



Healthway Healthy Club Sponsorship Guidelines

WINTER 2010

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 and 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.

Characteristics of a Healthy Club may include the following:

Environment	Administration
<ul style="list-style-type: none"> Smoke Free 	<ul style="list-style-type: none"> Incorporated
<ul style="list-style-type: none"> Healthy food options encouraged and available 	<ul style="list-style-type: none"> Efficient/effective administration
<ul style="list-style-type: none"> Fast food, confectionary & soft drink products not actively promoted 	<ul style="list-style-type: none"> Sufficient qualified coaches/officials
<ul style="list-style-type: none"> Alcohol is not promoted, but if available is served and consumed in a responsible manner 	<ul style="list-style-type: none"> Clear long-term plan
<ul style="list-style-type: none"> Safe training/playing environment provided 	<ul style="list-style-type: none"> Access and equity encouraged
<ul style="list-style-type: none"> Use of illicit drugs and performance enhancing drugs is not permitted 	<ul style="list-style-type: none"> Appropriate risk management procedures and insurance cover
<ul style="list-style-type: none"> Sun protection policy and practices in place and promoted 	<ul style="list-style-type: none"> Developing appropriate policies

NOTE: Clubs do not have to meet all of the above criteria 'initially' but must be committed to improving performance and ultimately achieving or exceeding these 'benchmarks' within three years.

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 juniors and also by ensuring that healthy food is available and promoted, and alcohol is used in a responsible manner.

*** 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 discussed with SMA staff as their involvement may impact on our willingness to sponsor the club.**

HEALTHY CLUB SPONSORSHIP PROGRAM

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

1. Encourage sporting clubs to develop, 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.

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 2010. 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.

WHAT IS A HEALTHY CLUB REQUIRED TO DO IN RETURN FOR THE SPONSORSHIP?

Successful clubs must implement a range of procedures designed to encourage healthy behaviour and provide a safe and healthy environment for participants and spectators.

It is a requirement that sponsored clubs, in consultation with members and other relevant stakeholders, develop a Healthy Club Policy in the areas of smoking, sun protection, sport safety, alcohol and other drugs and healthy catering (sample policies and resources will be provided to successful applicants to assist with this process). Those clubs with an existing Healthy Club Policy will be required to review and expand the policy and demonstrate an increasing commitment to providing a healthy and welcoming sporting environment.

While each club may address individual health issues differently, it is a requirement for all Healthway sponsored clubs to:

Implement smoke free outdoor viewing areas.

Ban the sale of cigarettes and tobacco products.

Please note that there are additional requirements for clubs who have received previous Healthy Club sponsorships which include:

- Reviewing and expanding your policy in a health area in consultation with Sports Medicine Australia
- Participating in a relevant briefing night and/or club workshop.

HEALTH PRIORITY AREA

COMPLETING THE FOLLOWING INFORMATION WILL HELP TO IDENTIFY THE PRIORITY HEALTH ISSUES AS REQUIRED ON THE HEALTHY CLUB APPLICATION FORM.

1. SMOKING	YES	NO	SOMETIMES	N/A		
• Are all indoor areas, events/functions smoke free?						
• Do you have designated outdoor smoke-free areas at your playing facility?						
• Do people generally adhere to these smoke-free areas?						
• Are cigarettes or tobacco products sold within your club?						
• Does your club display no smoking signage?						
• Use of illicit drugs and performance enhancing drugs is not permitted						
• What percentage of club members/players smoke? <i>(Please circle)</i>	<10%	20%	30%	40%	50%	Over 50%

2. NUTRITION	YES	NO	SOMETIMES	N/A	
• Does your club operate a canteen and/or provide food at functions?					
• Do you offer healthy food alternatives <i>(for example, sandwiches, fruit, soup)?</i>					
• What percentage of healthy food is sold? <i>(Please circle)</i>	<20%	21-40%	41-60%	61-80%	81-100%
• Overall how would you rate the range of food your club offers? <i>(Please circle)</i>	Healthy	Average	Unhealthy		

3. ALCOHOL	YES	NO	SOMETIMES	N/A	
• Does your club have a licensed bar?					
• Do you operate events where alcohol is served?					
• Do you offer water free of charge?					
• Do you provide food within the bar area?					
• Do you advertise full strength products?					
• Do you advertise low alcohol alternatives?					
• Does your club provide responsible safe server training?					
• What percentage of members would you estimate drink alcohol following training or games? <i>(Please circle)</i>	<20%	21-40%	41-60%	61-80%	81-100%

4. SPORTS SAFETY	YES	NO	SOMETIMES	N/A
• Does your club have rules requiring the use of safety equipment for players?				
• Does your club have trained first aid personnel? <ul style="list-style-type: none"> • At games • At training 				
• Does your club have readily accessible first aid equipment?				
• Does your club encourage warm-up, stretching and cool down at training and games? <ul style="list-style-type: none"> • At games • At training 				
• If a player has a prior or current injury does your club have a return to play policy?				
• Does your club adhere to a State or National anti-doping policy?				
• Are regular safety inspections of playing areas and equipment conducted?				

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 2010 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 30th March – 30th September 2010
- Have received Healthy Club sponsorship in the last round Summer 2009/2010
- Receive or are eligible to receive Healthway sponsorship through a State Sport Association

Clubs that have received consecutive Healthway sponsorships in 2007, 2008 and 2009 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 introduction of a Healthy Club policy and practices must 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 15th February 2010.

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:

Level 3, 46 Parliament Place (cnr Havelock Street)
WEST PERTH

APPLICATIONS MUST BE RECEIVED AT HEALTHWAY BY

5PM MONDAY 15TH FEBRUARY 2010