



## Marketing Biosecurity Policy and Procedure

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Approved On	16 May 2023
Next Review	1 January 2025

## Table of Contents

1. Policy Statement .....	3
2. Purpose.....	3
3. Background .....	3
4. Procedure .....	3

## 1. Policy Statement

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles.

## 2. Purpose

The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

## 3. Background

AVA is a scientific organisation and it is important that is any marketing material where the AVA logo is used or appears at an event or campaign organised by or in conjunction with AVA adheres to best practice biosecurity principles. For example, wearing gloves when examining an animal or face protection for procedures where exposure to respiratory tract or oral secretions contain infectious material.

This policy aims to provide guidance to assist AVA Staff, AVA Groups and stakeholders to adhere to best practice biosecurity principals in

- a. All forms of advertising in print and digital AVA products
- b. Any other form of marketing undertaken under the AVA brand
- c. Materials used in the exhibition or education sessions at AVA conferences and events

## 4. Procedure

The AVA will provide this policy to sponsors, exhibitors and advertisers when they make a booking for an AVA Event sponsorship, exhibition or advertising at an AVA event, AVA publication or member communications.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment.

Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member.

Veterinary Staff members:

Dr Cristy Secombe – Head of Veterinary and Public Affairs  
Dr Meredith Flash – Head of Education  
Dr Melanie Latter – National Manager – Policy and Veterinary Science

If approved the artwork can proceed with development or will be sent back to the submitter for revision.