

## DA General Policy and Procedure Manual Advertising

# Policy for Acceptance and Dissemination of Advertising (incl Trade Exhibitions)

### STATEMENT OF PURPOSE

DA accepts advertising in many forms from positions vacant to commercial advertisements (including those in the DA member e-Newsletter and Nutrition & Dietetics), announcements and trade exhibitions. While DA gives permission for a company to exhibit, by accepting advertising DA is not endorsing or otherwise agreeing with the materials or activities of the clients as per the Guiding Principles for DA Partners and Sponsors.

Advertising revenue supports the costs of publishing the newsletter and 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 and / or opportunities to members on a variety of products, services and activities. It is the responsibility of individual members or CPD registrants to evaluate information provided to them in whatever form and apply the information using their professional judgement, being fully aware that DA does not endorse or otherwise agree with the information unless that is specifically stated. DA encourages members to provide constructive feedback directly to external organisations.

### POLICY STATEMENT

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

By accepting advertising DA is not endorsing or otherwise agreeing with the materials or activities of clients.

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

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

The policy applies to all advertisers including members of DA.

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

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

## POLICY GUIDELINES

1. Statements accompanying advertising should be consistent with business ethics.
2. 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.
3. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to current scientific knowledge.
4. 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.
5. 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

1. All DA publications and Website will carry a disclaimer related to any and all advertising copy accepted clearly disassociating DA from any perceived endorsement.
2. Advertisers will provide a declaration (Attachment 1) confirming the compliance of their material with this policy.
3. All advertisements included in Nutrition & Dietetics must be approved by the Editor and the Journal and Scientific Publications Management Committee in accordance with the requirements stipulated for advertising in peer reviewed journals.
4. 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).
5. A notice stating that the trade area is not open to non-registrants will be displayed at events.
6. Access to trade exhibitions is limited to event delegates and official visitors only and not available to the public.
7. Trade exhibitors cannot use attendance at a DA event to promote their company or products to the general public or to engage media attention and will sign a declaration acknowledging this. (Attachment 2)
8. The media will not be provided with access to trade exhibition areas unless with express permission of the President and Chief Executive Officer.
9. Trade exhibitors will be notified of approved media access ahead of time where possible.
10. Satchel inserts, promotional activities and sampling at trade exhibits must be approved by DA as per the Conference Policy Manual.
11. Advertisements, promotional activities and sampling that:
  - a. relate to non-core foods (as defined by the Australian Dietary Guidelines);
  - b. could pose a public relations risk to DA; or
  - c. may be perceived negatively by DA members,

12. will be reviewed by the Marketing Manager in the first instance, with final approval by the Member Services and Operations Executive Manager (who will engage the CEO as required).
13. 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.
14. DA members will be able to select if they are willing to receive direct mail from external commercial organizations via DA or not.
15. Members contact details are kept confidential by DA.
16. Advertisers will be provided with a copy of this policy and it will also be accessible on the public section of the DA Website.

## ADVERTISER DECLARATION

DA 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 to attach a copy to the Newsletter Insert/Special Mailing Booking Form. The declaration should be signed by an authorised employee of the company whose goods are advertised. DA reserves the right to evaluate all statements in advertisements and reserves the right to reject any advertising copy that does not comply with the DA Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions).

Product/information to be inserted in newsletter/journal or for special mailing to DA members:

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

- a. Statements accompanying this advertising are ethical.
- b. Statements accompanying this advertising carry no direct or implied disparagement of another product.
- c. 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.
- d. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
- e. Advertisements for foods include the list of ingredients and the nutrition information panel or offer to supply this information on request.
- f. All advertisements meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.
- g. 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:.....

## TRADE EXHIBITOR DECLARATION

DA is committed to ensuring accurate and up to date information is provided to members. Trade exhibitors are asked to complete this declaration when requesting a stand at a CPD Event. The declaration should be signed by an authorized employee of the company whose goods are displayed. DA reserves the right to reject any trade exhibit that does not comply with the DA Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions).

The acceptance of a trade exhibit does not in any way imply endorsement of the company, products or services displayed.

Proposed Exhibit:

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I, ....., declare that to the best of my knowledge, the abovementioned Trade Exhibit conforms to the following DA requirements in the: *Policy for Acceptance and Dissemination of Advertising*

- a. Statements accompanying exhibit are ethical and carry no direct or implied disparagement of another product.
- b. 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.
- c. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
- d. All display items meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.
- e. Attendance at a DA event will not be used to promote the company or products to the general public or to engage media attention.
- f. I understand that if any material is found to not comply with the above statements it can be requested to be removed from the exhibit.
- g. 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:.....