

## Australian and New Zealand College of Anaesthetists Partnerships and Sponsorship POLICY

### 1. PURPOSE

Partnerships with and sponsorships provided by third parties are regarded as fundamental in extending educational, safety and quality and research opportunities to the fellowship, trainees and staff of the Australian and New Zealand College of Anaesthetists (“the College”) including the Faculty of Pain Medicine. This does not exclude initiatives that benefit external stakeholders.

The objective of the Partnerships and Sponsorship Policy is to provide clarity around how the College engages with and manages opportunities relating to partnerships and sponsorship. The Partnerships and Sponsorship Policy is to ensure that:

- partnerships with and sponsorship from organisations provide real and tangible benefits to the College
- they do not in any way compromise the integrity or reputation of ANZCA or its Fellows, trainees and staff
- ensure all relationships with partners and sponsors exemplify, reinforce and promote the mission and vision of ANZCA and support the strategic directions.

### 2. INTRODUCTION

ANZCA will engage with a broad range of organisations and on occasion individuals when seeking partnerships and sponsorship and a set of defined and agreed guiding principles will be used when considering all partnerships and sponsorship.

A partnership between ANZCA and another organisation involving the provision of financial, in-kind or pro bono contributions may include philanthropic, commercial sponsorship, or other engagement opportunities (e.g. collaboration). Partnerships may support:

- the delivery of educational events and activities
- the work of the ANZCA Research Foundation; including the funding of research grants
- additional resources where and as needed to support the operation of the College
- initiatives of the Faculty of Pain Medicine; including the funding of externally focused initiatives and innovations

This policy should be read in conjunction with:

- *PS40, ‘Statement on the Relationship between Fellows, Trainees and the Healthcare Industry’*
- the ANZCA Research Foundation website and ANZCA research guidelines (as required) where the engagement involves support for research or other Foundation-supported programs

- the defined rules and regulations of the regulatory bodies Medicines Australia and Medicines New Zealand that govern the relationship between the Health Care Industry and the health profession and for the purposes of this policy, ANZCA, ANZCA Fellows, trainees and staff.

### 3. BODY OF POLICY

#### Principles

The partnerships and sponsorships must be consistent with the following principles to ensure a consistent and coordinated approach is applied to partnership and sponsorship across ANZCA.

A partnership or sponsorship must:

1. Exemplify, reinforce or promote ANZCA's safety and quality, education, and research programs and support the mission, vision and strategic directions and objectives of ANZCA.
2. Not be with an organisation that maintains any practices shown through substantive evidence to be detrimental to public health.
3. Have in place the necessary controls to ensure that through the partnership there is no inappropriate influence on decision-making or any perceived favourable bias shown by any Fellow, trainee or staff member of ANZCA.
4. Acknowledge the importance of the integrity, values and independence of ANZCA, as ANZCA policies, information or advice will not be altered to meet the requirements of a partner.
5. Recognise that the partnership or sponsorship will not necessarily, in or of itself, constitute any form of endorsement by ANZCA of any partner's or sponsor's product, service, or policy, or of the partner or sponsor.
6. Be open to public scrutiny. In the interests of public accountability and transparency ANZCA reserves the right to acknowledge the existence of its corporate relationships in publications and other communications with its stakeholders
7. Be with an organisation that has a sound reputation\* and whose parent companies are also of sound reputation whereby the organisation is not in breach of Australian and or New Zealand law and has an organisational commitment to corporate and social responsibility and to gender and cultural equality.
8. Respect the privacy of ANZCA Fellows and staff and not contain any arrangements that may cause it to be compromised.
9. Provide fair and sufficient value in funds or in-kind services in return for ANZCA contributions including use of the ANZCA and/or FPM name and logo, intellectual property, and exposure benefits, as outlined in the Partnership Structure table (within this Policy).
10. Ensure the organisation seeks ANZCA approval^ with regards to use of the ANZCA and or FPM name and logo, ANZCA intellectual property or any public communications relating to the partnership relationship.
11. Gain the written approval of the ANZCA CEO before granting naming rights to any ANZCA product, service, event, key centre or business unit.

\*The reputation judgement is made on the core business of the organisation and any known parent, subsidiary or holding company based on what the key ANZCA stakeholders would believe or know to be the business of the company.

^ANZCA reserves the right to evaluate all statements in advertising, promotional materials and on product packaging.

Partnerships and sponsorships negotiated through the [ANZCA Research Foundation](#) for research projects will consider the guiding principles one through to 11.

In addition all partnerships or sponsorships involving the ANZCA Research Foundation must comply with the following principles:

- Allow for and support independent peer review by, and the final research funding decisions of the ANZCA Research Committee\* or its delegates
- Any conditions involved must be consistent with the ANZCA Research Strategy, ANZCA objectives and strategic priorities, and the ANZCA Research Committee's commitment to the impartial peer review and support of high quality research
- Conflicts of interest are fully declared by all parties and subject to control by the ANZCA Research Committee and ANZCA Research Foundation
- In the view of the Research Committee, could not be reasonably perceived to contribute to subconscious bias on the part of the funded researcher(s)
- Partnerships, sponsorships, and funded projects can each be assessed if required by independent and suitably qualified third parties (i.e. non signatories) including research peer review.

ANZCA determines that it will not accept sponsorship from nor enter into partnership with organisations whose primary purpose is to promote or make profit from products or services it deems to be detrimental to public health, including in particular:

- Gambling
- Weapons manufacture and distribution
- Tobacco
- Alcohol
- Pornography.

ANZCA acknowledges the importance of working with organisations who promote, encourage and recognise the importance of protecting the environment and who minimise the environmental impact of work practices carried out by their organisation. Environmentally sustainable work practices are those which reduce harm on the environment and reduce wastage of resources.

#### **4. GOVERNANCE**

Appropriate oversight of and responsibility for partnerships and sponsorship reinforces a professional and coordinated approach by the College. The ANZCA CEO is responsible for the final decision on any contentious or disputed partnership or sponsorship.

A list of ANZCA representatives authorised by the College to either negotiate or approve sponsorship and partnerships is determined and referenced through the ANZCA delegation manual.

## **Types of partnerships / sponsorship**

When seeking partnerships and sponsorship, ANZCA will engage with a broad range of organisations and on occasion individuals. The guiding principles will be referenced and applied when considering all partnerships and sponsorship.

## **Partnerships and sponsorships structure**

A partnerships and sponsorship structure sets and manages expectations for both the partner and sponsor and the organisation receiving the benefit. Quantifying and/or evaluating benefit and providing acknowledgment for partnerships and sponsorship is an important factor in engaging and keeping supporters and sets the benchmark when negotiating with organisations. A partnerships and sponsorship structure will be developed. The structure is also closely linked to how the ANZCA brand is represented and used. It is a guide and discussions should always take into account both parties' needs and expectations of a funding partnership/sponsorship.

## **5. DEFINITIONS**

A partnership is a general term meaning a mutually beneficial relationship between ANZCA and another organisation, where the relationship is defined and governed by an agreement that specifies mutual objectives, responsibilities, inputs, benefits, and limitations. This agreement may be a legal contract or a memorandum of understanding depending on the level of risk identified and legal protection required by the parties.

A partnership may or may not include philanthropic gifts (with conditions not exceeding the legal limitations of the definition of 'gift' in the Income tax Assessment Act 1997), commercial sponsorship, and professional collaboration on a defined project or ongoing program.

A sponsorship is defined as a commercial arrangement involving payment of a fee in return for a commercial benefit or set of benefits of commercial value. This includes benefits relating to the advertising and exposure of corporate product and brands, and may apply to for-profit and not-for-profit organisations. (NB: as such, sponsorships, in contrast to philanthropic gifts, are not exempt from GST or other taxes.)

It should be noted that although a partnership may include philanthropy and commercial sponsorship components, these elements are legally mutually exclusive and require separate treatment.

\*Where the partnership or sponsorship relates to the support of overseas aid, indigenous health, or another educational program, the above principles will apply in the context of the other relevant Committees.

## 6. CONCERNS OR COMMENTS

If you have any concerns about the Partnerships and Sponsorship Policy please contact the General Manager Fellowship Affairs on +61 3 9510 6299 or via [fellowshipaffairs@anzca.edu.au](mailto:fellowshipaffairs@anzca.edu.au) . Requests must be in writing and resolution of concerns will be sought as promptly as possible.

## 7. CHANGES TO ANZCA PARTNERSHIPS AND SPONSORSHIP POLICY

The College may modify or amend this policy at any time. Formal notice of amendments will not ordinarily be given, but the current Partnerships and Sponsorship Policy will be available via the ANZCA policy register in Networks.

## 8. RELATED DOCUMENTS

- [PS40, 'Statement on the Relationship between Fellows, Trainees and the Healthcare Industry'](#)
- [Medicines Australia Guidelines](#)
- [Medicine New Zealand Guidelines](#)
- Delegations Manual
- Partnerships and Sponsorship procedure.

## 9. CHANGE CONTROL REGISTER

Version	Author	Approved by	Approval Date	Sections Modified
1	Jan Sharrock GM Fellowship Affairs Rob Packer GM ANZCA Research Foundation	ANZCA Council	September 2017	
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