

Partnerships Policy

Dietitians Australia is frequently requested to partner with other organisations. There is strategic benefit with increasing alliances, however this can come with risks which need to be carefully considered.

Purpose

To articulate the principles and procedures applied by Dietitians Australia when engaging in partnership arrangements.

To assist Dietitians Australia in identifying and managing both the risks and benefits that flow from partnership arrangements.

To achieve effective, transparent, and accountable partnership arrangements.

To outline who within Dietitians Australia has delegated authority to make partnership decisions.

Scope

This policy applies to all partnership arrangements including corporate, research and advocacy.

Policy Statement

This Partnership Policy supports Dietitians Australia to deliver on the key objectives and strategies set out in its Strategic Plan.

Dietitians Australia partner relations fall into three broad groupings, however these groupings are not always clear-cut and may fall into more than one category. The categories are:

1. **Project Partnerships**- for a specific project with mutually agreed aims, objectives and timelines
2. **Strategic Partnerships** - working with partners on projects with agreed goals and objectives designed to achieve a lasting impact on the health of the Australian community together over time
3. **Alliances**- with a single organisation or groups of organisations working, together towards a specific goal

Definitions

The following definitions apply to this document:

- **Corporate Partnership** means a binding legal agreement between Dietitians Australia and another party (**Corporate Partner**) whereby:

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- the Partner provides Dietitians Australia with financial or in kind support which helps Dietitians Australia provide valuable continuing professional education (CPD) opportunities, resources for members, opportunities to promote the profession and to influence healthy outcomes; and
 - Dietitians Australia provides value to the Partners with annual benefits such as communication opportunities and increases awareness of the Corporate Partner to Dietitians Australia members
 - This corporate partnership must also meet the criteria of the Dietitians Australia Corporate Sponsorship Policy.
- **Research Partnership**
 - e.g., universities, not for profit agencies
 - **Advocacy Partnership**
 - e.g., other health organisations on submissions, position papers and statements

Principles

The principles underpinning Partnership management at Dietitians Australia are:

- alignment with Dietitians Australia Strategic Plan
- alignment of organisational objectives, brand values and image
- appropriate partnership benefits
- value for money
- transparency
- ethical behaviour and fair dealing
- appropriate activity and association

Dietitians Australia considers the legal and ethical dimensions of the partner's business operations. Further, Dietitians Australia also considers the weight of public opinion relating to the proposed partner and its products or services. Particularly where there could be adverse perceptions from association with the conduct of a Partner's business or public profile.

Where the line is less clearly drawn and the business practice is legal but a more inherently controversial one, Dietitians Australia will undertake all due diligence and risk management review, and if warranted will act to discontinue or dissociate itself from the Partnership.

Exclusions

Dietitians Australia will not enter into partnership agreements with enterprises which are considered to:

- diminish, or are seen to diminish, public confidence in Dietitians Australia or the Dietetic profession
- have the potential to reflect negatively on Dietitians Australia or the Dietetic profession.
- discriminate on the basis of race, sex, age, disability or religion

Dietitians Australia will not enter into partnership agreements that might be perceived to endorse an organisation with unethical, unprofessional or unviable business practices, or companies that attempt to influence Dietitians Australia independence and/or guide our activities or who produce or offer goods or services that may be harmful to users or of inferior quality.

Examples of industries that Dietitians Australia will not be considered as partners include:

- within or related to the food manufacturing and food industry associations
- tobacco products
- firearms/weapons
- gambling
- alcohol

In the case of pharmaceutical and device companies Dietitians Australia will consider on a case by case basis

Publication

All approved research support activities will be appropriately communicated to the Dietitians Australia membership if the activity succeeds in start up.

Dietitians Australia retains the discretion not to accept partnership from any entity for any reason.

The Partnership Procedure

1. Outlines the process for external agencies to apply for Dietitians Australia to partner with them and
2. Includes a framework to assist Dietitians Australia in the decision making process
3. Includes a Partnership Application Form