

The 182nd meeting of the Board of Healthway was held at West Perth on Thursday 21 August 2014.

The membership of the Board consists of 11 people one of whom is the Chair appointed by the Minister for Health on the nomination of the Premier of Western Australia. The remaining ten members are nominees of community organisations or Government agencies in the sectors of health, local government, sport and the arts. For a list of current Healthway Board Members go to <http://www.healthway.wa.gov.au/profile/corporate-governance>.

The Chair congratulated Mr Brett Ashdown, the nominee of the WA Sports Federation, on his re-appointment to the Board by the Minister for Health for a further three years.

REPORTS

The Board was briefed on a number of topics which included:

- **WACA Healthway partnership.** The Board noted a positive report from the WA Cricket Association on the effects of the first year of the three year partnership with Healthway. The partnership focuses on promotion of the *Alcohol.Think* Again health message, removal of advertising and promotion of alcohol and unhealthy food and drink and the creation of a healthier environment at the WACA. The report showed that, compared to the previous summer, sales of alcohol had decreased across all major fixtures held during the season while overall crowd numbers increased by 35,000. Sales of healthy food had also increased significantly and alcohol related evictions had decreased.
- **Strategic Plan 2012-2017 mid-term review.** Healthway is currently two years into its current five year strategic plan which was ratified by the Board in August 2012. The plan outlines Healthway's approach to delivering visionary and proactive leadership in health promotion, defines the priority health areas and populations and sets out the five key strategic objectives that guide Healthway's operations. A mid-term review of the Strategic Plan is scheduled for the first half of 2015 which will be approximately half way into the Plan's five year duration.
- **Good Sports update.** The Board noted that the Executive Director attended a meeting of the Good Sports (WA) Advisory Group in July. The number of Good Sports accredited sporting clubs in WA has reached 102 and 24 of those have now progressed to Level 2 accreditation. The Board noted that the Good Sports WA Manager reported to the Advisory Group that of all the licenced sporting clubs to have so far achieved accreditation, none had been fully compliant with the conditions of their liquor licence when they were first assessed by a Good Sports Project Officer.
- **VicHealth Tobacco Forum and Visit.** The Board noted that Healthway's Director, Health Promotion attended a two day forum in Melbourne during July on "Tobacco Harm reduction: Reducing the harm from tobacco – an international perspective." The forum, which was attended by national leaders in tobacco control including Healthway Board member Professor Mike Daube, focussed on electronic cigarettes. While some international tobacco control experts believe that electronic cigarettes could have a role in helping smokers to quit, many questions remain as yet unanswered including whether there could be any adverse health effects from long term use and the involvement of the tobacco industry in their promotion and marketing. Healthway's current position includes e-smoking in the minimum health policy requirements for sponsored organisations and it remains relevant in the current circumstances.

- **International meeting of Health Promotion Foundations.** In July, the Executive Director attended and represented Healthway at the 14th Annual Meeting of the International Network of Health Promotion Foundations (INHPF) in Tonga. The meeting was hosted by Tonga Health, a relatively new health promotion foundation, and was attended by representatives from 14 different health promotion agencies. Healthway's Executive Director currently chairs the INHPF with the secretariat based at Thai Health in Bangkok. Annual meetings of the INHPF are rotated around the network and the Board noted that it will be Healthway's turn to host the 2015 meeting in Perth.
- **Thai Health visit to Healthway.** The Board noted that Healthway will be hosting a study visit by officers from the Thai Health Promotion Foundation during September.
- **On line funding application system.** The Board heard that Healthway's online application system has been working well for under \$5,000 applications for over 18 month and user feedback has enabled enhancement of the system with improved features. The next phase will involve moving the over \$5,000 sponsorship applications online and then to progress to the Health Promotion Program.
- **The financial statements for the month ending 31 July 2014.** These were presented to and accepted by the Board.

GENERAL BUSINESS

- **Appeals Policy Review.** The Executive Director advised the Board that a review of Healthway's Appeals Policy was underway. It was noted that Healthway currently receives very few appeals however that could change in coming years as the gap between requests for sponsorship and available funds continues to grow.

REPORTS

- The Board noted two reports by the Health Promotion Evaluation Unit (HPEU) at The University of WA. These were on the Cognitive Impact of the *LiveLighter* message at the Perth Glory 2013/14 and the Cognitive Impact of Healthway's Under \$5,000 Naming Rights Sponsorship Program 2013/14. These reports are available on the HPEU website at www.hpeu.com.au
- The Board noted the Alcohol Advertising Review Board Annual Report 2013/14. This report is available online at: http://www.alcoholadreview.com.au/resources/AARB_Annual_Report_2014_FINAL-FOR-PUBLICATION.pdf

FUNDING APPROVALS

NOTE 1: Approval by Healthway's Board is required for sponsorship and grant applications for amounts over \$5,000. The Board delegates approval to the Executive Director for applications for amounts under \$5,000.

At the August meeting, the Board considered reports from the most recent meetings of the Advisory Committees for Health, Arts and Community Events, Sport and Racing and recommended for approval grants and sponsorships as follows:

Health Promotion Projects

- The Board approved funding for Over \$5,000 Health Promotion Project Grant applications for the total of \$29,473;
- The Board noted the approval of Community Alcohol Grants to the value of \$122,095; and
- The Board noted that the Executive Director had approved under \$5,000 Health Promotion Project Grant applications to the total of \$104,682.

Arts and Community Events Sponsorships

- Arts Sponsorship applications for between \$5,000 and \$50,000 total recommendations for approval - \$845,000;

- Arts Sponsorship applications for over \$50,000 total recommendations for approval - \$440,000;
- The Board noted that the Executive Director had approved Arts Sponsorship applications for under \$5,000 to the total value of \$19,500;
- The Board recommended for approval funding of \$71,000 from the Community Events Program Budget for sponsorship applications between \$5,000 and \$50,000; and
- The Board noted approval of under \$5,000 Community Events Sponsorships to the value of \$21,000.

Sport Sponsorships

- The Board noted the approval by the Executive Director of sport sponsorships of under \$5,000 to the total value of \$37,350;
- The Board approved funding of \$76,000 from the Sport Program Budget for sponsorship applications between \$5,000 and \$50,000; and
- The Board approved funding of \$225,000 from the Sport Program Budget for over \$50,000 sponsorship applications.

Next meeting

The next meeting of the Board will be held on Thursday 23 October 2014.

Note: Healthway Board communiqués are based on unconfirmed minutes and therefore are subject to change at the next meeting of the Board.