



RESPONSIBLE INCOME GENERATION FROM SPONSORSHIP AND ADVERTISING POLICY

1 Purpose

The purpose of the policy is to ensure NZNO members and staff make consistent and socially responsible decisions on income generation through sponsorship and advertising.

2 Application

Income generation activities take place throughout NZNO and cover the following

1. advertising
2. awards
3. conferences and study days
4. courses
5. college and section activities
6. regional council activities
7. guideline and standards development
8. publications
9. research
10. rental of office space and facilities

3 Principles

Income generation

1. Must not risk the independence, reputation or credibility of NZNO.
2. Must not compromise NZNO's mission, values and policies .
3. Activities must not be counterproductive to, or in competition with, any other activities NZNO is involved in.
4. Must not jeopardise NZNO control over the title, educational or scientific content, the level of advertising or hospitality of any event or educational publication. In addition, a dominating or intrusive presence of those organisations funding NZNO meetings should The funding/advertising organisation should not represent the arrangements as an NZNO endorsement of its views, products or activities.
5. Should not be accepted if it is contingent on the following: a particular outcome of a project/research; compromising the autonomy of nursing practice; or the inclusion of a specific subject or speaker at a meeting

6. From companies will be acknowledged appropriately by NZNO and as agreed by the event project manager and the sponsors
7. will be recorded properly in the NZNO accounts and reports

4 Process

Guidelines for accepting or refusing income

The principles must be applied to all decisions on whether or not to accept funding from commercial companies, organisations, grant making bodies or individuals

Breast Milk Substitutes and fortifiers

1. NZNO is committed to protecting, promoting and supporting breastfeeding
2. In regard to accepting sponsorship from manufacturers of infant formula, the requirements of the *International Code of Marketing of Breast-milk Substitutes* (the WHO Code) must be met. Refer BOD decision June 2013 that outlines a requirement to protect breastfeeding, but also acknowledges that health professionals need access to information when breastfeeding is not possible, or where breast milk substitutes, fortifiers or supplemental feeding is medically indicated.
3. The Health Workers Code (MOH 2007) requires health practitioners to meet their obligation to give detailed information and advice to parents, caregivers and families of breastfed and formula-fed infants on infant feeding. It aims to ensure health practitioners protect, promote and support breastfeeding, giving clear, consistent and accurate information about the importance of breastfeeding and the health consequence of not breastfeeding. Refer also NZNO position statement on breast feeding

Income should be refused where:

1. It is clear the money comes from illegal activities or sources
2. It is clear the activities of the sponsor/company are in direct conflict with the objectives of NZNO, eg tobacco companies
3. The source involves
 - a. products contrary to NZNO policy – eg tobacco
 - b. pornography, prostitution, arms trade, exploitative child labour, exploitation of vulnerable groups, terrorism, and drug trafficking.
4. The source involves gambling eg gaming machine trusts, Lotto
5. The acceptance would: generate adverse publicity; potentially result in a significant reduction of income from other sources as a result of that publicity; affect NZNO's credibility or reputation; or significantly alienate members and staff.
6. It is clear the cost of accepting the funding will be greater than the value of it
7. The offer is dependent on the fulfilment of conditions by NZNO which: are contrary to NZNO's mission and values; are unreasonable in relation to the nature of the income; would divert NZNO from pursuing current policies and priorities

From time to time, individuals or groups may have different views on whether to accept income from a specific source. Decisions are not black and white and depend on judgement. When there is a difference of view that cannot be resolved at an operational level, the issue should be elevated to the CEO for decision under the delegated authority of the board of directors.

There shall be a written letter or agreement between the sponsor and NZNO stating the amount of money involved and the purpose of that money.

Invoices and receipts are to be properly issued and recorded in the financial records.

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