

CORPORATE RELATIONS GUIDELINES

The GI CANCER Institute is an independent charity funded through government, industry and community donations.

The GI CANCER Institute's objective is to find more effective ways to treat people with cancers of the digestive system through clinical trials.

The GI CANCER Institute welcomes philanthropic support for its work clinical trials and encourages sponsorship from alliances with outside organisations.

The GI CANCER Institute is committed to ensuring that all of its commercial relationships are beneficial to all parties without compromising the GI CANCER Institute's values.

For the purposes of these Guidelines a commercial relationship is defined as any arrangement or relationship involving the GI CANCER Institute and another party as part of which:

- The GI CANCER Institute's name or branding is used or permitted to be used in conjunction with the other party's corporate name, brand, products or services
- The other party is able to publicise: an association with the GI CANCER Institute, its ideals or activities.

The procedures developed to guide the management of commercial relationships are based on a set of general principles held by the GI CANCER Institute. These principles emphasise that the GI CANCER Institute must benefit from any proposed commercial relationship, should not be exposed to risk through the relationship, and must protect its charitable status. Perception of the relationship by stakeholders and community must also be considered, and relationships entered into only with those parties whose products or positions are consistent and compatible with GI CANCER Institute policy.

The GI CANCER Institute will initially assess the potential of a proposed relationship using a preliminary Checklist. This ensures that any proposed relationship fits comfortably with the GI CANCER Institute's stated principles.

Where this initial assessment is positive, a number of issues will then be considered including:

- Proposed use of the GI CANCER Institute Name and Logo
- Non-exclusivity of relationships where possible and commercially feasible
- Appropriate recognition of commercial sponsors of fundraising events
- Clarification of any licence fees and royalties
- GI CANCER's website
- Management of the parties' intellectual property.

Proposed activities must comply with relevant legislation and promote trust in the GI CANCER Institute. Independence with respect to all clinical trials conducted by the GI CANCER Institute must be maintained.

The GI CANCER Institute shall maintain all content control, approval of projects and other initiatives and control of marketing materials carrying the GI CANCER Institute logo.

The following key considerations will be addressed where relevant in the development and management of all strategic alliances:

- Use of brand names. Guidelines must be followed for the use of brand names in GI CANCER Institute communications targeted to the public
- Promotion of health initiatives developed with commercial support. All messages related to health programs, products or events should be positioned clearly as a GI CANCER Institute initiative supported by the sponsor(s). The sponsor(s) will have no influence on GI CANCER Institute messages
- Use of disclaimers. These are to be used wherever names and / or logos of commercial supporters appear on information for consumers and health professionals

A clearly documented agreement will be written in accordance with the requirements outlined in the Guidelines for all commercial relationships and alliances.

Any queries related to the Corporate Relations Guidelines should be directed to the Marketing Director on 1300 666 769.