

Policy position: Co-Supporters

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.

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 (WA)*. Healthway first adopted a 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 now applies to Healthway's Healthy Partnership Program (health promotion partnerships) and Healthy Communities Program (health promotion projects).

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 or 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 intends 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 funding application process, 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 applicants and, if it is deemed necessary, will assess the risk of the co-supporters to Healthway achieving its health promotion objectives. Based on its risk assessment, Healthway may, in its absolute discretion, choose not to fund the applicant.

Co-Supporters Policy

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. If Healthway is not satisfied with the arrangements, then 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.

Definitions

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

Unhealthy brand: A brand whose products, services, activities, or messages are likely to cause negative health impacts. Unhealthy brands include, but is not limited to:

- brands of alcohol, 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, heated tobacco products, e-cigarettes, and e-cigarette devices).

Related documents

- Healthway Co-Supporters Guidelines: Declaration and Assessment Process
- Healthway policy position: Tobacco Company Involvement
- Healthway policy position: Minimum Health Requirements

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

Review: This policy will be reviewed in September 2022.

Last update: September 2021

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