

1 Division Administration

Managing Sponsors And Sponsorship

Sponsors provide income and support (cash and in kind) for Divisional activities. These are varied and include pharmaceutical companies, financial organisations and printing firms.

The Division acknowledges that sponsors are seeking some return on their investment and there is a need to manage requests to ensure both ethical considerations and GPs' needs are addressed.

The Division's increasing involvement with sponsors necessitates the development of consistent guidelines for staff. The Division has a solid track record in attracting alternative funding and good working relationships with sponsors.

Procedure:

Sponsorship for the Division's events / products / resources

Where the Division initiates a sponsored event, product or resource, sponsorship decisions are made by Program Officers with reference to the Division Manager and if necessary, the Medical Director, based on the nature of the meeting or event and the appropriateness of the sponsor.

Where a sponsor approaches the Division to sponsor an event / product associated with a Division Program, a written submission is sought which is forwarded to the Division Manager for assessment in consultation with Program Officers and if necessary, the Medical Director.

Division events which are sponsored:

- Where a sponsored training event proceeds under Divisional auspices, the Division provides the sponsor with an opportunity to display their product information. Requests for a presentation by the sponsor will be referred to the Medical Director. (CME accredited events may limit this.)
- On these occasions, the event is publicised in the Division's newsletter and the Division invites GPs.
- Attendee lists are made available to sponsors.

Division resources or products which are sponsored:

- The Division displays the sponsor's logo / name on the resource / product.
- The Division provides the sponsor with the names of GP recipients.

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Divisional support for GP training events OUTSIDE the Division's programs

If an external organisation (eg pharmaceutical company) is organising a GP training / information event and requests Division support, an assessment of the request is made by the Division Manager in consultation with Program Officers and if necessary, the Medical Director.

A decision is made based on GPs' interest in the topic and the availability of requested administration resources. Division support may include:

1. *Placement of the event on the Division's events calendar.*

The Program Officer or Division Manager will advise administration staff of details of the event.

Administration staff will arrange placement on the electronic events calendar and forward information to the newsletter staff.

2. *Inclusion in the Division's newsletters (charges may apply)*

Newsletter staff will determine space and charges, and will liaise if necessary with the organisation.

3. *Filling and addressing prepaid or stamped envelopes with supplied invitations (charge for this service).*

If administration resources are available, filling and addressing envelopes will be offered as a service. (charged at \$1 per envelope inc GST @ April 2001)

Administration staff will prepare a requisition form for invoicing.

Alternatively, sale of mailing labels may be offered at current Division cost. (\$110 inc GST @ April 2001). If this is accepted, administration staff will ensure the "Request for Database Information" form is complete and arrange sending of labels. A copy of the form and the information to be posted out will be copied to the Database distribution coordinator (for database records) and to Program Support Staff (for sending of invoice).