

0. Health Promotion Partnership Plan Year 1 of 1

Name of Partner Organisation	Vietnamese Community in Australia WA Chapter Inc.
Tet New Year Celebrations 2021	Tet New Year Celebration 2021
Type of Partnership	Arts
Partnership Amount	\$15,000
Healthway Contact	Pia Fruin Partnership Officer 9488 6231 Pia.fruin@healthway.wa.gov.au
Organisation Contact	Anh Nguyen President 0488 042 182 vietnamesewa@gmail.com
File Number	34048
Health Message	Make Smoking History
Key Event Date(s)	Tet New Year Celebration 2021 <ul style="list-style-type: none"> • Wanneroo Showgrounds • 5 – 6 March 2021

Partnership Information

1. Partner Program/Event Description

- 1.1. The Tet New Year Celebration is a free two-day, cultural event with entertainment including food, dance, fireworks and music.

2. Target Audience

- 2.1. Primary – Adults 18-54 from Wanneroo and the surrounding areas spectating at the event
- 2.2. Secondary – Young people aged 13-17 from Wanneroo and the surrounding areas spectating at the event

3. Rationale for Partnership

- 3.1. The event has a total anticipated reach of 15,120 with 33% children and young and at least 80% from the Vietnamese community.
- 3.2. Smoking continues to be a major public health issue and is the leading cause of preventable disease and death in Western Australia. This partnership offers a range of opportunities to reduce smoking and work towards a smoke-free WA.
- 3.3. More than 11% of Western Australians continue to smoke and up to two out of three smokers will eventually die due to their smoking. This partnership offers a range of opportunities to reduce smoking and work towards a smoke-free WA.

4. Partnership Objectives

- 4.1. Educate and raise awareness about good health to support healthy choices.
- 4.2. Create healthy environments within organisations and venues.
- 4.3. Reduce the promotion of unhealthy messages or brands which do not align with Healthway objectives.
- 4.4. Provide opportunities for participation in healthy activities particularly among Healthway's priority populations.

- 4.5. Build the capacity of organisations and the community to advocate for health promoting culture, norms and practises.

5. Partnership Requirements

- 5.1. Vietnamese Community in Australia WA Chapter will ensure that anyone representing the partnership in any capacity is briefed regarding their responsibilities related to the contractual obligations of the partnership stated in Healthway's Minimum Health Policy Requirements (as listed below). More information is available on [Healthway's website](#)
- 5.1.1 Provide healthy nutrition options including;
- Limit display of sugary drinks
 - free water available
 - healthy food available
- 5.1.2 Provide adequate sunshade
- 5.1.3 Provide and maintain smoke-free indoor and outdoor area
- 5.1.5 **Should alcohol be available, serve in standard size drink portions and provide low strength/non-alcoholic options**
- 5.1.6 Do not use alcohol as prizes or awards or run promotions that encourage rapid consumption or glamorise being drunk.
- 5.2 Vietnamese Community in Australia WA Chapter is encouraged to create practices that work towards *building a better Western Australia together* by;
- 5.2.1 Incorporate acknowledgment of the traditional owners and ongoing custodians of the land, Aboriginal and Torres Strait Islander People (including identifying local groups where possible).
- 5.2.2 Encourage environmental provisions including recycling, minimal use of plastics, etc.

6. Providing Healthy Food and Beverage Options

- 6.1. Your funding is conditional upon your organisation working with the Western Australian School Canteen Association (WASCA) to increase healthy food and drink options by;
- 6.1.1 Display of sugary drinks will be limited – e.g. Vendors and Vietnamese Community in Australia WA Chapter providers will remove red drinks from front counters or menu boards and move to the bottom of fridges or behind counters away from line of sight for customers. Vietnamese Community in Australia WA Chapter will be responsible for checking this throughout the duration of the Tet New Year Celebration to ensure vendors comply.
- 6.1.2 Water will be displayed prominently by Vendors and Vietnamese Community in Australia WA Chapter providers e.g. placed on counters or in direct line of sight. Vietnamese Community in Australia WA Chapter will be responsible for checking this throughout the duration of the festival to ensure vendors comply.
- 6.1.3 Vietnamese Community in Australia WA Chapter will ensure that all vendors or Vietnamese Community in Australia WA Chapter food and beverage contractors attending Vietnamese Community in Australia WA Chapter events and activities **offer as a minimum one (1) green food item/option on their menus** as per recommendations provided by WASCA menu assessments.
- 6.2. Healthway will provide an introduction to WA School Canteen Association to increase the healthy food and drink options. This may involve the development of strategies specific to your sport and/or organisation including menu

assessment, training of canteen staff and the provision of practical tools, information and advice to provide and promote healthy choices.

7. Key Messages

- 7.1. Vietnamese Community in Australia WA Chapter will facilitate promotion of the Make Smoking History key messages throughout the Tet New Year Celebrations 2021. Key messages should include but are not limited to:
- 7.1.1. A smoke-free lifestyle means you can breathe easier, have more money and live longer.
 - 7.1.2. Your body will start to repair itself as soon as you put out your last cigarette.
 - 7.1.3. You will feel the benefits regardless of age and how long you've been smoking.
 - 7.1.4. There is no such thing as a safe cigarette or a safe level of smoking.
 - 7.1.5. There has never been a better time to quit.
 - 7.1.6. Bring on the new year, and put smoking behind you.
- 7.2. Healthway may also develop key messages specific to Tet New Year Celebrations 2021.

8. Exclusive Naming Rights

- 8.1. Exclusive Naming Rights has been awarded to the following:
- 6.1.4 "Make Smoking History Tet New Year Celebration 2021"
- 8.2. Exclusive Naming Rights will be acknowledged in all instances including but not limited to: print material, verbal acknowledgement, social and electronic media and online/digital. In instances where Exclusive Naming Rights cannot be acknowledged, Vietnamese Community in Australia WA Chapter will work with Healthway to develop an appropriate solution.

9. Logo Recognition

- 9.1. The Make Smoking History, Government of Western Australia crest and Healthway logos as shown at the top of this page will be displayed on all Tet New Year Celebrations 2021 materials (advertising, program and venue sponsor acknowledgements, online, public relations) in line with the Make Smoking History and Healthway style guidelines. The size and location of the logos will reflect the level or status of this partnership.
- 9.2. Where space is limited and the Government of Western Australia Coat of Arms is already acknowledged through another Government organisation, with Healthway approval, the Government of Western Australia logo does not need to be included.
- 9.3. For promotional material (event signage, clothing, merchandise, awards, certificates and health message specific campaign promotions) with Healthway approval, the Make Smoking History logo may be used in isolation.
- 9.4. The Make Smoking History logo and Healthway logo will not be aligned with any other logo or messages (e.g. fast food, soft drink, confectionery, gambling or alcohol brands) that have the potential to impact or conflict with Healthway objectives. If Vietnamese Community in Australia WA Chapter is unsure about a potential conflict, Healthway should be contacted for clarification.

10. Healthway Media

- 10.1. Vietnamese Community in Australia WA Chapter will include media@healthway.wa.gov.au as well as partnership officer in all correspondence regarding media opportunities, news-worthy stories or requests for Healthway quotes, comments or content.
- 10.2. When setting up social media events (e.g. Facebook events) related to an event Healthway partners with, Vietnamese Community in Australia WA Chapter will include @HealthwayWA as a co-host of the event.

11. Verbal Acknowledgement

- 11.1. Regular verbal announcements acknowledging Make Smoking History and Healthway will be made at the Tet New Year Celebrations 2021. This may include during interviews, speeches, announcements, commentary, official presentations and those by high-profile role models. Suggested wording includes:
- 11.1.1. “The Make Smoking History Tet New Year Celebrations 2021 is proudly partnered by Healthway” or;
- 11.1.2. “With thanks to our Naming Rights Partner, Healthway, promoting the Make Smoking History message”.
- 11.2. Vietnamese Community in Australia WA Chapter will invite a Healthway representative/s to speak or participate in award presentations.

12. Signage

- 12.1. The quantity and location of the Make Smoking History signage will reflect the level or status of this partnership.
- 12.2. Vietnamese Community in Australia WA Chapter will identify locations to maximise the exposure of Make Smoking History signage
- 12.3. Vietnamese Community in Australia WA Chapter will submit an event signage plan detailing all sponsors signage and locations to Healthway for approval at least two weeks prior to the commencement of the event.
- 12.4. Healthway will supply the following signage to be prominently displayed at Tet New Year Celebrations 2021:
- 12.4.1. 8 x Make Smoking History flying banners
- 12.4.2. 4 x Make Smoking History Lantern Banners
- 12.4.3. 2 x Make Smoking History Mesh Banners
- 12.4.4. 6 x Smoke-Free Event Flying Banners
- 12.4.5. 4 x Smoke-Free Event Corflute A-frames
- 12.5. The supplied signage remains the property of Healthway. Vietnamese Community in Australia WA Chapter will be responsible for the cost of replacing lost, stolen or damaged signage and be liable for a cleaning fee if applicable.
- 12.6. Vietnamese Community in Australia WA Chapter will be responsible for:
- 12.6.1. Checking the supplied signage and advising Healthway at least three days prior to the commencement of the sponsored program/event if the signage delivered is not correct.
- 12.6.2. Erecting and dismantling signage.
- 12.6.3. Returning all signage, clean and in good condition, one week after the completion of the partnership (unless otherwise notified by Healthway).
- 12.6.4. Storing signage safely throughout the partnership.

13. Clothing

- 13.1. Vietnamese Community in Australia WA Chapter will ensure clothing produced in relation to this partnership will provide brand recognition for Make Smoking History. Vietnamese Community in Australia WA Chapter will submit artwork of any clothing items that include the Make Smoking History logo to the Healthway for approval prior to producing.
- 13.2. Healthway will provide the following clothing:
 - 13.2.1. 10 x Make Smoking History high-vis vests to be worn by smoke free ambassadors as per point 16.
- 13.3. Vietnamese Community in Australia WA Chapter will ensure the representatives wearing the clothing adhere to the contractual obligations of the Partnership Agreement.
- 13.4. Vietnamese Community in Australia WA Chapter will ensure the clothing is allocated in line with Healthway objectives.
- 13.5. Vietnamese Community in Australia WA Chapter will return any remaining clothing to Healthway following the completion of the partnership.

14. Educational Resources

- 14.1. Healthway will provide the following Make Smoking History educational resources:
 - 14.1.1. 1000 x Make Smoking History Quit Pocket Guides
 - 14.1.2. 1000 x 'Guide to Quitting' Brochure
- 14.2. Vietnamese Community in Australia WA Chapter will ensure the educational resources are evenly allocated to maximise distribution and in line with the partnership objectives and sustained throughout the duration of the partnership.
- 14.3. Vietnamese Community in Australia WA Chapter will return any remaining educational resources to Healthway following the completion of the event/program.

15. Smoke Free Ambassadors

- 15.1. Vietnamese Community in Australia WA Chapter will appoint and coordinate 10 x Smoke Free Ambassadors to roam at the Tet New Year Celebrations 2021. Vietnamese Community in Australia WA Chapter will ensure the Ambassadors are briefed regarding their responsibilities related to the contractual obligations of the partnership stated in Clause 6 of the Organisation Agreement. The Ambassadors will politely remind smokers of the Smoke Free status of the Event.
- 15.2. Ambassadors will wear a Smoke Free Event Vest (refer to Point 16).
- 15.3. All Smoke Free strategies will be finalised with Healthway before the Tet New Year Celebrations 2021.

16. Photography and Video Footage

- 22.1 Vietnamese Community in Australia WA Chapter will provide Make Smoking History and Healthway with brand recognition, reflecting the status or level of the partnership, in photographs and video footage including but not limited to: signage, uniforms and clothing, merchandise, game play competition, Healthway activations including spectator engagement and other leveraging activities.
- 22.2 Vietnamese Community in Australia WA Chapter will ensure the content of the photographs and video footage is appropriate and reflects the objectives of the partnership.

- 22.3 Vietnamese Community in Australia WA Chapter to provide any photographs or video footage taken during the partnership, which Healthway may use for evaluation or publicity purposes e.g. media, social media opportunities and publications. In the case that the photographs or video footage contain people, Vietnamese Community in Australia WA Chapter will indicate if the photographs or video footage are provided to Healthway with full approval, free of any proprietary rights and that individual and/or parental consent has been provided of any identifiable person featured in the photographs or video footage. Should you require a consent form, which is to be completed by the person/people in the photograph/video, please request this document from Healthway. This consent form provides permission for Healthway and Vietnamese Community in Australia WA Chapter to use the material for publicity purposes.
- 22.4 Vietnamese Community in Australia WA Chapter **will allow Healthway** to have designated photographer on the pitch/oval/venue as appropriate.

23. Event Attendance/ Tickets

- 23.1 Healthway representatives may need to attend the event or program for a range of purposes including but not limited to monitoring and evaluation, partnership activation, presenting awards and stakeholder engagement. Vietnamese Community in Australia WA Chapter will provide reasonable access and/or invitations to functions and events that would assist in achieving these purposes.

24. COVID-19 Clause

- 24.1 This partnership plan has been developed with the intention of the activities in the Vietnamese Community in Australia WA Chapter application to be completed within their full capacity as outlined prior to the COVID-19 pandemic. Should the Federal or State Governments (or other as identified and recognised by Healthway) restrictions due to COVID-19 still apply limiting the start/completion of the outlined activities, Healthway will work Vietnamese Community in Australia WA Chapter to identify/develop alternative assets that will provide suitable health promotion opportunities.

24 Evaluation and Project Report Acquittal

- 24.1 Throughout the partnership Vietnamese Community in Australia WA Chapter will be evaluated by Healthway on the above leveraging and promotional strategies.
- 24.2 As a requirement of the partnership Vietnamese Community in Australia WA Chapter is to submit a brief Project Report (**Acquittal**) by the due date specified in Schedule 1 of the Organisation Agreement.