

The culture of alcohol promotion and consumption at major sports events in New Zealand

Research report commissioned by the Health Promotion Agency

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The Health Promotion Agency (HPA) commission was managed by Mark Lyne, Principal Advisor Drinking Environments.

In order to support effective event planning and management, HPA sought to commission research to explore the relationship between sport, alcohol and the sponsorship of alcohol at large events. Dr Sarah Gee of Massey University, a specialist in the associations between alcohol and sport, was commissioned in 2011 to undertake the research.

The report presents findings from four case studies, each of a large alcohol-sponsored sporting event in New Zealand. Data was collected via ethnographic observation, *in situ* surveys and broadcast content analysis. The analysis provides a critical reflection of the role of alcohol-sponsorship in the culture of large sporting events in New Zealand.

Those with interest in an increasingly complex nexus between sport, alcohol and culture, as well as those interested in the use of mixed method approaches for social inquiry, will find the report highly valuable.

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This report has been externally reviewed by an internationally recognised expert in the field.

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**The Culture of Alcohol Promotion and Consumption
at Major Sports Events in New Zealand**

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Abstract

This report presents research that investigated the culture of alcohol promotion and consumption at major sports events in New Zealand. The project was divided into four case studies, each one relating to a particular alcohol-sponsored sports event in New Zealand between September 2011 and February 2012: (1) the Rugby World Cup 2011; (2) the Heineken Open Men's Tennis Tournament 2012; (3) the Hertz Wellington International Rugby Board's Rugby Sevens 2012; and (4) the New Zealand Cricket International Twenty20 and One Day International 2012 matches. For each of these four case studies, the alcohol-related promotion and consumption of both the live experience and the SKY Sport television broadcast of the event were analysed. Using a matrix of qualitative and quantitative methodological tools, the research team captured the public spaces where alcohol was promoted and where people consumed both alcohol and sports events, as well as how the television viewer encountered alcohol promotions related to those major sports events. This report highlights the findings of the research, including: (1) the nature and profile of alcohol promotions at major sports events; (2) people's sport-event-related drinking behaviour; and (3) the frequency and duration of alcohol-related images and crowd alcohol consumption at major sports events broadcast on the SKY Sport network. Furthermore, through this project we broaden our understanding of the role and effects of alcohol as part of the overall entertainment package and experience of sports mega-events, including the increasingly complex and sophisticated links between alcohol promotion, sports sponsorship and the formation of particular drinking cultures.

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Executive Summary

The overarching purposes of this research project were to investigate the culture of alcohol promotion and consumption at major sports events in New Zealand, and to answer a call for additional research that uses non-traditional methods in the sport-alcohol nexus (Palmer, 2011). Several questions related to alcohol promotion and the practices of alcohol consumption during sports events were developed to help guide this research project. More specifically, we were interested in:

- What forms of promotion link alcohol sponsorship with event promotion?
- How is alcohol consumption promoted during major sports events?
- How do alcohol promotions contribute to the expectations of fans regarding their drinking behaviour at major sports events?
- What are the nature and extent of alcohol consumption at major sports events?
- What are the nature and duration of alcohol-related images and crowd alcohol consumption at major sports events that are broadcast on the SKY Sport network?

This research project was divided into four case studies, each one relating to a particular alcohol-sponsored sports event in New Zealand. For each of these four case studies, the alcohol-related promotion and consumption of both the live experience and the SKY Sport television broadcast of the event were analysed. The project examined the following sports events as sites for analysis: the Rugby World Cup 2011 (the RWC), the Heineken Open Men's Tennis Tournament 2012 (the Heineken Open), the Hertz Wellington International Rugby Board Rugby Sevens 2012 (the Wellington Sevens) and the New Zealand Cricket International Twenty20 (T20) and One Day International (ODI) 2012 matches.

To better understand the culture of alcohol promotion and consumption within both the live events and the SKY Sport television broadcasts of the events, the project employed a matrix of qualitative and quantitative methods that included observations, ethnography, a self-completion survey and content analyses of broadcast programming.

Findings from our ethnographic and other observations at the live sports events were that:

- For the RWC, the corporate clutter of images between Heineken and Steinlager precluded the possibility of experiencing the RWC without exposure to alcohol symbols, alcohol consumption and promotions.
- The Heineken Open had the highest saturation of alcohol promotions; that is, it had the greatest number of visible alcohol logos at the venue compared with other event venues.
- At the Wellington Sevens, promotion-driven alcohol consumption was observed to be synonymous with the culture of the event, and the sporting contest was secondary to the fan experience for the majority of the fans.
- The T20 and ODI cricket fixtures featured a less prominent alcohol-sport sponsorship relationship, with ticket sales and organisational directives aimed at promoting a family experience through designated low-alcohol and alcohol-free seating areas for families.

Taken together, these observations illuminate our common-sense understanding of an increasingly naturalised alcohol-sport link in the entertainment experience of major sports events in New Zealand.¹

The research team developed a Culture of Alcohol at Sports Events Survey (CASES) and randomly selected attendees at three of the four events (i.e., the Heineken Open, the Wellington Sevens and the T20 and ODI cricket) to complete the questionnaire.² The CASES was designed to gather responses from attendees to gain insights into their perceptions of alcohol promotions, their involvement in sports-related drinking, and the drinking cultures surrounding the events.

A total of 154 participants (Heineken Open n=14; Wellington Sevens n=106; T20 and ODI cricket n=34) completed the CASES and the results indicate the following:

- Across all selected sports events, 68% of participants agreed that they were aware of alcohol promotions at the events.
- 82% of participants agreed that alcohol consumption was part of the atmosphere of the events, and in particular 91% of participants at the Wellington Sevens agreed.
- 74% of participants agreed that alcohol consumption added to the entertainment value of the events, and in particular 82% of participants at the Wellington Sevens agreed.
- 90% of participants at the Wellington Sevens and 65% of participants at the T20 and ODI cricket agreed that these sports events created the expectation that one should consume alcohol.
- 61% of participants at the Wellington Sevens agreed that they would consume more alcohol at the event than they would on an average drinking occasion, while 79% of participants at the Heineken Open disagreed.
- 77% of participants at the Wellington Sevens agreed that consuming alcohol at the event was 'just what you do', while 64% of participants at the Heineken Open disagreed.
- 60% of participants agreed that they had received messages about regulating their own alcohol consumption; however, 47% of participants were not concerned with youth vulnerability to alcohol messages at the events.
- 36% of participants at the Wellington Sevens reported having had three, four or five pre-event alcohol drinks, which was higher than at any of the other events.
- 31% of participants at the Wellington Sevens reported that they would consume six, seven or eight drinks containing alcohol at the event, which was higher than at any of the other events.

¹ The researchers use the term 'naturalised' to describe the process of becoming an incontestable, widely accepted part of New Zealand culture.

² See the Methodology section for how the survey was administered to event attendees.

Overall, these results serve to highlight the perception that there is an entrenched, naturalised culture of alcohol promotion and consumption at some sports events in New Zealand, most strongly exhibited in the results from the Wellington Sevens.

Content analyses for various visual categories of alcohol promotion and consumption were conducted using FOCUS X2 software for the following SKY Sport television broadcasts: 12 games of the RWC (New Zealand pool games, quarter-finals, semi-finals and finals), the Heineken Open, the Wellington Sevens and the T20 and ODI cricket.³ SKY Sport programming was chosen over free-to-air broadcasts as SKY TV now holds the live broadcast rights to all major sports (rugby union, rugby league, cricket, netball) and large events (Sevens, FIFA World Cup, Olympics, Commonwealth Games) and will continue to have exclusive rights to these in the foreseeable future (Scherer & Sam, 2012).

Results from the content analyses reveal the following:

- Across the events, alcohol-related billboards were visible to viewers for 9% (Wellington Sevens) to 53% (Heineken Open) of the televised broadcasts.
 - The billboard categories⁴ for the Wellington Sevens, the Heineken Open and the 12 games of the RWC had average screening frequencies ranging from 64 times per hour to 180 times per hour. Virtually every minute of the broadcasts contained alcohol-sponsored stadium signage visible to the viewers.
 - The billboards and background logos during 12 of the RWC games appeared 4,593 times (72% of the alcohol-related events) and for 27,324 seconds. In this regard, viewers were exposed to Heineken and Brancott Estate logos for 30% of the games' collective broadcast time and for an average of 180 times per hour or 17.89 minutes per hour of coverage.
 - For the Heineken Open, the Heineken logo was identified 10,109 times (58% of the alcohol-related events) and for a total of 108,379 seconds. On average, the Heineken logo was visible 177 times per hour or for 31.63 minutes per hour of the tournament's coverage.
 - At the Wellington Sevens, Speight's Summit logos on the try zones of the pitch as well as on the electronic revolving billboards around the perimeter of the pitch were visible on average 64 times per hour or for 5.43 minutes per hour.
 - Super Liquor and Montana Wines billboards during the T20 cricket could be witnessed 48 times per hour and for an average of 15.9 minutes per hour.
 - On average, the Super Liquor and Montana Wines billboards were visible 16 times per hour or for 14.57 minutes per hour of the ODI cricket broadcast.

³ See page 11 of this report for the various categories of alcohol promotion and consumption for each event.

⁴ See page 11 of this report for definitions of billboard categories.

- For the T20 and ODI cricket broadcasts, the Castle Lager logo on South African players' uniforms was visible for 40% and 35% of the coverage respectively, and it was the highest tallied and timed alcohol-related event for the analysis of the cricket broadcasts.
- On average, a viewer of the T20 cricket broadcast may have witnessed the Castle Lager logo 149 times per hour and for 24.08 minutes per hour. The ODI broadcast had a similar rate of 148 times per hour or 20.87 minutes per hour.
- The frequency and duration of broadcast content showing crowd alcohol consumption was a unique inclusion in the content analysis for this study.⁵ Alcohol consumption by the crowd ranged from 0.4% of total broadcast time (12 games of the RWC) to 29% (T20 cricket) of the broadcasts.
 - The Heineken Open broadcast, on average, showed images of crowd alcohol consumption 85 times per hour or for 5.23 minutes per hour.
 - Images of the crowd consuming alcohol at the Wellington Sevens appeared on the television screen at an average of 31 times per hour or for 3.11 minutes per hour.
 - The T20 cricket broadcast televised the crowd drinking for an average 22 times per hour or 17.36 minutes per hour, while the ODI cricket broadcast showed crowd alcohol consumption seven times per hour or for 13.86 minutes per hour.

Ultimately, these results show that the broadcasting of alcohol-sponsored sports events in New Zealand should not be overlooked by policy-makers and regulatory agencies working in the alcohol area.

The report concludes with comments and observations for further review that briefly cover: the decisions made by producers of sports broadcasts, the implications of international policy interventions and their effects for New Zealand stakeholders, national sports organisations' and event organisers' prioritisation of alcohol sponsorship and promotion, and focus groups on drinking cultures at sports events.

⁵ To the knowledge of the researchers, no other studies performing content analyses have included the broadcast time of crowd alcohol consumption at sports events.

1.0 Background

Sports sponsorship by alcohol companies occurs globally, yet it remains a contentious issue and is regarded as a significant factor contributing to the prevalence of, and casual attitude towards, drinking and alcohol-related harm. In the New Zealand context, critics argue and evidence suggests that alcohol sponsorship of sport is associated with hazardous drinking among sportspeople (O'Brien & Kypri, 2008), and has the potential to influence underage consumers to drink at an early age (Casswell & Zhang, 1998). Yet both the alcohol industry and sports organisations/event coordinators assert that alcohol sponsorship is already adequately regulated and that sports would have limited capacities without such sponsorship (Kypri, O'Brien & Miller, 2009; Sport and Recreation New Zealand [SPARC], 2010).

Within the commercial economy of the sport-alcohol nexus (Palmer, 2011), alcohol industry sponsors use the appeal and excitement of sports events to increase brand awareness, but also use sports sponsorship as an opportunity to gain “the advantages of ready targeting of a particular market and enabling exposure beyond the restrictions sometimes placed on more direct advertising” (Casswell & Maxwell, 2005, p.350). In light of ‘clean zone’ policies around major event venues and their ensuing complexities (Scherer, Sam & Batty, 2005),⁶ sponsorship affords alcohol companies exclusive ‘pourage rights’ at stadiums and ‘naming rights’ tagged to official paraphernalia from the sports events. The predominant visible brands and logos at some sports events are those of the sponsoring alcohol companies that often, by contract, monopolise not just the brand to be promoted and sold but also how the alcohol will be distributed (e.g., cans, polyethylene terephthalate [PET] bottles or wet pour) and the level of alcohol content in the product itself.

On a separate but related matter, the culture of alcohol consumption at some alcohol-sponsored sports events provides headlines for New Zealand newspapers and news programming: “Forty-three arrests as Sevens fans celebrate” (*The New Zealand Herald*, February 5, 2011), ““Drunk women’ keep Sevens police busy” (ONE News, February 6, 2011), and “More arrests as Sevens rugby fans party” (*The New Zealand Herald*, February 5, 2011). Such headlines also serve to highlight much wider debates on public health and social policy regarding the cultural perception and availability of alcohol in New Zealand. However, in a 2010 report commissioned by SPARC entitled: *Alcohol and Sport: What is the nature of the relationship and is there a problem?*, the authors note:

At a cultural and social level, alcohol is closely associated with sport in New Zealand... at the entertainment level – as part of the entertainment experience, for example, drinking a beer while watching the game, whether at home in front of the TV, with or without mates, or in a stadium. (SPARC, 2010, p.3)

Given the emphasis placed here on the entertainment value of alcohol during sports events, looming large are questions about alcohol promotion during sports events, the consumption of alcohol propagated by the entertainment experience, and how consuming alcohol can influence the social construction of particular identities (Gee & Jackson, 2012; Wenner & Jackson, 2009). Thus, there is a

⁶ Clean zone policies have become requirements in relation to staging major events in New Zealand, including sport. Readers are referred to the Major Events Management Act 2007 (New Zealand Government, 2012).

need for research agendas that explore the sport-alcohol nexus by focusing on alcohol-sponsored sports events and their potential role (via promotion) in creating a drinking culture that naturalises the relationship between sport and alcohol.

The overarching purposes of this research project were to investigate the culture of alcohol promotion and consumption at major sports events in New Zealand, and to answer a call for additional research that uses non-traditional methods in the sport-alcohol nexus (Palmer, 2011).⁷ The project was divided into four case studies, each one relating to a particular alcohol-sponsored sports event in New Zealand. For each of these four case studies, the alcohol-related promotion and consumption of both the live experience and the SKY Sport television broadcast of the event were analysed. This was to capture the public spaces where alcohol is promoted and where people consume both alcohol and the sports events, as well as the nature and extent to which the television viewer is exposed to alcohol-related images during broadcasts of major sports events.

This research project examined the following sports events as sites for analysis: the Rugby World Cup 2011 (the RWC), the Heineken Open Men's Tennis Tournament 2012 (the Heineken Open), the Hertz Wellington International Rugby Board (IRB) Rugby Sevens 2012 (the Wellington Sevens), and the New Zealand Cricket International Twenty20 (T20) and One Day International (ODI) 2012 matches. These events were purposely selected for a number of reasons. First, they are of similar duration and timing. That is, the events are at least two hours in length (some longer) and occur during the same time of year (mid-summer).⁸ Second, all of the events occupy at least one weekend day, which has implications for how the public decide to spend their leisure time away from work using residual income. Third, all of the events are popular annual sports events with high attendance figures, apart from the RWC, which generated its own excitement and popularity as arguably the fourth-largest global sports mega-event. Finally, all of the events are, in some form, sponsored by alcohol companies. A brief description of the current socio-cultural context for each case study is given below.

1.1 Live Sports Events

1.1.1 Case Study 1 – Rugby World Cup 2011

For the duration of the RWC, people (whether they were New Zealanders or overseas tourists) had the opportunity to experience the event from within designated 'Party Zones' throughout the country's major urban centres. While these 'Party Zones' or "big booze barns" ("Where's the party?", July 18, 2010, www.nzherald.co.nz) were created to house crowds of people to watch, drink and socialise with each other over rugby, they were also used by the tourism industry to attract people to New Zealand specifically for the RWC ("Top 5 Places to Party in New Zealand during the Rugby World Cup in 2011", n.d., www.destination-nz.com). In addition to exploring alcohol promotion and consumption in these 'Party Zones', the research examined other public spaces (e.g., a stadium, unofficial Fan Zones) where spectators consumed alcohol and the RWC, as well as the wider promotional culture of alcohol around the event (September-October, 2011).

⁷ Palmer (2011, p.179) argues for a "more inclusive suite of methods to tease out some of the more nuanced understandings of the relationships between sport consumers and alcohol... through ethnography, visual methods, focus groups, interviews or surveys...".

⁸ While the cricket and tennis matches were all-day events, a rugby match is only two hours, but fans' consumption of the RWC extended beyond the official duration of a match, especially within the Fan Zones.

1.1.2 Case Study 2 – Heineken Open Men’s Tennis Tournament 2012

The annual Heineken Open is New Zealand’s premier men’s tennis tournament on the ATP World Tour 250. With Heineken as the major sponsor, this case offered the opportunity to explore the locations of alcohol promotion at the venue (January 9-14, 2012), as well as alcohol consumption in comparison with the three other sports events.

1.1.3 Case Study 3 – Hertz Wellington IRB Rugby Sevens Tournament 2012

The Wellington Sevens is an annual two-day competition that features 16 international teams and is arguably one of New Zealand’s most popular sports events. Since 2000 when the first Sevens tournament was held in Wellington, the event has been co-sponsored by alcohol companies, with the most recent being Speight’s Summit. The Wellington Sevens is becoming increasingly known more for the fans’ fancy dress costumes and its binge-drinking party climate than for the actual sports contest. This is evident in the example news headlines (as previously mentioned on page 5) that associate a harmful drinking culture with the event. Besides the alcohol sponsorship and the significant two-day party atmosphere that the event creates in Wellington, it has substantial economic implications, providing a \$15.6 million injection into the Wellington city economy in 2008 (“NZI Sevens stays in Wellington until 2016”, December 23, 2010, www.irbsevens.com). This case study explored the alcohol promotions associated with the Wellington Sevens tournament (February 3-4, 2012) and the drinking culture surrounding the event.

1.1.4 Case Study 4 – New Zealand Cricket International T20 and ODI 2012

Traditionally, New Zealand Cricket has also had links with a major alcohol sponsor at the national level. As an organisation, New Zealand Cricket itself is aware of the potential problems, stating that “one-day cricket tends to attract men aged 18 to 22 who can at times lose self-control... an alcohol management plan and special family seating areas should be enough” (“New Zealand Cricket says full-strength beer will not be sold at any venue during international matches this summer”, December 6, 2010, www.radionz.co.nz). To this end, the analysis in this case study considered the ways in which alcohol promotions existed and alcohol consumption occurred for T20 and ODI cricket matches between the Black Caps and South Africa, held in Hamilton (February 19, 2012) and Wellington (February 25, 2012) respectively.

1.2 SKY Sport Television Broadcasts

Research investigating televised sports events sponsored by alcohol companies serves to heighten our understanding of the nature and extent to which television audiences are exposed to alcohol-related images. Studies conducted in the United States have highlighted the hourly rate of alcohol promotions in particular samples of televised sports programming, which have included a range of sports codes at both the amateur (College) and professional levels (Madden & Grube, 1994; Zwarun, 2006). The results of two key studies examining sports broadcasts of gridiron football, basketball and baseball (arguably the best United States sports codes for comparison with rugby in New Zealand) indicated that alcohol-branded stadium signage occurred 2.82 times per hour (Madden & Grube, 1994) and 3.1 times per hour (Zwarun, 2006). Yet these results remain contextually specific to the United States given the difference in alcohol legislation and the essence of professional sport in North America.

Aside from two recent studies investigating alcohol images during Australian sports broadcasts for cricket matches (Sherriff, Griffiths & Daube, 2010) and Bathurst 1000 (Davoren & Sinclair, 2012), and

one other study examining the nature and extent of alcohol imagery in a variety of programming genres on New Zealand television (McGee, Ketchel & Reeder, 2007), research at the intersection of broadcasting, sports events and alcohol sponsorship within the New Zealand context is scant. While daytime alcohol promotions (in the form of brand visibility via sport sponsorship, etc.) do not contravene legislation, they arguably counter the intent of regulatory guidelines seeking to reduce youth consumption of alcohol-themed images. Additionally, as Jones, Phillipson and Barrie's (2010) work reports, it has some important implications for child audiences watching daytime sport. This part of the research project answers the call from Jones and Jernigan (2010) "for research into the nature, extent and effects of other forms of alcohol marketing... [including] event sponsorship" (p.4), by providing exploratory, quantitative, observational analyses of SKY Sport broadcasts for four major sports events in New Zealand.

2.0 Methodology

To better understand the culture of alcohol promotion and consumption within both the live events and the SKY Sport television broadcasts of the events, the project employed a matrix of qualitative and quantitative methods.

2.1 Live Sports Events

Taken at its most basic interpretation, ethnography refers to “the task of describing a particular culture” (Spradley & McCurdy, 1972, p.3). Observation was a key component of this research project and involved collecting data through ethnographic methods as “a process of creating and representing knowledge (about society, culture and individuals) that is based on ethnographers’ own experiences. It does not claim to produce an objective or truthful account of reality, but should aim to offer versions of ethnographers’ experiences of reality that are as loyal as possible to the context, negotiations and intersubjectivities through which the knowledge was produced” (Pink, 2007 p.22). These methods included reflexive critical observations, visual methods and field notes. This meant that for each event the Principal Investigator and Research Assistant travelled to the host city where we recorded visual representations (via video and still cameras) of the ways in which alcohol was promoted and associated with the culture of each event. For example, we counted the number of alcohol outlets at the venue; we noted the cost of purchasing a unit of alcohol (i.e., cans, PET bottles, glass bottles, plastic cups) and the maximum number of drinks one person could purchase at a time; we observed whether or not there was a police presence and if a bag check was required upon entry to the venue; we noted the brands of alcohol being sold and the types of alcohol promotion used within the venue; and we recorded any messages about moderating drinking behaviour at each venue.⁹ Such information helped to create an understanding of the availability and regulation of alcohol at each event.

2.1.1 The Culture of Alcohol at Sports Events Survey (CASES)

The researchers developed and administered the Culture of Alcohol at Sports Events Survey (CASES) to attendees at three of the four events (i.e., the Heineken Open, the Wellington Sevens and the T20 and ODI cricket).¹⁰ We randomly approached attendees at the events to complete this exploratory, quantitative instrument in order to gain insights into their perceptions of alcohol promotions, their involvement in sports-related drinking, and the drinking culture surrounding the events.¹¹ Participants were informed of the purpose of the study, which included a declaration stating that their participation was anonymous and confidential, and that completing and submitting the questionnaire implied their consent.

⁹ It should be noted that the Principal Investigator and Research Assistant aimed to remain as detached observers at each event, yet also embedded in the experience.

¹⁰ The researchers developed the survey as an exploratory instrument. In the absence of an existing tool, items were grounded in scholarly literature and relevant report documents. For example, the term ‘atmosphere’ (in Items 2, 3, 7 and 8) features prominently in both international studies linking sports sponsorship with alcohol and regulatory guidelines and commissioned reports (e.g., SPARC, 2010).

¹¹ See page 35 of this report for the participant information sheet and page 36 of this report for the CASES questionnaire.

Demographic information was collected through items asking each participant to specify their gender, the age group with which they identified, the number of times they had attended the event, and with whom they attended the event. Considering that the legal age to purchase alcohol in New Zealand is 18 years, the age groupings began at 18 years and we were only concerned with obtaining responses from participants who were of the legal age. Eleven of the 13 survey items asked respondents to report, on a 5-point Likert scale (strongly agree; agree; neither agree nor disagree; disagree; strongly disagree), the extent to which they agreed or disagreed with a range of statements on: their awareness of alcohol promotions; alcohol promotions and event atmosphere; what drew people to the event (e.g., the atmosphere and/or the sport); the link between alcohol consumption and the culture of the event; and messages about alcohol at the event. In the final two survey items, respondents were asked to quantify their pre-event alcohol consumption and forecast their at-event alcohol consumption (both items gave the following five options: 0; 1-2; 3-5; 6-8; 9 or more standard alcohol drinks).

2.2 SKY Sport Television Broadcasts

This part of the research project examined the nature and duration of alcohol-related images and crowd alcohol consumption at major sports events broadcast on the SKY Sport network. Content analyses were conducted using FOCUS X2 software from Elite Sports Analysis (see www.elitesportsanalysis.com/products.htm) for the following SKY Sport television broadcasts: 12 games of the RWC, the Heineken Open, the Wellington Sevens, and the T20 and ODI cricket. SKY Sport programming was chosen over free-to-air broadcasts as SKY TV now holds the live broadcast rights to all major sports (rugby union, rugby league, cricket, netball) and large events (Sevens, FIFA World Cup, Olympics, Commonwealth Games) and will continue to have exclusive rights to these in the foreseeable future (Scherer & Sam, 2012).

The researchers chose to use the FOCUS X2 software, compared with other methods such as a stopwatch or media player time counter, because coders could watch the broadcasts at slower speeds (i.e., frame by frame) and identify events under different 'categories' for both frequency and duration variables, allowing increased accuracy and reliability of the content analyses measures. In the case of alcohol logos and billboards, the event was coded when greater than 50% of a logo was visible by the coder until the logo disappeared from the shot entirely. In the case of images where the crowd was consuming alcohol, the event was coded when images of people in the crowd either consuming alcohol or holding plastic cups or bottles of alcohol were recognisable until they were no longer visible.

One individual coder conducted the content analysis for the 12 games of the RWC, while another coder conducted the content analysis for the Heineken Open, the Wellington Sevens and the T20 and ODI cricket. Neuendorf (2002) states that the methodology for content analysis can include the use of only one coder. Intercoder reliability was assessed to establish that the coding criteria could be replicated with similar results. A 20-minute segment from each of the televised events was randomly selected. Two coders, working independently of each other, analysed each event's 20-minute segment and the data were compared. Across all measures for all broadcasts, the results for intercoder reliability revealed similarities of between 94% and 100%. Any discrepancies between the coders were reported to the Principal Investigator for adjudication. It is important to note that the analyses were performed over multiple days, and to avoid coder fatigue coders were given a five-minute break after every 30 minutes of analysis.

Only 12 games of the RWC were analysed owing to limited available resources. Accordingly, we selected the 12 games that, in our opinion, were likely to attract large New Zealand television audiences. That is, we coded four games from Pool A (New Zealand vs. Tonga, New Zealand vs. Japan, New Zealand vs. France and New Zealand vs. Canada), as well as the quarter-final games (South Africa vs. Australia, Ireland vs. Wales, New Zealand vs. Argentina and England vs. France), the semi-finals (Wales vs. France and New Zealand vs. Australia) and the finals (Australia vs. Wales and New Zealand vs. France).

2.2.1 Television Broadcast Coding Categories

Coding labels were discussed in relation to those used in previous research (Madden & Grube, 1994; Zwarun, 2006) and agreement was reached by all investigators over coding descriptors and parameters for this study.

For the 12 games of the RWC, the 'categories' included: (1) the Heineken and Brancott Estate billboards located around the rugby pitch, as well as the backdrop behind players during the coin toss and post-game player interviews that included the Heineken logo; (2) the Heineken-endorsed 'Enjoy Responsibly' billboards located around the rugby pitch; (3) crowd alcohol consumption; (4) the Heineken signature that appeared on the screen as the broadcast went to commercial breaks; and (5) the Heineken RWC television commercial.

For the Heineken Open, the 'categories' included: (1) billboards – the Heineken logo located around the perimeter of the court and on the umbrellas, the line judge's box, the practice/outer courts, the lanyards of staff and the roof bar at ASB Stadium; (2) crowd alcohol consumption; (3) the Heineken signature that appeared on the screen as the broadcast went to, and returned from, commercial breaks and at the beginning and end of each day's coverage; (4) the Heineken Open and Heineken product commercials; (5) the Heineken Open tournament logo as part of the telecast graphics that appeared when the host was introducing people for the broadcast, on the score updates, on the big screen and in the final's presentation; and, (6) Heineken-branded clothing on the line judges and other staff working at the tournament.

For the Wellington Sevens, the 'categories' included: (1) billboards – the Speight's Summit logo on the try zones of the pitch as well as on the electronic revolving billboard around the perimeter of the pitch; (2) crowd alcohol consumption; and (3) alcohol-related television commercials.

For the T20 and ODI cricket, the 'categories' included: (1) the Super Liquor and Montana Wines billboards; (2) crowd alcohol consumption; (3) alcohol-related television commercials; and (4) the Castle Lager logo located on the right chest and one arm of some of the South African players' uniforms.

3.0 Results

3.1 Live Sports Events

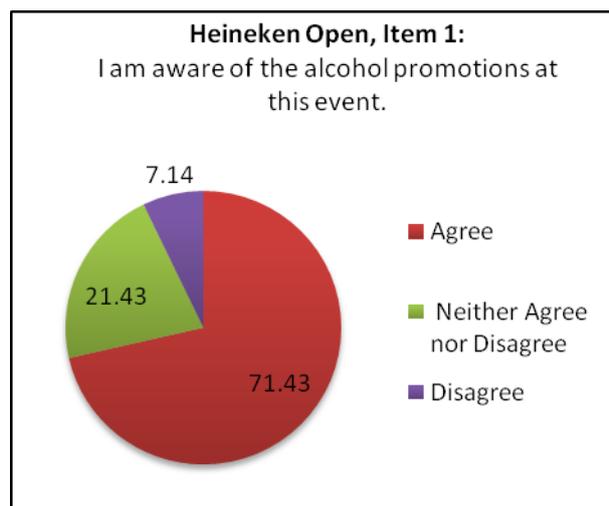
A summary of descriptive findings on a range of observations relating to alcohol (i.e., sales, promotion, consumption, brands available, etc.) for an RWC game, an RWC Fan Zone, the Heineken Open, the Wellington Sevens and the T20 and ODI cricket is presented in Table 1 (on page 30 of this report).

3.1.1 The Culture of Alcohol at Sports Events Survey (CASES) Results

Table 2 (on page 31 of this report) summarises the demographic profile of the respondents who completed the CASES at three sports events. A total of 154 participants (Heineken Open n=14; Wellington Sevens n=106; T20 and ODI cricket n=34) completed the survey.¹² Over one-half (n=82, 53%) were male (females n=72, 47%). The largest age category was those between the ages of 18 and 25 years (n=65, 42%), followed by those between the ages of 26 and 35 (n=36, 23%). A total of 75% attended the sports events with friends (n=116). This demographic profile should be kept in mind when viewing the results and discussion sections of the CASES and understanding event attendees' perceptions on the roles of alcohol promotion and consumption in event atmosphere and drinking behaviour.

For descriptive simplicity, we aggregated the original five response options into three. As such, the responses for 'strongly agree' and 'agree', and the responses for 'strongly disagree' and 'disagree' were collapsed into 'agree' and 'disagree'. The results from 11 of the 13 survey items can be viewed in Table 3 (on page 32 of this report). The difference between the aggregated percentage of 'agrees' and aggregated percentage of 'disagrees' represents the percentage of responses that 'neither agreed nor disagreed'.

The first two items focused on the alcohol promotions at the sports events. In checking for participants' awareness of alcohol brands at the events, 71% of respondents at the Heineken Open and 72% at the Wellington Sevens agreed, and 56% of the respondents at the T20 and ODI cricket agreed.¹³ Following this, we investigated whether alcohol sponsor materials such as billboards, promotions and products added to, or otherwise shaped, the atmosphere at the events. The Heineken Open participants neither overly agreed nor disagreed (agreed=36%, disagreed=29%) and the participants from the Wellington Sevens reported that half of them (50%) agreed that alcohol



¹² Given that this was a pilot study, with an exploratory survey instrument, we acknowledge the small sample size and its limited application for statistical comparisons.

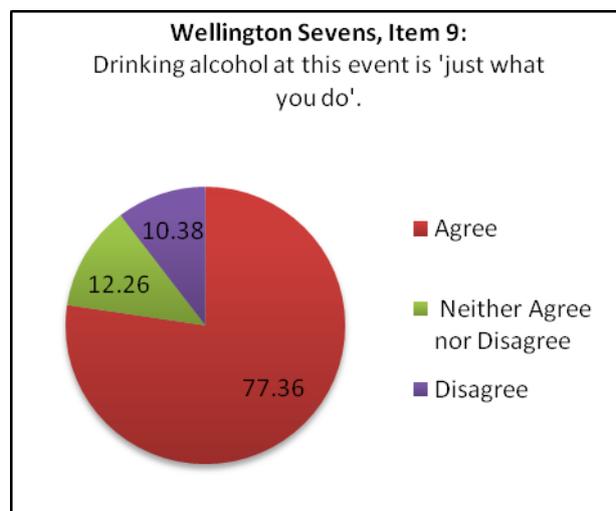
¹³ Percentages in this report are rounded; the full results can be found in Table 3 (on page 32 of this report).

sponsor signage or promotion contributed to the atmosphere at the event. For the T20 and ODI cricket, more participants disagreed with the statement (44%) than agreed (26%).

Five items in the survey (Items 3, 4, 7, 8 and 9) centred on alcohol consumption and the culture of alcohol at the events. Regarding the link between alcohol consumption and event atmosphere (Item 3 – ‘Drinking alcohol is part of the atmosphere at this event’), a much greater percentage of participants agreed (82%) than disagreed (5%) across the events, with the highest percentage of agreement at the Wellington Sevens (91%) and zero participants disagreeing. Likewise, across the events the majority of participants (74%) agreed that alcohol consumption added to the



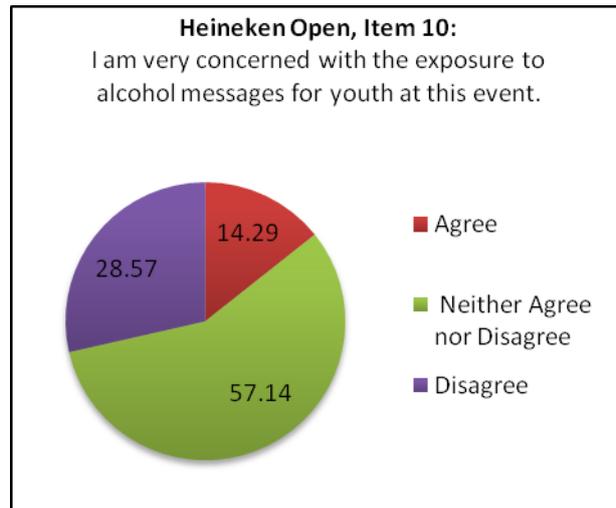
entertainment value of the events, with 82% participants at the Wellington Sevens agreeing. With reference to whether the sports events created the expectation that one should drink, 90% of participants at the Wellington Sevens and 65% of participants at the T20 and ODI cricket agreed. Participants at the Heineken Open were somewhat indifferent in their responses (43% disagreed and 36% agreed). Item 8 related to participants’ perceptions of the events’ atmosphere and whether the participants had consumed more alcohol at the events than they would on an average drinking occasion. At the Heineken Open, 79% of participants disagreed, and at the Wellington Sevens 61% of participants agreed. Item 9 asked participants for their responses to whether consuming alcohol at the event was ‘just what you do’; that is, we wanted to discern if drinking alcohol was part of the culture of being at the events. For the Heineken Open, 64% of participants disagreed, and 77% of participants from the Wellington Sevens agreed. Participant responses from the T20 and ODI cricket for this item indicated that participants neither overly agreed nor disagreed (38% agreed and 29% disagreed).



Items 5 and 6 examined whether participants attended the events principally for the social atmosphere and/or for the sports.¹⁴ Across the events, 84% of participants agreed that they attended the events for the atmosphere. Ninety-two per cent of participants from the Wellington Sevens agreed that they were at the event for the atmosphere, while zero participants disagreed. The T20 and ODI cricket had 74% of participants who agreed and 3% who disagreed, and the Heineken Open responses were similar, with 50% of participants who agreed and 43% of

¹⁴ Given that Items 5 and 6 were independent dimensions, it is possible that participants could respond to attending the event for both the atmosphere and the sporting contest.

participants who disagreed that their attendance at the event was related to the atmosphere. The Heineken Open responses showed that 100% of the participants agreed that they were at the event for the sporting contest. While a greater percentage of participants at the Wellington Sevens and the T20 and ODI cricket agreed that they were attending the events for the sport (71% and 88% respectively), these events also had a higher percentage of participants who disagreed with attending the events for the sport (17% for the Wellington Sevens and 6% for the T20 and ODI cricket) than those who disagreed with attending the events for the atmosphere.



The last two items in Table 3 refer to messages about alcohol at the event. Regarding whether participants were concerned with the exposure of alcohol messages to youth at the event, across all the events, a greater percentage of respondents disagreed with the statement (47%) than agreed (27%). The Wellington Sevens had the greatest percentage of participants who disagreed (51%). Regarding whether the participants had seen or heard messages at the event about moderating their alcohol consumption, over half of the participants at both the Wellington Sevens and the T20 and ODI cricket reported that they agreed (62% and 56% respectively).

Additionally, we asked participants to indicate their pre-event alcohol consumption and forecast their at-event alcohol consumption. These results are presented in Table 4 (on page 33 of this report). The greatest percentage of participants for the Heineken Open and the T20 and ODI cricket reported that they had had zero drinks containing alcohol prior to arriving at the events. The highest percentage of participants from the Wellington Sevens (36%) reported having had three to five drinks containing alcohol pre-event. Regarding the number of drinks containing alcohol consumed at the events, the highest percentage of responses ranged from one or two drinks (43%) at the Heineken Open to three to five drinks (38%) at the T20 and ODI cricket, and six to eight drinks (31%) at the Wellington Sevens.

3.2 SKY Sport Television Broadcasts

Table 5 (on page 34 of this report) contains the results of the content analyses of the SKY Sport broadcasts of: 12 games of the RWC, the Heineken Open, the Wellington Sevens and the T20 and ODI cricket. It is important to note that for four of the five content analyses (RWC games, the Heineken Open and the T20 and ODI cricket), there were instances where some 'categories' were identified simultaneously with others (e.g., Heineken billboards appeared at the same time as Heineken-branded clothing at the Heineken Open).¹⁵ The Wellington Sevens differed because of the spatial particularities of camera shots (e.g., wide-angled shots during play versus close-ups of the crowd), and produced no instances where 'categories' were simultaneously recorded, therefore eliminating the possibility of any results being analysed twice.

¹⁵ An additive effect for these results should be employed with caution.

3.2.1 Twelve Games of the Rugby World Cup 2011

The combined recorded coverage from 12 games of the RWC totalled 25 hours, 27 minutes and 13 seconds. From these 12 games, 6,411 alcohol-related events were identified, of which the billboard 'category' (which included the Heineken and Brancott Estate billboards located around the rugby pitch, as well as the backdrop behind players during the coin toss and post-game player interviews) was the most frequently recorded alcohol-related event. These billboards and logos appeared 4,593 times (72% of the alcohol-related events) and for 27,324 seconds. In this regard a viewer of these games was exposed to the Heineken and Brancott Estate logos for 30% of the games' collective broadcast time and for an average of 180 times per hour or 17.89 minutes per hour of coverage.

A viewer of [the RWC] games was exposed to the Heineken and Brancott Estate logos for 30% of the games' collective broadcast time and for an average of 180 times per hour or 17.89 minutes per hour of coverage.

Part of Heineken's sponsorship of the RWC included the brand's signature 'Enjoy Responsibly' campaign to encourage sensible beer consumption. These billboards also appeared around the perimeter of the rugby pitch and were recorded 1,661 times and for 8,661 seconds, which accounted for 9% of the total coverage and an average rate of 65 times per hour or 5.67 minutes per hour. Comparatively, the 'Enjoy Responsibly' billboards occurred approximately one-third less often than the Heineken and Brancott Estate billboards. Moreover, the average length of time that a Heineken or Brancott Estate billboard appeared on television was 5.95 seconds, while the average length of time for an 'Enjoy Responsibly' billboard was 5.21 seconds. Furthermore, images of crowd alcohol consumption were minimal, occurring 78 times and for 330 seconds (0.4% of the broadcast).

3.2.2 Heineken Open Men's Tennis Tournament 2012

A total of 57 hours, five minutes and 38 seconds of the Heineken Open broadcast was analysed and 17,310 alcohol-related events were identified. The content analysis results revealed that the most frequent alcohol-related event was the appearance of the Heineken logo, which was located around the perimeter of the court and on the umbrellas, the line judge's box, the practice/outer courts, the lanyards of staff and the roof bar at ASB Stadium. Its occurrence 10,109 times (58% of the alcohol-related events) and for a total of 108,379 seconds means that a television viewer of the tournament would have been exposed to the Heineken logo for 53% of the total broadcast time. Thus, on average, the Heineken logo was visible 177 times per hour or for 31.63 minutes per hour of the tournament's coverage. Additionally, the crowd alcohol consumption was recorded 4,872 times (28% of the alcohol-related events) for a total of 17,922 seconds (9% of the total broadcast). Images of the crowd consuming alcohol occurred at an average of 85 times per hour or for 5.23 minutes per hour of broadcast.

The Heineken logo was visible 177 times per hour or for 31.63 minutes per hour of the tournament's coverage... [and] images of the crowd consuming alcohol occurred at an average of 85 times per hour or for 5.23 minutes per hour of broadcast.

Furthermore, the Heineken Open tournament logo as part of the telecast graphics introducing people for the broadcasts, on the score updates, on the big screen and in the final's presentation was recorded 1,627 times for a total of 15,326 seconds. On average, the Heineken Open tournament logo was visible 28 times per hour or for 4.5 minutes per hour of coverage (7% of the total

broadcast). The average length of time that a Heineken logo appeared on television was 10.7 seconds, while the average length of time in which the crowd was shown consuming alcohol was 3.8 seconds, and the tournament logo was shown for an average of 9.4 seconds.¹⁶

3.2.3 Hertz Wellington IRB Rugby Sevens Tournament 2012

From the 20-hour, 14-minute and six-second recorded broadcast of the Wellington Sevens, nearly 2,000 alcohol-related events were identified (n=1,949). The events accounted for a total of 10,470 seconds or 14% of the overall broadcast. The Speight's Summit logo on the try zones of the pitch as well as on the electronic revolving billboard around the perimeter of the pitch were the most frequently recorded at 1,310 times (67% of the alcohol-related events) and aired for a total of 6,604 seconds or 9% of the coverage. The broadcast also yielded 635 occurrences in which crowd alcohol consumption was shown (32% of the alcohol-related events), which aired for a total of 3,776 seconds, comprising 5% of the broadcast. The average length of time that a Speight's Summit logo appeared on the television was 5.04 seconds, while the average length of time for an image of the crowd consuming alcohol was 5.95 seconds.

The most common alcohol-related event was the Speight's Summit logo on the try zones of the pitch as well as on the electronic revolving billboard around the perimeter of the pitch; it appeared on average 64 times per hour or for 5.43 minutes per hour. Although images of the crowd consuming alcohol were less prevalent, they occurred at an average of 31 times per hour or for 3.11 minutes per hour.

3.2.4 New Zealand Cricket International T20 2012

The recorded broadcast for the T20 cricket held on February 19, 2012 was three hours, 40 minutes and 18 seconds. A total of 807 alcohol-related events was identified, with the most frequently visible being the Castle Lager logo on the South African players' uniforms at a frequency of 547 times (68% of the alcohol-related events) and for 5,302 seconds (40% of the total coverage). On average, a viewer would have been exposed to the Castle Lager logo 149 times per hour and for 24.08 minutes per hour of the T20 broadcast. Moreover, the Super Liquor and Montana Wines billboards located around the perimeter of the pitch and behind the batsmen were recorded 176 times (22% of the alcohol-related events) and for a total of 3,509 seconds (26% of the total broadcast). Looking at the broadcast as a whole, a viewer may have witnessed the billboards 48 times per hour or for an average of 15.9 minutes per hour.

The [T20 cricket] broadcast televised the crowd drinking for an average of 22 times per hour or 17.36 minutes per hour – a lower rate than the billboards, but a higher average time per hour.

Interestingly, while images of crowd alcohol consumption were the fewest recorded at only 82 times (or 10% of the alcohol-related events), the images aired for a total of 3,823 seconds (29% of the coverage). Therefore, although the average length of time in which the Castle Lager logo appeared on television was 9.69 seconds and the average length of time for Super Liquor and Montana Wines

¹⁶ It is important to note that the total coverage recorded was the total time the tournament aired on the SKY Sport network, including rain delays and previous years' matches. However, the rain delay coverage and previous years' matches were not coded for analysis because they were not considered part of the coverage of the 'live' Heineken Open event. Accordingly, if these parts of the coverage are disregarded, the exposure times may be greater.

billboards was 19.94 seconds, the average duration of a shot of the crowd consuming alcohol, at 46.62 seconds, was far in excess of the other 'categories' for this event. Additionally, the broadcast televised the crowd drinking for an average of 22 times per hour or for 17.36 minutes per hour – a lower rate than the billboards, but a higher average time per hour.

3.2.5 New Zealand Cricket ODI 2012

A total of four hours and 25 minutes of broadcast was recorded for the ODI cricket held on February 25, 2012.¹⁷ During the first innings 759 alcohol-related events were identified. Over 86% of these events (658 in total) were instances of the Castle Lager logo on the South African players' uniforms, accounting for 5,503 seconds (35% of the broadcast time). On average, this occurred at a rate of 148 times per hour or for 20.87 minutes per hour.

The Super Liquor and Montana Wines billboards located around the perimeter of the pitch and behind the batsmen were identified 69 times and for 3,963 seconds (24% of the coverage). Also, the crowd was recorded consuming alcohol 32 times and for 3,677 seconds (23% of the coverage). On average, the Super Liquor and Montana Wines billboards screened 16 times per hour or for 14.57 minutes per hour, while crowd alcohol consumption was visible seven times per hour or for 13.86 minutes per hour. The average length of screening time for the Castle Lager logo on the players' uniforms was 8.36 seconds, while the average length of time for the billboards was 55.98 seconds. The average screening time of the crowd consuming alcohol was the longest at 114.91 seconds.

¹⁷ This time reflects the first innings of the coverage only. Unfortunately the second inning was not coded or analysed owing to issues with the recording of the programme. Therefore, these results only represent the content analysis for the first innings, when New Zealand was at bat.

4.0 Discussion

4.1 Live Sports Events

At the live sports events we explored the forms of alcohol promotion that link alcohol sponsorship with sports events and observed the culture of alcohol consumption during these events. Taken together, our observations and ethnographic methods provided the necessary tools to illuminate a common-sense understanding of, and gain greater insights into, the naturalised alcohol-sport link in the experience of major sports events in New Zealand.

4.1.1 Rugby World Cup 2011

In the case of the RWC, we used observations and ethnographic methods to explore the ways in which alcohol was promoted in and around various strategic sites during the hosting of the event in New Zealand. In doing so, we unearthed some underlying tensions that resonate with current debates about the (in)appropriateness of alcohol promotion and sponsorship of sport. The first relates to the observed sign wars between alcohol brands competing for market share and to enhance their symbolic value. There was an inescapable corporate clutter of images between Heineken and Steinlager. Part of this paradoxically originates from New Zealand's Major Events Management Act 2007 (MEMA) legislation on anti-ambush marketing and the right to association by commercial sponsors, which potentially contributed to the "propertization" (see Scassa, 2011) of the RWC by Heineken. Heineken's RWC sponsorship rights as Worldwide Partner and the official beer of the tournament offered the company sole promotional and advertising privileges for all events, activities and facilities associated with the RWC. Other local New Zealand beer brands such as Steinlager were thus induced to capture other market niches (e.g., social media, television advertising campaigns), rendering both the virtual and physical environments saturated.

The second tension indicates that to experience the RWC without exposure to alcohol symbols, consumption and promotions would have been impossible. From Fan Zones located in the entertainment districts of New Zealand cities to alcohol signage and consumption at stadiums and even special promotions in supermarkets, alcohol featured prominently across the New Zealand landscape. Ultimately, Heineken's sponsorship of the RWC served to consolidate further the existing links between sport and alcohol in New Zealand.

The RWC experience was infused with competing alcohol brand logos and extensive alcohol promotion in relation to sports sponsorship and entertainment, all contributing to an atmosphere that encouraged fans to 'party' with alcohol to celebrate a major sports event.

In a press release from the Heineken International website about Heineken's partnership with the RWC, Brian Blake, the then Managing Director of Heineken New Zealand, noted: "As a Worldwide Partner, we need to make sure there is a fantastic atmosphere for both visitors to New Zealand and Kiwi rugby fans to enjoy. We want to give them a truly memorable and unique experience" ("Heineken partners with Rugby World Cup 2011 in New Zealand", n.d., www.heinekeninternational.com/090317_heineken_partners_with_rwc_2011.aspx). From an

ethnographic perspective, the RWC experience was infused with competing alcohol brand logos and extensive alcohol promotion in relation to sport sponsorship and entertainment, all contributing to an atmosphere that encouraged fans to ‘party’ with alcohol to celebrate a major sports event.

4.1.2 Heineken Open Men’s Tennis Tournament 2012

Of the four events, our observations and ethnographic methods revealed that the Heineken Open had the highest saturation of alcohol promotions; that is, it had the greatest number of visible alcohol logos at the venue compared with the other event venues (in excess of 100 Heineken logos). Thus alcohol promotions were an unavoidable, substantial and expressive part of the event.

Notably, the exceptions to this were the corporate boxes. From our observations, people in the corporate boxes consumed greater amounts of alcohol than the majority of the public ticket-holders in the stands. Tournament wait staff were at the ready to serve alcohol (and food) to those in the corporate boxes. Each corporate box was equipped with outdoor furniture, a Heineken-branded umbrella and a chilly-bin to keep beverages cold. Additionally, corporate box occupants were able to select alcohol beverages from a much more extensive wine, beer and champagne menu than the regulated options from the concession stalls for public ticket-holders. This presented a somewhat paradoxical element to the tournament’s atmosphere, whereby public ticket-holders appeared to attend the event mainly for the sport, but for the people in the corporate boxes the social atmosphere was being well catered for.

In what was perceived by the researchers to be in stark contrast to a subdued, civilised culture of spectating the sporting contest of the Heineken Open tournament, event organisers encouraged tournament ticket-holders to visit the Heineken Open Baseline After Party that took place on

The Heineken Open [is] one sports event immersed in the alcohol-sport sponsorship relationship; [however,] the ‘after party’ initiative ensured an alcohol-branded experience that emphasised an energetic social atmosphere linking the consumption of sport, music and alcohol.

Courts Two and Three after the finals matches on Centre Court had finished. Observed to be tailored for a younger demographic, Courts Two and Three were transformed from Heineken-sponsored sporting spaces to a Heineken-endorsed entertainment enterprise, with an inviting décor, a brightly lit Heineken bar and a large Heineken-branded stage and sound system for live music performances. Accordingly, while our ethnographic approach has uncovered the Heineken Open tournament itself as one sports event immersed in the alcohol-sport sponsorship relationship, the ‘after-party’ initiative ensured an alcohol-branded experience that emphasised an energetic social atmosphere linking the consumption of sport, music and alcohol.

4.1.3 Hertz Wellington IRB Rugby Sevens Tournament 2012

Our ethnographic methods and observations from the Wellington Sevens identified promotion-driven alcohol consumption as synonymous with experiencing the culture of the event. It was apparent that the sporting contest was secondary to the unique and carnival-esque atmosphere. In Kutcher’s (1983) discussion of crowd behaviour at sports events, he compares sports events with carnivals, asserting that they have in common, “rich food, drinking, masquerading and costumes, and most importantly the temporary suspension of everyday social roles and rules, a period of socially approved deviance” (p.38). Indeed, the Wellington Sevens reflects the growing marketing appeal of infusing modern sports events with a carnival atmosphere (Bull & Lovell, 2007). The

concept of carnival and its characteristic elements offers a unique lens to frame our particular understanding of the Wellington Sevens, predicated on the manifestation of costumes, alcohol promotions, the consumption of alcohol and the contextual abrogation of social norms.

Extravagant costumes at the Wellington Sevens ranged from Lego people to pavlovas and superheroes. By embracing the costume culture of the Sevens, people created a space of fantasy where they were free from ridicule and judgement by conventional social identities, where Chewbaccas cheerfully celebrated alongside Stormtroopers regardless of age, gender and their 'real-world' occupations outside the event. Alcohol promotional incentives and activities from the event's alcohol co-sponsor, Speight's Summit, included prominently placed logos, contests and give-aways. Such promotions were supported by the Speight's Squad (a group of females dressed in tightly fitting camouflage singlets and shorts) and the club-scene Summit Sound Stage, which further contributed to the festive mood as well as the cultural assumptions associated with alcohol consumption and the rules of social membership for sport spectators at the event.

[At] the Wellington Sevens... alcohol promotional strategies cannot be separated from the tacit notion of alcohol consumption propagated by and culminating in the event's carnival-like 'party' entertainment experience.

Arguably, within this carnival context, the Wellington Sevens environment (fuelled by the costumes, alcohol promotions and clearly the alcohol) provided favourable conditions for heightened and approved acts of deviance that would otherwise have been criticised and chastised. According to *The Dominion Post*, during the two-day Wellington Sevens there was a total of 14 arrests and 68 evictions from the venue, with another 30 people denied entry to the stadium owing to their intoxication levels and alcohol smuggling ("Police praise Sevens fan behaviour", February 5, 2012, www.stuff.co.nz/dominion-post/sport/sevens-2012/6368771/Police-praise-Sevens-fan-behaviour). Giles Morgan, Group Head of Sponsorship for HSBC – the inaugural sponsor of the IRB's Sevens World Series – offers a different view with a statement that rationalises the event's carnival-esque nature as an opportunity to attract more consumers, claiming: "the unique party atmosphere makes it perfect for introducing new audiences to the sport" (Hughes, 2012). Our observations from the Wellington Sevens suggest that the alcohol promotional strategies cannot be separated from the tacit notion of alcohol consumption propagated by and culminating in the event's carnival-like 'party' entertainment experience.

4.1.4 New Zealand Cricket International T20 and ODI 2012

Our observations and ethnographic methods from the T20 and ODI cricket fixtures divulged a less pervasive alcohol-sport environment with regard to promotions and associated consumption. This may be, in part, due to the absence of an alcohol naming sponsor. The primary sponsor for New Zealand Cricket is The National Bank, whose promotional initiatives included billboards around the perimeter of the pitch as well as other apparent promotional mediums throughout the venues (e.g., banners and other stadium signage). In comparison, the extensive promotions from alcohol naming sponsors at the other sports events were on par with those of The National Bank at these cricket fixtures.

There were, however, two Super Liquor billboards located around the pitch at both venues and a Montana Wines billboard positioned behind the batsmen (a position easily visible during the television broadcast). Less prominent alcohol promotions at the cricket venues appeared at the

point of sale, promoting the brands available for purchase (i.e., Speight's Summit, Steinlager Edge, Brancott Estate Wine). But these alcohol promotions did not appear to contribute to either events' atmosphere. One possible explanation is that Super Liquor is a commercial liquor enterprise that sells a range of alcohol varieties (e.g., beer, spirits, wine, ready-to-drinks) and different brands of each. That is, while Super Liquor is linked with the sale of alcohol as an off-licence provider, it does not necessarily promote one particular brand of alcohol for purchase at the cricket venues, thus reducing the opportunity for any one alcohol logo to dominate the visual landscape of the venues.

Overall, the findings from our ethnographic methods from the T20 and ODI cricket fixtures indicate that these sports events have a less prominent alcohol-sport sponsorship relationship than the RWC, the Heineken Open and the Wellington Sevens. Also, their ticket sales and organisational directives were aimed at promoting a family experience, which included designated low-alcohol and alcohol-free seating areas for families at each venue, branded as 'The National Bank Neighbourhood'. Additionally, 'Ease up on the Drink' messages frequented the big screens at the venues and attendees were observed to be less interested in consuming large amounts of alcohol.

4.1.5 The Culture of Alcohol at Sports Events Survey (CASES) Responses

The researchers developed the CASES as an exploratory instrument to examine how alcohol promotions contribute to the expectations of fans regarding their drinking behaviour at major sports events, and to investigate the nature and extent of alcohol consumption at major sports events. Overall, the results highlight the perception that there is an entrenched, naturalised culture of alcohol promotion and consumption at some sports events, most strongly exhibited in the results from the Wellington Sevens. We discuss these findings in greater detail below.

Participants' responses from the CASES indicated that attendees at sports events were aware of alcohol promotions at sports events. The percentage of T20 and ODI cricket participants who agreed was lower than that of participants at the other two events, which could be a by-product of the fact that the cricket fixtures did not have an alcohol naming sponsor. The participants' responses also signalled that, to some degree, attendees at sports events view alcohol promotions to be part of experiencing the events, or at the very least contributing to the atmosphere at the events.

Additionally, the survey provided insights into the multifarious cultural assumptions associated with alcohol consumption at different sports events. Although participants at the Heineken Open agreed that drinking alcohol was part of the atmosphere at the event and also made the event more entertaining, the responses opposed assertions that alcohol consumption was part of the culture of the event. At the Wellington Sevens (and to a lesser extent the T20 and ODI cricket) participants' responses reproduced the notion of a positive link between alcohol consumption as a socially acceptable (and arguably expected) activity and the enjoyable social atmosphere (overall entertainment culture) of the events. In essence, these perceptions illuminate the ways in which the Wellington Sevens has historically been, and continues to be, branded as a 'party' or 'carnival', and the powerful connection of the role of alcohol with the social constructions of these rituals of contemporary culture.

The CASES results highlight the perception that there is an entrenched, naturalised culture of alcohol promotion and consumption at some sports events, most strongly exhibited in the results from the Wellington Sevens.

Further results from the CASES revealed that a disproportionate percentage of participants agreed that they attended the Heineken Open more for the sport than for the atmosphere, and a higher percentage of participants agreed that they attended the Wellington Sevens more for the atmosphere than for the sport. Of the 17% who responded that they disagreed with attending the Wellington Sevens more for the sport, the majority (72%) were female and only 28% were male.

Moreover, the CASES results indicated that while most participants had indeed received messages about regulating their own alcohol consumption, they were not overly alarmed about youth vulnerability to alcohol messages at the events. Considering that, across the events, 68% of participants agreed that they were aware of the alcohol promotions at the events, this suggests that these alcohol images and their ensuing messages are becoming increasingly naturalised with the culture of sports events and that drinking alcohol is a normalised activity in New Zealand society at large.

In general, the Wellington Sevens participants reported the highest number of drinks consumed pre-event, but also the highest number of drinks that they anticipated drinking and actually

The Wellington Sevens participants reported the highest number of drinks consumed pre-event, but also the highest number of drinks that they anticipated drinking and actually consuming during the event.

consuming during the event. Accordingly, the Wellington Sevens is an event (only in comparison with the other two we examined) where spectators consume a greater amount of alcohol before arriving at the event as well as a greater amount of alcohol at the event, and perhaps explains the observed greater police presence and more rigorous bag checks upon entry to the event.

There are several limitations to this part of the research project that warrant discussion. First, we acknowledge the small sample size and its limited application for statistical comparisons. Second, being a pilot study to gauge people's receptiveness to completing a research questionnaire at a sports event, we purposely developed the CASES (i.e., a one-page, direct set of statements) to take as little time as possible for participants to complete. Therefore the number of statements that we could include was limited and they did not include the negative aspects of alcohol at sports events. Third, we did not standardise a definition for participants of the term 'atmosphere' used in the CASES. This term was taken to mean whatever the participants deemed it to be, according to their personal perceptions as well as the events they were attending. Fourth, and as previously mentioned, unlike the other events the T20 and ODI cricket did not have an alcohol industry naming sponsor. Thus alcohol signage and promotions were not as numerous or evident as at the other events. Finally, we understand that participants may have been intoxicated when completing the survey, or responded to items in the survey in a socially desirable way, thus introducing a potential bias, especially considering that the items were about a highly debated topic in alcohol promotion and consumption (Davis, Thake & Vilhena, 2010).

4.2 SKY Sport Television Broadcasts

Through the content analyses, we examined the nature and duration of alcohol-related images and crowd alcohol consumption at major sports events broadcast on the SKY Sport network.

Capturing the billboard 'category' as part of the broadcast was conditional on the part of the field or court in which the sporting contest was occurring. Across the events, alcohol-related billboards were

visible for 9% (Wellington Sevens) to 53% (Heineken Open) of the televised broadcasts. Not surprisingly, daytime sports events are valued by alcohol sponsors given that there are few, if any, brands competing at the same time, thus ensuring a kind of exclusivity not possible through standard television advertising (which remained less than 1% of the coverage in four of the five broadcasts). Additionally, sports events are appealing to alcohol companies because of the tightly prescribed sponsorship arrangements between sports governing bodies and local organisers (e.g., MEMA 2007, and other exclusive 'naming rights' associated with official taglines to the sports events).

Likewise, capturing the clothing 'category', in which the Castle Lager logo appeared on some of the South African cricket players' uniforms, also hinged on the camera angles capturing play. To this end, discussions about other countries' sports teams and athlete alcohol sponsorships competing in New Zealand sports events also warrant attention as debates about regulating sports sponsorship by alcohol companies in New Zealand proceed. This is especially significant given that in the T20 and ODI cricket broadcasts, the Castle Lager logo was visible for 40% and 35% of the coverage respectively, and was the highest tallied and timed alcohol-related event for the analysis of the cricket broadcasts.

Measuring the frequency and duration of crowd alcohol consumption was a unique inclusion in the content analysis for this study. Television coverage of alcohol consumption by the crowd, which ranged from 0.4% (12 games of the RWC) to 29% (T20 cricket) of the broadcasts, screened during breaks in the sporting contests, between games, sets and innings, and after teams and athletes had scored. Indeed, this 'category' (compared with, for example, billboards) is dependent on the discretion of both the camera operators and the producers of the broadcasts. Moreover, broadcasts of crowd alcohol consumption have implications for television viewers wishing to attend the events the following year. Namely, televised moments of alcohol consumption by the crowds produce representations of particular drinking cultures associated with attending the events. Such representations provide information on how an attendee is supposed to act and drink, which further serves to naturalise the profile of alcohol within the live sports event environment.

As stated in the Results section, the billboard categories for the Wellington Sevens, the Heineken Open and the 12 games of the RWC had average screening frequencies ranging from 64 times per hour to 180 times per hour. Virtually every minute of the broadcasts contained alcohol-sponsored stadium signage visible to the television viewer. In comparison with the aforementioned studies from the United States, which reported frequencies of stadium signage screenings during broadcasts of gridiron football, basketball and baseball occurring at 2.82 times per hour (Madden & Grube, 1994) and 3.1 times per hour (Zwarun, 2006), the current study's results are substantially larger. While a formal and statistical comparison is not applicable between the results of the current study and those of previous studies – given the difference in methodologies and sports codes analysed – we offer these as points of reference to highlight the increasing presence of alcohol sponsorship within high-profile sports events (Wenner & Jackson, 2009).

Television coverage of alcohol consumption by the crowd... screened during breaks in the sporting contests, between games, sets and innings, and after teams and athletes had scored. This 'category' is dependent on the discretion of both the camera operators and the producers of the broadcasts.

Findings from these types of study underscore the need to take heed of alcohol-related images that may “[fly] under the radar” (Zwarun, 2006, p.1496) during the broadcast of alcohol-sponsored sports events. In this light, the links between sport and alcohol at events and how these are ultimately broadcast should not be overlooked by policy-makers and regulatory agencies. While the formal regulation of alcohol sponsorship remains a controversial public policy debate, alcohol brands can still achieve a presence in televised sports events through various forms of alcohol-related images.

5.0 Observations for Further Review

The findings from this research project offer insights for further investigation into the links between alcohol and sport sponsorship in the following areas:¹⁸

- A comprehensive review of the responsibility of broadcasters with respect to the production and representation of alcohol sponsorship and also, as this study has highlighted, alcohol consumption by spectators who are increasingly part of the entertainment production of the events.
- In-depth interviews with national sports organisations and sports events organisers across a range of sports codes to examine the underpinnings of contractual agreements with the alcohol industry and how these organisations prioritise and consider alcohol promotion and alcohol sponsorship.
- A cross-cultural analysis of both local and international policies and their pathways and effects with national sports organisations and key stakeholders (e.g., France's *Loi Évin*¹⁹ and legislative changes in Brazil for the FIFA 2014 World Cup²⁰), which may provide the New Zealand government and other policy-makers with evidence to inform any decisions about the implications of alcohol sponsorship of sport.
- Ongoing, quantitative monitoring of alcohol-related images during televised broadcasts of sports events, which help to inform broadcast policy for alcohol-sponsored events and regulatory guidelines seeking to reduce youth consumption of alcohol-themed images during daytime sports broadcasting.
- Qualitative research with key authorities (e.g., police, event security and 'liquor control' managers) about the challenges of monitoring and regulating alcohol sales and alcohol consumption at sports events.

¹⁸ It is acknowledged that the New Zealand Government has indicated that it will put together an expert review in the area of alcohol advertising and sponsorship. This can consider most of these issues.

¹⁹ One of the most frequently referred to legislations on the regulation of alcohol is France's *Loi Évin* (Babor et al., 2010). Implemented in 1991 to protect against risks and harm to public health, one of the most significant outcomes of *Loi Évin* is that no alcohol advertising is allowed on television or in cinemas and alcohol sponsorship of cultural and sport events is prohibited (Rigaud & Craplet, 2004). One successful example under *Loi Évin's* comprehensive regulation of alcohol marketing was France's hosting of the 2007 RWC, when Heineken was a Worldwide Partner and the official beer of the tournament. While *Loi Évin* remains, for many, a blueprint for regulatory practices against alcohol advertising and sponsorship, it is important to note that *Loi Évin* does not restrict the sale of alcohol at sports events in France.

²⁰ In Brazil, the Fédération Internationale de Football Association (FIFA; the global governing body for football) required a change to a law that has prohibited the sale of alcohol in Brazilian sports stadiums since 2003. FIFA's World Cup tournament will be hosted by Brazil in 2014 and FIFA wanted the law changed to protect the commercial rights of one of its World Cup Sponsors, Budweiser (an American beer company). This law change was part of the conditions stipulated by FIFA when Brazil was awarded the 2014 World Cup. In June 2012, the Congress and President of Brazil eventually passed the highly publicised and nicknamed 'Budweiser Bill' ('Brazil World Cup beer law sign by President Rousseff', June 6, 2012, www.bbc.co.uk). Indeed, this case highlights the power of one global governing sports body to influence amendments to pre-existing nation-state legislation to preserve alcohol sponsorship rights to sports events.

- Focus groups, in-depth interviews and ethnographic inquiry with particular groups at sports events to gain an understanding of the social meaning of the events, the consumption of alcohol propagated by the entertainment experience, and how consuming alcohol can influence the social construction of particular 'group' identities (e.g., gender).

6.0 References

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7.0 Appendices

Table 1. Live Sports Events Observations

	RWC 2011 Game	RWC 2011 Fan Zone	Heineken Open 2012	Hertz Wellington IRB Sevens 2012	International T20 Cricket 2012	ODI Cricket 2012
Event Location	Otago Stadium, Dunedin	Captain Cook Wharf, Auckland	ASB Stadium, Auckland	Westpac Stadium, Wellington	Seddon Park, Hamilton	Westpac Stadium, Wellington
Ticket Entry Price	\$95.00	Free	\$74.00-\$99.00/day	\$95.00/day	\$20.00	\$25.00
Number of Liquor Outlets Inside Event	4	2	3	23	3	12
Max. Number of Drinks/Person	4	2	No limit	4	4	4
Price of Alcohol	\$7.50 beer \$6.50 light beer \$9.50 wine	\$7.50 beer \$6.50 light beer \$9.50 wine	\$7 beer/cider \$8 wine	\$7 beer/cider \$4.50 light beer \$8 wine	\$6.50 beer \$6 light beer \$8 wine	\$7 beer/cider \$4.50 light beer \$8 wine
Alcohol Serving Time Cut-off	- 20 minutes into second half	- No specific time set as party continued after game ended	- None	- Outside liquor outlets closed 30 minutes before event over - Inside liquor outlets closed just before the last match	- 4 overs remaining	- Outside liquor outlets closed 30 minutes before event over - Inside liquor outlets closed with 5 overs remaining
Alcohol Opened at Point of Sale	Yes	Yes	Yes	No	No	No
Bag Check Upon Entry	Yes	Yes	No	Yes	Yes	Yes
Police Presence	Yes	Yes	No	Yes	Yes	Yes
Approx. Queue Times to Purchase Alcohol	5 minutes	30 minutes	1-2 minutes	7-10 minutes (at busiest time)	Minimal queues (2-3 people deep)	Minimal queues (coffee line longer)
Brands of Alcohol Available	Heineken Amstel Light Brancott Estate	Heineken Amstel Light Brancott Estate	Heineken Monteith's Cider Jacobs Creek Wine	Speight's Summit Speight's Cider Steinlager Edge Two Tracks Wine	Speight's Summit Steinlager Edge Brancott Estate	Speight's Summit Speight's Cider Steinlager Edge Brancott Estate
Types of Alcohol Promotion	- Heineken billboards around the pitch - At point of sale	- Heineken logos around the perimeter of the big screens - At point of sale	- Heineken logos around the playing court, on umbrellas, flags and officials' clothing - Around seating areas	- Speight's Summit logos painted on pitch, electronic billboards around pitch, stationery billboards around pitch - At point of sale	- 2 signs around pitch (Super Liquor) - At point of sale	- 2 signs (Tui – stadium signage) - 2 Super Liquor signs around pitch - At point of sale
Type of Alcohol Container	Cans for beer PET wine bottles	Plastic cups for beer PET wine bottles	Glass bottles	PET bottles	PET bottles	PET bottles
Messages About Moderating Drinking	- 'Enjoy Responsibly' billboards around pitch and signs at point of sale	- None	- A verbal message of: 'Enjoy responsibly' and 'Don't drink and drive' at trophy presentation by Peter Wills (Heineken National	- Video message by NZ Sevens team on big screens about sunscreen, drinking water and looking after mates - Public service audio message	- 'Ease up on the Drink' message appeared on big screens	- 'Ease up on the Drink' message appeared on big screens

Sponsorship and Events
Coordinator)

before entering stadium (about
drinking, parking, streaking, etc.)

Table 2. The Culture of Alcohol at Sports Events Survey Demographic Profile

	Heineken Open 2012 (n=)	Hertz Wellington IRB Sevens 2012 (n=)	International T20 & ODI Cricket 2012 (n=)
Number of respondents	14	106	34
Male	3	61	18
Female	11	45	16
18-25 yrs	0	44	21
26-35 yrs	2	30	4
36-45 yrs	0	18	4
46-55 yrs	3	6	4
56-65 yrs	2	8	1
66-75 yrs	7	0	0
75 yrs+	0	0	0
Avg. number of times to event	6.1	2.4	4.6
Attended with friends	3	84	29
Attended with family	10	19	5
Attended with co-workers	0	3	0
Attended with other	1	0	0

Table 3. The Culture of Alcohol at Sports Events Survey Responses (Items 1 to 11)

		Heineken Open 2012					Hertz Wellington IRB Sevens 2012					International T20 & ODI Cricket 2012				
Item		Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
1. I am aware of the alcohol promotions at this event.	N	5	5	3	0	1	17	59	17	10	2	8	11	10	3	2
	%	71.43		21.43	7.14		71.7		16.98	11.32		55.88		29.41	14.71	
2. Alcohol sponsor's signage and promotion contribute to the social atmosphere at this event.	N	1	4	5	3	1	4	49	29	19	5	3	6	10	13	2
	%	35.71		35.71	28.57		50		27.36	22.64		26.47		29.41	44.12	
3. Drinking alcohol is part of the atmosphere at this event.	N	1	7	4	1	1	44	52	10	0	0	6	21	1	5	1
	%	57.14		28.57	14.29		90.57		9.43	0		79.41		2.94	17.65	
4. Drinking alcohol makes the event more entertaining.	N	0	7	5	0	2	33	54	16	2	1	7	14	4	8	1
	%	50		35.71	14.29		82.08		15.09	2.83		61.77		11.76	26.47	
5. I come to this event for the atmosphere.	N	1	6	1	2	4	58	40	8	0	0	7	18	8	1	0
	%	50		7.14	42.86		92.45		7.55	0		73.53		23.53	2.94	
6. I come to this event for the sport.	N	9	5	0	0	0	32	43	13	12	6	12	18	2	2	0
	%	100		0	0		70.76		12.26	16.98		88.24		5.88	5.88	
7. The atmosphere at this event makes me feel like having a drink containing alcohol.	N	0	5	3	3	3	34	61	4	7	0	5	17	4	8	0
	%	35.71		21.43	42.86		89.63		3.77	6.60		64.71		11.76	23.53	
8. The atmosphere at this event makes me feel like drinking more than I would on an average drinking occasion.	N	1	0	2	7	4	20	45	12	23	6	No data.				
	%	7.14		14.29	78.57		61.32		11.32	27.36						
9. Drinking alcohol at this event is 'just what you do'.	N	0	2	3	7	2	46	36	13	11	0	3	10	11	9	1
	%	14.29		21.43	64.28		77.36		12.26	10.38		38.24		32.35	29.41	
10. I am very concerned with the exposure to alcohol messages for youth at this event.	N	1	1	8	2	2	7	25	20	39	15	2	6	12	10	4
	%	14.29		57.14	28.57		30.19		18.87	50.94		23.53		35.29	41.18	
11. I have seen or heard messages about moderating my drinking at	N	No data.					13	53	13	24	3	6	13	5	7	3

this event.	%		62.27	12.26	25.47	55.88	14.71	29.41
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Table 4. The Culture of Alcohol at Sports Events Survey Responses (Items 12 and 13)

Item		Heineken Open 2012	Hertz Wellington IRB Sevens 2012	International T20 & ODI Cricket 2012
12. How many drinks containing alcohol did you consume before coming to this event?				
0	N	13	15	19
	%	92.86	14.15	55.89
1 or 2	N	1	22	11
	%	7.14	20.75	32.35
3, 4, or 5	N	0	38	2
	%	0	35.85	5.88
6, 7, or 8	N	0	23	1
	%	0	21.70	2.94
9 or more	N	0	8	1
	%	0	7.55	2.94
13. How many drinks containing alcohol have you or will you consume at this event?				
0	N	5	2	8
	%	35.71	1.89	23.53
1 or 2	N	6	15	6
	%	42.86	14.15	17.65
3, 4, or 5	N	0	29	13
	%	0	27.36	38.24
6, 7, or 8	N	3	33	3
	%	21.43	31.13	8.82
9 or more	N	0	27	4
	%	0	25.47	11.76

Table 5. Television Broadcasts' Analyses

		12 Games of the RWC 2011	Heineken Open 2012	Hertz Wellington IRB Sevens 2012	International T20 Cricket 2012	ODI Cricket 2012
Billboard	Frequency	4,593	10,109	1,310	176	69
	Time in sec (% of broadcast)	27,324 (30%)	108,379 (53%)	6,604 (9%)	3,509 (26%)	3,863 (24%)
'Enjoy Responsibly'	Frequency	1,661	-	-	-	-
	Time in sec (% of broadcast)	8,661 (9%)	-	-	-	-
Crowd Drinking	Frequency	78	4,872	635	82	32
	Time in sec (% of broadcast)	330 (0.4%)	17,922 (9%)	3,776 (5%)	3,823 (29%)	3,677 (23%)
Signature	Frequency	48	362	-	-	-
	Time in sec (% of broadcast)	123 (0.1%)	1,161 (0.5%)	-	-	-
Commercial	Frequency	31	19	4	2	0
	Time in sec (% of broadcast)	610 (0.7%)	555 (0.3%)	90 (0.1%)	45 (0.3%)	0
Event Logo	Frequency	-	1,627	-	-	-
	Time in sec (% of broadcast)	-	15,326 (7%)	-	-	-
Clothing	Frequency	-	321	-	547	658
	Time in sec (% of broadcast)	-	1,789 (0.9%)	-	5,302 (40%)	5,503 (35%)
Total Coverage Recorded		25h:27m:13s	57h:05m:38s	20h:14m:6s	3h:40m:18s	4h:25m:00s*

□ **Note:** This time reflects the total time the tournament aired on the SKY Sport network, including rain delays and previous years' matches, which were not coded because they were not considered part of the coverage of the 'live' Heineken Open 2012.

***Note:** This time reflects the first innings of the coverage only. Unfortunately the second innings was not coded or analysed owing to issues with the recording of the programme.

Information Sheet for Participants

Thank you for showing an interest in this project. Please read the information sheet carefully before deciding whether or not to participate. Participation is voluntary, if you decide to participate we thank you. If you decide not to take part there will be no disadvantage to you of any kind and we thank you for considering our request.

What is the aim of the project?

This investigation seeks to explore alcohol promotion and consumption at major sporting events in New Zealand.

What will the participants be asked to do?

Should you agree to take part in this project, you will be asked to volunteer your time to take part in a questionnaire regarding the above issues. The questionnaire will take approximately 5 minutes to complete.

Can participants change their mind and withdraw from the project?

You may withdraw your participation in the project at any time and without any disadvantage to yourself of any kind.

How will the information be used?

Please note that any personal information obtained from the survey will remain strictly anonymous and your confidentiality will be preserved at all times. Only the researcher involved in the project will have direct access to personal information. No information that can identify the participants individually will be disclosed or published.

A plain language summary of the results will be available upon request.

If you have any questions concerning this study, please do not hesitate to call or email:

Dr Sarah Gee

(06) 356 9099 ext. 81568

S.Gee@massey.ac.nz

The data collected will be securely stored in such a way that only the researcher will be able to gain access to it. At the end of the project any personal information will be destroyed immediately except that, as required by the University's research policy, any research data on which the results of the project depend will be retained in secure storage for five years, after which it will be destroyed.

This project has been evaluated by peer review and judged to be low risk. Consequently, it has not been reviewed by one of the University's Human Ethics Committees. The researcher named above is responsible for the ethical conduct of this research.

If you have any concerns about the conduct of this research project that you wish to raise with someone other than the researcher, please contact Professor John O'Neill, Director (Research Ethics), telephone 06 350 5249, email humanethics@massey.ac.nz.

****Please turn over to begin survey.**

Culture of Alcohol at Sports Events Survey (CASES)

Are you (please circle one): male female

How old are you (please circle one)? 18-25 26-35 36-45 46-55 56-65 66-75 76+

Are you (please circle one): Living in New Zealand permanently Visiting New Zealand

How many times have you been to this event? _____

Are you here with (please circle one): friends family work colleagues

other, please specify: _____

Please read each statement carefully and circle the box that best describes your answer. There are no right or wrong answers, so do not spend too much time on any one question, and please answer as honestly as you can.

I am aware of the alcohol promotions (e.g., signage, etc.) at this event.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Alcohol sponsor's signage and promotions contribute to the social atmosphere at this event.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Drinking alcohol is part of the atmosphere at this event.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Drinking alcohol makes the event more entertaining.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I come to this event for the atmosphere.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I come to this event for the sport.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The atmosphere at this event makes me feel like having a drink containing alcohol.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The atmosphere at this event makes me feel like drinking more alcohol than I would on an average drinking occasion.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Drinking alcohol at this event is 'just what you do'.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I am very concerned with the exposure to alcohol messages for youth at this event.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I have seen or heard messages about moderating my drinking at this event.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
How many drinks containing alcohol did you consume before coming to the event?	0	1 or 2	3, 4, or 5	6, 7, or 8	9 or more

How many drinks containing alcohol have you or will you consume at the event?	0	1 or 2	3, 4 or 5	6, 7, or 8	9 or more
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Thank you for your time!