



RANZCO

**The Royal Australian
and New Zealand
College of Ophthalmologists**

Sponsorship Policy

Approved by: Board

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1. Purpose and Scope

This policy establishes the framework for RANZCO sponsorship. The policy ensures consistency and transparency and aims to maximise the benefits and minimise risks associated with sponsorship. Sponsorship is considered an income stream to assist financing RANZCO's activities. The policy applies to RANZCO Branches and Special Interest Groups.

RANZCO seeks sponsorship of activities, projects, initiatives and resources to build relationships, enhance the organisation's profile with stakeholders and prioritise initiatives.

2. Definition

Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in kind to support an activity in return for certain specified benefits.

Sponsorship includes:

- The selling of advertising space, editorial comment or advertorials.
- Exhibition and sponsorship entitlements at RANZCO events.
- Joint ventures
- The provision of resources and information to be made available to RANZCO members.
- Grants and scholarships being a gift of funding or goods provided through a formally recognised program for a specified purpose to assist RANZCO achieve its goals and objective.

3. Key principles

To mitigate possible or perceived risks, RANZCO evaluates sponsorship proposals based on these criteria:

- There should be no conflict of interest regarding the organisational objectives of the sponsor or RANZCO.
- There should be no conflict of interest for staff involved in assessing or managing the sponsorship. Staff should refer to RANZCO's conflict of interest policy for detailed guidance.
- A sponsorship arrangement is a contract and should be described in a written agreement, that must be signed and dated by an authorised person.
- Benefits provided to RANZCO as part of a sponsorship arrangement are part of the written contract and must be recorded and managed through an open and transparent process.
- A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, the ability of RANZCO to carry out its functions fully and impartially.
- Sponsorship should not involve or imply RANZCO explicitly endorsing an entity or particular products and services.
- No RANZCO employee or member may receive a personal benefit from a sponsorship that is outside of the written contract for that sponsorship arrangement.

4. Management of Sponsorship Activities

The Manager – Events and Industry Relationships manages (but does not approve) sponsorship activities on behalf of RANZCO. This includes:

- Reviewing and developing sponsorship proposals.
- Managing sponsorship contracts and reporting and monitoring of contract deliverables to the CEO.
- Reviewing and maintaining the sponsorship policy and related procedures and templates.
- Providing guidance and updates to staff, the CEO, the Board and other parties as required, and maximising public relations opportunities from new or ongoing sponsorships.
- Managing sponsor relationships

5. Review

This Sponsorship Policy will be reviewed every three years. A review may be initiated earlier at the direction of the Chief Executive Officer.

6. Related Documents

RANZCO Code of Conduct <i>Version CC2017</i>
RANZCO Conflict of Interest Policy <i>Version 2016</i>
RANZCO Ophthalmologists' and Trainees' Interactions with the Medical Industry Policy
Medicines Australia Code of Conduct <i>Edition 18</i> and associated Guidelines <i>Version 2</i>
Medical Technology Association of Australia Code of Practice <i>9th Edition</i>
Medicines New Zealand Code of Practice <i>16th Edition</i>
Medsafe (New Zealand Medicines and Medical Devices Safety Authority Guidelines) <i>Edition 1.0</i>
Terms and Conditions stated in any RANZCO Sponsorship and Exhibition Prospectus Documents.