

## **Policy on Distribution and Advertising of Surveys**

### **POLICY STATEMENT**

The Australian New Zealand Association for Health Professional Educators (ANZAHPE) may facilitate the distribution or advertising of surveys related to health professional education (for the purposes of evaluations, research, market analysis etc) to its members via the ANZAHPE website, direct emailings or hyperlinks within the ANZAHPE Bulletin, providing the following policy guidelines are met.

### **POLICY GUIDELINES**

#### **1. GENERAL**

- 1.1 The ANZAHPE Office will be responsible for the distribution of approved surveys
- 1.2 The number of surveys distributed annually will not be an imposition on members. The maximum number distributed via email in any one year will not exceed four.
- 1.3 The Association's name will be protected from damage or unauthorised use by organisations or individuals
- 1.4 Email correspondence will make it clear to members that the attached survey is not related to official ANZAHPE business
- 1.5 Distribution or advertising of the survey will not result in any resource implications, financial or otherwise, for ANZAHPE
- 1.6 The ANZAHPE Committee of Management (CoM) reserves the right to consider endorsement of survey results or the use of ANZAHPE's name with the surveys
- 1.7 'Members' refers to an individual ANZAHPE member undertaking research, not an ANZAHPE member working for an organisation undertaking research
- 1.8 Ethics approval must be provided with all requests related to research surveys
- 1.9 Requests for surveys to be distributed on behalf of organisations must have formal authorisation from the organisation

#### **2. PRIORITISATION OF SURVEY DISTRIBUTION**

- 2.1 Official ANZAHPE surveys will always take priority over all other surveys
- 2.2 Second priority will be given to other internal ANZAHPE surveys such as Hot Topic Action Group (HTAG) activities
- 2.3 All other surveys are considered lower priority than ANZAHPE surveys.

#### **3. COSTS OF DISTRIBUTING OR ADVERTISING SURVEYS**

##### **3.1 ANZAHPE surveys**

3.1.1 There is no charge for internal ANZAHPE surveys that progress official ANZAHPE business.

##### **3.2 Non-ANZAHPE surveys**

- 3.2.1 Members will be charged a rate of \$200 per survey distribution or advertisement. 'Members' refers to an individual ANZAHPE member undertaking research, not

- an ANZAHPE member working on behalf of an organisation undertaking research.
- 3.2.2 Non-member students or researchers will be charged a rate of \$350 per survey distribution or advertisement.
  - 3.2.3 Not for profit organisations will be charged \$2,000 per survey distribution or advertisement (e.g. Cancer Council, Universities)
  - 3.2.4 Market research, PR companies or other private companies will be charged \$2,700 per survey distribution or advertisement.
  - 3.2.5 Prices will be adjusted annually in line with CPI
  - 3.2.6 The CoM reserves the right to reduce or waive fees in some circumstances.

#### **4. APPLICATION PROCEDURE**

- 4.1 Survey requests will be directed to the Executive Officer (anzahpe@flinders.edu.au).
- 4.2 Applicants will provide the Executive Officer with the name of the company or organisation for which they are acting. In the case of a public relations company the name of the client or organisation that has initiated the research is required. Formal authorisation from the company or organisation must be provided upon application.
- 4.3 The Executive Officer will send researchers a copy of this Policy including the letter of declaration (see Appendix 1)
- 4.4 The Executive Officer will send a final copy of the survey, survey details and related approvals to the Honorary Secretary for approval
- 4.5 The survey will be examined by the Honorary Secretary to ensure it:
  - is relevant to health professional education
  - is neither false nor misleading, and has appropriate ethical or quality approvals (as required by the nature of the survey)
  - is consistent with ANZAHPE policies
  - clearly states the way in which results from the survey will be used. Approval must be sought from ANZAHPE members if results are intended to be used for marketing communications
  - does not address an issue previously included in a recent or proposed survey, and
  - does not exceed a reasonable quota for surveys conducted (simultaneous surveys shall not be circulated to the ANZAHPE membership).
- 4.6 If the survey is unsuitable for distribution by ANZAHPE, ANZAHPE will inform researcher/s in writing.

#### **5. DISTRIBUTION OR ADVERTISING OF SURVEYS**

- 5.1 If the survey is considered suitable for notification or distribution to ANZAHPE members, the researchers will be advised in writing of the following conditions that will apply
- 5.2 .If approved, researcher/s will be offered the following:
  - 5.2.1 One 200 word email sent to all members with an electronic link to an online survey.
  - 5.2.2 The survey must be live at the time of the email being distributed.

- 5.2.3 An insert or advertising in the Bulletin can be arranged to promote the survey at the normal insertion rate (see ADVERTISING RATES)
- 5.2.4 Requests for repeat emails/ extra advertising will incur further charges. A follow up reminder will be sent for an additional cost of half the charge for the original survey
- 5.2.5 Only online surveys will be distributed to members; there is no option for mailing hard copies
- 5.2.6 ANZAHPE will undertake the distribution of the material if the survey forms received from researcher/s contain a statement declaring how the results will be used (eg. paper for publication, thesis, market research for advertising campaign) and the name of the organisation or individual providing the funding
- 5.2.7 Those undertaking scientific research will provide a copy of their ethics approval
- 5.2.8 A link to a completed online survey is provided, the cost of the service is agreed to and the declaration is signed and witnessed
- 5.2.9 ANZAHPE does not support or endorse the content of the survey
- 5.2.10 ANZAHPE does not support or endorse the results emanating from the survey
- 5.2.11 ANZAHPE's name will not be used or associated with the content distribution, results, or publicity emanating from the survey
- 5.2.12 A copy of the report, paper or thesis arising from the survey will be sent to the Executive Officer as soon as practicable
- 5.2.13 Where appropriate ANZAHPE encourages applicants to offer incentives to increase the chance of a high response rate.

## **6. BREACHES OF POLICY**

**6.1** Should a survey that is not authorised by ANZAHPE be sent to members via ANZAHPE communication channels, the individual/ organisation will be invoiced the appropriate fee which must be paid within 14 days.

## **7. ROLES AND RESPONSIBILITIES**

### **7.1 Executive Officer**

- 7.1.1 The Executive Officer shall be responsible for the administration associated with the processing and distribution of surveys
- 7.1.2 HTAGs and ANZAHPE members shall refer all enquiries regarding surveys to the Executive Officer at the ANZAHPE office

### **7.2 Honorary Secretary**

7.2.1 The Honorary Secretary will delegate the assessment of all survey requests to ensure their suitability for distribution to ANZAHPE members (in accordance with this Policy)

7.2.2 The Hon Secretary will consult with and/or gain approval from Committee of Management before final approval is granted.

# Appendix 1

## LETTER OF DECLARATION

To: The Australian New Zealand Association for Health Professional Educators  
(ANZAHPE)  
(Address)  
E: anzahpe@flinders.edu.au

Date: .....

Subject: **Distribution or Advertising of Surveys by the Association for Health Professional Education for another person or body**

I ..... (full name)  
of ..... (organisation)  
representing the client or individual ..... (full name)  
agree to ANZAHPE distributing the attached questionnaire or survey to ANZAHPE members.

I shall provide a link to the survey to be distributed in the period.....  
at a cost of \$ .....

I accept the following conditions:

- a. ANZAHPE does not support or endorse the content of the survey
- b. ANZAHPE does not support or endorse results emanating from the survey
- c. Formal approvals (e.g., ethics clearance or a letter from the company) will be provided with this application
- d. ANZAHPE's name shall not be used or associated with the content, distribution, results, or publicity emanating from the survey, and
- e. that a copy of the report/paper/thesis arising from the survey shall be sent to the Executive Officer at ANZAHPE Office.

Signature ..... Signature of Witness .....

Name ..... Name of Witness .....