

# Monash Division Sponsorship Policy

## 1. Purpose and Outcome

To ensure that sponsorship arrangements meet the needs of the Division.

## 2. Scope

Monash Division's main source of sponsorship, primarily for CPD events and occasionally other events are pharmaceutical companies, however this procedure may extend to other organizations into which Monash Division has entered into arrangements.

*It is important to note that from the Division's viewpoint, the issue of simply acknowledging sponsorship falls far short of what a company could request. Eg.*

*The Australian Pharmaceutical Manufacturers Association based on guidelines provided by Medicines Australia have developed stringent guidelines ensuring that the financial extent of sponsorship relates to only education content and not entertainment.*

*The guidelines address the approach to be taken by Company representatives in approaching health professionals. One requirement is that all representatives employed since 1983 are required to have completed an educational course and new representatives must enroll in the continuing education program within the first six months of their employment.*

*The issue originally of interest to Monash Division, ie sponsorship of the Peri-natal Handbook, is not actually covered as such in the Industry Code of Conduct.*

*Section 10.2.2 of the Code states:*

*"Material supplied with medical education may include promotional claims and/or statements ... This material should be clearly identified as promotional material".*

*It is also noteworthy that the industry itself sets up in its Code of Conduct broad principles regarding relations with healthcare professionals.*

*Section 10:*

*"Members may choose to support, initiate or become involved in activities with healthcare professionals. Such involvement either by financial or other means must be able to successfully withstand public and professional scrutiny, and conform to professional standards of ethics and of good taste."*

## 3. Responsibilities

Board of Management, CEO and all staff at their level of responsibility

4. Procedure	Reference
<p>4.1 The Executive or the Management Committee will:</p> <ul style="list-style-type: none"> <li>• ensure that codes and guidelines are scrutinized to ensure they correspond with those of the Monash Division (refer 4.2 – 4.7) prior to approval of company sponsorship for CPD activities, publications and such other projects.</li> <li>• where anomalies exist, seek clarification prior to granting approval.</li> </ul> <p>4.2 To ensure a consistent approach to sponsored events, all activities requiring sponsorship should be discussed with the CPD Co-ordinator who will then approach attempt to obtain appropriate sponsors. Where events are held jointly, the division responsible for initiating the activity will be responsible for obtaining sponsorship, if the organisation is one other than Monash Division and they have not been successful and Monash Division subsequently secures sponsorship, Monash Division will invoice the sponsor directly.</p> <p>4.3 Companies seeking to offer sponsorship:</p> <ul style="list-style-type: none"> <li>• will endorse acceptance of the conditions as laid down by Monash Division.</li> <li>• may display promotional material at the Division's regular clinical meetings, but they will not be permitted to give a presentation.</li> <li>• will accept that the content of the meeting may not be relevant to their products.</li> <li>• May on occasions determined by the CPD Co-ordinator be provided with copies of the flyer for distribution</li> <li>• May on occasions have logos included on the promotional flyer</li> </ul>	<p>This is determined on a case by case basis and as agreed by the sponsor and the Division</p>
<p>4.4 Where a company provides financial assistance to the Division in the production of any publication</p>	

for members, there may be an acknowledgement of the sponsorship but no direct endorsement of any product.

In some cases a company may be given copies of a flyer to distribute on the Divisions behalf. Logos may be included on a flyer at the discretion of the CPD Co-ordinator

4.5 Companies may buy advertising space in the Monash Division newsletter and all advertisement will comply with the guidelines as issued in the APMA Code of Conduct and Medicines Australia.

4.6

Monash Division will not provide any company with a database of members without the endorsement of the Management Committee

4.7

Once sponsorship is secured, the CPD Co-ordinator will inform the staff member responsible for the activity and of the level of sponsorship and what the sponsor will expect in return.

4.8

On completion of an activity, the staff member is responsible to inform the CPD Co-ordinator of the situation regarding numbers and discuss invoicing arrangements.  
Provide the sponsor with a list of those who attended the activity.

4.9

The CPD Co-ordinator will be responsible to ensure the communication between the division and the sponsor is amicable and that paperwork they require for Medicines Australia and the ACCC is provided in a timely fashion.