Royal Australasian College
of Dental Surgeons

Let knowledge conquer disease

ADVERTISING AND PROMOTION POLICY

November 2016

Document Information

Nature of Document:	New Policy
Document Number:	COU_160819_3.2.2
Version:	1.0
Policy Area:	Office of President and CEO
Contact Officer:	CEO
Authorised:	Council Executive
Approved:	Council
Date Effective:	November 2016
Date of Next Review:	November 2018
Policy Status:	DRAFT at 18 October 2016
Related Policies:	Endorsement 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

RACDS Advertising & Promotion Policy

1. Purpose and scope

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

2. College mission statement

To promote the study of the science and art of dentistry; to encourage research in clinical science and the practice of dentistry; to bring together dentists for scientific discussions and clinical demonstrations; and to disseminate knowledge of the principles and practice of dentistry for the benefit of the community.

To promote excellence in the provision of dental education, continuing professional development and a range of internationally recognised educational qualifications in all aspects of dentistry.

3. College core values

The following values underpin all policy decisions of the Royal Australasian College of Dental Surgeons:

- **Standards**: to strive for excellence at all times

- **Fairness and equity:** to respect the individual and adhere to all principles of equal opportunity

- **Ethical Conduct:** to ensure honesty, integrity and transparency at all times

- **Commitment:** to support the College in achieving the aims of its mission

- **Collaboration:** to encourage collegiality and professional development

- **Advocacy**: to advocate for improvements in dental education as it relates to improving the oral health status of the communities which we serve.

4. Background

The College receives requests from time to time from external groups wishing to advertise or promote other educational activities or events to the College community. This policy provides guidelines for the treatment of non-College educational activities and the extent of any advertising or promotion where applicable.

5. Policy Statement

1. The advertising and promotion of College events take prominence and priority of effort over non-College activities.

2. The College 'carry' the advertisements and promotions of other educational activities (providers) which are consistent with the overall values, intent and philosophy of the College.

3. The promotion of non-College educational activities is limited to the website (ie. no email distribution will normally be supported). These external events being listed in a '*calendar of events*' or similar and that 'home page' and 'banner' promotion of external events is not normally supported.

4. Charges are applicable for website advertising. There will be situations where these charges are not made, when the activity is considered to be especially important or relevant to the College, or when similar advertising of College events by external groups has occurred.

5. A general disclaimer, as follows, should feature prominently with advertising and promotional material from external groups:

   "The RACDS is committed to the ongoing education of dental practitioners. As part of this commitment the RACDS may, from time-to-time, provide Fellows and Members with information about educational and CPD activities available from providers external to the College. In doing so the College is simply acting as a conduit for information and is not in any way validating or endorsing the activity. Attendees need to use professional judgment to assess the validity of the content, techniques, equipment, materials and therapeutic products to their own practice."