

## **Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions)**

### **Statement of Purpose**

DAA accepts advertising in many forms from positions vacant to commercial advertisements, announcements, trade exhibitions and fliers for the newsletter and *Nutrition and Dietetics*.

Advertising revenue supports the costs of publishing the newsletter and the journal, maintenance of the Website and staging CPD events.

Advertising provides information and / or opportunities to members on a variety of products and activities. It is the responsibility of individual members to evaluate information provided to them in whatever form and apply the information using their professional judgement.

Advertising is disseminated for the information of members or CPD registrants not the media or the general public.

### **Policy Statement**

DAA may accept advertisements from clients (individuals, groups or organisations) and will publish and/or distribute advertising or facilitate promotional activities (including trade exhibitions) at DAA events. DAA will levy charges for advertising services as part of DAA's commercial activities.

By accepting advertising DAA is not endorsing or otherwise agreeing with the materials or activities of clients.

DAA reserves the right to reject any advertising copy or trade exhibit.

DAA takes no responsibility for the content/accuracy of any advertisement unless expressly stated.

The policy applies to all advertisers including members of the Association.

The policy is to be adhered to by all members and staff.

The DAA name and logo may be used only with the written approval of DAA.

### **Policy Guidelines**

1. Statements accompanying advertising should be consistent with business ethics.
2. Statements of properties, performance, nutrient values, beneficial results, etc. of products should be such that they can be verified by adequate experimental data, the scientific literature or submitted from a reputable laboratory.
3. There should be no statements that are misleading, exaggerated, open

to misinterpretation, or contrary to current scientific knowledge.

4. Advertisements for all foods (including special purpose foods) must include a list of ingredients and the quantitative nutrition analysis of the product or offer to supply this information on request.
5. All advertisements must meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.

## **Procedures**

1. All DAA publications and Website will carry a disclaimer related to any and all advertising copy accepted clearly disassociating DAA from any perceived endorsement.
2. Advertisers will provide a declaration (Attachment 1) confirming the compliance of their material with this policy
3. All advertisements included in *Nutrition & Dietetics* must be approved by the Editor and the Journal & Scientific Publications Advisory Committee in accordance with the requirements stipulated for advertising in peer reviewed journals.
4. Advertisements for therapeutic goods which cannot be sold to the general public and breast milk substitutes will not be included in *Nutrition & Dietetics* or on areas of the website which can be accessed by the public. (*WHO Code for Marketing of Breast Milk Substitutes*)
5. A notice stating that the trade area is not open to non- registrants will be displayed at events.
6. Access to trade exhibitions is limited to event delegates and official visitors only and not available to the public.
7. Trade exhibitors cannot use attendance at a DAA event to promote their company or products to the general public or to engage media attention and will sign a declaration acknowledging this. (Attachment 2)
8. The media will not be provided with access to trade exhibition areas unless with express permission of the President and Executive Director.
9. Trade exhibitors will be notified of approved media access ahead of time where possible.
10. A list of trade exhibitors will be provided to registrants. It will be clearly stated in conference material that the acceptance of a trade exhibit

does not in any way imply endorsement of the company, products or services displayed.

11. Advertisers will be provided with a copy of this policy and it will also be accessible on the public section of the DAA Website.



### Advertiser Declaration

DAA is committed to ensuring accurate and up to date information is provided to members. Advertisers are asked to complete this declaration when submitting material for approval and to attach a copy to the Newsletter Insert/Special Mailing Booking Form. The declaration should be signed by an authorized employee of the company whose goods are advertised. DAA reserves the right to evaluate all statements in advertisements and reserves the right to reject any advertising copy that does not comply with the DAA Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions).

Product/information to be inserted in newsletter/journal or for special mailing to DAA members:

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I, ....., declare that to the best of my knowledge, the abovementioned material conforms to the following DAA requirements in the: *Policy for Acceptance and Dissemination of Advertising*

- (a) Statements accompanying this advertising are ethical.
- (b) Statements accompanying this advertising carry no direct or implied disparagement of another product.
- (c) Statements of properties, performance, nutrient values, beneficial results, etc. of products can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.
- (d) There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
- (e) Advertisements for foods include the list of ingredients and the nutrition information panel or offer to supply this information on request.
- (f) All advertisements meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.

Signature: ..... Date: .....

Position: .....

Company: .....



### Trade Exhibitor Declaration

DAA is committed to ensuring accurate and up to date information is provided to members. Trade exhibitors are asked to complete this declaration when requesting a stand at a CPD Event. The declaration should be signed by an authorized employee of the company whose goods are displayed. DAA reserves the right to reject any trade exhibit that does not comply with the DAA Policy for Acceptance and Dissemination of Advertising (including Trade Exhibitions).

The acceptance of a trade exhibit does not in any way imply endorsement of the company, products or services displayed.

Proposed Exhibit:

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I, ....., declare that to the best of my knowledge, the abovementioned Trade Exhibit conforms to the following DAA requirements in the: *Policy for Acceptance and Dissemination of Advertising*

- (a) Statements accompanying exhibit are to be ethical and carry no direct or implied disparagement of another product.
- (b) Statements of properties, performance, nutrient values, beneficial results, etc. of products can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.
- (c) There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.
- (d) All display items meet the requirements of the Australia New Zealand Food Standards Code and the Trade Practices Act and other relevant regulatory legislation.
- (e) Attendance at a DAA event will not be used to promote the company or products to the general public or to engage media attention.
- (f) I understand that if any material is found to not comply with the above statements it can be requested to be removed from the exhibit.

Signature: ..... Date: .....

Position: .....

Company: .....