

APodC Policy on:

Corporate Partnership & Endorsement

Purpose of this policy

APODC enters into a corporate partnership with the aims of:

1. promoting best practice in foot care practice in the community
2. raising funds to be used on behalf of all members for lobbying and development project purposes, as agreed by the Board

This policy sets out the terms and conditions under which the APODC will enter such agreements and the obligations this places on the partner, the APODC and the Member Associations who are the shareholders of the APODC.

Definition of terms

Under this policy a "corporate partnership" means a relationship whereby the partner pays an annual fee to the APODC and is acknowledged officially as a partner with the specific benefits as outlined in the contract.

The partnership aims to promote foothealth education and promotion over the term of the agreement and provides ongoing advertising for the partner in the activities of the APODC as outlined in the contract.

"Sponsorship" is defined as where a fee is paid for a specific promotional or advertising opportunity.

Confidentiality

The terms and conditions of a corporate partnership agreement are confidential to the APODC Board, the Boards of Member Associations, their Executive staff and legal advisers.

Due diligence on potential partners is conducted by the CEO of the APodC under the instructions of the Board. The outcomes of this process are reported and remain confidential to the APodC Board.

Obligations of Member Associations

Under the terms of the corporate partnership agreement the Member Associations are not bound in any way. However, given the partnership with the federal organisation of which the Member Associations are the shareholders a relationship is implied.

It is expected that the Member Associations will form their own individual relationships with the corporate partner for sponsorship matters. They are not bound to use the corporate partner, but encouraged to view the partner as an avenue for sponsorship matters.

Specific terms of an agreement

Under the terms of a corporate agreement, the APODC will not endorse specific branded commercial products.

APODC will only endorse messages that are consistent with APODC Foot Health policies eg:

"FEET AT WORK

- in many workplaces safety shoes/boots are necessary to protect against environmental risks but they also need to be comfortable and correctly fitted.

A foot health message from Company X and the Australasian Podiatry Council."

APODC will enter into a limited number (to a maximum of two) corporate partnership arrangements in each calendar year.

APODC will not endorse messages that:

- Are misleading, exaggerated and open to misinterpretation or contrary to accepted proven facts;
- Do not conform to appropriate Government standards e.g. S.A.A., T.G.A., A.C.C.C requirements.

APODC will take care to avoid a conflict of interest associated with corporate partnership arrangements.

An APODC Corporate Partner may use the APODC logo and name on any advertising and marketing programs/materials only following receipt of written approval from the APODC for each element.

Adopted on: October 2005

Reviewed: _____

Revised: April 2007