

## The impact of Healthway's arts sponsorship on the health and wellbeing of regional Western Australians

Lindsay Lovering<sup>1</sup>, Christina Mills<sup>2</sup>

<sup>1</sup>Healthway WA, <sup>2</sup>UWA PhD candidate

---

Lindsay Lovering is Healthway's Arts Program Manager and is responsible for the day to day management of the Arts Sponsorship Program that allocates sponsorship of approximately \$3M annually to arts activities throughout Western Australia. He has an extensive background in the arts and prior to his work with Healthway, was Senior Program Manager with the Department for the Arts. He was previously a professional musician and maintains an ongoing involvement in the music industry as a flautist and is active in community development in the Fremantle area. Lindsay was a finalist in the 2009 Citizen of the Year Awards for his contribution to the development of the Arts, Entertainment and Culture in Western Australia and received the National Leadership in Arts and Health Award at the 2nd Annual International Arts and Health conference in Melbourne in November 2010. He co-ordinated Healthway's sponsorship of the 2009 Smoke Free Perth Royal Show that won the AMA Healthy Community Award that was praised by the general public and the health promotion community for its smoke free status. He was also Chairman of the inaugural Kitchen Whiz Kids, a highly successful state-wide cooking competition for young people that was introduced as a sponsorship strategy at the 2010 Smoke Free Perth Royal Show that aims to promote healthy eating and food preparation to young people.

Christina Mills is a PhD candidate in the School of Population Health and the School of Sport Science, Exercise and Health at The University of Western Australia. Christina has ten years experience in the area of health research/evaluation and extensive experience in both qualitative and quantitative research. Christina is currently completing a PhD in Arts and Health and has qualifications in the visual arts, evaluation, psychology and public health.

---

The Western Australian Health Promotion Foundation (Healthway), seeks to promote and support healthy lifestyles to reduce the burden of preventable disease in Western Australia and provides sponsorship to sports, arts, and racing organisations to promote healthy messages, facilitate healthy environments and increase participation in healthy activities. The key priorities for Healthway are reducing harm from tobacco, reducing harm from alcohol, reducing obesity and promoting good mental health. The primary purpose for Healthway's Arts Sponsorship Program, valued at \$3M annually, is to provide sponsorship support for community based arts and culture activities such as festivals, theatre/dance productions, concerts, exhibitions and workshops and where there is a significant opportunity to change behaviours and environments to improve health. The presentation will be given by Healthway's Arts Program Manager, Mr Lindsay Lovering who recently received the National Award for Leadership in Arts and Health and PhD candidate Ms Christina Mills from the University of Western Australia.

The presentation will review some of the diverse and innovative arts and cultural projects that have received Healthway sponsorship in regional WA and discuss the impact these projects have on the health and well being of regional and remote communities. It will also make reference to Arts and Health research undertaken by PhD candidates Christina Mills and Julia Anwar-McHenry from the University of Western Australia. The presentation will be pertinent to those conducting research in the field of arts and health and to those who support or present arts activities as a vehicle for the promotion of good health.