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1. Purpose

This policy outlines Healthway's approach to reduce the promotion of unhealthy brands by funded organisations, to ensure that Healthway's health promotion objectives are not undermined by the presence of sponsors/partners whose brand, products, services or messages conflict with Healthway's statutory objectives.

2. Background

The Co-Supporters Policy assists Healthway to achieve the objectives of its grants programs and meet legislative requirements under the Western Australian Health Promotion Foundation Act 2016. Healthway first adopted the policy (previously referred to as the Co-Sponsorship Policy) in 2004 to reduce the promotion of unhealthy brands through sponsorship and other partner arrangements.

The policy has evolved with consideration of changing public health issues and trends and is now referred to as the Co-Supporters Policy. The Co-Supporters Policy applies to Healthway's Healthy Partnership Program (sport and arts partnerships), Healthy Spaces Program and Healthy Communities Program (health promotion projects).

3. Policy Approach

Organisations seeking funding from Healthway must be committed to achieving Healthway's objectives. Healthway will generally not enter into funding agreements with organisations that have arrangements with co-supporters (direct, indirect, financial or in-kind) resulting in the promotion of unhealthy brands.

Healthway understands that adopting a policy is an iterative process and translating this Co-Supporters Policy into an organisation may take time, resourcing and management support. For this reason, Healthway may enter into a funding agreement in qualified circumstances where the organisation has given an undertaking to phase out unhealthy

co-supporters over a specified period or has agreed to apply an approved risk mitigation approach. Any undertakings of this nature will be a condition of Healthway funding and included within the funding agreement. However, Healthway aims to work in partnership with organisations to adopt the Co-Supporters Policy and to foster the translation of this policy in the culture of the organisation.

As part of the request process, grant applicants must declare any existing arrangements with co-supporters that are associated with the promotion and/or supply of unhealthy brands or products. Healthway will review the sponsorship/partnership portfolio of all grant applicants and, if it is deemed necessary, will assess the risk of the co-supporter/s to Healthway achieving its health promotion objectives. Based on its risk assessment, Healthway may, in its absolute discretion, choose not to fund the applicant.

In circumstances where Healthway has provided funding to an organisation, that organisation must ensure they meet the requirements of this Co-Supporters Policy by immediately disclosing to Healthway the details of any new and/or proposed sponsorship/partnership arrangements for assessment. If Healthway is not satisfied with the arrangements, Healthway may terminate its funding agreement.

This policy should be read in conjunction with Healthway's other policies and supporting documents: Co-Supporters Guidelines, Tobacco Company Involvement and Minimum Health Requirements

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

4. Related documents

TYPE	DOCUMENT TITLE
Internal policies and other strategic documents	Healthway Co-Supporters Guidelines: Declaration and Assessment Process
Internal policies and other strategic documents	Healthway policy position: Tobacco and E-Cigarette Company Involvement
Internal policies and other strategic documents	Healthway policy position: Minimum Health Requirements

5. Definitions

TERM	DEFINITION
Co-supporters, Co-sponsors or Co-partners	Other sponsors or organisational supporters (in-kind or financially) of Healthway-funded organisations or those with a presence at Healthway-funded initiatives.

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TERM	DEFINITION
Unhealthy brand	<p>A brand whose products, services, activities, or messages are likely to cause negative health impacts. Unhealthy brands include, but are not limited to:</p> <ul style="list-style-type: none"> • alcohol products; • food and beverages with low nutrients and high in kilojoules, saturated fat, added sugar or added salt¹; • the promotion of gambling products to underage audiences; and • tobacco products (including cigarettes, e-cigarettes and e-cigarette devices, and other novel tobacco products).

Document Control

(Approver Use)

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¹ [Australian dietary guidelines 1 - 5 | Eat For Health](#).

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