

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.

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