

**ADMINISTRATIVE BRANCH POLICY STATEMENT 3.01**

**BRANCH NEWSLETTER**

**1. ADVERTISING**

- 1.1 Branch advertising rates will be reviewed annually by the Branch office and reported to Branch Council.
- 1.2 The Editor (Vice President) and the Chief Executive Officer are delegated responsibility for review of proposed advertisements that may generate perceived conflicts.
- 1.3 In determining the suitability of advertisements the following tests must be used:
  - the notion of implied Branch endorsement of advertisements be recognised
  - Advertising of advisory or consulting services directly competing with the Branch will not be accepted.
- 1.4 Professional advertisements or notices from non-member dentists regarding their services and practice will not be accepted for publication.

**2. EDITORIAL COPY**

- 2.1 Committees seeking articles for publication should obtain them from Members unless such expertise is clearly not available from within the membership.
- 2.2 Editorial material will not be accepted for publication from organisations competing with Branch interests.
- 2.3 The Vice President and Chief Executive Officer shall be delegated responsibility to approve articles and inserts that request donations from Members.
- 2.4 Articles from affiliated societies and other dentist organisations that report on special events or awards to Members that would be interest to all Members, should be encouraged.

**3. ETHICS CASES**

- 3.1 Reports of Ethics cases involving Members will be published to include the breaches and penalties for educative purposes, but not identify the Member concerned.

#### **4. SUBSCRIPTIONS**

- 4.1 Branch newsletter subscriptions shall be available to dental industry groups and other interested parties, but not to non-member dentists, at a premium rate.

<b>Branch Policy Statement Number</b>	<b>03.01</b>
<b>Adopted by Council</b>	<b>2 August 2004</b>
<b>Reviewed by Constitution &amp; Policy Committee</b>	<b>22 October 2013 17 March 2016 21 February 2019 19 August 2021 12 September 2024</b>
<b>Amended by Council</b>	<b>6 September 2010 24 March 2014 21 March 2016 25 February 2019 30 August 2021 21 October 2024</b>
<b>Relevant Rules</b>	
<b>Relevant By-Laws</b>	
<b>See also</b>	<b>Historical policy reference: 290/02, 131/02, 38/02, 247/93</b>