

Ethical Sponsorship Policy

Australian Association for Research in Education Ethical Sponsorship Policy

April 2019

INFORMATION

Australian Association for Research in Education (AARE)

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Aim: AARE is committed to fostering educational research in Australia

Mission: AARE is the national professional association of educational researchers in Australia. Established in 1970, the association has provided support for successive generations of educational researchers from Australian universities; local, state and federal governments; early childhood education contexts; schools, colleges and training organisations; as well as private research agencies. Its objectives centre on advancing scholarly inquiry into education, enhancing quality in educational research, and seeking to promote and advocate for the positive impact of educational research on policy and practice in education and associated areas of society.

Vision: High quality educational research to enhance the public good

Purpose: To promote, support and improve research and scholarship in education to enhance educational processes, policy and practice at all levels

COMMITMENT TO ADDRESS ETHICAL ISSUES

AARE actively seeks opportunities to work together with external organisations to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of AARE into disrepute.

AARE therefore seeks, so far as is practical and within the constraints of Australian law:

- initiatives that do not compromise the independent status of AARE;
- to ensure that the activities of organisations we work with are consistent with our organisational values;
- sponsorship that supports and promotes independent, ethical and high quality educational research.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and cause -related marketing. We welcome comments, criticism and suggestions as to how these goals can be met.

AVOIDANCE CRITERIA

Partnerships with companies that are involved in unethical or illegal activities will be avoided, as well as sponsors whose policies and practices do not meet AARE's organisational mission and values.

CAUSE-RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- *AARE does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.*
- *Any advertisement as part of a partnership must be approved by AARE and must be relevant to the Aims, Mission and Vision of AARE.*

PROCESS

AARE will not accept more than *10 per cent* of total income per annum from one corporate partner, so as not to compromise its integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements.

All marketing and sponsorship must be approved by the Executive Management Team (EMT).

Contracts with partners must permit AARE to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

TRANSPARENCY

A full list of corporate sponsors will be maintained on the AARE conference website.

AARE will communicate its commitment to this policy to the organisation's stakeholders. *[A copy of this policy will be displayed on our website within 3 months of its adoption.]*

All corporate sponsors will be asked to acknowledge that they have read and agreed to this document prior to their sponsorship application being approved.

Version 1.0

Approved April 2019