

PHAA Sponsorship Protocol

Purpose

The purpose of this protocol is to provide guidance to the members of the PHAA who are seeking and accepting sponsorships for the PHAA's activities and events. PHAA enters into sponsorships and partnership arrangements in order to further its aims. This protocol applies to all members and staff, including the Board, the Secretariat, Branches and Special Interest Groups.

Sponsorship is an arrangement whereby support (financial or otherwise) is provided by another organisation to PHAA, generally for a specific activity of PHAA. Partnership is an arrangement between two bodies to work together on shared objectives and activities. This protocol applies to both types of arrangements.

Application

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

- Awards and prizes
- Capital Works
- Conferences and seminars
- Equipment
- Fund raising ventures
- Orations and speeches
- PHERT or any other trusts
- Projects (policy, research or other)
- Scholarships
- Staffing
- Workshops

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

- the Board and its officers as authorised by the Board
- the Executive Director or a Conference Convenor when authorised by the Board
- the Branch Presidents when authorised by the Board
- the SIG Convenors when authorised by the Board

Criteria for Sponsorship

The Association's independence is a fundamental principle that underpins its credibility and the rigour of its policy positions. The Association will not enter into sponsorship 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.

The following criteria must be met by any sponsorship or partnership arrangement. The term 'sponsorship' is used for simplicity, and should be read to include partnership arrangements.

1. **Common aims** – the purpose and aims of the sponsoring body must not be in conflict with the PHAA’s aims. [Tobacco companies and weapons manufacturers are explicitly excluded as sponsors for PHAA activities.]
2. **Acceptable commercial practices** – 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.
3. **Common purpose of the sponsorship** – the purpose of the sponsorship must be consistent with and in support of PHAA’s objectives.
4. **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.
5. **No product names** – the name of a company, but not a specific product, will be associated with a sponsorship arrangement.
6. **Advisory Committees for Sponsored Activities** – it is acceptable 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.
7. **Reporting Requirements** – reporting requirements to sponsors will be kept to a minimum. Financial reporting 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. Data will always remain the property and responsibility of the individual or group that undertook the research.
8. **Publication of Results** – the sponsoring body will not be provided with any right to review outcomes or results before publication of sponsored activities. An advance copy can be provided to the sponsor as a matter of courtesy, or to check for accuracy, at PHAA’s or the authors’ discretion.
9. **Terms of sponsorship** – the terms of the sponsorship will be centrally recorded in the PHAA Secretariat, reported to relevant bodies and summarised in the Annual Report, and made available on request to members.
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.
11. **Sponsorship 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 must be declared to, and approved by, the PHAA Board.

Implementation and Review

The Board may authorise procedures and guidelines to specify operational parameters for implementation of this protocol.

The protocol will be reviewed as needed, and in any case, after two years of operation. The membership of PHAA will have an opportunity to participate in the review and to authorise its outcomes.

2nd October 2002

Adopted at the PHAA AGM 2 October 2002

Background: Past Administrative Policy

At the April 1999 Council Meeting the following administrative policy was adopted.

PHAA POLICY – SPONSORSHIP

PHAA needs money to finance the good things that we do. Sponsorship will only be accepted from organisations with policies that are compatible with the objectives of the PHAA. Tobacco 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 Executive.

The acceptance of sponsorship will not influence the motives of PHAA or infer the sponsor's right to direct the application of funds. Any personal benefits to a member gained from sponsorship for a PHAA activity must be declared to, and approved by, the PHAA National Executive.