

Healthway Co-Sponsorship Policy: Application and Assessment Process

Background

This document should be read in conjunction with Healthway's Co-Sponsorship Policy that provides Healthway's policy approach regarding the co-sponsorship by unhealthy brands. The aim of the Co-Sponsorship Policy is to reduce the promotion of unhealthy brands and minimise the risk that Healthway's objectives will be undermined by the presence of other sponsors.

For the purposes of the Co-Sponsorship Policy and the related Application and Assessment Process, an unhealthy brand is one that is considered to have the potential to cause negative health impacts, including alcohol, and food and beverages with low nutrients and high in kilojoules, saturated fat, added sugar or added salt.¹ The promotion of gambling products to underage audiences also constitutes an unhealthy brand for the purpose of this policy. Tobacco products, heated tobacco products, e-cigarettes, vaping devices and their components are also considered unhealthy brands under the policy.

As part of the Co-Sponsorship Policy, funding applicants are required to provide Healthway with information on any existing sponsors that seek to promote unhealthy products or brands.

In circumstances where Healthway has a current partnership with an organisation and new sponsorship arrangements for unhealthy products or brands are proposed, the funded organisation is also required to disclose this information to Healthway. Where unhealthy brands are disclosed, Healthway may undertake a formal risk assessment on some or all co-sponsors.

These Guidelines provide additional information regarding the implementation of the Co-Sponsorship Policy through the application of a risk management assessment.

Risk Assessment

Healthway uses a risk matrix to assess the extent to which the presence of unhealthy brands or products are likely to undermine Healthway objectives.

¹ https://healthywa.wa.gov.au/Articles/J_M/Junk-food, accessed 10 January 2020

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Past assessments may, in some circumstances, establish a precedent for future risk assessment, however each case is assessed on its own merits with consideration to factors such as:

- The profile of the brand
- Proposed marketing and distribution practices
- The intended audience
- The profile of the sponsorship/sponsored organisation
- The nutrient profile of the brand (for relevant products)

Co-Sponsorship Application Process

In summary, the co-sponsorship application process involves the following:

- The applicant must complete a [Co-Sponsorship Application Form](#) for all unhealthy co-sponsors.
- Healthway may choose to undertake a risk assessment process and request further information regarding the sponsorship arrangement.
- The co-sponsorship risk will be assessed in parallel with the application assessment, or for those with existing Healthway partnership agreements, with consideration to current arrangements.
- In some cases, Healthway may consult with members of its Health Promotion Advisory Panel or Healthway Board regarding the risk assessment.
- Healthway may require up to four (4) weeks to assess co-sponsorship arrangements, although this may vary depending on the timelines of the provision of required information by the applicant.
- Following a risk assessment, Healthway will notify the applicant of the outcomes.
- All co-sponsorship risk assessments will be reported to the Healthway Board and considered as part of the grant application process.

Partnership Agreement

All Healthway partnership contracts include a clause requiring funded organisations to seek approval from Healthway prior to entering into any new arrangements with unhealthy sponsors over the term of the partnership. This contract condition ensures organisations do not enter into new sponsorship arrangements during the term of their contract with Healthway that would have had a material bearing on the assessment of their application.

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Key points for Funded Organisations

In relation to alcohol co-sponsorships it is noted that:

- Healthway does not advocate prohibition or prevent funded organisations from supplying alcohol in accordance with liquor licencing legislation.
- Healthway partnership conditions do not prevent funded organisations from entering into preferred supplier arrangements without associated promotions.
- Conditions of Healthway partnerships will allow limited alcohol product branding confined to the point-of-sale.
- Conditions of Healthway partnerships do not prevent funded organisations from holding or hosting events or functions in licensed premises.
- Healthway will consider the co-sponsorship risk as 'high' if an organisation does not provide further information as required.

It is noted that that as part of Healthway's Minimum Health Policy Requirements there are a number of conditions of funding relating to preventing the harm from alcohol.

Further information

Prospective applicants for funding are invited to contact Healthway to discuss any aspect of the Co-Sponsorship Policy or Application and Assessment Process. Please call 133 777.



Co-Sponsorship Application Form

Applicants must complete all questions on this co-sponsorship form.

Healthway maintains commercial-in-confidence on all information, subject to its obligations under the *Freedom of Information Act 1992 (WA)* and any other relevant Western Australian and Commonwealth of Australia laws.

DESCRIPTION	EXAMPLE OR INSTRUCTIONS	DETAILS OF EXISTING OR PROPOSED CO-SPONSOR
File Number	3000	
Name of Sponsored Organisation	WA Sport Association	
Date of Submission	01/01/2020	
Name of Co-sponsorship brand	Brand X Wine	
Brand profile or promotions	<p>Brand X Wine is a premium beverage sold nationally, available in restaurants, hotels, bottle shops</p> <p>Brand X Wine is primarily marketed through TV, magazine, billboard advertising and website promotions</p>	

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<p>Market</p>	<p><i>Advise on who is the market for the product, and strategies used to reduce intended exposure to young people</i></p>	
<p>Sponsorship level (e.g. naming rights / major</p>	<p>Naming Rights – "Brand X Wine Sports League" Presentation Rights – "Sports Competition presented by Brand X Wine"</p>	
<p>Sponsorship hierarchy (financial in value) i.e. where Healthway sits in regards to this sponsor</p>	<p>Brand X Wine is the second highest sponsor Brand X Wine is below Healthway in the sponsorship hierarchy</p>	
<p>Signage arrangements</p>	<p>Brand X Wine promoted on LED screen, banners at all games, signs on the outside of the team clubhouse</p>	
<p>PA or Verbal announcements</p>	<p>Brand X Wine acknowledged in PA announcements, MC welcome etc. – approx.10 per day</p>	
<p>Clothing</p>	<p>Brand X Wine t-shirts worn by event staff and aprons worn by catering staff etc. – approx. 50 items</p>	

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<p>Merchandise or Giveaways</p>	<p><i>Advise if Brand X Wine merchandise is a free giveaway or is purchased</i></p> <p>Brand X Wine giveaway of hat and pen – approx. 500 items</p>	
<p>Product or Sampling</p>	<p>Brand X Wine samples / tastings – approx. 500.</p> <p><i>Alcohol Tasting – Advise if the tasting a ticketed event or free</i></p> <p><i>Alcohol Tasting – Advise if the tasting for VIP or the general public</i></p>	
<p>Competitions</p>	<p><i>Advise if Brand X Wine is given as a prize or gift voucher</i></p> <p><i>Advise if there any competitions ie – “Win a trip to Bali in the Brand X Wine competition”, “Win a case of Brand X Wine by joining our club”</i></p>	
<p>Entertainment benefits</p>	<p>Brand X Wine receives tickets including hospitality</p>	
<p>Database access</p>	<p>Brand X Wine information</p>	

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	emailed or posted twice a year	
Website promotion	<p>Brand X Wine logo acknowledgement and link to Brand X Wine website</p> <p>Brand X Wine advertisement, competition or special offer on website</p> <p>Brand X Wine advertisement, competition or special offer in E-newsletter</p>	
Advertising promotion	<p>Brand X Wine advertisement in event program, print media</p> <p><i>Please provide an example of the current or most recent advertising with Brand X Wine and any activities, event or program associated with your organisation</i></p>	
Logo recognition	Brand X Wine logo on posters, flyers, entry forms, program, signage, finishing chute	
Media promotion	<p>Brand X Wine included on radio ad and TVC</p> <p>Brand X Wine included in video produced for</p>	

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	promotional clips, highlights package, education or training video	
Other	Brand X Wine awards, trophies, certificates	
Contract	<p><i>Advise if the Brand X Wine partnership is in being proposed or if you have an existing contract</i></p> <p><i>Please provide the proposed, actual start and end dates of the partnership or sponsorship</i></p>	<p>Partnership status:</p> <p>Start date:</p> <p>End date:</p>
Funding	<p><i>Advise if the Brand X Wine partnership is a supply / pourage agreement only or if there is a cash component</i></p> <p><i>Advise if Brand X Wine provide free product or discounted product. Advise the amount and the value</i></p>	