

ANNA Sponsorship Guidelines

Background: ANNA has as an organisation benefited from partnerships within the private sector, particularly financial support received for our national conferences and chapter level seminars. This has enabled us to provide high quality educational events for our members.

As well as benefits there are associated risks in sponsorship. Sponsorship agreements entered at a national or chapter level require careful review to ensure they fit within an ethical framework that complies with accountability and transparency requirements set out for professional nursing organisations and are in the public interest. As well the agreement must provide good value and the conditions set out by the agreement must be fair, transparent, accurately documented and monitored. The agreement should not create any conflicts of interest for either ANNA or the sponsorship agency.

Definition of Sponsorship: A contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity.

Benefits of Sponsorship include:

- Providing funding for publications, conferences or other special activities that promote the Organisation.
- Providing ANNA or the industry with an opportunity to develop better working relationships with stakeholders.
- Promoting the public profile of ANNA or the industry to a wider than normal audience. This may include increasing community awareness of ANNA or the industry and its activities.
- Free advertising/promotion.

Risks of Sponsorship include: While receiving sponsorship offers significant benefits to ANNA, it also potentially exposes our organisation to risk. A key risk is the potential for a sponsorship arrangement to influence how our members carry out their professional activities. An example would be where the policies, guidelines or activities developed by ANNA Executive or members were altered or affected by a sponsorship arrangement.

Another risk for ANNA is how a sponsorship arrangement between ANNA and a particular sponsor is perceived by the general community. Public confidence can be eroded if there is a perception that, by way of a sponsorship arrangement, ANNA is no longer neutral, or is implicitly promoting or endorsing a particular sponsor's products or services.

The test is whether the arrangement will withstand full public scrutiny and not undermine public confidence in the neutrality and integrity of ANNA.

Risks can be minimised by ensuring that sponsorship arrangements are properly assessed, documented, monitored and evaluated.

Principles of Sponsorship:

Principle 1. A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, ANNA's ability to carry out its functions fully and impartially.

Principle 2. There should be no conflict between the goals of ANNA and those of the sponsor. The proposed sponsor's activities and corporate values should be consistent with the values of ANNA and the general community.

Prohibited sponsorship and conflicts:

Tobacco products

ANNA prohibits any sponsorship with a company that owns, controls or is involved with the manufacture and production or promotion of tobacco-related products, which includes cigarettes, cigars and pipes.

Other conflicts

ANNA prohibits sponsorship from organisations that produce products or services that could damage health. This includes those that sell alcohol, fast food companies etc.

Note: Sponsorship of ANNA members to attend conferences or to view equipment where sponsorship comes from the company is not desirable and should be avoided wherever possible due to the conflict of interest.

Principle 3. ANNA should neither seek nor accept sponsorship from persons or bodies that are, or are likely to be, subject to regulation or inspection by ANNA during the life of the sponsorship.

An example would be where ANNA was invited to evaluate a device or product produced by an organisation that ANNA had received sponsorship from the company. All efforts must be made to keep relationships at arm's length to ensure impartiality.

Principle 4. Sponsorship of ANNA activities or events should not involve explicit or implicit endorsement of the Sponsor or the Sponsor's products or services.

Principle 5. It is inappropriate for ANNA Executive both nationally and chapter level to receive a personal benefit from a Sponsorship. The only circumstances in which ANNA is able to accept a benefit is when required to do so as part of their representational or official duties e.g. making a presentation, doing an assessment of the sponsorship or undertaking a training course that is relevant and timely for the role held.

Principle 6. The public interest is best served by making sponsorship opportunities widely known, that is, by calling for expressions of interest or using other broadly based mechanisms.

Principle 7. Sponsorship proposals should be assessed against transparent criteria that are publicly available. Proposals must be assessed consistently, using the same selection criteria against all potential sponsor applications. The criteria should be established and documented prior to calling for expressions of interest. The selection criteria should include the benefit ANNA is seeking and/or the benefit the sponsor is offering; degree of acknowledgement and recognition expected by the sponsor of ANNA activities; potential to build positive alliances or partnerships, which provide additional benefit to the public.

Principle 8. All Sponsorships should be documented in a written agreement. For those under \$10,000 an exchange of letters is sufficient.

Principle 9. All Sponsorships are to be approved by ANNA president or delegated executive member.

Principle 10. All Sponsorships are to be reported annually in the ANNA Annual Report (National and Chapters).