ADVERTISING GUIDELINES

1. SUMMARY

The Australasian College for Emergency Medicine (ACEM; the College) includes advertising in publications acknowledging that College publications provide an avenue to connect its members with businesses and organisations offering products and services that may be of value and provide benefits.

These Guideline outlines conditions and exclusions the College places on advertising in College publications.

2. SCOPE

These Guidelines apply to all staff of ACEM, to members when acting in an official capacity on behalf of the College, and to external suppliers, consultants and agencies (for example Advertising Sales Consultants) contracted by the College. They should be read in conjunction with other related ACEM guidelines and policies, particularly those that relate to sponsorship, branding and financial obligation or mitigation of risk when ACEM affiliates with other parties.

A copy of these Guidelines must be provided to any supplier or contractor working on behalf of ACEM in engaging advertisers.

3. DEFINITIONS

*ACEM/the College*

means the Australasian College for Emergency Medicine

*College Publications*

includes the ACEM magazine, the EMA journal, online discussion forums and other publications the College may develop.

*Exclusions*

means the College will not permit advertising from businesses or organisations or categories of advertising identified as being excluded from College advertising in this guideline.

*Member*

means a person admitted as a member of the College pursuant to the provisions of the ACEM Constitution and associated regulations, and, for the purposes of this policy, also includes trainees as well as any other person serving on any College entity or as a College representative.

*Trainee*

means trainees enrolled in and undertaking the FACEM Training Program and, for the purposes of this policy, also includes Emergency Medicine Certificate and Emergency Medicine Diploma trainees, and Specialist International Medical Graduates (SIMGs) undertaking College requirements for the purpose of attaining eligibility for election to Fellowship of the College.
4. **CONDITIONS**

Any advertising agreement must enable ACEM to retain control over its activities, communications, positions and/or policies. ACEM will not and must not be permitted to enter into advertising or partnership arrangements which compromise its independence.

Members, trainees and employees of ACEM must not benefit personally from advertising arrangements. Relationships with parties whose goals or activities directly conflict with ACEM’s objectives, vision or mission must be avoided. Advertising must not attract adverse publicity to ACEM or be likely to be perceived by a significant proportion of members as anti-social, anti-environmental, divisive or controversial. Advertising should align with health messages or position statements issued or endorsed by ACEM.

5. **EXCLUSIONS**

The College has taken the decision that it will not knowingly invest in an organisation that operates at the expense of the environment, human rights, and public safety. Reference should be made to the College’s Investment Policy for a list of industries from which the College will not accept advertising.

Additionally, the College will not include advertising that constitutes non-Emergency Department employment vacancies.

6. **ROLES AND RESPONSIBILITIES**

Marketing and Communications staff and contractors will have operational responsibility for engaging with advertisers and ensuring adherence to these guidelines.

The Executive Director, Corporate Services has responsibility for ensuring ongoing adherence by staff, contractors and suppliers to the guidelines.

Any variation from these guidelines requires approval from the CEO and ACEM Board.

7. **ASSOCIATED DOCUMENTS**

This guideline should be read alongside the following documents:

- ACEM Policy on Sponsorship (COR643)
- ACEM Scientific Meeting Guidelines (G115)

8. **DOCUMENT REVIEW**

Timeframe for review: every two (2) years, or earlier if required.

8.1 **Responsibilities**

- Document authorisation: Board
- Document implementation: Executive Director, Corporate Services
- Document maintenance: General Manager, Governance and Standards
8.2 Revision History

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<td>Oct-2018</td>
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<td>Revisions to excluded advertising</td>
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