



THE AUSTRALASIAN COLLEGE  
OF DERMATOLOGISTS

## Sponsorship - Managerial Policy

### 1. PURPOSE OF POLICY

This policy provides the parameters for which the Australasian College of Dermatologists (ACD) will engage in sponsorship arrangements.

This policy aims to establish an overarching and consistent approach underpinning such arrangements; to guide selection of appropriate sponsorship partners and scope of arrangements, to consider and mitigate potential risks and to agree upon fair and mutually beneficial outcomes.

This policy aims to ensure the ACD's reputation, name and integrity is upheld and maintained in relation to any sponsorship arrangements entered into.

### 2. POLICY SCOPE & PRINCIPLES

This policy applies to sponsorship arrangements whereby the ACD engages with commercial or non-commercial entities to receive financial support for a College activity, cause or event, in exchange for promotional opportunities. These arrangements may be offered to or sought by the ACD.

This policy applies to ACD staff and College officers. It is not applicable to individual members of the College (see Sponsorship and Industry Engagement - member policy).

This policy does not apply to partnership arrangements, whereby the ACD and another entity enter a collaborative arrangement to advance mutual interests, in which responsibilities, risks and returns of that collaboration are shared and contractually defined.

This policy is based on the principle that any sponsorship arrangement entered into by College is a reflection of and adheres to the principles outlined in the College's Strategic Plan, Code of Ethics and Conflict of Interest Policy.

### 3. DEFINITIONS / KEY WORDS / ABBREVIATIONS

**Interest:** a commitment, goal, obligation or value associated with a social relationship or practice. In healthcare the safety and welfare of patients is the primary interest, although not sole obligation or interest of health care professionals.

**Duality:** the coexistence of two distinct interests in a particular decision-making setting.

**Conflicts of interest:** a situation in which two conflicting interests are acting in a social relationship or practice.

**Sponsor:** an entity or group that provides support to an event, activity or cause, either financially or through the provision of resources, presenters, products or services. In providing support the sponsor may seek to target or influence a particular audience.

**Sponsorship:** a negotiated commercial agreement between ACD and a sponsor, whereby ACD receives payment to support a College activity or activities in return for specified promotional benefits for the sponsor.

**Sponsorship agreement:** a contract signed by the sponsor and an authorised person from ACD detailing scope, costing and timeframe of sponsorship activities.

#### 4. POLICY STATEMENT

- a) As a not-for-profit and for purpose organisation, ACD will engage in sponsorship arrangements that will, either in the short, medium or long term, provide benefit to the College and to its members through revenue generation to support member services, education and training and College operations.
- b) Sponsor selection will be informed by a risk analysis and undertaken with reference to the following key principles:
  - Alignment with College's Strategic Goals and objectives
  - The nature, profile and influence of the potential sponsor and any perceived conflicts, bias or agenda
  - Member response and sentiment regarding the potential sponsor i.e. potential member engagement risks
  - Ethical and moral elements of such an arrangement
  - Mutual trust, transparency and accountability
  - Sharing of resources (financial or in-kind)
  - Shared capacity building and learning
  - Respect for differences (e.g. knowledge, experience, resources)
  - Mechanisms to manage potential conflicts of interest
  - Agreement to 'dissolve' sponsorship as defined by the sponsorship arrangement.

Aligning decision making to these key principles will mitigate and possible or perceived risks.

- c) Selection of sponsors will be undertaken by College Management in an open and transparent manner, precluding personal benefits for all parties and adhering to the decision criteria. Management may seek Board guidance from time to time in regards to sponsor selection.

- d) When entering into sponsorship arrangements, College and the sponsor will declare interests involved to identify dualities and conflicts, to develop ways of averting or managing actual conflicts, and to communicate openly with each party. Where the possibility of a conflict of interest arises, regardless of the context, this must be declared openly to all relevant parties.
- e) Sponsorship is not an endorsement by College, and sponsorship agreements will not involve or imply, explicitly or otherwise, that the College endorses an entity or particular products and services. Conversely, sponsors must acknowledge that by providing financial or other support, it is in no way, perceived or otherwise, a College endorsement of their own products or services.
- f) Sponsors will agree and adhere to any terms and conditions set out in a sponsorship prospectus or agreement document developed and offered by the College. Sponsorship agreements will not impose or imply conditions that would limit, or appear to limit, the ability of the College to carry out its functions fully and impartially.
- g) Sponsors (pharmaceutical and device supporters) should adhere to their own industry codes of conduct and associated guidelines in relation to their interaction and relationship with healthcare professionals and in advertising therapeutic goods and services. The College endorses these Codes of Practice and urges sponsors to understand and adhere to the Codes in respect of their relations with College.
- h) Sponsorship offerings can include but is not limited to the following activities:
- Advertising space or advertorials
  - Exhibition and sponsorship entitlements at ACD events, including conferences, meetings, workshops or training activities for members and customers
  - The provision of resources and information to ACD members or customers
  - Grants and scholarships being a gift of funding or goods provided through a formally recognised program for a specified purpose to assist ACD achieve its goals and objectives.
- i) For all offerings, the College retains management and ownership of intellectual property and remains in complete control of education and training programs, scientific programs, editorial content and delivery in line with existing policies and procedures.
- j) The sponsor will not seek to influence or interfere with the content, scientific merit, recipients of awards, prizes or scholarships, or relevance of any activity or outcome. It is the responsibility of the sponsor to disclose any scientific, political or other commitments to organisations and convenors, and ensure collateral, presentations and educational resources remain free of product promotion.
- k) Specific terms and conditions will apply to each sponsorship offering and these will be stated in the relevant agreement documentation produced at the time. These terms and conditions will align with this policy, however they may vary due to the nature of the particular activity or opportunity.

## 5. APPROVAL AUTHORITIES AND REPORTING REQUIREMENTS & RESPONSIBILITIES

The following authorities are delegated under this policy:

Policy	Approve new policy and major amendment		Approve minor amendments	
	Authority	Reporting Requirements	Authority	Reporting Requirements
Sponsorship	Board	Annual	DCEO	Annual

## CONTROL REQUIREMENTS

Policy Number:	MAN001
Approval Authority:	Board
Responsible Officer:	DCEO
Designated Officer:	Membership and Marketing Manager
First approved:	25 March 2021
Effective Start date	25 March 2021
Review date	25 March 2023

## HISTORY

Version	Date	Summary of changes
1	25 March 2021	Board approval

## RELATED DOCUMENTS

CVA decision criteria  
Medicines Australia Code of Conduct  
MTAA Codes of Practice  
RACP guidelines for ethical relationships between health professionals and industry  
Sponsorship policy – member policy