

Advertising and Sponsorship Policy



Introduction

CNSA conducts a range of activities and maintains a variety of relationships with external organisations. These activities range from policy development to the delivery of goods and services to cancer nurses.

Traditionally sponsorship and advertising within the health care sector has been provided by pharmaceutical and medical device/supply companies. These external organisations often seek involvement through Sponsorship of CNSA Events and Advertising of their Products in CNSA channels and media. CNSA also actively seeks out relationships with others in recognition of the benefits such relationships bring in achievement of CNSA's objects.

This Policy recognises the nature of the Advertisements and Sponsorship may involve Therapeutic Goods, and incorporates safeguards for CNSA to assist in avoiding breaching the *Therapeutic Goods Act 1989* (Cth) and other laws.

ADVERTISING AND SPONSORSHIP GUIDELINES

Overarching Policy considerations

- a) The CNSA as a member organisation representing its member, needs to remain mindful of member wishes. To this extent, when assessing any Advertisement or Sponsorship proposition, due regard will be given to member perspectives, views and concerns.
- b) The CNSA will not accept any Advertisement or Sponsorship or engage with any organisations promoting messages:
 - i. likely to be perceived by a significant proportion of members as anti-social, anti-environmental, divisive or controversial by members;
 - ii. conflicting with any health message, clinical message or position statements issued or accepted by the CNSA or its members generally

Right of acceptance

Independent of anything else in this Policy, any acceptance of or agreement for Advertising or Sponsorship must expressly include the CNSA's final right of approval over any proposed Advertisement or Sponsorship.

Conformity with CNSA's objects

No Advertising or Sponsorship can be accepted if it detracts from the achievement of the CNSA's objects outlined in Part A, Clause 3 of the Constitution.

Compliance with law

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

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- i. the Medicines Australia Code of Conduct
- ii. the Therapeutic Goods Advertising Code 2007
- iii. another applicable code or guide as applicable and as authorised under the *Therapeutic Goods Act 1989* (Cth); and
- iv. the *Therapeutic Goods Act 1989* (Cth), as applicable.

Pharmaceutical Advertisers or Sponsors

A Cancer Nurses's primary obligation is towards the patient. The role of the nurse is to hold the trust and confidence of the patient and to provide quality health care.

Relationships with the pharmaceutical industry can only be appropriate insofar as they do not breach or distort the nurse – 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 or Sponsorship cannot appear in CNSA Social Media channels; and
- iii. Advertising or Sponsorship can appear in CNSA Events, Products and activities targeting the general public providing all references, information or references to a Therapeutic Good are omitted and clause 4.5a is satisfied.

Independence

Advertising or Sponsorship will not be accepted if it undermines the CNSA's independence or reputation, noting to be a credible voice and influence and to be worthy of the trust and confidence of cancer nursing and of the public, the CNSA must be, and must be seen to be, free of undue influence or conflicts, and in control of the decisions it makes.

Transparency

Professional autonomy, independence and commitment to the scientific method must be maintained in any relationship between the CNSA and a Sponsor or Advertiser. Sponsors will be named and acknowledged. The terms and conditions of each Advertisement or Sponsorship must be transparent in order to promote openness to scrutiny and serve to enhance accountability and to discourage relationships or activities that could be considered problematic.

This principle is generally applicable except in connection with matters related to competitive advantage, trade secret or a reasonable agreement of confidentiality, or where contractual obligations of confidentiality are imposed.

Non-compliance with this Policy

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A failure to comply with this Policy may result in the CNSA 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.

Schedule for Review

- The Finance, Audit and Risk Committee will review this Advertising and Sponsorship policy on an annual basis and as required from time to time and subsequently make any required recommendations to the Board.
- The Finance and Audit Committee will report on the annual review this Advertising and Sponsorship policy, making any required recommendations to the Board prior to the first meeting at the commencement of each calendar year.