



# Our Club:

A club strengthening initiative for Eastern Football League clubs to help minimise harm from alcohol and improve mental health

**Communication Guide**

# What is the project all about?



## Why are clubs important?

Building strong and connected communities is important for everyone. Local footy clubs provide an opportunity to bring people together, increase participation in sport, promote social connection and create a sense of belonging.

Research tells us that all these elements protect children, young people and adults from social isolation, alcohol and other drug use and poor mental/physical health.

## Making people feel welcome

Local footy clubs provide a place where people of all ages get together to meet their mates, play sport and cheer on their team!

Sometimes, there are people who may not feel included or welcomed in these environments. There may be excessive drinking or poor language, very few women present or perhaps there is a lack of diversity evident in the crowd.

Returning to the club this season may be difficult for some people. Things have changed which can affect mental health, personal identity, and feelings of belonging.

With all of this in mind, it is important that clubs continue to be a welcoming and supportive place for everyone.

## Welcoming environments

This project hopes to start a conversation with football club committees, volunteers and supporters that gets them to think about:

- Who is *not* in the crowd.
- How the boundary behaviour might look to an outsider.
- How they could welcome more people to their club.
- How to serve alcohol responsibly.
- How to start conversations to support everyone's wellbeing.



The Action on Alcohol Flagship Group (AAFG) is a partnership committed to taking action in the EMR

to reduce the harmful impacts of alcohol in our local communities. The Partnership members includes representatives from the seven Eastern Councils, Community Health services, special interest groups and the Primary Care Partnerships.



# How did we get to this point?

1

We formed a partnership with the EFNL, the 7 local councils in the Eastern Metropolitan Region, community health agencies and the Alcohol & Drug Foundation.

2

We learned what was important to clubs and members and about some of the challenges they face.

3

We invited EFNL clubs to help us write up a statement that would have meaning to all footy clubs and talked about the importance of belonging in terms of club culture and wellbeing.

4

We designed posters, social media tiles and boundary banners for clubs to use to keep front of mind creating a club that is there for everyone.

5

We engaged clubs to learn more about the health issues that are concerning them. Social connection and mental health was a focus, so we expanded the campaign to include this.

6

We designed additional posters, social media tiles and boundary banners to highlight the importance of social connection and mental health. We consulted with clubs and councils to make sure we got the images and messaging right.

# Next Steps

## What are we asking you to do?

We get it! There is no job more undervalued or overworked than that of a member of a footy club committee! We've been there too, it's hard work! So we are trying to make this as easy on you as we can without adding to the committee's workload....too much!

## Boundary Banner

Registered clubs will receive a custom boundary banner, to display for the season. Some clubs may receive additional banners for other ovals. *\*Clubs within the Maroondah catchment will additionally receive a grey banner to compliment the club banner.*

Hang your banner in a high traffic area to let your members know that your club is a welcoming and supportive environment. Boundary fences are a great place to start.



## Posters

Display the posters in places where people will stop to read them. Think about spots around the club rooms, such as, in the bathrooms or next to the bar, where people will be waiting. We want people to notice them and be able to read the message. If you want access to more, you can download them [here](#).



## Social Media Tiles

Facebook and Instagram tiles are provided to use on your social media throughout the season. To help you, we have provided a schedule of posts in the following pages.

## Social Media COMPETITION!

We know you love a friendly competition between clubs, so to make things interesting, we are running a competition!

**How to enter:** Post a minimum of 3 posts before June 12th using the hashtag #OurClubEFNL

**How to win:** All clubs that meet the criteria to enter will be put into a draw. A winner will be selected at random.

**The prize:** Keep an eye out for the prize on offer.

# Next Steps

## What are we asking you to do?

### Responsible Service of Alcohol

Remember to ask anyone under the age of 25 for ID before serving alcohol. Discourage drinking 'from the boot' around your ground. Perhaps appoint an RSA rep at your club who can brief volunteers each week on their responsibilities.

### Check on your mates

Has anyone started not showing up? Perhaps drinking more, or had a change in behaviour? Keep in touch with your mates and fellow team supporters. Clubs play an important role in good mental health. If you are concerned at all, reach out, they may just need a chat, but don't hesitate to call for more support. It can make the world of difference.

### Walk the Talk

Have a look around your ground with fresh eyes. Are there alcohol-free spaces for kids to play? Do you call out antisocial and non-inclusive behaviour if you see it? Do you offer a water instead of another beer if someone has had a bit too much? Do you think women and kids would feel comfortable at your club? Start the conversation during a committee meeting and make note of the things that might need work.



# Posting Schedule

Use the schedule below to post on social media.

01 APRIL

Post 1



09 APRIL

Post 2



23 APRIL

Post 3



07 MAY

Post 4



14 MAY

Post 5



21 MAY

Post 6



04 JUNE

Post 7



18 JUNE

Post 8



25 JUNE

Post 9



02 JULY

Post 10



06 AUG

Post 11



20 AUG

Post 12



20 SEPT

Post 13



# Social Media Posts

Post the tile with caption to your social media pages.

1

**Post text:**

EFNL clubs are a place where everyone should feel welcome. A place we can all be proud of.

As we kick off the 2021 season, it's important we remember that we all need to play a our part to make a our club a place for everyone.

Get your club involved in the Our Club campaign today! Visit [oeppc.org.au/portals/ourclub/](http://oeppc.org.au/portals/ourclub/) to register

#OurClubEFNL

**Alternate text:**

Two teenagers are smiling, holding an AFL ball. In the top left corner a logo reads "Our Club- A place for everyone".



2

**Post text:**

As the 2021 season begins, it's important we remember that it's not always easy to see when someone is going through a tough time.

Have you noticed that someone hasn't registered or turned up to training this season? Reach out and start a conversation. It could make the world of difference.

For more information about supporting mental health in your club, visit [oeppc.org.au/portals/ourclub/](http://oeppc.org.au/portals/ourclub/)

#OurClubEFNL

**Alternate text:**

Two older men are leaning on a fence talking. In the top left corner a logo reads "Our Club- Supporting each other".

3

**Post text:**

We are key partners in the Our Club campaign.

Having a chat while you watch the game and letting someone know you've got their back, can make a difference for someone going through a tough time.

Our Club. Supporting each other.

For more information about supporting mental health in your club, visit [oepcp.org.au/portals/ourclub/](http://oepcp.org.au/portals/ourclub/)

#OurClubEFNL

**Alternate text:**

Two young men are talking while a young girl watches a football game. In the top left corner a logo reads "Our Club- Supporting each other".



4

**Post text:**

Our clubs are a place for everyone. From young to old, everyone is valued. It's important to support the mental health of our players by getting them active and amongst friends.

Our Club. Supporting Each Other.

For more information about supporting mental health in your club, visit [oepcp.org.au/portals/ourclub/](http://oepcp.org.au/portals/ourclub/)

#OurClubEFNL

**Alternate text:**

A young girl smiles as she holds an AFL ball close to her chest. In the top left corner a logo reads "Our Club- Supporting each other".

5

**Post text:**

We all want clubs to be a place where everyone feels welcome, including families.

Watching our alcohol intake and language at the game can help to create a healthier culture for our club.

Play your part. Make our club a place for everyone.

#OurClubEFNL

**Alternate text:**

A family, including a grandma, grandson and mother clap and cheer looking over a boundary fence. In the top left corner a logo reads "Our Club- A place for everyone".



**Post text:**

Asking for help can be difficult. You can make it easier by reaching out. Make that phone call, start a conversation or let them know you've got their back. It could make a world of difference.

For more information about supporting mental health in your club, visit [oepcp.org.au/portals/ourclub/](http://oepcp.org.au/portals/ourclub/)

#OurClubEFNL

**Alternate text:**

Two young men are leaning on a fence talking. In the top left corner a logo reads "Our Club- Supporting each other".

6

7

**Post text:**

Our clubs are a place to meet old friends and new. A place where families enjoy themselves. A place we can all be proud of.

Help create a healthier culture at your club by reminding each other to watch your language or offering a water instead of another beer.

Play your part. Make our club a place for everyone.

#OurClubEFNL

**Alternate text:**

A young boy and older woman stand behind a fence smiling. The young boy is holding a ball. In the top left corner a logo reads "Our Club- A place for everyone".



**Post text:**

You might have seen that we are supporting the Our Club campaign this season.

If you or someone you know needs mental health support, the following services are here to help:

Lifeline: 13 11 14 and online chat and text <https://www.lifeline.org.au/crisis-chat/>  
Beyond Blue: 1300 224 636 and online chat <https://online.beyondblue.org.au/#/chat/start>

#OurClubEFNL

**Alternate text:**

Five men are talking while standing along a fence line. In the top left corner a logo reads "Our Club- Supporting each other".

8

9

**Post text:**

Have you noticed someone not coming to the games anymore or maybe they don't seem like themselves? Reaching out can make the world of difference to someone going through a tough time.

If you need ideas on how to support someone going through a tough time, visit Beyond Blue [beyondblue.org.au/personal-best/pillar/supporting-others](http://beyondblue.org.au/personal-best/pillar/supporting-others)

Our Club. Supporting Each Other.

#OurClubEFNL

**Alternate text:**

Two young men kick a football with a young girl. In the top left corner a logo reads "Our Club- Supporting each other".



**Post text:**

Having a chat while you watch the game and letting someone know you've got their back, can make a difference for someone going through a tough time.

For more information about supporting mental health in your club, visit [oepcp.org.au/portals/ourclub/](http://oepcp.org.au/portals/ourclub/)

Our Club. Supporting each other.

#OurClubEFNL

**Alternate text:**

Two men are leaning on a fence talking. In the top left corner a logo reads "Our Club- Supporting each other".

10

# 11

**Post text:**

It's not always easy to see when someone is going through a tough time and might need our help. Make it easier by reaching out. Try chatting while watching the game.

For more information about supporting mental health in your club, visit [oepcp.org.au/portals/ourclub/](http://oepcp.org.au/portals/ourclub/)

Our Club. Supporting each other.

#OurClubEFNL

**Alternate text:**

A young family are smiling and cheering as they stand behind a fence. In the top left corner a logo reads "Our Club- Supporting each other".



**Post text:**

Our clubs are a place where everyone should feel welcome. A place we can all be proud of.

As the season comes to an end, it's important we remember that we all play a part to make our club a place for everyone. If you see club members acting in ways that might make others feel uncomfortable or unsafe, help them out. Every little bit goes a long way to creating a healthier culture for our club.

Play your part. Make our club a place for everyone.

#OurClubEFNL

**Alternate text:**

A young boy holding an AFL ball is looking to the right, smiling. In the top left corner, a logo reads "Our Club- A place for everyone".

# 12

13

**Post text:**

And that's a wrap on the 2021 season!

Over the season you've shown that our clubs are a place for everyone. You've welcomed new faces, made new friends and supported your team to create a positive culture at your club.

From all the partners working on the Our Club campaign, congratulations on a great season!

#OurClubEFNL

**Alternate text:**

A teenage girl stands, smiling at the camera. In the top left corner a logo reads "Our Club- A place for everyone".





# Need some help?

**There are a range of organisations ready to help you:**

## **General**

### **Our Club: A Place for Everyone**

If you'd like more information about this project, how to be involved or need additional resources.

[Deborah.Cocks@each.com.au](mailto:Deborah.Cocks@each.com.au)  
03 9757 6297

## **Alcohol and drugs**

### **Directline**

24-hour telephone counselling, information and referral service for anyone in Victoria wishing to discuss an alcohol or drug-related issue.

1800 888 326

### **Alcohol & Drug Foundation**

Australia's leading organisation committed to preventing and minimising the harm caused by alcohol and other drugs.

[www.adf.org.au](http://www.adf.org.au)  
1300 85 85 84

### **Counselling Online**

Private and confidential 24 hour online email or text-based counselling for people concerned about their own drinking or drug use or people concerned about a family member, relative or friend.

[www.counsellingonline.org.au](http://www.counsellingonline.org.au)

### **Local Council**

If you need help or support to address alcohol issues in your club, contact your local Council sport, recreation or leisure services contact person.

### **Turning Point (Eastern Health)**

Addiction research and education centre that provides treatment for people adversely affected by alcohol, drugs and gambling.

Treatment Services 1800 778 278

Clinic 8413 8444

[info@turningpoint.org.au](mailto:info@turningpoint.org.au)

[www.turningpoint.org.au](http://www.turningpoint.org.au)

### **Good Sports (Alcohol & Drug Foundation)**

[www.goodsports.com.au](http://www.goodsports.com.au)

[goodsports@adf.org.au](mailto:goodsports@adf.org.au)

1300 883 817

### **Youth Support and Advocacy Service (YSAS)**

YSAS helps young people build on their strengths and access the resources you need to deal with any AOD issues.

1800 458 685

[advice@yodaa.org.au](mailto:advice@yodaa.org.au)

[www.ysas.org.au](http://www.ysas.org.au)

## Mental Health

### Lifeline

Lifeline provides free, 24-hour telephone crisis support service in Australia. Volunteer crisis supporters provide suicide prevention services, mental health support and emotional assistance, not only via telephone but face-to-face and online.

[lifeline.org.au](http://lifeline.org.au)  
13 11 14

### Beyond Blue

Beyond Blue provide support programs to address issues related to depression, suicide, anxiety disorders and other related mental illnesses. Resources are available to support clubs.

[beyondblue.org.au](http://beyondblue.org.au)  
1300 22 4636

### Kids Helpline

Counselling support.  
24/7 telephone counselling and online chat  
8:00am-12:00am 7 days a week.  
1800 55 1800

### Head to Health

Head to Health is run by the Department of Health and brings together apps, online programs, online forums, and phone services, as well as a range of digital information resources.

[headtohealth.gov.au](http://headtohealth.gov.au)

## Community Health

**Outer Eastern Metropolitan Melbourne** – Knox, Maroondah and Yarra Ranges

**EACH** – 1300 00 3224 or visit their website [here](#)

**Inspiro** – 9028 0153 or visit their website [here](#)

**Yarra Valley Community Health** – 1300 130 381 or visit their website [here](#)

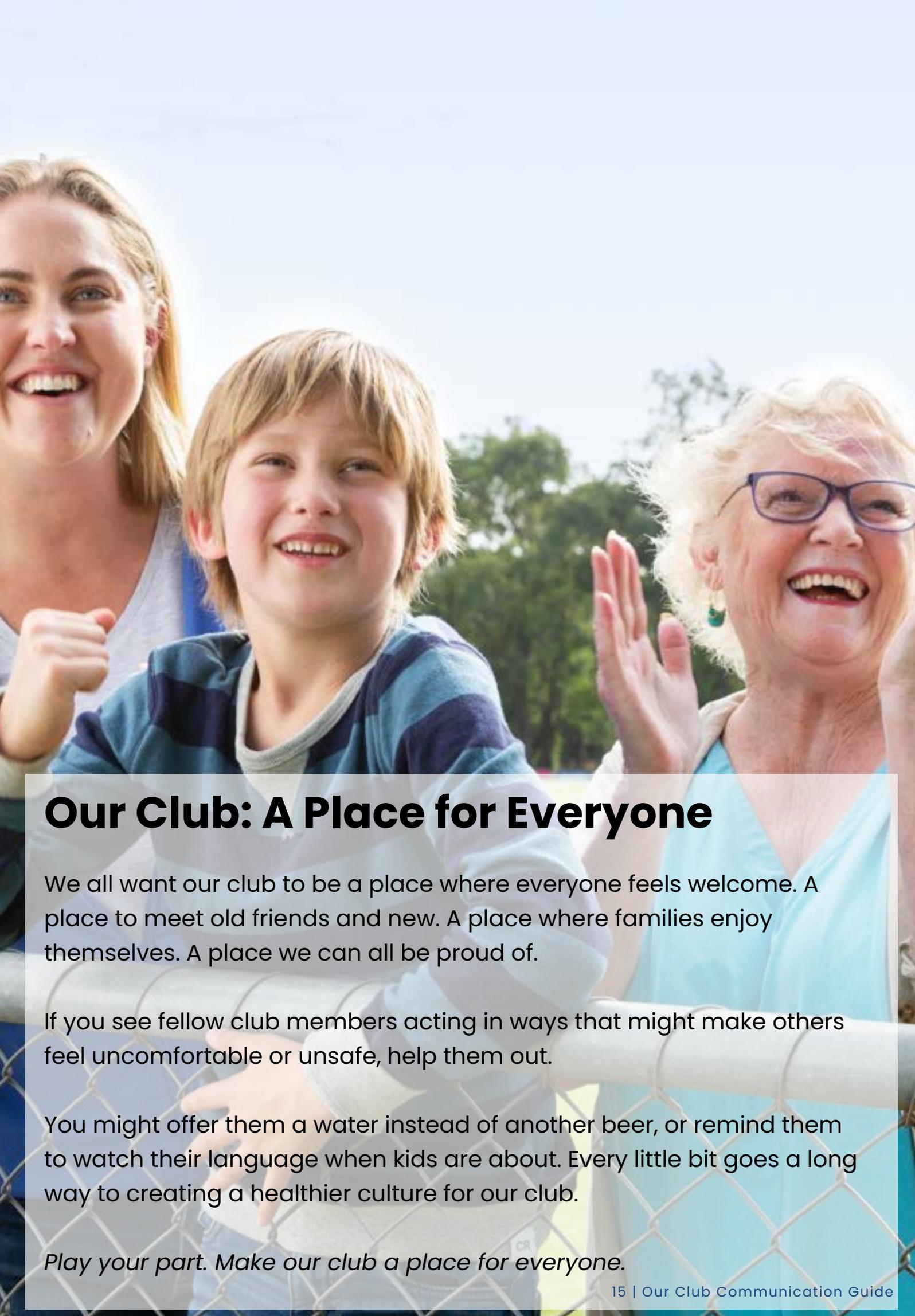
**Inner Eastern Metropolitan Melbourne** – Boroondara, Manningham, Monash, Whitehorse

**Access Health** – 9810 3000 or visit their website [here](#)

**Carrington Health** – 9890 2220 or visit their website [here](#)

**Link Health and Community** – 1300 552 509 or visit their website [here](#)



A photograph of three people smiling and clapping behind a chain-link fence. On the left is a young woman with blonde hair, in the center is a young boy with blonde hair, and on the right is an older woman with short blonde hair and glasses. They are all looking towards the camera with joyful expressions. The background is a bright, sunny outdoor setting with green trees.

## Our Club: A Place for Everyone

We all want our club to be a place where everyone feels welcome. A place to meet old friends and new. A place where families enjoy themselves. A place we can all be proud of.

If you see fellow club members acting in ways that might make others feel uncomfortable or unsafe, help them out.

You might offer them a water instead of another beer, or remind them to watch their language when kids are about. Every little bit goes a long way to creating a healthier culture for our club.

*Play your part. Make our club a place for everyone.*



## Our Club: Supporting Each Other

Our club is a place where we all look out for each other.

We can't always see when someone is going through a tough time and might need our help. Perhaps they're not coming to games anymore? Maybe they're withdrawn or just don't seem like themselves?

Asking for help can be difficult. You can make it easier by reaching out. Make that phone call, start a conversation or let them know you've got their back. It could make a world of difference.

*Our Club. Supporting each other.*