



Guidelines for Endorsement, Sponsorship and Support (ESS)

Definitions

- 1. Endorsement**
Endorsement means public declaration of support for an organisation, activity or product. This implies promotional association with the object of endorsement, which may include co-branding, co-hosting, or assigning the right to use CSSANZ logo.
- 2. Sponsorship**
Sponsorship means support of another organisation through monetary contribution or through contribution 'in kind'. For example, access to secretariat resources, premises, supply of educational material.
- 3. Support**
Support means agreeing in principle with the objectives of an organisation, activity or product, but in a less public way than *endorsement*. For example distributing letter or information to members of the Society or providing expert advice to the organisers of a supported activity.

Guidelines

The following is a set of principles to guide decisions about endorsement, sponsorship and support (ESS).

Any ESS should be based on the principles of public good, sound ethics, and benefit to the Society in support of its mission statement.

1. The name and logo of the CSSANZ are the property of the Society, and have value.
2. The activities of the Society are guided by its mission statement and values.
3. The CSSANZ should be, and be seen to be, fair and transparent in all its dealings with third parties regarding ESS. In particular, it must not promote or offer any organisation a benefit not offered to other similar organisations, nor should it promote a particular product ahead of other similar products.
4. The CSSANZ should grant ESS only to those Organisations, Promotions, Activities or Products (OPAPs) when there is shared vision or values.
5. ESS of any 'for profit' OPAP must be ethical, approved by the wider membership, and result in a tangible benefit to the Society.
6. Every ESS decision should be accompanied by a formal Risk assessment, including the following:
 - a. The integrity of the ESS recipient.
 - b. Ethical, legal and political vulnerabilities and liabilities.

- c. Public perception of the ESS recipient and likely perceptions of any relationship between the recipient and the Society.
 - d. Potential for future changes in perception / validity of OPAP.
 - e. Material and financial risks to CSSANZ.
 - f. Threats to the fundraising activities of CSSANZ and CSSANZ Foundation.
 - g. Competing financial, political or professional interests among CSSANZ members.
7. Any actual or perceived conflict of interest between Councillors or Staff of the CSSANZ, or members of the Foundation Board and the OPAP must be declared.
 8. ESS should be for a specified period and subject to mandatory audit and review no less frequently than every 2 years.
 9. All ESS agreements should be formalised in writing.
 10. *Endorsement* is generally appropriate for a specific activity or product organised by an independent organisation, especially a not-for-profit organisation.
 11. Product endorsement is fraught with risks of partiality or disagreement among members and should be given in exceptional circumstances only, and then only after wide consultation with the membership. The CSSANZ has a responsibility to ensure that any product endorsement is applied equally to all similar products. In particular CSSANZ must not be associated with, or be perceived to be associated with one particular third party product or service ahead of another for material gain. If one product is endorsed and a competing product is not, there must be strong and defensible evidence to support the decision, and a consensus among members.

CSSANZ Council, March 2009.

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