



Sponsorship & Partnership Policy

Updated Dec 2021

As a registered charity, Allergy & Anaphylaxis Australia (A&AA) relies on sponsorships and grants to generate revenue to carry out its core activities. Our vision: improved quality of life for all Australians living with allergic disease.

Sponsorships and grants complement other revenue streams such as fundraising activities, advertising, donations, sales from educational material and professional consultancy services.

A&AA is transparent about who sponsors the organisation and the activities it engages in. All sponsors will be disclosed on the A&AA website (www.allergyfacts.org.au) and included on relevant external materials (for example: brochures). Sponsors will not influence A&AA's policy positions or advice. A&AA's only consideration when providing advice is the wellbeing of those living with allergies.

Key Principles:

1. Achieving and maintaining public trust: the aim of our sponsorship/partnership is to achieve the best possible health outcomes for Australians living with allergic disease. Sponsorship will be open and publicly transparent, while still retaining the privacy/confidentiality of the parties involved.
2. Respect for independence: While our sponsors and partners follow the goals of mutual benefit and shared understanding, we each have different expectations. A&AA will not compromise the integrity or the independence of A&AA or others.
3. Open Communication: A&AA will be direct and honest about what we hope to achieve. Improving quality of life for Australians with allergic disease is at the centre of all decisions. Projects or sponsorship that do not advance A&AA's vision and purpose will not be considered. A&AA's acknowledgement of sponsors/partners can take many forms, such as written acknowledgements on resources, on websites and annual reports. A&AA may disclose monetary values.

Successful partnerships and sponsorships focus on the person living with allergic disease and their carers.

Sponsorships and Grants

A&AA may receive funding for activities or materials in the form of sponsorship and/or grants. The sponsor will have no influence over the content. Sponsors will not be included in the review or approval of activities or materials. The sponsor will be recognised on the final material or activity to ensure transparency is maintained and sponsorship recognised.

Sponsored Social Media Content

A&AA provides the opportunity for suitable organisations and products to sponsor social media posts on its respective channels. Sponsored posts come in various forms; namely as direct advertisement of a product/service, or in the form of unbranded education that has been sponsored by a third party.

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Advertisements: A&AA will work with a sponsor to create content that is suitable for our community. Advertisements will be labelled 'Sponsored Content' at the beginning of the post. Content may be reviewed by A&AA's Medical Advisory Board, at A&AA's sole discretion. A&AA retains the right to review all sponsored material prior to agreeing to post on A&AA's social media channels.

Sponsored Advertisements

A&AA may provide sponsorship opportunities within such places as the A&AA e-newsletters. The placement and nature of these advertisements will be discussed with the sponsor. A&AA retains the right to review all advertising content. A&AA may choose to have advertisements reviewed by the A&AA Medical Advisory Board, at A&AA's sole discretion.

A&AA strictly prohibits the advertising of infant/toddler formula to our community. A&AA will consider notifying our subscriber/followers if a specialised infant/toddler formula is in short supply or has been recalled.

Any advertisement of a therapeutic good will be conducted in a manner that promotes the quality use of the product, is socially responsible and will not mislead or deceive individuals managing allergic disease. A&AA will comply with the therapeutic goods advertising code.

Consultancy Services

A&AA may provide advice and expertise about life with allergic disease to our sponsors and partners and others, where there is benefit for people living with allergic disease in sharing and learning from each other. Examples include food manufacturers, peak food service organisations (such as camps, restaurants), children's services, schools and pharmaceutical companies to increase knowledge of the impact of allergic disease on the person with allergy and/or their carers. The sharing of stories and our expertise as the consumer voice are an effective way of facilitating change to benefit people with allergic disease. Any material produced as a result of A&AA's consultancy work, such as press releases and public documents will disclose whether A&AA has been paid for consultancy.

Food Recalls

A&AA regularly provides updates to subscribers/members via e-alerts and the public via social media posts on products that may represent an increased risk to people with food allergies. This information is often received from Food Standards Australia New Zealand via state food authorities. Food Recalls and information provided from regulatory sources are communicated free of charge.

Food Alerts

Companies voluntarily approach A&AA to communicate allergen ingredient changes to subscribers/members and social media followers via e-alerts and social media posts. These alerts give people information that may not acquire otherwise and reinforces the need to check ingredient labels for allergens every time they are purchased.

Companies also approach A&AA to update subscribers/members and social media followers when a product change may be of benefit or to the detriment of people with allergies and their families. Those benefits are assessed on the merits of the product, the changes made to ingredients, suppliers and/or manufacturing processes.

Companies are charged a fee to communicate with A&AA's members/subscribers and social media followers. A&AA will disclose all sponsored content in writing on each email and/or social media post.

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Links to third parties on the A&AA website

A&AA may choose to link to third party organisations and these links will appear on A&AA's website. These links do not constitute an endorsement or sponsorship of these organisations or their programs by A&AA and none should be inferred. A&AA may earn referral income from these links. Where a referral income is earned A&AA will note this near the link placement. (For example, in our shop where we link to affiliate products and/or services).

Linking to the A&AA website

From time-to-time organisations link to the A&AA website. These links do not constitute an endorsement or sponsorship of these organisations or their programs by A&AA and none should be inferred. A&AA may earn referral income from these links for example from an app.

Use of A&AA logo

The use of the A&AA name, logo and likeness is at the sole discretion of A&AA. Permission may be granted to use the A&AA name/logo in association with your activity and will be subject to brand guidelines. Requests for use of the logo must be made in writing and a current file of the logo obtained at that time. All material using the logo must be reviewed and approved by A&AA before final print or online publication. A&AA may ask an organisation to remove the A&AA logo if it is not displayed in accordance with the brand guidelines for use.

A&AA may provide 'sponsorship badges' to organisations that have committed to a certain dollar value of sponsorship for 12 months. As with the A&AA logo, the placement of this badge must be reviewed and approved by A&AA before final print or online publication.