



Royal Australasian College
of Dental Surgeons
Let knowledge conquer disease

ENDORSEMENT POLICY

NOVEMBER 2016

Document Information

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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 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.

RACDS Endorsement Policy

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 (ie. 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.