



# Advertising and Sponsorship Policy

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## Purpose and Scope

This Policy determines the rules and procedures for which the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG or College) will accept Sponsorship or Advertising of third party products through workshops, O&G Magazine, Australian and New Zealand Journal of Obstetrics & Gynaecology (ANZJOG), e-newsletter, website or the Annual Scientific Meetings (ASM & RSM). This policy applies to all College members, trainees, staff and external advertisers.

Sponsorship and advertising must be considered against this policy. Product, company or service endorsement must be considered against the RANZCOG Endorsement Policy. The Director of Membership and Marketing or their delegate must ensure that all requests which are in substance requests for Endorsement are provided to the RANZCOG Board, as appropriate to be dealt with under the Endorsement Policy.

## 1. Advertising and Sponsorship Guidelines

### 1.1 Overarching Policy considerations

- a. RANZCOG as a member organisation representing its members needs to remain cognisant of member wishes. To this extent, when assessing any Advertisement or Sponsorship proposition, due regard must be given to member perspectives, views and concerns.
- b. RANZCOG must not accept any Advertisement or Sponsorship or engage with any organisations promoting messages:
  - i. Likely to be perceived by a significant proportion of RANZCOG members as anti-social, anti-environmental, divisive or controversial
  - ii. Conflicting with any health message or position statements issued or accepted by RANZCOG
  - iii. That directly or indirectly relate to tobacco, gambling, arms, alcohol consumption or exploit women

### 1.2 Right of acceptance

Independent of anything else in this Policy, any acceptance of new agreements for Advertising or Sponsorship must expressly include RANZCOG's Membership and Marketing Director's final right of approval over any proposed Advertisement or Sponsorship. Advice from the College Medical Officer or members of the Publications Committee may be sought in certain circumstances, particularly for new advertisers or new products and services.

### 1.3 Medical professionalism and ethics

All Advertising or Sponsorship must be consistent with the Medical Practice professionalism and, in particular, must:

- a. Account for RANZCOG's standing in the healthcare industry and the community generally, noting RANZCOG's stature and reputation are inextricably linked to the Medical Practice profession's work, the professional stature of its members and the trust patients place in their Medical Practitioner
- b. Comply with the Australian Medical Association Code of Ethics, available at <https://ama.com.au/position-statement/ama-code-ethics-2004-editorially-revised-2006> and the New Zealand Advertising Code of ethics, available at <http://www.asa.co.nz/codes/codes/advertising-code-of-ethics/>

## 1.4 Therapeutic Goods

### a. Compliance with law

All Advertisers or Sponsors or their referring agents must certify (which may be incorporated into the written agreement) that all Advertising or Sponsorship involving Therapeutic Goods complies with:

- i. The Medicines Australia Code of Conduct (available at <https://medicinesaustralia.com.au>)
- ii. The Therapeutic Goods Advertising Code 2015 (available at <http://www.tgacc.com.au>)
- iii. The Therapeutic Products Advertising Code and the Therapeutic Services Advertising Code (available at <http://www.asa.co.nz>).

### b. Pharmaceutical Advertisers or Sponsors

Relationships with the pharmaceutical industry can only be appropriate so far as they do not breach or distort the doctor – patient relationship. Specifically, Advertising or Sponsorship of Therapeutic Goods is subject to the following:

- i. Advertising or Sponsorship must be accessible only by healthcare professionals in a manner and medium that prevents access by the general public;
- ii. Advertising on RANZCOG promotional items (that is, items bearing RANZCOG branding) such as pens, notepads and branded items like clothing and accessories is not acceptable under any circumstances;
- iii. Advertising or Sponsorship cannot appear in RANZCOG Social Media channels
- iv. Advertising or Sponsorship can appear in RANZCOG Events, Products and activities targeting the general public providing all references, information or references to a Therapeutic Good are omitted and clause 1.4a is satisfied.

## 2. Procedures

The following procedures shall be adopted to ensure compliance with this Policy.

### 2.1 Consultation

To ensure consistency of application of this Policy, RANZCOG's Membership and Marketing Director and other members of the staff and agents or representatives involved in the process of procuring or accepting sponsorships or advertising, should meet on a regular basis to discuss prospective Sponsorships and Advertisements.

### 2.2 Advertising or Sponsorship

Unless in response to a RANZCOG prospectus' call for sponsorship, any requests for Sponsorship must be considered for the purposes of clause 1 in the context of the Sponsor's proposed opportunity to provide sponsorship including (without limitation):

- i. information about the Product or proposed Event, such as
  - purpose of the Event
  - likely audience
  - location of the Event
  - guests/speakers of interest (if any)
- ii. benefits of sponsoring the Event
- iii. nature and extent of sponsorship being sought.

### 2.3 Approval

- a. Advertisements or Sponsorship must only be accepted if they comply with clause 1.
- b. Where an Advertisement or Sponsorship is accepted, it must be formalised by way of written agreement prior to RANZCOG effecting any aspect of it.
- c. If:
  - i. RANZCOG is to be paid for the Advertising or Sponsorship, this written agreement must be in the form of a comprehensive sponsorship or advertising agreement
  - ii. RANZCOG is not to be paid for the Advertising or Sponsorship (that is, it is offered on a pro bono (uncharged) basis pursuant to clause 2.5, confirmation of RANZCOG's approval may simply be sent to the Advertiser (including by email).

## 2.4 Fees

RANZCOG is a pre-eminent institution with unrivalled access to women’s health practitioners in Australia and New Zealand, and accordingly its brand has significant value. Unless clause 2.5 applies, any Advertising or Sponsorship accepted by RANZCOG must be at commercial rates, determined by the Membership and Marketing Director.

## 2.5 Advertising or Sponsorship on a pro bono (free) basis

There are circumstances where RANZCOG will consider supporting Advertising or Sponsorship on a pro bono (uncharged) basis. In such circumstances, the Membership and Marketing Director will determine whether RANZCOG should waive the fees ordinarily applicable for Advertising or Sponsorship.

## 3. Transition Provisions

RANZCOG recognises it has entered into commercial and contractual relationships with Advertisers and Sponsors prior to the endorsement of this Policy. To this end:

- a. This Policy is subject to the terms of these agreement
- b. RANZCOG should not seek to terminate any agreement merely because of the endorsement of this Policy
- c. RANZCOG must not in any circumstance exercise any right or option to extend or renew any of these contracts if any component conflicts with this Policy
- d. any renegotiation of any agreement must include appropriate changes to ensure it conforms to this policy.

## 4. Non-compliance with this policy

A failure to comply with this Policy may result in RANZCOG incurring unwanted or misaligned contractual obligations or responsibilities which can lead to significant financial or reputational risks. Any person breaching this Policy may be met with disciplinary proceedings.

## 5. Legislation

Therapeutic Goods Act 1989 (Cth)

Medicines Australia, Code of Conduct (18th Ed)

The Therapeutic Goods Advertising Code 2015 (Cth)

The Fair Trading Act 1986, New Zealand

Advertising Standards Authority Inc., New Zealand, Codes of Practice

## 6. Related RANZCOG Documents

- C3.1.1.2 Endorsement Policy and Procedure
- A13.5.5 Classified Advertising – Website Policy and Procedure
- A13.1.6 Collegiate Policy and Procedure

Policy Revision	
Policy Owner	Membership and Marketing
Policy Approved By	RANZCOG Board, November 2016
Review of Policy	This policy will have a review cycle of three years or earlier as required