

Purpose

This policy outlines Healthway's approach in relation to grant funding and the portrayal of smoking and/or vaping in arts productions.

Background

Healthway is the only State Government agency dedicated to health promotion and primary prevention efforts in Western Australia. Healthway was originally established through tobacco control legislation in 1990 and now operates under the Western Australian Health Promotion Foundation Act 2016.

As outlined in its [Strategic Plan 2024-2029: Creating a healthier WA together](#), Healthway continues to prioritise preventing and reducing the use of tobacco as well as e-cigarettes and other novel tobacco products in Western Australia.

The portrayal of smoking and/or vaping in arts productions where it is promoted as normal, acceptable or fashionable is inconsistent with the promotion of healthy lifestyles and Healthway's vision. As such, consistent with the best available evidence, Healthway adopts a precautionary approach to the portrayal of smoking and/or vaping in theatre and live performance events.

Policy approach

In grant requests and funding conditions, arts organisations will be required to confirm that productions or activities funded by Healthway will not depict smoking and/or vaping for the duration of the proposed project.

Healthway will consider the potential portrayal of smoking and/or vaping in performances or productions associated with the arts organisation outside of the Healthway-funded project and will assess the health promotion risk in consultation with the organisation.

Healthway | Policy Position: Smoking/Vaping in the Arts

For organisations wanting to seek an exemption or variation to the above approach, the organisation will be required to:

- Provide evidence for Healthway's consideration, that the portrayal of smoking and/or vaping is essential to the performance and/or its historical setting and does not glamorise the behaviour.
- Where a variation is sought part-way through an existing Agreement, provide evidence that the organisation could not reasonably have been aware of, or controlled the content of the new performance(s) at the time of the Agreement being signed.
- Any new performance(s) meet(s) the criteria outlined above, and smoking and/or vaping will not be promoted or take place until Healthway has made a decision on the matter.

Definitions

Arts productions - A live performance, film and/or multi-media work, involving one or more art forms.

Smoking and/or Vaping - Includes cigarettes, heated tobacco products, e-cigarettes, e-cigarette devices, oral nicotine products, novel tobacco products and illicit substances.

More information: healthway@healthway.wa.gov.au

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Review: This policy will be reviewed in October 2025