

**BRANCH POLICY STATEMENT 1.10**

**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 Vice-President (Editor) and the Chief Executive Officer (CEO) 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.
  - 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 Editor and the CEO 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.
- 2.5. In addition to the Editor and the CEO, other roles to be listed in the Imprint Page, include the President, Editorial Advisors, Publication Manager, Advertising and Design, Design Concept and Printing.

**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>	03.01
<b>Adopted by Council</b>	2 August 2004
<b>Reviewed by Constitution &amp; Policy Committee</b>	22 October 2013 17 March 2016 21 February 2019 19 August 2021 12 September 2024 06 November 2025
<b>Amended by Council</b>	6 September 2010 24 March 2014 21 March 2016 25 February 2019 30 August 2021 21 October 2024 8 December 2024
<b>Relevant Rules</b>	
<b>Relevant By-Laws</b>	
<b>See also</b>	Historical policy reference: 290/02, 131/02, 38/02, 247/93