Dietitians Australia General Policy and Procedure Manual

Advertising

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

# Statement of Purpose

Dietitians Australia accepts advertising and promotions in many forms from positions vacant to commercial advertisements (including those in the Dietitians Australia journal *Nutrition & Dietetics, hereinafter referred to as ‘the journal’*), event support and trade exhibitions. While Dietitians Australia gives permission for a company to advertise and promote products and services, this permission does not indicate that Dietitians Australia is endorsing or otherwise agreeing with the materials or activities of the advertiser. Misrepresentation will result in advertising and promotion collaboration being ceased immediately.

Advertising and promotions revenue supports the costs of publishing the journal, maintenance of the Dietitians Australia Website and staging Continuing Professional Development (CPD) events. Advertising and promotion collaborations have mutual benefits for Dietitians Australia, members and the collaborator.

Advertising and promotional materials that are disseminated for the information of Dietitians Australia members or CPD registrants are required to be fully compliant with relevant Australian legislation and regulations including the Australia New Zealand Food Standards Code, the Competition and Consumer Act, WHO International Code of Marketing of Breast-milk Substitutes and other relevant regulatory legislation. These advertising and promotional materials are not for the information of the media or the general public.

Advertising and promotional material accepted will provide factual and relevant information to Dietitians Australia members and can include information about products, services and activities that may support them in their practice and providing advice to, and engaging with their clients, organisations and communities they serve. Dietitians Australia members and CPD registrants are highly trained in critical evaluation and are expected to evaluate information provided in context of their specific practice area and apply the information using their professional judgement. Dietitians Australia members will be informed that Dietitians Australia does not endorse or otherwise agree with the information unless it 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 and promotional services as part of Dietitians Australia’s commercial activities.

The acceptance of advertising and promotion 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 or promotional material copy, images or trade exhibit/s.

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, technology or services should be such that they can be verified by adequate data, scientific literature or documentation from a reputable source including laboratories or accredited and recognised facilities. Dietitians Australia has a zero-tolerance approach for statements, claims or information that are misleading, exaggerated, open to misinterpretation, or contrary to current scientific knowledge/evidence.

Advertisements, fact sheets and promotional material for all food products (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, the Competition and Consumer Act and other relevant regulatory legislation.

# 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)

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](https://www.who.int/publications/i/item/9241541601)).

**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*](https://dietitiansaustralia.org.au/about-us/corporate-documents/advertisement-and-distribution-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 exhibit 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 can promote their company’s attendance at a Dietitians Australia event within reason, provided there is adherence to the Australia New Zealand Food Standards Code, the Competition and Consumer Act and other relevant regulatory legislation. Promotion through social media or other platforms can include company attendance but should not highlight individual products or services. Promotion of the company’s attendance should in no way indicate or imply endorsement or agreement with the company, products or services displayed by the company or advertiser.

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.

Advertisements, promotional activities and sampling that:

* relate to non-core foods (as defined by the Australian Dietary Guidelines), with the exception of foods designed for medical nutrition therapy;
* could pose a public relations risk to Dietitians Australia;
* does not align with the Dietitians Australia code of conduct; or
* does not align with Dietitians Australia values

will be reviewed to ensure compliance at the discretion of Dietitians Australia.

Relevant exhibitors must ensure advertising is aligned with principles from the WHO International Code of Marketing of Breast-milk Substitutes. Information will be reviewed to ensure compliance at the discretion of Dietitians Australia.

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 acceptance 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 & Promotions (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 & Promotions (including Trade Exhibitions)*

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 technology or services should be such that they can be verified by adequate data, scientific literature or documentation from a reputable source including laboratories or accredited and recognised facilities.
4. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
5. Advertisements for foods include the list of ingredients and the nutrition information panel or offer to supply this information on request.
6. All advertisements and display items meet the requirements of the Australia New Zealand Food Standards Code, the Competition and Consumer Act and other relevant regulatory legislation.
7. 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.
8. 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: Practice room for rent or sale – Advertising booking form

Please follow these steps to advertise a practice room for rent or sale on the Dietitians Australia website:

1. Please complete the booking form and submit as a Word document to marketing@dietitiansaustralia.org.au along with any images to accompany the advertisement
2. Please make payment online by visiting [Rooms for Rent or Sale (dietitiansaustralia.org.au)](https://member.dietitiansaustralia.org.au/ItemDetail?iProductCode=ROOMADVERT&Category=ADVERT&WebsiteKey=03ff812d-ea2b-487f-936a-969228cc2690)**\***
	1. Members please login and follow the prompts to make payment
	2. Non-members please create an account and then follow the prompts to make payment

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

Members get a discounted rate of $86. For non-members, it costs $107 to advertise a practice room. (Prices include GST.). The period of advertisement is 1 month.

|  |
| --- |
| 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: \_\_ / \_\_/ \_\_\_\_\_  |

# 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  |
|  |

|  |
| --- |
| IMAGES TO ACCOMPANY ADVERTISEMENT  |
| ☐ Yes  | ☐ No |
| If yes, please include the images you would like to accompany your advertisement when submitting this form. |