



Foundation for Alcohol
Research & Education

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9 August 2016

Mr Todd Greenberg
Chief Executive Officer
National Rugby League Ltd
Rugby League Central
Driver Avenue
MOORE PARK NSW 2021

Dear Mr Greenberg

STATE OF ORIGIN AWASH WITH ALCOHOL PROMOTION

Thank you for your letter dated 27 July, and for taking the time to respond to my concerns expressed regarding the growing prominence of alcohol promotion in the State of Origin.

Your letter outlined the internal measures taken by the NRL to "encourage all players and participants in the rugby league community to drink responsibly", and I would like to acknowledge the NRL for its efforts to support its players.

Your letter also acknowledged that "the NRL believes that sport plays an important role in delivering messages and initiatives to the broader community".

On this point we agree.

But while the NRL may be making a concerted effort to educate and support its players, the NRL's alcohol sponsorship agreements and aggressive promotions send a completely different message to the broader Australian community.

As one of the nation's premier sporting competitions and football codes, the NRL's influence extends well beyond the "area of the game it controls".

I take some encouragement from your confirmation that the NRL is currently reviewing how it allows alcohol partners to activate their sponsorship through advertising and media. I would hope that such a review might prevent a repeat of this year's Origin Blues VB giveaway.

Together with my Chief Executive, Michael Thorn, I would very much appreciate the opportunity, to meet with you and discuss this matter further and the possibility of involvement in your sponsorship review process.

Yours sincerely

A handwritten signature in black ink, appearing to read "Steve Ella", with a stylized flourish at the end.

STEVE ELLA
DIRECTOR
(NSW STATE OF ORIGIN - 1983, 1984, 1985 & 1986)