



AUSTRALIAN MILITARY MEDICINE ASSOCIATION

POLICY DOCUMENT

PD 6 – ADVERTISING, GRANTS AND SPONSORSHIP

This **Policy** adopted by

the Council of the **Australian Military Medicine Association**

at a meeting held

on the twenty-second day of January 2009

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Secretary

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President

INTRODUCTION

Good governance requires the Association to achieve long-term financial sustainability so as to ensure its existence into the future.

This is achieved by good fiscal management with prudent spending to achieve the Association's aims and the sourcing of income streams to provide funds to offset expenditure and to maintain appropriate asset growth levels.

There are three main avenues of income for the Association:

- Membership fees and journal subscriptions;
- Surpluses from conferences; and
- Grants and sponsorships.

POLICY

The Association may seek and accept advertising, grants and sponsorship from Government, Non-Government Organisations and commercial entities.

Such advertising, grants and sponsorship will be consistent with the aims of the Association and will be ethically sound.

Acceptance of advertising, grants and sponsorship by the Association will not permit entities to seek to influence, or have the Association or its members influence, any policy or procurement decisions of the Australian Defence Force (ADF).

The Association and its Council will not under any circumstances influence or attempt to influence policy or procurement decisions of the ADF because of any entity's financial support of the Association.

IMPLEMENTATION

It is not possible to specify in policy the detail of the advertising, grants or sponsorship that will or will not be accepted by the Association. It is the responsibility of Council to ensure that all such sources of income are both appropriate and seen to be appropriate.

As a general guide, however, advertising, grants and sponsorship will not be accepted from entities that seek to promote:

- Views or opinions that are politically partisan; or
- Views, opinions, products or lifestyles that are inconsistent with the broad aim of the Association of promoting and protecting the health and welfare of military personnel and veterans.

Advertising

Advertising will be accepted for publication:

- On the AMMA web-site;
- In the Association journal – *The Journal of Military and Veterans' Health*; and
- On the JMVH web-site.

Grants

Grants may be sought for general support of the Association, support of particular elements of Association activities (such as the conference or workshops) or for the publication of *JMVH*.

Sponsorship

Sponsorship may be sought for general support of the Association, support for particular elements of Association activities (such as the conference or workshops) or for the publication of *JMVH*.

Advertising Rates and Sponsorship Packages

Council will, from time to time, set and publish advertising rates and sponsorship packages to provide guidance on the "benefits" (in the form of publicity or access to activities) to be given for particular levels of support.

Such packages will form the basis for advertising and sponsorship and will provide guidance when negotiating grants where the organisation providing the grant seeks publicity or access to activities in return.

Management of Grants, Sponsorship and Advertising

Within the guidance of this policy, grants, sponsorship and advertising will be managed on a day-to-day basis by the Association Secretariat, keeping Council informed on a regular basis.

The Secretariat is to refer to the President or Vice-President any proposal that they are not satisfied meets with the principles as set out in this policy.

Any member of Council may recuse themselves from discussion or consideration of advertising, grant or sponsorship proposals if they consider that this will create a conflict of interest for them.