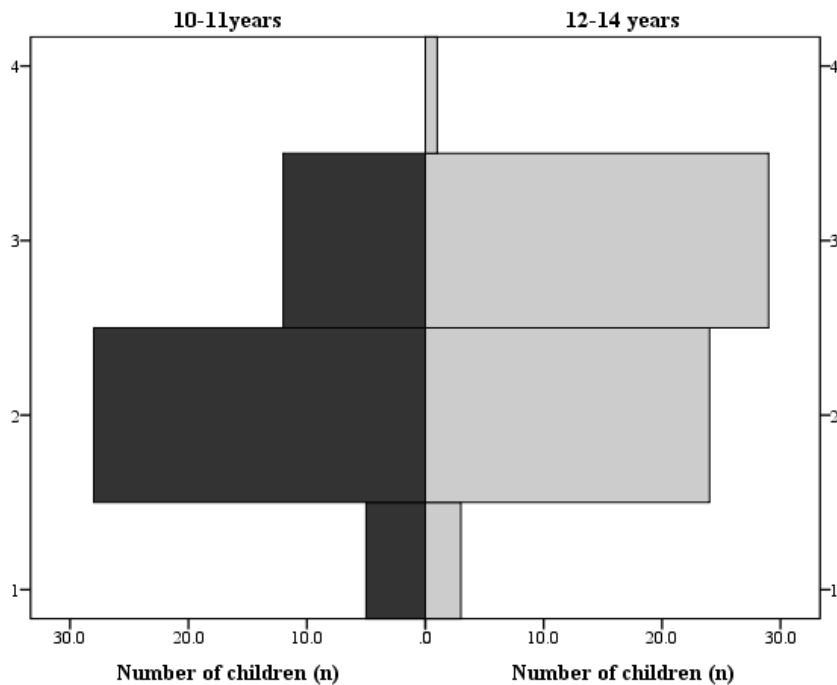


Figure 7.14: *Child responses to statement “I like to return the favour to food and drink companies that sponsor my favourite sports by buying their products”, by age group*

Note: 1 = strongly agree; 2 = agree; 3 = disagree; 4 = strongly disagree

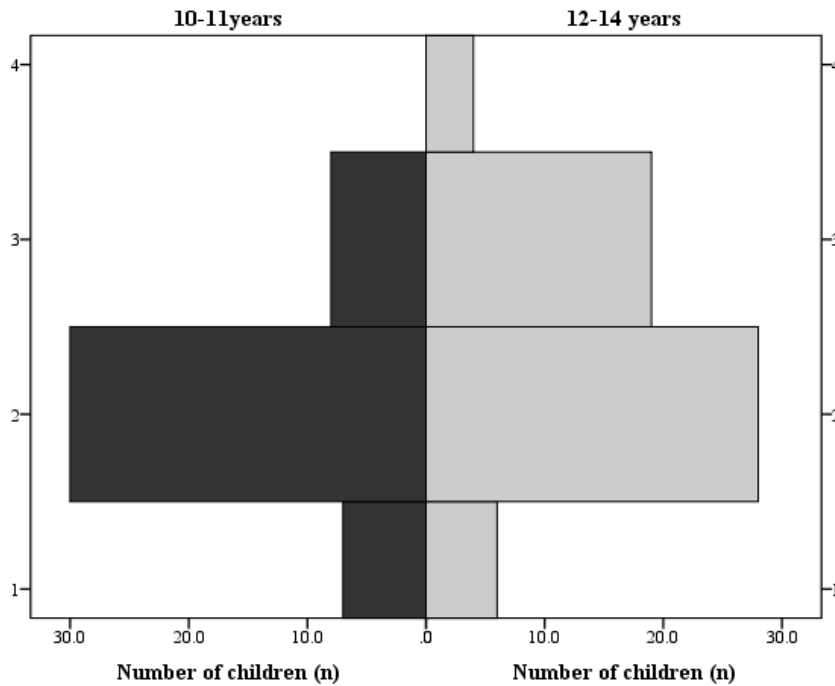


Figure 7.15: Child responses to statement “I think food and drink companies that sponsor sport are cool”, by age group

Note: 1 = strongly agree; 2 = agree; 3 = disagree; 4 = strongly disagree

7.11.6 Perceptions of promotional activities

i. Vouchers

The majority of children (86%) had previously received a voucher from a food or beverage company to reward good sport performance. Of these children, 86% reported that they liked receiving the voucher either ‘a lot’ or ‘a little’ (Figure 7.16). There was no difference between children of different ages in their perceptions of these vouchers; with 42% of 10 to 11 year olds liking the vouchers a lot compared to 43% of 12 to 14 year olds.

For those children who had received vouchers, 30% reported that they had liked the company more after they received this reward (Figure 7.17). Younger children (aged 10 to 11) were more likely to report liking the company more after they received the voucher compared to older children (12 to 14 years) (34% vs. 28%), although this difference was not statistically significant ($\chi^2_1 = 0.5$, $P = 0.5$).

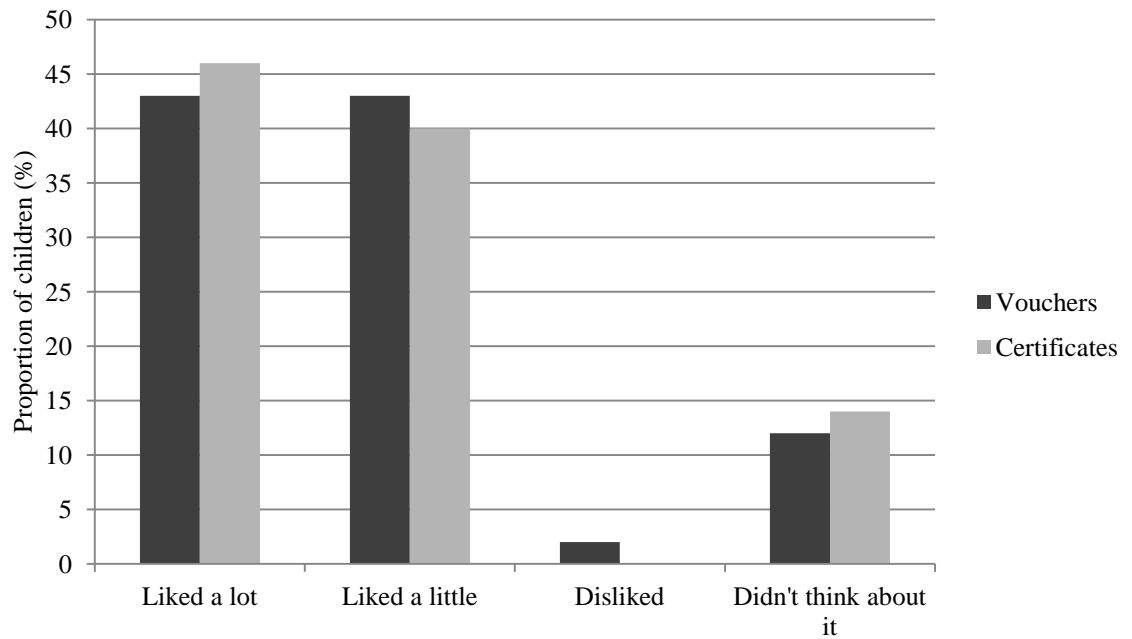


Figure 7.16: *Child perceptions of sponsorship activities*

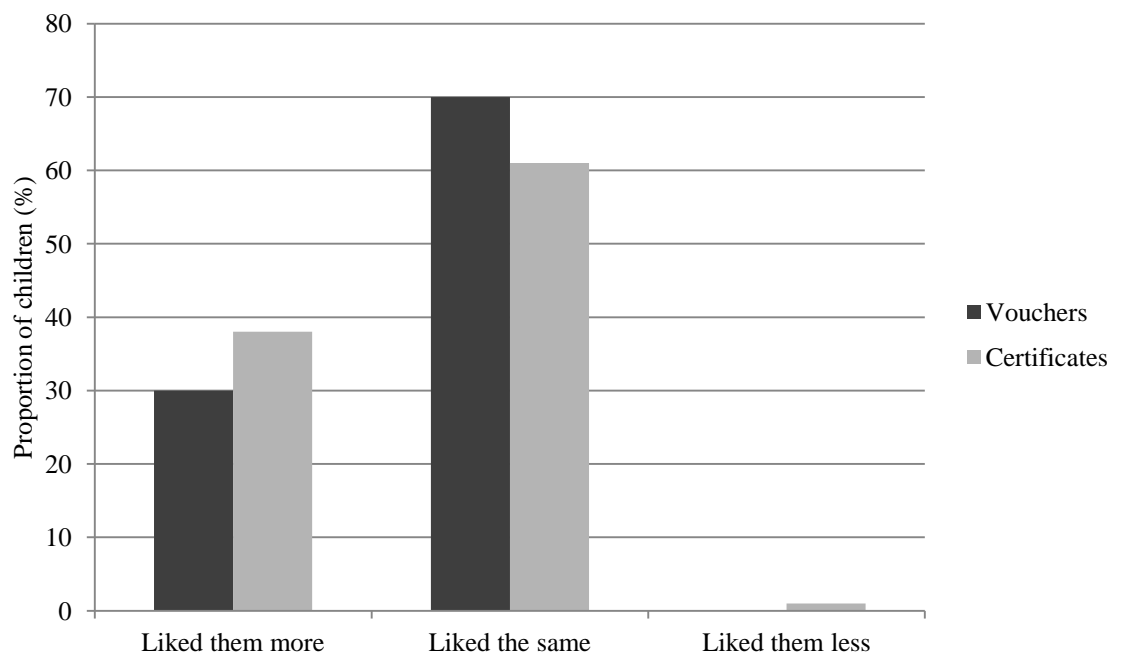


Figure 7.17: *Child perceptions of sponsors following the receipt of rewards*

ii. Certificates

More than three-quarters of children (76%) had previously received a sporting or school certificate displaying a food or beverage company logo. The majority of these children also liked receiving these certificates (86%), while 38% liked the company more afterwards (Figures 7.16 and 7.17). A greater proportion of younger children

reported liking the certificates a lot, although this difference was not significant (53% of 10 to 11 year olds vs. 41% of 12 to 14 year olds; $\chi^2_2 = 1.6$, $P = 0.4$). Younger children also reported liking the company that provided this voucher more often than older children (41% vs. 36%), although again this finding was not statistically significant ($\chi^2_2 = 1.6$, $P = 0.4$).

7.12 Discussion

7.12.1 Support of regulations to limit unhealthy food and beverage sport sponsorship

Findings from this survey indicate that the sporting community, including sports club and regional association officials and parents, support the introduction of regulations to limit unhealthy food and beverage company sponsorship of children's sport.

Seventy percent of surveyed parents and half of all club and regional association officials were supportive of such sponsorship restrictions. Similarly, a large proportion of parents, and regional association and sports club officials were supportive of restricting unhealthy food and beverage company sponsorship of elite sporting teams or people (63%, 55% and 50%).

Support for restricting unhealthy food and beverage company sponsorship of children's sport was consistently higher amongst respondents from high SES areas, suggesting that concerns about potential financial losses may be influencing community support of restrictions for those with lower incomes. Conversely, for elite sport, for which sponsorship restrictions may not be directly linked to increasing sporting costs for parents and clubs, there was no difference in parents' and sports club officials' support of restrictions between socioeconomic groups.

The majority of parents and sporting officials thought that government should be responsible for developing and implementing sponsorship restrictions; including 67% of parents and 70% of sports club officials who supported sponsorship restrictions. However, the need for collaboration with other peak sporting bodies and regional associations in introducing these restrictions was evident.

In particular, the sporting community was most supportive of restricting the use of unhealthy food and beverage company logos on players' uniforms, which was supported by 70% of sports club officials, 64% of parents and 60% of regional association representatives. Restricting the provision of vouchers from these companies was also largely encouraged; with support from 70% of regional associations, 45% of club officials and 49% of parents. These sponsorship restrictions were recommended to apply across a range of products, primarily: alcohol, fast food, sugary drinks and confectionery, or unhealthy food and drinks in general. The majority of parents also perceived that companies that sold these products were the least appropriate businesses or companies to sponsor children's sport. In particular, almost all parents thought that business selling alcohol were *very* inappropriate sponsors.

Conversely, companies that sold sporting goods, fruit and vegetables, groceries, and building supplies and hardware were perceived by parents to be the most appropriate businesses to sponsor children's sport. These findings are supported by earlier research on consumer responses to food and beverage sponsorship of sporting events, which found that attitudes towards food and non-alcoholic beverage products that were perceived to be healthy were more favourable than those perceived to be less healthy (15).

Despite respondents' strong support for restricting unhealthy food and beverage company sponsorship of children's sport, there was concern about the implications of sponsorship restrictions on the cost of sports participation and the viability of community sports clubs. These concerns about sport funding following sponsorship restrictions have also been emphasised in policy documents. In the Sydney Principles, described in Chapter 3, section 3.1.1, limiting commercial marketing through sponsorship was recognised as an important area. However, the need for alternative sponsors to replace unhealthy food and beverage company sponsors was acknowledged (16).

While many respondents thought that the acquisition of replacement sponsors would eventually be possible, alternative regulatory arrangements for restricting sponsorship funding should be considered to avoid increasing the cost of sport in the

short term, particularly as cost has been reported as a barrier to children's sports participation (17). One such regulatory arrangement, as suggested by respondents, included reducing the visibility of unhealthy food and beverage company sponsors whilst still allowing these companies to provide financial contributions. In this way, the promotional opportunities for inappropriate sponsors would be minimised with less impact on club finances. However, the commercial imperative for companies to continue providing funding in exchange for fewer promotional opportunities would be greatly reduced.

It is worth noting again that while many respondents perceived that sponsorship restrictions would result in funding difficulties for clubs, evidence from earlier surveys with sports club officials, described in Chapter 4, indicate that the relative contribution of sponsorship to overall revenue for many sports clubs is small. This suggests that the impact of unhealthy food and beverage sponsorship restrictions could be reasonably minimal.

7.12.2 Effect of sport sponsorship on children

Few parents spontaneously reported that sport sponsorship by companies that promoted unhealthy products, such as unhealthy food and beverages and alcohol, could be potentially harmful to children. However, when asked if they perceived children to be influenced by the sponsors of elite sport, the majority of parents (86%) thought that this sponsorship influenced the products that children liked, requested and purchased. Further, almost half of parents thought that sponsors of children's sports clubs also influenced children's product preferences and purchases. In contrast, the majority of regional association representatives and sports club officials immediately recognised the potential risks of unhealthy corporate sponsorship of sports clubs for children, and also reported that children were influenced by this sponsorship.

Interestingly, a greater proportion of parents with children attending athletics clubs perceived that children were influenced by the sponsorship of community sports clubs. In the previous telephone survey of sports club officials (Chapter 4), athletics clubs were found to have the greatest number of food and beverage company sponsors of all of the nine sports assessed.

By directly questioning children on their perceptions of sponsors and purchasing behaviours as a result of this sponsorship, this survey was able to better capture the effect of sponsorship on children, rather than by parent proxy report alone. More than two-thirds of all children were able to correctly recall sponsors of their sports club, with these children able to name a median of two sponsors each, including one food and beverage company.

Children were able to recall a greater proportion of all food and beverage sponsors of sports clubs compared to other non-food sponsors (33% vs. 18%), suggesting that these food sponsors may have a greater resonance with children. Again, from the previous telephone survey with sports club officials noted above, sports clubs were more likely to sell or use food and beverage company sponsors' products at the club, offer sporting awards using these companies' logo and give vouchers for food and beverage company sponsors, compared to non-food companies (18). Conceivably, these promotional opportunities are likely to be noticed and enjoyed by children. Indeed, in the current survey, the majority of children had previously received vouchers and certificates from food and beverage companies and reported that they liked these rewards. Importantly, around one-third of children reported liking the food or beverage company more after receiving these rewards.

In contrast to the perceptions of parent and sporting officials who perceived children to be more influenced by the sponsorship of elite sport, a greater proportion of children were able to recall sponsors of their own clubs compared to elite sporting teams. Only around half of all children were able to correctly name at least one sponsor of their favourite sporting team. Further, these children were only able to recall a median of one team sponsor. However, it is possible that children's heightened awareness of community sports club sponsors was due to their proximity to this setting at the time of the survey.

Children's awareness of sport sponsors, as indicated by their ability to recall sponsoring companies, is an indicator of their brand perceptions and potentially their consumption behaviours. Chapter 3, section 3.5.2 provides a detailed description of research examining the effect of sponsorship, and particularly tobacco and alcohol

company sponsorship on children. Briefly, this research has indicated that children's awareness of brands is influenced by sponsorship, and that this awareness positively influences their perceptions and consumption of tobacco and alcohol products.

In the current survey, the majority of children reported that they liked both sports club and elite sport sponsors, and particularly alcohol-related sponsors of their own clubs, including pubs and clubs. In many cases, the reasons given for liking these companies were that they provided support to their club or favourite sports team. Finally, when asked about their responses to food and beverage company sport sponsorship, children mostly approved of these sponsors and thought that they were 'cool', as well as indicating that they bought sponsors' products to return the favour for supporting their sport. While children recognised that sponsorship was an advertising activity for companies, they also mostly thought that companies were motivated by philanthropic intentions and wanted to assist sports clubs. There was no observed difference in younger or older children's perceptions of companies' motivations in sponsoring sport. Given the age range of children in this sample, these findings suggest that children's ability to interpret the commercial intent of sponsorship may occur at later ages compared to television advertising or may be hindered by other imputed motivations of sponsors.

7.13 Strengths and limitations

7.13.1 Strengths

A major strength of this study was that interviews were conducted in real sport settings, thereby capturing those parents and children who are actively engaged in community sports and most affected by sport sponsorship in these settings. The high response rate achieved across all survey groups was also important in improving confidence in survey findings and for internal validity.

Selected sports clubs were those that were found to have food and beverage company sponsors, as identified in the earlier survey with sports club officials (Chapter 4). The original randomly sampling of these sports clubs allowed a mix of different socio-economic and demographic areas to be selected, which was also reflected in the current study.

Survey questions relating to children's responses to sport sponsorship were asked in different forms and for different survey groups, including parents, sporting officials and children themselves. In this way, responses could be triangulated to verify reported effects between groups.

7.13.2 Limitations

While respondents were discouraged from looking around the club and at their uniforms during the survey, and particularly for questions relating to sponsorship, some parents and children may have been able to visualise sponsor's logos at the club when asked to recall these. However, based on interviewer reports, this was not an issue for the majority of cases. Incentives given to participants may have introduced some coercion to participate. However, the incentives were considered to be modest and appropriate given the volunteer nature of sports clubs and the time required for club visits and interviews.

In the child survey, questions relating to children's product purchasing behaviours as a result of sport sponsorship were based on self-report. Objective evidence of the effect of sponsorship on actual product purchases is more equivocal and difficult to capture (19). Further, the evaluation of sponsorship effects on product purchases is difficult to isolate from other marketing practices (9). Nevertheless, future studies should seek to assess the effects of sponsorship on children's purchases using more empirical techniques.

7.14 Conclusion

Children's high level of recall of sport sponsors, and particularly food and beverage company sponsors, is concerning as this recall is likely to be linked to children's product preferences and consumption behaviours. Further, sponsorship activities, including vouchers and branded certificates for food and beverage companies, are attractive to children and can favourably influence children's brand perceptions. Regulatory interventions, including policies to restrict this marketing and/or alternative funding models are required to reduce the promotional effects of this marketing on children's food choices and eating behaviours.

7.15 Publications arising from this chapter

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Restricting unhealthy food sponsorship: attitudes of the sporting community. *Health Policy* 2012, 104 (3): 288-295.

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. “Food company sponsors are kind, generous and cool”: (Mis)conceptions of junior sports players. *International Journal of Behavioral Nutrition and Physical Activity* 2011, 8(95): doi:10.1186/479-5868-8-95.

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CHAPTER EIGHT:

QUANTITATIVE SURVEY OF PARENTS' AND CHILDREN'S ATTITUDES TO FOOD, BEVERAGE AND ALCOHOL COMPANY SPONSORSHIP OF SPORT

8.1 Introduction

The earlier survey of parents and children attending community sports clubs in NSW and the ACT, described in Chapter 7, identified that children had a high recall of food and beverage company sponsors of their own clubs and the majority of children demonstrated a preference for, or liking of, these companies (1). Additionally, most parents reported that they would be supportive of policies to restrict unhealthy food and beverage companies from sponsoring both elite and children's sport (2).

Aside from government regulations, other mechanisms may provide useful strategies to reduce children's exposure to sport sponsorship by unhealthy food and beverage companies whilst maintaining the viability of sports clubs. One such mechanism that was suggested by some participants in the sports club survey was to reduce the visibility of sponsorship promotions by unhealthy companies at clubs whilst still allowing these companies to provide financial contributions.

In determining the potential structure of such a funding arrangement, similar schemes that have been used to reduce alcohol and tobacco sponsorship promotions in sport should be considered. For example, the Australian Government recently announced the establishment of a Community Sponsorship Fund to provide an alternative to alcohol industry sponsorship, with \$25 million so far committed to this program. This fund forms part of the Government's *National Binge Drinking Strategy* (3). A similar strategy was used to replace lost funding from tobacco company sponsors through government contributions with the advent of tobacco sponsorship restrictions in the late 1980s. This

funding was distributed through Health Promotion Foundations in some Australian states and territories, as described in detail in Chapter 3, section 3.3.2.

Conceivably, such government-supported funding mechanisms could also be introduced to replace unhealthy food and beverage company sponsorship of community sport. However, financial input from other stakeholders, including industry, may provide a timelier and more responsive solution to reduce children's exposure to unhealthy food and beverage sponsorship at community sports clubs. This could include the introduction of a brokerage system, or 'Sport Sponsorship Fund', for managing the collection and distribution of corporate funding for sports clubs in a way that reduced promotional opportunities at individual clubs.

8.2 Study aims

This survey aimed to determine the community's, including parents', children's and adolescents' awareness and attitudes towards food and beverage sponsorship of children's sport. The acceptability of potential regulatory mechanisms to limit this sponsorship was also investigated, including policies to restrict this marketing and the creation of a Sport Sponsorship Fund. This survey extends the findings from interviews with parents and children at sports clubs (Chapter 7) (1, 2), by determining if the findings of the initial interviews are more broadly applicable across parents and children in NSW.

This survey also compared children's and parents' responses to sponsorship at both the community level and for elite sport, as mainstream sponsorship agreements, such as those at the elite sporting level, are also highly visible and potentially influential to children (4). Additionally, responses to alcohol-related sport sponsorship were assessed as these sponsor types were highlighted as a concern in the earlier survey at sports clubs (Chapter 7) and were found to be present at children's sports clubs (Chapter 4). The relative influence and acceptability of sponsorship for these product types and across different sporting levels were compared.

8.3 Sampling

Households in NSW were randomly sampled from the Grey Pages, which comprise a comprehensive electronic database of the current White Pages telephone directory. This sampling frame allowed for the exclusion of disconnected numbers, business numbers and modems. Eligible parents and guardians included those with at least one child aged 5 to 16 years who participated in organised sport. Eligible children and adolescents included those aged 10 to 16 years who currently played organised sport.

Households were stratified according to area of residence to ensure a proportionally representative number of households from each of the eight area health service regions (as at 2010) in NSW (Table 8.1). The sample was stratified by participant age, gender, and socioeconomic status and rurality, as defined by postcode data.

Table 8.1: Sampling of parents/guardians and children/adolescents from NSW

	Actual populations (Approx)	Population proportionate sample distribution	
		Parents/ guardians	Children/ adolescents
Metropolitan Areas			
Northern Sydney/Central Coast	1,120,000	142	46
South Eastern Sydney/Illawarra	1,160,000	134	44
Sydney South West	1,330,000	114	34
Sydney West	1,040,000	136	36
Greater Southern			
Greater Southern	470,000	67	19
Greater Western			
Greater Western	294,000	47	6
Hunter/New England			
Hunter/New England	840,000	117	28
North Coast			
North Coast	480,000	68	30
Total	6,734,000	825	243

8.4 Measures

Based on the previous sports club survey (Chapter 7), two questionnaires were developed to assess recall and attitudes towards children's sport sponsorship for parents and children (1, 2) (**Appendices 9-10**). Surveys were also informed by earlier studies

measuring children's and adults' awareness and recall of sport sponsorship (5-9), adults' support of regulations to limit unhealthy food, beverage and alcohol sport sponsorship (10), and children's attitudes towards this marketing (11, 12).

i. Parent questionnaire

The questionnaire for parents addressed:

- The demographic characteristics of parents; including their sex; age; number of children; education; postcode of residence; frequency of their own participation in organised sport in both a playing and a non-playing role; and their children's sport participation.
- Perceptions of sponsorship; including awareness of sport sponsors; concern about unhealthy food, beverage and alcohol sponsorship of children's sport and elite sport; appropriateness of different companies to sponsor children's sport and elite sport; perceived impact of sponsorship on children's food preferences; and children's product requests resulting from exposure to sponsorship.
- Support of policy arrangements to limit sponsorship; including a restriction on unhealthy food, beverage and alcohol sponsors and the rearrangement of sponsorship through a third party (Sport Sponsorship Fund); and their support of sponsorship restrictions given the potential financial impacts and increasing sport costs.

ii. Child questionnaire

The questionnaire for children addressed:

- The demographic characteristics of children; including their sex; age; frequency of participation in organised sport; and interest in sport as both a participant and spectator.
- Perceptions of sponsorship; including awareness (recall) of sponsors of their favourite elite sports team/athlete and sporting events; attitudes towards sponsors (liking), perceived motivations of sponsorship (charity, advertising); and product requests/purchases made as a result of exposure to sponsorship. Perceived brand image of sponsors (attributes) was also assessed using the semantic differential

scales of cool-uncool, exciting-unexciting and fun-boring. In this task, children were required to rate sponsors based on the adjective they felt best described the company, with responses ranging from 'very (cool/exciting/fun)' to 'very (uncool/unexciting/boring)' on a five-point visual analogue scale.

- Perceptions of food and beverage vouchers, which are commonly distributed as part of sport sponsorship arrangements.

The socio-economic status of parents and children was determined according to the ABS SEIFA Index of Advantage\Disadvantage, using postcode of residence as a proxy measure (18). SEIFA scores were stratified as high (>1,100), medium (1,000-1,100) and low (<1,000) socioeconomic areas.

8.5 Procedures

Surveys were conducted between February and May 2011. A market research company was commissioned to conduct study field work as this company had the capacity to contact large numbers of households efficiently through its call centre. Each selected household was initially called up to five times, until an interview was achieved, the household was deemed ineligible, or there was household refusal. One parent/guardian from each household was asked to participate in the telephone survey. Telephone surveys took an average of 14 minutes to complete.

At the completion of the telephone interview, parents in households where an eligible child was resident were asked if they and their child would be willing to participate in an online survey. Where more than one eligible child was present, the child with the most recent birthday was selected. Upon parent's consent, a family email address was obtained and a link sent for the child/adolescent to complete the child survey (Figure 8.1). Each email contained a unique link to the survey, ensuring that respondents could only complete the survey once. An information letter about the online survey was also mailed to households. To increase response rate, participating children were given a small incentive (two movie tickets). A follow up procedure of two phone calls and one email was used as required. The online survey took an average of 12 minutes to

complete. The sport sponsors recalled by the children were validated by cross-checking these sponsors against websites for the sports teams, athletes and sporting events/competitions.

Initial cognitive testing of the questionnaires were conducted amongst parents of children aged 5 to 16 years ($n = 25$) and children aged 10 to 16 years ($n = 8$) to determine comprehension and timing of the questionnaires. Minor amendments were made to question wording, participant recruitment procedures and incentives based on the pilot testing. Ethics approval for this survey was granted by The University of Sydney Human Ethics Committee in January 2011.

8.6 *Analyses*

Data were entered into SPSS for Windows version 18.0 (SPSS Inc., Chicago IL.). Descriptive analyses including frequencies and cross-tabulations were used to describe parent's awareness of sponsorship, perceived influence of sponsorship on children and support of sponsorship policy interventions, and children's perceptions, and purchase and consumption intentions as a result of sponsorship. Between-group comparisons to these responses were made according to parents' and children's demographic characteristics and children's reported interest in sport using Pearson's chi-square tests. Analysis of Variance (ANOVA) was used to determine differences in children's recall of elite sport sponsors by their reported interest in sport and frequency of watching the team/athlete compete, followed by Scheffe post hoc testing. ANOVA was also used to compare responses to semantic differential scales based on children's age, gender and sponsor type. Results were considered significant at the $\alpha = 0.05$ level.

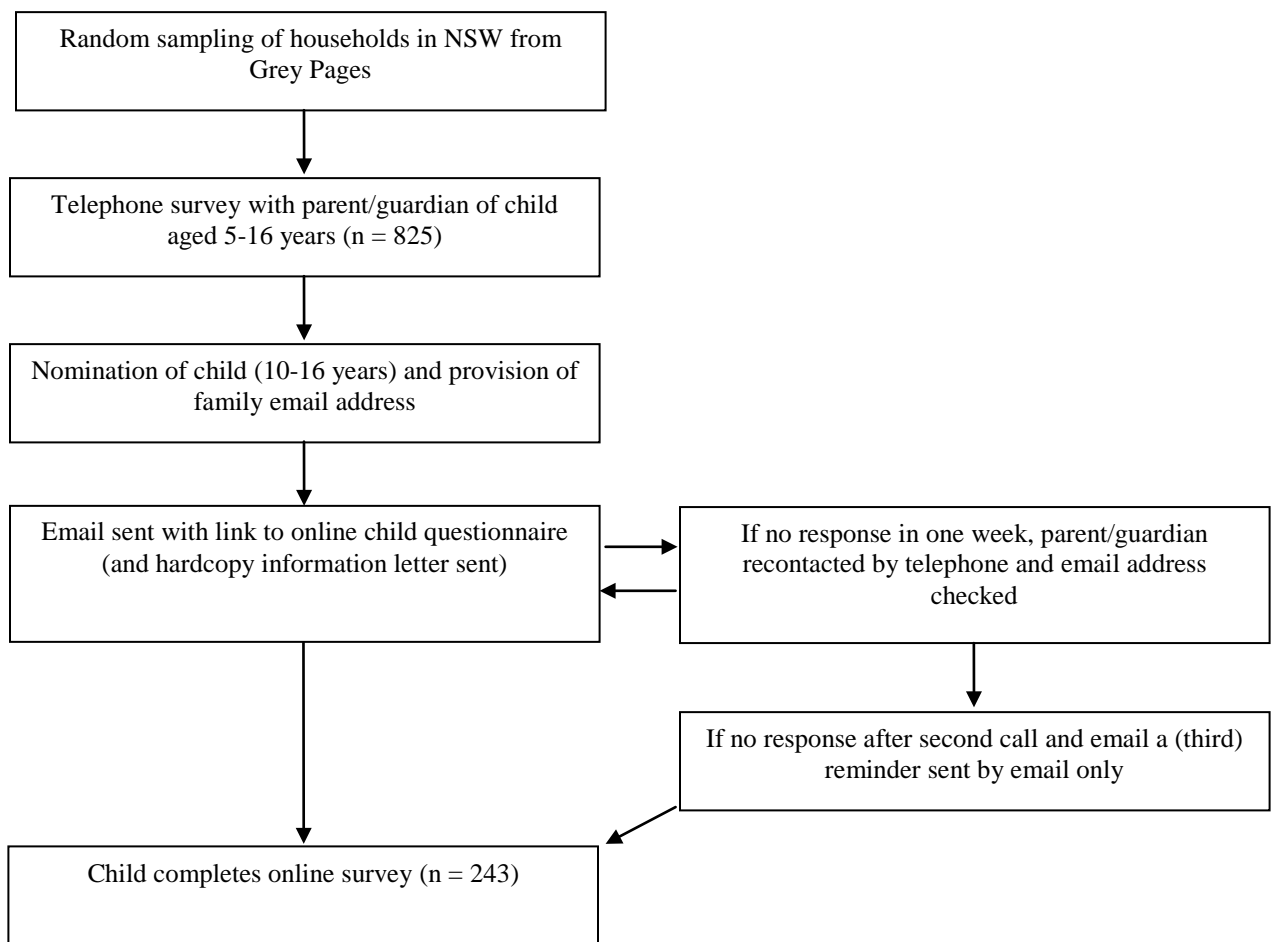


Figure 8.1: Flow chart of survey recruitment procedure

8.7 Assessment of parents' awareness and attitudes of food, beverage and alcohol company sponsorship of sport

8.7.1 Sample characteristics

The response rate for the parent survey was 36%, after excluding ineligible households, disconnected numbers and households that did not speak English. The greater proportion of parent respondents was female and aged in their 40s (Table 8.2). Most parents had two or three children, and the median age of all children in families was 11 years (IQR = 8 to 13). The majority of the sample was tertiary educated, having completed either TAFE/college or university.

Table 8.2: Parent characteristics

	Parents n (%)
Socioeconomic status ^a	
Low	392 (48)
Medium	242 (29)
High	186 (23)
Education	
Year 10 or below	133 (16)
Year 11 or 12	123 (15)
TAFE/college diploma or certificate	209 (26)
University degree or diploma	357 (43)
Sex	
Female	565 (68)
Male	260 (32)
Age group	
20-29	13 (2)
30-39	236 (28)
40-49	452 (55)
≥50	124 (15)
Number of children	
One	113 (14)
Two	407 (49)
Three	214 (26)
Four or more	91 (11)
Total	825 (100)

^aPostcode not available; n = 5

Of all children aged 5 to 16 years who lived in surveyed households (n = 1,548), parents reported that most participated in organised sport either once or twice per week (51%) or more than twice per week (40%). Only 6% of children across all households did not participate in any organised sport. According to parent proxy report, the most common sports played by children included soccer (44% of all households), swimming (31%), netball (21%), and ballet and dancing (18%) (Table 8.3).

Table 8.3: Child sporting activities, as reported by parents

Sport activity	Parents with children
	participating n (%)
Soccer	363 (44)
Swimming	258 (31)
Netball	175 (21)
Ballet and dancing	149 (18)
Cricket	106 (13)
Tennis	108 (13)
Athletics / Little Athletics / running / cross country	81 (10)
Gymnastics	65 (8)
Martial arts	62 (8)
Basketball	73 (9)
Rugby league	72 (9)
Football (not further specified)	63 (7)
Touch football	54 (7)
Other ^a	46 (6)
AFL	39 (5)
Rugby union	37 (5)
Hockey	35 (4)
Surf lifesaving	34 (4)
Horse riding / equestrian	30 (4)
OzTag / Tiger Tag	26 (3)
Surfing / body boarding	15 (2)
Golf	14 (2)
Softball	14 (2)
Baseball	13 (2)
Indoor soccer	11 (1)
BMX / cycling	10 (1)
Sailing	10 (1)
Boxing	8 (1)
Water polo	8 (1)
Motorcar / car racing	7 (1)
T-ball	7 (1)
Physical culture	6 (1)
Archery	5 (1)

^a Other includes: agricultural activities, barrel racing, cheerleading, circus, fencing, gridiron, ice skating, kayaking, lawn bowls, orienteering, rock climbing, rowing, scouts, skateboarding, skiing, snowboarding, squash, ten pin bowling, trampolining, volleyball, waterskiing, cross training, and Zumba.

One-quarter of parents reported that they themselves were actively involved in playing organised sport at least weekly in the past year, while 31% had been involved indirectly in a non-playing role at least weekly during this time (Figure 8.2).

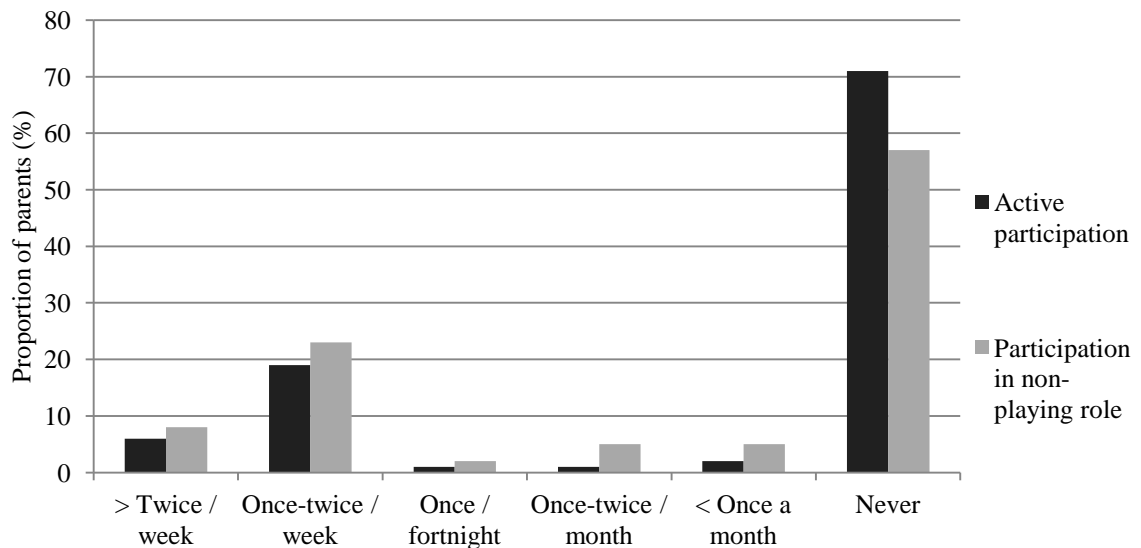


Figure 8.2: Parent participation in organised sport

8.7.2 Awareness of sports club sponsors

Around 4 in 10 parents reported that they often noticed the sponsors of both elite and children’s sports (42% and 37%, respectively) (Figure 8.3). Parents who participated in sport in either an active or non-active role at least weekly were more likely to report ‘often’ being aware of both elite and children’s sport sponsors, compared to parents engaging in sport less frequently (Table 8.4). In particular, parents who never participated in sport in a non-active role were significantly less likely to report often noticing the sponsors of children’s sport, compared to parents playing weekly or less frequently (39% vs. 48% and 50%; $\chi^2_2 = 40.67$, $P < 0.001$). Those parents who engaged in sport at least weekly in an active (51% vs. 34% and 39%; $\chi^2_2 = 14.65$, $P = 0.06$) or

non-active role (47% vs. 38% and 39%; $\chi^2_2 = 14.79$, $P = 0.06$) also noticed elite sport sponsors more often compared to those participating less frequently or never.

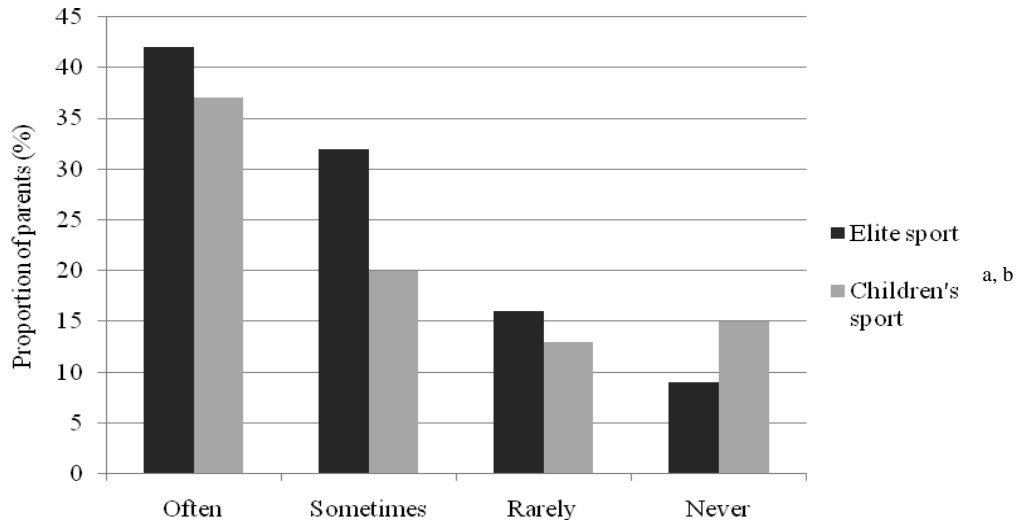


Figure 8.3: Frequency of noticing elite and children's sport sponsors

^a Not applicable as parent did not attend children's sports club or the club had no sponsors; $n = 117$; ^b Don't know; $n = 5$

Table 8.4: Parent awareness of sport sponsors based on their own sport engagement

	Parent's active sport participation			Parent's non-active sport participation		
	At least weekly n (%)	Less frequently n (%)	Never n (%)	At least weekly n (%)	Less frequently n (%)	Never n (%)
Elite sport sponsors						
Often	104 (51)	12 (34)	227 (39)	121 (48)	36 (37)	184 (40)
Sometimes	61 (30)	14 (40)	193 (33)	82 (32)	33 (35)	153 (33)
Rarely	26 (13)	7 (20)	98 (17)	41 (16)	14 (15)	76 (16)
Never	11 (6)	2 (6)	63 (11)	11 (4)	12 (13)	52 (11)
Children's sport sponsors ^{a, b}						
Often	75 (43)	11 (37)	218 (44)	114 (48)	41 (50)	149 (39)
Sometimes	47 (27)	7 (23)	114 (23)	66 (28)	17 (20)	85 (23)
Rarely	25 (14)	6 (20)	77 (15)	33 (14)	14 (17)	61 (16)
Never	26 (15)	6 (20)	91 (18)	26 (11)	10 (12)	84 (22)

^a Not applicable as parent did not attend children's sports club or the club had no sponsors; $n = 117$; ^b Don't know; $n = 5$

8.7.3 Influence of sponsorship on children's product preferences and purchases

Almost three-quarters of parents (74%) perceived children to be at least somewhat influenced by the sponsorship of elite sporting teams and people, in terms of the products they preferred, requested or purchased; with over one-quarter (27%) suggesting that children were 'very' influenced by this sponsorship (Figure 8.4).

Comparatively, of those parents with children attending sports clubs that received sponsorship (n = 756), 64% perceived that children were at least somewhat influenced by the sponsorship of their own sports teams. Almost one-fifth of parents (18%) perceived that children were 'very' influenced by this sponsorship.

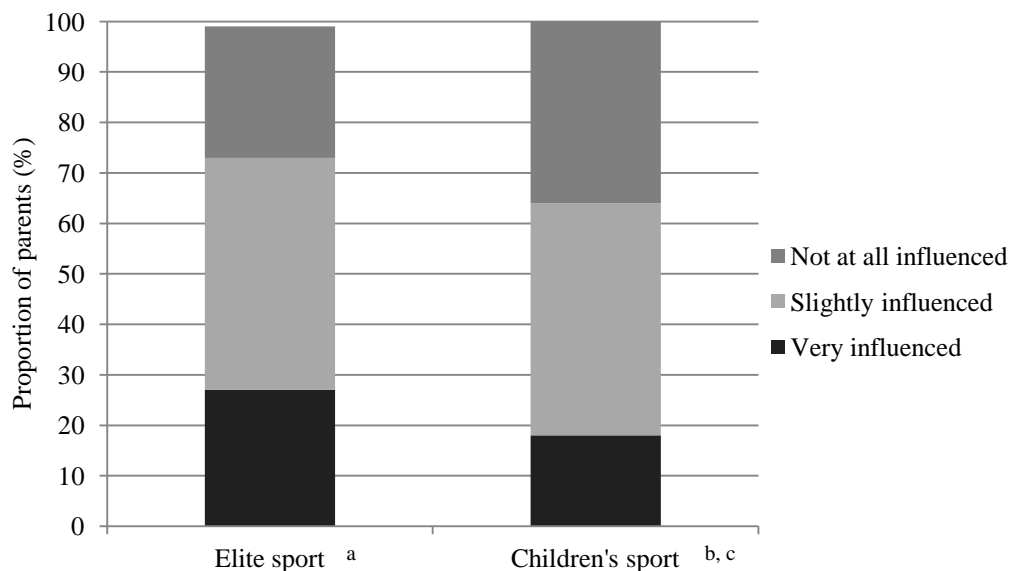


Figure 8.4: Perceived influence of elite and children's sport sponsorship on children

^a Don't know = 16; ^b Not applicable as children's sports clubs did not have sponsors; n = 69; ^c Don't know; n = 17

There was no difference in the proportion of parents who perceived children to be influenced by the sponsorship of both elite sport and children's sport according to SES (Table 8.5).

Table 8.5: Parents' perceived influence of sport sponsorship on children, by SES

	Low SES	Medium SES	High SES	Total
	n (%)	n (%)	n (%)	n (%)
<i>Elite sport^a</i>				
Very influenced	101 (26)	78 (33)	39 (21)	218 (27)
Slightly influenced	185 (48)	91 (39)	98 (54)	374 (47)
Not at all influenced	101 (26)	65 (28)	46 (25)	212 (26)
<i>Children's sport^{b, c}</i>				
Very influenced	63 (18)	44 (21)	24 (14)	131 (18)
Slightly influenced	172 (48)	86 (41)	83 (49)	341 (46)
Not at all influenced	121 (34)	80 (38)	62 (37)	263 (36)

^aDon't know = 16; ^b Not applicable as children's sports clubs did not have sponsors; n = 69; ^c Don't know; n = 17

Similarly, there was no difference in parents' perceptions of the influence of both elite and children's sport sponsors on children between those who had older children (aged ≥ 10 years), those with younger children (< 10 years) or those with a mix of ages (Figure 8.5).

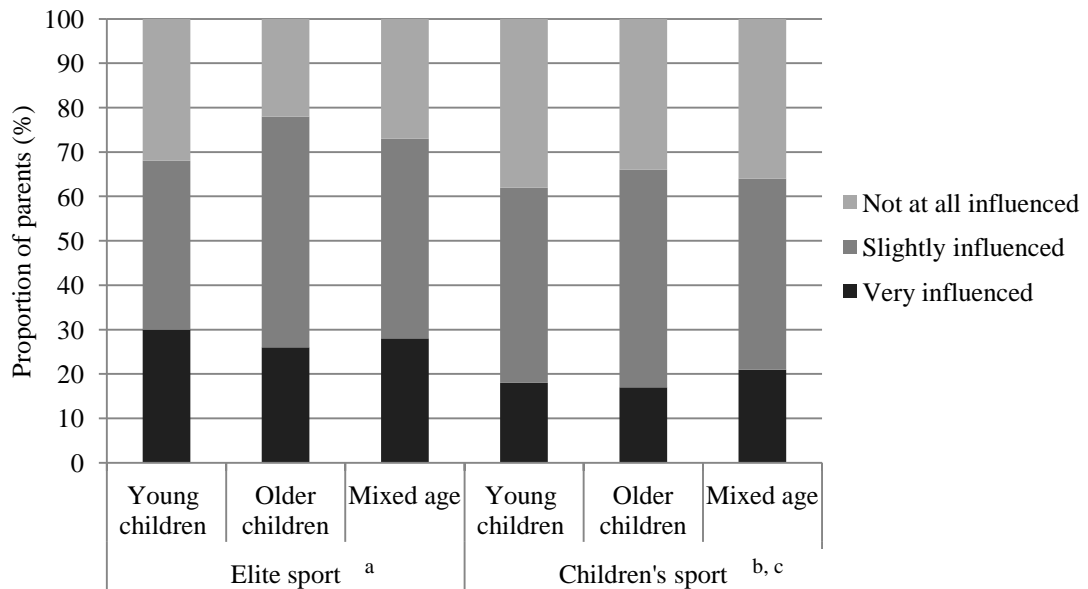


Figure 8.5: Parents' perceived influence of sport sponsorship on children, by children's age

^a Don't know = 16; ^b Don't know; n = 17; ^c Not applicable as children's sports clubs did not have sponsors; n = 69

8.7.4 Frequency of children’s purchase requests for sponsor’s products

Over one-quarter of parents reported that their child/children asked them at least sometimes to buy a product on account of the company sponsoring their favourite elite sports team or athlete (28%) or their own sports team (27%) (Figure 8.6). There was no difference in the frequency of children’s purchase requests for sponsor’s products based on parents’ SES (Table 8.6).

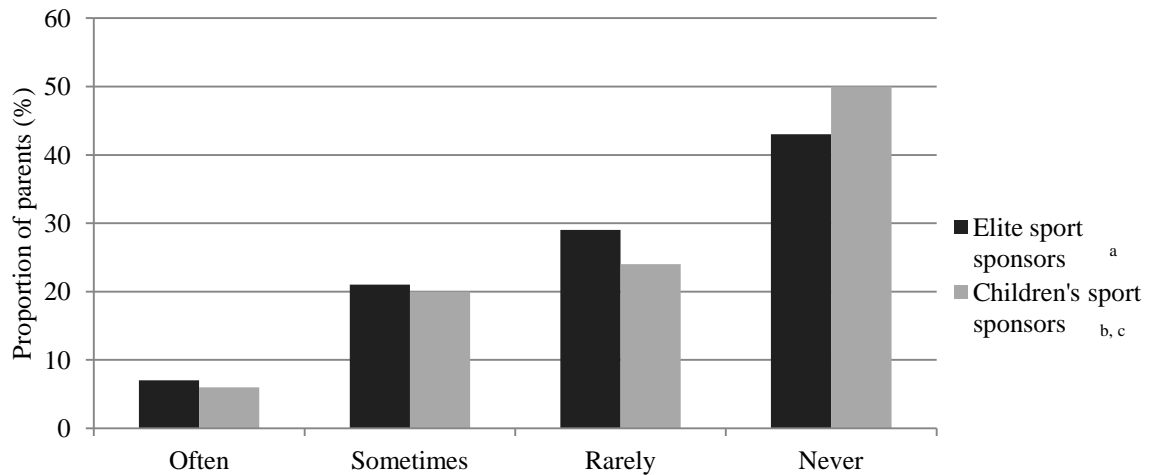


Figure 8.6: Frequency of children’s requests for sponsor’s products

^a Don’t know; n = 6; ^b Don’t know; n = 3; ^c Not applicable as children’s sports clubs did not have sponsors; n = 113

Table 8.6: Frequency of children’s requests for sponsor’s products, by SES

	Low SES n (%)	Medium SES n (%)	High SES n (%)	Total n (%)
<i>Elite sport sponsors^a</i>				
Often	34 (9)	15 (6)	9 (5)	58 (7)
Sometimes	81 (21)	46 (19)	43 (23)	170 (21)
Rarely	118 (30)	70 (29)	48 (56)	236 (29)
Never	157 (40)	108 (45)	85 (46)	350 (43)
<i>Children’s sport sponsors^{b, c}</i>				
Often	24 (7)	12 (6)	9 (6)	45 (6)
Sometimes	78 (23)	39 (19)	25 (16)	142 (20)
Rarely	82 (24)	50 (24)	36 (23)	168 (24)
Never	154 (46)	107 (51)	89 (56)	350 (50)

^a Don’t know = 6; ^b Don’t know; n = 3; ^c Not applicable as children’s sports clubs did not have sponsors; n = 113

Slightly more parents with older children (aged ≥ 10 years) reported that their child/children often or sometimes requested products from companies sponsoring their own sports clubs compared to those with younger children (< 10 years) or a mix of ages (30% vs. 22% and 25%) (Figure 8.7). However, this difference was not statistically significant ($\chi^2_2 = 4.18, P = 0.1$). There was no difference in the proportion of parents who reported that children requested elite sport sponsors' products often or sometimes between those with different aged children.

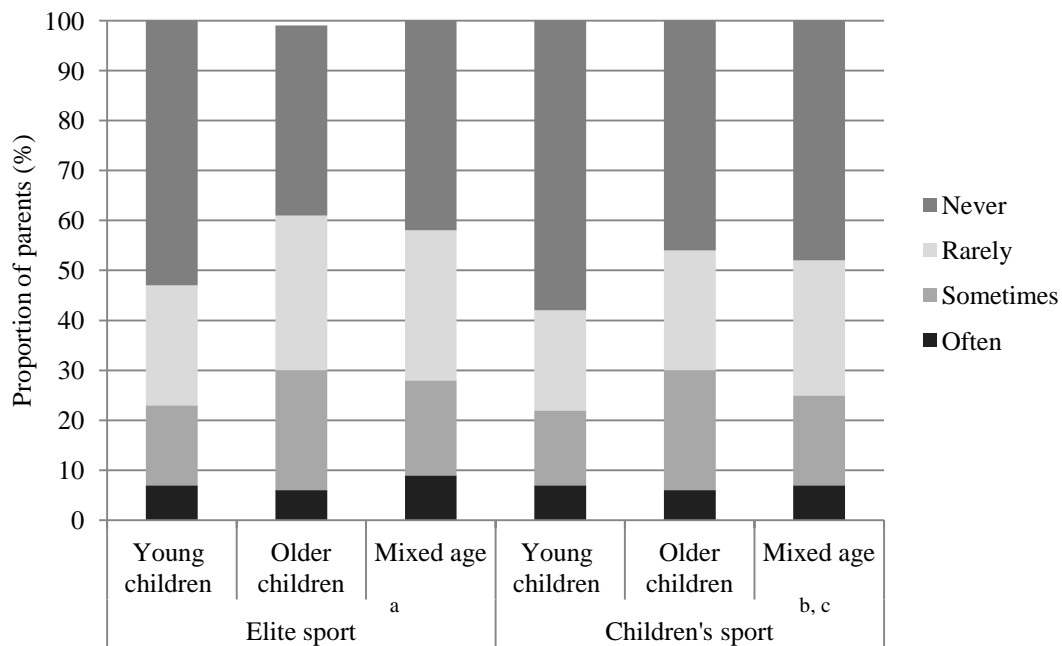


Figure 8.7: Frequency of children's requests for sponsor's products, by children's age
^a Don't know = 6; ^b Don't know; n = 3; ^c Not applicable as children's sports clubs did not have sponsors; n = 113

8.7.5 Appropriateness of companies for sponsoring sport

Almost all parents perceived that companies that sold sporting goods, and fruit and vegetable shops were appropriate sponsors for both elite sport and children's sport (99% and 98%) (Tables 8.7 and 8.8). Almost all parents also perceived that local tradesmen were appropriate sponsors of children's sport (97%). Conversely, the least desirable sponsors for both elite and children's sport were alcohol companies or businesses selling alcohol, soft drink companies, chocolate and confectionery companies, fast food

companies, and companies that make high sugar breakfast cereal and snack food. In particular, only 17% of parents thought that alcohol companies should sponsor elite sports, while 13% said that businesses that sell alcohol, including pubs and clubs, should sponsor children's sport.

Table 8.7: Perceived appropriateness of companies to sponsor elite sport

Products sold by companies	Should sponsor n (%)
Sporting goods companies ^a	813 (99)
Fruit and vegetable shops	804 (98)
Companies making low sugar, high fibre breakfast cereal ^b	779 (95)
Health insurance companies ^h	742 (91)
Banks ^e	734 (90)
Supermarkets ^b	696 (85)
Telephone companies ^g	643 (79)
Sports drink companies ^h	564 (69)
Electronic game companies ⁱ	555 (69)
Soft drink companies ^c	346 (42)
Chocolate and confectionery companies ^d	313 (38)
Companies making high sugar breakfast cereal ^a	242 (29)
Fast food companies ^d	240 (29)
Snack food companies (e.g. donuts, chips) ^c	223 (27)
Alcohol companies ^f	138 (17)

^a Don't know; n = 2; ^b Don't know; n = 4; ^c Don't know; n = 6; ^d Don't know; n = 8; ^e Don't know; n = 9; ^f Don't know; n = 10; ^g Don't know; n = 11; ^h Don't know; n = 12; ⁱ Don't know; n = 15

Table 8.8: Perceived appropriateness of companies to sponsor children's sport

Products sold by companies	Should sponsor n (%)
Sporting goods companies ^b	813 (99)
Fruit and vegetable shops ^a	809 (98)
Local tradesmen ^c	793 (97)
Companies making low sugar, high fibre breakfast cereal ^b	782 (95)
Banks ^c	706 (86)
Supermarkets ^e	691 (84)

Health insurance companies ^e	681 (83)
Telephone companies ^d	596 (73)
Electronic game companies ^e	490 (60)
Sports drink companies ^h	450 (55)
Chocolate and confectionery companies ^g	254 (31)
Soft drink companies ^f	251 (31)
Fast food companies ^d	204 (25)
Companies making high sugar breakfast cereal ^c	189 (23)
Snack food companies (e.g. donuts, chips) ^d	178 (22)
Businesses that sell alcohol (e.g. pubs and clubs) ^f	111 (14)

^a Don't know; n = 1; ^b Don't know; n = 2; ^c Don't know; n = 3; ^d Don't know; n = 4; ^e Don't know; n = 5; ^f Don't know; n = 8; ^g Don't know; n = 9; ^h Don't know; n = 10

Compared to elite level sport, parents were less supportive of most company types sponsoring children's sport, and particularly those companies selling sports drinks (69% vs. 55%; difference = 14%), soft drink (42% vs. 31%; difference = 11%), electronic games (69% vs. 60%; difference = 9%), health insurance (91% vs. 83%; difference = 8%), and chocolate and confectionery (38% vs. 31%; difference = 7%) (Figure 8.8).

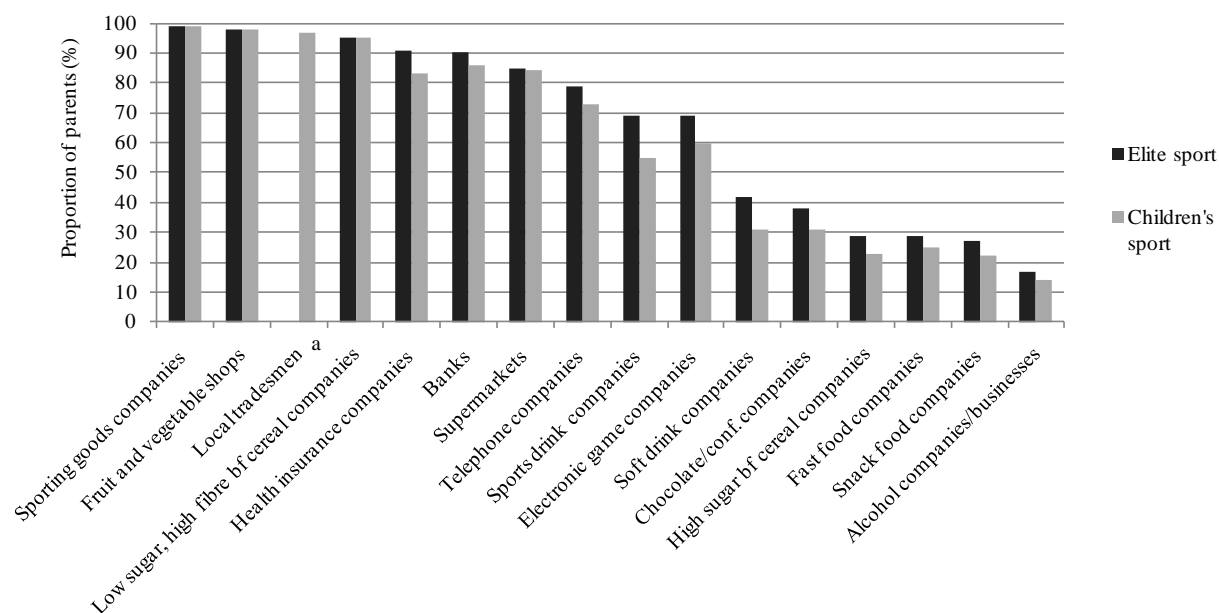


Figure 8.8: Perceived appropriateness of businesses and companies to sponsor elite and children's sport

^a Not assessed for elite sport

8.7.6 Concern about sport sponsorship by unhealthy food, beverage and alcohol companies

Over three-quarters of parents (77%) were at least ‘somewhat’ concerned about unhealthy food and beverage companies sponsoring elite sport, with 37% reporting that they were ‘very’ concerned (Figure 8.9). The proportion of parents concerned about these companies sponsoring children’s sports was even higher: with 88% at least somewhat concerned and the majority, 61%, being very concerned.

Concern about sport sponsorship by alcohol manufacturers or businesses selling alcohol was higher still. Most parents (83%) reported being at least somewhat concerned about these companies sponsoring elite sport, with 59% very concerned. Moreover, 90% of parents were concerned about businesses that sold alcohol sponsoring children’s sport, with 73% very concerned.

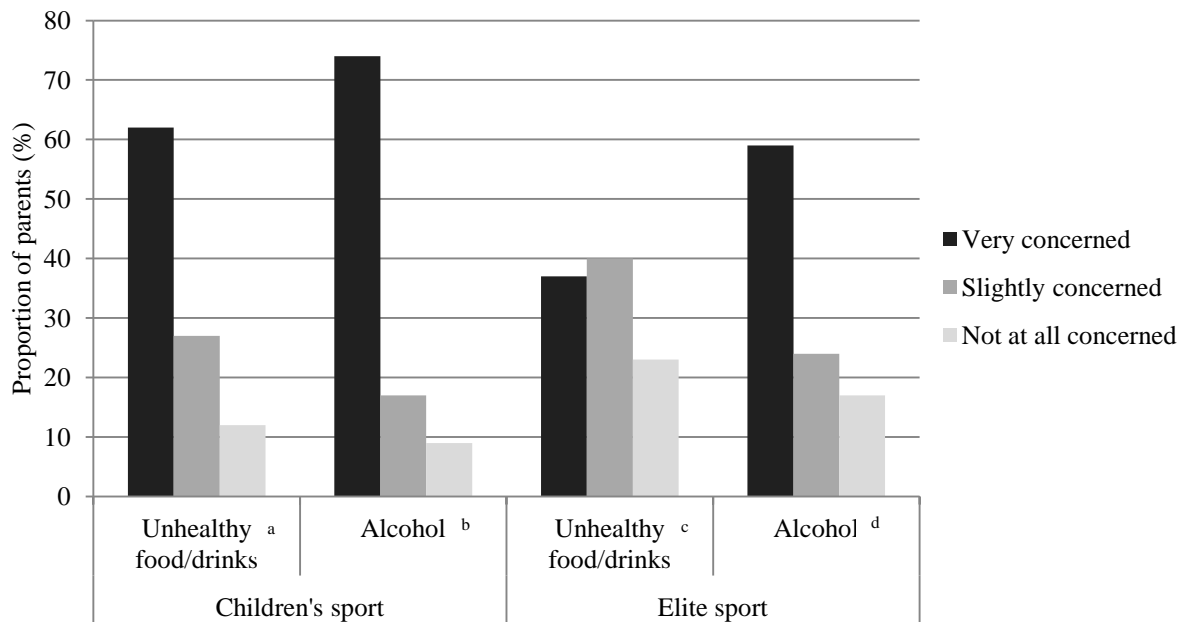


Figure 8.9: Concern about unhealthy food, beverage and alcohol company sponsorship

^a Don’t know; n = 2; ^b Don’t know; n = 7; ^c Don’t know; n = 1; ^d Don’t know; n = 3

There was no difference in parents’ level of concern about unhealthy food, beverage and alcohol sponsorship of elite sport based on parents’ SES (Table 8.9). Slightly more

parents living in areas with less social disadvantage were very concerned about unhealthy food and beverage companies sponsoring children’s sport (68% vs. 61% and 57% in low and medium SES areas, respectively), although this difference was not statistically significant ($\chi^2_4 = 6.73$, $P = 0.1$) (Table 8.10).

Table 8.9: Concern unhealthy food, beverage and alcohol company sponsorship of *elite sport*, by SES

	Low SES n (%)	Medium SES n (%)	High SES n (%)	Total n (%)
<i>Unhealthy food/drinks</i> ^a				
Very concerned	142 (36)	90 (37)	69 (37)	301 (37)
Slightly concerned	156 (40)	100 (41)	76 (41)	332 (41)
Not at all concerned	93 (24)	52 (22)	41 (22)	186 (23)
<i>Alcohol</i> ^b				
Very concerned	224 (57)	145 (60)	110 (60)	479 (59)
Slightly concerned	99 (25)	54 (22)	44 (24)	197 (24)
Not at all concerned	68 (17)	43 (18)	30 (16)	141 (17)

^a Don’t know; n = 1; ^b Don’t know; n = 3

Table 8.10: Concern unhealthy food, beverage and alcohol company sponsorship of *children’s sport*, by SES

	Low SES n (%)	Medium SES n (%)	High SES n (%)	Total n (%)
<i>Unhealthy food/drinks</i> ^a				
Very concerned	240 (61)	138 (57)	125 (68)	503 (62)
Slightly concerned	101 (26)	77 (32)	40 (22)	218 (27)
Not at all concerned	50 (13)	27 (11)	20 (11)	97 (12)
<i>Alcohol</i> ^b				
Very concerned	280 (72)	182 (76)	140 (76)	602 (74)
Slightly concerned	70 (18)	35 (15)	35 (19)	140 (17)
Not at all concerned	37 (10)	24 (10)	10 (5)	71 (9)

^a Don’t know; n = 2; ^b Don’t know; n = 7

Parents who perceived children to be very influenced by both elite and children’s sport sponsors were more likely to be very concerned about sport sponsorship by unhealthy

food, beverage and alcohol companies for both of these sporting levels (Figure 8.10). In particular, parents who perceived children to be very influenced by elite sport sponsors were more likely to be very concerned about unhealthy food and beverage sponsors of this sport (67% vs. 59% for parents perceiving children to be slightly or not at all influenced; $\chi^2_4 = 31.70$, $P < 0.001$). These parents were also significantly more likely to be very concerned about alcohol company sponsorship of elite sport (67% vs. 55% and 56%; $\chi^2_4 = 15.63$, $P < 0.01$).

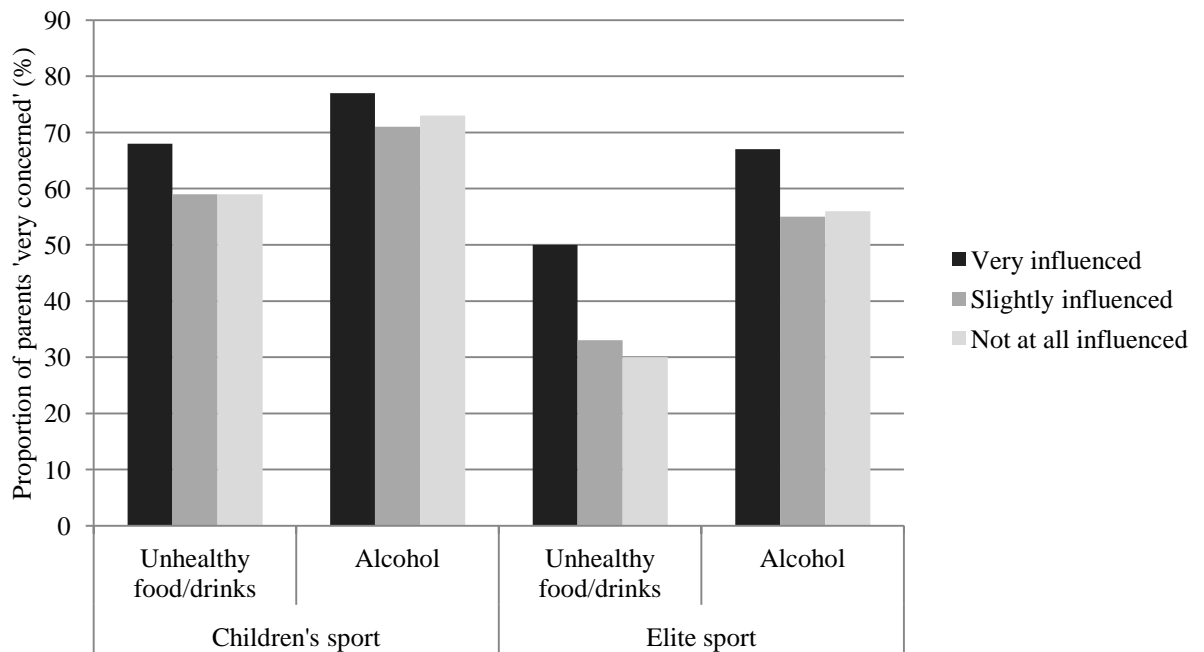


Figure 8.10: Parents that were ‘very concerned’ about unhealthy food, beverage and alcohol sports sponsorship, by perceived influence of sponsors on children

8.7.7 Support of policies to limit unhealthy food, beverage and alcohol sponsorship

Overall, 71% of parents were supportive of policies to restrict unhealthy food and beverage sponsorship of elite sport, while 76% would support this type of policy for children’s sport (Table 8.11). Support for a policy that restricted alcohol companies from sponsoring sport was even higher, with 76% of parents reporting that they would be supportive of such a policy for elite sport and 81% supporting this for children’s sport.

Table 8.11: Support of policies to limit unhealthy food, beverage and alcohol sports sponsorship

	Elite sport		Children's sport	
	Unhealthy food/drinks ^a	Alcohol ^b	Unhealthy food/drinks ^c	Alcohol ^b
	n (%)	n (%)	n (%)	n (%)
Very likely to support	324 (40)	421 (52)	430 (52)	519 (63)
Likely to support	250 (31)	193 (24)	194 (24)	149 (18)
Unlikely to support	163 (20)	135 (17)	142 (17)	105 (13)
Very unlikely to support	83 (10)	69 (8)	56 (7)	45 (6)

^a Don't know; n = 5; ^b Don't know; n = 7; ^c Don't know; n = 3

Support for policies to limit unhealthy food, beverage and alcohol sponsorship for both elite and children's sport was high for parents across all SES tertiles (Tables 8.12 and 8.13). A slightly lower proportion of parents living in areas with greater social disadvantage were very likely to support a policy to restrict alcohol companies from sponsoring children's sport (59% vs. 66% and 68% in medium and high SES areas, respectively). However, this difference was not statistically significant ($\chi^2_6 = 10.81$, $P = 0.09$) (Table 8.13).

Table 8.12: Support of policies to limit *unhealthy food and beverage* sports sponsorship, by SES

	Low SES	Medium SES	High SES	Total
	n (%)	n (%)	n (%)	n (%)
<i>Elite sport^a</i>				
Very likely to support	161 (41)	88 (37)	73 (39)	322 (40)
Likely to support	113 (29)	74 (31)	62 (33)	249 (31)
Unlikely to support	79 (20)	46 (19)	37 (20)	162 (20)
Very unlikely to support	37 (10)	31 (13)	14 (8)	82 (10)
<i>Children's sport^b</i>				
Very likely to support	199 (51)	119 (49)	109 (59)	427 (52)
Likely to support	90 (23)	65 (27)	38 (20)	193 (24)
Unlikely to support	67 (17)	43 (18)	32 (17)	142 (17)
Very unlikely to support	34 (9)	14 (6)	7 (4)	55 (7)

^a Don't know; n = 5; ^b Don't know; n = 3

Table 8.13: Support of policies to limit *alcohol* sports sponsorship, by SES

	Low SES	Medium SES	High SES	Total
	n (%)	n (%)	n (%)	n (%)
<i>Elite sport</i> ^a				
Very likely to support	191 (49)	130 (54)	98 (53)	419 (52)
Likely to support	98 (25)	51 (21)	42 (23)	191 (24)
Unlikely to support	67 (17)	36 (15)	32 (17)	135 (17)
Very unlikely to support	33 (9)	23 (10)	12 (7)	68 (8)
<i>Children's sport</i> ^a				
Very likely to support	230 (59)	159 (66)	126 (68)	515 (63)
Likely to support	77 (20)	39 (16)	33 (18)	149 (18)
Unlikely to support	51 (13)	35 (15)	19 (10)	105 (13)
Very unlikely to support	29 (8)	7 (3)	8 (4)	44 (5)

^aDon't know; n = 7

A significantly greater proportion of parents reported being very likely to support policies to restrict unhealthy food and beverage sponsorship of *elite* sport if they perceived children to be very influenced by this sponsorship (51% vs. 35% and 36% for parents perceiving children to be slightly or not at all influenced, respectively; $\chi^2_6 = 27.52$, $P < 0.001$) (Figure 8.11). Similarly, parents were significantly more supportive of policies to restrict alcohol sponsorship of elite sport if they thought children were very influenced by elite sport sponsorship (62% vs. 47% and 49%; $\chi^2_6 = 24.26$, $P < 0.001$).

However, there was no difference in parents' support for such policies based on the perceived influence of *children's* sport sponsorship on children. Comparing those parents who perceived children to be very, slightly or not at all influenced by children's sport sponsors, more than three-quarters of all parents were likely or very likely to support policies to restrict this sponsorship.

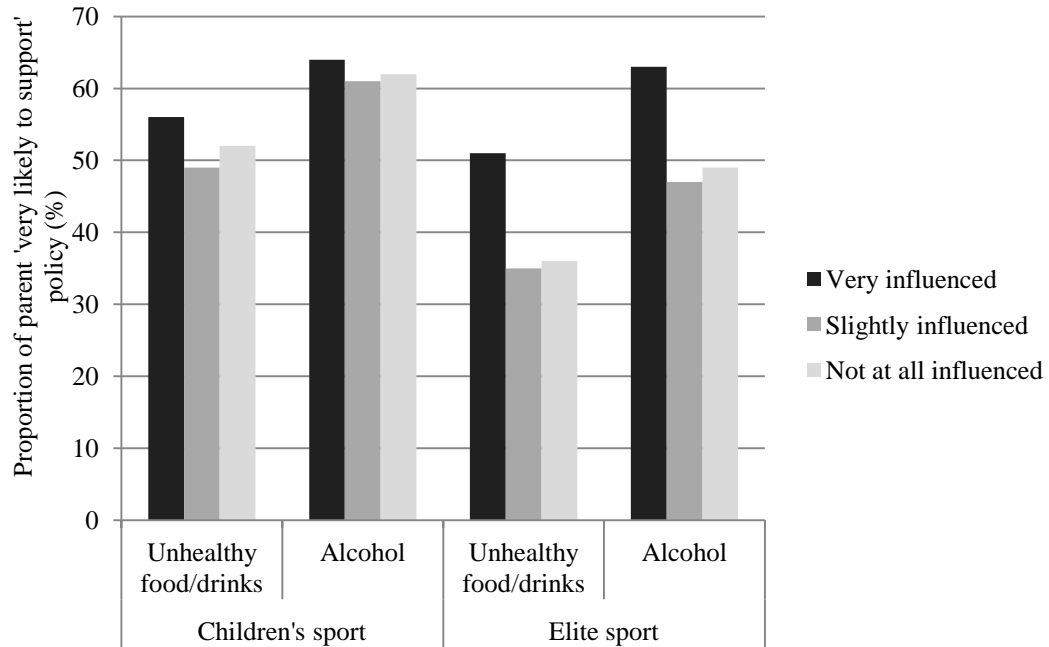


Figure 8.11: Parents that were ‘very likely to support’ policies to limit unhealthy food, beverage and alcohol sports sponsorship, by perceived influence of sponsors on children

For those parents who were supportive of policies to restrict unhealthy food and beverage (n = 624) and/or alcohol sponsorship of children’s sport (n = 669), the majority would continue to be supportive of these restrictions if it resulted in increased fees for children’s sport (Figure 8.12). There was no difference between parents’ continued support of sponsorship policies with any increase in sport fees based on parents’ SES (Figure 8.13).

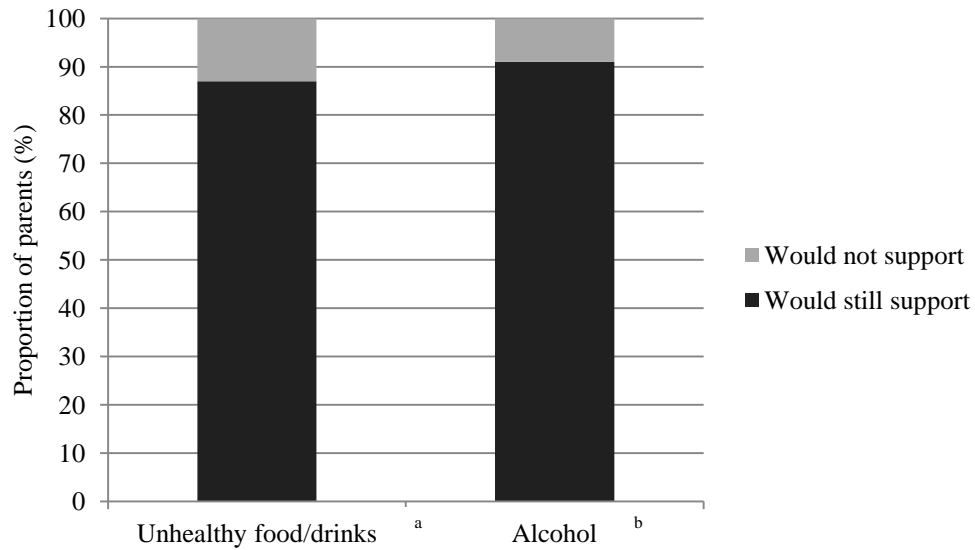


Figure 8.12: Parent support of policies to limit unhealthy food, beverage and alcohol sponsorship of children’s sport if sports fees increased

^a Don’t know; n = 20; ^b Don’t know; n = 10

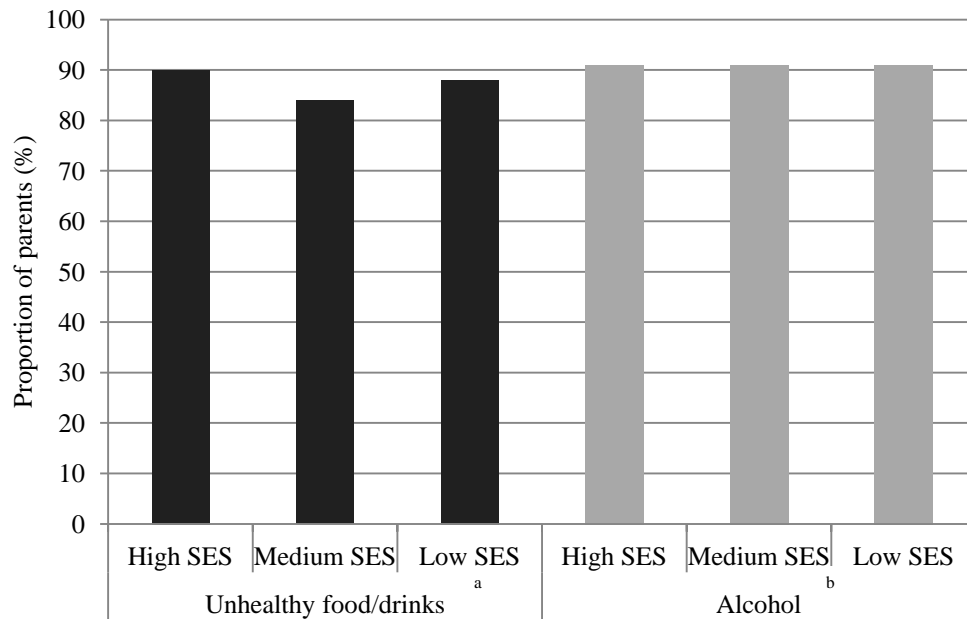


Figure 8.13: Parent support of policies to limit unhealthy food, beverage and alcohol sponsorship of children’s sport if sports fees increased, by SES

^a Don’t know; n = 20; ^b Don’t know; n = 10

Of those parents who were supportive of sponsorship policies relating to unhealthy food, beverage or alcohol companies for children’s sport, more than two-thirds (69%) thought that government should be responsible for introducing these restrictions. A smaller proportion thought that peak sporting bodies (17%) or individual sports clubs (13%) should be responsible for the development and implementation of sponsorship restrictions.

8.7.8 Support of a brokerage system for sport funding (Sport Sponsorship Fund)

The majority of parents (81%) were supportive of an alternative funding scheme for children’s sport, which would allow unhealthy food, beverage and alcohol companies to provide funding to sport as long as there was no visible sponsor branding at individual sports clubs (Figure 8.14).

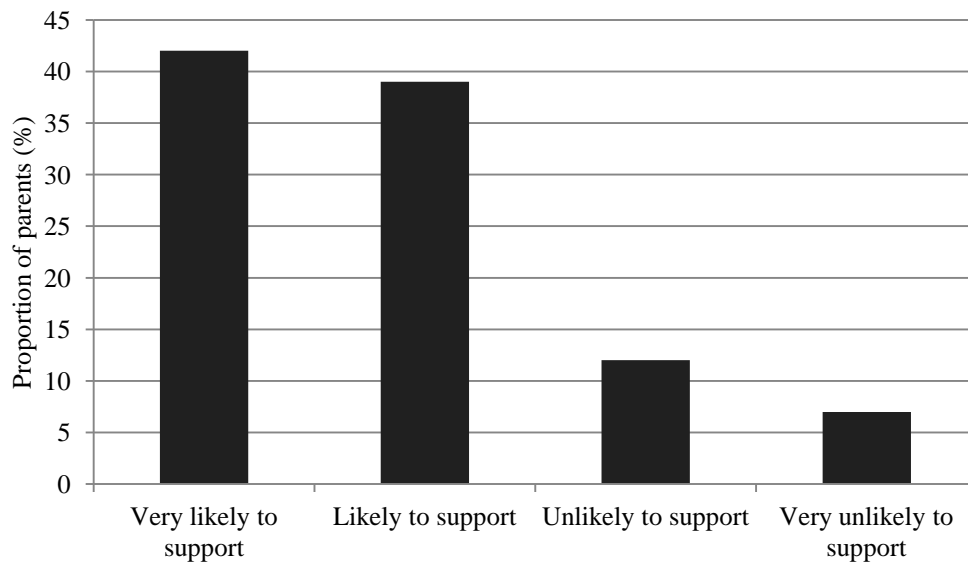


Figure 8.14: Support for Sport Sponsorship Fund

Of those parents that were not previously supportive of policies to limit unhealthy food and beverage sponsorship of children’s sport (n = 195), the majority (71%) reported that they would be supportive of this alternative funding model. Similarly, of those parents who were not supportive of alcohol sponsorship restrictions for children’s sport (n = 156), 72% were supportive of this model (Table 8.14, Figure 8.15). However, almost

one-fifth of parents who had been supportive of policies to restrict unhealthy food, beverage and alcohol sponsorship of children’s sport previously would not be supportive of this funding model.

Table 8.14: Support of alternative funding model, by previous support of sponsorship policies for children’s sport

Support of alternative funding model ^a	Policy on unhealthy/drink sponsorship		Policy on alcohol sponsorship	
	Supportive	Not supportive	Supportive	Not supportive
	n (%)	n (%)	n (%)	n (%)
Very likely to support	265 (43)	71 (36)	288 (44)	45 (30)
Likely to support	250 (41)	68 (35)	256 (39)	62 (42)
Unlikely to support	64 (10)	34 (17)	73 (11)	25 (17)
Very unlikely to support	36 (6)	22 (11)	42 (6)	16 (11)

^a Don’t know; n = 13

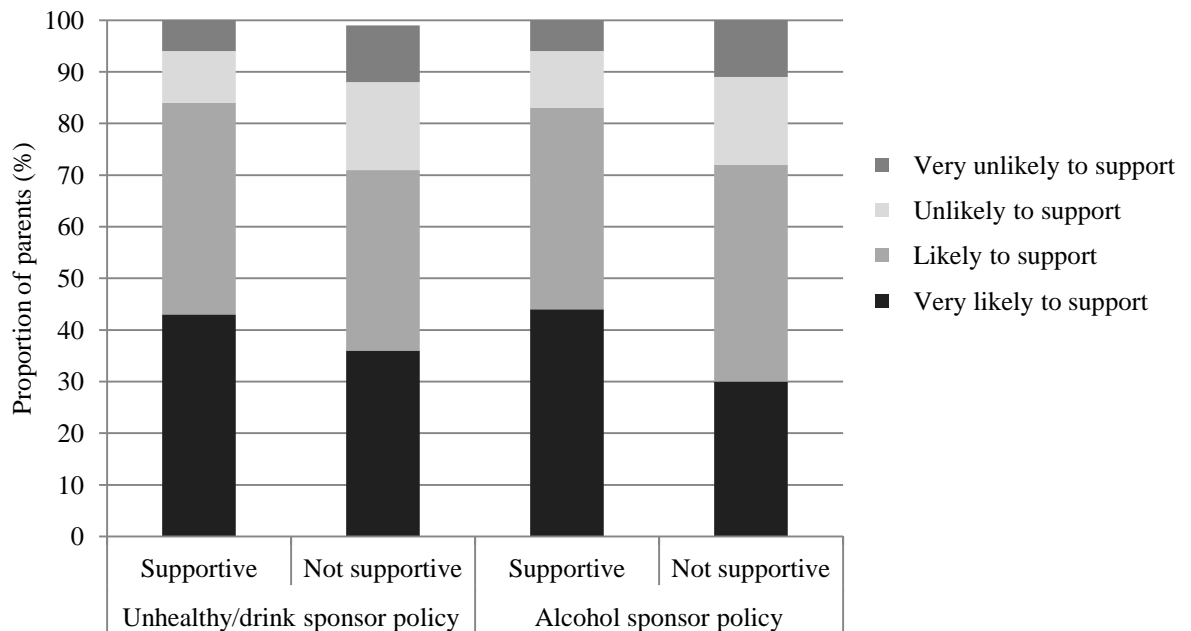


Figure 8.15: Support of alternative funding model, by previous support of sponsorship policies for children’s sport

8.8 Assessment of children's awareness and attitudes of food, beverage and alcohol company sponsorship of sport

8.8.1 Sample characteristics

The completion rate for the child/adolescent survey was 53% (243 completed out of 455 invited participants). Approximately half of the sample were girls, with a mean age of 13 years (S.D = 1.8) (Table 8.15). Almost all children played sport at least once per week during both summer (91%) and winter (98%). The majority of children reported that they were either 'very interested' (55%) or 'interested' (42%) in participating in and/or watching sport. Only 4% of children reported being uninterested in sport. The most popular sports reported to be played by children included soccer (49%), swimming (37%), netball (24%) and tennis (21%) (Table 8.16).

Table 8.15: Child characteristics

	Children n (%)
Sex	
Female	119 (49)
Male	124 (51)
Age	
10 years	25 (10)
11 years	41 (17)
12 years	40 (16)
13 years	44 (18)
14 years	36 (15)
15 years	33 (14)
16 years	24 (10)
Frequency of playing sport	
<i>Summer</i>	
> Twice / week	135 (56)
Once-twice / week	84 (35)
Once / fortnight	3 (1)
Once-twice / month	1 (0)
< Once a month	1 (0)
Never	19 (8)

<i>Winter</i>	
> Twice / week	157 (65)
Once-twice / week	79 (33)
Once / fortnight	0 (0)
Once-twice / month	1 (0)
< Once a month	1 (0)
Never	5 (2)
Total	243 (100)

Table 8.16: Children’s sporting activities

Sport activity	Children participating n (%)
Soccer	120 (49)
Swimming	89 (37)
Netball	57 (24)
Tennis	52 (21)
Cricket	46 (19)
Athletics / Little Athletics / running / cross country	45 (19)
Basketball	43 (18)
Touch football	41 (17)
Other ^a	35 (14)
Ballet and dancing	27 (11)
Rugby league	25 (10)
AFL	24 (10)
Surfing / body boarding	21 (8)
Football (not further specified)	13 (5)
OzTag / Tiger Tag	20 (8)
Gymnastics	15 (6)
Hockey	17 (7)
Indoor soccer	15 (6)
Volleyball	15 (6)
Rugby union	14 (6)
Softball	14 (6)
Surf lifesaving	13 (5)
BMX / cycling	12 (5)
Martial arts	9 (4)

Golf	8 (3)
Water polo	8 (3)
Horse riding / equestrian	7 (3)
Baseball	6 (3)
Boxing	6 (3)
Archery	3 (1)
Physical culture	3 (1)
Sailing	3 (1)
T-ball	3 (1)
Motorcar / car racing / motocross	1 (0)

^a Other includes: archery, circus, ice skating, lawn bowls, rock climbing, rowing, skateboarding, skiing, snowboarding, squash, ten pin bowling, waterskiing and Zumba.

8.8.2 Awareness and recall of elite sport sponsors

Almost all children reported having a favourite elite sports team or athlete (95%). For these teams and athletes, children recalled a total of 525 sponsors; of which 360 were current sponsors and 29 were past sponsors. These sponsors were not unique, with some duplication in the sponsors recalled by different children. Children also recalled 37 companies that sponsored a competition or event that the team or athlete had competed in. Two companies were recalled for which the team or athlete featured in a television advertisement. Children also recalled 97 incorrect sponsors.

Of all correct current, past and competition sponsors recalled 86% (n = 366) were for non-food companies, 11% (n = 48) were food and beverage companies and 3% (n = 14) were alcohol manufacturers or alcohol-related businesses. The most frequently recalled sponsors were companies that made sports clothing and equipment (20% of all sponsors), followed by car companies (12%), finance and banking institutions (9%) and companies that made or sold electronic equipment (7%) (Figure 8.16).

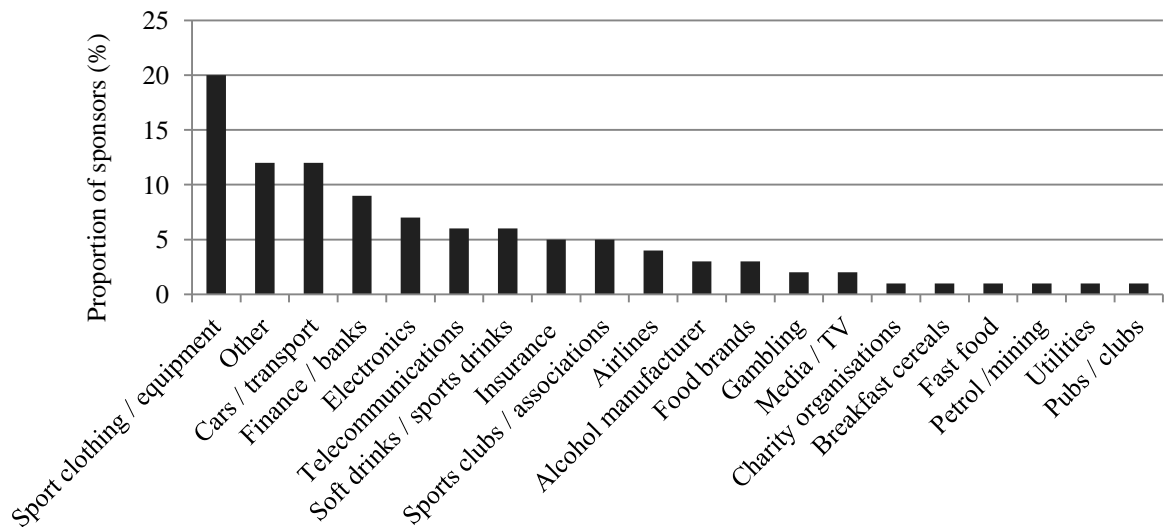


Figure 8.16: Recalled sponsors of elite sports teams and athletes by company type

Around two-thirds (65%) of children could correctly recall at least one company that sponsored their favourite elite sports team or athlete. Correspondingly, 18% of children could correctly name at least one food and beverage company sponsor. For those children who could correctly recall any sponsors ($n = 178$), a median of two sponsors were recalled each (IQR = 1 to 3). Most children did not recall any food or beverage sponsors (median = 0).

There was a significant association between watching more games/competitions during a sport season and recall of sponsors ($F(3, 239) = 7.37, P < 0.001$). Post hoc comparisons using the Scheffe test indicated that children who reported watching their favourite elite sports team or athlete compete in all games/competitions during a sport season recalled a significantly higher number of sponsors compared to children watching only some or none of these games (mean = 2.5 vs. 1.3 and 0.1, respectively) (Table 8.17).

Self-reported interest in playing and watching sport was also significantly associated with recall of sponsors ($F(2, 240) = 5.61, P < 0.01$). Scheffe post hoc testing indicated that children who reported being ‘very’ interested in sport recalled a significantly higher

number of sponsors compared to those that were only ‘interested’ or ‘uninterested’ in sport (mean = 2.1 vs. 1.3 and 0.1, respectively).

Table 8.17: Mean (S.D) correct sponsors recalled, by frequency of sport viewing and interest in sport

	Mean correct sponsors recalled (SD)
Games watched per competition season	
All	2.5 (2.06)
Most	2.1 (2.23)
Some	1.3 (1.63)
None	0.1 (0.29)
Interest in sport	
Very interested	2.1 (2.17)
Interested	1.3 (1.83)
Uninterested	0.9 (0.93)

8.8.3 Perceptions of elite sport sponsors

Children responded to questions relating to their perceptions of elite sport sponsors for up to the first six sponsors recalled, including those that were correct and incorrect (n = 494). Overall, children rated the majority of elite sport sponsors as either ‘very’ or ‘a little’ cool (59%), exciting (50%) and fun (51%) (Figure 8.17).

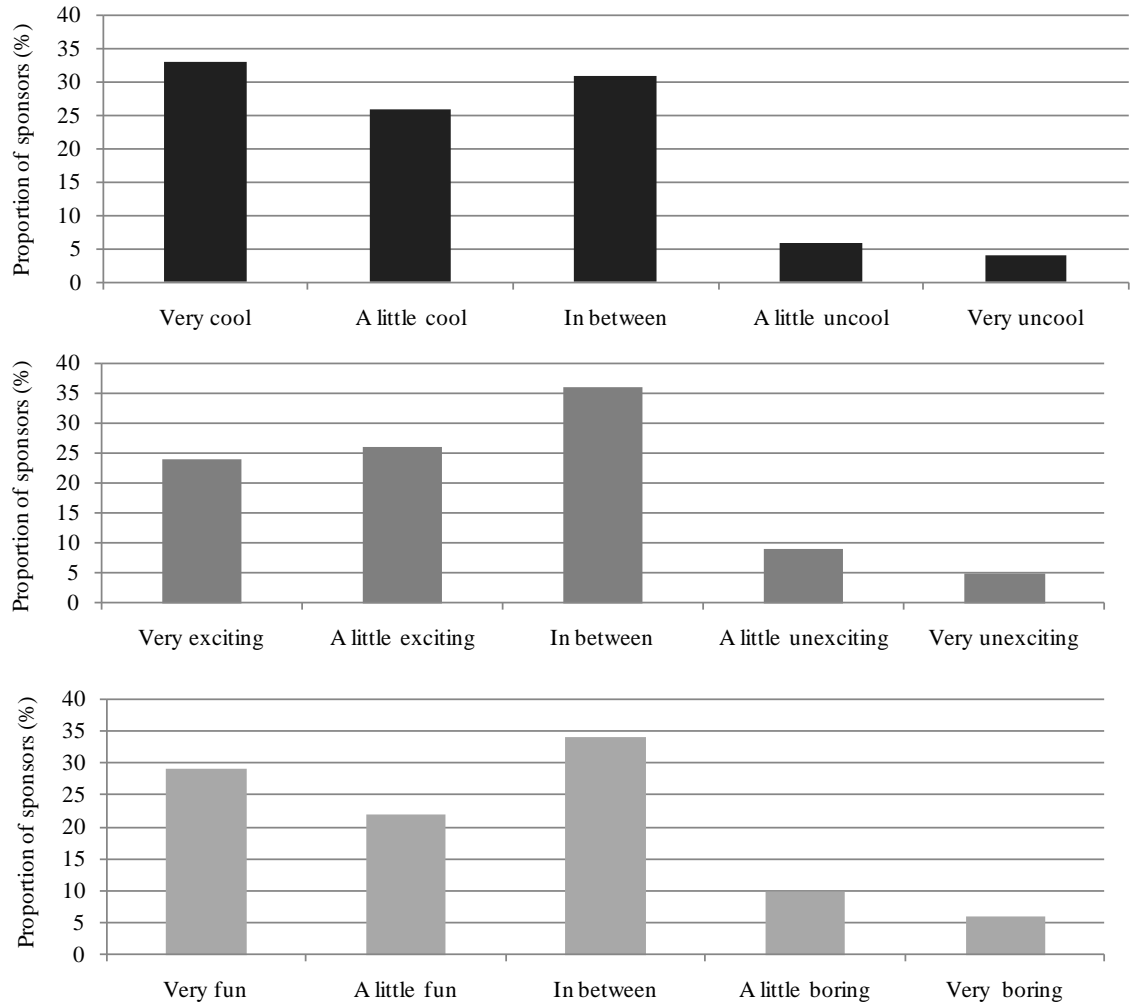


Figure 8.17: Perceptions of elite sport sponsors

The mean rating on the semantic differential scales of cool-uncool, exciting-unexciting and fun-boring was 2, indicating that children rated sponsors as ‘a little’ cool, exciting and fun (Figure 8.18).

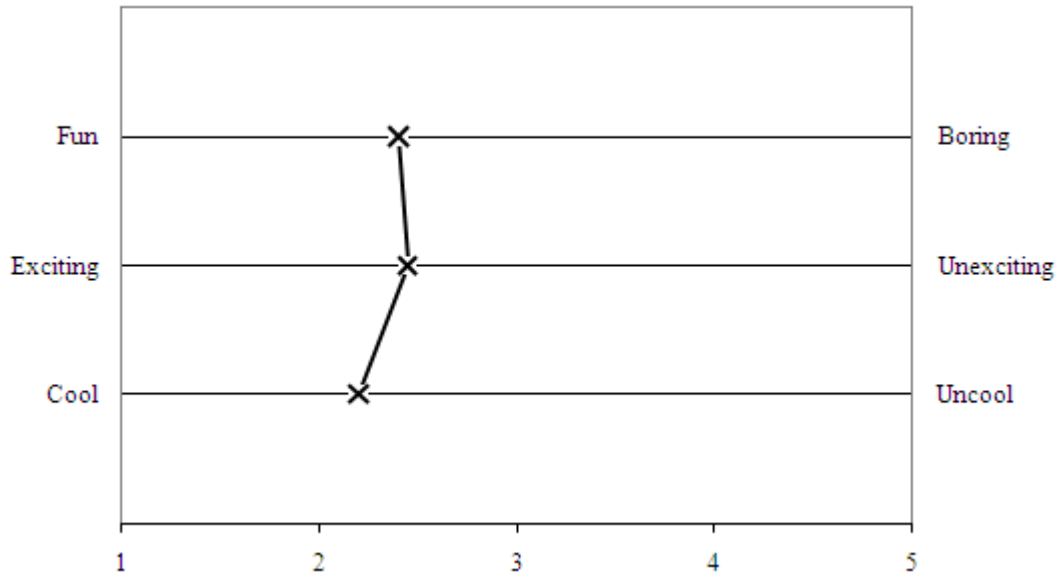


Figure 8.18: Mean ratings on semantic differential scales for recalled sponsors

There was no difference in children's perceptions of elite sport sponsors by age group or by sex. For both children aged 10 to 12 years and 13 to 16 years, and for both boys and girls, mean ratings on all semantic differential scales was approximately 2 (Figures 8.19 and 8.20).

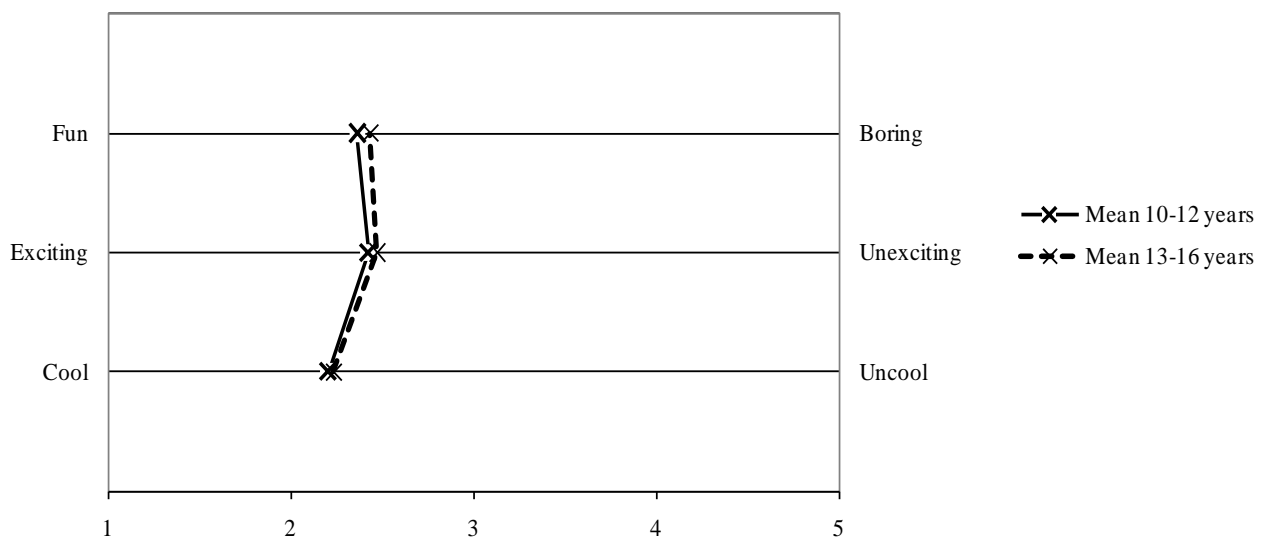


Figure 8.19: Mean ratings on semantic differential scales for recalled sponsors, by age group

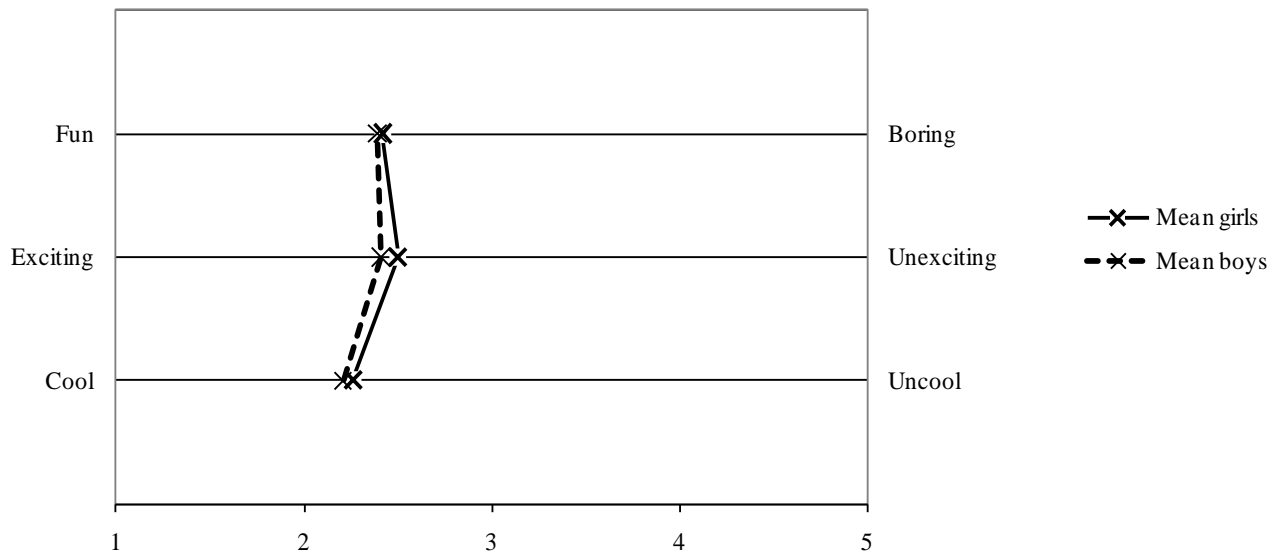


Figure 8.20: Mean ratings on semantic differential scales for recalled sponsors, by sex

There was a trend for children to rate food and beverage company sponsors and non-food sponsors as more cool, exciting and fun than alcohol sponsors (Figure 8.21). Food and non-food sponsors were rated as ‘a little’ cool (mean = 2), while alcohol sponsors were rated as ‘in between’ cool and uncool (mean = 3) ($F(2, 491) = 0.86, P = 0.4$). Food and non-food sponsors were rated as ‘a little’ exciting (mean = 2), while alcohol sponsors were again rated as ‘in between’ exciting and unexciting (mean = 3) ($F(2, 491) = 0.97, P = 0.4$). Similarly, food and non-food sponsors were rated as ‘a little’ fun, compared to alcohol sponsors which were rated as ‘in between’ fun and boring, (2 and 2 vs. 3; $F(2, 491) = 1.19, P = 0.3$). None of these differences were statistically significant.

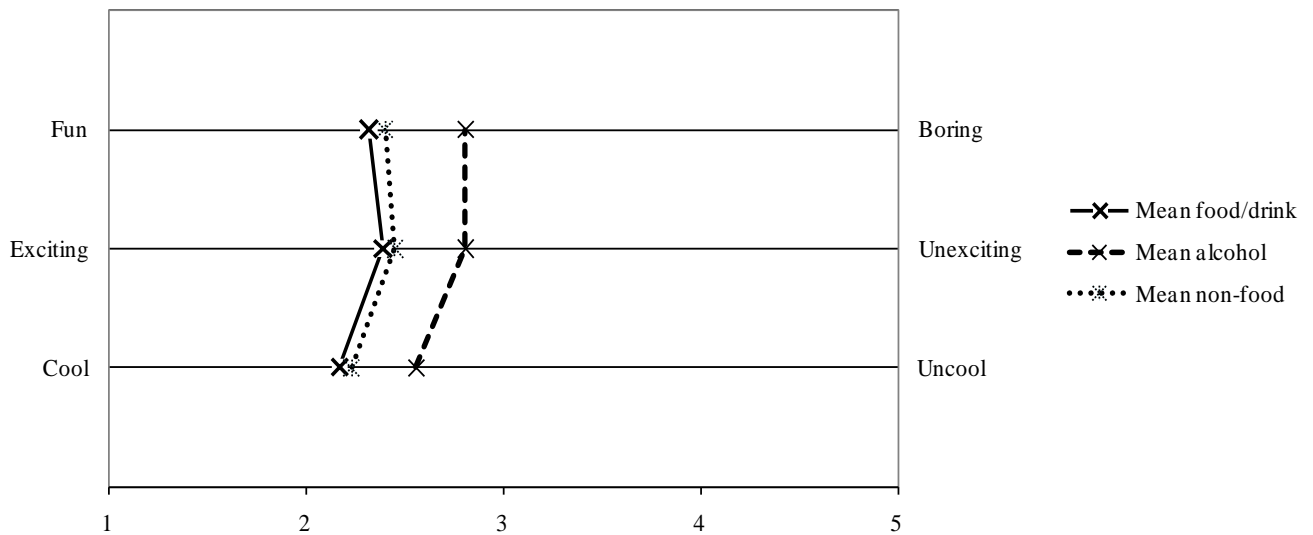


Figure 8.21: Mean ratings on semantic differential scales for recalled sponsors, by sponsor type

For 39% of recalled sponsors, children reported that they felt better about this company after finding out that it had sponsored their favourite elite sports team or athlete (Table 8.18). For companies for which children reported previously purchasing their product ($n = 282$), children reported that this sponsorship arrangement encouraged them to buy the sponsor's product more for 41% of these sponsors. Boys were significantly more likely to report buying sponsor's products more after the company had sponsored their favourite sports team or athlete compared to girls (48% of boys' recalled sponsors vs. 33% for girls; $\chi^2_2 = 8.06$, $P = 0.02$). There was no difference in children's attitudes towards sponsors or product purchases by age group.

Children reported feeling better about a greater proportion of food and beverage companies and non-food companies after they had sponsored their favourite sports team or athlete compared to alcohol companies (44% and 39% vs. 19%). However this difference was not statistically significant ($\chi^2_4 = 4.58$, $P = 0.3$) (Figure 8.22). For those children that purchased the sponsors' products, there was no difference in reported

purchases of sponsors' products by sponsor type. Only three children reported ever purchasing alcohol and therefore findings are not presented for this sponsor type.

Table 8.18: Attitudes and purchases of elite sport sponsor's products, by age group and sex

	Age group		Sex		Total n (%)
	10-12 years	13-16 years	Girls	Boys	
	n (%)	n (%)	n (%)	n (%)	
<i>Feeling towards sponsors</i>					
Felt better about the company	78 (39)	115 (39)	85 (38)	108 (40)	193 (39)
Felt the same about the company	119 (59)	172 (59)	133 (60)	158 (58)	291 (59)
Felt worse about the company	5 (2)	5 (2)	5 (2)	5 (2)	10 (2)
<i>Purchase of sponsors' products^a</i>					
Buy products more	48 (40)	66 (41)	45 (33)	69 (48)	114 (41)
Buy products the same	70 (58)	92 (57)	91 (66)	71 (49)	162 (57)
Buy products less	3 (2)	3 (2)	2 (1)	4 (3)	6 (2)

^a Don't buy this company's products; n = 212

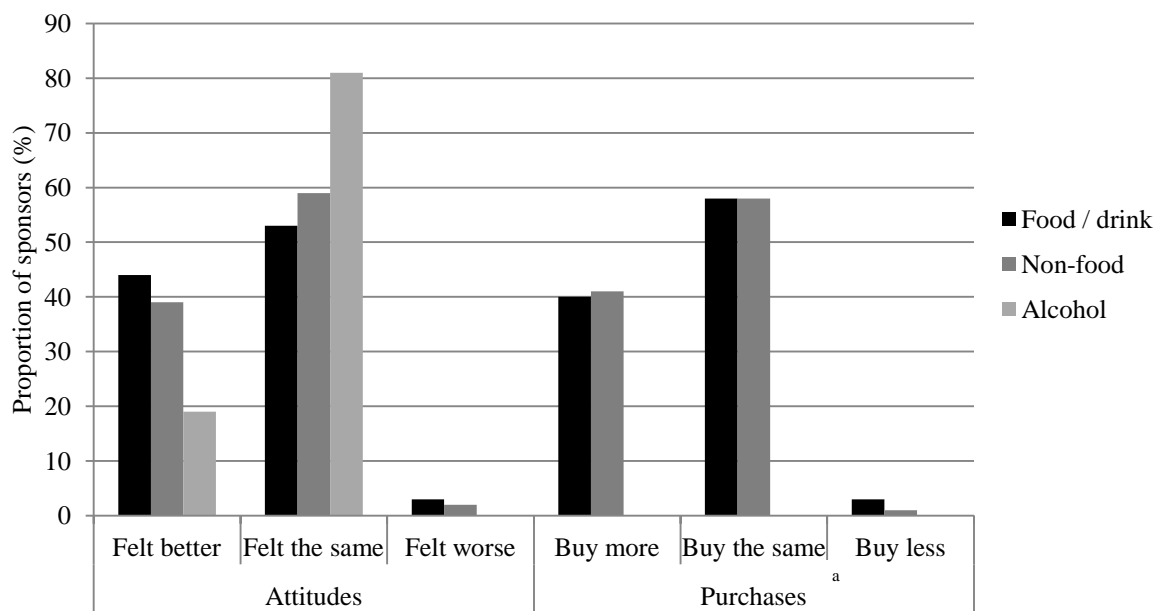


Figure 8.22: Attitudes and purchases of sponsor's products, by sponsor type

^a Results not show for alcohol as few children reported ever buying these products (n = 3)

8.8.4 Awareness and recall of food and beverage sponsors of sporting events

Around half of all children (53%) could recall at least one sporting event or competition that they had attended or seen on television during the past year that had a food or beverage sponsor, with 227 events/competitions recalled. Across all of these events/competitions, 341 food and beverage sponsors were recalled, including 200 that were current sponsors and one past sponsor. In addition, 58 incorrect sponsors were recalled and 83 were unable to be verified (due to unspecified events/competitions).

Considering only correct current or past sponsors, the greatest proportion were companies that made sports drinks and soft drinks (49%), followed by fast food restaurants (23%) and alcohol manufacturers (10%) (Figure 8.23). Of those children who could recall a sporting event or competition that they thought had a food and beverage sponsor (n = 129), 84% could correctly recall at least one food, beverage or alcohol company sponsor. For children who could correctly recall any of these sponsors (n = 108), a median of one sponsor was recalled each (IQR = 0 to 3).

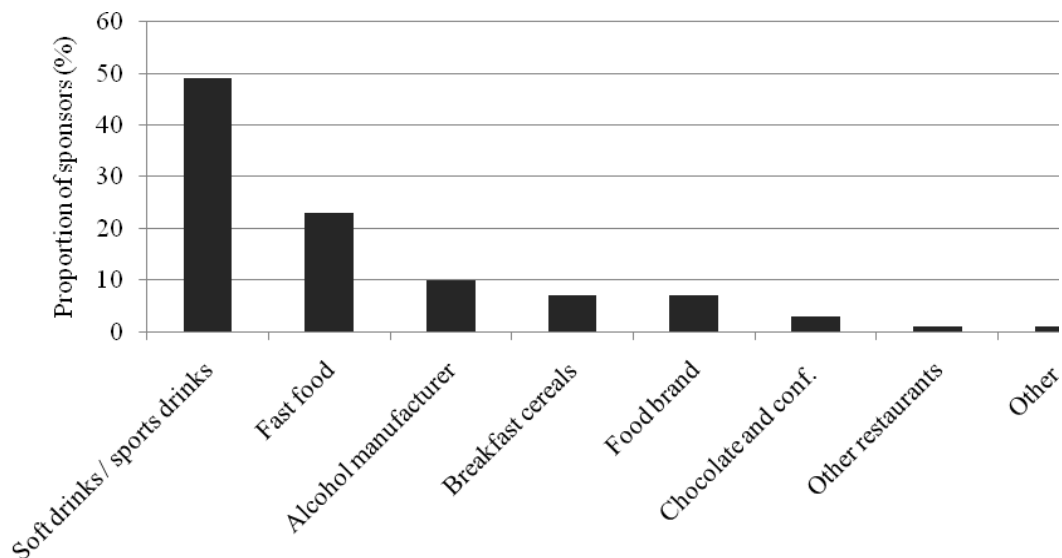


Figure 8.23: Recalled food, beverage and alcohol sponsors of sporting events and competitions by company type

8.8.5 Perceptions of food and beverage company sponsors of sporting events

Again, children were asked about their attitudes towards, and purchases of, sponsors' products for up to the first six sponsors recalled, including those that were correct and incorrect (n = 334). Overall, children reported that they felt better about 26% of these companies after finding out that the company had sponsored the sporting event or competition (Table 8.19). For companies for which children that had previously purchased a product from, the sponsorship encouraged them to buy the sponsor's product more in 27% of cases. A slightly higher proportion of boys reported feeling better about the company after it had sponsored this event (29% of boys' recalled sponsors vs. 23% for girls; $\chi^2_2 = 5.00$, P = 0.08) and as a result had purchased the company's products more (29% vs. 24%; $\chi^2_2 = 1.14$, P = 0.6), although these differences were not statistically significant. There was no difference in children's attitudes towards sponsors or product purchases by age group (both P > 0.05).

Table 8.19: Attitudes and purchases of event sponsor's products, by age group and sex

	Age group		Sex		Total n (%)
	10-12 years	13-16 years	Girls	Boys	
	n (%)	n (%)	n (%)	n (%)	
<i>Feeling towards sponsors</i>					
Felt better about the company	36 (28)	51 (25)	36 (23)	51 (29)	87 (26)
Felt the same about the company	89 (68)	140 (69)	116 (74)	113 (64)	229 (69)
Felt worse about the company	6 (5)	12 (6)	5 (3)	13 (7)	18 (5)
<i>Purchase of sponsors' products^a</i>					
Buy products more	31 (29)	41 (25)	30 (24)	42 (29)	72 (27)
Buy products the same	73 (68)	119 (74)	94 (74)	98 (69)	192 (71)
Buy products less	4 (4)	2 (1)	3 (2)	3 (2)	6 (2)

^a Don't buy this company's products; n = 64

8.8.6 Perceptions of food and beverage company sport sponsors in general

Referring to food and beverage companies that sponsored sport in general, 9% of children reported that they 'often' bought or asked their parents to buy these companies' products, while 26% 'sometimes' bought or requested these (Table 8.20). A significantly higher proportion of younger children aged 10 to 12 years reported that

they often or sometimes purchased or requested sponsors' products compared to older children (43% vs. 28%; $\chi^2_1 = 6.48$, $P = 0.01$).

Table 8.20: Frequency of purchases and/or purchase requests for sponsors' products, by age group and sex

	Age group		Sex		
	10-12 years	13-16 years	Girls	Boys	Total
	n (%)	n (%)	n (%)	n (%)	n (%)
Often	12 (11)	9 (7)	9 (8)	12 (10)	21 (9)
Sometimes	34 (32)	29 (21)	29 (24)	34 (27)	63 (26)
Rarely	30 (28)	44 (32)	40 (34)	34 (27)	74 (31)
Never	30 (28)	55 (40)	41 (35)	44 (36)	85 (35)

Those children who reported being very interested in sport were more likely to report purchasing or requesting sponsors' products 'often' compared to those who were less interested or uninterested in sport (13% vs. 4% and 0%; $\chi^2_6 = 12.55$, $P = 0.05$) (Figure 8.24).

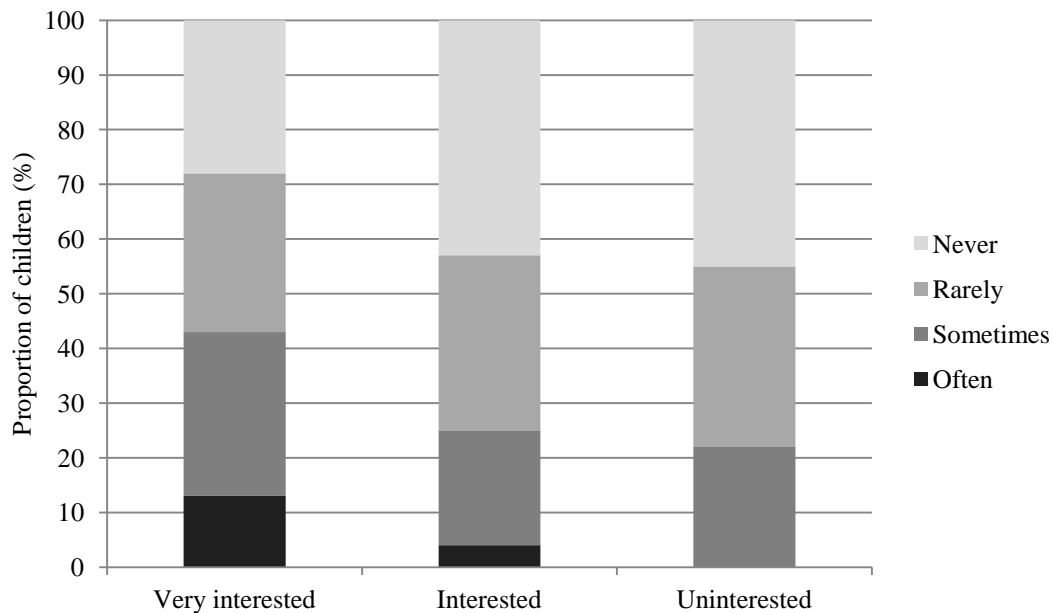


Figure 8.24: Frequency of purchases and/or purchase requests for sponsors' products, by interest in sport

While the majority of children (79%) perceived that food and beverage companies only sponsored sport as a way of advertising, most children simultaneously thought that sponsors wanted to help out sports clubs (63%) (Table 8.21). A minority of children considered the companies that sponsored their favourite sport when purchasing (15%) or consuming food (21%), while more than half (57%) perceived that other children thought about sport sponsors when making food purchasing decisions.

Table 8.21: Perceptions of sponsors, and purchase and consumption behaviours as a result of sponsorship

	Agree n (%)	Disagree n (%)
<i>Motivations of sponsors</i>		
To help out sports clubs	153 (63)	90 (37)
To advertise their products	193 (79)	50 (21)
<i>Purchase intentions resulting from sponsorship</i>		
Think other children buy sponsor's products	137 (56)	106 (44)
Would always buy sponsors product over another	36 (15)	207 (85)
Think about sponsors when I'm buying food or drink	36 (15)	207 (85)
<i>Consumption behaviours resulting from sponsorship</i>		
Prefer to eat sponsor's products	50 (21)	193 (79)

There was no difference in children's perceptions of sponsors or their purchase intentions by age group (Figure 8.25). However, a greater proportion of children aged 13 to 16 years preferred to eat sponsors' products compared to younger children (35% vs. 15%; $\chi^2_1 = 3.46$, $P = 0.06$). This difference between age groups was approaching statistical significance.

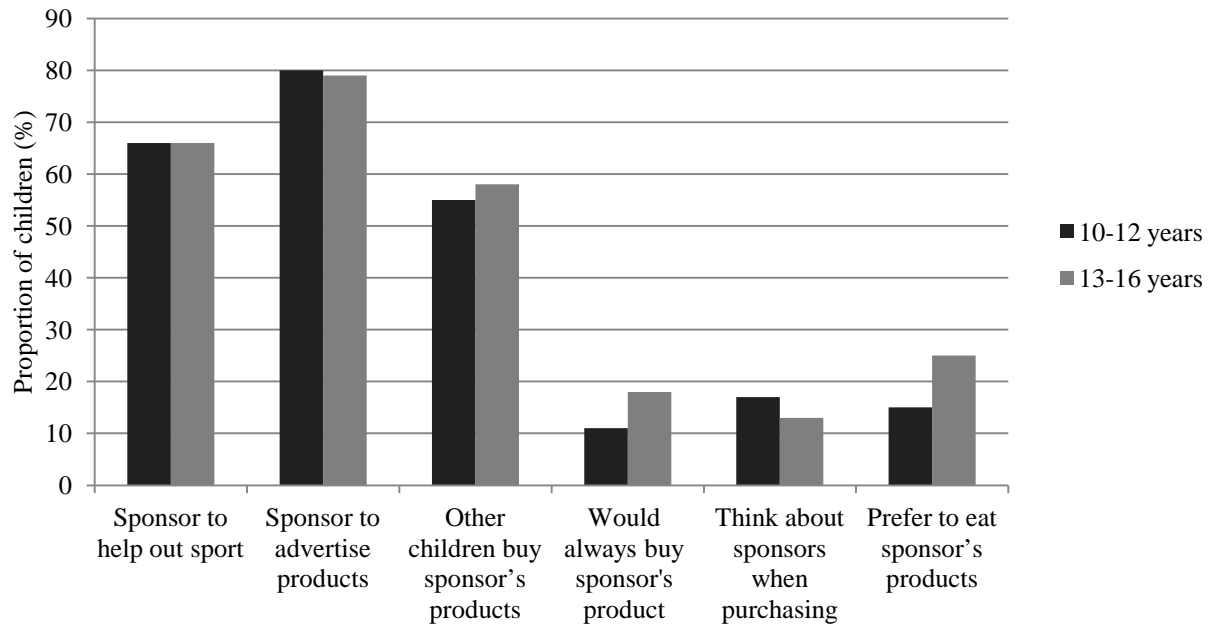


Figure 8.25: Perceptions of sponsors, and purchase and consumption behaviours as a result of sponsorship, by age

8.8.7 Perceptions of promotional activities (vouchers)

Three-quarters of children (76%) had previously received a voucher from a food or beverage company either from their sports club or school. Of these children ($n = 184$), almost half reported liking this voucher ‘a lot’ (46%) and nearly one-third liked the company more after receiving this voucher (28%) (Figure 8.26). There was no difference in children’s perceptions of vouchers according to age groups; with 48% of children aged 10 to 12 years liking these vouchers a lot compared to 45% of children aged 13 to 16 years. Similarly, there were no differences between age groups in the proportion of children liking these companies more after receiving these vouchers (29% of younger children vs. 27% of older children).

Of those children who had previously received a voucher from a food or beverage company, 57% reported that they would have preferred to have received a different reward. Of the 118 alternative rewards that were nominated, the most frequent type was a voucher to a sports store (40% of children), followed by fast food restaurant vouchers (31%) and fashion or retail store vouchers (10%) (Figure 8.27). However, a small

number of children (n = 3) specifically stated that they would have preferred any voucher other than one from a fast food restaurant.

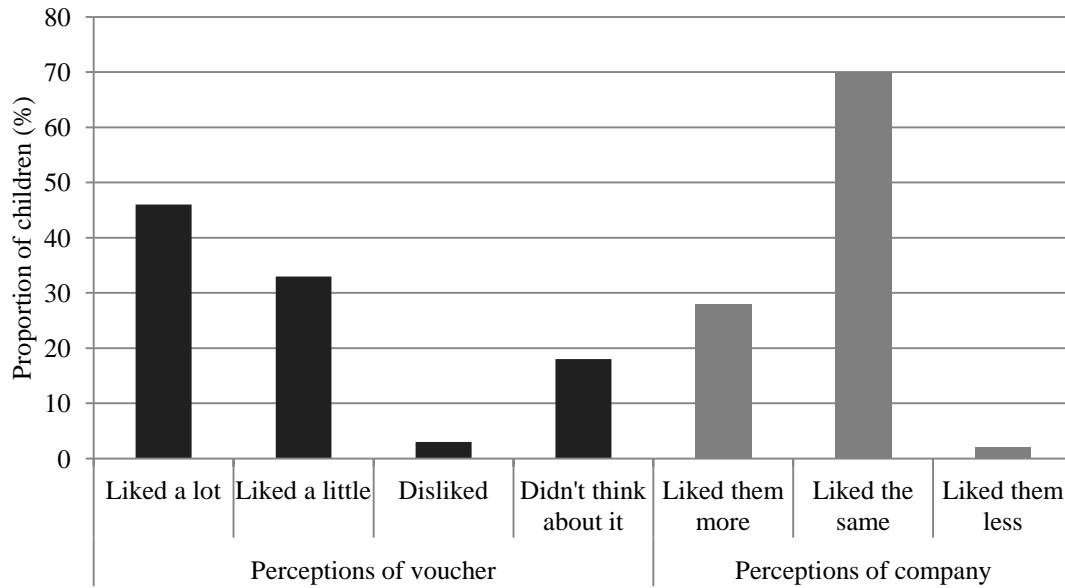


Figure 8.26: Perceptions of vouchers and companies supplying vouchers

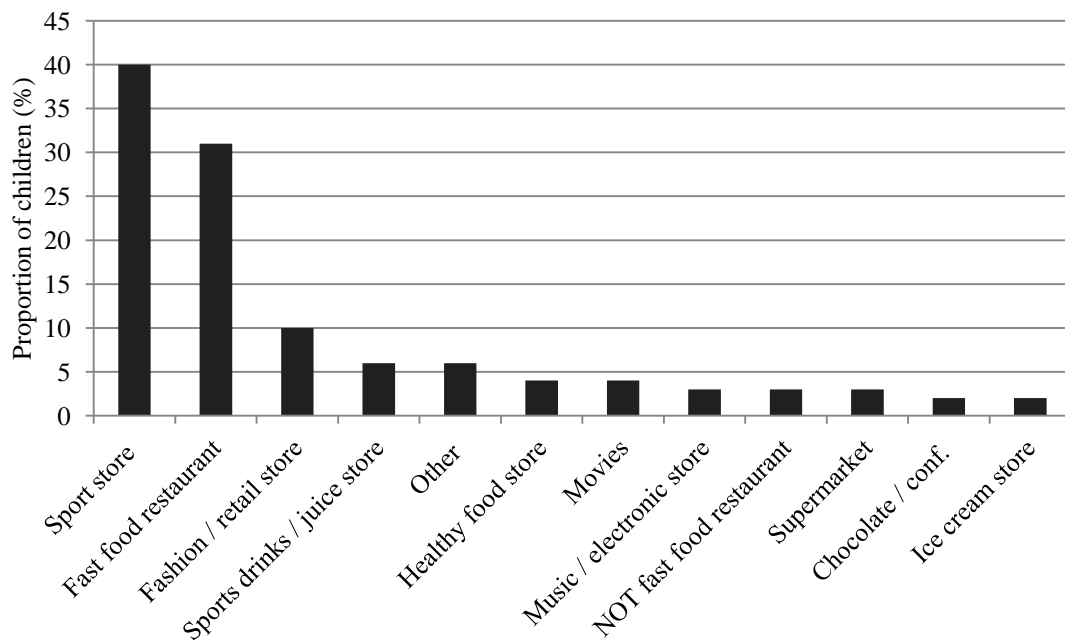


Figure 8.27: Preferred voucher types for rewarding sport and school performance

Don't know; n = 1

8.9 Discussion

8.9.1 Parental support for restricting unhealthy food, beverage and alcohol sport sponsorship

Findings from this study indicate strong support from parents for the introduction of policies to restrict unhealthy food, beverage and alcohol companies from sponsoring sport, with around three-quarters of parents supporting these restrictions for both elite and children's sport and for all of these product types. This support for sponsorship restrictions was particularly high for children's sport and for alcohol sponsorship. These findings are consistent with those from the earlier survey at sports clubs, described in Chapter 7. As in the current study, the majority of respondents thought that that government should be responsible for introducing these restrictions.

Parents were supportive of sponsorship restrictions for children's sport irrespective of whether they perceived children to be influenced by this sponsorship. However, this was not the case for elite sport. Those parents who perceived children to be only slightly or not at all influenced by elite sport sponsors were significantly less likely to be supportive of restricting unhealthy food, beverage and alcohol company sponsorship of elite sport.

Currently in Australia, industry self-regulations to limit both unhealthy food and beverage companies and alcohol companies from sponsoring children's sport are limited, while government regulations are non-existent. Industry regulations do limit the promotion of alcohol brands at sporting events targeting children, although this precludes businesses that sell alcohol, such as pubs and clubs (13). The two main food and advertising industry codes in Australia relating to food marketing to children do not currently include sponsorship in their definition of media covered by the regulations (14, 15). However, a recent government inquiry into outdoor advertising recommended that these industry groups amend their self-regulatory codes to include sports sponsorship and that this should be implemented by the end of October 2011 (16) (at the time of writing this recommendation had not been taken up by industry).

Parents' high level of support for restricting unhealthy sponsors of children's sport was further demonstrated by their willingness to pay for such a policy to be introduced through increased sport fees. Almost all parents who had indicated support for the restriction of unhealthy food, beverage and alcohol sponsorship of children's sport would continue to be supportive of this policy initiative if the cost of children's sport consequently increased. Importantly there was no difference in parents' initial support of these policies or their continued support in the case of increased fees by their socio-economic area of residence.

Parents' judgments about the relative benefits of sponsorship restrictions for children's sport, given the potential cost increase of sport delivery, are important considering that the cost of sport has been shown in other surveys to be a major barrier to organised sport participation. A NSW survey of 540 representatives from the sport and recreation industry in 2006 highlighted the leading factors preventing individuals from participating in sport as time, cost, transport and lack of facilities (17). In the earlier survey of sporting officials and parents, which also assessed factors affecting children's participation in organised sport (data not shown), the cost of sport was also perceived to be a significant barrier to children and families' participation in sport, particularly for those from disadvantaged backgrounds and larger families (18).

In other surveys, willingness to pay for sport as a public good has been assessed by attributing the dollar value that individuals would be prepared to contribute in exchange for enhancing sport delivery or facilities. For example, one study from Alberta, Canada asked 967 adults about their willingness to pay higher income taxes to expand amateur sport and recreation programs (19). Of those participants who thought that the increased tax could raise sport participation rates by up to 10% (n = 514), the willingness to pay estimate was CAD\$18. Based on this figure, the combined additional revenue that could be generated for amateur sports programs in Alberta was calculated as between CAD\$78 million and \$321 million. Notably, in other studies assessing willingness to pay for sporting goods, the amount of money that people were willing to pay fell short of the required funding for sporting infrastructure development. In the US, willingness to pay

to maintain a National Football League team and to build an arena to attract a National Basketball Association team was less than that required to undertake these activities (20). While in the current study, parents indicated that they would be willing to pay higher fees for children's sport to restrict unhealthy sponsors, further research is needed to quantify how much parents are willing to pay and if this amount is likely to offset any predicted revenue losses for sports clubs as a result of sponsorship restrictions.

As noted above, an alternative funding arrangement to mitigate any loss of sport club revenue in the advent of sponsorship restrictions could be the creation of a Sport Sponsorship Fund. This funding model could allow corporate organisations to contribute to a centralised fund of sponsorship money to be distributed to individual sports clubs and/or regional sporting associations. Subsequently, this would create a level of detachment between sponsors and sports clubs that is likely to reduce the effect of this sponsorship on children. While clearly the commercial imperatives for companies to sponsor sport would be somewhat diminished under this funding model, this could be at least partially attenuated through co-promotional opportunities of the Sport Sponsorship Fund.

In this study, most parents were supportive of this Sport Sponsorship Fund model. This model was particularly attractive to parents who had not previously indicated support for policies to restrict unhealthy food, beverage and alcohol sponsorship. However, almost one-fifth of parents that had originally been supportive of sponsorship policies for children's sport were not supportive of this model. While no information was collected to describe why parents would be unsupportive of this fund, a possible explanation may be that parents perceived this model to be too permissive as it allowed these companies to continue to promote their brands through sport in general.

Parents in this study perceived alcohol companies or businesses selling alcohol, soft drink companies, chocolate and confectionery companies, fast food companies, and companies that make high sugar breakfast cereal and snack food to be the least appropriate types of sport sponsors. Compared to elite level sport, parents were more

cautious about the types of companies that should be sponsors of children's sport and they also reported higher levels of concern about unhealthy food, beverage and alcohol sponsorship of children's sport. Specifically, almost two-thirds of parents were *very* concerned about unhealthy food and beverage sponsorship of children's sport and three-quarters were *very* concerned about alcohol sponsorship. Concern about elite sport sponsorship was significantly associated with the degree of perceived influence sponsors had on children; with those who perceived children to be very influenced by elite sport sponsorship also being most concerned about unhealthy sponsorship arrangements. However, this association was not as pronounced for children's sport, for which concern about sponsorship remained high even when parents perceived children to be less influenced.

Parents' responses to children's sport sponsorship, including their concern and support of sponsorship restrictions, in spite of the lower perceived effect of this sponsorship on children, warrants further investigation. Community sport is typically seen as a healthy ideal that can have a positive influence on young people's health and health behaviours (21). Indeed, in the earlier survey of sporting officials and parents, described above, organised sport was perceived to be valuable for children's overall health and development (data not shown) (18). Therefore, the idea of 'corrupting' this environment with unhealthy messages may be at odds with this paradigm, irrespective of the perceived effects of these messages on children.

8.9.2 Effect of sport sponsorship on children

Information from the child's survey demonstrates a high level of recall of elite sport sponsors, with almost two-thirds of children able to correctly recall at least one company that sponsored their favourite elite sports team or athlete, and around one-fifth able to correctly name at least one food or beverage company sponsor. Food and beverage companies comprised 11% of all correct elite sport sponsors recalled, while alcohol manufacturers or alcohol-related businesses comprised 3%. Further, 44% of children could correctly recall at least one food or beverage sponsor of a sporting event or competition that they had attended or seen on television during the past year, and these

were primarily companies that manufactured sports drinks, soft drinks, fast food and alcohol.

These findings can be compared to the earlier interviews at sports clubs, described above, which asked children aged 10 to 14 years ($n = 103$) who were members of sports clubs about their recall and perceptions of sport sponsors (1). Almost half of all children were able to correctly name at least one sponsor of their favourite elite sports team, while 9% could name at least one food and beverage company sponsor.

While no other published research is available to describe children's recall and awareness of food and beverage company sport sponsors (22), children's recall of these sponsors can be compared to earlier research on young people's awareness of tobacco company sponsorship. As described in Chapter 3, section 3.5.2, prior to tobacco sponsorship restrictions researchers from the UK conducted interviews with children aged six to 17 years ($n = 726$) to determine their awareness of cigarette brand sponsorship of sport. About a third of 10 to 11 year olds and more than half of secondary school children were able to specify a cigarette brand and a sponsored sport (11). In another study from New Zealand of 14 year olds, all 366 children surveyed were able to recall at least one fashion or sporting event which had been sponsored by a tobacco company in the previous two years (23).

Recall of elite sport sponsors was significantly associated with children's reported interest in sport and the frequency that children watched that team or athlete compete. Those children who watched their favourite elite sports team or athlete compete in all games/competitions during a sport season recalled a 25-fold higher mean number of sponsors compared to those who watched no games. Children who were very interested in sport recalled more than twice as many sponsors compared to children who were uninterested. Similarly, previous surveys relating to awareness of tobacco brands and sponsorship have found an association with children's smoking experience and interest in sports and recall of sponsors (23, 24).

In the current study, sponsoring companies tended to attract positive associations with children, who mainly regarded these brands as being cool, fun and exciting. These positive brand image associations or ‘personalities’, which ascribe human characteristics to brands, are considered to be a major influence on brand preferences and usage; helping to form stronger emotional ties and trust of a brand (25, 26). Further, attitude towards a brand is a central variable for predicting consumers’ behaviour (27). For this reason, brand image is considered to be an important outcome of sponsorship in marketing literature (28), allowing individuals to form a relationship with brands that develops and evolves over time (29).

While the current study only assessed three dimensions of brand personality, the findings warrant further examination of children’s perceived brand attributes as a result of sponsorship. To this end, there are multiple scales available to measure brand personality, the most comprehensive of which is the Aaker scale, which comprises 42 brand-related personality traits, including ‘cool’ and ‘exciting’(30). A modified Aaker scale using 20 personality traits has been developed to assess the perceived appropriateness, or fit, of sponsors for different sports (31). This scale has been found to have high internal reliability, as assessed using Cronbach's alpha (31) and could be considered in future research.

For almost 40% of sponsors, children reported feeling better about the company after it had sponsored their favourite elite sports team or athlete, and that this sponsorship had encouraged them to buy the sponsor’s product more. This influence of sponsorship on brand perceptions, attitudes and purchase intentions did not differ by age group, suggesting that both children and adolescents are equally influenced by this marketing. The sponsorship of sporting *events* had less of an influence on children’s reported feelings towards a company and their purchase of sponsors’ products than the sponsorship of their favourite sports team or person, with only around one-quarter of children reporting feeling better about the company and buying the sponsors’ products more after event sponsorship. Again, this effect may be influenced by children’s higher emotional attachment to their favourite sports team compared to a sporting event.

More than one-third of children reported that they often or sometimes bought or asked their parents to purchase food or beverages from companies that had sponsored sports teams or events. Similarly, around one-third of parents reported that children requested sport sponsors' products often or sometimes, including sponsors of elite sports and their own sports teams. Overall, most parents thought that children's product preferences, purchases and consumption were at least somewhat influenced by the sponsorship of elite sport or their own sports clubs.

Younger children aged 10 to 12 years and those who reported a greater interest in sport were significantly more likely to purchase or request food and beverage company sponsors' products more often. However, a greater proportion of older children preferred to eat sponsors' products, perhaps reflecting their increased autonomy over food choices. A sizeable minority of children admitted to being influenced by sponsorship personally when purchasing or consuming food, and over half perceived that other children were influenced. Despite most children recognising that sponsorship was a form of advertising, they also perceived sponsorship to have altruistic motivations.

In the earlier survey of sports club officials (Chapter 4), nearly one-third of sports clubs had given vouchers to players for sponsors' products (32). In the current study, three-quarters of children had previously received such a voucher for a food or beverage company from their sports club or school. Notably, almost half of these children reported liking these vouchers 'a lot' and one-third liked the company more after receiving these. This could perhaps be expected that children would appreciate and like being rewarded, as well as liking the person or organisation that has rewarded them. Non-representative surveys of parents indicate that these vouchers are often for fast food restaurant meals (33). While these vouchers from food and beverage companies may provide cost effective rewards for children at sports clubs, as they are often provided for free from these companies, vouchers for alternative products may be more desired by children and would not encourage the consumption of fast food. In this study, more than half of children would have preferred to have received a different reward, with the greatest number preferring a voucher to a sports store.

8.10 Strengths and limitations

8.10.1 Strengths

The sampling and survey methods used in this study were major strengths of this research. By randomly sampling from the Grey Pages we were able to obtain a representative study sample whilst achieving a demographic distribution based on area of residence and SES cost effectively. The use of an online survey was appropriate for children and adolescents as a sizeable majority of this population group frequently use the Internet. Data from the ABS Children's Participation in Cultural and Leisure Activities survey in 2009 indicate that 79% of children used the Internet, and this was mostly accessed at home (34). The large sample size and random sampling of participants extend earlier surveys on parents' and children's attitudes and awareness of sponsorship, which were based on a more limited study population (1, 2).

8.10.2 Limitations

There is a possibility that the survey response rates of 36% for parents and 53% for children may have introduced some level of selection bias. In particular, 43% of parents reported having a university degree. This compares to 23% of 15 to 64 year olds with a bachelors degree or higher, and 31% with an advanced diploma/diploma in the NSW population more broadly (35). Data from the ABS also indicate that children who participate in organised sport are more likely to come from families where both parents are employed (36). Parents of children who participate in organised sport, and who were eligible to participate in the survey may be less socially disadvantaged. Therefore, there may be a bias in responses towards those with higher incomes and higher education levels, although this also reflects the demographic characteristics of families participating in organised sport.

For children, the age and sex distribution of responders and non-responders was similar. Of non-responders, 51% were male and 49% were female. A slightly higher proportion of non-responders were aged 10 and 12 compared to responders: 15% of non-responders were aged 10 and 22% were aged 12, while 10% and 16% of child participants were this old, respectively. A standardised and rigorous approach to contacting households was

used to maximise possible response, as well as the use of incentives to increase children's participation. The response rate was similar, if not higher than other telephone surveys using incentives (37). Questions in the survey to children on perceived brand attributes only related to companies that children had identified as sport sponsors. There was no comparison made to other non-sponsoring companies. Future research should compare brand perceptions between sponsors of sport and non-sponsors to better attribute brand image to this sponsorship.

8.11 Conclusion

Based on this survey, parents in NSW are supportive of restrictions to unhealthy food, beverage and alcohol sponsorship of elite and children's sport. These restrictions could be arranged as either policies to guide appropriate sponsorship that would preferably be introduced by government, or in the form of alternative funding models to reduce promotional opportunities at individual sports clubs. Considering parents' views on appropriate sport sponsors, restrictions should consider precluding alcohol companies, businesses selling alcohol, soft drink companies, chocolate and confectionery companies, fast food companies, and companies that make high sugar breakfast cereals and snack food. Parents appear to be supportive of such sponsorship restrictions for children's sport even if this resulted in increasing registration fees and in the absence of convincing empirical evidence on the influence of this marketing on children's actual food purchase and consumption behaviours, due to a lack of research in this area. As such, a precautionary approach to policy intervention could be applied to this issue, where action is taken to ensure social responsibility to reduce the potential effects of this marketing on children without awaiting further research evidence.

Children's high recall of sponsors of elite sport and sporting events provides further evidence of the effect of this sponsorship on children's brand awareness. This is concerning given that the most frequently recalled food and beverage related sponsors were manufacturers of sports drinks, soft drinks, fast food and alcohol. The positive associations and brand attributes that were reported for sponsors are important as these are considered to be linked to brand preferences and usage. As such, these findings

further highlight the need for interventions to reduce the predominance of unhealthy food, beverage and alcohol sponsors in Australian sport (22, 32, 38).

8.12 Publications arising from this chapter

Kelly B, Baur LA, Bauman AE, King L, Chapman K, Smith BJ. Views of children and parents on limiting unhealthy food, drink and alcohol sponsorship of elite and children's sports. *Public Health Nutrition* 2012: doi:10.1017/S1368980012001188.

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CHAPTER NINE:

DEVELOPING STANDARDS FOR HEALTH PROMOTING SPORTS CLUBS: A DELPHI SURVEY

9.1 Introduction

9.1.1 Exploring the development of a Sport Sponsorship Fund for children's sport

As outlined in Chapter 8, one strategy to reduce children's exposure to unhealthy food and beverage, and alcohol-related community sport sponsorship, whilst maintaining sports club funding, includes the establishment of an independent centralised system or Sport Sponsorship Fund. Under such a funding arrangement, corporate funding for sport could be collected and distributed to sports clubs and/or regional sporting associations in a way that separated sponsors and marketing. As such, this funding could replace some individual clubs' sponsorship and associated promotional activities at the club level.

This funding could also be used to support clubs in adopting a range of other healthy practices and be used to promote socially inclusive participation by children from different socioeconomic and cultural backgrounds through targeted funding of clubs in areas of greater social disadvantage. Potentially, this system could be auspiced by a non-government organisation, which could provide support to sports clubs to achieve these other health promotion objectives.

Therefore, key components of this Sport Sponsorship Fund would include: firstly, engagement with the corporate sector to generate sufficient sponsorship revenue; and secondly, the development of health promotion standards to be achieved by sports clubs in exchange for funding. Crucially, these standards must address health promotion priority areas and be feasible for implementation at sports clubs. In order to attract sufficient corporate interest in this funding model, the fund is likely require widespread promotion and media engagement, and co-branding and public relations opportunities associated with the fund; with an escalation in the fund's capacity to support participating sports clubs following the adoption of corporate partners.

9.2 Study aims

The aim of this study was to conduct a Delphi survey to collate informed judgments from experts spanning a wide range of relevant disciplines on aspects of community sports clubs that are necessary for these settings to be considered to promote good health to children.

9.3 Participants

Professionals in health promotion, nutrition, physical activity and sports management/delivery in Australia were identified and contacted by email to invite them to participate in the survey (note study participants were different to those who participated in the earlier Delphi survey described in Chapter 4). An explanation of the Delphi procedure and the purpose of the study was provided. These health and sports professionals (referred to as the ‘expert group’) comprised those working in government health and sport agencies/departments, academic institutions and non-government organisations who were purposively sampled based on the researchers’ knowledge of experts working in these fields. Identified participants were also asked to nominate any other potentially relevant experts, as part of the first round of the survey. A total of 46 health and sports professionals were approached.

9.4 Procedures and analyses

The Delphi survey is a group facilitation technique, comprising an iterative multi-stage process, designed to transform opinion into group consensus. It is a flexible approach, used commonly within the health and social sciences (1). A series of three structured questionnaires (rounds) was used to reach group consensus (**Appendices 11-13**). All rounds were completed between May and September 2011. Questionnaires were designed to address two research questions:

- i) What aspects of community sports clubs are necessary for developing healthy and supportive sporting environments for children?
- ii) Which of these aspects could be most feasibly implemented in community sports settings?

9.4.1 Round 1: Initial response to health promotion standards and identification of further issues

Participants were provided with a list of 21 potential standards for health-promoting sports clubs related to healthy eating, sponsorship and fundraising, alcohol management, smoke-free environments, sun protection and social inclusion. Participants were asked to rate each of these standards based on both their importance and their feasibility on two separate four-point Likert scales (1 = 'Very Important'/'Very feasible' to 4 = 'Unimportant'/'Definitely unfeasible'). Participants were asked to provide comments on the standards, including their phrasing, scope and any potential issues relating to implementation. Participants were also asked to nominate additional important and feasible standards for the creation of health-promoting sports clubs. Open-ended responses were collated and duplicates removed.

9.4.2 Round 2: Refining the issues

Responses to the importance (I) and feasibility (F) scales were added (I + F) to give a total score for each standard from 2 ('Very important' and 'Definitely feasible') to 8 ('Unimportant' and 'Definitely unfeasible'). Standards that achieved a score of 3 or less, with an IQR of 2, were established as confirmed standards. For these standards, 75% or more of the sample perceived these to be at least important *and* feasible. Standards with a score of 5 or more were removed from the list of potential standards.

For the remaining standards, participants were provided with statistical information relating to the previous round to indicate convergence of the group for each issue, including measures of central tendency (median) and dispersion (IQR). Those participants whose response was outside the median +/- IQR were shown how their response compared to the group as a whole and given an opportunity to rate these elements again or to justify their response. Comments from the group on the phrasing/scope of the standards were incorporated. This also resulted in one original standard being split into two separate standards. Participants were also provided with a list of additional standards for health-promoting sports clubs that were nominated by

participants in Round 1 and asked to rate each of these aspects on their importance and feasibility.

9.4.3 Round 3: Prioritising important and feasible standards

The scoring procedure outlined in Round 2 was applied to the additional standards nominated by participants. Participants were again provided with statistical information comparing their response to the group for the standards nominated by participants and given an opportunity to rate these elements again or to justify why they chose to maintain their rating, if their response was outside the median +/- IQR. Finally, participants were asked to rank the top five priority standards from the list of confirmed standards for health-promoting sports clubs. A weighted ranking system was then used, so that standards that were rated as the highest priority were given a score of 5, while those given a rating of the fifth highest priority received a score of 1. Standards were prioritised based on their total score.

All questionnaires were sent to participants via email and one email reminder was sent at the completion of each survey round for participants who had not yet responded. Ethics approval was obtained from the University of Sydney Human Ethics Committee in July 2011.

9.5 *Standards for health promoting sports clubs*

9.5.1 Sample characteristics

A total of 26 (57%) of professionals approached agreed to participate and completed Round 1. Of those who did not participate, one had recently left their place of employment; one was on long service leave; one did not feel the survey was compatible with their area of expertise and the remainder did not respond to the initial email request or reminder. Twenty-one professionals subsequently completed Round 2 (81%) and 18 (69%) completed Round 3.

9.5.2 Survey responses

i. Round 1

Following round 1, 16 standards were rated as high priority standards by the expert group (Table 9.1). For five standards, consensus was not yet reached and one standard was deleted. In addition, 34 new standards were suggested by participants. Similar standards were combined or rephrased while those that focused on *how* standards could be achieved, such as the development of policies or monitoring of club facilities were removed, giving ten new standards for inclusion in Round 2.

ii. Round 2

Of the new standards nominated by participants, seven reached consensus as high priority standards in Round 2. Four of the original standards and two of the new standards reached consensus as lower priority issues ($5 > I + F > 3$ (IQR = 2)).

iii. Round 3

The two remaining standards that had not reached consensus in Round 2 were classified as lower priority issues after Round 3. Based on participants' ranking, the highest priority standards related to abiding by responsible alcohol practices (score = 50 points), availability of healthy food and drinks at sports canteens (43 points), smoke-free club facilities (39 points), restricting the sale and consumption of alcohol during junior sporting activities (22 points), and restricting unhealthy food and beverage companies from sponsoring clubs (21 points) (Table 9.2).

Table 9.1: List of standards for health-promoting sports clubs and round that consensus was reached, grouped by median score (IQR)

Standard	Round consensus reached
Highest ranked standards (I + F ≤ 3 (IQR = 2))	
Healthy eating	
Prominent availability of healthy food and drinks at sports canteens and reduced availability/portion size of unhealthy items	1
Promotion of healthy food and drinks at sports canteens (e.g. advertised, prominently placed)	1
Guidelines on food and drinks that can be given to players by coaches (e.g. only water and fruit)	1
Information on healthy eating provided to players and their families, including healthy fuel for sport	1
Access to free water during training and events for all players, including at canteens (where available) and in playing areas	2
Sponsorship and fundraising	
Restricting unhealthy food and drink companies from sponsoring clubs	1
Replacing alcohol-related companies and products from club fundraising activities (e.g. raffles and family social events) where children are involved/present with healthier alternatives	1
Alcohol management (for clubs serving alcohol)	
Abide by responsible alcohol practices, including obtaining a liquor licence, adhering to legal drinking age limits, ensuring bar staff are trained in responsible alcohol service, providing non-alcoholic and low alcohol alternatives and no encouragement of excessive or rapid consumption of alcohol (e.g. drinking games)	1
Restriction of the sale and consumption of alcohol during junior sporting events and training	2
Smoke-free environments	
All areas (indoor and outdoor) and activities under organisation's control are completely smoke-free	1
Signage prominently displayed at clubs indicating smoke-free areas and smoke free policy promoted (e.g. through membership forms and PA announcements)	1

Sun protection	
Availability of free sunscreen at club training, competitions and events	1
Availability of adequate built or natural shade at club training, competitions and events for spectators and for team meeting/rest areas	1
Information on sun protection provided to players and their families	1
Coaches and officials to promote good sun protection behaviour through role modelling sun safe behaviours and encouraging sun safe practices for players	2
Social inclusion	
Guidelines on fair play for players, spectators, coaches and officials and adequate communication of policy	1
Guidelines on anti-discrimination for players, spectators, coaches and officials and adequate communication of policy	1
Encouraging participation by children from disadvantaged groups, including reduced registration and uniform costs, flexible uniform requirements (e.g. to allow culturally appropriate dress for girls), equipment pools and development of inclusive club promotional materials (e.g. representing different ages, abilities, races)	1
Encouraging participation by children with a disability, including modified rules and extra training	1
Providing education to officials, players and their families to address violence in sport, for clubs where sport rage is a recognised issue	2
Injury prevention	
Ensuring first aid is available at all training/competition sessions, including a first aid kit and at least one trained official	2
Ensuring children engage in injury prevention activities (warm up, cool down)	2
Accreditation/training of coaches, such as through the National Coaching Accreditation Scheme	2
Lower ranked standards (3 < I + F < 5 (IQR = 2))	
Prominent availability of healthy food and drinks in any vending machines and reduced availability of unhealthy items	2
Replacing unhealthy food and drink companies/products from club fundraising activities (e.g. raffles, chocolate drives, sausage sizzles) with healthier alternatives	2
Restricting alcohol-related business and companies from sponsoring clubs (including pubs and clubs)	2
Introduction of UV protective uniforms as appropriate to individual sports	2

Ensuring all children are offered a fair amount of playing time during games/competitions	2
Mandatory use of protective equipment for contact sports, such as helmets, shin pads, thigh pads as appropriate for particular sports	2
Exclusion of unhealthy food, drink and alcohol companies from providing prizes and player rewards (unhealthy food/drinks defined using nutrition guidelines)	3
Providing sports injury prevention education to players and their families (potentially facilitated through peak sporting bodies)	3
Excluded standards (I + F > 5)	
Scheduling of training and events outside of peak UV times	1

I = Importance; F = feasibility; IQR = inter-quartile range

Table 9.2: Weighted ranking for standards

Standard	Rank					Total
	1 (5 pts)	2	3	4	5 (1 pt)	
Abide by responsible alcohol practices, including obtaining a liquor licence, adhering to legal drinking age limits, ensuring bar staff are trained in responsible service of alcohol, providing non-alcoholic and low alcohol alternatives and no encouragement of excessive or rapid consumption of alcohol (e.g. drinking games)	6	4	0	2	0	50
Prominent availability of healthy food and drinks at sports canteens and reduced availability/portion size of unhealthy items	3	2	4	4	0	43
All areas (indoor and outdoor) and activities under organisation's control are completely smoke-free	4	2	3	0	2	39
Restriction of the sale and consumption of alcohol during junior sporting events and training	1	3	1	0	2	22
Restricting unhealthy food and drink companies from sponsoring clubs	0	3	1	2	2	21
Ensuring first aid is available at all training/competition sessions, including a first aid kit and at least one trained official	1	1	2	2	0	19
Access to free water during training and events for all players, including at canteens (where available) and in playing areas	0	2	1	1	1	14
Encouraging participation by children from disadvantaged groups, including reduced registration and uniform costs, flexible uniform requirements (e.g. to allow culturally appropriate dress for girls), equipment pools and development of inclusive club promotional materials (e.g. representing different ages, abilities, races)	0	0	2	2	4	14
Guidelines on fair play for players, spectators, coaches and officials and adequate communication of policy	1	1	0	1	1	12

Promotion of healthy food and drinks at sports canteens (e.g. advertised, prominently placed)	1	0	0	0	0	5
Guidelines on food and drinks that can be given to players by coaches (e.g. only water and fruit)	1	0	0	0	0	5
Availability of adequate built or natural shade at club training, competitions and events for spectators and for team meeting/rest areas	0	0	0	1	3	5
Providing education to officials, players and their families to address violence in sport, for clubs where sport rage is a recognised issue	0	0	0	2	0	4
Information on healthy eating provided to players and their families, including healthy fuel for sport	0	0	1	0	0	3
Replacing alcohol-related companies and products from club fundraising activities (e.g. raffles and family social events) where children are involved/present with healthier alternatives	0	0	1	0	0	3
Signage prominently displayed at clubs indicating smoke-free areas and smoke free policy promoted (e.g. through membership forms and PA announcements)	0	0	1	0	0	3
Accreditation/training of coaches, such as through the National Coaching Accreditation Scheme	0	0	0	1	1	3
Availability of free sunscreen at club training, competitions and events	0	0	0	0	1	1
Information on sun protection provided to players and their families	0	0	0	0	1	1
Coaches and officials to promote good sun protection behaviour through role modelling sun safe behaviours and encouraging sun safe practices for players	0	0	0	0	1	1

Comments relating to the implementation of proposed standards for health-promoting sports clubs are provided in Table 9.3. For standards relating to healthy eating, the relatively high cost of healthy food and drinks and storage requirements of fresh produce were raised as potential barriers to the implementation of healthy canteens. Vending machines were seen as a lower priority as few sports clubs were reported to have these machines.

For standards relating to sponsorship and fundraising, the need for replacement sponsors was noted as a requirement for the introduction of any restrictions on unhealthy food and beverage, and alcohol-related sponsors. Alcohol-related sponsors were seen as more difficult to restrict, given the sponsorship of higher levels of sport by these companies and clubs' reliance on these sponsors, such as pubs and clubs, particularly in rural areas. Defining healthy/unhealthy food and beverages was noted as a potential implementation issue for both sponsorship restrictions and the creation of healthy canteens.

For smoke-free environments, policies already existed at the state sporting/governance level, however monitoring and enforcement of these policies were challenges for sports clubs. Many of the standards relating to sun protection were seen to incur additional costs for sports clubs and their members, including the provision of sunscreen, shade and ultraviolet protective uniforms. Some of these standards were also seen as potentially unfeasible, such as the use of hats for contact sports and provision of shade at council owned facilities. Participants also queried the cost and practical issues associated with standards on the use of protective equipment for injury prevention.

Table 9.3: Participants’ comments regarding implementation of proposed standards

Standard	Comments
Healthy eating	
Prominent availability of healthy food and drinks at sports canteens and reduced availability/portion size of unhealthy items	“Healthway Healthy Club sponsorships offer funding to local sporting clubs to assist them to achieve healthy structural reforms including nutrition. [They’ve] also worked with the WA School Canteen Association (WASCA) since 2006 to achieve nutrition reform in sport at both club and association level. WASCA provide ‘on the ground’ support”
	“May be an advantage to develop a system, e.g. traffic light system, to group food and drinks”
	“Food storage and lifespan of healthy food biggest issues as canteens may open irregularly (e.g. due to wet weather, cancellation of weekend games)”
	“The greatest challenge for clubs is the affordability and shelf life of healthy food. There is also an acceptance among clubs that kids are being active therefore a little unhealthy food does not hurt. Cultural and organisational strategies are required.”
Promotion of healthy food and drinks at sports canteens (e.g. advertised, prominently placed)	“There will be some opposition to creating this change and implementing it. Supportive strategies need to be in place to support this ‘phased’ change to ensure it is most successful and supported by all. Somehow making the healthy choices the easy choices, most likely through policy as the basis”
	“Suggest first getting rid of advertising for unhealthy food. Sometimes difficult to alter price, they need to make a profit and healthy food is by nature often more expensive. E.g. hams/salad sandwich versus packet of chips.”
Prominent availability of healthy food and drinks in any vending machines and reduced availability of unhealthy items	“Very few community sport canteens actually have a vending machine (only large association or paid facilities like swimming pools have them) so this would not be a high priority strategy – you would need to survey clubs to see what percentage of clubs have vending machines first”
	“This would not be a large strategy- majority of sports ground canteens would not have a vending machine”

Guidelines on food and drinks that can be given to players by coaches (e.g. only water and fruit)	“Could possibly be included in community coach education training that coaches already undertake”
Information on healthy eating provided to players and their families, including healthy fuel for sport	“This could be from brochures/posters at club rooms, or advice from coaches”
Access to free water during training and events for all players, including at canteens (where available) and in playing areas	“Training may be more complex as canteens are usually not open but strategies to ensure all participants have access to water [during games] can definitely be implemented”
Sponsorship and fundraising	
Restricting unhealthy food and drink companies from sponsoring clubs	“Healthway co-sponsorship policy (2010) states that Healthway will not sponsor sport, arts and racing groups in situations where health promotion objectives and messages are likely to be undermined by unhealthy food and drinks sponsorship deals. The policy does NOT prevent the serving of alcohol and generally does not limit or restrict pouring rights deals”
	“Should not exclude and make more difficult for sports – should insist on ‘healthier’ options (e.g. McDonald award for Heart Foundation ticked meal only)”
	“Need some fund raising alternatives which give equivalent financial benefit”
Replacing alcohol-related companies and products from club fundraising activities (e.g. raffles and family social events) where children are involved/present with healthier alternatives	“It is a minimum requirement of Healthway sponsorship that alcohol is not used in prizes or raffles.”
Replacing unhealthy food and drink companies/products from club fundraising activities (e.g. raffles, chocolate drives, sausage sizzles) with healthier alternatives	“More feasible for alcohol due to perceived and accepted inappropriateness of rewarding players with alcohol. Less feasible for food and non-alcohol drinks due to sponsorship arrangements and these are viewed as a more acceptable reward perhaps”
	“Which foods would be classified as unhealthy? This aspect could be challenging”
	“Healthway policy requires sausage sizzles etc to follow healthy eating guidelines (low fat etc). [They] would also strongly discourage fund raisers such as chocolate drives”

Restricting alcohol-related business and companies from sponsoring clubs (including pubs and clubs)	“If National Sporting Organisations, State Sporting Organisations and major national teams are allowed [to have alcohol sponsors], then how can you expect small club to not have local sponsors”
	“ Many club sponsor community sport without necessarily promoting alcohol – implications are huge for community sport if these type of sponsors are banned”
	“This can present challenges in rural areas where the local hotel may be the only available venue for social events linked to sport. Healthway policy does not prevent clubs from holding events or awards dinners in licensed premises as long as brand promotions are confined to point of sale.”
	“At present strong [alcohol] sponsorship from [local pubs and] clubs for sporting events, so money would need to come from somewhere else”
	“Many sporting clubs are sponsored by local clubs. Some local clubs also have sporting fields that are used by clubs. Alternative, viable and lucrative sponsors would need to be sourced.”
	“ Alcohol exclusion is more feasible than unhealthy food/drink [sponsors]”
Alcohol management	
Abide by responsible alcohol practices, including obtaining a liquor licence, adhering to legal drinking age limits, ensuring bar staff are trained in responsible service of alcohol, providing non-alcoholic and low alcohol alternatives and no encouragement of excessive or rapid consumption of alcohol (e.g. drinking games)	“Support is now provided through the ‘Good Sports’ program. An initiative of the Australian Drug Foundation.”
Restriction of the sale and consumption of alcohol during junior sporting events and training	“Sometimes senior events closely follow junior ones but it should be possible not to serve alcohol until the start of the senior games”
Smoke-free environments	
All areas (indoor and outdoor) and activities under organisation's control are completely smoke-free	“This is a minimum requirement for Healthway sponsorship and is very achievable (all indoor and outdoor areas under the control of the sponsored organisation must be entirely smoke-free)”

	“Many SSAs [state sporting associations] in Victoria have adopted policies on this which are filtering to community level. Perhaps what is important for clubs is how they can police and manage smoke-free environments/venues.”
Signage prominently displayed at clubs indicating smoke-free areas and smoke free policy promoted (e.g. through membership forms and PA announcements)	“Signage supports the Smoke-Free approach and provides for designated smoking areas during the phasing process. Policy and signage helps to support the change.”
Sun protection	
Availability of free sunscreen at club training, competitions and events	“Cost of supplying will be problem for clubs. Participants could be required to supply their own. Have large pump packs as back-up but not routinely available if cost prohibits”
Availability of adequate built or natural shade at club training, competitions and events for spectators and for team meeting/rest areas	“The provision of adequate sun-shade where applicable is a minimum requirement for all Healthway sponsorship”
	“Financially cost prohibitive for some small clubs. Needs financial assistance”
	“Clubs are hindered by using venues they don’t own and have large areas. Could make the requirement that they locate resting areas and team meeting areas under shade where possible, and spectator areas where possible”
Coaches and officials to promote good sun protection behaviour through role modelling sun safe behaviours and encouraging sun safe practices for players	“Would require training resources”
	“Hard to mandate without over burdening already stretched volunteers”
Introduction of UV protective uniforms as appropriate to individual sports	“Will result in increased registration fees etc, possibly affecting participation rates”
	“Not feasible or practical for most sports (e.g. contact sports like league and rugby and also water sports)”
	“Sun safe uniforms important but not at the expense of freedom of movement and hindering the sport. Sun safe uniforms appropriate for the sport should be required, but can’t stipulate details like hats or long sleeves. Less sun safe uniforms can be mitigated by sun screen and scheduling of time of play etc”
Scheduling of training and events outside of peak UV times	“Possibly not feasible on weekends given demand for facility / oval etc”

	“Ground and facility availability a huge issue for sport in Sydney NSW (e.g. Football games scheduled all day Saturday and Sundays due to limited grounds available)”
Social inclusion	
Encouraging participation by children from disadvantaged groups, including reduced registration and uniform costs, flexible uniform requirements (e.g. to allow culturally appropriate dress for girls), equipment pools and development of inclusive club promotional materials (e.g. representing different ages, abilities, races)	“Sport industry would need assistance to cope to pilot/implement significantly. Alternative community deliverers may be best placed [to deliver] (e.g. PCYCs and non-traditional deliverers)”
Injury prevention	
Ensuring first aid is available at all training/competition sessions, including a first aid kit and at least one trained official	“Even if it is having some of those in attendance trained in First Aid and a good kit, plus ice available. Also important for players to know the importance of ice following injury”
Mandatory use of protective equipment for contact sports, such as helmets, shin pads, thigh pads as appropriate for particular sports	“[Raises lots of questions] Does the protective equipment actually protect? How much does it cost? Will the kids wear it?”
	“Policy for No Equipment No Play. Also mandatory head injury policy would be useful and should be consistent with sports medicine guidelines.”
	“Feasible if the equipment is prescribed as standard for the sport, not as extra equipment that may not be standard practice but included as a requirement in this”
Providing sports injury prevention education to players and their families (this may be facilitated through peak sporting bodies)	“ Definitely feasible if this is provided by peak governing bodies, not by clubs themselves”
	“ Should not be the responsibility of clubs and volunteers”

9.6 Discussion

Findings from this survey will assist in informing key areas for health promotion action for sports clubs. This list of standards for health-promoting sports clubs could be used to inform the development of the Sport Sponsorship Fund, by identifying target areas for health promotion intervention in these settings. Clubs' progress towards the achievement of some or all of the highest ranked priority standards could be condition of receiving funding from the Sport Sponsorship Fund.

Based on the panel of health and sports professionals surveyed, 23 standards were nominated as being at least important *and* feasible by most participants. In particular, standards relating to responsible alcohol practices and restricting alcohol during junior sporting activities, smoke-free club facilities, having healthy food and drinks available at sports canteens and restricting club sponsorship by unhealthy food and beverage companies were perceived to be priority issues.

To this end, there are existing programs and resources available to inform the development and implementation of some of these priority standards for health promoting sports clubs. In Victoria, the Victorian Health Promotion Foundation, VicHealth, is currently undertaking a Healthy Sporting Environment demonstration program in the Geelong region, that involves providing training and support to sporting organisations for a range of issues, including responsible use of alcohol, healthy eating, reduced tobacco use, sun protection and socially inclusive environments (2). In addition, the Australian Drug Foundation's Good Sports program is a national accreditation program for sports clubs, with a focus on promoting responsible alcohol management (3). The Queensland Government has recently developed guidelines for the creation of healthy sports canteens (4), while Cancer Council NSW has a guide for tender agreements with food vendors at council owned facilities, including sports grounds (5) and for improving sun safety at sports clubs (6).

Subsequent research should seek to gain input from sporting groups on the feasibility of implementing these standards, and to further understand potential implementation issues

and external support required for achieving these standards. A recent qualitative study of Australian football club representatives identified that successful implementation of sports trainer policies, derived at the peak sporting organisation level, depended on considering sports club insights to ensure proper implementation (7). Such insights included the volunteer nature of community sport, the variation in the structure and capabilities of individual sports clubs, and considering the financial and administrative burden of policies. Other critical aspects to be investigated, related to the Sport Sponsorship Fund more broadly, include the amount of funding that can be generated through corporate donations. This is particularly important given that sporting organisations' capacity for health promotion has been found to be heavily dependent on external funding for implementation (8).

As noted in Chapter 3, section 3.3.1, the need for regulatory interventions to reduce children's exposure to unhealthy food and beverage, and alcohol-related sport sponsorship has been emphasised in policy documents in Australia and internationally, including by the World Health Organization (9), the International Obesity Taskforce (10), and the Australian National Preventative Health Taskforce (11). While the need for alternative funding sources to replace these sponsorships was acknowledged by all of these organisations, until now no mechanisms had been proposed.

9.7 Strengths and limitations

The Delphi survey process has recognised inherent limitations, relating to both the internal and external validity of findings. These include the subjective process used in the selection of expert participants, and the representativeness of these participants amongst population health and sports management professionals (12). While this survey included participants from a range of health and sport fields, information was not collected from a broader range of stakeholders, including those responsible for the delivery of sport in the community. A reasonable response rate was achieved in Rounds 2 and 3.

9.8 Conclusion

In addition to physical activity participation, sports clubs offer opportunities to interrelate broader health promotion agendas into frequently accessed settings for children (13). The proposed Sport Sponsorship Fund has the potential to reform funding systems for children's sport by limiting the impact of unhealthy commercial sponsorship and related promotional opportunities to children, whilst maintaining the viability of sporting organisations. At the same time, this fund could facilitate the creation of health promoting sports clubs, by supporting the development of policies and practices related to key health promotion priorities identified from this survey. Priority areas for health promotion action at sports clubs identified from this survey focus on the promotion of responsible alcohol management, smoke-free environments and healthy eating, including through canteens and limiting unhealthy food and beverage sponsorship promotions. Next steps in the development and testing of the Sport Sponsorship Fund include canvassing priority standards with representatives from sporting organisations to ensure their feasibility and assessing corporate interest in contributing to this fund.

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CHAPTER TEN:

DISCUSSION OF OVERALL FINDINGS AND RECOMMENDATIONS

10.1 Introduction

This thesis sought to address the somewhat rhetorical question of whether children's sport sponsorship is a form of publicity or a form of philanthropy. In doing so, this research also explored perceptions of the sporting community, parents and children of elite sport sponsorship. To this end, the relative effects of community sport sponsorship were compared to elite sport sponsorship, which is typically more highly promoted in the main stream media. In addition, this research compared stakeholder groups' responses to unhealthy food and beverage company sponsorship and sponsorship by alcohol companies and alcohol-related businesses.

This body of research contributes broad evidence on four aspects of children's sport sponsorship relevant to public policy debates on this topic, including: i) the **nature** of community sport sponsorship; ii) the **reach** of unhealthy food and beverage sponsorship to children; iii) the **effects** of this sponsorship on children's reported food preferences, purchases and consumption; and iv) community support for **regulatory interventions** to limit this marketing.

Such information on the nature and scope of unhealthy food and beverage sport sponsorship to children (Chapters 4 and 6), the reach of this marketing to children in the NSW population (Chapter 5), and the effect of this marketing on children (Chapters 7 and 8), indicates the potential for this sponsorship to have health and societal consequences. Research describing the junior sporting community's and parents' awareness and attitudes towards food and beverage company sport sponsorship (Chapters 7 and 8) gauges community support and readiness for policy discussions on this issue, and forms a critical element in the consideration of government regulation.

Based on these findings, this thesis proposes a conceptual framework for reforming the sponsorship of children's sport to improve the health-promoting capacity of community sports clubs while simultaneously reducing children's exposure to contradictory nutrition messages via unhealthy food and beverage sponsorship promotions. This alternative funding concept is described in Chapter 9, together with the findings of a preliminary study to determine guiding principles for the development of health promoting sports clubs. This chapter provides a summary of the key findings from this body of research on the nature, reach and effect of unhealthy food and beverage company sponsorship of children's sport. The implications of these findings on regulatory interventions to reduce children's exposure to this marketing and recommendations for future research are also discussed.

10.2 Key findings

10.2.1 Sponsorship as publicity

For many food and beverage companies, community sport sponsorship appears to be motivated primarily by public relations opportunities. This was most clearly demonstrated in interviews with sports clubs officials (n = 108) (Chapter 4), which identified extensive opportunities for food and beverage company sponsors to promote their brand to children. In particular, more than half of food and beverage company sponsors had their logo on players' uniforms, while almost one-third gave out vouchers for their products to players. However, only one in four food and beverage company sponsors gave any direct funding to clubs, with many providing only in-kind support that was coupled with promotional opportunities, such as the use of a fast food restaurant for club registration nights. Importantly, for those sports clubs that did receive any sponsorship, most reported that less than a quarter of their overall income was derived from this revenue source. Therefore, for most sports clubs the potentially small amount of funding that clubs received from food and beverage sponsors did not appear to correspond with the large promotional opportunities provided to sponsors by these clubs.

In addition, an analysis of national and state sporting organisations' websites for the most popular children's sports (Chapter 6) identified significant branding

opportunities for sponsors both on websites and through sponsored sports development programs or competitions. Across all websites assessed (n = 55), 16 sponsored programs were identified, more than two-thirds of which were sponsored by unhealthy food and beverage companies and one was associated with an alcohol manufacturer. These sporting programs heavily promoted sponsors through co-branding of the program and resources. Promotional opportunities for sponsors on websites included the placement of sponsors' corporate logos on website pages, as well as links to sponsors' websites. In particular, the majority of food and beverage company sponsors' logos were repeated across all or multiple website pages.

10.2.2 Sponsorship as philanthropy

Despite the obvious promotional incentives for companies to sponsor both children's sport and elite sport, children perceived sponsors to have both advertising and philanthropic motivations. This was identified in interviews with 103 children at sports clubs (Chapter 7) and in a quantitative online survey of 243 children living in randomly sampled households across NSW (Chapter 8). While almost three-quarters of children at sports clubs thought that companies only sponsored sport to advertise their products, most children (85%) also agreed that food and beverage companies sponsored sport to help out sports clubs. From the online survey of children, most children considered sponsorship to be only a form of advertising (79%), while at the same time acknowledging that they thought that sponsors wanted to help out sports clubs (63%). There were no differences in responses to these questions based on children's age.

As noted in Chapter 2, section 2.3, there is substantial evidence to suggest that children less than eight years of age are highly vulnerable to marketing as they lack the necessary cognitive skills and experience to assess these messages critically (1). Notably, this evidence is primarily based on children's understanding of television advertising, and their ability to interpret marketing from other forms of media is relatively unknown. Considering that the age of children in the studies in this thesis was 10 to 16 years, and these older children still did not accurately perceive the commercial intentions of sponsors, these findings suggest that children's ability to interpret the persuasive or commercial intentions of sponsorship may occur at later

ages compared to television advertising or may be hindered by other imputed motivations of sponsors.

10.2.3 Nature of community sport sponsorship

The nature of community sport sponsorship was determined through interviews with sports clubs officials (Chapter 4) and the analysis of national and state sporting organisations' websites (Chapter 6). Sponsorship of children's community sports clubs and peak sporting bodies was widespread, with 347 sponsors identified across 108 sports clubs and 443 sponsors found on 55 national and state sporting organisations' websites.

Of all *sports club* sponsors, 17% were food and/or beverage companies. A further 6% were alcohol-related and 8% were businesses that had other functions but also sold alcohol. Half of these food and beverage sponsors and 85% of alcohol-related businesses were companies deemed to be inappropriate to sponsor children's sport, based on independently developed criteria using a Delphi Survey (Chapter 4). Those sports clubs with predominantly younger players (5 to 14 years) or a mix of ages had a significantly greater proportion of unhealthy food and beverage company sponsors compared to clubs with mostly older players ($P = 0.05$), and clubs with mostly younger players had a similar proportion of alcohol-related sponsors to those with mostly older players or a mix of ages (5% vs. 6% and 7%).

Of all *national and state sporting organisations'* sponsors, 9% were food and/or beverage companies and 3% were alcohol manufacturers. Almost two-thirds of food and beverage company sponsors were considered to be unhealthy, and no alcohol manufacturers met criteria for healthy sponsors.

10.2.4 Reach of unhealthy food and beverage company sport sponsorship to children

Data on the frequency and duration of children's participation in organised sports in Australia were contrasted with information from interviews with sports club officials (Chapter 4), which identified sporting activities that had food and beverage company sponsors. These analyses provided an estimation of children's exposure to community sport sponsorship in NSW (Chapter 5).

Children in NSW had the greatest weekly exposure (median frequency x median duration) to outdoor soccer activities, followed by Australian Rules football, swimming, outdoor cricket and basketball. For some of these sports, participation entailed long playing times each week. For example, children participating in outdoor cricket played for a median of 240 minutes per week.

Extrapolating these findings to the NSW population provided an estimate of the potential population exposure time per week to unhealthy food and beverage company sponsorship. Based on the proportion of sports clubs from Chapter 4 that had food and beverage company sponsors, children in NSW engaged in outdoor soccer would potentially be exposed to sponsorship promotional messages for a cumulative total of 45,575 hours per week, provided that such messages were constantly visible in the setting, such as on players' uniforms. Children participating in athletics, track and field, and rugby league would cumulatively be exposed to food and beverage company sponsorship promotions for 38,325 hours per week and 63,662 hours per week, respectively. Such measures underscore the potential for large numbers of children to be exposed to commercial messages from unhealthy food and beverage companies for an extended duration each week whilst participating in organised sport.

10.2.5 Effects of sport sponsorship on children's food preferences, purchases and consumption

i. Perceived effect of sponsorship on children

Parents and sports club officials perceived that children were more influenced by the sponsors of elite sport compared to sponsors of their own sports clubs. This finding was reflected both in interviews at sports clubs (Chapter 7) and in telephone surveys with parents (Chapter 8). In sports club surveys (n = 200 parents), 86% of parents thought that elite sport sponsorship affected the products that children preferred, requested and purchased, compared to 48% for sponsors of children's own sports clubs. From the telephone survey (n = 825), 74% of parents thought that elite sport sponsorship influenced children compared to 64% for community sport sponsors. Similarly, more sporting officials (n = 40) thought that children's food choices were influenced by elite sport sponsorship (95%) than children's sport sponsorship (65% of sports club officials and 75% of regional association officials) (Chapter 7).

Nevertheless, more than half of parent respondents from telephone surveys (60%) were ‘very’ concerned about unhealthy food and beverage companies sponsoring children’s sports clubs, while fewer (39%) were very concerned about this for elite sport (Chapter 8). Concern was higher again for sponsorship by alcohol-related companies, with 73% of parents very concerned about this for children’s sport and 59% for elite sport.

ii. Children’s responses to sponsorship

In both sports club interviews (Chapter 7) and online surveys (Chapter 8), children demonstrated a high level of recall of sport sponsors. During sports club interviews (n = 103 children), two-thirds of children (68%) could name at least one sponsor of their own sports club, with these children able to name an average of two sponsors each, including one food and/or beverage company. Half of the children could name at least one sponsor of their favourite sporting team. Correspondingly, in the online survey (n = 243) two-thirds of children (65%) could recall at least one sponsor of their favourite elite sports team or athlete. Of the 366 current and past sponsors correctly recalled, 11% were food and drink companies and 3% were alcohol-related companies. In addition, 44% of children could correctly name at least one food, beverage or alcohol sponsor of a sporting event or competition from the past year.

In both of these studies, most children perceived sport sponsors to have positive brand attributes, with the greatest proportion agreeing that these sponsors were ‘cool’ (69% of children in club survey and 59% in online survey), exciting (50% in online survey) and fun (51% in online survey). Children also reported that food and beverage company sponsorship encouraged them to purchase sponsors’ products. Most children in the club survey liked to return the favour to these sponsors by buying their products (59%), while 66% thought that other children bought food and drink products because these companies sponsored their sport. Further, from the online survey, of those children who had bought the sponsors’ product before, 41% said that this sponsorship had encouraged them to buy the sponsor’s product more, and 57% believed that other children thought about sport sponsors when buying food and drinks. One-third of children reported that they ‘often’ or ‘sometimes’ bought or asked their parents to buy sport sponsors’ products.

Younger children appeared to be more influenced in some ways by sport sponsorship. Compared to children aged 12 to 14 years at sports clubs, those aged 10 to 11 years were significantly more likely to think about sponsors when buying something to eat or drink ($P < 0.01$); liked to return the favour to sponsors by buying their products ($P < 0.01$); and thought that sponsors were 'cool' ($P = 0.02$). From the online survey, children aged 10 to 12 years were significantly more likely to purchase or request sponsors' products compared to children aged 13 to 16 years ($P = 0.01$). However in this online survey, a greater proportion of older children preferred to eat sponsors' products compared to younger children ($P = 0.06$).

10.2.6 Community support for regulatory interventions to limit unhealthy food and beverage company sport sponsorship

The junior sporting community and parents in NSW were strongly supportive of regulatory interventions to restrict unhealthy food and beverage company sponsorship at both children's sports clubs and elite sport. Parents were most supportive of the creation of a Sport Sponsorship Fund, to allow less healthy sponsors to continue to contribute funding to sport provided there were no visible branded promotions at clubs (81% of parents from the telephone survey, Chapter 8). This compared to around three-quarters of parents being supportive of the introduction of policies to restrict unhealthy food and beverage company sponsorship of children's sport (76%) and elite sport (71%). Further, almost three-quarters of parents who would not be supportive of sponsorship policies for children's sport said that they would support this fund. Support for restricting alcohol-related sport sponsorship was slightly higher than for unhealthy food and beverage sponsorship across these sporting levels (81% and 76%, respectively).

Representing the junior sporting community, most parents at sports clubs were supportive of policies to restrict unhealthy sponsorship of children's sport (70%) and elite sport (63%), while around half of sporting officials supported the introduction of such policies (Chapter 7). In both studies, most respondents thought that government should be at least partly responsible for introducing these policies. The least appropriate companies or businesses to sponsor sport were consistently perceived by parents across studies to be alcohol companies or businesses selling

alcohol, soft drink companies, chocolate and confectionery companies, fast food restaurants, and companies that made snack foods.

10.3 Implications of research findings

Sponsorship of children's community sports clubs and sports development programs and competitions by food and beverage companies that sell unhealthy food and beverage products is a significant concern because of the high levels of industry sponsorship and the positive influence that this sponsorship has on children's impression of these companies and their reported food and beverage purchasing habits. The process of triangulating findings from both parent and child reports, and from interviews with children and parents at sports clubs and more representative population-based surveys, led to the conclusion that food and beverage company sponsorship influences the products that children reportedly prefer, request, purchase and consume. As outlined in detail in Chapter 3, section 3.5, compared to other forms of advertising, such as on television, in print media and on the Internet, sponsorship could potentially be a more compelling form of marketing as this can allow brands to become embedded within cultures and children's experiences with entertainment and socialisation (2).

While not specifically the focus of this thesis, findings from this research also suggest that alcohol-related sponsorship of children's sport is a concern. Alcohol-related sponsorship was identified at children's sports clubs, despite the obvious inappropriateness of these products for children. As demonstrated for unhealthy food and beverage sponsors, this form of alcohol promotion is likely to create a favourable impression of these products amongst children. Other research has found that for adults, those personally receiving alcohol-related sponsorship have significantly higher levels of hazardous drinking (3).

The potential for regulatory intervention to reduce the prevalence and persuasiveness of unhealthy food and beverage company sponsorship, and alcohol-related sponsorship of children's sport, is large. Such regulatory interventions could take the form of policy guidelines to limit the types of companies that can sponsor sport, or the introduction of alternative funding systems to responsibly and equitably

distribute sponsorship funding to clubs whilst minimising unhealthy promotions. Both of these approaches were strongly supported by the junior sporting community and/or parents across NSW.

Community support for the introduction of a Sport Sponsorship Fund was particularly high. As described in Chapter 9, section 9.1, this funding model would allow a range of corporate companies to contribute to a centralised fund of sponsorship money, to be distributed to sports clubs. This funding system could help to ensure the financial viability of sports clubs while reducing children's exposure to unhealthy food and beverage, and alcohol promotions at sports clubs. Funding provided to sports clubs through this fund could also be used to support the adoption of other healthy practices, such as responsible alcohol management, smoke-free environments and healthy eating.

This concept of replacement funding to ameliorate the effects of limiting sports sponsorship by inappropriate companies is not new, and has been used in some states and territories in Australia since the late 1980s as part of tobacco sponsorship restrictions. Details of this replacement sponsorship, delivered through Health Promotion Foundations, have been described in detail in Chapter 3. Briefly, this funding is provided to sport and event organisers to offset the revenue losses of organisations which had previously been reliant on tobacco funding (4). Currently, Health Promotion Foundations in Victoria and Western Australia provide funding of up to almost AU\$16million to sporting organisations, including elite sport and community sports clubs in these jurisdictions, which comprise approximately 35% of the Australian population (5, 6). Tobacco replacement sponsorship has also been used internationally, in California and New Zealand (7)

Government funding could also be introduced to replace unhealthy food and beverage company sponsorship of community sport. However, unlike tobacco sponsorship replacement funding, which was originally derived from a hypothecated levy on the wholesale distribution of tobacco (8), funding for the replacement of unhealthy food and beverage sponsorship would likely need to be funded out of general government revenue. While this is potentially possible, the expected

financial and opportunity costs of government replacement funding would need to be further explored.

Alternatively, the proposed Sport Sponsorship Fund could be established as a brokerage system, managed through an independent non-government organisation, which accepted and distributed corporate sponsorship. The feasibility of such a non-government and industry-led initiative to support sports clubs in reducing their acceptance of unhealthy food and beverage, and alcohol-related sponsorship could be assessed. Further exploration of this concept is required to determine the level of engagement that can be expected from the corporate sector; to refine the structure and function of the fund; and to pilot the feasibility and potential scalability of such an intervention. Trialling such a system would identify the potential for sporting organisations to partner with industry and commercial interests in activities related to their corporate social responsibility goals, and with a public health outcome. However, if proven unsuccessful, such evidence could provide further support for the need for government intervention to reduce unhealthy food and beverage, and alcohol company sponsorship of children's sport.

Again, it should be noted that the relative value of community sport sponsorship arrangements to overall sports club revenue, as gauged from interviews with sports club officials (Chapter 4), suggests that any restriction on unhealthy food and beverage company sponsorship of children's sport is unlikely to lead to major financial difficulties for many clubs. Sponsorship only contributes a low proportion of most sports clubs' overall income, with the contribution from food and beverage companies being substantially less. Despite this, the nature of funding for community sport in Australia, which is principally a volunteer-led sector that receives relatively little government funding, compared to funding directed at the elite level (9, 10), means that any restrictions to community sport revenue are important and should be compensated. Increasing calls for the sport sector to engage in health promotion practices beyond sport delivery means that additional funding is also required to support sports clubs in achieving health objectives. For example, a key action area of the 2009 NSW government strategic plan for overweight and obesity is to extend existing guidelines for food and beverages to be sold at primary school canteens in NSW to sport and recreation centres, and for volunteer coaches to assist in the

promotion of healthy food choices and water consumption to young people involved in sport (11).

Findings from this research are likely to be applicable to other jurisdictions, including other states and territories in Australia that do not currently have an operational Health Promotion Foundation, as well as internationally. As identified in Chapter 6, food and beverage company sponsors of Western Australian sporting bodies, which receive funding from the WA Health Promotion Foundation, Healthway, were more likely to comply with independently developed criteria for healthy sponsors (12). In addition to NSW, at this time the Northern Territory, Queensland, South Australia and Tasmania do not have an established government agency with a mandate to promote health through sport, and therefore it is likely that community sport sponsorship in these other areas is similarly comprised of unhealthy food and beverage, and alcohol-related sponsors.

10.4 Recommendations for further research

Applying a research framework that was developed to classify research on food marketing to children (13), three major research domains can be identified for studies relating to sport sponsorship to children. These research domains include measuring: i) children's exposure to sport sponsorship; ii) the effects of sport sponsorship exposure, including stakeholders' opinions, attitudes and actions as a result of sponsorship; and iii) sponsorship-related interventions, including policies and potential regulatory interventions to restrict unhealthy food and beverage company sponsorship of sport.

Table 10.1 describes the components of these research domains, related research questions, potential study designs to address these questions and the availability of published Australian data on these issues. From this outline of available information on sport sponsorship, a number of remaining research gaps can be identified. Firstly, current research on sponsorship has focused predominantly on community level sport, including the extent of sponsorship at sports clubs and the effect of sponsorship on stakeholders directly involved in this level of sport. Future research could seek to explore sponsorship practices at the elite sporting level as well as elite

athletes' perceptions of unhealthy food and beverage company sponsorship of elite and children's sport.

Secondly, no information is available on the attitudes of corporate organisations, including sponsoring companies, on the issue of unhealthy food and beverage company sponsorship of children's sport and their support of alternative funding arrangements to reduce children's exposure to this marketing.

There is a lack of evidence on the direct effects of sponsorship on children's food purchases and consumption. Rather, available information is based on parent and child self-report. Building evidence of a causal relationship between sponsorship and children's actual product purchases and consumption is difficult, as this behavioural effect is thought to occur over a longer time period (14) and sponsorship effects on product purchases are difficult to isolate from the effects of other marketing practices (15). Randomised controlled trials (RCTs) would be potentially unethical, and logistically difficult, requiring children to be exposed to varying degrees of unhealthy food and beverage company sponsorship. At the same time, prospective cohort studies would depend on differential responses to sponsorship and entail a long study period over which sponsorship exposure and food preferences would develop (16), while cross-sectional studies can only indicate an association between sponsorship exposure and dietary habits. Such a lack of causal evidence can be viewed as a potential impasse for regulatory interventions to limit this marketing. This may occur by way of the 'Phillip Morris defence' or the denial of a causal relationship in the absence of RCT level data (synonymous with the arguments made by tobacco companies relating to the association between smoking and lung cancer) (16). An alternative approach would involve applying the precautionary principle, which would entail taking preventive action in the absence of high level causative evidence, and shift the burden of proof to the food and beverage industry, and alcohol industry, to justify their continued marketing to children.

A lack of direct causal evidence does not mean there is a lack of evidence per se, or a lack of study types to generate further evidence. For example, a small amount of research is available to demonstrate the effect of television food advertising on children's food consumption. One study in the UK which assessed 5 to 7 year old

children's (n = 93) food choices and consumption following exposure to television food and non-food advertisements found that consumption of total food intake increased significantly after viewing food advertisements (17). Conceptually, similar research could be conducted to investigate the effect of sport sponsorship on children's actual food choices and consumption. Research could also explore the differential effects of a range of marketing media and platforms, including sport sponsorship, and the extent that marketing through different media adds to and reinforces the impact of marketing campaigns.

As noted above in section 10.3, research gaps also exist in the conceptualisation, development and evaluation of alternative funding structures and policy approaches to limit children's exposure to unhealthy food and beverage company sport sponsorship, such as the proposed Sport Sponsorship Fund. Critical aspects to be considered and evaluated in any regulatory approach include the sustainability of alternative funding sources for sports clubs, sports club/community sport engagement and the extent that such interventions reduce the promotion of unhealthy food and beverage (and alcohol) products in the junior sport setting.

In addition to sponsorship, sports clubs offer other opportunities for food promotion, including through sports canteens and fundraising activities. As such, interventions to limit the range of food and drinks available and promoted at canteens also warrant consideration in the creation of healthy sporting environments. As part of the research conducted for this thesis, an analysis of food and beverages sold within community sports canteens and as part of fundraising activities for sports clubs was also undertaken (18). This formed part of initial telephone interviews conducted with sports club officials (Chapter 4). Results for this survey component have not been provided in this thesis; however, a peer-reviewed publication relating to this study is given in **Appendix 15**. Future research could extend this preliminary descriptive study to quantify the most frequently sold food and beverage items, as well as investigate the impact of interventions to improve access and availability of healthy food and beverages in these settings. These research gaps offer unique opportunities for future work in this area, with the aim to illustrate how sponsorship influences children and how best to intervene to protect children and promote their participation in commercial-free community sports.

Table 10.1: Research domains for sport sponsorship to children and availability of published information in Australia

Major research focus	Sub-focus	Research questions	Research design	Availability of published Australian information
Exposure to sport sponsorship	Nature and extent of <i>sport club</i> sponsorship	What proportion of children's sports clubs have sponsorship arrangements with unhealthy food and drink companies?	Surveys with sports club officials	✓(19)
		What is the nature of these arrangements in terms of benefits to clubs and promotional opportunities for sponsors?	Surveys with sports club officials	✓(19)
		What is the financial value of sponsorship arrangements with unhealthy food and drink companies for sports clubs?	Analysis of sports club financial accounts	X
	Nature and extent of <i>peak sporting organisations'</i> sponsorship	What proportion of peak sporting organisations have sponsorship arrangements with unhealthy food and drink companies?	Website analysis of peak sporting bodies	✓(12)
	Nature and extent of <i>elite sport</i> sponsorship	What proportion of elite sports clubs / athletes have sponsorship arrangements with unhealthy food and drink companies?	Website analysis of elite sports clubs / athletes	X
	Use of sport celebrities to market food products through other media	To what extent are sports celebrities used to market food and drink products? What kinds of products are these promotions used for?	Case study analysis of sport celebrities in food marketing across different media platforms (NB: Some data available for TV advertising)(20, 21)	X
Effects of sponsorship exposure	Awareness of food and drink company sport sponsorship	To what extent do <i>children</i> recall sponsors of their sports clubs and elite sport?	Interviews with children attending sports clubs	✓(22)
		To what extent do <i>parents</i> recall sponsors of their children's sports clubs?	Interviews of parents with children attending sports clubs	✓(23)
	Attitudes towards food and drink company sport sponsorship	What do <i>children</i> think about food and drink company sports sponsors?	Interviews with children attending sports clubs	✓(22)
		What do <i>parents</i> think about food and drink company sports sponsorship?	Interviews of parents with children attending sports clubs	✓(23)
		What do <i>sporting officials</i> think about food and drink company sport sponsorship?	Interviews with sporting officials	✓(23)
		What do <i>elite sports persons</i> think about food and drink company sponsorship of children's sport?	Interviews/questionnaires with current and retired elite sports people	X
		What do <i>corporate organisations</i> think about food and drink	Interviews with representatives	X

Major research focus	Sub-focus	Research questions	Research design	Availability of published Australian information
		company sport sponsorship?	from corporate organisations (food and non-food companies)	
	Children's actions as a result of exposure to food and drink company sport sponsorship	How does sport sponsorship affect children's food preferences?	Interviews with children attending sports clubs	✓(22, 24)
		How does sport sponsorship affect children's reported food/drink purchasing and consumption behaviours?		
		How does sport sponsorship affect children's actual food/drink purchasing and consumption behaviours?	Experimental studies with children to measure their active food choices with samples of food company sponsors used as stimuli	X
			Surveys with children to assess the association between sponsorship of major sporting events and their cognitive (awareness) and behavioural (purchase and consumption) behaviours, pre and post event	
			Ecological studies comparing children with different exposures to sport sponsorship	
	Parent perceptions on how sponsorship affects children	How do parents perceive children to be affected by sport sponsorship?	Qualitative interviews/focus groups with parents	X
	Comparing the effects of sponsorship to other forms of marketing	How do children's responses to sport sponsorship differ to other forms of marketing? How do different forms of marketing, including sponsorship, add to and reinforce one another?	Studies tracking children's exposures to different media over time to determine total exposures to food and beverage marketing, and comparing this to their food and beverage purchase and consumption behaviours.	X
Sponsorship regulations	Available sports club sponsorship policies	Do sports club policies exist to guide food and drink company sponsorship arrangements	Interviews with sports club officials	✓(19)

Major research focus	Sub-focus	Research questions	Research design	Availability of published Australian information
	Available peak sporting organisation sponsorship policies	Do policies to guide food and drink company sponsorship arrangements exist for peak sporting bodies	Website analysis of peak sporting organisations	✓(12)
	Stakeholder support of policy interventions to restrict unhealthy food company sport sponsorship	How supportive are <i>parents</i> of policies to restrict unhealthy food and drink sponsorship of children's sport?	Interviews of parents with children attending sports clubs	✓(23, 24)
		How supportive are <i>sports officials</i> of policies to restrict unhealthy food and drink sponsorship of children's sport?	Interviews with sporting officials	✓(23)
		How supportive are <i>corporate organisations</i> of policies to restrict unhealthy food and drink sponsorship of children's sport?	Interviews with representatives from corporate organisations	X
		How supportive are <i>policy-makers</i> of policies to restrict unhealthy food and drink sponsorship of children's sport?	Interviews with current or past bureaucrats and politicians	X
	Analysis of policy options for reducing children's exposure to unhealthy food and drink company sport sponsorship	How could policy be structured to reduce unhealthy food sponsorship of children's/elite sport?	Desktop research of policy options, using tobacco and alcohol sponsorship regulations as a benchmark	X
		How can appropriate/inappropriate food company sponsors be defined in sponsorship regulations?	Delphi survey	✓(19)
	Effectiveness of alternative funding arrangements to replace unhealthy food and drink sponsors	How feasible are alternative funding arrangements for reducing unhealthy food sponsors while maintaining sports club funding?	Feasibility evaluation of Sports Sponsorship Foundation	X
		What is the impact of alternative funding arrangements on children's exposure to unhealthy food and beverage sponsorship of sports clubs?	Pre-post evaluation of sports club sponsors with the implementation of the Sports Sponsorship Foundation	X
Other opportunities for food promotion in sport	Nature of food and drinks sold at sports canteens	What types of food and drinks are sold at sports canteens?	Interviews with sports club officials	✓ (18)
		What types of food and drinks are most frequently sold at sports canteens?	Audit of sports club canteen sales and purchasing data	X
	Available sports club policies on healthy canteens	Do sports club policies exist to guide the types of food and drinks available at their canteens?	Interviews with sports club officials	✓ (18)
	Effectiveness of interventions to improve the healthiness of sports canteens	How feasible are interventions to improve the healthiness of food and drinks available at sports canteens?	Interviews with sports club officials and sport canteen managers	X
		What is the impact of interventions to improve the healthiness of sports canteens on product purchases?	Pre-post evaluation of sports canteen intervention, measuring sports canteens sales data	X

10.5 Conclusion

This body of research identifies that unhealthy food and beverage, and alcohol-related sponsorship of children's sports clubs and peak sporting bodies is widespread and influences children's perceptions of these companies and their reported purchasing habits, including the food and beverages that children prefer, request, purchase and consume. While children perceived sponsors to have both promotional and philanthropic motivations, the extensive commercial opportunities afforded to food and beverage companies through this marketing is evidence of the imbalance between these intentions.

Regulatory action is required to reduce children's exposure to unhealthy food and beverage and alcohol marketing through sponsorship of community sport. In the first instance, consideration should be given to restricting unhealthy sponsorship of children's own sports clubs, potentially followed by broader restrictions across other levels of sport. Such regulatory intervention is possible: alternative funding models are available; the sporting community and parents in general would be supportive of unhealthy sponsorship restrictions; and targeted restrictions on unhealthy food and beverage, and alcohol-related sponsorship is unlikely to have a significant impact on the financial capability of the community sport sector to deliver junior sport.

In particular, community support for the introduction of a Sport Sponsorship Fund was high. This funding system has the potential to reform funding for children's sport by limiting the impact of unhealthy food and beverage, and alcohol sponsorship of sports clubs and related promotional opportunities to children, whilst maintaining funding for sporting organisations. Simultaneously, this funding system could facilitate the creation of health promoting sports clubs, by supporting the development of policies and practices for a range of health promotion areas. Future research is required to assess the feasibility and scalability of such alternative funding systems to replace unhealthy food and beverage, and alcohol sponsorship of children's sport.

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APPENDICES

APPENDIX 1:

SEARCH STRATEGY FOR LITERATURE REVIEW

Data sources

A literature review was conducted to include studies assessing food and beverage sponsorship to young people (less than 18 years); the community's (parents and general public), health professionals' and governments' awareness and any response or action taken to modulate this sponsorship; as well as literature examining the effect of sponsorship on young people.

Relevant peer-reviewed journal papers were identified by searching:

- health science databases (including exercise and sports science); including AUSPORT - Australian Sport Database, EMBASE, CINAHL, MEDLINE, Sport Discus;
- social science databases (including education, media and communications, and psychology); including Australian Public Affairs Full Text (APA-FT), Educational Resources Information Center (ERIC), Communication & Mass Media Complete, PsychINFO; and
- marketing databases; including Factiva, Business Source Premier and Emerald Full Text.

Selected websites were also searched including:

- Australian Social Science Data Archive
(<http://assda-nesstar.anu.edu.au/webview/index.jsp>)
- Media & Communications Studies Site
(<http://www.aber.ac.uk/media/Functions/mcs.html>)
- Global Market Information Database via Euromonitor (GMID)
(<http://www.portal.euromonitor.com.ezproxy1.library.usyd.edu.au/passport/magazine.aspx>)

- National Sport Information Centre – SportScan
(http://www.ausport.gov.au/information/nsic/catalogue/sportscan_article_database)
- Weblaw – Australian Media and Telecommunications law
(http://www.weblaw.edu.au/display_page.phtml?WebLaw_Page=Media+and+Telecommunications)
- Parliament of Australia (<http://www.aph.gov.au/>)

Search strategy

Databases and websites were searched using MeSH terms and text words in the following combinations:

- (Food OR beverage OR drink OR food industry OR tobacco OR smoking OR cigarette* OR tobacco industry OR alcohol* OR drinking OR alcohol industry)
AND (sponsor* OR marketing)

Where the initial search yielded large volumes of (irrelevant) material, additional search terms were included to narrow the search, including:

- ...AND (leisure activities OR recreation OR sport* OR school* OR church* OR community OR parents OR health professional OR health personnel OR government OR policy OR lobbying OR child* OR adolescent* OR youth)

The search was limited to articles in the English language and those studies on human subjects published between 1989 and 2009. References from relevant articles were scanned for additional studies.

Inclusion and exclusion criteria

Articles were *included* if they were:

- printed in English
- published between January 1989 and July 2009

Articles were *excluded* if they were:

- printed in a language other than English
- published prior to January 1989
- studies focusing on adults or young people aged 18 years or older
- studies focusing solely on marketing media other than sponsorship
- studies focusing on social marketing
- studies on overweight/obesity prevention programs
- studies on tobacco and alcohol cessation programs

APPENDIX 2:
TELEPHONE QUESTIONNAIRE TO SPORTS CLUB
OFFICIALS

Introduction

Good morning\afternoon\evening. My name is (insert name) from the Centre for Physical Activity and Health at Sydney University. We recently sent you an invitation letter to participate in a survey looking at health promotion and funding of sports clubs. This survey is supported by NSW Sport and Recreation **OR** Sport and Recreation Services – ACT.

Did you receive this invitation letter?

[If no]

What would be the best address to send this letter to you?

(Record address and terminate interview)

Thank you, I will send the invitation letter to you and call back at a later date.

The survey should take 15 to 20 minutes of your time. And for completing this survey we'll send you a **\$100 voucher** for Rebel Sport.

Would you be available to speak with me now?

[If no]

Could we arrange another time to speak? I'd really value your comments on this issue. [Arrange alternative interview time]

Thank you for your time. Can I please start with your first name?

(Record name)

Your answers will **only** be used for research purposes and if there is anything you'd prefer **not** to answer, please let me know. Your answers will be strictly confidential and anonymous, and ethics approval for this survey has been given by Sydney University.

If you have any questions or concerns about this interview I will give you a number you can contact at the end of the interview. Would you have any objections to me recording the interview, in case I miss writing anything down? *[If yes, turn off telephone recorder]*

Section A: Characteristics of the club

A1

Firstly, can I please get some details on your club? Can you confirm the name of your club is (insert name of club)?

(Do NOT read)

1	Yes
2	No, record name:

A2

And what is your position at (insert club name)?

(Do NOT read. Tick one)

1	Club secretary (Go to A5)
2	Club president (Go to A5)
3	Club treasurer (Go to A5)
4	Other committee member (Go to A5)
5	Club member not on a committee (Go to A3)
6	Other (Go to A3)

A3

*Could you please give me the name of the club secretary or president?
(Record name)*

A4

*And may I please have his/her phone number?
(Record number and terminate interview)*

Thanks for that information. For the purposes of this interview I need to speak to someone on the club committee. Thank you for your time.

A5

How many playing members are registered with your club?

(Do NOT read. Tick one)

1	Less than 50
2	50-99
3	100-149
4	150 – 199
5	200 or more
6	Do NOT read: Don't know

A6

And **roughly** what proportion of players are male?

(Do NOT read. Tick one)

1	None
2	Less than a quarter ($<1/4$)
3	A quarter to a half ($\geq 1/4$ and $<1/2$)
4	A half to three-quarters ($\geq 1/2$ and $<3/4$)
5	Three-quarters to all ($\geq 3/4$ and 1)
6	All players are male
7	Do NOT read: Don't know

A7

And **roughly** what proportion of **all** players are young people aged 5 to 14?

[If difficult to answer, may want to think about how many junior teams]

(Do NOT read. Tick one)

1	None (INELIGIBLE – TERMINATE INTERVIEW)
2	Less than a quarter ($<1/4$)
3	A quarter to a half ($\geq 1/4$ and $<1/2$)
4	A half to three-quarters ($\geq 1/2$ and $<3/4$)
5	Three-quarters to all ($\geq 3/4$ and 1)
6	All players are aged 5 to 14
7	Do NOT read: Don't know

A8

Between what **months** of the year is your club involved in competitions?

(Prompt: So is that between...?)

(Do NOT read)

0	All year (Go to A9)
1	Between months...

A8.1

Start competition in...

1	January
2	February
3	March
4	April
5	May
6	June
7	July
8	August
9	September
10	October
11	November
12	December

A8.2

End competition in...

1	January
2	February
3	March
4	April
5	May
6	June
7	July
8	August
9	September
10	October
11	November
12	December

A9

Is your club affiliated with any **regional association** or [insert **state** body name] or [insert **national** body name]?

(Do NOT read)

1	Yes
2	No (Go to A13)
3	Do NOT read: Don't know (Go to A13)

A10

And which sporting bodies are you associated with?

i.

ii.

iii.

iv.

A11

How does this/these body/s **normally** communicate with your club?

(Read out and tick all that apply)

		Yes	No
1	Through their website		
2	Newsletters		
3	Letters by mail		
4	Email		
5	Telephone		
6	Meetings in person		
7	Do NOT read: Don't know		

A12

i. And, **normally**, how often does (insert name of *first* sporting body) communicate with your club **during season**?

(**Do NOT read.** Tick one)

1	At least once every fortnight
2	At least once every month
3	At least once every three months
4	Less than every three months
5	Never
6	Do NOT read: Don't know

[If more than one]

ii. And how about (insert name of *second* sporting body)?

(**Do NOT read.** Tick one)

1	At least once every fortnight
2	At least once every month
3	At least once every three months
4	Less than every three months

5	Never
6	Do NOT read: Don't know

iii. And (insert name of *third* sporting body)?

(Do NOT read. Tick one)

1	At least once every fortnight
2	At least once every month
3	At least once every three months
4	Less than every three months
5	Never
6	Do NOT read: Don't know

iv. And (insert name of *fourth* sporting body)?

(Do NOT read. Tick one)

1	At least once every fortnight
2	At least once every month
3	At least once every three months
4	Less than every three months
5	Never
6	Do NOT read: Don't know

A13

And what facilities does your club **use** or **have**?

NOTE: Record answers on separate coding sheet to refer to in later questions

(Read out and tick all that apply)

		Yes	No
1	Playing areas (ovals, courts etc)		
2	Spectator areas		
3	Change rooms		
4	Offices and/or meeting rooms		
5	A canteen or kiosk		
6	Vending machines		
7	Anything else (specify)		

Section B: Existing health promotion policies and practices

Next I'll be asking you about health related **policies** and **practices** at your club, including physical activity, sun protection, healthy eating and tobacco use. When you're thinking about these questions, please base your answers on players aged **5 to 14 years only**.

Physical activity

Starting with some questions on physical activity...

B1

What do you think is the level of contribution that sport clubs make to children's physical activity levels, outside of school hours? Would this be...?

(Read out and tick one)

1	High
2	Moderate
3	Low
4	Do NOT read: Don't know

B2

And how active or inactive do you think children are **outside** of times when they are playing sport? Do you think they are...?

(Read out and tick one)

1	Highly active
2	Moderately active
3	Slightly active
4	Inactive
5	Do NOT read: Don't know

Sun protection

B3

Do NOT ask for (assume all outside): Athletics; Cricket; Rugby league; Soccer

How many of your competitions are held outside? Is it...?

(Read out and tick one)

1	All
2	Most
3	Some
4	None (Go to B8)
5	Do NOT read: Don't know (Go to B8)

OR

6	N/A
---	-----

B4

Does your club engage in any practices to promote sun protection?

(Prompt fully: By this I mean the use of clothing, hats, shade, sunscreen, scheduling of games or providing information to players).

(Do NOT read. Tick all that apply)

		Yes	No
1	Long sleeved uniforms		
2	Collared uniforms		
3	Caps / small brimmed hats required for play		
4	Wide brimmed / legionnaires hats required for play		
5	Provide shade (trees or built shade)		
6	Provide / sell sunscreen		
7	Provide information/education on sun protection		
8	Schedule activities outside peak UV times <i>(Outside 10am-2pm and 11am-3pm daylight saving time)</i>		
9	Other (specify)		
10	Do NOT read: Don't know		

B5

Does your club currently hold, or have any plans to hold, a written policy on **sun protection**?

(Do NOT read)

1	Yes, currently hold one (Go to B6)
2	No, but planning on having one (Go to B7)
3	No, and no plans for having one (Go to B7)
4	Do NOT read: Don't know (Go to B7)

B6

Can you please tell me briefly what this policy covers? (Probe fully)

Smoke-free

B7

Does your club ban smoking in...?

Read out options based on answers to A13

(Read out and tick all that apply)

		Yes	No	N/A
1	Playing areas (ovals, courts etc)			
2	Spectator areas			
3	Change rooms			
4	Offices and/or meeting rooms			
5	Areas where food is served			
6	Any other areas (specify)			
7	Do NOT read: Don't know			

B8

Are coaches allowed to smoke during coaching or training sessions?

(Do NOT read)

1	Yes
2	No
3	Do NOT read: Don't know

B9

Are cigarettes sold at the club?

(Do NOT read)

1	Yes
2	No
3	Do NOT read: Don't know

B10

Does your club currently hold, or have any plans to hold, a written policy on **smoke-free club facilities**?

(Do NOT read)

1	Yes, currently hold one (Go to B11)
2	No, but planning on having one (Go to B12)

3	No, and no plans for having one (Go to B12)
4	Do NOT read: Don't know (Go to B12)

B11

Can you tell me what this policy covers? (Probe fully)

Healthy eating

B12

If no canteen/kiosk (from A13), go to B17

What type of food and drinks are **usually** sold at the club's canteen? Does it sell...?

[Note this question is asking about regular canteen items]

(Read out and tick all that apply)

		Yes	No
1	Chocolate or confectionery		
2	Ice cream or ice blocks		
3	Snack foods, such as chips, cakes or biscuits		
4	Pies or pastries		
5	Bacon and egg or sausage/steak sandwiches		
6	Other types of sandwiches on white bread		
7	Other types of sandwiches on wholemeal bread		
8	Fresh or canned fruit		
9	Dried fruit		
10	Salads		
11	Deep fried foods, such as hot chips		
12	Water		
13	Regular soft drinks		
14	Diet soft drinks		
15	Sports drinks		
16	Juice		
17	Flavoured milk drinks		
18	Other (specify)		
19	Do NOT read: Don't know		

B13

What are the **top 5** foods or drinks that the canteen sells?

(Do **NOT** read. Tick one for each column)

		1st	2nd	3rd	4th	5th
1	Chocolate or confectionery					
2	Ice cream or ice blocks					
3	Snack foods, such as chips, cakes or biscuits					
4	Pies or pastries					
5	Bacon and/or egg sandwiches					
6	Sausage sandwiches					
7	Steak sandwiches					
8	Other types of sandwiches on white bread					
9	Other types of sandwiches on wholemeal bread					
10	Fresh or canned fruit					
11	Dried fruit					
12	Salads					
13	Deep fried foods, such as hot chips					
14	Water					
15	Regular soft drinks					
	Diet soft drinks					
16	Sports drinks					
17	Juice					
18	Flavoured milk drinks					
19	Other (specify)					
20	Do NOT read: Don't know					

B14

Is there free tap water available at the canteen?

(Do **NOT** read)

1	Yes
2	No
3	Do NOT read: Don't know

B15

Does the canteen promote or encourage people to buy healthier food and drink products?

(Do NOT read)

1	Yes
2	No (Go to B17)
3	Do NOT read: Don't know (Go to B17)

B16

And how are these healthier products promoted?

(Prompt **fully**: For example are they displayed more prominently than other food, included in special deals, offered at a discount...)

(Do NOT read. Tick all that apply)

		Yes	No
1	Offered at a discounted price		
2	Included in special deals		
3	Displayed in a prominent position		
4	Other (specify)		
5	Do NOT read: Don't know		

B17

If no playing areas (from A13), go to B18

Is free tap water available at playing areas?

(Do NOT read)

1	Yes
2	No
3	Do NOT read: Don't know

B18

If no vending machine (from A13), go to B19

What type of food and drinks are sold in the club's vending machine? Is there...?

(Read out and tick all that apply)

		Yes	No
1	Chocolate or confectionery		
2	Snack foods, such as chips, cakes or biscuits		
3	Muesli bars		
4	Water		
5	Regular soft drinks		
6	Diet soft drinks		
7	Sports drinks		
8	Juice		
9	Other (specify)		
10	Do NOT read: Don't know		

B19

Does your club recommend the food and drinks that can be brought to the club by players aged 5 to 14?

(Do NOT read)

1	Yes
2	No (Go to B22)
3	Do NOT read: Don't know (Go to B22)

B20

Can you tell me what these recommendations are? (Probe fully)

B21

And how are these recommendations communicated to players?

(Do NOT read. Tick all that apply)

		Yes	No
1	Notice board		
2	Newsletters		

3	At registration		
4	Letters to parents		
5	Word of mouth		
6	Promoted during coaching practice		
7	Education sessions		
8	Other (specify)		
9	Do NOT read: Don't know		

B22

Do coaches provide any food or drink to players?

(Do NOT read)

1	Yes
2	No (Go to B26)
3	Do NOT read: Don't know (Go to B26)

B23

And what kinds of food or drink do coaches **normally** bring?

(Do NOT read. Tick all that apply)

		Yes	No
1	Cut up fruit		
2	Chocolate or confectionery		
3	Snack foods, such as chips, cakes or biscuits		
4	Muesli bars		
5	Water		
6	Regular soft drinks		
7	Diet soft drinks		
8	Sports drinks		
9	Juice		
10	Other (specify)		
11	Do NOT read: Don't know		

B24

Does your club recommend the food and drinks that can be provided by coaches?

(Do NOT read)

1	Yes
2	No (Go to B26)
3	Do NOT read: Don't know (Go to B26)

B25

Can you tell me what these recommendations are? (Probe fully)

B26

Does your club currently hold, or have any plans to hold, a written policy on **healthy food and drink**?

(Do NOT read)

1	Yes, currently hold one (Go to B27)
2	No, but planning on having one (Go to B28)
3	No, and no plans for having one (Go to B28)
4	Do NOT read: Don't know (Go to B28)

B27

Can you tell me what this policy covers? (Probe fully)

Section C: Club funding and support

Thanks for your patience so far, we're about $\frac{3}{4}$ of the way through. I'd now like to ask you some questions about how sports clubs are funded and supported.

C1

In the last year, so between [insert month] 2008 to [insert month] 2009, has your club received income from **membership fees**?

(Do NOT read)

1	Yes
2	No (Go to C4)
3	Do NOT read: Don't know/refused (Go to C4)

C2

Can you tell me the annual/seasonal membership fee for children aged 5-14?

C3

And what does this membership fee cover?

(Do NOT read. Tick all that apply)

		Yes	No
1	General running costs		
2	Salaries (incl. coaching)		
3	Umpire/ref fees		
4	Equipment		
5	Uniforms		
6	Travel costs		
7	Facility improvements		
8	Club insurance		
9	Regional affiliation membership		
10	Anything else (specify)		
11	Do NOT read: Don't know		

C4

Does your club charge **match fees**?

[Only include money going to the club]

(Do NOT read)

1	Yes
2	No (Go to C6)
3	Do NOT read: Don't know/refused (Go to C6)

C5

And what is the match fee for children aged 5-14 years?

C6

Has your club received any income from **grants in the past year**?

(Do NOT read)

1	Yes
2	No (Go to C9)
3	Do NOT read: Don't know/refused (Go to C9)

C7

And which grants were these?

i. _____

ii. _____

iii. _____

iv. _____

C8

And what was this/were these grants for?

(Do NOT read. Tick all that apply)

		Yes	No
1	General running costs		
2	Salaries		
3	Equipment		
4	Uniforms		
5	Facility improvements		
6	Other (specify)		
7	Do NOT read: Don't know		

C9

Has your club received any funding from [insert names of affiliated **regional, state** and **national** sporting bodies] other than grants in the last year?

(Do NOT read)

1	Yes
2	No (Go to C11)
3	Do NOT read: Don't know/refused (Go to C11)

C10

And which sporting body was this?

i.

ii.

iii.

iv.

C11

Has your club done any **fundraising**?

(Prompt fully: By fundraising I mean things like raffles, chocolate drives, entertainment nights and sausage sizzles to raise money for the club).

(Do NOT read)

1	Yes
2	No (Go to C15)
3	Do NOT read: Don't know/refused (Go to C15)

C12

And what fundraising activities has your club done during the past year? Has it held...?

(Read out and tick all that apply)

		Yes	No
1	Sausage sizzles		
2	Chocolate drives		
3	Cake drives		
4	Trivia or social nights		
5	Canteen profits		
6	Fundraising levy as part of registration		
7	Raffles (specify prize)		
8	Other (specify)		
9	Do NOT read: Don't know		

C13

Have any businesses or companies been involved in this fundraising, such as chocolate companies? This can include both local businesses as well as bigger companies.

(Do NOT read)

1	Yes
2	No (Go to C15)
3	Do NOT read: Don't know/refused (Go to C15)

C14

And which businesses or companies was this?

i. _____

ii. _____

iii. _____

iv. _____

C15

Has your **club** received any form of **sponsorship**? From either local businesses or bigger companies.

[Note: this does not include regional association sponsorship]

(Do NOT read)

1	Yes
2	No (Go to C21)
3	Do NOT read: Don't know/refused (Go to C21)

C16

And which businesses or companies were these?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

C17

And can you tell me if (insert name of Sponsor 1) is a major or a minor sponsor of your club?...And what about...? (continue for all sponsors)

(Do NOT read. Tick one for each sponsor)

	Major	Minor	Don't know
Sponsor 1 (above)			
Sponsor 2 (above)			
Sponsor 3 (above)			
Sponsor 4 (above)			
Sponsor 5 (above)			
Sponsor 6 (above)			
Sponsor 7 (above)			

C18

i. Can you tell me which of these sponsors are involved in any of the following sponsorship activities? So is (insert name of Sponsor 1) an official partner? And (insert name of Sponsor 2)...

(Read out and tick all that apply)

	Sponsor 1	Sponsor 2	Sponsor 3	Sponsor 4	Sponsor 5	Sponsor 6	Sponsor 7
Are they official sponsors or partners?							
Have naming rights for the club / team?							
Have naming rights for an event?							
Offer sporting rewards to players using their brand name?							
Your club sells or uses the sponsor's product?							
Have signage at the club (e.g. billboards and scoreboards)?							
Have signage on equipment?							
Have signage on uniforms?							
<i>[If applicable]</i> Your members patron the sponsor's venue							
Anything else (specify)							
Do NOT read: Don't know/refused							

C19

i. What do these sponsors provide as part of their sponsorship deal? Does (insert name of Sponsor 1) provide direct money or funding? And what about (insert name of Sponsor 2)...

(Read out and tick all that apply)

		Sponsor 1	Sponsor 2	Sponsor 3	Sponsor 4	Sponsor 5	Sponsor 6	Sponsor 7
1	Direct funding or money							
2	Equipment							
3	Uniforms							
4	Free or discounted products for players							
5	Free or discounted products for spectators							
6	Vouchers for products							
7	Other (specify)							
8	Do NOT read: Don't know/refused							

C20

And what proportion of your club income is from sponsorship?

(Do **NOT** read. Tick one)

1	None
2	Less than a quarter ($<1/4$)
3	A quarter to a half ($\geq 1/4$ and $<1/2$)
4	A half to three-quarters ($\geq 1/2$ and $<3/4$)
5	Three-quarters to all ($\geq 3/4$ and 1)
6	All of the club's income
7	Do NOT read: Don't know/refused

C21

Does your club currently hold, or have any plans to hold, a written policy on **sponsorship**?

(Do **NOT** read)

1	Yes, currently hold one (Go to C22)
2	No, but planning on having one (Go to C23)
3	No, and no plans for having one (Go to C23)
4	Do NOT read: Don't know (Go to C23)

C22

Can you please tell me what this policy covers? (Probe fully)

C23

Does your club currently hold, or have any plans to hold, a written policy on **fundraising**?

(Do **NOT** read)

1	Yes, currently hold one (Go to C24)
2	No, but planning on having one (Go to C25)

3	No, and no plans for having one (Go to C25)
4	Do NOT read: Don't know (Go to C25)

C24

Can you tell me what this policy covers? (Probe fully)

C25

Would it be possible to get a copy of your club's written policies, for any of the areas that we've spoken about?

[If yes]

Thanks for that, I'll send you a stamped addressed envelop so that you can send me a copy of those policies.

[If no]

That's OK.

C26

Finally, to help us estimate the size of the sports clubs we have surveyed, can you please tell me the level of your club's annual income? Is it?

(Read out and tick one)

1	<\$10K
2	\$10K to \$49K
3	\$50K to \$100K
4	≥\$100K
5	Do NOT read: Don't know
6	Do NOT read: Refused

Close

Thank you very much for your time today (insert participant name). This information will help us to assess opportunities for health promotion through sports clubs, and funding opportunities.

Do you have any questions about this phone conversation? [If yes, attempt to answer]

Again, if you have any concerns about the conduct of this interview or any further questions relating to the purpose of this research you can contact Bridget Kelly, who is supervising this survey, during business hours. Would you like to write the number down? [Wait for person to get pen] The number is 9036 3181.

Can I also confirm the address that I should send your voucher to?

When we have put together all of our surveys, we'll send you an information sheet summarising our findings.

Thank you and good bye.

Interviewer record

Sport type: _____

Date of interview: _____

Interviewer initials: _____

Club name: _____

Club location and postcode: _____

APPENDIX 3:

DELPHI SURVEY PROCESS FOR QUALIFYING THE NATURE OF FOOD AND BEVERAGE SPONSORS

Delphi process

Round 1: A brief presentation was given by the facilitator (BK) on the issue of food and beverage sponsorship to children, the research project and the objectives of the consensus process. A written questionnaire was then administered to participants, who were convened at an established meeting. This questionnaire asked participants to rate how important or unimportant a range of criteria were for judging the healthiness of sport sponsors using a 5-point Likert scale (very important to very unimportant). Participants were asked to state why they rated items in this particular way and to list any other aspects of sponsorship they deemed as important.

Round 2: A summary of the Round 1 results was provided to participants via email. This included the majority group response for each criterion as well as additional criteria that were reported. Participants were asked to consider the summary findings and, if applicable, revise their judgments or specify their reasons for remaining outside the consensus.

Round 3: Finally, a list of the items achieving consensus as important determinants in defining the acceptability of food and beverage sponsors was distributed via email, together with a list of food and beverage companies identified as sponsors of children's sport. Participants were asked to rate the sponsors as acceptable or unacceptable to sponsor children's sport based on the agreed criteria.

Round 1 Delphi questionnaire

Thank you for agreeing to participate in this process. This questionnaire should take less than **10 minutes** to complete. This represents the first round of a three-stage process.

All responses will be treated in confidence, and individuals' ratings will **not be revealed**.

The objective of this process is to achieve an expert group consensus on a range of criteria to classify food and beverage company sponsors of children's sport as more or less health promoting. This distinction will be useful for both the current study being conducted by the Prevention Research Collaboration at Sydney University, and also to inform the broader policy debate on food marketing to children.

Subsequent stages will be performed via **email**, and will similarly involve ranking the importance of different criteria in judging the healthfulness of sport sponsors, and finally rating food and beverage companies as either healthy or unhealthy based on this criteria.

Round 1: Assessment of criteria to judge the health promoting qualities of food and beverage sponsors of children’s sport

1. Which of the following criteria do you think are important when considering the **health promoting qualities** of food and beverage company sponsors of children’s sport?

Please rate these criteria on the 5-point likert scale provided AND provide comments on why / why not you think these criteria are important.

Criteria	Level of importance (PLEASE CIRCLE)	Comments (Why / why not this criteria is important)
The nutritional quality of the <u>majority</u> of food and beverages sold by the company (e.g. their fat, sugar and/or sodium content)	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	
The nutritional quality of <u>all</u> of the food and beverages sold by the company (e.g. their fat, sugar and/or sodium content)	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	

<p>The extent to which the <u>majority</u> of food and beverages sold by the company are in-line with nutrition recommendations for children</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	
<p>The extent to which <u>all</u> of the of food and beverages sold by the company are in-line with nutrition recommendations for children</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	

<p>The extent to which the company sells <u>mostly</u> products which may be detrimental to children's nutrition</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	
<p>The extent to which the company sells <u>any</u> products which may be detrimental to children's nutrition</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	
<p>The extent to which the company sells <u>mostly</u> products which may be detrimental to children's oral health</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	
<p>The extent to which the company sells <u>any</u> products which may be detrimental to children's oral health</p>	<p style="text-align: center;">1 2 3 4 5</p> <p>Very important / Important / Neutral / Unimportant / Very unimportant</p>	

The exclusion of beverage companies and related businesses that sell alcohol	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	
The opportunity to create community connectedness between local businesses and sports clubs	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	
The potential for sports clubs to receive financial support from corporate entities	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	
The consistency between the food and beverage company and the broader health promoting goals of sport	<p style="text-align: center;">1 2 3 4 5</p> <p style="text-align: center;">Very important / Important / Neutral / Unimportant / Very unimportant</p>	
The promotional strategies used in the sponsorship agreement (e.g.	<p style="text-align: center;">1 2 3 4 5</p>	

signage on uniforms, signage on sport awards, vouchers, silent sponsor).	Very important / Important / Neutral / U nimportant / Very u nimportant	
--	---	--

2. Are there any other criteria you think would be important in judging the health promoting qualities of food and beverage company sponsors of children's sport?

3. Please rank the following potential sponsors in order of their appropriateness to sponsor children's sports clubs, from **1** (most appropriate) to **8** (least appropriate).

Sponsor	Rank (1-8)
Real estate agency	
Baker's Delight	
RSL club	
Local charcoal chicken shop	
KFC	
Local hardware supplier	
Local pub	
Gatorade	

4. For further correspondence please provide your preferred email address:

A summary of participants' responses will be emailed to you shortly with instructions on how to proceed.

THANK YOU for your help ☺

APPENDIX 4:
CODING FORM FOR WEBSITE ANALYSIS OF PEAK
SPORTING ORGANISATIONS

Sport: _____

Organisation name: _____

Organisation type (circle one): **Regional** **State** **National**

Website: http://www. _____

Date accessed: _____

Coder's initials: _____

Part 1: Health promotion policies and information

1.0 Healthy eating

1.1 Is there a written policy available on **healthy eating**?
(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

1.2 Is there additional information available on **healthy eating**?
(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

1.3 Is there a written policy available on fundraising?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

2.0 Sun safety

2.1 Is there a written policy available on **sun safety**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

2.2 Is there additional information available on **sun safety**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

3.0 **Smoke-free**

3.1 Is there a written policy available on **smoke-free environments**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

3.2 Is there additional information available on **smoke-free environments**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

4.0 Safety and injury prevention

4.1 Is there a written policy available on **safety and injury prevention**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

4.2 Is there additional information available on **safety and injury prevention**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

5.0 Fair play

5.1 Is there a written policy available on **fair play**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

5.2 Is there additional information available on **fair play**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

6.0 Participation by children with disabilities

6.1 Is there a written policy available on **participation by children with disabilities**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

6.2 Is there additional information available on **participation by children with disabilities**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

7.0 Participation by Indigenous children

7.1 Is there a written policy available on **participation by Indigenous children**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

7.2 Is there additional information available on **participation by Indigenous children**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

8.0 Anti-discrimination

8.1 Is there a written policy available on **anti-discrimination**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy

(Open text)

8.2 Is there additional information available on **anti-discrimination**?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this information

(Open text)

Part 2: Sponsors

Club Funding

1.1 Dollar amount of membership fees to peak body

(Open text or No information)

1.2 Name and dollar amount of awarded grants for year

	Name of funding body	Name of grant	Yearly dollar value
Grant 1			\$
Grant 2			\$
Grant 3			\$
Grant 4			\$

Or

No information on website

Sponsor Number: _____

1.3 Sponsoring brand/company name

(Open text)

1.4 Primary product or service of sponsor

(Open text or N/A)

1.5 Nature of sponsor

(Tick one)

Food and non-alcoholic drinks	
Alcohol (includes pubs and clubs)	
Sporting goods companies	
Government	
Community Trusts	
Service clubs	
Non-government sporting organisations	
NGOs and charities	
Sporting venues	
Other corporate companies	

1.6 Level of sponsorship

(Circle one)

Primary	Associate	Don't know
----------------	------------------	-------------------

1.7 Sponsorship activities

(Tick all that apply)

Official sponsor or partner	
Naming rights for club or team	
Naming rights for event	
Naming rights for website facility	
Fundraising activities	
Incentive programs	
Sponsored equipment	
Sponsored uniforms	

OR

No information on website	
---------------------------	--

1.8 Presence of a brand logo

(Circle one)

Yes	No
------------	-----------

1.9 Location of brand logo on website

(Tick one)

Homepage only	
Only dedicated sponsor pages	
Repeated over multiple pages	

All pages	
-----------	--

1.10 Link to sponsor's website

(Circle one)

Yes	No
------------	-----------

1.11 Description of sponsor's product provided

(Circle one)

Yes	No
------------	-----------

1.12 Is there a written policy available on sponsorship?

(Circle one)

Yes	No
------------	-----------

If yes, summarise this policy and PRINT OUT

(Open text)

1.13 Dollar amount of sponsorship by per year

(Open text or No information)

1.14 Reported club use of sponsorship funds

(Tick all that apply)

Uniforms	
Sporting equipment	
Coaching	
Club facilities/infrastructure	
Other (list)	

Or

No information on website	
---------------------------	--

(Use additional pages for more sponsors)

APPENDIX 5:
INTERVIEW-BASED QUESTIONNAIRE TO SPORTS
CLUB OFFICIALS

Introduction

Thanks very much for speaking with me today [Insert name].

As we discussed on the phone, we're hoping to do a survey with a member of the club's executive committee. This should take around 20 minutes. And to thank you and your club for participating we'll give your club a \$100 voucher to Rebel Sport.

Would you be available to do this with me now?

[If yes]

Can I first ask you to read and sign this consent form? This form explains that your answers will only be used for research purposes and will be strictly anonymous. And that ethics approval for this survey has been given by Sydney University.

[Allow participant to read and sign the consent form]

OK, if you're ready we can get started. If there is anything you'd prefer **not** to answer, please let me know. And if you have any concerns about this interview I can give you a number you can contact.

Would you have any objections to me recording the interview, in case I miss writing anything down? *[If yes, turn off telephone recorder]*

[If no]

Would you be available later today to speak with me?

[If yes, arrange time]

[If no]

OK, is there someone else on the executive committee that I can speak with?

[Get contact details]

Section A: Club characteristics

A1

Can I firstly confirm your position at (Insert club name)?

(Do **NOT** read. Tick one)

1	President
2	Vice president
3	Secretary
4	Treasurer
5	Other committee member
9	Not on a committee (Terminate and ask to speak with committee member)

[For clubs that participated in the initial phone survey]

Last year when we spoke with your club, you told us that you had [Insert number] registered players, and that around [Insert percentage] were male and [Insert percentage] were aged 5-14 years. Is this still correct?

A2-4. Yes, still correct

OR (Read out and tick one)

A2. # Playing members	< 50	50-99	100-149	150 – 199	200+
A3. Revised % Male	<25%	≥25% and <50%	≥50% and <75%	≥75% and <100%	100%
A4. Revised % 5-14 years	<25%	≥25% and <50%	≥50% and <75%	≥75% and <100%	100%

[For clubs that did NOT participate in the initial phone survey]

A2

Can you tell me how many playing members are registered with your club?

(Read out and tick one)

1	Less than 50
2	50-99
3	100-149
4	150 – 199
5	200 or more
9	Do NOT read: Don't know

A3

And what proportion of these playing members are young people aged 5 to 14?

(Read out and tick one)

1	<25%
2	≥25% and <50%
3	≥50% and <75%
4	≥75% and <100%
5	100%
9	Do NOT read: Don't know

A4

And what proportion of **all** players are male?

(Read out and tick one)

1	<25%
2	≥25% and <50%
3	≥50% and <75%
4	≥75% and <100%
5	100%
9	Do NOT read: Don't know

Section B: Participation and social inclusion

Now I'd like to ask you some questions about increasing children's participation in sport. When you're thinking about these questions, please particularly focus on children aged 5 to 14 years.

B1

Other than promoting physical activity, what other health benefits do you think children get from playing sport?

(Prompt if necessary: Such as social skills...)

(Probe fully – Any thing else...?)

B2

What do you think are the main barriers to children participating in organised sports?

(Probe fully – Any thing else...?)

B3

Can you suggest any changes you would like to see made to children's sport to make this better for the children involved?

Either to make this healthier, safer or to increase participation for **all** children, including those from diverse backgrounds and abilities...

(Probe fully – Any thing else...?)

B4

Does your club engage in any practices to attract children from disadvantaged groups, such as low income groups, Aboriginal and Torres Strait Islanders and those with English as a second language? Such as reduced fees, modified games, extra training...

(Probe fully – Any thing else...?)

(READ OUT. Tick all that apply)

		Yes	No
1	Reduced fees for disadvantaged children		
2	Provide transport for disadvantaged children		
3	Hold “Come and Try” days targeting disadvantaged children		
4	Link in with community organisations to recruit disadvantaged children		
5	Modifying game/play time		
6	Provide extra training		
7	Other (Specify)		
9	Do NOT read: Don’t know		

B5

And does your club engage in any practices to promote fair play amongst junior players? Such as ground officials, coach training, monitoring parent behaviour, disability access...

(Probe fully – Any thing else...?)

(READ OUT. Tick all that apply)

		Yes	No
1	Coach training on fair play		
2	Equal play time for juniors		
3	Monitor/address conflicts (e.g. bullying)		
4	Disability access		
5	Ground officials to control crowd behaviour		
6	Education on fair play		
7	Penalties for offenders		
8	Other (Specify)		
9	Do NOT read: Don't know		

B6

Does your club currently hold, or have any plans to hold, a written policy on **fair play**?

(Do **NOT** read. Tick one)

1	Yes, currently hold one
2	No, but planning on having one (Go to B8)
3	No, and no plans for having one (Go to B8)
4	Do NOT read: Don't know (Go to B8)

B7

Can you please tell me briefly what this policy covers? (Probe fully)

B8

And do you have a written policy on **anti-discrimination**?

(Do **NOT** read. Tick one)

1	Yes, currently hold one
2	No, but planning on having one (Go to B10)
3	No, and no plans for having one (Go to B10)
4	Do NOT read: Don't know (Go to B10)

B9

Can you tell me briefly what this policy covers? (Probe fully)

B10

And any written policy on **participation by children with a disability**?

(Do **NOT** read. Tick one)

1	Yes, currently hold one
2	No, but planning on having one (Go to B12)

3	No, and no plans for having one (Go to B12)
4	Do NOT read: Don't know (Go to B12)

B11

Can you please tell me briefly what this policy covers? (Probe fully)

B12

Has your club faced any barriers in developing policies, for any of these areas that we've just talked about?

(Do **NOT** read. Tick one)

1	Yes
2	No (Go to C1)
3	Do NOT read: Don't know (Go to C1)

B13

What have these barriers been?

(Do **NOT** read. Tick all that apply)

(Prompt as necessary: Such as the cost, time involved...)

(Probe fully – Any thing else...?)

		Yes	No
1	Too busy with other priorities		
2	Just focused on providing sport		
3	Concerned about the cost involved		
4	Lacked support from regional or state sporting organisations		
5	Lacked support from players and families		
6	Lacked knowledge		
7	No considered it before		
8	Other (Specify)		
9	Do NOT read: Don't know		

B14

What kind of support would be useful in overcoming these barriers?

(Do **NOT** read. Tick all that apply)

(Prompt as necessary: Such as training, funding...)

(Probe fully – Any thing else...?)

		Yes	No
1	Provision of training		
2	Provision of information		
3	Provision of policy templates		
4	Provision of incentives for the club		
5	Provision of funding opportunities		
6	Other (Specify)		

9	Do NOT read: Don't know		
---	--------------------------------	--	--

B15

Who do you think could provide this support?

(Do **Not** read. Tick all that apply)

		Yes	No
1	Regional association		
2	State sports organisation		
3	National sports organisation		
4	State Sport and Recreation Department		
5	Australian Sports Commission		
6	Anyone else (Specify)		
9	Do NOT read: Don't know		

Section C: Sport sponsorship

OK, thanks for your answers so far, we're about half way through. I'd now like to ask you some questions on sponsorship of children's sport.

C1

Last year you told us that your sponsors were (show list of sponsors). Are all of these still sponsors of your club? Do you have any additional sponsors?

C2

What do you think are the main benefits of sponsorship of children's sports clubs?

(Probe fully – Any thing else...?)

C3

And do you think there may be any risks or potential negative affects of this sponsorship **on children**?

(Probe fully – Any thing else...?)

C4

How influenced do you think children are by the sponsorship of **elite sporting teams or people**, such as the sponsors of Cricket Australia or the Socceroos? In terms of influencing the products that they like, ask for or buy. Do you think they are...?

(Read out. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

C5

And how influenced do you think children are by the sponsorship of their own **sports clubs**?

(**Do NOT read.** Tick one)

1	Very influenced
2	Slightly influenced

3	Not at all influenced
9	Do NOT read: Don't know

C6

Has your club had any experience in trying to establish sponsors that promote healthy products, such as healthy food or drinks or sporting companies or anything else...?

(Do **NOT** read. Tick one)

1	Yes
2	No (Go to C8)
3	Do NOT read: Don't know (Go to C8)

C7

And what did your club do?

(Probe fully – Any thing else...?)

C8

Like what happened with tobacco sponsorship of sport, which was restricted by government, some people think that sport sponsorship by unhealthy food and drink companies should also be restricted.

How likely would you be to **support** a policy which restricted unhealthy food and drink companies from sponsoring **elite** sport? Such as Cricket Australia or the Socceroos.

(If necessary – like regulations or rules)

(Read out. Tick one)

1	Very likely to support
2	Likely to support

3	Undecided
4	Unlikely to support
5	Very unlikely to support

C9

How likely would you be to support a policy which restricted these companies from sponsoring **children's** sport?

(Do **NOT** read. Tick one)

1	Very likely to support
2	Likely to support
3	Undecided (Go to C12)
4	Unlikely to support (Go to C12)
5	Very unlikely to support (Go to C12)

C10

And who do you think should introduce such a policy? Such as individual clubs, regional associations, government or anyone else...

(Do **NOT** read. Tick one)

1	Sports clubs
2	Regional associations
3	Government
4	Other (specify)
9	Do NOT read: Don't know

C11

And what do you think this ban should include? Such as what it covers or how it is set up?

(Prompt: Such as the types of food products it should cover, the promotional activities, if it should apply to all clubs or just kids clubs...)

(Probe fully – Any thing else...?)

C12

Other than a complete ban on this sponsorship, would you support any of the following actions to limit unhealthy food and drink sponsorship at children’s sports clubs?

Restricting the use of their logos on uniforms...restricting them giving out vouchers....giving out certificates with their brand on it...restricting **any** type of promotional activity? Anything else...?

(Read out. Tick one per row)

		Yes	No	Do NOT read: Don't know
1	Logos on uniforms			
2	Vouchers			
3	Certificates			
4	Any promotion			
5	Anything else (specify)			

C15

And finally, in your opinion, how do you think children’s sport would be affected if this sponsorship was restricted?

(Probe fully)

Close

Thank you so much for your time today. This information will help us to assess opportunities for increasing children's participation in sport, and will inform sponsorship arrangements.

Here is your Rebel Sport voucher.

Do you have any questions about this interview? [If yes, attempt to answer]

[If necessary]

I can give you a number to call about your concerns on the conduct of this interview. Would you like to write the number down? The number is 9036 3181.

When we have put together all of our surveys, we'll send you a summary of our findings.

Thank you again for letting us come to your club today.

Interviewer record

Sport type: _____

Date of interview: _____

Interviewer initials: _____

Club name: _____

APPENDIX 6:
INTERVIEW-BASED QUESTIONNAIRE TO
REGIONAL ASSOCIATION OFFICIALS

Introduction

Thanks very much for speaking with me today [Insert name]. As we discussed on the phone, we're doing a survey with executive committee members at regional sporting associations to look at opportunities to promote children's health through sports clubs. It should take around 20 minutes. And to thank you for your time we'll give you a \$50 voucher to Rebel Sport.

So are you still OK to do this with me now?

[If yes]

Can I first ask you to read and sign this consent form? This form explains that your answers will only be used for research purposes and will be strictly anonymous. And that ethics approval for this survey has been given by Sydney University.

[Allow participant to read and sign the consent form]

OK, if you're ready we can get started. If there is anything you'd prefer **not** to answer, please let me know. And if you have any concerns about this interview I can give you a number you can contact.

Would you have any objections to me recording the interview, in case I miss writing anything down? *[If yes, turn off telephone recorder]*

[If no]

Would you be available later today to speak with me?

[If yes, arrange time]

[If no]

OK, is there someone else on the executive committee that I can speak with?

[Get contact details]

Section A: Association characteristics

A1

Can I firstly confirm your position at (Insert association name)?

(Do **NOT** read. Tick one)

1	President
2	Vice president
3	Secretary
4	Treasurer
5	Other committee member
9	Not on a committee (Terminate and ask to speak with committee member)

A2

How many [Insert sport type] clubs are affiliated with your association?

A3

And what percentage of these clubs have **any** players aged 5-14 years?

(Read out and tick one)

1	<25%
2	≥25% and <50%
3	≥50% and <75%
4	≥75% and <100%
5	100%
9	Do NOT read: Don't know

Section B: Health Promotion Policies

Now I'd like to ask you some questions about sport and its role in children's health. When you're thinking about these questions, please particularly focus on children aged 5 to 14 years.

B1

Other than promoting physical activity, what other health benefits do you think children get from playing sport?

(Prompt if necessary: Such as social skills...)

(Probe fully – Anything else...?)

B2

Does your association currently have any **written** policies on health or healthy behaviours? Such as for sun protection...?

(Read out. Tick one for each row)

	Yes	No
Sun protection		
Smoke-free		
Healthy eating		
Fair play		
Anti-discrimination		
Participation by children with a disability		
Anything else (Specify)		

(If 'no' for all, go to B7)

B3

Would it be possible to get a copy of this/these policies?

(Do NOT read)

1	Yes (Go to B5)
2	No

[If yes]

OK great, I'll grab these off you at the end of our interview.

B4

Could you briefly tell me what this/these policies cover then?

(Probe fully – Anything else...?)

B5 Are these policies available to your affiliated clubs?

(Do NOT read)

1	Yes
2	No (Go to B7)
9	Do NOT read: Don't know (Go to B7)

B6

And how can clubs get access to this/these?

(Do **NOT** read. Tick all that apply)

(Prompt as necessary: Such as through your website...)

(Probe fully – Anything else...?)

		Yes	No
1	Website		
2	Sent only to those clubs who ask for a copy		
3	Sent to all clubs by email/mail		
4	Promoted at meetings with clubs		
5	Other (Specify)		

B7

Has your association faced any barriers in **developing** or **implementing** this/these policies?

(Do NOT read)

1	Yes
2	No (Go to B9)

B8

And what have these barriers been?

(Do NOT read. Tick all that apply)

(Prompt as necessary: Such as lack of time, money, support...)

(Probe fully – Anything else...?)

		Yes	No
1	Too busy with other priorities		
2	Concerned about the cost involved		
3	Lacked support from affiliated clubs		
4	Lacked support from affiliated state/national sporting		

	organisations		
5	Lacked knowledge		
6	Not considered it before		
7	Other (Specify)		
9	Do NOT read: Don't know		

B9

Does your association currently provide any support to clubs who want to implement their own written policies for any of these issues?

(Do NOT read)

1	Yes
2	No (Go to B11)
9	Do NOT read: Don't know (Go to B11)

B10

And what kind of support does your association provide?

(Do NOT read. Tick all that apply)

(Prompt as necessary: Such as training, policies, funding...)

(Probe fully – Anything else...?)

		Yes	No
1	Training		
2	Information on how to develop policies		
3	Policy templates		
4	Incentives for the club		

5	Funding opportunities		
6	Other (Specify)		
9	Do NOT read: Don't know		

B11

If your association were to provide more support/support to clubs to implement their own healthy policies, what kind of resources or help would your association need? Such as support from the government or sporting organisations...

(Probe fully – Anything else...?)

Section C: Sport sponsorship

OK, thanks for your answers so far, we're about half way through. I'd now like to ask you some questions on sponsorship of children's sport.

C1

What do you think are the main benefits of sponsorship of children's sport?

(Probe fully – Anything else...?)

C2

And do you think there may be any risks or potential negative effects of this sponsorship **on children**?

(Probe fully – Anything else...?)

C3

How influenced do you think children are by the sponsorship of **elite sporting teams or people**, such as the sponsors of Cricket Australia or the Socceroos? In terms of influencing the products that they like, ask for or buy. Do you think they are...?

(Read out. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

C4

And how influenced do you think children are by the sponsorship of their **sports clubs**?

(Do NOT read. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

C5

And to what extent do you think children are influenced by the sponsorship of their **sports' regional associations**?

(Do **NOT** read. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

C6

Has your association had any experience in trying to establish sponsors that promote healthy products, such as healthy food or drinks or sporting companies or anything else...?

(Do **NOT** read. Tick one)

1	Yes
2	No (Go to C8)
3	Do NOT read: Don't know (Go to C8)

C7

And what did your association do?

(Probe fully – Anything else...?)

C8

Like what happened with tobacco sponsorship of sport, which was restricted by government, some people think that sport sponsorship by unhealthy food and drink companies should also be restricted.

How likely would you be to **support** a policy which restricted unhealthy food and drink companies from sponsoring **elite** sport? Such as Cricket Australia or the Socceroos.

(If necessary – like regulations or rules)

(Read out. Tick one)

1	Very likely
2	Likely
3	Undecided
4	Unlikely
5	Very unlikely

C9

How likely would you be to support a policy which restricted these companies from sponsoring **children's** sports clubs?

(Do **NOT** read. Tick one)

1	Very likely
2	Likely
3	Undecided (Go to C12)
4	Unlikely (Go to C12)
5	Very unlikely (Go to C12)

C10

And who do you think should introduce such a policy? Such as individual clubs, regional associations, government or anyone else...

(Do **NOT** read)

1	Sports clubs
2	Regional associations
3	Government
4	Other (specify)
9	Do NOT read: Don't know

C11

And what do you think this ban should include? Such as what it covers or how it is set up?

(Prompt: Such as the types of food products it should cover, the promotional activities, if it should apply to all clubs or just kids clubs...)

(Probe fully – Anything else...?)

C12

Other than a complete ban on this sponsorship, would you support any of the following actions to limit unhealthy food and drink sponsorship at children's sports clubs?

Restricting the use of their logos on uniforms...restricting them giving out vouchers....giving out certificates with their brand on it...restricting **any** type of promotional activity? Anything else...?

(Read out. Tick one per row)

		Yes	No	Do NOT read: Don't know
1	Logos on uniforms			
2	Vouchers			
3	Certificates			
4	Any promotion			
5	Anything else (specify)			

C13

And finally, in your opinion, how do you think children's sport would be affected if this sponsorship was restricted?

(Probe fully – Anything else...?)

Close

Thank you so much for your time today. This information will help us to assess opportunities for making sports clubs even healthier, and potential sponsorship arrangements.

[If applicable]

Would I be able to get a copy of those policies that we spoke about now?

Do you have any questions about this interview? [If yes, attempt to answer]

[If necessary]

I can give you a number to call about your concerns on the conduct of this interview. Would you like to write the number down? The number is 9036 3181.

When we have put together all of our surveys, we'll send you a summary of our findings.

Thank you again for your time.

Interviewer record

Sport type: _____

Date of interview: _____

Interviewer initials: _____

Association name: _____

APPENDIX 7:

INTERVIEW-BASED QUESTIONNAIRE TO PARENTS

Introduction

Hello, my name is [NAME] and I'm from the Centre for Physical Activity and Health at Sydney University.

We're conducting some research on parents or guardians of children aged **14 or less**, to look at opportunities to create healthy and welcoming sports clubs for juniors, and this includes asking parents of children 14 years or less who play sport about their views. This survey is supported by NSW/ACT Department of Sport and Recreation.

Your club has agreed to us conducting this survey.

So today we're asking parents to participate in a short survey, which takes around 15 minutes and can be done right now, if that's convenient.

As a thank you for participating we'll give you a \$30 voucher to Rebel Sport. Any assistance that you could give would be greatly appreciated. Would you be available to complete this survey with me?

[If yes]

Great, thanks so much.

Can I first ask you to read and sign this consent form? This form explains that your answers will only be used for research purposes and will be strictly anonymous. And that ethics approval for this survey has been given by Sydney University.

[Allow participant to read and sign the consent form]

OK, if you're ready we can get started. If there is anything you'd prefer **not** to answer, please let me know. And if you have any concerns about this interview I can give you a number you can contact.

[If no]

Would you be available later today to speak with me?

[If yes, arrange time]

[If no]

That's fine, thanks for your time.

Section A: Parent characteristics

A1

Record gender

1	Male
2	Female

A2

Do you have a child aged 14 or less who is a member of this sports club?

(Do NOT read)

1	Yes
2	No (Terminate interview)

A3

And overall, how many children do you have?

(Do NOT read. Tick one)

1	One
2	Two
3	Three
4	More than three

A4

And what is/are their age/s?

Child 1: _____

Child 2: _____

Child 3: _____

Child 4: _____

A5

And are they girls or boys?

(If more than one) So for the (insert age) year old? And...?

(Do NOT read. Tick one for each child)

Child 1:	Girl	Boy
-------------	------	-----

Child 2:	Girl	Boy
-------------	------	-----

Child 3:	Girl	Boy
-------------	------	-----

Child 4:	Girl	Boy
-------------	------	-----

A6

Can you please tell me which of the following age groups you fall into? Are you...

(Read out. Tick one)

1	In your 20s
2	In your 30s
3	In your 40s
4	50 or more
9	Do NOT read: Refused

Section B: Opportunities to increase children's participation in sport

Now I'd like to ask you some questions on how you think sport can contribute to children's health and development.

B1

Other than promoting physical activity, what other health benefits do you think children get from playing sport?

(Prompt if necessary: Such as social skills...)

(Probe fully – Any thing else...?)

B2

SHOW CARD A

How adequate or inadequate would you rate the following aspects of children's sport? Firstly, do you think the training of coaches is...? And...?

(Read out. Tick one for each row)

	1. Mostly adequate	2. Somewhat adequate	3. Somewhat inadequate	4. Mostly inadequate	9. Do NOT read Don't know
Training of coaches					
Healthiness of food and drinks sold at canteens					
Amount of playing time given to all children					
Behaviour of other parents at games (e.g. over competitiveness, sport rage)					
The management of conflicts by the club, such as bullying					
The cost of participation (including registration, uniforms etc)					
The facilities/equipment available at the club					

B3

Can you suggest any changes you would like to see made to children’s sport to make this better for the children involved? Either to make this healthier, safer, or to increase participation for **all** children, including those from diverse backgrounds and abilities...

(Probe fully – Any thing else...?)

Section C: Sponsorship of children’s sport

OK, thanks for your answers so far, we’re about half way through. I’ll now ask you some questions on sponsorship and funding for children’s sport.

C1

Are you aware of the businesses or companies that currently sponsor this sports club?

(Do NOT read)

1	Yes
2	No (Go to C3)

C2

And who are these sponsors?

(PROBE FULLY – any others?)

1. _____	2. _____
3. _____	4. _____
5. _____	6. _____
7. _____	8. _____
9. _____	10. _____

C3

What do you think are the main benefits of sponsorship of children’s sports clubs?

(Probe fully – Any thing else...?)

C4

And do you think there may be any risks or potential negative affects of this sponsorship **on children**?

(Probe fully – Any thing else...?)

C5

How influenced do you think children are by the sponsorship of **elite sporting teams or people**, such as the sponsors of Cricket Australia or the Socceroos? In terms of influencing the products that they like, ask for or buy. Do you think they are...?

(Note: refers to children in general)

(Read out. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don’t know

C6

And how influenced do you think children are by the sponsorship of their **sports clubs**?

(Do NOT read. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

C7

SHOW CARD B

How appropriate do you think it is for companies or businesses that... sell sporting goods... to sponsor children's sport? And those that...

(Read out. Tick one for each row)

	1. Very appropriate	2. Somewhat appropriate	3. Somewhat inappropriate	4. Very inappropriate	9. Do NOT read Don't know
Sell sporting goods					
Sell groceries					
Sell snack food, like donuts and cakes					
Sell fast food					
Sell building supplies/hardware					
Sell alcohol					
Sell soft drink					
Sell fruit and vegetables					
Sell chocolate and confectionery					
Sell sports drinks					
Sell electronic games					

Note: IF SAID ALL WERE 'APPROPRIATE', GO TO C13

C8

Like what happened with tobacco sponsorship of sport, which was restricted by government, some people think that sport sponsorship by unhealthy food and drink companies should also be restricted.

For those sponsors you have just said would be inappropriate, such as (insert example from responses above) how likely would you be to support a policy which restricted these companies from sponsoring **elite** sport? Such as Cricket Australia or the Socceroos.

(If necessary – like regulations or rules)

(Read out. Tick one)

1	Very likely to support
2	Likely to support
3	Undecided
4	Un likely to support
5	Very un likely to support

C9

How likely would you be to support a policy which restricted these companies from sponsoring **children's** sport?

(Do **NOT** read. Tick one)

1	Very likely to support
2	Likely to support
3	Undecided (Go to C12)
4	Un likely to support (Go to C12)
5	Very un likely to support (Go to C12)

C10

And who do you think should introduce such a policy? Such as individual clubs, regional associations, government or anyone else...

(Do **NOT** read. Tick all that apply)

1	Sports clubs
2	Regional associations
3	Government
4	Other (specify)

9	Do NOT read: Don't know

C11

And what do you think this ban should include? Such as what it covers or how it is set up?

(Prompt: Such as the types of food products it should cover, the promotional activities, if it should apply to all clubs or just kids clubs...)

(Probe fully – Any thing else...?)

C12

Other than a complete ban on this sponsorship, would you support any of the following actions to limit unhealthy food and drink sponsorship at children's sports clubs?

Restricting the use of their logos on uniforms...restricting them giving out vouchers....giving out certificates with their brand on it...restricting **any** type of promotional activity? Anything else...?

(Read out. Tick one per row)

		Yes	No	Do NOT read: Don't know
1	Logos on uniforms			
2	Vouchers			
3	Certificates			
4	Any promotion			
5	Anything else (specify)			

C13

In your opinion, how do you think children's sport would be affected if this sponsorship was restricted?

(Probe fully)

C14

Finally, just so that we can be sure that we've surveyed a range of parents...

Could you please tell me the highest level of education that you have completed?

(Do NOT read. Prompt as necessary)

1	Year 9 or below
2	Year 10
3	Year 11 or 12
4	Diploma or certificate from a college or Tafe (including an apprenticeship)
5	Degree or diploma from a university
6	Other (specify) _____
9	Do NOT read: Refused
10	Do NOT read: Don't know

C15

And can you tell me your postcode?

Close

Thank you very much for your time today. This information will help us to assess opportunities for health promotion through sports clubs, and potential sponsorship arrangements.

Here is your Rebel Sport voucher.

Do you have any questions about this interview? [If yes, attempt to answer]

[If necessary]

I can give you a number to call about your concerns on the conduct of this interview. Would you like to write the number down? The number is 9036 3181.

When we have put together all of our surveys, we'll send your club a summary of our findings which they can pass on to you.

Thank you again.

Interviewer record

Sport type: _____

Date of interview: _____

Interviewer initials: _____

Club name: _____

APPENDIX 8:

INTERVIEW-BASED QUESTIONNAIRE TO CHILDREN

Introduction

Hello, my name is [NAME] and I'm from Sydney University.

Today we're doing a survey to ask young people who play sport about their views on healthy sports clubs.

Your parents have agreed for you to participate.

If you're happy to do this survey, it will take around 15 minutes and we can do this right now if you like.

And to thank you for participating we'll give you a \$30 voucher to Rebel Sport. Would you be able to do this survey with me now?

[If yes]

Great, thanks so much.

OK, if you're ready we can get started. If there's anything you'd prefer **not** to answer, just let me know.

[If no]

Would you be available later today to speak with me? Or would you prefer if your parents were here too?

[If yes, arrange time]

[If no]

That's fine, thanks for your time.

Section A: Child characteristics

A1

Record gender

1	Male
2	Female

A2

Firstly, can you tell me how old you are?

NOTE: if child not 10-14 years - Thank participant for their time and terminate

A3

Do you play any other sports other than [Insert sport type]?

(Note: only include organised sports)

(Do NOT read)

1	Yes
2	No (Go to A5)

A4

And what sports are they?

i. _____

ii. _____

iii. _____

iv. _____

A5

SHOW CARD A

On a normal school day, how many hours would you spend watching TV? Would it be...?

(Read out. Tick one)

1	Less than 1 hour per day
2	Between 1 to 2 hours per day
3	Between 2 to 3 hours per day
4	Between 3 to 4 hours per day
5	More than 4 hours per day
9	Do NOT read: Don't know

A6

SHOW CARD A

And on a normal weekend day, how many hours would you spend watching TV?

(**Do NOT read.** Tick one)

1	Less than 1 hour per day
2	Between 1 to 2 hours per day
3	Between 2 to 3 hours per day
4	Between 3 to 4 hours per day
5	More than 4 hours per day
9	Do NOT read: Don't know

Section B: Opportunities to increase children’s participation in sport

Now I’d like to ask you some questions about sport.

B1

SHOW CARD B

How good or bad would you rate these things about sport that **you** play? Firstly, do you think the training of your coaches is...? And...?

(**Read out.** Tick one for each row)

	1. Mostly good	2. Somewhat good	3. Somewhat bad	4. Mostly bad	9. Do NOT read Don’t know
Training of your coaches					
Healthiness of food and drinks sold at sports canteens					
Amount of playing time that’s given to all players					
How other parents behave at games					
How the club deals with bullying					
The equipment that’s available					

B2

Can you tell me if you agree or disagree with these sentences...?

(**Read out.** Tick one for each row)

	1. Agree	2. Disagree	9. Do NOT read Don’t know
I would play more sport if it took up less of my social time			
I would play more sport if it focused on having fun rather than winning			
I would be allowed to play more sport if it cost less			

I would play more sport if there were more types of activities available			
I already play enough sport			

Section C: Sport sponsorship

Well done, we're almost half way through. Now I'm going to ask you some questions about sport sponsorship.

C1

Do you know the names of any of the businesses or companies that sponsor **your** sports club? Like the ones that have their names on your uniforms...

(Ask not to look at their uniform if branded)

(Do NOT read)

1	Yes
2	No (Go to C5)

C2

And who are they?

(PROBE FULLY – any others?)

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

C3

And what do you think about these companies? So for [Insert company 1], do you...?
And [Insert company 2]?...

(Read out. Tick one for each column)

	1	2	3	4	5	6
Like it a lot						
Like it a little						
Dislike it						

Don't think about it						
Do NOT read: Don't know						

NOTE: if all 'Don't think about it' or 'Don't know' – Go to C5

C4

And can you tell me the reasons that you like/dislike these particular companies?

(Probe fully)

C5

Who is your favourite professional sports team, like the teams that play on TV?

NOTE: if 'Don't know' – Go to C11

C6

And can you think of any companies that sponsor this team?

(Do NOT read)

1	Yes
2	No (Go to C10)

C7

And who are they?

(PROBE FULLY – any others?)

1. _____

3. _____

5. _____

2. _____

4. _____

6. _____

C8

What do you think about **these** companies? So for [Insert company 1], do you...?
And [Insert company 2]?...

(Read out. Tick one for each column)

	1	2	3	4	5	6
Like it a lot						
Like it a little						
Dislike it						
Don't think about it						
Do NOT read: Don't know						

NOTE: if all 'Don't think about it' or 'Don't know' – Go to C10

C9

And can you tell me the reasons that you like/dislike these particular companies?

(Probe fully)

C10

During a normal season, how many of this team's games would you watch?

(Read out. Tick one)

1	All
2	Most
3	Some
4	None
9	Do NOT read: Don't know

C11

SHOW CARD C

Thinking now just about **food and drink** companies that sponsor sport, including your own teams and professional sport, such as companies that make sports drinks or chocolate. Can you tell me if you agree or disagree with these sentences...?

[Note: applies to all sport not only their sports club]

(Read out. Tick one for each row)

		1. Strongly agree	2. Agree	3. Disagree	4. Strongly disagree	9. Do NOT read Don't know
A	I ask my parents to buy products from food and drink companies that sponsor my favourite sports					
B	When I'm in a shop, I think about if a food or drink company sponsors my favourite sports when I'm buying something to eat or drink					
C	I would always buy a food or drink product from a company who sponsored my favourite sports over one that didn't					
D	I think food and drink companies that sponsor sport are cool					
E	I think that food and drink companies sponsor sport to help out sports clubs					
F	I like to return the favour to food and drink companies that sponsor my favourite sports by buying their products					
G	I prefer to eat and drink products from companies who sponsor my favourite sports than those who don't					
H	I think that food and drink companies only sponsor sport as a way of advertising					

I	I think other children buy products because they sponsor their favourite sports					

C12

Again, thinking about **only** food and drink companies, such as fast food restaurants, have you ever been given a voucher to use at these places?

[Note: voucher can also have been received outside sport]

(Do NOT read)

1	Yes
2	No (Go to C15)

C13

And what did you think about getting this voucher? Did you...?

(Read out. Tick one)

1	Like it a lot
2	Like it a little
3	Dislike it
4	Didn't think about it
9	Do NOT read: Don't know

C14

Did you like the food or drink company more or less after they gave you this voucher?

(Read out. Tick one)

1	Liked them more
2	Like them less
3	Liked them the same
9	Do NOT read: Don't know

C15

And lastly, have you ever been given a certificate from a food or drink company, to reward good sport or school performance?

[Prompt if necessary: Such as a certificate with a McDonald's logo on it...]

(Do NOT read)

1	Yes
2	No (Go to C18)

C16

And what did you think about getting this certificate? Did you...?

(Read out. Tick one)

1	Like it a lot
2	Like it a little
3	Dislike it
4	Didn't think about it
9	Do NOT read: Don't know

C17

Did you like the food or drink company more or less after you got this certificate?

(Read out. Tick one)

1	Liked them more
2	Like them less
3	Liked them the same
9	Do NOT read: Don't know

C18

Finally, can you tell me which suburb you live in?

Close

Thank you so much for your time today.

Here is your [Insert incentive].

Do you have any questions about this survey? [If yes, attempt to answer]

Thanks again.

Interviewer record

Sport type: _____

Date of interview: _____

Interviewer initials: _____

Club name: _____

APPENDIX 9:
COMPUTER ASSISTED TELEPHONE SURVEY TO
PARENTS

Introduction

Hello, my name is [NAME] and I'm calling from [INSERT RESEARCH COMPANY NAME] on behalf of Sydney Medical School at Sydney University and Cancer Council NSW.

We're conducting a research survey with parents and guardians of children aged 5 to 16, to look at funding for junior and elite sport, particularly sponsorship. This includes asking parents of children who play sport about their views.

So today we're asking parents to participate in a short survey, which takes around 12 minutes and can be done right now, if that's convenient. Any assistance that you could give would be greatly appreciated. Are you a parent or guardian of a child or teenager aged 5 to 16 years?

[If no]

Is there someone else in your household who is a parent or guardian of a child or teenager aged 5 to 16 years?

[If yes] May I please speak to this person? [Repeat intro for new person]

[If no]

Thanks for your time, but we are only surveying parents of this age group
[Terminate interview]

[If yes]

Would you be available to complete this survey with me? To thank you for participating, you'll be entered into a prize draw to win one of twenty \$200 vouchers for Rebel Sport.

[If no]

Could we arrange another time to speak? We'd really value your comments.

[Arrange with participant for alternative interview time OR terminate interview and thank participant for their time]

[If yes]

Great, thanks so much.

Your answers will **only** be used for research purposes and if there is anything you'd prefer **not** to answer, please let me know. Being in this study is completely voluntary and you can withdraw at any time without affecting your relationship with the researchers. Your answers will be strictly confidential and anonymous, and ethics approval for this survey has been given by Sydney University. Would you prefer if we sent you additional information by mail or email, or do you feel you've had enough time to consider if you'd like to take part in this survey now?"

If you have any questions or concerns about this interview I will give you a number you can contact at the end of the interview.

(IF NECESSARY SAY: The answers that you give are combined with those of hundreds of other people that we survey. After we have done our quality control checks we do not keep your phone number or name, and you cannot be identified. We do not sell the information or use it in any way other than in this research")

Just to let you know, my supervisor may monitor this interview for quality control purposes. If you do not wish this to occur please let me know.

Section A: Parent characteristics and child sport participation

A1

Record gender

1	Male
2	Female

A2

Firstly, can you please tell me which of the following age groups you fall into? Are you...

(Read out. Tick one)

1	In your 20s
2	In your 30s
3	In your 40s
4	50 or more
9	Do NOT read: Refused

A3

How many children do you have that currently live in your household?

(Record number of children)

A4

And what is their age/are their ages?

[If no children aged 5 to 16 years, out of scope. Terminate interview]

(Record ages for all children)

Child 1	
Child 2	
Child 3	
Child 4	
Child 5	

Child 6	
---------	--

A5

Have any of your children participated in organised sport outside of normal school hours in the past **12 months**? Such as soccer, netball, cricket...Including both school representative sport, like Saturday morning sport, and non-school sport.

(Do NOT read)

1	Yes
0	No [Out of scope. Terminate interview]

A6

And what sports are these?

(Probe fully: Any others...)

(Record all sports)

Sport 1		Sport 6	
Sport 2		Sport 7	
Sport 3		Sport 8	
Sport 4		Sport 9	
Sport 5		Sport 10	

A7

[If one child]

In the past year, how often has your child participated in any organised sport?
Including both training and competitions?

[If more than one child]

In the past year, how often have your children participated in any organised sport?
Including both training and competitions?

So for your child aged [INSERT FIRST CHILD AGE], would they have participated...And your child aged [INSERT SECOND CHILD AGE]...etc (Read out for FIRST child only then prompt as necessary)

		Child 1	Child 2	Child 3	Child 4	Child 5	Child 6
1	More than twice per week						
2	Once or twice per week						
3	Once per fortnight						
4	Once or twice per month						
5	Less than once per month						
6	They don't play sport						
9	Do NOT read: Don't know						

A8

In the past year, how often have **you** played organised sport? Including both training and competitions?

(If necessary – “I’ll ask you about your non-playing involvement in a moment”)

(Read out. Tick one)

1	More than twice per week	
2	Once or twice per week	
3	Once per fortnight	
4	Once or twice per month	
5	Less than once per month	
6	I don't play sport	
9	Do NOT read: Don't know	

A9

And how often have you participated in organised sport in a **non-playing** role, such as a coach or volunteer?

(Do **NOT** read. Prompt as necessary. Tick one)

1	More than twice per week	
2	Once or twice per week	

3	Once per fortnight	
4	Once or twice per month	
5	Less than once per month	
6	I don't participate in sport	
9	Do NOT read: Don't know	

Section B: Awareness and concern about food and drink and alcohol company sponsorship of sport

Thinking now about **sponsorship** of different activities, such as sport...

B1

How often do you notice the companies that sponsor **elite sporting teams or people**, such as the Socceroos or the Australian Cricket team, when you're watching a sports game?

(Read out. Tick one)

1	Often
2	Sometimes
3	Rarely
4	Never
9	Do NOT read: Don't know

B2

And how often do you notice the companies that sponsor your **child/children's** sports team or club, when you're at training or competitions?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Often
2	Sometimes
3	Rarely
4	Never
8	Do NOT read: Not applicable
9	Do NOT read: Don't know

B3

In terms of influencing the products that children like, ask for or buy, how influenced do you think children are by the sponsorship of **elite** sporting teams or people. Do you think they are...?

(Read out. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
9	Do NOT read: Don't know

B4

And in terms of influencing the products that children like, ask for or buy, how influenced do you think children are by the sponsorship of their **own** sports team or club?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very influenced
2	Slightly influenced
3	Not at all influenced
8	Do NOT read: Not applicable
9	Do NOT read: Don't know

B5

Now I'm going to read out a list of different types of companies.

Please tell me if you agree with these companies sponsoring **elite** sporting teams or people. So firstly, do you think...should or should not sponsor elite sport?

And...and...?

[Rotate a-o]

(Read out for FIRST company type only, then prompt as necessary)

	1. Should sponsor	2. Should not sponsor	9. Do NOT read Don't know
a) Sporting goods companies			
b) Snack food companies, like for donuts, chips etc.			
c) Health insurance companies			
d) Companies that make breakfast cereal that's low sugar and high fibre			
e) Fast food companies			
f) Alcohol companies			
g) Telephone companies			
h) Soft drink companies			
i) Supermarkets			
j) Chocolate and confectionery companies			
k) Sports drink companies			
l) Companies that make high sugar breakfast cereal			
m) Banks			
n) Electronic game companies			
o) Fruit and vegetable shops			

B6

And which if any of the following companies do you think should sponsor
children's sport? Do you think...should or should not sponsor children's sport?

And...and...?

[Rotate a-p]

(Do **NOT** read. Prompt as necessary.)

	1. Should sponsor	2. Should not sponsor	9. Do NOT read Don't know
a) Sporting goods companies			
b) Snack food companies, like for donuts and cakes			
c) Health insurance companies			
d) Companies that make breakfast cereal that's low sugar and high fibre			
e) Fast food companies			
f) Business that sell alcohol, including pubs and clubs			
g) Telephone companies			
h) Soft drink companies			
i) Supermarkets			
j) Chocolate and confectionery companies			
k) Sports drink companies			
l) Companies that make high sugar breakfast cereal			
m) Banks			
n) Electronic game companies			
o) Fruit and vegetable shops			
p) Local tradesmen			

B7

Thinking now just about companies that sell **unhealthy** food and drinks, such as such as some types of fast food, soft drinks, high fat snacks and confectionery...

How concerned are you about the sponsorship of **elite** sporting teams or people by companies that make unhealthy food and drinks?

(Read out. Tick one)

1	Very concerned
2	Slightly concerned
3	Not at all concerned
9	Do NOT read: Don't know

B8

And how concerned are you about the sponsorship of **elite** sporting teams or people by companies that make alcohol?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very concerned
2	Slightly concerned
3	Not at all concerned
9	Do NOT read: Don't know

B9

How concerned are you about the sponsorship of **children's** sport by companies that make unhealthy food and drinks?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very concerned
2	Slightly concerned
3	Not at all concerned
9	Do NOT read: Don't know

B10

And how concerned are you about the sponsorship of **children's** sport by businesses and companies that sell alcohol, including pubs and clubs?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very concerned
2	Slightly concerned
3	Not at all concerned
9	Do NOT read: Don't know

B11

How often has your child/have your children asked you to buy a product because the company sponsored their favourite **elite** sports team or person?

(Read out. Prompt as necessary. Tick one)

1	Often
2	Sometimes
3	Rarely
4	Never
9	Do NOT read: Don't know

B12

And how often has your child/have your children asked you to buy a product because the company sponsored their **own** sports team or club?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Often
2	Sometimes
3	Rarely
4	Never
8	Do NOT read: Not applicable
9	Do NOT read: Don't know

Section C: Support of policy interventions to limit unhealthy food and drink sport sponsorship

C1

In Australia tobacco sponsorship of sport is now restricted by government. Some people also think that sport sponsorship by unhealthy **food and drink** companies should be restricted.

How likely would you be to support a policy which restricted unhealthy food and drink companies from sponsoring **elite** sport?

(If necessary – “Like regulations or rules”)

(Read out. Tick one)

1	Very likely to support
2	Likely to support
3	Unlikely to support
4	Very unlikely to support
9	Do NOT read: Don't know/undecided

C2

And how likely would you be to support a policy which restricted companies that sold **alcohol** from sponsoring **elite** sport?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very likely to support
2	Likely to support
3	Unlikely to support
4	Very unlikely to support
9	Do NOT read: Don't know/undecided

C3

How likely would you be to support a policy which restricted unhealthy **food and drink** companies from sponsoring **children's** sport?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very likely to support
2	Likely to support
3	Unlikely to support (Go to C5)
4	Very unlikely to support (Go to C5)
9	Do NOT read: Don't know/undecided (Go to C5)

C4

Restricting unhealthy food and drink sponsorship might mean less funding for sport. Would you still support the restriction of unhealthy food and drink sponsorship if it meant that fees for children's sport increased?

(Do **NOT** read)

0	No
1	Yes
9	Do NOT read: Don't know/undecided

C5

How likely would you be to support a policy which restricted companies that sold **alcohol** from sponsoring **children's** sport?

(Do **NOT** read. Prompt as necessary. Tick one)

1	Very likely to support
2	Likely to support
3	Unlikely to support (Go to C7)
4	Very unlikely to support (Go to C7)
9	Do NOT read: Don't know/undecided (Go to C7)

C6

[If C4 not asked also say: "Restricting sponsorship by alcohol companies might mean less funding for sport."]

Would you still support the restriction of alcohol sponsorship if it meant that fees for children's sport increased?

(Do **NOT** read)

0	No
1	Yes
9	Do NOT read: Don't know/undecided

C7

[Only ask for respondents who answered "Very likely to support" or "Likely to support" for C3 and/or C5]

And who do you think should introduce this policy to restrict unhealthy food and drink **and/or** alcohol companies for **children's** sport? Should it be...?

(Read out. Tick one)

1	Sports clubs
2	Peak sporting bodies
3	Government
4	Other (specify)
9	Do NOT read: Don't know

C8

Lastly, it's been suggested that unhealthy food and drink and alcohol companies could still sponsor children's sport as long as this was done in a different way.

For example, these companies could still give money to sport as long as they weren't allowed to promote their brand at individual sports clubs. So the company could still say that they sponsored sport in general, but not particular clubs. This might help with club funding, but there would not be any visibility of the sponsors or their products at sports clubs.

How likely would you be to support such a funding system for children's sport?

(Read out. Tick one)

1	Very likely to support
2	Likely to support
3	Unlikely to support
4	Very unlikely to support
9	Do NOT read: Don't know/undecided

Section A continued: Parent characteristics

A10

Finally, just so that we can be sure that we've surveyed a range of parents...

Could you please tell me the highest level of education that you have completed?

(**Do NOT read.** Prompt as necessary)

1	Year 9 or below
2	Year 10
3	Year 11 or 12
4	Diploma or certificate from a college or Tafe (including an apprenticeship)
5	Degree or diploma from a university
6	Other (specify) _____
9	Do NOT read: Refused
10	Do NOT read: Don't know

A11

And can you tell me your postcode?

(Record postcode)

A12

And finally, can you please tell me which of the following categories your total household income before tax falls into?

Read out. Tick one.

1	Under \$20,000	5. \$80,000-\$99,999
2	\$20,000-\$39,999	6. \$100,000-\$119,999
3	\$40,000-\$59,999	7. \$120,000 or more
4	\$60,000-\$79,999	9. Do NOT read: Refused/prefer not to say
9	Do NOT read: Refused	

Close

Thank you very much for your time today.

[Only for participants with a child or adolescent **aged 10-16**, from **A3**]

Sydney University would also like to hear from children and adolescents about the issues that we have just spoken about. We are also running a short survey online (rather than by phone), which can be done by children whenever they choose.

Children that participate will also be entered into the prize draw to **win one of twenty \$200 vouchers** for Rebel Sport.

Do you think that one of your children aged 10-16 **that plays sport** would agree to participate in this online survey? It takes around 10 to 15 minutes and you are welcome to help them complete it if you wish.

[If yes]

Great, can I email you a link to this survey for you to pass on to your child? What would be the best email address to send this to? [RECORD EMAIL ADDRESS]

[If more than one eligible child]

So that we can get a spread of ages, if possible we'd prefer if your child that had the most recent birthday would be able to complete the survey.

If you have any questions about either this phone interview or the online survey I can give you a number for the researchers that you can call. Would you like that number? The number is 9036 3181.

[If necessary]

If you have any concerns or complaints about the conduct of this interview you can call the University of Sydney Ethics Office on 8627 8176.

Thank you again.

APPENDIX 10:

ONLINE SURVEY TO CHILDREN

Survey opening page

Hi, thanks for logging on to do this online survey!

We want to ask you what you think about sport and the companies that sponsor your favourite sports.

It should take around 10 to 15 minutes. For participating you will receive two movie vouchers.

What you answer will only be used for research purposes and will be confidential and anonymous. Being in this study is completely voluntary and you can stop at any time.

This survey is being done by Sydney University and Cancer Council NSW. We have ethics approval for this survey from Sydney University.

Please tick the box if you agree to do this survey.

I agree to do this survey

Enter your ID number (given in the email for this survey)

To answer a question, just click the circle next to the answer that best applies to you or type your answer in the space provided.

Section A: Tell us about yourself

A1

Are you a boy or a girl?

(Tick one)

1	Boy
2	Girl

A2

How old are you?

(Tick one)

1	Less than 10 years [Out of scope]
2	10 years
3	11 years
4	12 years
5	13 years
6	14 years
7	15 years
8	16 years
9	More than 16 years [Out of scope]

Please think now about the ORGANISED sport that you play such as in a club or with a coach.

A3

Have you taken part in any sport outside of normal school hours in the past 12 months?

Such as soccer, netball, cricket. Include school teams and clubs as well as other sport.

(Tick one)

1	Yes
2	No [Out of scope]

A4

Please list all the sports that you have played

A5

During the **SUMMER** season (school terms 1 and 4), how often would you normally take part in sport? Include both training and matches.

(Tick one)

1	More than twice per week
2	Once or twice per week
3	Once every two weeks
4	Once or twice per month
5	Less than once per month
6	I don't play sport in summer

A6

During the **WINTER** season (school terms 2 and 3), how often would you normally take part in sport? Include both training and matches.

(Tick one)

1	More than twice per week
2	Once or twice per week
3	Once every two weeks
4	Once or twice per month
5	Less than once per month
6	I don't play sport in winter

A7

How interested are you in sport, including both taking part and watching (either on TV or live at the venue)?

(Tick one)

1	Very interested
2	Interested
3	Un interested
4	Very un interested

Section B: Your favourite sports team

B1

Who is your favourite professional sports team or athlete (seen on TV)?

--

B2

Please list all the companies you can think of that sponsor this team or person, like the ones that have their logos on players' uniforms.

[Program note: Auto populate B3 with responses written in B2]

I can't think of any sponsors [Go to B6]

B3

Please select which answer best describes what you think about [INSERT 1st COMPANY NAME FROM B2]. Do you think they are:

(Tick one for each row)

1. Cool Uncool

Very A In- A Very
little between little

2. Exciting Unexciting

Very A In- A Very
little between little

3. Fun Boring

Very A In- A Very
little between little

[Continue for all recalled sponsors]

B4

After finding out that [INSERT 1st COMPANY NAME FROM B2] sponsored your favourite sports team or person did you:

(Tick one)

1	Feel better about the company
---	-------------------------------

2	Feel worse about the company
3	Feel the same about the company

[Continue for all recalled sponsors]

B5

Have you bought, or wanted to buy [INSERT 1st COMPANY NAME FROM B2] products more or less because they sponsored this team or person?

(Tick one)

1	Buy them more
2	Buy them less
3	Buy them the same

[Continue for all recalled sponsors]

B6

During a normal season, how many times would you watch this team or person compete either on TV or at the sports venue?

(Tick one)

1	Every time they compete
2	Most times they compete
3	Sometimes
4	Never

Section B: Sporting events

B7

Please list any sporting events that you've seen on TV or been to in the last year that were sponsored by **FOOD** or **DRINK** companies? Such as companies that make sports drinks, chocolate or fast food

(Pick something different to the team or person that you said before)

I can't think of any sporting events [**Go to B11**]

B8

List all the **FOOD** and **DRINK** companies you can think of that sponsored this event or events.

[Program note: Auto populate B9 and B10 with responses written in B8]

I can't think of any sponsors [**Go to B11**]

B9

After [INSERT 1st COMPANY NAME FROM B8] sponsored this event did you:

(Tick one)

1	Feel better about the company
2	Feel worse about the company
3	Feel the same about the company

[Continue for all recalled sponsors]

B10

Have you bought, or wanted to buy [INSERT 1st COMPANY NAME FROM B2] products more or less because they sponsored this event?

(Tick one)

1	Buy them more
2	Buy them less
3	Buy them the same

[Continue for all recalled sponsors]

B11

In general, how often have you bought or asked your parents to buy a **FOOD** or **DRINK** because the company sponsored a sports team or event?

(Tick one)

1	Often
2	Sometimes
3	Rarely
4	Never

B12

Please let us know whether the next sentences are true or false about **FOOD** and **DRINK** companies that sponsor your favourite sport (including your own teams and professional sport).

[Program note: randomise order]

(Tick one for each row)

I think about if a company sponsors my favourite sports when I'm buying something to eat or drink	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I would always buy a product from a company that sponsored my favourite sports over one that didn't	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I think companies sponsor sport to help out sports clubs	<input type="checkbox"/> Yes	<input type="checkbox"/> No

I prefer to eat and drink products from companies that sponsor my favourite sports over those who don't	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I think companies only sponsor sport as a way of advertising	<input type="checkbox"/> Yes	<input type="checkbox"/> No
I think other children buy food and drinks because the companies sponsor their favourite sports	<input type="checkbox"/> Yes	<input type="checkbox"/> No

B13

Lastly, have you ever been given a **voucher** for a **FOOD** and **DRINK** company, such as a fast food restaurant, from your school or sports club?

(Tick one)

1	Yes
2	No [Go to survey close]

B14

What did you think about getting this voucher? Did you:

(Tick one)

1	Like it a lot
2	Like it a little
3	Dislike it
4	Didn't think about it

B15

Did you like the **FOOD** or **DRINK** company more or less after they gave you this voucher?

(Tick one)

1	Liked them more
2	Liked them less
3	Liked them the same

B16

Is there a voucher from a different company that you think would have been better?

(Tick one)

1	Yes
2	No [Go to B18]

B17

What company would that be?

Survey close

Thank you so much for your time today 😊

You have been entered into the prize draw to win one of twenty \$200 vouchers for Rebel Sport.

If you have any questions about this survey the researchers can be contacted on bridget.kelly@sydney.edu.au or (02) 9036 3181.

If you have any concerns or complaints about the conduct of this survey you can contact the University of Sydney Ethics Office on ro.humanethics@sydney.edu.au or (02) 8627 8176.

APPENDIX 11:
DELPHI QUESTIONNAIRE ON HEALTH PROMOTING
SPORTS CLUBS: ROUND 1

Thank you for agreeing to participate in this Delphi process. This questionnaire should take around **15 minutes** to complete and represents the first round of a three-stage process. All responses will be treated in confidence and individual ratings will not be revealed.

The objective of this process is to achieve an expert group consensus on elements of community sports clubs that are necessary for these settings to promote good health to children. These elements will be potentially applied to identify health promotion standards for sports clubs to achieve in order for clubs to receive funding. Cancer Council NSW and the Prevention Research Collaboration at the University of Sydney are currently exploring a novel funding structure to encourage clubs in NSW to actively engage in improving opportunities for health promotion.

Subsequent stages will be performed via email and will involve generating a consensus on the importance and feasibility of these standards and identifying potential ways that these standards could be achieved and sustained.

1. Please rate the following list of standards for healthy sports clubs based on their importance and feasibility.

In the blank rows provided, list any **further standards** that you think should be achieved by community sports clubs to enable these settings to promote and support good health for children.

- Importance (Priority or relevance)

1 = Very important - a most relevant point

2 = Important - is relevant to the issue

3 = Slightly important - has little importance

4 = Unimportant - no priority

- Feasibility (Practicality)

1 = Definitely feasible - no hindrance to implementation

2 = Possibly feasible - some indication this is implementable

3 = Possibly unfeasible - some indication this is unworkable

4 = Definitely unfeasible - clear indication this is unworkable

Standards for sports clubs to promote and support children's health	Importance of standard	Feasibility of implementing standard	Any comments
• Healthy eating			
Prominent availability of healthy food and drinks at sports canteens and reduced availability of unhealthy items	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Promotion of healthy food and drinks at sports canteens (e.g. preferentially priced and/or advertised)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Prominent availability of healthy food and drinks in any vending machines and reduced availability of unhealthy items	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Guidelines on food and drinks that can be given to players by coaches (e.g. only water and fruit)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Information on healthy eating provided to players	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	

<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Sponsorship and fundraising			
Exclusion of unhealthy food and drink companies from sponsoring clubs	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Exclusion of alcohol-related business and companies from sponsoring clubs (including pubs and clubs)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Exclusion of unhealthy food and drink companies and products from club fundraising activities (e.g. raffles, cake/chocolate drives and sausage sizzles)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Exclusion of alcohol-related companies and products from club fundraising activities (e.g. raffles and family social events)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Alcohol management (for clubs serving alcohol)			
Abide by responsible alcohol practices, including obtaining a liquor licence, adhering to legal drinking age limits and ensuring bar staff are trained in responsible service of alcohol (RSA)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	

<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Smoke-free environments			
All club areas (indoor and outdoor) are completely smoke-free	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Signage prominently displayed at clubs indicating smoke-free areas	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Sun protection			
Availability of free sunscreen at club training, competitions and events	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Availability of adequate built or natural shade at club training, competitions and events	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Mandatory use of UV protective uniforms, including hats	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Scheduling of training and events outside of peak UV times (10am-2pm or 11am-3pm during daylight saving time)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Information on sun protection provided to players	<input type="checkbox"/> Very important <input type="checkbox"/> Important	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible	

	<input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Social inclusion			
Guidelines on fair play for players, spectators, coaches and officials	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Guidelines on anti-discrimination for players, spectators, coaches and officials	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Encouraging participation by children from disadvantaged groups, including reduced registration and uniform costs	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Encouraging participation by children with a disability, including modified rules and extra training	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
• Other issues			
<i>(Blank space for additional standards)</i>	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	

List any other experts in sports management or development and/or health promotion that you think should be approached to participate in this survey.

****Please forward your responses by email to bridget.kelly@sydney.edu.au OR by fax to (02) 9036 3184 by [INSERT DATE].**

A summary of responses will be emailed to you shortly with instructions on how to proceed.

THANK YOU very much for your contribution ☺

APPENDIX 12:
DELPHI QUESTIONNAIRE ON HEALTH PROMOTING
SPORTS CLUBS: ROUND 2

Dear [INSERT NAME],

Thank you for your continued participation in this Delphi survey. In round one, you were asked to rate a list of standards that should be achieved by community sports clubs to enable these settings to promote and support good health for children. This rating was based on their perceived importance and feasibility.

From round 1, responses to the 'Importance' and 'Feasibility' scales were added (I+ F) to give a total score for each standard out of 8. Standards that achieved a score of 3 or less (Interquartile range (IQR) = 2) have been confirmed as final standards. That is, 75% of the sample perceived these to be at least important AND feasible. Standards that scored 5 or more have been excluded. Based on participants' comments the wording of some standards has also been modified.

For the remaining standards that have not yet reached consensus, the table below shows particular responses you made that deviated from the majority of the group's responses (i.e. where your response was outside the median +/- IQR). **This is to provide you with the opportunity to consider your responses further, in light of the group's responses.**

You are also asked to rate additional standards that should be achieved by community sports clubs that were **nominated by participants** based on their importance and feasibility.

The third and final questionnaire will be emailed to you shortly following the completion of this round.

1. For each of the listed standards, please indicate if you would like to change your initial response by marking the corresponding boxes below (*you can tick or highlight your response, or delete the non-selected choices*).

Alternatively, please provide a brief justification for maintaining your current response.

Standard	Median group response (Interquartile range)	Your response	Level of importance/feasibility	Justification for maintaining current response (outside of group agreement)
	Importance:		<input type="checkbox"/> No change <input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	
	Feasibility:		<input type="checkbox"/> No change <input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	Importance:		<input type="checkbox"/> No change <input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	
	Feasibility:		<input type="checkbox"/> No change <input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	

2. Please rate the following additional standards for healthy sports clubs that were nominated by other participants in round 1, based on their importance and feasibility.

Additional standards for sports clubs to promote and support children's health	Importance of standard	Feasibility of implementing standard	Any comments
Prohibition of sale / consumption of alcohol at junior events	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Availability of water at training and events	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Exclusion of unhealthy food, drink and alcohol companies from providing prizes and player rewards	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Coaches and officials promote good sun protection behaviour	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Ensuring first aid available	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Sports injury prevention education to players and their families	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Ensuring children engage in injury prevention activities (warm up, cool down)	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Accreditation/training of coaches	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Ensuring children spend equal time in games/competition	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
Providing education to officials, players and their families	<input type="checkbox"/> Very important <input type="checkbox"/> Important	<input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible	

to address violence in sport	<input type="checkbox"/> Slightly important	<input type="checkbox"/> Unimportant	<input type="checkbox"/> Possibly Unfeasible	<input type="checkbox"/> Definitely Unfeasible	
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****Please forward your responses by email to bridget.kelly@sydney.edu.au OR by fax to (02) 9036 3184 by [INSERT DATE].**

APPENDIX 13:
DELPHI QUESTIONNAIRE ON HEALTH PROMOTING
SPORTS CLUBS: ROUND 3

Dear [INSERT NAME],

This is the third and final stage of this Delphi survey to identify standards for developing healthy and supportive community sports clubs.

In this round you are asked to consider how you responded in the last round to the additional standards for healthy sports clubs (originally nominated by participants in Round 1). You are also asked to rank the top 5 priority standards from a list of those that have been confirmed as at least important AND feasible.

The table below shows particular responses you made that deviated from the majority of the group's responses (i.e. where your response was outside the median +/- IQR). **This is to provide you with the opportunity to consider your responses further, in light of the group's responses.**

A report of the survey findings will be forwarded to you once all information has been collated and analysed.

1. The below standards are the additional issues that were nominated by participants, which you rated in Round 2. Please indicate if you would like to change your initial response by marking the corresponding boxes below (*you can tick or highlight your response, or delete the non-selected choices*).

Standard	Median group response (Interquartile range)	Your response	Level of importance/feasibility	Justification for maintaining current response (outside of group agreement)
	Importance:		<input type="checkbox"/> No change <input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	
	Feasibility:		<input type="checkbox"/> No change <input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	
	Importance:		<input type="checkbox"/> No change <input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Slightly important <input type="checkbox"/> Unimportant	
	Feasibility:		<input type="checkbox"/> No change <input type="checkbox"/> Definitely feasible <input type="checkbox"/> Possibly feasible <input type="checkbox"/> Possibly Unfeasible <input type="checkbox"/> Definitely Unfeasible	

2. Below is a list of the standards that have been rated by the group as at least 'important' AND 'feasible'. Please indicate the top **5 standards** that you perceive to be the highest priority for sports clubs by giving these a rank from 1 (highest priority) to 5. These standards can be across any of the areas. *(Note that this list also includes 2 standards (shown with *) that have not yet reached consensus. These may be included in the final list of standards following Round 3)*

Standard	Top 5 priority standards 1 (highest priority) to 5
Healthy eating	
Prominent availability of healthy food/drinks at sports canteens and reduced availability/portion size of unhealthy items	
Promotion of healthy food/drinks at sports canteens (e.g. advertised, prominently placed)	
Guidelines on food/drinks that can be given to players by coaches (e.g. only water and fruit)	
Info on healthy eating provided to players and families, including healthy fuel for sport	
Access to free water during training and events for players, including at any canteens and in playing areas	
Sponsorship and fundraising	
Restricting unhealthy food/drink companies from sponsoring clubs	
Replacing alcohol-related companies/products from club fundraising activities (e.g. raffles and family social events) where children are involved/present with healthier alternatives	
* Exclusion of unhealthy food, drink and alcohol companies from providing prizes and player rewards (unhealthy food and drinks defined according to nutrition guidelines)	
Alcohol management (For clubs serving alcohol)	
Abide by responsible alcohol practices, including obtaining a liquor licence, adhering to legal drinking age limits, ensuring bar staff are trained in responsible service of alcohol, providing non-alcoholic and low alcohol alternatives, timing and volume restrictions on alcohol service, and no encouragement of excessive or rapid consumption of alcohol (e.g. drinking games)	
Restriction of the sale and consumption of alcohol during junior sporting events and training	
Smoke-free environments	
All areas (indoor and outdoor) and activities under organisation's control are completely smoke	
Signage prominently displayed at clubs indicating smoke-free areas and smoke free policy promoted (e.g. through membership forms and PA announcements)	
Sun protection	
Availability of free sunscreen at club training, competitions and events	
Availability of adequate built or natural shade at club training, competitions and events for spectators	

and for team meeting/rest areas	
Information on sun protection provided to players and families	
Coaches and officials to promote sun protection through role modelling sun safe behaviours and encouraging sun safe practices for players	
Social inclusion	
Guidelines on fair play for players, spectators, coaches and officials and adequate communication of policy	
Guidelines on anti-discrimination for players, spectators, coaches and officials and adequate communication of policy	
Encouraging participation by children from disadvantaged groups, including reduced registration and uniform costs, flexible uniform requirements (e.g. to allow culturally appropriate dress for girls), equipment pools and development of inclusive club promotional materials (e.g. representing different ages, abilities and races)	
Encouraging participation by children with a disability, including modified rules and extra training	
Providing education to officials, players and families to address violence in sport, for clubs where sport rage is a recognised issue	
Injury prevention	
Ensuring first aid is available at all training/competition sessions, including a first aid kit and at least one trained official	
Ensuring children engage in injury prevention activities (warm up, cool down)	
Accreditation/training of coaches, such as through the National Coaching Accreditation Scheme	
*Providing sports injury prevention education to players and their families (this may be facilitated through peak sporting bodies)	

Please forward your responses by email to bridget.kelly@sydney.edu.au OR by fax to (02) 9036 3184 by [INSET DATE].

This is the final round of this Delphi survey.

Thank you again for your time!