



## **CO-SPONSORSHIP POLICY AND GUIDELINES**

### **CO-SPONSORSHIP POLICY**

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

Organisations seeking sponsorship from Healthway should be committed to the achievement of Healthway objectives. Healthway will generally not enter into health message promotion sponsorships with organisations in arrangements (direct or indirect) with co-sponsors resulting in the promotion of unhealthy brands or messages.

Healthway may enter into sponsorships in qualified circumstances where the sponsored organisation has given an undertaking to phase out co-sponsors over a specific transition period. Any undertakings of this nature must be a condition of the contract.

*Last updated July 2014*

### **CO-SPONSORSHIP GUIDELINES**

#### **BACKGROUND**

The co-sponsorship policy is an important tool to assist Healthway achieve the objectives of its sponsorship program and to ensure Healthway's sponsorship arrangements met the requirements of Healthway's enabling legislation.

Healthway first adopted a co-sponsorship policy in 2004 with the objective of reducing the promotion of alcohol, unhealthy foods, soft drinks and confectionary products through sponsorship arrangements. The policy has evolved since that time, with the Healthway Board amending the policy in 2006, 2009, 2013 and 2014 with the addition of gambling brands.

Healthway's current policy and approach to co-sponsorship took effect for all sponsorship applications received from 31 March 2010.

The policy seeks to facilitate Healthway's objective to reduce the promotion of unhealthy brands and minimise the risk that Healthway's objectives will be undermined by the presence of other sponsors.

## **RISK MANAGEMENT AND ASSESSMENT**

Healthway has adopted a risk management approach to co-sponsorship matters.

Sponsorship applicants are required to provide Healthway with information on any existing sponsors who seek to promote alcohol, food, beverage or gambling products or brands. Healthway will review the sponsorship portfolio of all applicants and, if it is deemed necessary, undertake a formal risk assessment on some or all co-sponsors.

An expert advisory committee utilises a risk matrix to assess the extent to which the presence of unhealthy brands or messages are likely to undermine Healthway objectives. Past assessments may, in some circumstances, establish a precedent for future risk assessment.

A range of variables are considered within the risk assessment. These include:

- ❖ The profile of the brand
- ❖ Marketing and distribution practices
- ❖ The profile of the sponsorship/sponsored organisation
- ❖ The nutrient profile of the brand
- ❖ Relevance to the context

All Healthway sponsorship contracts include a clause requiring sponsored organisations to seek approval from Healthway prior to entering into any new arrangements with food, drink, alcohol or gambling sponsors over the term of the sponsorship. This contract condition is necessary to ensure organisations do not enter into new sponsorship arrangements during the term of their contract with Healthway that would have had a material bearing on the assessment of their application.

## **KEY POINTS FOR SPONSORED GROUPS**

- Healthway does not advocate prohibition or prevent sponsored organisations from supplying alcohol in accordance with liquor licencing legislation.
- Healthway conditions of sponsorship do not prevent sponsored organisations from entering into preferred supplier arrangements without associated promotions.
- Healthway conditions of sponsorship will allow limited alcohol product branding confined to the point-of-sale.
- Healthway conditions of sponsorship do not prevent sponsored organisations from holding/ hosting events or functions in licensed premises.
- Co-sponsorship risk will be considered 'high' if an organisation does not provide further information as required.

## **PROCESSES: APPLICATIONS AND ONGOING CONTRACTUAL REQUIREMENTS**

Through the application process:

- The application must list all food, drink and gambling co-sponsors (*co-sponsors* as defined in the policy).
- Healthway will request further information regarding sponsorship profile, sponsorship support and activation strategies - as required.
- The co-sponsorship risk will be assessed in parallel with the application assessment.

Throughout the term of the sponsorship contract:

- Healthway's sponsorship agreement requires sponsored organisations to seek approval from Healthway prior to entering into any new arrangements with food, drink, alcohol or gambling co-sponsors.
- In order to complete due diligence on new sponsorship arrangements Healthway may request further information regarding the sponsorship arrangement.
- Healthway may require up to 4 weeks to assess and respond to a request for approval of a new co-sponsor. Generally, this period can be substantially reduced if the sponsored organisation provides requested information in a timely fashion.

### **Further information**

Prospective applicants for sponsorship are invited to contact Healthway to discuss any aspect of the co-sponsorship policy. Please call 08 9476 7000.

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