

Policy position: Co-sponsorship

Purpose

This policy outlines Healthway's approach to reduce the promotion of unhealthy brands and minimise the risk that Healthway's health promotion objectives will be undermined by the presence of other sponsors.

Background

The Co-Sponsorship Policy assists Healthway to achieve the objectives of its Partnership Program and meet legislative requirements. Healthway first adopted a co-sponsorship policy in 2004 to reduce the promotion of unhealthy brands and products through sponsorship arrangements. The policy has evolved over time with consideration to changing public health issues and trends.

Policy approach

There is an expectation that organisations seeking funding from Healthway are committed to achieving Healthway's objectives. Healthway will generally not enter into funding agreements with organisations in arrangements (direct or indirect) with co-sponsors resulting in the promotion of unhealthy brands or messages.

Healthway may enter into a partnership in qualified circumstances where the organisation has given an undertaking to phase out unhealthy co-sponsors over a specified period or have agreed to apply a risk mitigation approach. Any undertakings of this nature will be a condition of the contract.

Applicants are required to provide Healthway with information on any existing sponsors who seek to promote unhealthy products or brands. Healthway will review the sponsorship portfolio of all applicants and, if it is deemed necessary, will assess the risk of the co-sponsorship to Healthway achieving its health promotion objectives.

In circumstances where Healthway has a current partnership with an organisation and new sponsorship arrangements regarding the promotion of unhealthy products or brands are proposed, the funded organisation is required to disclose this information to Healthway in a timely manner. Healthway will assess the risk of the co-sponsorship in compromising health promotion objectives. Under its funding agreements, Healthway in its absolute discretion is able to veto any new partnership with funded organisations that may undermine its objectives. In addition, if Healthway is not satisfied with the Co-

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Sponsorship arrangements, then Healthway may terminate its agreement effective immediately.

This policy should be read in conjunction with Healthway's [Co-Sponsorship Guidelines](#).

Definitions

Co-sponsors: Other sponsors of Healthway-sponsored organisations or with a presence at Healthway-funded events, whose involvement may diminish the effectiveness of the health promotion message or undermine Healthway objectives.

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.

More information: healthway@healthway.wa.gov.au

Review: This policy will be reviewed in December 2021.

Attachments: Healthway Co-Sponsorship Guidelines

Last update: February 2020

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