

# Peak Body Endorsement Policy & Procedure



## Record of Review

Review Date	Lead by	People consulted
August 2024	Stephanie Holmes EO	

## Purpose

The purpose of this policy is to establish a clear framework for when and how The Association of Alcohol and Other Drug Agencies NT Inc. (AADANT) will provide formal endorsements for external projects, proposals, publications, or initiatives. This policy ensures that endorsements align with the AADANT's mission, vision, and strategic priorities.

### 1. Scope

This policy applies to any external organisation, including universities, government agencies, not-for-profits, or private entities, seeking an endorsement from AADANT. It covers:

- Endorsements for research proposals or projects
- Use of the peak body's name, logo or branding in publications or marketing materials
- Support for grant applications, funding proposals, or policy advocacy efforts

### 2. Policy Statement

AADANT will only provide endorsements to initiatives that:

- Align with the organisation's mission, vision and strategic goals
- Have been fully reviewed by relevant internal staff and leadership
- Present clear benefits to the sector or community represented by the peak body
- Uphold the ethical standards of the peak body and its stakeholders
- Reflect the interests and values of the peak body's members

The peak body reserves the right to decline endorsements at its discretion.

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## 3. Endorsement Criteria

Endorsement will be granted based on the following criteria:

1. **Alignment with Strategic Priorities:** The proposed initiative must align with the peak body's goals, such as advancing sector knowledge, improving service delivery, or influencing policy in areas relevant to the sector.
2. **Relevance to Members:** The initiative must offer clear value or benefit to the peak body's members and the communities they serve.
3. **Resource Commitments:** If the endorsement involves significant resource commitment (e.g., staff time, data, or financial contributions), these must be clearly outlined and agreed upon before endorsement.
4. **Transparency:** Full transparency is required regarding the goals, funding, and stakeholders involved in the proposed initiative.

## 4. Approval Process

### 1. Initial Inquiry:

Any entity seeking an endorsement must submit a formal request to the designated contact at AADANT, including:

- A detailed description of the initiative or project
- An explanation of how the endorsement will be used
- Any specific requests for resources or support from AADANT

### 2. Internal Review:

The endorsement request will undergo an internal review process that involves:

- Initial assessment by relevant staff or subject matter experts.
- Review by the senior management team or endorsement committee, depending on the nature of the request.
- Input from the board of directors if necessary (e.g., for high-profile or sensitive endorsements).

### 3. Approval or Decline:

The decision to endorse or decline the request will be made based on the review. Generally, AADANT aims to respond formally to the requesting party within seven business days. For large or complex projects or where board involvement is required, this process may take longer.

### 4. Conditions of Endorsement:

If approved, the endorsement may be conditional upon:

- Clear communication guidelines (e.g., where and how AADANT's name or logo will appear)
- Ongoing involvement or oversight by the peak body, where applicable
- Regular updates on the progress of the initiative.

## 5. Types of Endorsement

AADANT may provide different levels of endorsement, including:

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**1. Full Endorsement:** Full support for the initiative, using the peak body's name and logo in promotional and project materials.

**2. Partial Endorsement:** Support for specific aspects of the initiative, with restrictions on how the peak body's name or resources can be used.

**3. In-Kind Endorsement:** Provision of non-financial support, such as access to networks, data, or expertise, without directly using the peak body's name or branding.

### 6. Endorsement Agreement

For any approved endorsement, an Endorsement Agreement must be signed by both parties. This agreement will outline:

- The terms of the endorsement.
- Specific conditions, if any (e.g., reporting obligations, data-sharing agreements).
- Guidelines for using the peak body's name, logo, and brand.
- The duration of the endorsement and any renewal conditions.

### 7. Withdrawal of Agreement

AADANT reserves the right to withdraw an endorsement at any time if:

- The endorsed party fails to meet agreed-upon conditions
- The initiative no longer aligns with the peak body's mission, vision, or strategic priorities
- Ethical or legal violations arise during the endorsed project

A formal notice of withdrawal will be issued, and any use of the peak body's name or logo must cease immediately.

### 8. Monitoring and Accountability

- Regular updates on endorsed initiatives must be provided to AADANT as specified in the Endorsement Agreement.
- The peak body reserves the right to request additional information or progress reports to ensure the initiative remains aligned with the endorsement criteria.

### 9. Communication and Branding Guidelines

- **Use of Logo:** Any use of the peak body's logo must comply with the branding guidelines provided in the Endorsement Agreement.
- **Public Announcements:** All public announcements or publications referencing AADANT must be reviewed and approved by the peak body before release. To ensure timely feedback, communications must be submitted at least ten business days in advance for review.

### 10. Review of Endorsement Policy

This policy will be reviewed annually to ensure its relevance and effectiveness. Any updates or changes will be communicated to staff, board members, and external stakeholders.

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## 11. Confidentiality

### 1. Definition of Confidential Information:

For the purposes of this policy, "Confidential Information" refers to any non-public information disclosed by the requesting party to AADANT in connection with the endorsement request, including but not limited to project details, research findings, financial data, and proprietary methodologies.

### 2. Obligation of Confidentiality:

AADANT agrees to maintain the confidentiality of all Confidential Information received from the requesting party. This obligation includes, but is not limited to, the following commitments:

- AADANT will not disclose any Confidential Information to any third party without the prior written consent of the requesting party, except as required by law or regulation.
- AADANT will take reasonable steps to protect the confidentiality of the Confidential Information, using the same degree of care that it uses to protect its own confidential information.

### 3. Exclusions from Confidentiality:

Confidential Information does not include information that:

- It is or becomes publicly available at no fault of AADANT.
- Was known to AADANT before disclosure by the requesting party.
- Is received from a third party without breach of any obligation of confidentiality.
- Is independently developed by AADANT without the use of or reference to the requesting party's Confidential Information.

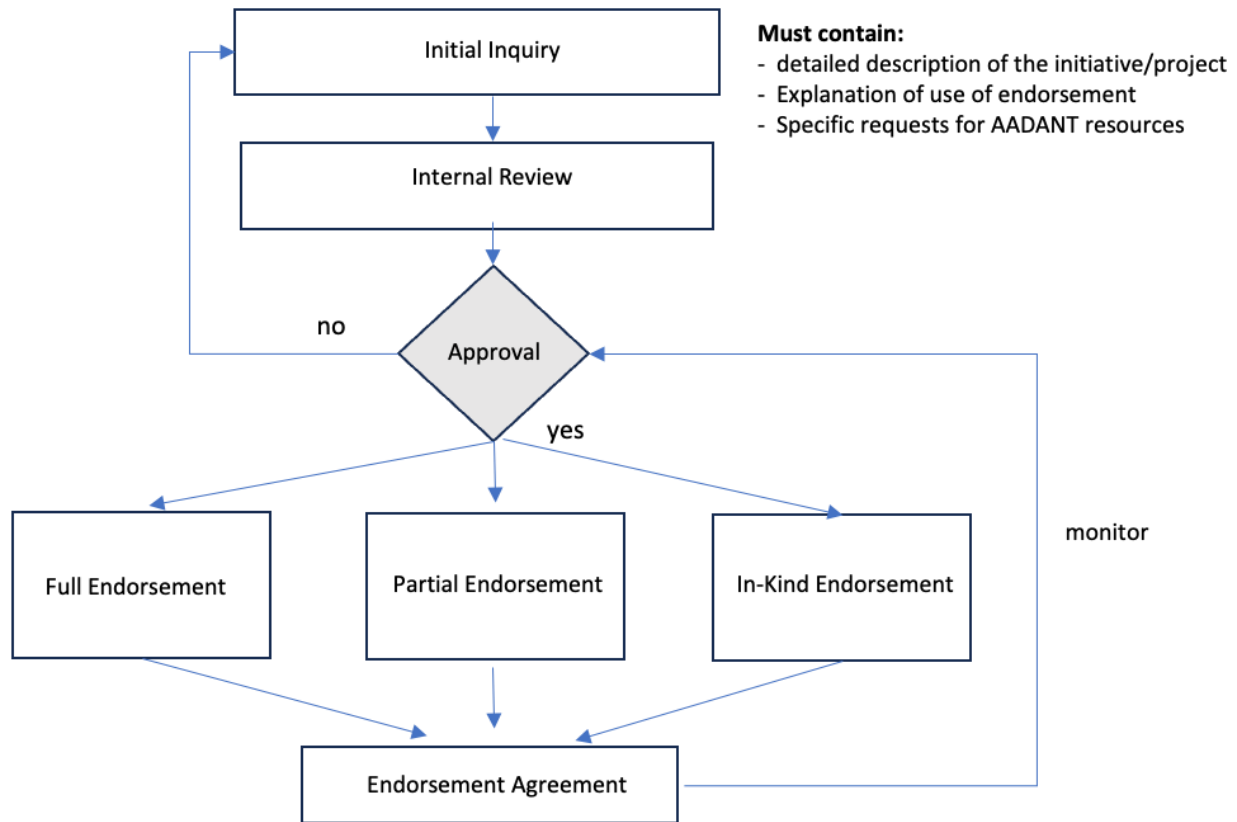
### 4. Duration of Confidentiality Obligations:

The confidentiality obligations described in this clause will remain in effect for two (2) years following the conclusion of the endorsement process or until the Confidential Information no longer qualifies as confidential.

### 5. Return or Destruction of Confidential Information:

Upon written request from the requesting party, AADANT shall return or destroy all materials containing Confidential Information, including copies, within thirty (30) days of receiving such request.

# Peak Body Endorsement Process Flowchart



AADANT reserves the right to withdraw an endorsement at any time if

- The endorsed party fails to meet agreed – upon conditions
- The initiative no longer aligns with the peak body's mission, values, or strategic priorities
- Ethical or legal violations arise during the endorsed project