

ATTACHMENT 6 – WA HEALTH SPONSORSHIP CHECKLIST

The following checklist is Appendix 2 of the *WA Department of Health Sponsorship Policy (0266/10)*.

This checklist is to be used to assess potential sponsorship proposals in conjunction with the Sponsored Travel Personal Declaration (Attachment 5). This list will assist in evaluating whether a sponsorship is appropriate for WA Health prior to completing Attachment 5.

1. What are the value and terms of the sponsorship proposal?

- How much will the sponsorship cost the sponsor, in cash value and in-kind?
- If the sponsorship is 'in-kind', is it valued at commercial and/or competitive rates?
- How long is it expected to run (e.g. 6 months, 12 months or annual event)?
- Are the options to renew the arrangement appropriate?
- What are the rights and terms of the arrangement for both parties?
- How will the agreement be terminated if needed?

2. Are the objectives of the sponsor/sponsorship proposal compatible with those of WA Health?

- Do the potential sponsor's values and objectives complement those of WA Health?
- Has the sponsor indicated that they do not own, control or are involved directly in the product and manufacture of tobacco and tobacco-related products including cigarettes and cigars?
- Is the potential sponsor part of an industry that produces products or services that may contribute to poor physical health or mental well-being of the community?
- Is the reputation/public perception of the sponsor and its products appropriate to be associated with WA Health?
- Does the potential sponsor operate under a current code of ethics; have a good corporate governance record, stable financial position and appropriate employment and marketing practices?

3. Use of the WA Health sponsorship badge

- Sponsorship Agreements must be clear on how and where the Department of Health badge is to be used. Sponsorship Agreements must include the right for the Department of Health's production unit to review all promotional material and activities including specific uses prior to release.
- When WA Health is a sponsor to an external stakeholder, the badge **MUST** be represented within the following parameters:
- The Department of Health badge **MUST** be of equal size and prominence to the sponsoring or sponsored organisation's logo (s)
- The Department of Health badge and sponsoring or sponsored organisation's logo(s) and should be positioned side by side and where

- possible the Department of Health badge should be on the left hand side unless financial obligation determines an order of importance.
- Where possible, words such as 'proudly sponsored by' or 'proudly supported by' should appear with the DoH logo.
- Where possible, the look and feel of the document should reflect the visual identity outlined in the Department of Health Style Guide and comply with the Government Branding Guidelines. This is achieved through the use of slogan/terminology, Department of Health brand, mnemonic device, typography, photography and incorporation of the primary and/or secondary colour palette. Only DoH publications should have DoH branding; other organisations are not to use the same style.

4. What are the benefits of the sponsorship to WA Health?

- Describe the benefits of the sponsorship to WA Health:
- Where receiving funding (e.g. enhance an existing service, fund a new service, support an event, meet costs of publication, fund additional training, and provide infrastructure or equipment)
- Where providing funding (e.g. promotion of the WA Health brand or funding of a new service).

5. How did the sponsorship proposal come about?

- Was the sponsor selected through the annual advertisement seeking expressions of interest placed by WA Health?
- Was a competitive selection process used?
- If not by Expression of Interest (EOI) process, reasons why?
- If the process was not competitive, such as when the potential sponsor initiates the approach:
- Would the likelihood of other sponsors being able to participate mean that benefit to WA Health could be greater?
- Could WA Health be subject to criticism by not offering the sponsorship opportunity by the process of Expression of Interest?

6. Are there benefits to WA Health individual employees?

- Describe benefits to individual employees (e.g. sponsored travel, accommodation, conference fees, etc).
- Can the individual benefits be justified in terms of expected outcomes?

7. What are the benefits to the sponsor?

- List benefits to the sponsor (e.g. form of acknowledgment such as use of sponsor's logos, signage, product displays, public relations outcomes, etc).
- If naming rights have been requested, provide details.

8. What are the risks to WA Health?

- Will public trust in WA Health be maintained?
- Will the sponsorship withstand public scrutiny?

- Are there any risks to WA Health's independence and impartiality?
- Is the sponsor likely to be inspected by WA Health?
- Could the sponsorship arrangement be seen as an endorsement of the sponsor or its products and services?
- Is the sponsorship reducing the need for a potentially more appropriate business case for a service or program that is more sustainable?
- Is there a risk of co-dependency?
- How will the withdrawal of sponsorship be managed in order to mitigate against subsequent disadvantage to patients or communities?
- Can the risks be satisfactorily managed?

9. What are the costs to WA Health?

- Provide details of resources required to support the sponsorship (e.g. staff time, equipment use, materials, infrastructure resources, insurance, etc). Costing in dollars to be completed.
- Is this the best use of these resources?
- Are these resources required after the sponsorship ceases? If so, how could they be funded?

10. Any other relevant factors?

- What is the cost/benefit to WA Health and is this a reasonable return for effort?