

Harmful Industries Declaration and Sponsorship Guide



Harmful industries include any businesses deriving significant benefit or income from any one or more of the following: unhealthy foods (high in saturated fats, sugar, salt and/or energy), sugary drinks, alcohol, tobacco, e-cigarettes and vaping, and gambling.

The City of Ballarat are committed to supporting the health and wellbeing of the community, and support health promoting environments for everyone. Marketing of unhealthy products and behaviours through sponsorship has been shown to influence preferences, brand awareness and attraction, and does not support a healthy environment.^{1,2,3} The Community Impact Grant Program (CIGP) is a significant investment by the City of Ballarat, and clear guidelines ensure funding is distributed to activities and organisations which align with City of Ballarat health and wellbeing priorities.

The CIGP Funding Guidelines stipulate that the following will **not be eligible** for funding:

- **organisations** which derive significant income or benefit from harmful industries, and
- **activities** which focus on or promote unhealthy food, sugary drinks, alcohol consumption, gambling or tobacco, e-cigarette or vaping industries.

A **relationship or association** with a harmful industry includes, but is not limited to:

- Sponsorship or funding
- Vouchers
- Signage
- Naming rights
- Provision of free products
- Advertising, social media or website promotion
- Branding on uniforms or equipment
- Access to membership lists

Declaring Sponsorship and Level of Risk

All applicants will be asked to provide a Harmful Industries Declaration in relation to their **sponsors**. If there is an association with harmful industries, some basic information on the type of business and promotion will be required to determine whether the sponsor relationship confers a low, moderate or high level of risk to health and wellbeing.

When clubs or organisations promote or associate with industries which are harmful to health and wellbeing such as fast food, sugary drinks, alcohol, tobacco, vaping or gambling, they are not providing or promoting a healthy environment.

Declaring a relationship with harmful industries, and **understanding the level of risk**, ensures clubs and organisations are more aware of the impact their association with harmful industries can have on the consumption, attitudes, and behaviours of the community. Recognition as a healthy club or organisation can assist clubs to gain more members and create a family friendly environment.

The declaration will support the Community Impact Grant Committee in their decision making on grant allocations and encourage clubs to move towards healthier associations with sponsors.

All clubs and organisations are encouraged to access more information (refer to links on page 2) on how to raise money for your club while promoting the health and wellbeing of the community. Local businesses and organisations are encouraged to sign up to the [Healthy Fundraising Guide](#) which will highlight Ballarat businesses keen to support clubs and organisations.




1. [WHO recommends stronger policies to protect children from the harmful impact of food marketing](#)

2. [Obesity Evidence Hub: Impact of unhealthy food marketing on children](#)

3. ["Food company sponsors are kind, generous and cool": \(Mis\)conceptions of junior sports players](#)

Harmful Industries Sponsorship Risk Categories

City of Ballarat encourages local clubs and organisations to seek sponsors which pose a **low risk** to health and wellbeing. The level of risk is determined by the brand profile, the products involved and the sponsorship practices.

Risk	Examples of Sponsors	Why this level of risk?
 LOW	<ul style="list-style-type: none"> Independent supermarkets Local cafes or restaurants Local independent produce (bakeries, butchers, seafood, greengrocers) Other local businesses with no association to Harmful Industries 	<p>Local sponsors are not advertised widely in mass media and brands are associated with a range of products where the main offering is not harmful.</p> <p>Partnering with local businesses also benefits the whole community by stimulating the local economy.</p>
 MODERATE	<ul style="list-style-type: none"> Local take-away outlets (local pizza or fish and chip shops) Multi-national businesses with a more healthy product offering (chain bakeries, some restaurants) 	<p>Local businesses have a low brand profile, however their products are not predominantly healthy. Supporting these types of sponsors may also stimulate the local economy.</p> <p>Sponsorship practices, such as vouchers or free products, would increase the risk for low profile businesses with an unhealthy product, or high brand profile businesses.</p>
 HIGH	<ul style="list-style-type: none"> Fast-food companies or restaurants Sugary drink manufacturers Businesses promoting alcohol (hotels, bars, breweries) Gambling venues 	<p>Companies are widely advertised in media and are predominantly associated with harmful health behaviours which include the consumption of unhealthy foods and/or beverages (high in saturated fats, sugar, salt and/or energy), tobacco, vaping, alcohol and gambling.</p>

Healthy Fundraising and Sponsorship

Council encourages clubs and organisations to consider alternative sponsors that do not seek to profit from products that are harmful to health and wellbeing.

Typical sponsors which do not pose a risk to health and wellbeing include:

- Gardening or trades businesses (building, plumbing, landscaping)
- Health service providers (physiotherapy, dental, allied health)
- Sport retailers, non-food / alcohol / gambling related retailers
- Finance (banks, real estate agents, accountants)
- Local recreation businesses (gyms, pools)
- Education (local universities and employment agencies)

Resources for healthy fundraising

[Vic Kids Eat Well – Put the Fun into Fundraising – resources](#)

[Cancer Council – Healthy Fundraising](#)

[Sports Community – Events, Functions and Fundraising Activities](#)

For more information on the Harmful Industries Declaration please contact staff from the Health and Social Planning team at City of Ballarat – hsplanning@ballarat.vic.gov.au