



# Request for Proposal: Evaluation of alternative delivery model of Good Sports

1 November 2018

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## Contents

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Background	3
Scope of the evaluation	3
Deliverables	4
Analysis of program and provision of final report	5
Assessment of quotations	5
Timeline	5
Details schedule	6
Appendix 1: Publications and further information	7
Appendix 2: Good Sports Program Logic	8

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## Background

The Alcohol and Drug Foundation (ADF) is seeking a research organisation to evaluate alternative delivery model/s of the Good Sports program. The Good Sports program is a national initiative run by the ADF. Commencing in 1997, Good Sports is a preventative health program that helps to make community sporting clubs healthier, safer and more family friendly places. The program is free, and supports clubs to introduce governance, practice, and policy changes that create a health promoting culture throughout the club.

Good Sports provides community sporting club volunteers with the resources, training and guidance to assist them to build and/or maintain a healthy club environment. The program works with sporting clubs across the country, assisting club leaders and administrators to structure their club activities to encourage healthier behaviour and create a positive club culture.

Grounded in the principles of primary prevention, Good Sports is designed as an alcohol management program to change the drinking culture in clubs. It has expanded to include components focusing on mental health, illegal drugs and junior players. Efficacy of the program has previously been established through a number of randomised controlled trials.

For additional information on the Good Sports program, its current evidence base and processes please see Appendix 1.

The objectives of the Good Sports program are to:

- a) Reduce alcohol and other drug misuse in the community sport setting (and amongst club members more broadly) so that we minimise harm from alcohol and other drugs (number of club members drinking at risky levels, and for TID, Junior, etc)
- b) Improve the community sport club environment so that we increase participation in community sport to strengthen protective factors (for players, members and spectators)
- c) Increase levels of participation in the program by clubs, so that clubs want to join, members clubs are fully engaged and stay in and progress through the program (number of clubs, retention of clubs and progression through the program)

The delivery model for Good Sports has changed little over the last twenty years. It is now being revised to ensure it remains relevant, efficient and effective. An evaluation is required to ensure that any revisions meet these criteria while still fulfilling the program objectives listed above.

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## Scope of the evaluation

This RFP is calling for submissions for the comparison of a revised version of the program (with two levels of support) with the current model of delivery. Additional evaluation to test effectiveness may be added at the end of this project and consideration of this possibility is desirable. This evaluation should provide actionable insights to inform the current and future development of the program. The evaluation will also build upon existing evidence of the effectiveness of the Good Sports program.

The evaluation will use the current model of delivery as the standard delivery model. The ADF is currently developing an alternative model of delivery which will be accompanied by varying levels of support. Thus, evaluation will need to include at least 2 arms – one for current delivery model and one or two arms for the new delivery model. Options for the revised delivery model include online with support (as a minimum) and wholly online.

This evaluation should assess:

- The relative efficiency of delivery for each arm of the trial, and
- The relative engagement and progression of clubs through the program in each arm of the trial

The ADF will recruit the sporting clubs to be included in the evaluation as part of our usual business practice. The successful tenderer will be required to undertake randomisation of those clubs. Some data will be collected as part of standard participation in the program. The researcher will be required to collaborate with the ADF to ensure sufficient data are collected to enable an appropriate evaluation to be undertaken and to agree on the best mechanisms by which to do this.

The ADF will provide the successful organisation with a contract for the current evaluation with the possibility of extending this for a further evaluation. Any decision for an extension will be based on exceptional delivery of the detailed workplan and performance targets. Any extension is the ADF's decision and is at the sole discretion of the ADF.

## Deliverables

The ADF is seeking expertise, project management, coordination and provision of the development and delivery of evaluation methodology, including plan, data collection and analysis and reporting. We seek recommendations for a suitable evaluation methodology and welcome a mixed methods approach or similar as appropriate to address the program goal.

The researcher will be required to specify the methodology, data collection, and analysis approach/es proposed, along with any associated limitations.

The proposed research methodology should:

- Provide a recommendation and methodology to deliver evaluation of either a 2 or 3 arm randomised trial
  - As a minimum, the evaluation must compare
    - Standard vs.
    - Revised model delivered via online and personal contact
  - The evaluation may also compare a wholly-online model as a third arm of the evaluation
- Include provision to assess club readiness to change on entry to the program to control for this in analyses and provide guidance for future program delivery/club engagement
- Provide a recommendation for potential additional evaluation, potentially utilising clubs participating in the current evaluation, commencing late 2019 or 2020 and comprising assessment of:
  - Potential effectiveness of the revised model over 18 months to 2 years, and
  - Engagement between clubs and their broader community and any flow-on effects of participation in Good Sports

The researcher will be required to manage all ethics and research approvals required for this research, on behalf of the ADF. The researcher is required to provide all raw data to the ADF, and the ADF will retain all intellectual property rights. Scientific publications generated by the research team will be considered where the ADF has the opportunity to co-author as appropriate and has provided final approval for publication prior to submission.

## Analysis of program and provision of final report

- Clear, plain-language report which includes:
  - Key results
  - Deeper analysis of results and the related actionable insights (such as interpretation of causality behind findings and factors that may predict program engagement or progression)
  - Clear recommendations for future program and evaluation design, and
  - Where possible, analyses and insights for specific audience segments, including:
    - Location: region, rurality
    - Number of program components undertaken
    - Sporting code

## Assessment of quotations

Quotations will be assessed on the following components. Please clearly include these in your submission.

- Proposed solution
  - Recommended design of you proposed solution
  - Ethics process and approvals
  - Proposed sample size (number of clubs), including how recruitment and completion of data collection will be maximised
  - Proposed timeline for activities within the constraints of dates listed below
- Team
  - Your team
  - Relevant track records
  - Appropriate capacity to undertake the work
  - Any potential partnerships
- Budget
  - Detailed budget including justification of included items and associated costs
  - The budget for this project is to a maximum of \$200,000

Please also include details of relevant insurances held, including professional indemnity and public liability. Please limit your submission to a maximum of 10 pages.

## Timeline

Activity	Deadline
Register your interest (e: <a href="mailto:research@adf.org.au">research@adf.org.au</a> )	13 November 2018, 5pm AEST
Submit any questions relating to your submission (e: <a href="mailto:research@adf.org.au">research@adf.org.au</a> )	16 November 2018, 5pm AEST
Teleconference/meeting with ADF to discuss questions (if necessary)	Week commencing 19 November 2018
Submit quotation	30 November 2018, 12 noon AEST
Selection process	December 2018
Contract finalised	Mid-January 2019
Project duration	March through August 2019
Draft report delivered	2 September 2019
Final report delivered	16 September 2019

Details schedule

ADF Contact

Email

Submissions Close

Lodgement Method

Dr Trina Hinkley

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

12 noon AEST, Friday 30 November, 2018

Electronic lodgement by email:

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

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## Appendix 1: Publications and further information

Crundall, I. 2012. Alcohol management in community sports clubs: impact on viability and participation. *Health Promotion Journal of Australia*, Vol. 23, pp. 97 - 100.

Kingsland, M., Wolfenden, L., Tindall, J., Rowland, B., Lecathelinais, C., Gillham, K., Dodds, P., Sidney, M., Rogerson, J., McElduff, P., Crundall, I., & Wiggers, J. 2015. Tackling risky alcohol consumption in sport: a cluster randomised controlled trial of an alcohol management intervention with community football clubs. *Journal of Epidemiology and Community Health*, Vol. 69, pp. 993 -999.

Rowland, B., Allen, F., Toumbourou, J. 2012. Association of risky alcohol consumption and accreditation in the 'Good Sports' alcohol management programme. *Journal of Epidemiology and Community Health*, Vol. 66, p. 684

Rowland B., Toumbourou, J.W., Allen, F. 2012. Drink-driving in community sports clubs: adopting the Good Sports alcohol management program. *Accident Analysis and Prevention*, Vol. 48, pp. 264-270.

Rowland B., Toumbourou, J.W., Allen, F. 2012. Impact of Alcohol Harm Reduction Strategies in Community Sports Clubs: Pilot Evaluation of the Good Sports Program. *Health Psychology*, Vol. 31, pp. 323 - 333.

Alcohol and Drug Foundation. *Good Sports*. [Online] <http://GoodSports.com.au/>.

KPMG Health Economics Group. 2013. Economic evaluation of the Good Sports Program: Update November 2013.

Alcohol and Drug Foundation: additional resources are available here <https://adf.org.au/resources/publications/>

## Appendix 2: Good Sports Program Logic

