

Title:	Former rugby greats want end to alcohol sponsorship at sporting events
First Broadcast:	June, 2016
Source:	ABC's 7.30 Report
Minutes:	6:04
Audio & Script:	http://www.abc.net.au/7.30/content/2015/s4473823.htm
mp4:	http://mpegmedia.abc.net.au/news/730/video/201606/730s_NRLBeer_0106_512k.mp4
Summary:	The State of Origin rugby league series is one of Australia's most popular sporting events and alcohol companies are among the major sponsors. St Vincent's Health, one of Australia's leading health campaigners, and some former players are calling for a ban on alcohol advertising at sporting events.
Interviewee(s)	<ul style="list-style-type: none"> • Tony Hall, CEO of St Vincent's Health Australia

KEY WORDS

Below is a list of words which appear in the report - which ones don't you know or you are unsure what they mean?

- | | | |
|---------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> drawing crowds (v) | <input type="checkbox"/> redeem (v) | <input type="checkbox"/> thrive (v) |
| <input type="checkbox"/> embedded (adj) | <input type="checkbox"/> driven (v) | <input type="checkbox"/> wholesome (adj) |
| <input type="checkbox"/> promo (n) | <input type="checkbox"/> controversial (adj) | <input type="checkbox"/> associate (v) |
| <input type="checkbox"/> voucher (n) | <input type="checkbox"/> prevent excesses (n) | |
| <input type="checkbox"/> heavily regulated (adj) | <input type="checkbox"/> entertainment precinct (n) | |

DEFINITION MATCH

Can you match the words with their correct definition? Use a dictionary to help you if you aren't sure.

a ticket or document that provides a discount or can be exchanged for goods or services	
area, district	
attract to a place or an event	
causing or likely to cause public disagreement or debate	
connect, relate, link	
controlled by rules	
determined, motivated	
exchange, convert	
fixed, implanted	
flourish, prosper	
healthy, characterized by moral well-being	
overindulgence, more than necessary, permitted or desirable	
publicity or advertising	

drawing crowds (v)
embedded (adj)
promo (n)
voucher (n)
heavily regulated (adj)
redeem (v)
driven (v)
controversial (adj)
prevent excesses (n)
entertainment precinct (n)
thrive (v)
wholesome (adj)
associate (v)

SUMMARY

The State of Origin rugby league series is one of Australia's most popular sporting events and alcohol companies are among the major sponsors. St Vincent's Health, one of Australia's leading health campaigners, and some former players are calling for a ban on alcohol advertising at sporting events.

FOCUS QUESTIONS

- Tony Hall, CEO of St Vincent's Health Australia says "We've got to switch off from this thing that says sport is about alcohol, winning is about alcohol. It's not." Do you agree?
- Why do alcohol companies sponsor major sporting events? Why do a lot of people say this is a bad thing?
- Do you think alcohol companies should be allowed to sponsor sporting events? Or should alcohol advertising at sporting events be banned?
- Many health experts say excessive alcohol consumption is a major social problem in Australia. What are some problems that excessive alcohol consumption can cause for society?
- A year ago NSW implemented new early lockout laws which require bottle shops to close by 10pm. Do you think these laws would help reduce some of the problems associated with excessive alcohol consumption, for example assaults? Is it fair to restrict everyone from drinking to prevent the excesses of a few?

PRE-LISTENING

Before listening to the report, note down what you think the following figure from the report refers to

- 5,500 people a year in Australia - **Number of people who ...**
- 175,000 people each year in Australia - **Number of people ...**
- \$20 billion a year - **The cost of ...**

LISTENING

Listen to the report and check your responses above and answer the questions below

- As part of a State of Origin promo, a Sydney newspaper was offering vouchers for what kind of giveaway to fans?
- When NSW brought in laws to close bottle shops at 10 pm, assaults **fell / didn't fall** as a result.

COMPREHENSION QUESTIONS

After listening to the report, try to answer the following questions

1. Former State of Origin player Steve Ella says he saw and heard some people trying get hold of the newspaper vouchers for free beer - how old does he say a lot of them were?
.....
2. What was the response of Carlton United, Australia's biggest brewer and a major sponsor of sport including the one responsible for the beer giveaways, to calls for a ban on alcohol advertising at sporting events?
Its promotions are heavily **and targeted at**
3. What proportion of crime involves alcohol?
4. According to Toby Hall, when NSW brought in laws to close bottle shops at 10 pm assaults fell by how much in the first year?

WRITING

All alcohol advertising at sporting events should be banned.

Do you agree or disagree?

CLOZE

Use the words to complete the sentences

The form of the word may need to be changed

voucher	precinct	draw	controversial
associate	regulated	driven	
redeem	embedded	thrive	wholesome
excesses		promo	

1. A passion for soccer is deeplyin Brazilian culture and which explains why the country was in mourning after the national team was thrashed by Germany in the semi-final at the last World Cup.
2. After finishing at the bottom of the table for the past 3 years and making large financial losses, the club was nowwith a healthy membership, good finances and a strong chance that they would be playing in this year's finals.
3. As part of a special, the store was offering customers a free \$20 gift card for every \$100 spent.
4. In most countries, the sale of alcohol isby the government. You can't just open a shop or restaurant and start selling alcohol, you need some kind of licence.
5. Luxury goods manufacturers often use celebrities to promote their products with customersthe brand with glamour and success.
6. Most of the swimming star's fans thought he lived a verylife. So they were surprised when they heard he had been arrested for being drunk in a public place, drug possession and assaulting his girlfriend.
7. Organizers were offering free entry for children as a way tomore families to the football game.
8. The big rise in house prices was said to be demand There were more overseas buyers entering the market and high population growth.
9. The city's artswas home to several theatres, an opera house, a museum and a world famous art gallery.
10. The cricket match was cancelled due to bad weather. Ticket holders were offered a full refund or awhich could be used to attend another game.
11. The gift card had to be used to buy goods from the store and couldn't befor cash.
12. The player was suspended for 4 matches for usingforce in a tackle which resulted in his opponent being knocked out.
13. The promotion of alcohol at sporting events is aissue with many people opposed to it.

ANSWERS

<ul style="list-style-type: none"> • 5,500 people a year in Australia - Number of people who die from alcohol • 175,000 people each year - Number of people admitted to hospital as a result of alcohol • \$20 billion a year - The cost of alcohol based harm <ul style="list-style-type: none"> ○ free beer ○ fell 	<ol style="list-style-type: none"> 1. 13, 14 2. Its promotions are heavily regulated and targeted at over 18-year-olds. 3. 60 per cent 4. 10 per cent
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a ticket or document that provides a discount or can be exchanged for goods or services	voucher
area, district	precinct
attract to a place or an event	draw
causing or likely to cause public disagreement or debate	controversial
connect, relate, link	associate
controlled by rules	regulated
determined, motivated	driven
exchange, convert	redeem
fixed, implanted	embedded
flourish, prosper	thrive
healthy, characterized by moral well-being	wholesome
overindulgence, more than necessary, permitted or desirable	excesses
publicity or advertising	promo

1. A passion for soccer is deeply **embedded** in Brazilian culture and which explains why the country was in mourning after the national team was thrashed by Germany in the semi-final at the last World Cup.
2. After finishing at the bottom of the table for the past 3 years and making large financial losses, the club was now **thriving** with a healthy membership, good finances and a strong chance that they would be playing in this year's finals.
3. As part of a special **promo**, the store was offering customers a free \$20 gift card for every \$100 spent.
4. In most countries, the sale of alcohol is **regulated** by the government. You can't just open a shop or restaurant and start selling alcohol, you need some kind of licence.
5. Luxury goods manufacturers often use celebrities to promote their products with customers **associating** the brand with glamour and success.
6. Most of the swimming star's fans thought he lived a very **wholesome** life. So they were surprised when they heard he had been arrested for being drunk in a public place, drug possession and assaulting his girlfriend.
7. Organizers were offering free entry for children as a way to **draw** more families to the football game.
8. The big rise in house prices was said to be demand **driven**. There were more overseas buyers entering the market and high population growth.
9. The city's arts **precinct** was home to several theatres, an opera house, a museum and a world famous art gallery.
10. The cricket match was cancelled due to bad weather. Ticket holders were offered a full refund or a **voucher** which could be used to attend another game.
11. The gift card had to be used to buy goods from the store and couldn't be **redeemed** for cash.
12. The player was suspended for 4 matches for using **excessive** force in a tackle which resulted in his opponent being knocked out.
13. The promotion of alcohol at sporting events is a **controversial** issue with many people opposed to it.