



# Healthway Healthy Club Sponsorship Guidelines

## WINTER 2012

### WHY A HEALTHWAY HEALTHY CLUB SPONSORSHIP?

Healthway was established under the Tobacco Control Act 1990 with the primary aim of funding activities that promote health, particularly that of young people. In working to achieve this aim one of Healthway's main strategies has been to sponsor sport, arts and racing activities that encourage and support healthy lifestyles and provide opportunities to promote health messages.

The Healthy Club Sponsorship Program is unique because it provides an incentive for sporting clubs to identify and address a range of issues that have the potential to improve the health and well being of their members and supporters. The program is managed by Sports Medicine Australia (WA Branch) in partnership with Healthway.

### WHAT IS A HEALTHY CLUB?

A Healthy Club is an organisation that is well managed. It provides and promotes a healthy and safe environment for players, coaches, officials and spectators. A large number of factors may be used to characterise a Healthy Club but a primary feature is its commitment to the good health of members, strong administration and an ongoing process to achieve and sustain both of these.

### HEALTHY CLUB SPONSORSHIP PROGRAM

The aims of Healthway's Healthy Club Sponsorship are to:

1. Encourage sporting clubs to promote and implement policies and procedures that will ensure a healthy and safe environment for all.
2. Increase participation in physical activity.
3. Improve administration and sport delivery through increased education and training opportunities.
4. Reduce the promotion of unhealthy messages or brands.

### SPECIAL CONDITIONS RELATING TO THE PROMOTION OF UNHEALTHY BRANDS

Evidence is accumulating that widespread promotion of fast food, soft drinks, confectionary and alcohol is associated with increased consumption and health problems in the community. In working with sporting clubs to create healthy environments for players and spectators Healthway is concerned that the presence of unhealthy brands undermines our objectives and is not reflective of a healthy club environment.

It is therefore Healthway's policy that sponsorship will generally not be provided to clubs that actively promote or allow the promotion of unhealthy brands. This includes the promotion of an unhealthy brand that results from a sponsorship agreement directly with the club or occurs via third party arrangements (e.g. State Association sponsorship arrangements that require logos on playing uniforms). Clubs can be sponsored by licensed premises provided there is no alcohol product promotion or giveaways.

When applying for a Healthy Club Sponsorship clubs **must identify all agreements** (direct and indirect) that will result in the promotion of a food, drink or alcohol brand. Healthway then uses a risk assessment to determine whether the presence of the brand will undermine our objectives.

### HOW MUCH IS THE SPONSORSHIP WORTH?

Healthway is offering sponsorships of up to \$3,000 to incorporated sporting clubs competing in a recognised competition over the Winter 2012 season. The amount allocated will depend on the potential health promotion returns and the purpose for which the sponsorship will be used.

### HOW IS THE SPONSORSHIP TO BE SPENT?

Funds can be used to improve the health and safety of club members and spectators as well as for specific education/training activities and initiatives that increase participation at club level (the application form sets out eligible items of expenditure). The sponsorship cannot be used to assist with the 'normal' running costs of the club. **Please note that uniforms, clothing and travel costs are not eligible for funding under the Healthy Club program.**

### MINIMUM POLICY REQUIREMENTS

The following minimum requirements must be incorporated into an organisational health policy to be implemented by your club as a condition of sponsorship:

- All indoor and outdoor areas under the control of the sponsored organisation must be maintained as smoke-free.
- Healthy food and drink options must be available should catering be provided at the activity or event.
- Free drinking water must be available at the activity or event.
- Adequate sun shade 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.
- Low strength alcohol and non alcoholic choices must be available, should alcohol be available at the activity or event.

### HEALTHY NUTRITION INITIATIVES

Funds can be used to purchase items including counter top fridges for displaying healthy food products, non-stick sandwich presses, portable grills and other items. Please see the application form for other eligible items. It is a condition on this budget item that only 50% of your total requested budget can be spent on these healthy nutrition items.

## ELIGIBLE for Healthy Club sponsorship

Organisations wishing to apply must:

- **Be incorporated and commonly regarded as a community sporting club.**
- Compete in a recognised competition during the Winter 2012 season.
- Be willing and able to embrace and promote healthy behaviour and provide a safe and healthy environment for participants and spectators.
- Have an ABN or provide an ATO Statement By Supplier form.

## INELIGIBLE for Healthy Club sponsorship

Clubs are not eligible to apply for Healthy Club sponsorship if they: -

- Have a Healthway agreement that covers the period 17th February 2012 – 28th September 2012
- Have received Healthy Club sponsorship in the Summer 2011/12 round
- Receive or are eligible to receive Healthway sponsorship through a State Sport Association

**Clubs that have received consecutive Healthway sponsorships in 2009, 2010 and 2011 are also not eligible to apply this year.**

**As the Healthy Club Sponsorship Program has a limited budget, in the event that requests for sponsorship exceed the available budget, priority will be given to new applicants and those clubs that have received Healthway sponsorship infrequently.**

**Sporting Associations are not eligible to apply for Healthy Club sponsorships and should contact Healthway to discuss other sponsorship opportunities. Sporting clubs that have a number of divisions within them should contact SMA to discuss their application.**

## HOW TO APPLY

1. Prior to making an application to Healthway, the minimum policy requirements should be discussed and agreed to by the club's governing body.
2. Complete all Sections of the Application Form including the bank details.
3. Send or deliver the completed application form to Healthway by 5.00pm on Friday 17th February 2012.

### 4. Complete the following to ensure:

- Your club is incorporated**
- You have attached a Statement by Supplier Form if your club does not have an ABN number**
- You have completed all 3 sections of the Application Form including Special conditions relating to the promotion of unhealthy brands**
- You have 2 signatures on the conditions page**
- You have taken a photocopy of the application form for your records**

### 5. Applications

Please note we **can not** accept:

- Late applications
- Faxed Applications
- E-mailed Applications



**Application forms and bank details are to be sent to:**

Healthway  
PO Box 1284  
WEST PERTH WA 6872

**Or hand delivered to:**

Ground Floor, 24 Outram Street  
WEST PERTH

**APPLICATIONS MUST BE RECEIVED AT HEALTHWAY BY**

**5PM FRIDAY 17TH FEBRUARY 2012**