



## **P018 - Ethical Sponsorships, Advertising and Donations Policy**

### **1. Purpose**

This policy outlines the guidelines and obligations of the Australasian College of Sport and Exercise Physicians (ACSEP, “the College”) in relation to sponsorship, advertising and donations. This document acts as a guide to ensure that the ACSEP acts ethically and in line with member needs and expectations when dealing with sponsorships, advertising and donations, to ensure that there is a healthy alignment between our partners, members and the ACSEP.

The ACSEP recognises that it is in the best interest of both the ACSEP and its members to engage with partners in the provision of sponsorships, advertising and donations, in mutually beneficial partnership arrangements. The benefit to the ACSEP is in the form of increased diversification of revenue, thus improving the sustainability of the ACSEP. The benefit to members is that they are given access to information about products and services that may assist in their professional work.

The ACSEP also recognises that potential partners benefit by partnering with the college by being able to provide information regarding their products and services to ACSEP members. The ACSEP recognises its unique position in being able to facilitate these sponsorships, advertising materials and donations which are mutually beneficial to partners, members and the ACSEP.

The following guidelines have been specifically designed for the College to ensure that the organisation has a healthy relationship with supporting organisations and that such relationships are in line with the College’s mission and values.

### **2. Scope**

This policy relates to any organisation or individual that seeks to partner with the ACSEP in the provision of sponsorships, advertising and/ or donations.

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P018 – Ethical Sponsorships, Advertising & Donations	2.0	19/8/24	ACSEP Board	19/8/2026



### 3. Policy-Related Definitions

<i>Advertising</i>	A business enterprise who engages with ACSEP to advertise key messages. Advertising can be paid for in cash or in-kind sponsorship.
<i>Donation</i>	A gift of money, services or goods which comes with no obligation to provide a benefit to the donor. Donations may be attached to a particular project or a product if the donor wishes to support a particular aspect of ACSEP's work, or it may be unrestricted in its scope.
<i>Partnership</i>	Any sponsorship, advertising and donation arrangement between ACSEP and another organisation or individual.
<i>Sponsor</i>	A business enterprise aiming to use its marketing budget to engage and target a direct key audience with a strategic message.
<i>Sponsorship</i>	An agreement between ACSEP and the sponsor, where the College receives funds, goods or services in exchange for an opportunity to deliver information to ACSEP's audience. Such information may include the sponsor's name, logo, message, products or services or information regarding the contribution they have made.

### 4. Policy Statement

#### 4.1 Declaration of Interest

- All College representatives as defined in *P045 – Conflict of Interest Policy* are required to disclose any actual, potential or perceived conflicts that they may have in relation to their duties.
- In order to avoid a conflict of interest in relation to this policy, College representatives must declare their private business or private work and financial or personal interest (e.g., company shares, research grant) in any organisation with which they have to deal, thereby ensuring that their professional judgement in relation to sponsorships, advertising and donations is not influenced by such considerations.



#### 4.2 Sponsorships

- All sponsorships should be reviewed in terms of creating synergistic working relationships with our members, ACSEP and the sponsor, whilst keeping in mind any political sensitivity.
- There must be a written agreement in place outlining the details of the sponsorship and its value, and the partnership must be in line with this policy.
- It is important that all sponsorships of equal levels across divisions within ACSEP yield the same value of benefits for potential sponsors.
- Activities, courses or events which have received approval for sponsorship from the Board should be clearly designated as such in any communication or marketing materials related to the activity, course or event (e.g., Fellows Dinners).

#### 4.3 Advertising

- There must be a written agreement in place outlining the details of the advertising and its value, and the partnership must be in line with this policy.

#### 4.4 Donations

- Any donation to the organisation of more than nominal value i.e., a painting or a piece of equipment, should be disclosed to the ACSEP Board for mitigation of potential risk.
- The ACSEP has the right to refuse any donation if it believes it is in the best interest of the ACSEP to do so.
- A register of donations will be kept by the ACSEP recording all donations which includes the amount, donor and purpose (if applicable). The donation register will be reviewed by the Board annually.
- The ACSEP reserves the right to utilise donation funding in accordance with organisational requirements.
- Staff should not receive donations, or any other money, on behalf of the ACSEP and spend the money themselves on the purpose for which it was intended by the donor. The money must always be paid into the nominated account and then expenditure authorized accordingly.



- Staff must consult their manager and obtain their approval before involving themselves in their official capacity in fund raising activities. All income received as a result of such approved activities must be banked into the nominated account.
- The procedure below should be followed for the receipt of donations:
  1. Any donation made by a member of the public or organisation should be deposited in the nominated account as soon as possible.
  2. A receipt should be issued for any donations. This receipt should make it clear which Charitable Funds will be credited with the donation. All cheques for donations should be made payable to “Australasian College of Sport and Exercise Physicians”.
  3. Any donation to a service should also be acknowledged by the Chair and a formal letter of thanks written by them to the donor.

## 5. Selection Criteria for Partnerships (sponsorship, advertising and donations)

5.1 In the consideration of any sponsorship or advertising partnership, the ACSEP will consider the appropriateness of the relationship by assessing the alignment of the partnership to the ACSEP’s vision and objectives. The following alignment questions should be considered to understand the congruency of the partnership.

1. Is the partnership reasonably related to the values and objectives of ACSEP?
2. Will the partnership help generate more revenue and/or intangible value to the organisation?
3. Are the costs, including staff time, for procuring the amount of cash or in-kind resources that come with the generation of the partnership reasonable?
4. Will the partnership be well received by our members?
5. Will the partnership be well received by the general practice sector itself?
6. Will the partnership be in line with the value proposition of ACSEP?

5.2 If the answer to any of the alignment questions above is NO, then the partnership proposal must go to the Board for consideration. Sponsorships/advertisements requiring Board approval will be tabled at Board meetings or considered by circular resolution according to the constitution.

### 5.3 Avoidance criteria

Partnerships which shall not be considered are those which:

- Promote any work or other practices that constitute any violations of law.



- Do not meet the code of practices set by Medicines Australia, the Therapeutic Goods Administration (TGA) or the New Zealand Medicines and Medical Devices Safety Authority (Medsafe)
- Promote the use of tobacco
- Duplicate or mimic the identity or programs of ACSEP
- Exploit members or staff members of the ACSEP.

#### **5.4 Additional Guidelines for Pharmaceutical, Health Supplements and Medical Devices**

5.4.1 When ACSEP engage with a pharmaceutical, health supplement or medical device company in either the form of advertising, sponsorship or donations, activities will be undertaken in strict adherence to the Medicines Australia Code of Conduct. This Code of Conduct sets the standards for the ethical marketing and promotion of prescription pharmaceutical products in Australia.

5.4.2 Due to the sensitivity of pharmaceutical, health supplements and medical device sponsorships and advertising, the board will approve all partnerships of this nature. Each partnership will be considered by the board on a case-by-case basis. Consideration will be given to (but is not limited to), the following:

- Whether there are any ethical considerations with the partner
- How widely accepted the products or services are
- Whether the products or services are evidence based
- Whether the products or services are reputable, and
- Whether the products are batch-tested (if applicable).

5.4.3 The Board will assess each prospective partnership on a case-by-case basis. Additional requirements or limitations may be placed on the terms of the partnership if the Board deems it appropriate. This may include additional disclosures required or restrictions on how the brand name is used on signage and materials.

#### **5.5 Additional guidelines for partnerships related to Continuing Professional Development (CPD) Program activities**

5.5.1 ACSEP delivers activities which are eligible for hours under the CPD Program. These include, but are not limited to, the ACSEP Annual Scientific Conference, Management of Sports Trauma (MOST) and Musculoskeletal Ultrasound Courses and Sport & Exercise Medicine (SEM) Academy content. The



primary purpose of these CPD activities is to improve the quality of patient care in Sport & Exercise Medicine.

5.5.2 The criteria listed in 5.1 and 5.2 must be applied when considering partnership proposals in relation to CPD Program activities to ensure that this primary purpose and ethical standards of the College are upheld.

5.5.3 Where ACSEP engages with a partner in relation to a CPD Program activity, details of the partnership must be publicly available and clearly declared each time the activity is promoted, advertised or delivered. The partner is not permitted to have any input into the development, content or delivery of the activity.

5.5.4 Partners who wish to deliver a presentation or conduct a trade display on their product or service must do so separately to the delivery of any ACSEP CPD Program activity, and in a manner in which CPD participants are aware that the presentation or trade display is not compulsory to attend.

5.5.5 Any facilitators for CPD Program activities delivered by the College must declare any personal conflicts of interest as per section 4.1 of this policy and *P045 – Conflict of Interest Policy*.

5.5.6 To clearly outline the partnerships available for the ACSEP Annual Scientific Conference and set out the broad terms and condition for these, a partnership prospectus will be designed specifically and publicly distributed.

## 5.6 Delegations

The delegations for sponsorships, advertising and donation partnerships are as follows:

Less than \$50,000; AND 'YES' for all alignment questions; AND NOT a Pharmaceutical, health supplement or medical device	CEO Approval
All other sponsorships, advertisements and donations	Board Approval

## 6. Key Related Documents

- *P015 – Code of Ethics & Professional Behaviour*
- *P045 – Conflict of Interest Policy*



- Code of Ethics - Australian Medical Association (AMA)
- Good Medical Practice - Medical Council of New Zealand
- Good Medical Practice: A Code of Conduct for Doctors in Australia - Medical Board of Australia

## 7. Approval & Review Details

Approval and Review	Details
Approval Authority	The ACSEP Board
Policy Approval Date	5/4/18
Policy Review Date	July 2026
Advisor(s) to Approval Authority	Applicable ACSEP Committees, ACSEP CEO
Policy Point of Contact	ACSEP CEO
Policy Implementation	ACSEP Board Chair, Committee Chairs, ACSEP CEO
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