

1 July 2016

## **Macular Disease Foundation Australia Sponsorship Guidelines**

### **Background:**

The Foundation's mission is to reduce the incidence and impact of macular disease in Australia. Our charter is to work for those with macular diseases, encompassing macular degeneration, diabetic eye disease, retinal vein occlusions and a range of other macular diseases. We are a 'patient driven' organisation working with key stakeholders including people with macular diseases, their families and carers, optometrists, ophthalmologists, general practitioners, associations and industry groups and government at all levels.

The Foundation's programs are directed towards education, awareness, early detection and treatments, support services, research and representation. To assist in funding these much needed programs the Foundation enters into sponsorships from time to time.

Any sponsorship the Foundation enters into must help enhance the profile, the mission and the objectives of the Foundation and each potential sponsorship is considered on an individual basis.

### **Guidelines:**

In relation to any sponsorship, relationship or partnership developed with the Foundation the key considerations are:

- Tangible and measurable benefit to the Foundation from the sponsorship.
- Respecting, and not compromising, the Foundation's role as a source of reliable, independent information.
- Maintaining the credibility, integrity and transparency of the sponsor in all its dealings with the Foundation.
- The sponsor must have a well established reputation and integrity in their corporate values.
- The sponsor must have a sound financial track record.
- No consideration of sponsorships from producers of product categories which may have a link with visual impairment (eg tobacco).
- Agreed use of the Foundation's logo and branding on a case by case basis only.

## **Independence / Conflicts of Interest**

The Foundation's key objective is to represent the best interests of the macular disease community. To that end it provides information and advice founded on evidence-based medicine and research, as reviewed by its committees or, from time-to-time, by other experts as appropriate.

The Foundation remains at all times wholly independent from the interests of other parties including sponsors.

Foundation staff, directors and committee members are expected to be sensitive to conflicts of interest or duty that may arise, and Board approved policies are in place regarding handling conflicts which include:

- a. disclosure of any actual or potential conflict that might reasonably be thought to exist;
- b. taking necessary and reasonable action to resolve or avoid any actual or potential conflict;
- c. if a conflict exists, not participating in relevant meetings or decision making.