

ANA's Ethics of Association

Introduction

ANA supports the establishment of associations and partnerships that further its vision and purpose in line with its values and guiding principles.

This document provides a framework for ANA to filter potential associations to ensure relationships will be mutually beneficial.

ANA's key principles for associations

- Compatibility with ANA's guiding principles, vision, purpose and values
- Transparency in all associations and partnerships

Types of association

Collaboration:	Working with other organisations for a mutually beneficial outcome, e.g. participating in joint activities, being part of an advisory group or working party.
Sponsorship:	Financial support for a discrete activity e.g. national conference, an award, resource publication or other one off activity.
Partnership:	A mutually beneficial, higher value, longer term sustainable relationship. Usually involves a binding legal agreement for an agreed term.
Endorsement:	Publicly and visibly supporting a particular activity or resource. Usually in the form of an agreement through lending an organisation's name and logo to the action. E.g. joint initiatives, campaigns, and consensus statements.
Trade exhibits:	An external party pays for the opportunity to display material at an event.
Commercial:	Goods and services are provided for payment e.g. contract for services with MoH, selling merchandise, or user pays professional development events.

Guidelines for managing risk

ANA acknowledges that associations with organisations, or endorsing events or activities may present a risk to ANA. These risks need to be assessed on a case-by-case basis and strategies put in place to minimise the risks where possible.

1. All potential associations will be assessed for risk to ANA using the ethics of association risk framework tool.
2. Records of the process including discussions and decisions, contractual arrangements and evaluations will be maintained.
3. Different types of association may have different potential for risk:
 - Collaborative associations usually form lower potential risk
 - Endorsement and commercial associations form medium to high potential risk
 - Sponsorships and higher value partnerships may carry a high potential risk.
4. Associations with the following types of organisations would require particular attention and thorough risk assessment:
 - food and beverage manufacturers
 - baby food manufacturers
 - pharmaceutical companies
 - manufacturers or distributors of environmentally damaging products

Recommended process

1. Consider the key principles and guidelines above before considering forming associations.
2. If the association may pose a risk to ANA, complete a risk assessment using the ethics of association risk framework tool.
3. All new associations are to be run past the executive board until further notice.