# Healthway Co-Supporters Guidelines: Declaration and Assessment Process

### Background

This document should be read in conjunction with Healthway’s Co-Supporters Policy (the Policy) which provides Healthway’s approach to co-sponsorship/co-partnerships with unhealthy brands. The aim of the 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/partners.

For the purposes of the Policy and the related Declaration and Assessment Process, an unhealthy brand is one that is likely to have the potential to cause negative health impacts, including but not limited to brands of alcohol, food, and beverages with low nutrient value and high in kilojoules, saturated fat, added sugar or added salt[[1]](#footnote-1), the promotion of gambling products to underage audiences, and tobacco products (including cigarettes, e-cigarettes and other novel tobacco products).

As part of the Policy, grant applicants are required to provide Healthway with information on any existing or proposed contract, arrangement, or dealing which involves the promotion, advertising, endorsement, or supply of unhealthy brands related to the applying organisation.

In circumstances where Healthway has provided funding to an organisation, that supported organisation must immediately disclose to Healthway the details of any new and/or proposed arrangements with unhealthy brands. Where unhealthy brands are disclosed, Healthway may undertake a formal risk assessment on some or all sponsors/partners.

These Guidelines provide additional information regarding the implementation of the Policy using 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.

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 existing or proposed sponsor/partner organisation
* The nutrient profile of the brand (where relevant).

### Co-Supporters Declaration Process

In summary, the Co-Supporters Declaration Process involves the following:

* The grant applicant must complete a Co-Supporters Declaration Form for all unhealthy sponsors/partners.
* Healthway may choose to undertake a risk assessment process and request further information regarding the sponsorship or partnership arrangement.
* The risk will be assessed in parallel with the request assessment, or for supported organisations with existing Healthway Agreements, with consideration of 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 sponsorship/partner arrangements, although this may vary depending on the timelines of the provision of required information by the grant applicant/supported organisation.
* Following a risk assessment, Healthway will notify the grant applicant/supported organisation in writing of its decision and outcome of the risk assessment. All risk assessments will be reported to the Healthway Board and considered as part of the request process.

### Funding Agreements

All Healthway funding Agreements include a clause mandating that supported organisations must request written approval from Healthway prior to entering any new arrangements with unhealthy sponsors/partners over the term of the funding. This condition ensures organisations do not enter new sponsorship/partnership arrangements during the term of their contract with Healthway that would have had a material impact on the assessment of the original funding request if in place at that time.

### Key points for Supported Organisations

In relation to Co-Supporters, it is noted that:

* Healthway does not necessarily advocate to prohibit or prevent supported organisations from supplying unhealthy brands in accordance with current legislation.
* Healthway conditions do not prevent supported organisations from entering preferred supplier arrangements without associated promotions.
* Healthway will allow limited alcohol product branding confined to the point-of-sale.
* Healthway does not prevent supported organisations from holding or hosting events or functions in licensed premises.
* Healthway will consider the sponsor/partnership risk as ‘high’ if an organisation does not provide further information as outlined in the Policy.
* Healthway has specific contractual obligations regarding companies or organisations which may be involved with the tobacco industry (refer to [Policy: Tobacco Company Involvement](https://www.healthway.wa.gov.au/our-funding/our-policies/)).
* Healthway’s Minimum Health Requirements Policy specifies a number of conditions of funding relating to priority areas of health promotion (refer to [Policy: Minimum Health Requirements](https://www.healthway.wa.gov.au/our-funding/our-policies/)).

### Further Information

Prospective grant applicants for funding are invited to contact Healthway to discuss any aspect of the Co-Supporters Policy or Declaration and Assessment Process. Please call 133 777 or email [healthway@healthway.wa.gov.au](mailto:healthway@healthway.wa.gov.au).

### Co-Supporters Declaration

Grant applicants must complete all questions on this Co-Supporters Declaration Form and then submit it with their request form within the [Lotterywest Healthway Grants Portal](https://lotterywesthealthway.fluxx.io/).

Healthway maintains commercial-in-confidence 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.

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| **DESCRIPTION** | **EXAMPLE OR *INSTRUCTIONS*** | **DETAILS OF EXISTING OR PROPOSED CO-SUPPORTER** |
| **File Number** | *Provide the 5-digit Healthway project number for your funding grant.* |  |
| **Name of Funded Organisation** | WA Sport Association |  |
| **Date of Submission** | 01/01/2020 |  |
| **Name of co-sponsorship/ co-partnership brand** | Brand X Wine |  |
| **Brand profile or promotions** | *Provide a summary overview of the brand.*  Examples:  Brand X Wine is a premium beverage sold nationally, available in restaurants, hotels, bottle shops.  Brand X Wine is primarily marketed through TV, magazine, billboard advertising and website promotions. |  |
| **Market** | *Advise on who is the market for the product, and strategies used to reduce intended exposure to young people.*  Example: Brand X is primarily marketed to men aged 18 to 29 years. |  |
| **Sponsorship/partnership level** | *Outline the nature and type of involvement of the sponsorship/partnership (e.g. naming rights / major).*  Examples:  Naming Rights – "Brand X Wine Sports League”  Presentation Rights – “Sports Competition presented by Brand X Wine” |  |
| **Sponsorship hierarchy** | *Where applicable provide information relating to where Healthway sits with regards to this brand (e.g. financial value, level of in-kind support).*  Examples:  Brand X Wine is the second highest sponsor  Brand X Wine is below Healthway in the sponsorship hierarchy |  |
| **Signage arrangements** | *Provide a summary of the signage arrangements for the promotion of the brand including placement location, size and number.*  Example: Brand X Wine promoted on LED screen, banners at all games, signs on the outside of the team clubhouse. |  |
| **PA or Verbal announcements** | *Provide a summary of the signage arrangements for the promotion of the brand.*  Example: Brand X Wine acknowledged in PA announcements, MC welcome etc. – approximately 10 times per day. |  |
| **Clothing** | *Please provide information regarding the placement of the branding on uniforms.*  Example: Brand X Wine t-shirts worn by event staff and aprons worn by catering staff etc. – approx. 50 items |  |
| **Merchandise or Giveaways** | *Advise if brand promotions will be provided as free giveaway or if it will be purchased.*  Example: Brand X Wine giveaway of hat and pen – approx. 500 items |  |
| **Product sampling or Donations** | *Advise if tastings or product sampling will be provided and if this is a ticketed event or free.*  Example: Brand X Wine samples / tastings – approx. 500. |  |
| **Competitions** | *Advise if the brand is given as a prize or gift voucher or as part of any competitions.*  Example: Brand X is promoted via a “Win a trip to Bali in the Brand X Wine competition”, or “Win a case of Brand X Wine by joining our club”. |  |
| **Entertainment benefits** | *Please provide details on any hospitality or entertainment benefits provided to the brand.*  Example: Brand X Wine receives 10 tickets including hospitality. |  |
| **Database access** | *Please provide details on information promotion of the brand via your database.*  Example: Brand X Wine information emailed or posted twice a year. |  |
| **Website promotion** | *Please outline any website promotions of the brand.*  Examples:  Brand X Wine logo acknowledgement and link to Brand X Wine website  Brand X Wine advertisement, competition or special offer on website  Brand X Wine advertisement, competition or special offer in E-newsletter |  |
| **Advertising promotion** | *Please provide an example of the current or most recent advertising the brand and any activities, event or program associated with your organisation*.  Example: Brand X Wine advertisement in event program, print media |  |
| **Logo recognition** | *Please provide details on where the brand logo is displayed or promoted.*  Example: Brand X Wine logo on posters, flyers, entry forms, program, signage, finishing chute |  |
| **Media promotion** | *Please provide details on any planned media promotions.*  Examples:  Brand X Wine included on radio ad and TVC.  Brand X Wine included in video produced for promotional clips, highlights package, education or training. |  |
| **Other** | *Please provide any other information you think is relevant to your Healthway funding.*  Example: Brand X Wine awards, trophies, certificates |  |
| **Contract** | *Please provide details on whether the partnership is being proposed or if you have an existing contract.*  *Please provide the proposed, actual* ***start*** *and* ***end*** *dates of the partnership or sponsorship.* | Partnership status:  Start date:  End date: |
| **Funding** | *Please advise if the brand is a supply agreement or if there is cash component.*  *Please also advise if there are any discounts and the value of these.*  Example: Brand X Wine partnership is a supply / pourage agreement only |  |

1. <https://healthywa.wa.gov.au/Articles/J_M/Junk-food>, accessed 11 August 2021 [↑](#footnote-ref-1)