



**Title:** Youth Solutions Safer Celebrations Partnership

**Category:** Education

**Club Name:** Campbelltown Catholic Club

**Entrant:** Graeme Derrig, Marketing Manager

1. **Provide an outline of the program, project or cause that addresses each of the following aspects:**
  - a. **The program/project/cause objectives**
  - b. **The support the club provided, i.e. was it financial, in-kind, staff volunteers or use of club facilities?**
  - c. **A timeline of activities/events**
  - d. **Any developments made since implementation (for example: if the support spans multiple years, how has the program grown? Will the club provide support again? Will the program be enhanced in the future?)**

Making a difference in the lives of young people, and the broader community, is what Campbelltown Catholic Club and Youth Solutions' Safer Celebrations partnership is all about.

Each summer as our young people's celebrations peak, the inherent risk of alcohol-related harm comes to the fore. Recognising that it takes a community approach to address and prevent this harm and keep our young people safe, Campbelltown Catholic Club has linked up with Youth Solutions to deliver a fresh campaign each year for more than 10 years. Youth Solutions is a south-west Sydney youth drug and alcohol harm prevention and education charity.

The goal is simple: to provide the information, education and incentive necessary to encourage safer youth celebrating and reduce alcohol-related harm. Together, Campbelltown Catholic Club and Youth Solutions are providing young people with practical strategies and information to keep themselves and their friends safe while drinking alcohol.

Since its inception in 2008, the joint Safer Celebrations project has gone from strength to strength, reaching fresh cohorts of young people with its safety messages, health promotion and social marketing strategies. The success of the project has only been possible with the support, funding and involvement of Campbelltown Catholic Club.

#### Project objectives

Each year the objectives for the Safer Celebrations campaign are refined in line with the previous campaign survey findings and data collection, best practice and research updates. The most recent campaign, #MatesKeptItSafe, which was delivered from November 2019 – January 2020 set the following broad goals:



- Reduce alcohol-related harm to young people in the Macarthur and Wingecarribee community
- Create a supportive community where moderated alcohol consumption and safe partying practices are encouraged, personal limitations are respected and young people look out for one another
- Provide young people with correct information about alcohol and safer partying practices, including information about standard drinks and handling emergency situations
- Provide young people with access to Youth Solutions for further support, information and referral if appropriate

The goals were aligned to 3 key outcomes targeted at young people in Macarthur aged 18 – 25 years,:

Outcome 1: Develop and launch a fresh social marketing campaign, which addresses the issue of binge drinking and encourages safer celebrating.

Outcome 2: Implement a social marketing campaign which addresses the issue of binge drinking and encourages safer celebrating.

Outcome 3: Continue a partnership between Youth Solutions and Campbelltown Catholic Club to support the community and implement a social marketing campaign targeted at young people in Macarthur aged 18 – 25 years, which addresses the issue of binge drinking and encourages safer celebrating.

Support the Club provided

The support provided by Campbelltown Catholic Club for this joint project is both vast and varied and includes:

- \$50,000 annual contribution to Youth Solutions to support the charity's development, implementation and evaluation of the campaign (this funds all aspects from graphic design,



promotional items, collateral development, advertising and creation of school resource packs, through to campaign research and support for HR costs for the campaign)

- Meaningful input into the development of campaign concepts and strategies
- Provision of a sober designated driver initiative, where club patrons are offered free soft drink when they sign up as a designated sober driver on a Friday or Saturday night, during the campaign period
- Assistance with marketing to spread the campaign's messages with club patrons and the wider community, to create desired impact
- Support for community stalls which are run at the Club on Friday evenings to reach young patrons
- Assistance with facilitating an official campaign launch at the Club

#### Timeline of activities/events

The first Safer Celebrations campaign was held back in 2009, launching the partnership between Youth Solutions and Campbelltown Catholic Club.

The campaign was so successful and had such a great impact, that it prompted the development, implementation and evaluation of a fresh campaign each year since. The campaigns have since aimed to target emerging celebrating issues and reach the ever-revolving next cohort of young people (which for this campaign is primarily defined as 18 – 25 years).

Each campaign follows the basic timeline of events below:

- August: Youth Solutions leads the re-review of previous campaign survey findings and results as well as latest research and literature. Consultation occurs with young people (peer-influence is paramount) and we begin to develop key campaign concepts and message focus
- September - October: Youth Solutions and Campbelltown Catholic Club meet to discuss and agree on campaign concepts and messages. Concepts are further developed, including development



of: a campaign survey for data collection, posters, campaign video (with safer celebration messages), Safer Celebrations Guides with practical tips, promotional items, plan for community engagement activities (stalls, events etc), media advertising (local radio), social media campaign etc

- November – January: Campaign is launched and implementation begins. This includes delivery of community engagement activities (stalls and events at the Club and in the community), commencement of a social media and marketing campaign + media advertising, distribution of campaign resources (posters, promotional items, Safer Celebrations Guides), sharing of campaign collateral, sharing resource packs with schools and other local youth and community services, survey collection to gather information from local young people about their celebrating practices, continual reflection on campaign success and goals
  
- February: Robust evaluation of the campaign and its success; including development of a project report, analysis of campaign survey findings and development of initial recommendations for future campaigns / messages / youth celebrating issues of concern

So far, we have together delivered the following campaigns:

- 2009 – 2010: Don't Be (A) Random
- 2010 – 2011: Safer Summer
- 2011 – 2012: Who Carries the Responsibility?
- 2012 – 2013: Celebrate Safe. No Regrets
- 2013 – 2014: What's the Cost to You?
- 2014 – 2015: Keep it in Check
- 2015 – 2016: Take it Easy
- 2016 – 2017: Celebrate Safe and Well
- 2017 – 2018: Party Safe. Home Safe.
- 2018 – 2019: What about tomorrow? Celebrate
- 2019 – 2020: #MatesKeepItSafe

**2. Provide a brief insight into why this program, project or cause was supported by the club. In your answer, summarise:**



- a. **How the project, program or cause was first presented to the club. For example, did a member present it to the Board or Executive team, was it part of a ClubGRANTS submission, did it come from a local business or the community based on a need, was a survey conducted to identify areas of community need, etc.**
- b. **Why it was important to the club to support this community need.**

This Safer Celebrations project and its incredible results, would simply not be possible without the support, partnership and funding from Campbelltown Catholic Club.

Campbelltown Catholic Club strongly values community and youth health and safety and believes in supporting, giving back and being an active part of the community in which it operates. Accordingly, when the Safer Celebrations project concept was first explored, it was something the Club could not look past and felt compelled to support.

How the project / cause was first presented to the Club.

The Safer Celebrations project dates back to 2008, when findings from a Youth Solutions survey indicated that one in five young people aged 18 – 25 were engaging in binge drinking at least once per week, with many having a lack of knowledge around the dangers of binge drinking.

Around the same time, the NSW State Government had a renewed focus on reducing the number of incidents in pubs, clubs and other licensed venues. As part of its proactive approach to addressing this, Campbelltown Catholic Club was introducing a number of strategies to make their venue safer, including liaising with Youth Solutions about potential community campaigns around safer celebrating.

In 2009 the partnership between Youth Solutions and Campbelltown Catholic Club officially began and the Safer Celebrations Project was born, with an initial three-year project year cycle. After experiencing rapid success, the project has since grown and been extended to incorporate a yearly Safer Celebrations campaign that aims to support, educate, inform and connect young people with the goal of keeping them and their peers safe while celebrating (with a particular focus on alcohol safety).

Why it was important to the Club to support this community need?

As a pinnacle of the Campbelltown and Macarthur region community, Campbelltown Catholic Club felt moved to do its part to support young people to celebrate safely. The Club knew that providing young people with the education, skills, connections and support needed to prevent alcohol harm and increase safe partying practices was the key. Our local, well-established and respected youth drug and alcohol prevention and health promotion charity, Youth Solutions, holds these very goals at



the core of its operations and project work. If we wanted to make a positive impact on young lives in this manner, we knew that working together on a project was the natural and best solution.

Research shows evidence of the need to work within the preventive space to encourage and empower individuals to be safe and to moderate their drinking. Promoting safer celebrating and alcohol safety education is key to keeping young people healthy and safe in our community. Campbelltown Catholic Club and Youth Solutions are proud to partner together to help address this need and support young people, and the wider community, in Macarthur.

### **3. Provide an outline of the positive impact the club's contribution had on the community.**

The success of the Safer Celebrations project and partnership is linked strongly to the support provided by Campbelltown Catholic Club. Honing in on the most recent Safer Celebrations campaign, #MatesKeepItSafe, the campaign successfully addressed the issue of binge drinking and through its various strategies, provided education and advocated for safer celebrating.

Some key highlights for this 1 campaign alone:

- 776 Safer Celebrations guides distributed to young people. These guides contained practical celebrating tips around the following topics:
  - Keeping safe when drinking alcohol
  - Looking out for your mates
  - Responding to an emergency
  - Tips for people under 18
  - Planning a safe way home
- 3095 promotional items distributed to young people (bearing campaign messages)
- 63 resource packs, with key Safer Celebrating information, provided to local schools and youth services
- 277 campaign surveys collected – providing vital, localised data about youth drinking and celebrating practices



- 5 Campbelltown Catholic Club + 4 community stalls held, to connect with and educate local young people
- 70 people attended the campaign launch
- 111 referrals conducted at campaign stalls (providing information, support and links to services)
- Development of a comprehensive campaign video, collating key celebrating tips, which was used throughout the campaign and continues to be used within Youth Solutions' other drug and alcohol education programs, year round
- 114 campaign social media posts on Youth Solutions social media channels, with great engagement data
- Campaign messages shared in short, punchy radio adds, approximately 260 times + interviews with radio presenters about the campaign (C91.3FM)
- Campaign posters (printed and digital) shared far and wide, including: at the Club, at all local McDonald's restaurants, on digital boards at the local shopping centre, on social media, at community events and activities and within local schools and community services
- Campaign messages shared via branded coasters printed for use at the Club
- A successful sober designated driver program; providing free soft drink to club patrons who signed up as a sober designated driver on Friday and Saturday nights during the campaign period

In summary, this campaign and the ongoing partnership between Campbelltown Catholic Club and Youth Solutions has great impact in our local community and beyond. We know that this campaign has become imperative in our community for providing the education, resources, information and support needed to encourage alcohol safety and safer celebrating among young people, as well as the wider community. Youth Solutions and Campbelltown Catholic Club are proud to continue our partnership to deliver these vital campaigns which make a difference in the lives of young people.

TELL US  
YOUR  
STORY



**4. Add any credits here (optional).**

Geraldine Dean

Chief Executive Officer

Youth Solutions

Amanda Dillon

Community Relations & Community Coordinator

Youth Solutions

**5. Supporting material:**

- *To request copies of the supporting documents, please email [events@clubsnsw.com.au](mailto:events@clubsnsw.com.au)*