

DA General Policy & Procedure Manual

Communication

Partnership Policy

1. PURPOSE

To articulate the principles and procedures applied by The Dietitians Australia (DA) when engaging in Partnership arrangements.

To assist DA in identifying and managing both the risks and benefits that flow from Partnership arrangements and outlining structures and processes for achieving effective, transparent and accountable partnership management.

2. SCOPE

This policy applies to all Partnership arrangements entered into by the DA for incoming support.

3. POLICY STATEMENT

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

DA 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:

- Project Partnerships for a specific project with mutually agreed aims, objectives and timelines
- 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
- Alliances with a single organisation or groups of organisations working, together towards a specific goal.

4. DEFINITIONS

The following definitions apply to this document:

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

- the Partner provides DA with financial or in kind support which helps DA provide valuable continuing professional education (**CPD**) opportunities, resources for members', opportunities to promote the profession and to influence healthy outcomes; and
- DA provides value to the Partners with annual benefits such as communication opportunities and increases awareness of the Corporate Partner to DA members

5. POLICY/PROCEDURE/GUIDELINE ELEMENTS

Principles

The principles underpinning Partnership management at DA are:

- alignment with DA 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

When approaching, entering into or reviewing Partnership arrangements, DA considers the legal and ethical dimensions of the partner's business operations.

Further, DA 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 a strongly adverse and broadly-based negative community consensus exists in respect of a particular product or business practice, the DA will not consider entering into a sponsorship arrangement, notwithstanding that it may be legal to conduct the sale of such a product or service.

Where the line is less clearly drawn and the business practice is a legal but a more inherently controversial one, DA will undertake all due diligence and risk management review, and if warranted (after review by the DA Senior Management Team) will act to discontinue or dissociate itself from that Partnership if the community consensus on the relationship damaged or has the potential to damage the integrity of DA reputation.

DA recognises that complex, dynamic relationships with organisations and individuals play a critical part in today's private sector environment. DA seeks to build successful Partnership arrangements based on mutually agreeable objectives and beneficial outcomes for each party.

Exclusions

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

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

DA 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 DA 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 or products that will not be considered as partners include:

- within or related to the food manufacturing and food industry associations
- tobacco products

- firearms/weapons
- Alcohol

DA retains the discretion not to accept Partnership from any entity for any reason.

6. ADMINISTRATION

Related documents

- *Code of Conduct for DA*

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