



Royal Australasian College
of Dental Surgeons

Let knowledge conquer disease

ENDORSEMENT POLICY

FEBRUARY 2024

Document Information

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Related documents/policies	Advertising & Promotion Policy Intellectual Property Policy Style Guide By-Law 12 5.1(c) and 5.2 (c) – selection of CPD Guidelines for use of RACDS Member and Fellow Banner

1. Purpose

A guideline for the consideration of external organisations wishing to advertise or promote their services or products within the College community.

2. Background

The College receives requests from time to time from external groups seeking endorsement for product, service, individual, group, company, or institution. The College must protect its interests and reputation in any consideration for endorsement and a key set of principles will apply.

3. Policy Statement

1. An endorsement is a means of advertising a message that readers are likely to believe reflect the view of the endorser (i.e. College). Endorsement may apply to a product, service, individual, group, company, or institution.
2. When considering applications for College endorsement the primary consideration must be that an endorsement could be interpreted as a College Statement and the request should be evaluated with this principle in mind. The good standing and reputation of the College must be maintained in as much that there must be no potential adverse impacts arising from an endorsement on the College or its reputation.
3. Endorsement is defined as any use of the College resources to promote an event or organisation or to request information from Fellows or Members. An endorsement would include use of the College name or Coat of Arms and the use of the College database to disseminate information to Fellows and Members.
4. When considering applications for an endorsement, the following principles apply;
 - a. An endorsement will only be granted if closely aligned with the Purpose and Aims of the College.
 - b. The endorsement must benefit the College and support the Purpose and Aims of the College.
 - c. The nature of the endorsement (i.e. use of the College logo, statement of support etc.) will be at the sole discretion of the College.
 - d. The endorsement must be 'time-limited'.
 - e. Endorsement would not normally be given to a commercial product, service, or group.
 - f. The College may impose charges to offset costs associated with an endorsement.
5. Requests for College endorsement must be in writing and must include:
 - a. The name, purpose and activity of the organisation requesting the endorsement.
 - b. The reason the endorsement is being sought.
 - c. The nature of the endorsement being sought. i.e. use of College name or logo, support of a product, service, or document.
 - d. A description of how the organisation will use the endorsement and whether this has a commercial aspect.
 - e. Information supporting the request. i.e. evidence supporting the document, statement or product, constitution, aims and objectives of company or institution etc.

6. Use of College logo by Members and Fellows
Members and Fellows seeking to denote their Membership or Fellowship of the College on a company website or correspondence, have access to a specific banner. The use of the standard College Coat of Arms or logo is not permitted.
7. Any application or requests for endorsement received will be forwarded to the President and CEO for consideration jointly. The only exception to this is endorsement of Continuing Professional Development (CPD) programs in the Oral & Maxillofacial Surgery (OMS) program, where such requests are endorsed by the OMS CPD Committee and reported to the Board.