

Over \$5,000 Health Promotion Partnership Guidelines

Sport, Arts, Racing and Community Events

FOR FURTHER INFORMATION:	
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All applications for Sport, Arts and Community Events partnerships are subject to pre-determined lead-times.

All Over \$5,000 applications must be received a minimum of five months prior to the commencement of the event or activity.

Information relating to our partnership including FAQ's, policies, application forms and acquittal guidelines is available on the website: www.healthway.wa.gov.au

Organisations are advised to contact us to discuss the project(s)/event(s), prior to applying.

Public

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Application Guidelines

1. About the partnership program

The Health Promotion Partnership Program is a key strategy to achieve our vision of a healthy Western Australia. By working with organisations in Sport, Arts, Racing and Community Events Healthway has an opportunity to change behaviour and environments, to improve health.

There are three Healthway partnership categories:

- Under \$5,000
- \$5,000 - \$50,000
- Over \$50,000

Information relating to our partnership program is available on the website:

www.healthway.wa.gov.au

2. Program areas

The Health Promotion Partnership Program is focused on four industry areas:

- Arts –Tours, festivals, concerts, exhibitions, structured programs and workshops involving visual arts, craft, fashion design and display, performing arts (theatre, music, dance, comedy, circus, opera and music theatre), film and video, literature and multimedia arts.
- Community Events - Agricultural shows, street festivals and cultural events that encourage community engagement and do not have a substantial arts focus. Community Events do not include sporting events, swap meets, flea markets, seminars or similar activities.
- Sport – Activities that involve a recognised sport or organised active recreation that requires physical exertion and where the primary focus is on human activity.
- Racing - Motor car and motorcycle racing.

3. Objectives

The objectives of the Health Promotion Partnership Program are:

- To encourage healthy lifestyles through the effective promotion of health messages relating to Healthway priority areas.
- To reduce, wherever possible, the promotion of unhealthy messages or brands which undermine Healthway objectives.
- To facilitate structural and policy change within organisations and venues to create healthy environments.
- To increase opportunities for priority populations to participate in healthy activities.

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4. When to apply for partnership funding?

- All applications requesting partnership funding over \$5,000 must be received no less than five months prior to the commencement of the event or activity. Applications are encouraged to be submitted as early as possible.

5. Requirements

Organisations must meet the following requirements, as a condition of Healthway partnership:

- Partnership Level – Organisations should offer Exclusive Naming Rights, Exclusive Principal Partner, Exclusive Presenting Rights or Major Partner, in return for Healthway partnership. Marketing, advertising and promotional benefits that outline significant opportunities to promote a health message must be clearly defined.
- Minimum Health Policy Requirements – Organisations will be contractually required to comply with Healthway's Minimum Policy Requirements. See Section 5 for details.
- Co-Sponsorship Policy – Organisations will be contractually required to comply with Healthway's co-sponsorship conditions. See Section 6 for details.

The partnership letter of offer will also advise of any further conditions that may be applicable.

Organisations are required to sign a Health Promotion Partnership Agreement, a template of which can be found on the Healthway website: www.healthway.wa.gov.au

6. Minimum Health Policy Requirements

The following minimum requirements must be implemented by all organisations, as a condition of Healthway partnership:

- All indoor and outdoor areas under the control of the partnership organisation must be maintained as smoke-free.
- E-cigarettes are also prohibited as part of the smoke-free environment requirement.
- Healthy food and drink options must be available should catering be provided at activities or events
- Healthway's Portrayal of Smoking in the Arts by Sponsored Organisations Policy applies to all performances that are part of a partnership agreement.
- Free drinking water must be available at activities or events
- Adequate sunshade must be available, where applicable
- Safe warm-up practices for physical activity must be adhered to, where applicable
- Alcohol or unhealthy food/drink (or vouchers for same) must not be provided as prizes or awards

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- Low strength alcohol and non-alcoholic choices must be available should alcohol be available at activities or events
- No activities or promotions that encourage rapid consumption of alcohol (e.g. discounted drink prices, happy hours, drinking competitions), should alcohol be available at activities or events
- Ensure alcoholic drinks are served in standard-sized drink portions, should alcohol be available at activities or events
- No promotions or event names that glamorise getting drunk or imply that getting drunk is desirable e.g. providing drinks or cocktails with names that imply they will get you drunk
- For information on Healthway's requirements regarding smoke free areas, see the 'Smoke Free Guidelines for Healthway Partnership Groups' on the website www.healthway.wa.gov.au

7. Co-sponsorship Conditions

Healthway's Co-sponsorship Policy is an important tool to assist Healthway achieve the objectives of its sponsorship program and to ensure Healthway's partnership arrangements meet the requirements of Healthway's enabling legislation.

Co-sponsors in this context are other sponsors of Healthway-partnered organisations or with a presence at Healthway-partnered events, whose involvement has the potential to diminish the effectiveness of the health promotion partnership or undermine Healthway objectives.

Applicants for partnership are required to declare the full details of any partnership that may result in the promotion of alcohol, food, beverage or gambling products or brands (including those to be proposed or confirmed), in association with any program, event or activities of your organisation. Healthway will undertake a process to assess the risk of any co-sponsorship arrangement(s) undermining health promotion objectives. Organisations may be required to provide a copy of the agreement with the co-sponsor. In some circumstances, partnership may be offered on a conditional basis subject to co-sponsorship arrangements.

Healthway's Co-sponsorship Policy and Guidelines are available on the website: www.healthway.wa.gov.au

8. Who is eligible to apply?

Incorporated organisations including not-for-profit, companies and statutory bodies are eligible for Healthway partnership.

Other organisations may be eligible for partnership in some circumstances. Please contact us on 9476 7000 to discuss whether you are eligible to apply.

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If the organisation does not have an ABN, attach an ATO 'Statement by Supplier Form'.

Generally, one application per organisation per year can be submitted.

The following eligibility criteria also apply:

- Your organisation does not accept any form of funding from tobacco companies or their related foundations; either directly or indirectly.
- Your organisation has fulfilled all previous acquittal requirements for Healthway funded programs.
- Your organisation will maintain a general public liability insurance policy of at least \$5,000,000 for the period of this partnership.
- Your organisation conforms with relevant State and Federal legislation (e.g. Working with Children (Criminal Records Checking), Liquor Control, and Drugs in Sport).
- Your organisation is not a school applying for an activity that is part of the core curriculum.
- Your organisation does not seek partnership for capital works, equipment (includes sun protection and first aid equipment), fundraising, purchase of infrastructure or costs associated with running an organisation.
- Your organisation does not seek partnership for overseas/interstate travel and tours, or activity occurring outside Western Australia.
- Your organisation does not seek partnership for projects(s)/event(s) which involve a) the advancement or promotion of a religion or religious outlook or the recruitment of people to a religion or b) the advancement or promotion of a political organisation or political outlook.
- Your organisation does not seek partnership for camps, education courses, conferences, videos and publications, uniforms and club owned or personal playing/training equipment, unless they are clearly part of a wider project.
- Your organisation does not seek partnership for boxing or any activity that allows the deliberate targeting of the head within the rules.
- Your organisation can supply an ABN or completed 'Statement of Supplier' form.
- Your organisation has appropriate Health and Safety and Risk Management policies and practices in place to deliver the project(s)/event(s).

9. How to lodge an application for partnership?

To lodge an Over \$5,000 Health Promotion Partnership Program, please complete the following steps:

- Confirm that your organisation and project(s)/event(s) are eligible by checking the Eligibility Criteria in section 8 of the guidelines.

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- Contact us on 133 777 to discuss your project(s)/event(s) prior to applying.
- Go to the Healthway website www.healthway.wa.gov.au and follow the menu options to the 'Partnership Application Forms' page.
- Follow the prompts to register and activate your account. Once your account is activated log in and complete the E-Application Form.
- Complete all sections of the E-Application Form as a full assessment of your application cannot be considered without this information.
- Confirm the details are accurate. Be realistic about the project(s)/event(s) program and timetable, anticipated participant and spectator reach, budget and partnership amount requested.
- Submit the E-Application Form to us a minimum of five months prior to the commencement of the project(s)/event(s).

10. FUNDING REVIEW

It is a condition of applying for Healthway funds that applicants acknowledge acceptance of the assessment criteria and funding conditions.

All applicants will be provided with written advice about the funding decision, and they are encouraged to discuss any concerns with the nominated contact officer in the first instance. Following this, if they remain dissatisfied with the decision, they may request a review by writing to the CEO. The letter is to be signed by the organisation's Chairperson, CEO or authorised delegate and include the reason for the request as well as what resolution is sought. Healthway will advise applicants of the outcome as soon as possible.

A request will not impact on the consideration of any subsequent applications.