Dietitians Australia General Policy and Procedure Manual

Advertising

Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions)

# Statement of Purpose

Dietitians Australia accepts advertising in many forms from positions vacant to commercial advertisements (including those in the Dietitians Australia journal *Nutrition & Dietetics*), event support and trade exhibitions. While Dietitians Australia gives permission for a company to advertise, by accepting advertising Dietitians Australia is not endorsing or otherwise agreeing with the materials or activities of the advertiser.

Advertising revenue supports the costs of publishing the journal, maintenance of the Website and staging Continuing Professional Development (CPD) events.

Advertising is disseminated for the information of members or CPD registrants and not to the media or the general public.

Advertising provides information to members about a variety of products, services and activities that may support them in their practise. It is the responsibility of individual members or CPD registrants to evaluate information provided and apply the information using their professional judgement, being fully aware that Dietitians Australia does not endorse or otherwise agree with the information unless that is specifically stated.

# Policy Statement

Dietitians Australia may accept advertisements from clients (individuals, groups or organisations) and will publish and/or distribute advertising or facilitate promotional activities (including trade exhibitions) at Dietitians Australia events. Dietitians Australia will levy charges for advertising services as part of Dietitians Australia’s commercial activities.

The acceptance of advertising by Dietitians Australia does not in any way imply endorsement of or agreement with the company, products or services displayed by the client or advertiser.

Dietitians Australia reserves the right to reject any advertising copy, images or trade exhibit.

Dietitians Australia takes no responsibility for the content/accuracy of any advertisement unless expressly stated.

The policy applies to all advertisers including members of Dietitians Australia.

The policy is to be adhered to by all members, staff and clients.

The Dietitians Australia name and logo may be used only with the written approval of Dietitians Australia.

# Policy Guidelines

Statements accompanying advertising should be consistent with business ethics.

Statements of properties, performance, nutrient values, beneficial results, etc. of products should be such that they can be verified by adequate experimental data, the scientific literature or submitted from a reputable laboratory.

There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to current scientific knowledge.

Advertisements for all foods (including special purpose foods) must include a list of ingredients and the quantitative nutrition analysis of the product or offer to supply this information on request.

All advertisements must meet the requirements of the Australia New Zealand Food Standards Code and the Competition and Consumer Act and other relevant regulatory legislation. It is not appropriate to sell or promote a product for financial gain or advantage without declaration.

# Procedures

All advertisers will provide a declaration (Attachment 1) confirming the compliance of their material with this policy.

**Positions vacant**

Dietitians Australia Member:

1. Sign into the Member Portal, navigate to Classifieds – Post an ad
2. Click on Positions Vacant
3. Complete the form
4. Click Save and Proceed

Non-Member:

1. Sign into the Member Portal, navigate to Classifieds – Post an ad
2. Click on Positions Vacant
3. Complete the form
4. Click Save and Proceed
5. Add the product to cart
6. Proceed to checkout and pay

**Rooms for rent or sale**

Dietitians Australia Member:

1. Sign into the Member Portal, navigate to Classifieds – Post an ad
2. Click on Practice rooms
3. Complete the Advertising booking form (Attachment 2)
4. Complete the Room for rent or sale form (Attachment 3)
5. Submit both as Word documents (do not save as PDF) to [marketing@dietitiansaustralia.org.au](https://ausdaa.sharepoint.com/Data/MSO/Ad%20Marketplace/2021/Policies%20and%20procedures/marketing%40dietitiansaustralia.org.au).

Non-Member:

1. Sign into the Member Portal, navigate to Classifieds – Post an ad
2. Click on Practice rooms
3. Complete the Advertising booking form (Attachment 2)
4. Complete the Room for rent or sale form (Attachment 3)
5. Submit both as Word documents (do not save as PDF) to [marketing@dietitiansaustralia.org.au](https://ausdaa.sharepoint.com/Data/MSO/Ad%20Marketplace/2021/Policies%20and%20procedures/marketing%40dietitiansaustralia.org.au).
6. Make payment

***Nutrition & Dietetics* journal**

Details to book advertising in *Nutrition & Dietetics* journal can be found via [www.dietitiansaustralia.org.au](http://www.dietitiansaustralia.org.au) under [Advertising opportunities](https://dietitiansaustralia.org.au/about-us/advertising-opportunities).

All advertisements included in Nutrition & Dietetics must be approved by the Editor and the Journal Management Committee in accordance with the requirements stipulated for advertising in peer reviewed journals.

Advertisements for therapeutic goods which cannot be sold to the general public and breast milk substitutes will not be included in *Nutrition & Dietetics* or on areas of the website which can be accessed by the public. (WHO Code for Marketing of Breast Milk Substitutes).

**Survey distribution**

To apply for survey distribution, complete a *Research application and booking form* found in our *Advertisement and Distribution of Surveys, Research and Quality Activities Policy and Procedure* then submit to [marketing@dietitiansaustralia.org.au](https://ausdaa.sharepoint.com/Data/MSO/Ad%20Marketplace/2021/Policies%20and%20procedures/marketing%40dietitiansaustralia.org.au). In this case the form in Attachment 1 of this policy does not apply.

**Dietitians Australia events**

Details to book sponsorship or exhibition at the Dietitians Australia Conference or Dietitians Australia Branch and Interest Groups events can be found via [www.dietitiansaustralia.org.au](http://www.dietitiansaustralia.org.au) under ‘[Advertising opportunities](https://dietitiansaustralia.org.au/about-us/advertising-opportunities)’

Access to trade exhibitions is limited to event delegates and official visitors only and not available to the general public. A notice stating that the trade area is not open to non-registrants will be displayed at events.

Trade exhibitors cannot use attendance at a Dietitians Australia event to promote their company or products to the general public or to engage media attention and will sign a declaration acknowledging this. (Attachment 1)

The media will not be provided with access to trade exhibition areas unless given express permission from the President and Chief Executive Officer.

Trade exhibitors will be notified of approved media access ahead of time where possible.

Satchel inserts, promotional activities and sampling at trade exhibits must be approved by Dietitians Australia as per the Conference Policy Manual.

Advertisements, promotional activities and sampling that:

* relate to non-core foods (as defined by the Australian Dietary Guidelines);
* could pose a public relations risk to Dietitians Australia; or
* may be perceived negatively by Dietitians Australia members,

will be reviewed by the Member Marketing Officer in the first instance, with final approval by the Marketing and Member Engagement Manager (who will engage the CEO as required).

A list of trade exhibitors will be provided to registrants. It will be clearly stated in conference material that the acceptance of a trade exhibit does not in any way imply endorsement of the company, products or services displayed.

**All advertising**

Dietitians Australia members will be able to select if they are willing to receive direct mail from external commercial organisations via Dietitians Australia or not.

Members contact details are kept confidential by Dietitians Australia.

Advertisers will be provided with a copy of this policy and it will also be accessible on the public section of the Dietitians Australia website.

All Dietitians Australia publications and website will carry a disclaimer related to any and all advertising accepted, clearly outlining that there is no endorsement by Dietitians Australia.

# ATTACHMENT 1: Advertiser Declaration

Dietitians Australia is committed to ensuring accurate and up to date information is provided to members. Advertisers are asked to complete this declaration when submitting material for approval and / or requesting to participate as a sponsor or exhibitor at a Dietitians Australia event, including the Dietitians Australia conference. The declaration should be signed by an authorised employee of the company whose goods are advertised or displayed. Dietitians Australia reserves the right to evaluate all advertising material and reserves the right to reject any advertising copy or products that do not comply with the Dietitians Australia Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions).

Product/information to be advertised or displayed:

I, …………………………………………………………, declare that to the best of my knowledge, the abovementioned material conforms to the following Dietitians Australia requirements in the: *Policy for Acceptance and Dissemination of Advertising*

1. Statements accompanying this advertising are ethical.
2. Statements accompanying this advertising carry no direct or implied disparagement of another product.
3. Statements of properties, performance, nutrient values, beneficial results, etc. of products can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.
4. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
5. Attendance at a Dietitians Australia event will not be used to promote the company or products to the general public or to engage media attention.
6. Advertisements for foods include the list of ingredients and the nutrition information panel or offer to supply this information on request.
7. All advertisements and display items meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.
8. I understand that if any material is found to not comply with the above statements it can be requested to be removed from a trade exhibit.
9. I agree to the payment terms set out on the invoice and will pay by the due date (normally 14 days from invoice date).

Signature: Date:

Position:

Company:

# ATTACHMENT 2: ADVERTISING BOOKING FORM

Please complete the booking form, sign the declaration and submit as a Word document via marketing@dietitiansaustralia.org.au

|  |
| --- |
| ADVERTISER DETAILS  |
| **Contact Name:**  | **Member:** ☐ Yes ☐ NoIf yes Dietitians Australia number:  |
| **Business/Organisation:**  |
| **Phone** (incl area code):  | **Mobile:**  |
| **Email:**  |
| **Address:**  |

|  |
| --- |
| ADVERTISEMENT COMMENCEMENT DATE  |
| Week commencing: \_\_ / \_\_/ \_\_\_\_\_  |

|  |
| --- |
| ADVERTISEMENT TYPE (for pricing refer to the website)  |
| ☐Practice rooms for rent or sale | ☐Please issue an invoice |

|  |
| --- |
| PAYMENT DETAILS  |
| **Amount of payment (AUD)**  | $  |
| **Payment method \***  | ☐ Credit Card  |
| **Credit card type**  | ☐ Mastercard  | ☐ Visa  |
| **Credit card number**  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| **Credit card expiry date**  | \_\_\_\_\_ / \_\_\_\_\_  |
| **Cardholder name**  |   |
| **Cardholder signature**  |   |

\* Please note: American Express/Diners or direct debit are not accepted. The advertisement will not be approved until payment is received.

# ATTACHMENT 3: ROOM FOR RENT OR SALE details

Advertiser to complete and submit at time of booking. These are the details that will be displayed on the Dietitians Australia website.

|  |
| --- |
| CONTACT DETAILS  |
| Name  |   |
| Organisation  |   |
| Phone (including the area code)  |   |
| Email  |   |
| Website  |   |

|  |
| --- |
| PRACTICE ROOMS FOR RENT OR SALE DESCRIPTION  |
|  |