



Royal Australasian College
of Dental Surgeons
Let knowledge conquer disease

ADVERTISING AND PROMOTION POLICY

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Document Information

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Purpose

The purpose of this policy is to ensure accuracy and integrity of the RACDS advertising and promotional activities and materials across print, online media and broadcast. This Policy applies to the booking and approval of advertising and the design and production of marketing, publications and promotional materials across the RACDS.

This policy applies to all RACDS staff and third parties undertaking marketing activities on behalf of the College.

Background

The College presents itself as a global leader in the provision of postgraduate education, professional development and educational qualifications in dentistry. Perceptions of the College are influenced by the use of the RACDS name, logo and marketing materials, all of which ultimately contribute to the overall brand equity of the organisation.

Whether through advertising, media relations, brochures and other printed publications, videos, webpages, direct mail or other means, the consistent application of strategies to promote and protect the RACDS brand is of vital importance to the organisation.

Within RACDS there are many communications needs and for the College to effectively communicate it is essential that marketing and communications activities cannot result from isolated or ad hoc tactics and should be coordinated.

Definitions

RACDS/The College	the Royal Australasian College of Dental Surgeons
Advertising	A form of communication used to convince a target audience to take a course of action; for example for example to enrol at, sign up or donate to RACDS, through paid channels such as print, magazine, digital, video, social and "Advertisement" has a like meaning.
Marketing materials	means all corporate materials and prospective promotional documentation including print, electronic and web-based materials.
Third Party	an organisation, company or individual external to RACDS.
Brand Guidelines	Guiding principles and requirements which establish, implement and protect all elements of a brand. They are internal tools to act as a guide to ensure consistency in the way we communicate, both visually and with language.
Printed Materials	All printed materials and electronic formats of items such as magazines, newspapers, newsletters, flyers, brochures, booklets, books produced by RACDS to promote its operations or activities. It also includes corporate stationery such as printed letterhead, electronic letterhead, with compliment slips and business cards.

Inward sponsorship	Inward Sponsorship shall be defined as the provision of funds to the College by a commercial entity for which the College provides a benefit in return. This may include advertising or product promotional opportunities. These organisations sponsor events (or aspects of events) and programs including scientific meetings, training courses and workshops and elements of the continuing professional development (CPD) program.
Sponsorship	An alliance, collaboration or other relationship between RACDS and a Third Party, in which one party provides funding, resources or in kind services to the other party, in return for benefits such as rights of association for commercial and/or reputational advantage.

Policy Statement

1. GENERAL PRINCIPLES OF PROMOTION

1.1. To manage the College's publicly accessible print and online publications, including marketing, advertising, branding and promotional activities all marketing and communication activities must be:

- a) consistent with its core values - Refer to the Strategic Plan 2021-2024;
- b) aligned with its strategic objectives - Refer to the Strategic Plan 2021-2024;
- c) preserve or enhance its reputation;
- d) be compliant with the applicable legislative/regulatory requirements.

2. GUIDING PRINCIPLES OF ADVERTISING

2.1. Advertising may comprise paid, non-financial or a combination of both.

2.2. In judging the suitability of advertising, the College is guided by the following principles:

- a) Activity that promotes the recognition and contribution of First Nations people will generally be supported.
- b) The RACDS will not consider advertising that does not align with College policies.
- c) An advertisement does not imply any exclusive arrangement with the RACDS.

- d) An advertisement does not imply any grant of control or influence over the content of any RACDS activity, publication, position or policy.
- e) An advertisement does not compromise or detract from the educational content or value of the activity for which the advertising is sought or its related activities.
- f) The College does not accept advertising from organisations which may bring the College's name into disrepute, or which are at odds with the College's purpose and values.
- g) The College does not accept advertising from companies involved in the production or distribution of tobacco, confectionary, carbonated beverages, weapons or armaments, gambling and related products.
- h) The advertising does not and will not bring adverse publicity to the RACDS and its programs and services.
- i) The College avoids competing advertising messages. For example, no mention of competing brand names within an ad banner; with the exception that a general conference banner may not be able to avoid listing multiple sponsors
- j) In compliance with the Conflict of Interest Policy, employees and members of the RACDS do not benefit personally from arrangements unless they happen to be the recipient of a sponsored award or prize.

3. CORPORATE IDENTITY

- 3.1. Elements of the College's brand include its corporate identity, style, tone and manner across all internal and external communication. The RACDS brand guidelines should be used as standards for the use of the logo, print, typefaces and communication.
- 3.2. The brand guidelines aim to set out to standardise the College's communication and representation visually across all communication, advertising and marketing.
- 3.3. The Communications & Marketing Team will have primary responsibility for the development, preparation and production of advertising and/or promotional activities with respect to the College's marketing. The Communications & Marketing Team will be responsible for the production and distribution of editorial and brand style guidelines and updates as appropriate.
- 3.4. Third Parties, where approved, shall seek authority to use the College's logo, name or tagline in advertising or promotional materials. The RACDS logo may not be used for promotional purposes by a Third Party without prior written approval of the Communications & Marketing Team or CEO.

3.5. The official name of the College is the “Royal Australasian College of Dental Surgeons” and the appropriate abbreviated name is “RACDS”. The College owns trademark rights on both the official and abbreviated names.

4. PHOTO PERMISSIONS

4.1. The College will make every reasonable attempt to inform individuals who participate in photo shoots or videos, including educational events and other functions, that the material may be used for marketing purposes.

5. RACDS MARKETING

5.1. The RACDS conducts marketing, advertising and communication activities to promote the College and its products and/or services to its members, the dental community and the general public.

5.2. Marketing and communications

5.2.1. The Marketing Team will manage all aspects of the College’s corporate identity, brand management and marketing activities including advertising, member recruitment, events, promotional materials, online and social media marketing, branding and design of corporate materials and templates (as outlined in the RACDS Brand Guidelines).

5.2.2. All external communications activities of RACDS should be coordinated with, and/or approved by Communications & Marketing and/or the CEO. These activities include, but are not limited to:

- a) Publications including print and electronic publications;
- b) Merchandise;
- c) Logos and brand identity;
- d) Advertising;
- e) Media relations including distribution of press releases;
- f) Videos;
- g) RACDS webpages;
- h) Signage;
- i) Event management;
- j) Sponsorship;

- k) Social media; and
- l) Market research.

5.2.3. All publicly accessible websites presenting official RACDS information should be consistent and maintained with regard to navigation structure, location of the RACDS logo, footer, and contact information.

5.2.4. Each department within RACDS is responsible for their web content. Communications & Marketing will periodically review the website, report analytics, and recommend content edits and updates where required to content editors.

5.3. Types of Advertising

5.3.1. The RACDS uses the following mediums for advertising and promoting its products and services

5.3.2. Owned media

- a) Electronic direct mail (eblasts)
- b) Website
- c) Organic social media
- d) Events
- e) Sponsorship

5.3.3. Paid media

- a) Google Ads
- b) Student Associations
- c) Industry magazines
- d) Paid social media
- e) Exhibition/Trade shows

5.3.4. The advertising and promotion of College events and programs take prominence and priority of effort over non-College/Third Party activities.

6. THIRD PARTY ADVERTISING

6.1. The College receives requests from time to time from both external groups wishing to advertise or promote educational activities or events to the College community, as well as College members looking to advertise job postings or other opportunities.

6.2. The RACDS will accept Third Party advertising through a paid agreement based on the general and guiding principles.

6.3. The College does not permit Third Party advertising for the following:

- a) College Yearbook
- b) RACDS Annual Report
- c) Educational programs, courses and exams

6.4. Third Party advertising may be supported, if deemed suitable, for the following:

6.4.1. College publications & communications

- a) Advertising in College News magazine and RACDS email communications is permitted as an important means of keeping members informed of new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information.
- b) The publication of a Third Party advertisement is not to be construed as an endorsement or approval by the RACDS of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an RACDS publication will not be referred to in collateral advertising.
- c) The RACDS reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

6.4.2. Website

- a) Advertising from Third Parties is not permitted on the RACDS website except for job position or clinic sale posts on the 'Advertised Positions and Dental Practices' webpage. A fee is applicable for website advertising.
- b) The College will consider applications from Third Parties as well as members of the College wishing to advertise or promote available positions and clinic sales within the College community.

- c) RACDS will not display Classified Advertising in on its public-facing webpages or communications
- d) RACDS will only permit job advertisements from Members and Fellows, or otherwise approved organisations.
- e) Job advertisements will be communicated to other Members and Fellows in the form of an e-blast, online member profile or other member/fellow only communication.
- f) Employers must adhere to the Fair Work Act 2009 (or equivalent if the employer is outside of Australia) to be permitted to place job advertisements.
- g) The minimum information required for a job advertisement is - Job title, job description and location, application close date and employer contact information or employment submission process.
- h) RACDS reserves the right to refuse a Classified Advertisement application.
- i) Applications should be made in writing to the Communications team and will be considered by the Director of Marketing and Communications, and if required, the Chief Executive Officer.
- j) RACDS will only permit job advertisements from Members and Fellows, or otherwise approved organisations. There will be situations where these fees are waived, 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.
- k) The College reserves the right to deny a Third Party from advertising a job or clinic advertisement if it does not align with College standards.

6.4.3. Social media

- a) Where negotiated as part of a sponsorship or MOU agreement, social media posting on behalf of a Third Party is permitted on the RACDS social media platform. The Communications & Marketing Team will deem the most appropriate social media platform based on the level of agreement and benefit to RACDS.

6.4.4. Events

- a) Refer to the Sponsorship Policy for details.

7. DISCLAIMER

7.1. A general disclaimer, as follows, should feature prominently with advertising and promotional material from Third Parties:

7.1.1. “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.”

7.1.2. Where such disclaimer cannot be used due to space, the following shortened disclaimer should be included:

7.1.3. “The RACDS is acting as a conduit for information and is not in any way validating or endorsing the activity.”

8. DISPUTES AND POLICY BREACHES

8.1. Where disputes arise regarding advertising arrangements, the CEO is the final decision maker.

8.2. Breaches of this policy are to be reported to the CEO. If there is a conflict of interest, or a perceived conflict of interest in an approach to or management of a Third Party, the matter must be disclosed to the CEO.