



DAA General Policy & Procedure Manual

Communication

Partnership POLICY

1. PURPOSE

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

To assist DAA 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 DAA for incoming support.

3. POLICY STATEMENT

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

DAA 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 DAA and another party (**Corporate Partner**) whereby:

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

5. POLICY/PROCEDURE/GUIDELINE ELEMENTS

PRINCIPLES

The principles underpinning Partnership management at DAA are:

- alignment with DAA 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, DAA considers the legal and ethical dimensions of the partner's business operations.

Further, DAA 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 DAA 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, DAA will undertake all due diligence and risk management review, and if warranted (after review by the DAA 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 DAA reputation.

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

EXCLUSIONS

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

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

DAA 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 DAA

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

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

6. ADMINISTRATION

RELATED DOCUMENTS

- *Code of Conduct for DAA*

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