

POLICY ON ADVERTISING OTHER ORGANISATIONS' EVENTS

The AIE is a respected professional association covering the full scope of the energy industries, so it is understandable that other organisations in the energy community may wish to tap into the credibility, goodwill, facilities and capabilities of the AIE to their activities and events. It is important to recognise that when the AIE supports other organisations, it is lending its name and reputation to that organisation.

Support for other organisations' events normally involves a listing of the event on the AIE web site, in the monthly AIE e-Newsletter, in the AIE journal or in other publications. Support will generally involve a minimal listing with a link to the event's details on the other organisation's website. The listing should include city, date, host organisation and topic and generally not exceed 2 lines. For example:

Sydney 8th August 2012: Australian Institute of Physics
"Conference on Emerging Energy Technologies". More ([Link to more information](#)).

The AIE will not publicise more details on venue, times, program content, names of multiple speakers or include an abstract or more detailed description of events for other organisations, except on a paid advertising basis.

Special mail outs to AIE members to assist another organisation will not normally be supported, unless all costs are covered and there is a substantial benefit to AIE for exclusive access to the AIE database.

Requests from other organisations for a listing should be addressed to the AIE at aie@aie.org.au and include the requested wording in this abbreviated format. Requests will be considered on a case-by-case basis by the AIE Executive in consultation with the AIE Communications Convenor and the Chair of any AIE Branch which might be affected by the event or activity. The AIE will take into account the advantages and disadvantages to the AIE before supporting an event.

In reviewing requests for support from other organisations, the AIE will take the following guidelines into account:

1. The AIE is under no obligation to assist other organisations in such promotional activities. Any support provided is entirely at the discretion of the AIE Board, which will assess whether providing the support is in the interests of the AIE and its members and consistent with the AIE's objectives, image and branding.
2. Organisations seeking support must be willing to provide reciprocal cooperation with AIE or equivalent benefits to AIE members if requested. The AIE provides support for other organisations on the basis of 'value adding' to AIE members or progressing the objectives of the AIE.
3. The AIE Constitution prohibits support for political parties, trade unions, employer groups and lobby groups, except in the interests of keeping members informed and where alternative views can be presented for balance.
4. The AIE will generally support cooperation with not-for-profit kindred societies with similar objectives, providing they are not aggressively competing with AIE programs or for membership.
5. The AIE does not generally support or publicise commercial profit-making organisations events except on a paid commercial basis or where there are significant benefits to AIE members.
6. The AIE is unlikely to support the activities of another organisation if there is potential competition with AIE activities. In such instances the AIE may be willing to discuss collaboration in joint activities.
7. The AIE will not publicise a regular program of meetings by another organisation, but only occasional meetings of specific interest to AIE members.
8. The brand and reputation of the other organisation must be of similar standing to that of the AIE, as both brands will be judged by the community.
9. There cannot be a perceived or actual conflict of interest when supporting another organisation.