Clinical Skills Centre

Royal Canin

Proposal for Partnership

Murdoch
UNIVERSITY

Introduction

Murdoch University and Hill's Pet Nutrition have been collaborating for many years, and in 2009 we partnered to develop a multi project funding agreement to benefit nutritional education and student experience at Murdoch. The current agreement concluded on 14th September 2012 and it is our hope that Murdoch can work with Hill's Pet Nutrition to ensure continued success and an ongoing partnership that provides mutual benefit.

Murdoch University and the School of Veterinary and Biomedical Sciences have been in a phase of exciting new beginnings and opportunities in recent times. The partnership between the School of Veterinary and Biomedical Sciences and Hill's Pet Nutrition has evolved during this time of change within the University and we believe, grown stronger over the past three years.

Hill's Pet Nutrition has made an investment of $150,000 over the past three years plus in-kind support to support the following areas:

- Hill's Pet Nutrition Mobility & Rehabilitation Service
- Feeding program, with nutritional recommendations
- Veterinary Professional Life (VPL) involvement
- Continuing Education programs
- Special Projects Program

This multi-project partnership is managed by the Executive Officer of the Murdoch University Veterinary Trust working with a Hill's Technical Service Veterinarian to provide a central point of contact, greater accountability and budgeting predictability.

This partnership has benefited Hill's Pet Nutrition and Murdoch University by:

- Dedicating funds to meet jointly identified educational and clinical care projects
- Providing clear budgeting for both institutions, and documenting sponsorship benefits which reflect the total value of our partnership and a central management process for our partnership
- Supporting educational projects for undergraduate students that prepare them to succeed as veterinarians
- Supporting education for students, staff, and practising veterinarians that promotes the highest standards of animal nutrition and veterinary care
- Supporting Murdoch University Veterinary Teaching Hospital through an agreed feeding plan that meets University requirements, our patients' dietary needs and Hill's Pet Nutrition's business objectives

These outcomes have demonstrated Hill's Pet Nutrition's commitment to the veterinary profession, and have built links to Murdoch's staff, students, continuing education participants and hospital clients.

With a partnership such as ours, we greatly appreciate the assistance of Hill's Pet Nutrition in accomplishing our shared strategies.

The following proposal provides opportunities for the future for Hill's Pet Nutrition consideration - towards the enduring success of a Hill's – Murdoch partnership.

FUTURE PARTNERSHIP OPPORTUNITIES

Murdoch University and the School of Veterinary and Biomedical Sciences are committed to a long-term partnership with Hill's Pet Nutrition and will work to ensure we meet our mutual goals. By extending our partnership from 1st January 2013 until 31st December 2015 we have the opportunity to enhance our current highly successful relationship and the collaborations that we have undertaken over the past three years.

The following areas of support have been identified as of interest to Hill's and are explored further in this proposal:

- Hill's Product and Promotion in Hospital
    - Hospital feeding program
        - In-kind contribution
    - Nutrition Trials
        - In kind contribution
    - Availability and promotion of Hill's product

- Engagement with Veterinary Profession
    - Co- Sponsorship of MOVE
    - Sole Sponsorship of Club Medicine
        - 3 Sessions
    - Sole Sponsorship of Perth Surgery Series
        - 4 Sessions

- Engagement with Students
    - Co- Sponsorship of Veterinary Professional Life (VPL)
    - Opportunities for Hill's Pet Nutrition Education for Students
    - Student Programs, Projects and Events
        - Murdoch Veterinary Students' Association
        - KeePad Interactive Learning
        - Clinic Coats Ceremony
        - Client Simulation Classes
        - 5th Year Badge Ceremony

Hill's Product and Promotion in Hospital

In-kind Contribution for Hospital Feeding Program
In-kind Contribution for Trials
Availability and Promotion of Hill's Product

With Murdoch's reputation as a centre of veterinary excellence, our hospital practices provide a powerful example for veterinarians, students and clients. Partnering with Hill's Pet Nutrition, for our in-house feeding program demonstrates a confidence in Hill's products to our clients and students. Students who are learning to develop nutritional guidelines for clients will be using Hill's products as part of their clinical experience.

While Murdoch must treat each animal individually, and ensure that our academics and clinicians have the freedom to make the best decisions for the patient, we are confident that Hill's products will continue to be the product of choice in our hospital.

Hill's support is acknowledged and promoted throughout the hospital and a large number of clients are given discharge letters recommending a nutrition plan. The nutritional recommendation template that makes recommending Hill's products an easy and supported choice will continue to be utilised by hospital staff at their discretion.

The in-kind support for Murdoch University Veterinary Hospital feeding program is greatly appreciated. At present up to $15,000 Hill's Pet Nutrition products is utilised through this program per year, supporting our hospital patients and providing an example for students and clients. Following discussions with a Hill's representative we propose that this level of support be increased to $20,000. A further $5,000 Hill's Pet Nutrition products will be provided for mutually agreed upon trials.

The following acknowledgements and benefits will be provided for this program:

- Students learning to develop nutritional guidelines for clients may use Hill's products as part of their clinical experience.
- Hospital staff will be educated about Hill's in-kind support for the feeding program.
- Murdoch staff will liaise with clinicians encouraging them to ensure that where appropriate, patients are discharged with a nutritional recommendation.
- Murdoch must treat animals individually, and ensure that its academics and clinicians have the freedom to make the best decisions for the patient and the client. Without limiting this freedom, hospital staff will, at their discretion, continue to utilise the nutritional recommendation template that may include Hill's products and which could be given to clients with the patient discharge information and forwarded to referring veterinarians with patient referral letter. The use of this recommendation will be reviewed annually.
- Hill's will be provided signage opportunities in Murdoch's Veterinary Teaching Hospital waiting rooms. Text must be agreed jointly. While text cannot be a product endorsement or universal medical recommendation, as the valued sponsor of Murdoch's Veterinary Teaching Hospital the language will demonstrate Murdoch's use of the Hill's products.

- Where practical, Hill's will receive preferential stocking (in terms of visibility and amount of space) with adequate literature and diet planning sheets in the feed room for student use/instruction. Hill's staff will ensure supplies of different Hill's diets are adequate for Murdoch's in-hospital patient feeding needs in line with the terms of this agreement and ensure adequate supplies of literature and diet planning sheets are available in the feed room for student use and instruction. Murdoch staff will monitor stocks to ensure food donated by Hill's is only used for in-hospital feeding up to the $20,000 in-kind donation. Additional stocks will be purchased via a wholesaler. Products from other pet food companies may be available in the feed room for alternative feeding of patients.
- The Sponsor will be given the option of 50% of product display space in Murdoch's waiting rooms.

Engagement with the Veterinary Profession

Co- Sponsorship of MOVE
Sole Sponsorship of Club Medicine – 3 Sessions
Sole Sponsorship of Perth Surgery Series – 4 Sessions

A number of Murdoch University CVE events have previously been supported by Hill's including Murdoch Online Veterinary Education (MOVE - formally RATS), Dermclub, Club Medicine, Regional Surgery Series and Surgery Series. As the CE program develops, the opportunities to Hill's in future years can be tailored to a mutually beneficial level.

MOVE

We propose that Hill's Pet Nutrition continues to support continuing education by co-sponsorship of MOVE, targeting veterinarians throughout Australia and Asia. The primary markets for the course will be Australia, Singapore and Hong Kong; however the sessions are available at a time that may be suitable for other large Asian markets such as China, Thailand, Korea and Japan. This provides an opportunity to research the viability of expanding this format of continuing education delivery into other Asia-Pacific markets as a key educational opportunity for Hill's clients.

The program for 2013 currently includes 10 small animal sessions and two equine sessions.

The following acknowledgements and benefits will be provided for this program:

- Hill's Pet Nutrition will be acknowledged verbally at each presentation
- Hill's Pet Nutrition logo will be displayed on screen during each presentation
- Hill's Pet Nutrition logo will be displayed on promotional materials distributed for the MOVE program
- Hill's Pet Nutrition logo will be displayed on course materials distributed for the presentations
- Inclusion of Hill's Pet Nutrition sales representatives on the email distribution list for each online session
- A representative from Hill's Pet Nutrition will be invited to present one MOVE presentation, on a mutually agreed subject at one event or a short presentation (up to 10 minutes) at five of the scheduled events

Club Medicine

These lectures will be clinically orientated, interactive, and at a level that is relevant to practitioners and presented by veterinarians from the Small Animal Medicine department at Murdoch University Veterinary Teaching Hospital, with the potential for other guest lecturers. An average of 30 veterinarians have attended each session in past years.

In 2013 a series of three continuing education sessions focusing on small animal internal medicine will be scheduled.

Sponsorship benefits will include:

- Access in person to veterinarians interested in small animal medicine
- Verbal acknowledgement of sponsorship at the beginning of each session
- Opportunity for your company representative to mingle with attendees prior to the lecture
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation (up to three minutes) at the beginning of lecture
- A copy of the notes for the representative attending and/or a copy by email
- Your logo on all promotional material including registration flyers and lecture notes
- Acknowledgement on Sponsor page of Continuing Education website

Perth Surgery Series

These lectures will be clinically orientated, interactive, and at a level that is relevant to practitioners. The lectures will be presented by veterinarians from the Small Animal Surgery department at Murdoch University Veterinary Hospital which is led by Professor Giselle Hosgood (soft tissue/oncologic surgery) and Associate Professor Mark Glyde (orthopaedic / neurosurgery). In previous years these events have been very popular with an average of 30 veterinarians attending each session.

In 2013 a series of four continuing education sessions focusing on small animal surgery are scheduled. The confirmed dates for the sessions are:

- Wednesday 27th February 2013
- Wednesday 15th May 2013
- Wednesday 21st August 2013
- Wednesday 20th November 2013

Sponsorship benefits will include:

- Access in person to veterinarians interested in small animal surgery
- Verbal acknowledgement of sponsorship at the beginning of each session
- Opportunity for your company representative to mingle with attendees prior to the lecture
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation (up to three minutes) at the beginning of lecture
- A copy of the notes for the representative attending and / or a copy by email
- Your logo on all promotional material including registration flyers and lecture notes
- Acknowledgement on Sponsor page of Continuing Education website

Should the number of sessions in a CE program that Hill's Pet Nutrition sponsors be reduced, a comparable level of support will be offered in replacement.

Additional appropriate sponsorship opportunities may be offered to Hill's as they are developed and will be undertaken outside this sponsorship agreement. This will include additional sessions undertaken in the programs outlined above.

Engagement with Students

Veterinary Professional Life
Pet Nutrition Education for Students Opportunities
Student Programs, Projects and Events

As well as the continuation of the well established Veterinary Professional Life (VPL) program, we suggest that to ensure both Hill's and Murdoch receive maximum benefit and support in the area of engagement with students longer term projects be considered to replace the small projects that are currently being supported each year within the following areas:

- Veterinary Professional Life
- Pet Nutrition Education for Students
- Student Programs, Projects and Events

Veterinary Professional Life (VPL)
Veterinary Professional Life activities and exercises are integrated through all five years of the curricula and in a variety of courses, preparing students for the non-technical aspects of their role as veterinarians. Murdoch and Hill's have together committed to developing the Veterinary Professional Life course and will continue to build support networks among students and staff, practice team building and communication skills, and teach professional and personal development. VPL events include the 1st Year Orientation Day, 2nd Year Camp and 3rd Year Conference.

The following acknowledgements and benefits will be provided for the VPL program:

- Hill's will be automatically named the major sponsor at the VPL3 Conference
- Hill's Pet Nutrition will be acknowledged verbally at each event
- Hill's Pet Nutrition's logo will be displayed on promotional materials distributed at the events
- Hill's Pet Nutrition's logo will be displayed on course materials distributed at the events
- A representative from Hill's Pet Nutrition will be invited to attend and participate in Hill's sponsored Veterinary Professional Life events
- Hill's Pet Nutrition will be provided an opportunity to provide a "promotional" pack or Hill's branded product to students at supported Veterinary Professional Life events, for example Hill's t-shirts at 1st Year Orientation Day
- Hill's Pet Nutrition will be granted limited exclusivity of Veterinary Professional Life events, inviting no other pet nutrition company as sponsors for the Veterinary Professional Life events

Pet Nutrition Education for Students
Nutritional lectures for students by a Hill's representative can continue to be part of an ongoing partnership.

Hill's Pet Nutrition is welcome to make use of the following benefits for pet nutrition education for students:

- Hill's representatives will be provided the opportunity to present educational nutritional sessions for students, academic, and clinical staff up to four times annually and up to two product information sessions annually.
- Hill's will be provided the opportunity to promote the online nutrition course, Veterinary Nutrition Advocate (VNA) to students two times annually and the course will be recommended to students interested in expanding their knowledge of clinical nutrition.

- Hill's Pet Nutrition will be provided an opportunity to provide a "promotional" pack to students undertaking nutrition special topics discussions.
- Hill's Pet Nutrition will be provided an opportunity to provide a Hill's branded text such as "Key to Nutrition" to final year students once annually.

Student Programs, Projects and Events

As part of the current agreement student based projects are agreed upon by both Murdoch and Hill's at the beginning of each year. This has included items such as client simulation classes, VPL conference, tutorial room monitor, visiting clinicians and WYSE terminals.

An additional $10,000 per annum of in-kind support is currently offered for utilisation within student focused projects, the VPL program and CE events. This has been used for items such as catering, supporting the VNA course and Hill's branded items (stethoscopes, notebooks, t-shirts etc).

Several programs, projects and events are organised to enhance the education experience of students at Murdoch. These include events such as the 3rd Year Clinic Coat Ceremony and the 5th Year Student Badge Ceremony where catering was supported by Hill's as well as Hill's promotional material distributed to students. The Murdoch Veterinary Students Association (MVSA) is instrumental in organising several events and programs for students and we hope this agreement can be an opportunity to support their work.

The in-kind support Hill's has provided to past events has ensured their continuation and success and we hope this level of support can continue. Relevant events will continue to be offered to Hill's for consideration of your in-kind support on an annual basis.

Projects for the term of a new sponsorship agreement that we invite Hill's to consider are:

Murdoch Veterinary Students' Association (MVSA)

The MVSA is a student run group that performs a variety of duties within the veterinary school such as clothing and equipment orders, hosting various student social events and providing a direct voice to the Dean of the Veterinary School to discuss student-related issues.

There are 11 "Student Interest Groups" (SIGs) within Murdoch which currently act as separate entities from the MVSA. Each has its own area of interest (Surgery, Business, Cattle, Horses, Dogs, Welfare, Pigs, Wildlife, Exotics, Public Health, and a student-run newspaper) and a Board that manages events/funding etc. The number of SIGs has doubled over the past three years and has provided numerous opportunities for students to learn outside of the classroom.

A new structure has been outlined for MVSA including more defined roles for all new committee positions. This will see the MVSA change its image and grow into a larger, more professionally run organisation. The MVSA will continue to support networking events, and "stress-relieving" events (Winter Dinner, Vet Revue, Sundowners, etc.) but moreover they will become the voice of the Murdoch Students.

SIGs will become part of and hold committee positions on the MVSA, providing a more diverse student voice on how the MVSA is managed and will also be invited to the regular meetings with the Dean to discuss issues within the school.

The funding of the SIGs will also be coordinated through the MVSA. The SIGs will apply for funding via a "grant application" within the MVSA. The MVSA would review the application and examine the group status and events (yearly budget, past years' memberships, total events held, number of students at each event, future goals, etc) and then award an amount. The funds would pay for events (catering, gifts for speakers etc) and subsidise clothing orders.

Hill's Pet Nutrition would become the major sponsor of the Murdoch Veterinary Students Association for three years to enable the rejuvenation of the MVSA and support the entire veterinary student body.

Hill's Pet Nutrition logo would appear on all MVSA communications and events and on all promotions of SIG events. An acknowledgement of Hill's support would be made at each event and a Hill's representative would be invited to attend relevant and agreed upon events.

KeePad Interactive Learning

We invite Hill's to assist in the purchase of the KeePad technology to enable and promote active learning by problem solving for our students.

The system works by keypads being passed out to students at the start of the tutorial, case material is then presented, students are asked to make decisions regarding case management, their answers are pressed into the keypad and the outcome and breakdown of the answers of the class are then centrally coordinated by the system. The outcome of their decision is tested by the progressing of the case in line with the majority decision.

This technology will allow relaxed but engaging interactive whole year group tutorials. The purpose is to assist students in acquiring clinical problem solving skills so they are better placed for final year rotation and veterinary practice. Students will also be assisted in learning lecture content of the clinical disciplines by putting the facts into a practical context. We anticipate students will find the clinical years of the course less daunting with this extra assistance.

We intend to use this style of teaching for all 4th Year students in 2013, with at least 20 teachers across all clinical disciplines, expanding into other year groups in future years.

Hill's support will be acknowledged on each keypad and the Hill's logo will be displayed on slides during lectures. A Hill's representative will also be given the opportunity to do a short presentation (up to 10 minutes) at one class where this technology is being utilised.

Clinic Coats Ceremony

The Clinic Coats Ceremony for our 3rd Year students moving into clinical sciences was initiated three years ago. This important milestone celebrating this transition has become an important occasion that is looked forward to by students and their families each year. As well as Hill's support to the AVA each year in providing coats to our students, we request that you continue your support of the event through your in-kind support of catering and stethoscopes or other Hill's branded item. Hill's support will be acknowledged with logos on the program, verbally acknowledged at the ceremony, and the opportunity is available for Hill's signage to be placed in the ceremony area.

5th Year Badge Ceremony

The 5th Year badge ceremony is held each year for final year students to be presented their Vet in Training badge. This celebration of a highlight in their veterinary training is commemorated with a small ceremony and lunch. Hill's will be acknowledged for their support on all communication regarding the ceremony, given the opportunity to be involved with the ceremony, support the event through an in-kind contribution of catering and the distribution of Hill's promotional material to students such as a nutritional booklet. Hill's support will be acknowledged at the event, and the opportunity is available for Hill's signage to be placed at the ceremony.

Client Simulation Classes

These classes in client simulations for 3rd Year vet students work towards giving our future veterinarians skills in communication and consultation. Small animal cases are used for the simulation classes with the object being to combine communication skills with diagnostic pathology, connecting with a client, taking a history, and making and explaining a diagnosis without using jargon. Hill's support will be acknowledged with logos on student handouts, verbally acknowledged with every student group, a Hill's diet will be added to the scripts where appropriate, and the opportunity is available for Hill's signage to be placed in class area.

The following acknowledgements and benefits will be provided for student programs, projects and events:

- Hill's Pet Nutrition logo will be displayed on each KeePad keypad for the term of this sponsorship agreement.
- Hill's Pet Nutrition will be acknowledged verbally at each supported event.
- Hill's Pet Nutrition logo will be displayed on relevant materials distributed at the events.
- Hill's Pet Nutrition logo will be displayed on course materials distributed at the events.
- A representative from Hill's Pet Nutrition will be invited to attend and participate in Hill's supported student events.
- Hill's Pet Nutrition will be provided an opportunity to provide Hill's branded product to students participating in supported events.

2013 – 2015 Sponsorship Agreement

This proposal recommends that Murdoch and Hill's Pet Nutrition focus on three key areas that would be consistently linked with Hill's sponsorship, providing funding or in-kind donations as well as mutually agreed benefits throughout the duration of the contract.

The areas as detailed in the proposal are:

- Hill's Product and Promotion in Hospital
- Engagement with the Veterinary Profession
- Engagement with Students

Murdoch will propose additional items of support within these key areas, to a maximum value of $10,000 plus GST for in-kind support to Hill's Pet Nutrition on an annual basis.

If a significant opportunity arises which is not fundable within the constraints of this agreement, Hill's Pet Nutrition will continue to be a partner of choice for new initiatives.

Sponsorship Investment

We invite Hill's Pet Nutrition to consider its commitment to contribute $150,000 plus GST to support a three year multi-project sponsorship program from 2013 to 2015.

Annual Financial Contribution
$50,000 financial contribution for agreed projects
$50,000 total per annum

Annual In-Kind Contribution
$20,000 in-kind support for the Hospital Feeding Program
$5,000 in-kind support for agreed trials
$10,000 in-kind support for agreed additional projects
$35,000 total per annum

Payment will be remitted upon receipt of an invoice from Murdoch University on the following dates:

1 January 2013:	$50,000 (plus GST), plus $35,000 in-kind donation supplied during the year
1 January 2014:	$50,000 (plus GST), plus $35,000 in-kind donation supplied during the year
1 January 2015:	$50,000 (plus GST), plus $35,000 in-kind donation supplied during the year

Sponsorship Term

1 January 2013 to 31 December 2015

Conclusion

Murdoch University has a commitment to promoting international excellence in veterinary science. It has been evident over the course of our partnership that Hill's Pet Nutrition shares our goals of providing the highest standard of veterinary education and care.

Murdoch University has been in a phase of adjustment in recent times. This has led towards an exciting time of new beginnings and opportunities both for the University and the partnership between the School of Veterinary and Biomedical Sciences and Hill's Pet Nutrition.

This revised three year multi-project sponsorship will help us to work together effectively as partners, ensuring support for key on-going projects and allow flexibility to meet emerging opportunities and priorities while not precluding or preventing us from pursuing other partnership opportunities should they arise.

Thank you for taking the time to consider this opportunity. We look forward to working with Hill's Pet Nutrition over the next three years on further exciting initiatives. Please do not hesitate to contact us for further information on this opportunity.

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