



Public Health Association
AUSTRALIA

PHAA Sponsorship Protocol 2011

Adopted 03 February 2011

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Revision of PHAA Sponsorship Protocol - 2002

The Sponsorship Protocol, adopted by the Public Health Association of Australia Incorporated (PHAA) on 2 October 2002, requires revision. The Board may authorise procedures and guidelines to specify operational parameters for implementation of this protocol.

It is timely to review the guidelines, particularly in relation to the changing face of the organisations approaching the PHAA to offer sponsorship opportunities (for example, increase in approaches from food and beverage (including alcohol) retailers in light of increasing diet-related illnesses).

PHAA Sponsorship Protocol - 2011

The Public Health Association of Australia (PHAA) enters into sponsorships and partnership arrangements in order to further its aims. Appropriate and consistent sponsorship or partnership arrangements may contribute to public health through fostering the attainment of the PHAA mission and objectives. It is acknowledged that these arrangements and activities may provide specific benefit for the sponsor over and above the public benefit.

Purpose

The purpose of the Sponsorship and Partnership protocol is to provide guidance to the members of the PHAA who are seeking and accepting sponsorships for the Association and its activities and events.

Background

VISION FOR A HEALTHY POPULATION

- A healthy nation: healthy people living in a healthy society and a sustaining environment improving and promoting health for all

PHAA's MISSION

- As the leading public health advocacy group, to drive better health outcomes through sound, population-based policy and vigorous advocacy

AIMS

- Advance a caring, generous and equitable Australian society
- Promote and strengthen public health research, knowledge, training and practice
- Promote a universally healthy and sustainable environment across Australia, including tackling global warming, environmental change and a sustainable population
- Promote universally accessible and health promoting primary health care and hospital services; and complementary health and community workforce training and development.
- Promote universal health literacy
- Support health promoting settings, including the home, as the norm
- Promote the PHAA as a vibrant living model of its vision and aims
- Assist other countries in our region to protect the health of their populations, and to advocate for trade policies that enable them to do so.

CONTEXT

- Balancing: A visionary approach which proactively advocates and opportunistically reacts to events and opportunities as they arise
- Encouraging a population health approach
 - Address key ecological settings such as home/family, workplace, school, community
 - Focus on the structural change and conditions that either undermine or improve health by identifying the pertinent social determinants of health
- Making full use of our Branches and our Special Interest Groups and members to ensure opportunities for growth in capacity and participation

GUIDING PRINCIPLES

- Provide population health leadership
- Reduction of health inequalities
- Focus on the determinants of health and on primary prevention
- Give priority to structural change and focus on key settings
- Develop partnerships for shared responsibility
- Rely on evidence and best practice

APPLICATION

The protocol applies to all members and staff, including the Board, the National Office, Branches and Special Interest Groups, and anyone employed or commissioned by the PHAA to undertake specific activities. This protocol applies to both sponsorship (financial or other) and partnership types of arrangements.

People empowered by this protocol to seek and accept sponsorships are the:

- Board and its officers as authorised by the Board
- The Chief Executive Officer or his/her delegate within the National Office of the PHAA
- A Conference Convenor when authorised by the Board
- Branch Presidents when authorised by the Board
- SIG Convenors when authorised by the Board

Activities

This protocol applies to all sponsorship [partnership] arrangements including but not restricted to:

Sponsorship activities	Disclosure of competing interests for
<ul style="list-style-type: none">• Awards and prizes• Capital Works• Conferences and seminars• PHERT or any other trusts• Projects (policy, research or other)• Scholarships• Journal publishing• Joint ventures• Dialogues, allegiances and networks• Advocacy activities	<ul style="list-style-type: none">• Equipment• Fund raising ventures• Staffing• Workshops• Orations and speeches

Criteria

Overarching criteria – independence

The independence of the PHAA is to be maintained.

The PHAA's independence is a fundamental principle that underpins its credibility and the rigour of its policy positions. The Association will not enter into sponsorship or partnership arrangements which compromise its independence, or are judged by the authorising bodies to incur an unacceptable risk of damage to the PHAA's reputation and standing in the community. This may include actual or perceived risks as perception may compromise neutrality as seriously as reality. Acceptance of sponsorship will not influence the motives of PHAA or infer the sponsors' right to direct the application of funds.

Although PHAA needs money to finance the good things that we do, sponsorship will only be accepted from organisations whose purpose, aims, values and principles are compatible with the objectives of the PHAA. Tobacco, gambling and alcohol company sponsorship will not be accepted under any circumstances. Donors should be made aware that their sponsorship does not bring or incur any PHAA loyalty to the sponsor and will be used at the discretion of the PHAA.

Specific criteria

The following 12 criteria must be met by any sponsorship arrangement.

1. Common aims

The purpose, aims, values and principles of the sponsoring body must be compatible with the PHAA's aims.

2. Acceptable business (and/or product) and no use of product name

Companies whose profits depend at least in part on, manufacturing or production, distribution, advertising or promotion, marketing, sponsorship, retailing or representing **products and practices** that when used as intended can be problematic or harmful to public health are explicitly excluded as sponsors for PHAA activities. These include, but are not limited to, tobacco, weapons, alcohol¹, junk food² and companies linked to or promoting gambling.

The name of a company, but not a specific brand or product, may be associated with a sponsorship arrangement. Consideration will be given to the sponsor company, parent company, brand and products, including the proportion of market share of healthy versus less healthy products, in relation to public health objectives. The term 'company' is inclusive of representative organisations or associations or businesses working on behalf of those companies.

3. Acceptable commercial practices (including marketing)

The known commercial practices of the sponsoring body (in Australia and elsewhere) must be consistent with good practice within the industry and applicable regulations and standards. The sponsoring body does not direct market or promote their brand, organisation, retail establishment or explicitly excluded products (see 2 above) to children or vulnerable groups.

4. Common purpose of the sponsorship

The purpose of the sponsorship must be consistent with and in support of PHAA's objectives, policies and guidelines.

5. Terms of sponsorship

The terms of the sponsorship will be centrally recorded in the PHAA National Office, reported to relevant bodies and a summary report will be included in the Annual Report. Each application will be considered on a case by case basis with the final decision the responsibility of the CEO.

¹ Alcohol for consumption

² The includes food or beverage that is not promoted and encouraged or is limited in dietary guidelines (that is, food which is high in fat, salt or added, added sugar, energy dense, and/or nutrient poor).

6. Sponsorship is not an endorsement

In accepting sponsorship, PHAA does not explicitly endorse the company or any of its products. The relationship is limited to the terms and purposes of the sponsored activity and is not to be utilised for direct commercial advantage for brand or product.

7. Advisory Committees for Sponsored Activities

It is acceptable, where appropriate, to have officers from the sponsoring bodies on selection, advisory or steering committees provided that the total number of sponsor representatives does not exceed 25% of the total committee membership.

8. Reporting Requirements

Reporting requirements to sponsors will be kept to a minimum. Financial reporting will be agreed at outset and will relate to the sponsorship activity and sponsorship funding only. Where a sponsor provides funding for research or publication, there will be no requirements for reporting of data to the sponsor although it may be appropriate to provide an overview of the research. Data will always remain the property and responsibility of the individual or academic group that undertook the research or as negotiated by the PHAA.

9. Publication of Results

PHAA will use results for advocacy purposes. The sponsoring body will not be provided with any right to review outcomes or results before publication of sponsored activities. An advance copy may be provided to the sponsor as a matter of courtesy, or to check for accuracy, at PHAA's or the authors' discretion. Control and use of any results will remain at the discretion of the PHAA.

10. Use of PHAA Logo and Name

PHAA will not relinquish control of its name and logo. Sponsorship agreements may specify appropriate arrangements for use of the names and logos of the parties for the sponsored activities. This may include but is not limited to co-branding arrangements, placement of logo, acceptability of logo, and naming rights.

11. Sponsorship funds

Funds will be banked into a PHAA or PHERT account immediately on receipt. Sponsorship funds will not be handed directly from a sponsor to a recipient.

12. Personal benefits

Any personal benefit to staff or a member of PHAA gained from a sponsorship arrangement or activity must be declared to, and approved by, the PHAA Board.

Terminology

Sponsorship is an arrangement whereby support (financial or otherwise) is provided by another organisation or individual to PHAA generally for a specific activity of PHAA. The term 'sponsorship' is used for simplicity and should be read to include partnership arrangements.

Partnership is an arrangement between two bodies working together on *shared objectives and activities*.

Sponsoring body: this term should be read to include the company (commercial or not-for-profit) parent company, organisation, representative organisation, brand and specific products and may apply to a sponsoring body or its proxy as determined by the CEO of the PHAA.

Food includes food and beverages (both alcoholic and non-alcoholic).

Principles for an ethical approach

The PHAA principles and overarching ethical conduct for sponsorships include:

- Independence of the PHAA must be maintained
- Transparency must be ensured
- Preferential reliance will be given to public and private not-for-profit support
- Minimal expenditure to achieve results
- A minimal ecological footprint

Implementation and Review

The Board may authorise procedures and guidelines to specify operational parameters for implementation of this protocol should the need arise. The protocol will be reviewed as needed, and the Board will consider and determine whether it is appropriate to conduct a review after two years of operation.