



# RANZCOG Endorsement Policy and Procedure

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## Purpose and scope

The purpose of this policy is to primarily serve as reference material for external organisations and/or Third Parties who wish to have their documents, events and/or educational activities endorsed by the College. The policy also briefly covers College initiated documents, programs and projects, specifically in relation to the use of the College crest.

The College at present develops, reviews and endorses a number of documents, events and educational activities that originate from within the College. The College, from time to time is asked to contribute to the development of specific documents in partnership with external organisations (government and other health-related bodies). The College, is also asked from time to time to review documents that have been developed by external organisations (government and other health-related bodies). The College is also asked at times to endorse particular events and activities (e.g. charitable entities) by external organisations.

This policy provides guidance for when such requests are received.

Endorsement occurs when the College gives approval or support to an external organisation, individual, product, service or educational activity.

This policy aims to ensure that the College's reputation and name is always upheld and maintained in relation to any endorsements it may grant. To achieve this aim, the policy provides guidance on the management of endorsements, including:

- commercial and non-commercial endorsement;
- identifying organisations, documents and activities suitable to receive College endorsement;
- identifying organisations, documents and activities excluded from receiving College endorsement;
- the approval processes for selecting activities for College endorsement; and
- the on-going management of endorsed organisations, documents and/or activities.

The College is also requested to accredit conferences/forums/seminars from external organisations for the purpose of obtaining CPD points. This policy does not cover this area of operation (refer to [www.ranzcog.edu.au](http://www.ranzcog.edu.au) for information on how to apply for accreditation of an activity for CPD points).

This policy applies to College staff, members and external organisations.

## 1. Policy

It is the policy of the College that only specific organisations (professional entities), events and educational activities that fall within this policy may be granted endorsement.

## 2. Commercial/non-commercial endorsement

### 2.1 Commercial endorsement

Commercial endorsement occurs when a business or organisation receives a commercial benefit or profit through association with the College. The College will not normally consider commercial endorsement.

### 2.2 Non-commercial endorsement

Non-commercial endorsement occurs when an event or educational activity organised by a government body, another medical college or another health-related body is publically supported by the College and the benefit it receives does not involve a commercial benefit or profit.

The College may consider providing non-commercial endorsement of an organisation, document or educational activity if it supports the College's mission of excellence in women's health, and/or it does

not create an actual, potential or perceived conflict of interest between the organisation, individual personnel, document or activity and the College. It must also create a positive image in regards to women's health for the College.

Generally courses or workshops will not be granted endorsement status, but may be granted permission to use the term 'supported by RANZCOG' and will be able to use the College crest. Such requests will be considered on a case by case basis.

A formal application must be received by the College for assessment. If endorsement (or support) is approved by the College, a formal letter of agreement setting out the terms and conditions of the level of support or endorsement will be provided to the applying body or individual.

### 3. Procedure

A formal written request for College endorsement or support must be submitted. The application must include the following information to allow an informed decision to be made regarding the proposal:

- Details of the organisation, document or activity to be endorsed/supported.
- Details of what type of endorsement/support is sought by the organisation or individual, ie use of College crest.
- Contact details.
- Details of any other bodies/partners involved in the event or with the organisation.
- Details of the objective of gaining endorsement/support.
- A statement that the organisation, document or activity will not profit from the event/document or activity.
- A statement that the applicant is not aware of any actual, potential or perceived conflict of interest relating to the College or College staff members.
- Acknowledgement that if College endorsement/support is granted, the conduct of the organisation or activity reflects on the College. Also, that the organisation will ensure that any activities which could reasonably be viewed as bringing the College into disrepute do not occur or are quickly identified and terminated.

#### 3.1 Repeat events

If an organisation, document or educational activity has previously been endorsed, this does not mean that there is automatic endorsement/support for future activities or for future versions of documents. An application must be made each time and will be judged on its individual merits, as if for the first time.

#### 3.2 Letter of agreement

Once endorsement/support has been granted, the arrangement must be detailed in a written agreement (letter format). The agreement should clearly spell out the intentions of both the College and the Organisation.

The letter should contain the following areas:

- The organisation's full (corporate) name.
- A description of the event or activity to be endorsed/supported, the time period of the event or activity and the objective.
- The type of endorsement/support that the College will provide, ie how and in what format the College crest can be used.
- Contact details for both parties.
- A statement that the endorsement/support of the activity, document or organisation does not imply endorsement/support of an organisation, individual, service or product and the organisation will not claim or imply endorsement/support in any public communications or advertising.
- Details of how and when an endorsement/support may be withdrawn.

#### 3.3 Cancellation of an endorsement

Should the College become aware of any circumstances that arise because of breaches made or risks are identified, then the suitability of the endorsement agreement must be reviewed by the College and a decision made as to whether to continue, vary or terminate the agreement.

Circumstances which may lead to the modification or termination of an endorsement agreement may include, but not limited to:

- a significant change in the event's or organising body's mission or objectives;

- when there is a breach of the endorsement agreement and the breach is unlikely to be rectified;
- it becomes evident that a person or organisation will receive a commercial benefit from the event or activity;
- a merger or other event causes a conflict of interest that cannot be reasonably managed; or
- serious adverse publicity has been attracted by the organisation.

## 4. College initiatives/projects/programs/documents

The College actively develops a range of initiatives, projects, programs and general documents through the course of general and core business. The College accepts full responsibility for the content of all of these College developed programs/projects/documents. In all of these cases, the College crest will be displayed, where appropriate on documentation and publicity materials.

An approval date from the RANZCOG Board must be included on all documentation in connection with the College initiative, project or program.

A designated review and/or end date must also be included on the relevant documentation.

Documents and other relevant information regarding the initiative, project or program should be published on the RANZCOG website.

### 4.1 Time-expired College documents

Documents that have passed their end date, but are currently under review may still be available and visible via the College website, but a note should be included that they are under review. If documents are not under review but have reached their end date, then they should be removed from the College website and/or taken out of circulation in a timely manner.

## 5. RANZCOG endorsed documents

The College may receive a request from an external body to endorse a specific document. These are generally documents that have been initiated solely by the external organisation. When a request is received, the document should be referred to the relevant RANZCOG committee for review as to its appropriateness and relevance. Approval is given if these documents are generally considered useful and the content is supported for use. The responsibility, though, for the content belongs to the initiator and not the College. The College will provide approval for a link to the document's original website. The approval for the use of the College crest on such a document will be considered on a case by case basis by the relevant College Committee or RANZCOG Board.

## 6. RANZCOG non-endorsed documents

Sometime, documents, from external third parties have been reviewed by the relevant College committee and subsequently assessed as not being suitable for College endorsement, however they may contain some useful information. In cases such as these, a link to the originators website may be approved by the relevant College committee. However the College crest is not to be used under any circumstances on these types of documents.

## 7. RANZCOG rejected documents

For those documents that have been reviewed and assessed as not suitable or of any relevance or use to the College membership, no endorsement at all will be provided and a link to the originator's website will not be provided.

## 8. Requests for endorsement

All requests for endorsement should be directed to the CEO who shall, as required, liaise with the appropriate College committee or department.

Policy Revision	2
Policy Owner	Office of the President and CEO
Policy Approved By	RANZCOG Board, May 2015
Review of Policy	As required or no later than May 2018