

<b>Title:</b>	<b>Commercial Partnerships Policy</b>	
<b>Version # &amp; Date:</b>	GOVPOL007.0	28 August 2023
<b>Authorising Level:</b>	Board of Directors	

## 1. INTRODUCTION

Sponsorship is a useful and potentially beneficial mechanism that reinforces and enhances Australian College of Midwives Limited (“ACM”) business activities supporting a range of activities that are in line with ACM strategic directions.

## 2. OBJECTIVES

The objective of the policy is to provide guidance relating to sponsorships, endorsements and other commercial relationships with the ACM. The ACM Sponsorship and Commercial Partnerships Policy (“Policy”) has been developed to ensure that any commercial partnerships deliver the maximum benefits, while also respecting ACM’s values. At the same time, it is important that midwives and families receive comprehensive, evidence-based information to enable them to make informed choices regarding the use of health-related products.

## 3. DEFINITIONS

For the purposes of this Policy, these following definitions will be adopted:

- **Organisation partner:** an organisation who has signed up as either a Gold, Silver or Bronze Member through ACM’s Organisation Partnership Program. Eligibility criteria for admission to this Program is not in the scope of this Policy.
- **Commercial partner:** a collaboration with a commercial or partner organisation/s and/or work that is carried out by ACM and is funded by external organisations. It includes, but is not limited to, a range of partnership arrangements including sponsorship, funding (with overt acknowledgement), endorsement, conference exhibitions and advertising.

## 4. POLICY PRINCIPLES

The ACM will only enter into partnerships which meet the following principles:

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

**Principle 2.** There should be no real or apparent conflict between the mission, vision and strategic objectives of the ACM and those of a commercial partner.

**Principle 3.** The proposed commercial partner’s activities and corporate values should be consistent with ACM strategic objectives.

**Principle 4.** The ACM should be careful not to accept a commercial partner's product/s simply because they are offered free of charge. This could imply ACM endorsement of a substandard product/s.

**Principle 5.** It is inappropriate for any ACM staff member or any ACM Board Director (or their relatives and friends) to receive either directly or indirectly any personal benefits arising out of commercial partnership arrangement.

**Principle 6.** Proposals must be assessed consistently, using the same selection criteria against all potential commercial partner/s. The criteria should be established and documented prior to calling for expressions of interest.

The selection criteria should include:

- a) the benefit ACM is seeking and/or the benefit the sponsor is offering.
- b) degree of acknowledgement and recognition expected by the commercial partner of ACM activities.
- c) context of the arrangement within ACM's overall strategic directions; and
- d) potential to build positive alliances, which provide additional benefit to Members.

**Principle 7.** All commercial partnerships will be documented in a written agreement.

**Principle 8.** All commercial partnerships are to be approved by the CEO or another delegated senior employee of the ACM.

## **5. PROHIBITED SPONSORSHIPS AND CONFLICTS**

### **Companies that produce or market breastmilk substitutes**

ACM has developed the following guidelines and principles, which shall apply to the ACM Conference and any satellite meetings that are affiliated with ACM as well as any commercial partnership/s:

- ACM advocates that, whenever possible, a baby should exclusively receive breast milk until introduction of solids at around four to six months of age.
- ACM advocates that breast milk is the preferred milk for infants for at least the first twelve months after birth.
- ACM recognises and respects that some mothers choose not to breast feed.
- ACM acknowledges that there are some clinical situations in which breastmilk substitute alternatives or supplements are necessary for early nutrition of newborns.
- ACM recognises that engagement by expert members of the College with companies producing breast milk substitutes and supplements may be of mutual benefit for the development of new medical nutrition therapies for babies.
- ACM totally rejects any practice that seeks to promote breastmilk substitute feeding as preferable to breast feeding.
- ACM will only accept sponsorship from companies that comply with relevant codes of practice (e.g., Medicines Australia Code of Conduct, The World Health Organisation International Code of Marketing of Breast Milk Substitutes).
- Only companies that demonstrate willingness to share with ACM any breaches of the codes above and measures taken to address these breaches will be accepted as sponsors.
- ACM will not allow sponsorship from any company that produces or markets breastmilk substitute, including breastmilk substitute prescribed in hospital for medical indications.
- ACM will not allow the display of images of bottles and/or teats.

- ACM will not allow advertising or distribution of breastmilk substitute products of any kind to be distributed to attendees of any ACM meeting or conference.

### **Other Conflicts**

Other potential conflicts may arise between the mission, vision and strategic goals of the ACM and a sponsor and will be considered on a case by case basis and will be informed by the principles outlined in this Policy.

## **6. REVIEW**

This policy is due for review in August 2025.