



Healthway Healthy Club Sponsorship Guidelines

WINTER 2011

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.

HOW MUCH IS THE SPONSORSHIP WORTH?

Healthway is offering sponsorships of up to \$2,500 to incorporated sporting clubs competing in a recognised competition over the Winter 2011 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.

SPECIAL CONDITIONS RELATING TO CO-SPONSORSHIP

There is strong evidence of the impact of increased consumption of fast/snack food, soft drinks and alcohol use. A Healthy Club is one that endeavours to keep fast food/alcohol promotions away from their members and supporters and also by ensuring that healthy food is available and promoted, and alcohol is used in a responsible manner.

Healthway will generally not sponsor organisations in arrangements (direct or indirect) resulting in the promotion of unhealthy brands or messages. Healthway uses the term 'co-sponsors' to refer to other brands or messages that undermine Healthway objectives or health promotion returns. Healthway uses a risk assessment to determine whether any existing sponsorship arrangements constitute a co-sponsorship issue.

**** If your club has any sponsors which have the potential to impinge upon or conflict with the philosophy or objectives of Healthway (eg fast food sponsor, alcohol sponsor), this must be included within your application form as their involvement may impact on our willingness to sponsor the club.***

HEALTHY NUTRITION INITIATIVES

This is a new area of funding available to healthy clubs. 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 2011 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 21st February – 30th September 2011
- Have received Healthy Club sponsorship in the Summer 2010/2011 round
- Receive or are eligible to receive Healthway sponsorship through a State Sport Association

Clubs that have received consecutive Healthway sponsorships in 2008, 2009 and 2010 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 Monday 21st February 2011.

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**
- 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 MONDAY 21st FEBRUARY 2011