

Healthway Board Communiqué

December 2011

The 166th meeting of the Board of Healthway was held at in West Perth on Thursday 15 December 2011.

The membership of the Board consists of 11 people one of whom is the Chair appointed by the Minister for Health on the nomination of the Premier of Western Australia. The remaining ten members represent community organisations in the sectors of health, sport and racing and the arts. For a list of current Healthway Board Members go to <http://www.healthway.wa.gov.au/profile/corporate-governance>.

The Chair welcomed the members of the Board to the meeting.

REPORTS

The Board was briefed on a wide range of topics which included:

- **The development of Healthway's next Strategic Plan, to take effect from July 2012.** The current strategic priorities and directions were developed in 2007 and approved by the Board for the period since 2008. The Board noted that several strategic planning consultation sessions with key stakeholders had been held during the previous month in Perth, Albany and Broome. Participants at the sessions were drawn from a wide range of stakeholder groups including Healthway sponsored organisations, grant recipients, Healthway advisory committees, local government organisations, health agencies and experts in health promotion and marketing. A strategic planning session for Healthway staff will be conducted in January 2012. The Board also noted the need for more expansive consultations with the Department of Health given that the department is responsible for a broad range of public health strategies to reduce the burden of chronic disease and to implement the WA Health Promotion Strategic Framework.
- **National Community Sponsorship Fund.** The Board discussed the Federal Government's National Binge Drinking Strategy, specifically the allocation of \$25 million for a community sponsorship fund to provide an alternative to alcohol industry sponsorship of community and sporting organisations. The Australian National Preventive Health Agency (ANPHA) will oversee the distribution of the \$25 million over 2012 – 2014. Following a meeting in Melbourne in November, which was attended by Healthway's Executive Director, there has been ongoing communication between ANPHA and Healthway staff as ANPHA recognises Healthway's experience and expertise in all facets of sponsorship. The Board noted the importance of ensuring the distribution of national funds complements the Healthway sponsorship program.
- **Termination of Healthway sponsorship.** The Board noted a major Healthway-sponsored sporting organisation had recently advised Healthway of its intention to enter into a major sponsorship agreement with a fast food company. The Board discussed the significant risk that this new sponsorship would undermine health promotion objectives. In accordance with the sponsorship agreement, Healthway's sponsorship will be discontinued in the event the sporting organisation decides to proceed with the fast food sponsorship and associated promotions.
- **eApplications.** At its previous meeting, the Board agreed to allocate funds for costs associated with further development of the eApplication project. The Board was briefed on the development of an eApplication form for under \$5,000 applications which is now in the final stages of testing. The web-based product will be piloted with under \$5000 Arts Sponsorship applications early in 2012. Subject to positive results from the pilot, a staged roll-out to other sponsorship categories will take place throughout 2012.

- **2011 Perth Royal Show: Smoke-Free Policy Brief Report.** The Board noted a report by the Health Promotion Evaluation Unit based at The University of WA which detailed results of a survey of patrons of the Perth Royal Show. The survey examined patrons' awareness of the smoke-free policy at the 2011 Show, which resulted from Healthway sponsorship of the Royal Agricultural Society of WA. The survey found that the majority of patrons were aware that the 2011 Perth Royal Show was completely smoke-free and that agreement with, and support for, the smoke free policy has increased since it was first introduced in 2009. A copy of the full report can be found on this website at http://www.healthway.wa.gov.au/docs/default-document-library/166-ap12-2011-royal-show_smoke-free-policy-brief-report.pdf
- **International Journal of Behavioural Nutrition and Physical Activity – “Food Company Sponsors are Kind, Generous and Cool”: (Mis) Conceptions of Junior Sports Players.** The Board noted this recently published report on research demonstrating that children's high recall of food and beverage company sport sponsors and their positive attitudes towards these sponsors is likely to be linked to children's food preferences and what they choose to eat. The full report is available on this website <http://www.healthway.wa.gov.au/docs/default-document-library/food-company-sponsors-article-2011.pdf>
- **The financial statements for the month ending 30 November 2011.** These were presented to and approved by the Board.

GENERAL BUSINESS

Minimum Health Policy Requirements for Sponsored Organisations

Healthway requires all organisations it sponsors to develop and implement an organisational health policy as a minimum requirement of the sponsorship. The policy must address the health issues of smoking, healthy food and drink options, adequate sun protection and safe alcohol service provisions. The Board noted a formal request from the WA Drug and Alcohol Office for Healthway to adopt further requirements as standard conditions of Healthway sponsorship. The Board supported in principle the request to include requirements that ensure activities or promotion that encourage rapid consumption of alcohol, promotions that imply that intoxication is desirable and that alcoholic drinks should be served in standard sized drink portions. The Board requested that the wording of the suggested new clauses be revised and submitted again to the Board at its next meeting.

FUNDING APPROVALS

NOTE: Approval by Healthway's Board is required for sponsorship and grant applications for amounts over \$5,000. The Board delegates approval to the Executive Director for applications for amounts under \$5,000.

At the December meeting, the Board considered reports from the most recent meetings of the Advisory Committees for Health, Arts, Sport and Racing and approved recommendations for grants and sponsorships as follows:

Health Promotion Research

Health Promotion Research Project Grants total value of approvals - \$245,421.

Health Promotion Projects

Health promotion project grants over \$5000 total value of approvals - \$295,847;

An Aboriginal Health Grant application for \$7,700 was approved; and

The Board noted that the Executive Director had approved health promotion project grants for under \$5000 totalling \$11,360.

Arts Sponsorships

- Arts sponsorship applications for between \$5,000 and \$50,000 total approvals - \$228,500;
- The Board approved funding of \$15,000 and \$20,000 for two arts sponsorship applications after considering correspondence from the applicants that clarified the health promotion returns of the projects; and

- The Board noted that the Executive Director had approved under \$5,000 sponsorship applications to the total value of \$22,500.

Sport and Racing Sponsorships

- Sport sponsorship applications for between \$5,000 and \$50,000 total approvals - \$170,500;
- Sport Sponsorship applications for over \$50,000 total approvals - \$390,000;
- The Board noted that the Executive Director had approved under \$5,000 applications to the value of \$15,000;
- The Board approved funding to the total value of \$204,500 for racing sponsorship applications for between \$5,000 and \$50,000; and
- Noted that the Executive Director had approved racing sponsorship applications for under \$5,000 to the value of \$9,000.
- The Board discussed three sports sponsorship applications where there was significant concern about alcohol promotions and in particular, concerns about children and young people being exposed to alcohol promotions. The Board agreed to conditionally approve funding to these sporting organisations subject to specific conditions being met regarding alcohol sponsorship promotions.

Next meeting

The next meeting of the Board will be held on Thursday 25 February 2012.

Note: Healthway Board communiqués are based on unconfirmed minutes and therefore are subject to change at the next meeting of the Board.