

College of Emergency Nursing Australasia

Endorsement Policy

1 Purpose and Background

The College of Emergency Nursing Australasia (the 'College'), from time to time is asked to contribute to the development of specific documents, events, policies and/or educational activities in partnership with committees, subcommittees or other persons (the 'College entities') authorised to carry out any activity or function of the College, and external organisations (government and other health-related bodies). The purpose of this policy is to provide guidance in relation to endorsement and management of endorsement by the College.

Endorsement occurs when the College gives approval to a College entity or an external organisation, individual, product, service or educational activity. This policy aims to ensure that the College's reputation and name is always upheld and maintained in relation to any endorsements it may grant. To achieve this aim, the policy provides guidance on the management of endorsements.

2 Definitions

Endorsement: An endorsement is a statement of approval or support for something or someone. For the College, endorsement usually translates into approval of an authoritative report, scientific activity, or educational event or product that is aligned to the aims of the College.

3 General principles and criteria

- 3.1 Events and activities endorsed or sponsored by the College must comply with and enhance the College's mission, vision, and goals. Entities, or an external organisation requesting the College endorsement must demonstrate how their reports, activities, events, and/or products will do so.
- 3.2 College endorsement is valuable and usually confined to applications from College entities, Special Interest Groups (SIGs) or external organisations whose focus is emergency/trauma/disaster care.
- 3.3 The College will not endorse any activity or product supported solely by industry or commercial interests.
- 3.4 The College will accept no financial or legal responsibility for an endorsed activity or product that is not generated by the College itself. Written agreements with external entities other than the College entities and SIGs to use the College's logo and/or endorsement must exist and include a hold-harmless clause to protect the College.
- 3.5 The College's logo and endorsement may only be used with the College's expressed written permission, which the College will provide at its sole discretion and in accordance with these

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principles and requirements. The logo and endorsement must be featured prominently and legibly and meet the Use of College Logo policy.

- 3.6 A brief report must be submitted to the College office that describes any College-endorsed event. The report may be published in full or in part in a College publication or social media platform, and should include information on attendance/participation and any available evaluative data.

4 Specific principles and procedures

4.1 Who Can Request the College Endorsement

A College entity in good standing, SIGs in good standing, external organisations that the College has been involved as a partner or has a shared mission or interest.

4.2 What the College Can Endorse

A meeting if planned by any College entity, SIG, or external organisation; a session, lecture, workshop, or short course, if it is planned jointly or by the College representatives; or a publication, website, or position statement if it reflects the College's interests, mission, vision, and goals.

4.3 How the College Will Assess Requests for Endorsements

For non-College entity related activities or products, the National Board of the College will review requests submitted via email (see 4.9). Subsequently, the National Board may be asked to vote whether to provide College endorsement. Continuing endorsement of non-College entity related activities such as a series of events (e.g. lecture/workshop series), will be at the discretion of the National Board.

4.4 Who Shall Consider Requests

- i. The National Board of the College shall oversee the endorsement process for any and all applications received irrespective of their origin (e.g. College entity, SIGs etc.)
- ii. Executive Director for requests that relate to College positions or support that have been already established and approved by the National Board
- iii. For other requests:
 - a. Chair of the Professional Practice Committee for new advocacy, position or professional practice related submissions;
 - b. Chair of the National Educational Committee for curricula, training and education related submissions;
 - c. Chair of the Research Committee for research related submissions;
 - d. Executive Director of the College for requests not covered above.

4.5 How Decisions Will Be Made

- i. Executive Director, or their delegate, or majority approval of the National Board, if the following criteria are met:

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- a. Value to the College is present
- b. Success is expected

4.6 What Is Required After Approval

- i. College acknowledgment
- ii. Links to the College website, if submitter has venues available for such links (e.g., website, publications)
- iii. A report, if evaluative data of an event or meeting exists
- iv. Written acknowledgment or release noting that the College bears no liability, financial or otherwise, related to the endorsement
- v. Invoice and financial accounting, if funding is approved and provided, including how the College funds were spent

4.7 When College Endorsement Should Be Considered

When it provides mutual value to the requestor *and* the College and provides service to our community.

4.8 Why the College Should Offer Endorsements

The College has a responsibility to assess the value of scientific meetings, support its regional branch committees, special interest sub-committees and SIGs, and collaborate with sister societies and government agencies. The College will do so when it is in the College's best interests and/or to fulfil the organisation's mission or achieve its vision. In addition, the College can benefit from various exchanges (such as web links) that benefit the Members of the College or its publications (e.g. Australasian Emergency Care journal, books or the College website).

4.9 What the College Requires for Consideration

- i. The College will review all requests made via email (national@cena.org.au); such requests must address all of the following:
 - a. The name and description of the entity seeking College endorsement
 - b. The name and description of the activity, event and/or product including expected outcomes as relevant
 - c. Who has been involved in developing the scientific or educational content (with attribution and affiliation and bibliography, if relevant)
 - d. A description of the relation of the report, activity, event, or product to the College's vision, mission, and goals
 - e. Committed or pending sources of support, including the monetary amount of any industry support and the total budget, noting percentages (actual to date and estimated) if College financial support is requested

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- f. Whether the event or activity is one-time, regular (e.g. annual, biannual), and whether the College has endorsed it previously, and if so when
- g. Such materials as exist to date about the event (added as an attachment to the form)
- h. Current or planned marketing materials, strategies, and plans indicating where College endorsement would be conveyed (e.g., website, email, direct mail, newsletter, calendar listing, social media) and an example of how and where the College endorsement and logo would be featured
- i. The date of the event, activity, or publication and the deadline for the College to decide whether to endorse or grant permission for logo use
- j. The possibility of special offer, discount, and/or revenue-sharing in relation to the proposed activity, event, or product for the Members of the College
- k. The names of other endorsers or supporters
- l. An indication of whether data will be collected to evaluate the success of the proposed activity, event, or product and if so, when data will be available and provided

5 College endorsement fee

- 5.1 Assessment and endorsement of a single activity, event or product is \$550 (including GST), and is not related to the length of the proposed activity, event or product
- 5.2 Full payment must accompany the completed application
- 5.3 If the application is unsuccessful, no fees will be charged
- 5.4 The endorsement fee may be waived at the discretion of the College

6 Conditions of endorsement

- 6.1 Endorsement by the College is only valid if the information provided is correct and complies with the [Copyright Act 1968](#) and relevant legislation, and the College entity, Special Interest Groups (SIGs) or external organisation remains in good standing.
- 6.2 Endorsement becomes invalid if the content or organisational aspect of the activity, event or product changes by 10 percent or more. Re-submission is then required.
- 6.3 Organisations may not advertise that the activity, event or product is endorsed, or use the College name or logo without the express written permission of the College.
- 6.4 Endorsement becomes invalid after two years from the date of endorsement.

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