



Sponsorships and Endorsements Policy

This policy is owned by the CEO.

Implementation Date 11 October 2021

Review Date 11 October 2023

Background

The Australian College of Midwives (ACM) is a national not-for-profit membership organisation and the peak professional body for midwives in Australia.

ACM contributes to building a resilient midwifery workforce for the future. Key activities include advocating for the profession at all levels of government, promoting the benefits of midwifery care to the wider community and ensuring midwives in Australia are supported with industry information, quality education, professional development, and personal support through all stages of their career.

ACM Vision: To enable strong and confident midwives

ACM Mission: To position and profile midwifery as the primary profession for quality maternity care

Objectives of this Policy

This Policy addresses sponsorships, endorsements and other commercial arrangements with external organisations. From the perspective of ACM, the purpose of these arrangements is to fund the services and activities of the College which otherwise could not be undertaken. This Policy sets out the principles to be considered before commercial proposals of this type are accepted.

Policy

Without limiting the right of ACM to deal with any individual or organisation, when considering a partnership, endorsement, sponsorship, acceptance of advertisements or other commercial ('Proposal'), ACM will have regard to the following:

1. Consistency of the Proposal with the Objects of ACM, its published positions, policies and guidelines, as well as Australian midwifery best practice as informed by current evidence, midwifery ethos and principles.
2. Where they may be different from Australian best practice, relevant developments in international evidence-based maternity care.
3. Protection and advancement of ACM's reputation as the peak professional body for midwives in Australia.

Where there may be doubt, new Proposals may be reviewed and confirmed by senior management including the CEO and the PMO as being consistent with the Objects of the College, Australian or international evidence, and midwifery ethos and principles. If there is any doubt, management should refer the Proposal to the Board for decision.