

## Communication

# Advertising of Non-DAA Events Policy

### Statement of Purpose

DAA is committed to increasing professional development opportunities for DAA members by promoting details of non-DAA events and opportunities relevant to nutrition and dietetic professionals on the Professional Events calendar.

### Scope

Events submitted to DAA National Office are considered for listing on the Professional Events calendar (see Criteria below), and may attract a fee for advertisement. A listing on the Professional Events calendar does not imply endorsement by DAA.

Details of public events are only to be listed on DAA's Professional Events calendar; they are not to be featured elsewhere on the DAA website. Events may only be promoted in Member Connect if already listed on the Professional Events Calendar.

National weekly email promotions in addition to the Professional Events listing are not permitted, unless

- The promotion has been negotiated as part of contra-deal or partnership benefits  
Approved by Executive Manager Credentialing and Professional Services or CEO on strategic grounds

### Approval criteria:

National Office will assess all events or opportunities against the following approval criteria, within three business days:

#### Criteria:

1. Event allocated to the correct fee category (Commercial, Not-For-Profit, DAA Member or co-shared).
2. Likely ability of event to deliver appropriate professional development for a nutrition and /or dietetics professional.
  - Professional Development not necessarily 'nutrition', 'dietetics' or 'health'. For example, a business/ media skills workshop may be relevant.
  - Events must reflect the evidence based paradigm and be directly relevant to at least some areas of dietetic practice.

### 3. Adequate time for approval, listing and promotion prior to event

Events that do not meet one or more of the approval criteria will not be approved for listing on the Professional Events Calendar. The submitter will be contacted to inform them of the outcome.

## Disclaimer

DAA lists public events on the DAA Professional Events Calendar at its discretion. DAA assumes no responsibility for non-DAA events or opportunities, and is not liable for any loss or damage occurring to DAA members as a result of undertaking such an event or opportunity.

## Advertising fees:

**DAA member:** DAA members organising an event that will be free or not making a profit are eligible for a free listing on the Professional Events calendar.

**Not for profit:** Events organised by Not-For-Profit organisations, Government departments, hospitals and Universities are eligible for a free listing on the Professional Events calendar.

**Commercial organisation:** Events organised by commercial companies and small businesses, as well as For-Profit events (including For-Profit DAA member-led events), will attract a fee.

**Co-shared:** Events co-shared by a Profit and Not-For-Profit organisation, for example a hospital and commercial organisation, will attract a subsidised fee.

DAA members who run frequent events as part of their small dietetic business or private practice may be eligible for an annual fee arrangement package with DAA staff by contacting [marketing@daa.asn.au](mailto:marketing@daa.asn.au). This annual package allows an unlimited number of events, managed by the business, to be listed on the calendar for a fee. This covers 12 months of advertising from the time of payment.

## Related policy and documents

- Policy for Direct Emailing DAA Members
- Advertising and Direct Mailings Policy
- Events policy