



AUSTRALIAN DENTAL ASSOCIATION VICTORIAN BRANCH INC.

BRANCH POLICY STATEMENT 3.01

BRANCH COMMUNICATIONS

1. ADVERTISING

- 1.1 Branch advertising rates will be reviewed annually by the Branch office and reported to Executive Committee.
- 1.2 The Victorian Dentist 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.

Branch Policy Statement Number	3.1
Adopted by Council	2 August 2004

Reviewed by Constitution & Policy Committee	22 October 2013 17 March 2016 21 February 2019
Amended by Council	6 September 2010 24 March 2014 21 March 2016 25 February 2019
Relevant Rules	
Relevant By-Laws	
See also	Historical policy reference: 290/02, 131/02, 38/02, 247/93