



CO-SPONSORSHIP GUIDELINES

BACKGROUND

The co-sponsorship policy is an important tool to assist Healthway achieve the objectives of its sponsorship program.

Healthway first adopted a co-sponsorship policy in 2006. The previous policy was rescinded and replaced with the current policy in June 2009.

The policy seeks to facilitate Healthway's objective to reduce the promotion of unhealthy brands and minimise the risk that Healthway's objectives will be undermined by the presence of other sponsors.

RISK MANAGEMENT AND ASSESSMENT

Healthway has adopted a risk management approach to co-sponsorship matters. This current approach is more flexible than Healthway's former position on co-sponsorship, in that co-sponsorship arrangements are now assessed on a case-by-case basis. Co-sponsorship arrangements not considered high risk will generally be approved.

An expert advisory committee utilises a risk matrix to assess the extent to which the presence of unhealthy brands or messages are likely to undermine Healthway objectives. Past assessments may, in some circumstances, establish a precedent for future risk assessment.

A range of variables are considered within the risk assessment. These include:

- ❖ The profile of the brand
- ❖ Marketing and distribution practices
- ❖ The profile of the sponsorship/sponsored organisation
- ❖ The nutrient profile of the brand
- ❖ Relevance to the context

Sponsorship applicants are required to provide Healthway with information on any existing sponsors who seek to promote food, drink or alcohol products. Healthway will review the sponsorship portfolio of all applicants and, if it is deemed necessary, undertake a formal risk assessment on some or all co-sponsors.

All Healthway sponsorship contracts will include a general provision requiring sponsored organisations to seek approval from Healthway prior to entering into any new arrangements with food, drink or alcohol sponsors over the term of the sponsorship.

IMPLICATIONS FOR SPONSORED GROUPS

The current policy facilitates a tailored approach to co-sponsorship issues depending on the type of sponsorship sought from Healthway i.e. health message promotion, healthy participation, or structural reform.

The following table outlines the cascading impact of the co-sponsorship policy across the different categories of Healthway sponsorship. The policy has been designed to have maximum impact in circumstances where Healthway seeks to promote a health message.

Health message sponsorships	No arrangements (direct or indirect) permitted with unhealthy brands or messages deemed (by Healthway) to pose a significant risk to Healthway objectives – at any level across the sponsored organization
Healthy participation sponsorships	Any unhealthy brands or messages deemed (by Healthway) to pose a significant risk to Healthway objectives – must be quarantined from participants in the sponsored activity or event
Structural reform sponsorships	Structural reform contracts may prohibit point-of-sale promotions of unhealthy brands or messages deemed (by Healthway) to pose a significant risk to Healthway objectives

In circumstances where Healthway sponsors a healthy participation activity, the sponsored organisation must demonstrate to Healthway how participants in the sponsored activity or program will be quarantined from unhealthy messages or brands. Sponsored organisations must use their best endeavours to ensure that participants in Healthway- sponsored programs are not exposed to promotions for alcohol or unhealthy foods and drinks associated with any activities of the sponsored organisation.

Key points to note include:

- Not all alcohol and “junk food” sponsorships will be considered high risk.
- The policy is not a barrier to an organisation conducting hospitality operations or entering into preferred supplier arrangements; provided the

relationship with suppliers is limited to the provision of food and beverage i.e. excludes additional marketing/ activation strategies.

- The policy does not present a barrier to an organisation holding/ hosting events or functions in licensed premises.
- Co-sponsorship risk will be considered to be *high* if an organisation does not provide further information as required

PROCESSES: APPLICATIONS AND ONGOING CONTRACTUAL REQUIREMENTS

Through the application process:

- The application must list all food or drink co-sponsors (*co-sponsors* as defined in the policy).
- Healthway will request further information regarding sponsorship profile, sponsorship support and activation strategies - as required.
- The co-sponsorship risk will be assessed in parallel with the application assessment.

Throughout the term of the sponsorship contract:

- Healthway's sponsorship agreement requires sponsored organisations to seek approval from Healthway prior to entering into any new arrangements with food, drink or alcohol co-sponsors.
- In order to complete due diligence on new sponsorship arrangements Healthway may request further information regarding the sponsorship arrangement.
- Healthway may require up to a 4 weeks to assess and respond to a request for approval of a new co-sponsor. Generally, this period can be substantially reduced if the sponsored organisation provides requested information in a timely fashion.

Further information

Prospective applicants for sponsorship are invited to contact Healthway to discuss any aspect of the co-sponsorship policy. Please call 08 9476 7000.