

## Raising Standards – Protecting Patients

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### Relationships With Industry Policy



#### 1. Introduction

The Australasian College of Surgery and Medicine (ACCSM) is committed to promoting the highest standard of patient care, lifelong learning, research, and helping cosmetic surgeons and physicians contribute to the very best health care for patients.

The ACCSM from time to time, may use training activities, products, events, speakers and resources which are developed by third parties. At other times, endorsements, partnerships or sponsorships with organisations involved in the cosmetic surgery and medicine industry may be considered to provide educational, safety, quality, and research opportunities to members and trainees of ACCSM. These mutually beneficial relationships support members and trainees in enhancing their knowledge, competencies and skills.

#### 2. Purpose

This policy aims to ensure:

- Tangible benefits result from endorsement, partnerships and sponsorships.
- The college's integrity and reputation remain uncompromised.
- That the college and industry focus on high quality patient care and outcomes.
- All relationships with partners align with the college's vision and strategic priorities.
- Transparency in any commercial relationship, via the appropriate use of disclosures, in accordance with the ACCSM Conflict of Interest Policy.

#### 3. Definitions

A partnership is a mutually beneficial relationship between the college and another organisation. This relationship may be governed by a formal agreement (such as a Memorandum of Understanding or a contract) that outlines mutual objectives, responsibilities, inputs, benefits, and limitations.

Partnerships can encompass philanthropic gifts (within legal limits), commercial sponsorships, in-kind contributions, pro bono support, and collaborative efforts on specific projects or ongoing programs.

Partnerships may support:

- Educational events
- Workshops and other educational components of the curriculum
- Learning and development resources

- College communications

An endorsement is a statement, made by ACCSM, in favour of a product, organisation or information/resources provided by an organisation. Endorsements may include a fee payable to ACCSM.

A sponsorship refers to a commercial arrangement where a fee is paid in exchange for commercial benefits. These benefits can include advertising exposure for corporate products and brands. For the ACCSM, sponsorships are most prevalent in supporting the Cosmetex annual conference.

#### 4. Policy statement

The following principles must be followed when engaging with a potential partner, endorsee or sponsor:

1. Integrity: Any communications or published information should emphasise the importance of independence. Any actual or potential dual interests or conflicts of interest on the part of college staff, officers or other members involved in college activities must be disclosed, reviewed, recorded and resolved.
2. Transparency: The college should publicly acknowledge receipts from, or relationships with, industry organisations. Such relationships should be fully disclosed on the ACCSM website or other means, so that public scrutiny is possible.
3. No endorsement assumed: A partnership or sponsorship doesn't imply college endorsement of specific products, services, or policies.
4. No partnership assumed: Any endorsement of a specific product should not be assumed to apply to any other company products. Further, there should be no assumption that a formal partnership is in place.
5. Excellence: Endorsements, partnerships and sponsorships should uphold the college's safety, quality, education, and research programs, aligning with its mission and strategic objectives.
6. Privacy is protected: Arrangements should safeguard the privacy of college fellows, trainees, and staff.
7. Fair influence: Controls implemented by ACCSM must prevent inappropriate influence on decision-making or bias by college members, staff or officers. Sources of commercial funding for ACCSM events should not influence the scientific or educational decisions relating to the management of that event.

#### 5. Governance

Effective oversight and accountability for partnerships, endorsements and sponsorships enhance the college's services to its members and protect its reputation. The ACCSM General Manager is responsible for managing the implementation of this policy as it applies to potential partners and sponsors.



Where matters are considered contentious or carry potential significant risk, then matters may be referred to ACCSM Council for deliberation and decision.

Decisions must be made in accordance with the objects of the College and its programs (as outlined in the Constitution). ACCSM officers should use a risk-based approach to determining the appropriateness, scope and duration of any endorsement, sponsorship or partnership.

### 6. Related documents

This policy should be read in conjunction with the ACCSM Conflict of Interest Policy. All disclosures relating to any commercial relationship should be made in accordance with the Conflict of Interest Policy.

The ACCSM Risk Register may act as a template for considering the potential risks of entering into a partnership or sponsorship with a third party.

### Contacting ACCSM

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