Proposal for Partnership Opportunities for Royal Canin

From Murdoch University College of Veterinary Medicine

Murdoch
UNIVERSITY

www.murdoch.edu.au

INTRODUCTION

Murdoch University is an outstanding university committed to the highest standards of teaching and research for the benefit of the community. Within the University, the veterinary school, now called the College of Veterinary Medicine, is advancing the health and welfare of animals by achieving international excellence in veterinary research, education, and care.

The College has long recognised the essential need for corporate and private partnership, whether in funding activities, projects or events, providing in-kind donations of product or expertise, or on-going staff sponsorship or collaborative research. They also have a history of partnership within the animal nutrition industry. The College continues to seek mutually beneficial partnerships that will advance its students' knowledge of pet nutrition, provide additional study and professional development, and directly impact the care of animals.

Royal Canin currently supports the students of the College with an award at the School of Veterinary and Life Sciences Annual Awards Ceremony, and the veterinarian profession with various continuing education opportunities through Murdoch. A formalised partnership between Royal Canin and the Murdoch University College of Veterinary Medicine will expand and diversify Murdoch's relationship within the nutrition industry and Royal Canin's relationship within the College, offering greater opportunities for collaboration, commercially-applicable research, and practical teaching examples for students.

WHY MURDOCH UNIVERSITY?

Murdoch University was established as a university in 1975 and now, almost forty years on, has grown in size and reputation beyond the aspirations of its foundation staff. The University's Mission has always been outward focused with its stakeholders including students, staff and the communities in which its campuses and operations are located.

Currently, Murdoch is home to over 22,500 students and 2,600 staff with a wide range of courses on offer and a reputation for excellence in research and teaching. Students can take advantage of undergraduate and postgraduate courses, including Masters and Doctoral research programs.

We are recognised as one of Australia's leading research institutions with over two thirds of our research effort being recognised as at world standard or better by independent assessors in the Australian Research Council Excellence in Research Assessment (ERA).

In 2012 Murdoch was one of only two Western Australian Universities to be listed in the 2012-2013 'Top 400' of the Times Higher Education World University Rankings, and placed in the top five per cent of universities globally in the 2012-2013 QS World University's World Rankings. In 2014, Murdoch University was also in the Times 100 Under 50 Universities list.

The University is a member of the Innovative Research Universities of Australia (IRUA) alliance. Research performance and innovation are key characteristics of the universities that comprise this selective group.

MURDOCH UNIVERSITY COLLEGE OF VETERINARY MEDICINE

The College of Veterinary Medicine provides the highest standards of undergraduate, post-graduate and continuing veterinary education. As one of seven veterinary schools in Australia, and the first to receive accreditation from the AVMA, Murdoch is committed to "International Excellence in Veterinary Science". The school partners with organisations across industry sectors and government agencies to maximise resources, collaboration, and provide the greatest value to our students, the profession and community.

International Excellence in Teaching

Capitalising on Murdoch's reputation for research-intensive education, the College provides students and staff with innovative teaching curricula and encourages students and staff to apply knowledge in clinical and research environments. Each year, the College provides high quality educational programs to 440 undergraduate students, 60 post-graduates and residents, and continuing veterinary education to practitioners across Australia and Asia.

Innovative Research

Murdoch University College of Veterinary Medicine has an outstanding reputation for conducting innovative, ground-breaking research that advances human and animal health alike. Murdoch's independent, credible research is well-known for its ability to move beyond the lab to clinical and commercial applications. While commercially-applicable research is a strategic effort of Murdoch University, the College conducts all research independently, complying with ethical policies for treatment of animal and human subjects, and meeting rigorous intellectual and scientific standards.

Best Practice Clinical Care

Our reputation as a research-centre and world-class teaching hospital draws over 20,000 clients to our door each year, both for general practice and referral cases. With highly qualified veterinarians renowned in their fields, Murdoch offers referral services in diagnostic imaging, small animal medicine and surgery, equine medicine and surgery, oncology, dermatology, and complementary medicines.

MURDOCH UNIVERSITY VETERINARY TRUST

Established in 1997, the Murdoch University Veterinary Trust's mission is to serve industry and community to the highest level by helping the Murdoch University College of Veterinary Medicine achieve its strategic goals. The Trust funds necessary infrastructure improvements, expansion of research efforts, recruitment and retention of the highest calibre teaching and specialist staff. The Trust is a Public Ancillary Fund.

Sponsorship partnerships for the College are managed centrally by the Executive Officer of the Murdoch University Veterinary Trust.

WHY A COMPREHENSIVE FUNDING PARTNERSHIP?

Royal Canin has previously expressed an interest in supporting the activities of students at Murdoch University. By committing to a partnership, Royal Canin can take advantage of opportunities to connect with students, key opinion-leaders, practicing veterinarians, and opportunities to promote Royal Canin products, and increase brand awareness. A comprehensive funding arrangement would benefit both Royal Canin and the College in the following ways:

Royal Canin will benefit by:

- Having a predictable multi-year budgeted amount
- Eliminating "ad-hoc" requests for funding—ensuring all funding requests meet the College and Royal Canin's key business goals
- Providing a single point of coordination for a Royal Canin / Murdoch partnership
- Ensuring consistent delivery of agreed benefits such as logos, acknowledgment, product placement and access to target audiences
- Leveraging Royal Canin's support into more significant benefits such as naming rights.

From this arrangement, Murdoch will likewise benefit by:

- Having predictable multi-year funding streams to satisfy both established on-going priorities and emerging opportunities
- Providing a single point of contact for a Royal Canin / Murdoch partnership to ensure smooth communication
- Ensuring Murdoch meets and surpasses its commitments to its valued partner, Royal Canin, by providing a central management point for funded projects.

PARTNERSHIP OPPORTUNITIES

Murdoch University and the College of Veterinary Medicine are committed to a long-term partnership with Royal Canin and will work to ensure we meet our mutual goals. By formalising a partnership, we have the opportunity to enhance our current relationship and further collaborate towards common goals.

The following areas of support and engagement with students may be of interest to Royal Canin and are explored further in this proposal.

- Pet Nutrition Education for Students
- Clinical Skills Centre
- Associate Lecturer in Clinical Instruction
- KeePad Interactive Learning

Pet Nutrition Education for Students

Nutritional lectures for students by a Royal Canin representative can be part of an ongoing partnership.

Royal Canin would be welcome to make use of the following benefits for pet nutrition education for students:

- Royal Canin representatives will be provided the opportunity to present educational nutritional sessions or product information sessions for students, academic, or clinical staff up to four times annually.
- Royal Canin will be provided an opportunity to provide a "promotional" pack to students undertaking nutrition discussions.
- Royal Canin will be provided an opportunity to provide a branded text to final year students once annually.

Clinical Skills Centre

Royal Canin is invited to partner with Murdoch to launch a new Clinical Skills Centre, located in the Murdoch University Veterinary Hospital. The establishment of the Centre will enable students to have a hands-on and independent learning experience by practicing clinical skills utilising a range of equipment.

The Royal Veterinary College (RVC) at the University of London has a similar and very successful state of the art facility that offers this type of learning for students and has become a blueprint for other veterinary schools setting up similar centres. Murdoch University staff members have visited the RVC centre and are very excited about the benefits such a centre would bring to the students of the College of Veterinary Medicine.

Benefits to students

A Clinical Skills Centre within the College of Veterinary Medicine would complement the modern veterinary course curriculum. Students would be better prepared for clinical rotations in the final year of their course, resulting in improved efficiency in clinical teaching, enhanced student contribution to clinical service and improved learning outcomes for graduates of the course. The student learning experience would also be enhanced with an innovative teaching and learning environment.

The students who use the Clinical Skills Centre will learn to manage their own first day competencies as general practitioners of domestic species, starting from the beginning of their undergraduate degree and continuing until their summative OSCE (Objective Structured Clinical Exam) prior to final graduation. The Centre will be a base for students to build a repertoire of basic procedures, knowledge and skills so they are confident they can perform them in the course of their professional duties from the time they graduate. It will also serve to train students in adult learning practices which they will carry with them into their professional lives.

As the Centre will be utilised by all year groups, students will be doing similar tasks alongside more advanced students, being reminded of their need to revise foundation knowledge through the course. Less advanced students will see first-hand and from their peers, the value and applications of their current curriculum.

How the Centre will work

The Clinical Skills Centre will operate as a student drop-in centre. This will enable students to utilise the facility during evenings and weekends when their timetables allow. Clinical rotation students will be able to use the laboratory when their clinical caseload is lower.

A currently underutilised facility within the College has been allocated as a suitable area for the development of the Centre. The rooms would be refurbished to ensure the teaching materials can be suitably displayed and allow students the means to access related information. Keycard access will be established to enable student usage to be logged.

Students will be able to practice basic skills such as:

- Biopsy
- Suturing
- Bandaging
- Pharmacy (set-up and recognising trade names)
- Nutrition (recognising condition specific diets and formulating appropriate amounts and type)
- Gowning up
- Anaesthetic set-up
- Surgery set-up
- Microscope skills
- Equine nerve blocks
- IV access

Benefits for Royal Canin

With the support of Royal Canin the Clinical Skills Centre would provide a venue and forum for educating students about a large variety of clinical skills including pet nutrition. Royal Canin would receive naming rights to the centre.

As a new teaching innovation, the Centre would be viewed as an opportunity for research and publication. The gathering of data suitable for future publications would begin at the lab's inception. As Royal Canin would be instrumental in the establishment of such an important and innovative facility at the University, any research and publications would reference the support of Royal Canin.

Depending on the value of the financial support given to this centre, the following are sponsorship benefits that can be aligned to this project for the term of the sponsorship:

- Royal Canin will receive naming rights to the Royal Canin Clinical Skills Centre. Examples of naming rights include:
    - Signage external and internal to the facility
    - Referred to by name in relevant College and Hospital documents
    - Mutually agreed logo placement in facility & publications.
- Royal Canin will receive high profile visibility during launch of the Royal Canin Clinical Skills Centre such as a logo on launch documents, recognition in news announcements and featured speaker at launch event, and display of signage provided by the Sponsor.
- Staff and students will be educated about the support for the Clinic.
- Royal Canin will be provided an opportunity to include signage in the Centre. Text must be agreed jointly. While text cannot be a product endorsement or recommendation, the language will demonstrate our confidence in Royal Canin products.

With Royal Canin's support of this project we could begin work to prepare a suitable space and begin outfitting the facility with an initial range of equipment. The establishment of this centre would be completed in stages, with new equipment introduced each year the centre is supported by the sponsorship agreement.

Associate Lecturer in Clinical Instruction

To ensure the Clinical Skills Centre is sufficiently staffed and maintained, it is proposed to employ an Associate Lecturer in Clinical Instruction. Royal Canin can provide a pivotal leadership role in advancing the knowledge of animal care and welfare and sharing their knowledge and respect for animals with the veterinarians of the future. As an industry-innovator, Royal Canin has a track-record of implementing the latest technologies and practices to ensure healthy animals through pet nutrition. As sponsor of the Royal Canin Associate Lecturer in Clinical Instruction, Royal Canin would move ahead in their field. Through this sponsorship, Royal Canin moves from implementation of current best practice to creating a new international standard in new graduate veterinarians.

Murdoch's recognition as one of the top research organization's in the country, with a reputation for leading edge research, innovation and industry engagement. Support of this position at Murdoch University College of Veterinary Medicine creates a mutually beneficial partnership which will meet the strategic aims of each organisation.

This part of a partnership would provide Royal Canin with these key benefits:

- Increased recognition of the Royal Canin brand as a global leader in pet health nutrition locally, nationally & internationally
- Regular access to the appointed academic, and other Murdoch University staff for research and opportunities for building relationships with producers and partners by participating in relevant events
- Collaboration to share knowledge and advance joint research projects
- Naming rights to the position, and public recognition where appropriate
- Placement of Royal Canin's company logo on all relevant correspondence from the appointed academic (including business cards, emails, website, letterhead)
- Verbal or written acknowledgement of Royal Canin sponsorship at all conferences attended by the academic, continuing education presentations, and academic and reference publications.
- Written acknowledgement of Royal Canin sponsorship in publications of Murdoch University Veterinary Trust and the College of Veterinary Medicine website where position is mentioned.
- Regular access to the appointed academic for research, training and client education as mutually agreed, this could include staff training, trade fairs and research presentations
- Collaboration to pursue joint research funding of relevance to Royal Canin's business interests
- Royal Canin will have right of first refusal to continue sponsorship of the position at the conclusion of the agreement
- Murdoch will not accept sponsorship of a "like" position from a "competitor" of Royal Canin (like position and competitor to be spelled out in sponsorship contract).

KeePad Interactive Learning

We invite Royal Canin to assist in the purchase of further 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 progression of the case in line with the majority decision.

This technology allows 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 ultimately find the clinical years of the course less daunting with this extra assistance.

This technology was originally introduced in the beginning of 2013 and demand for its use in steadily growing as teachers think of more uses and gradually integrate them into their existing teaching materials. It is planned to purchase a further receiver and 50 KeePads for use beginning in 2015.

Royal Canin's support would be acknowledged by:

- Royal Canin logo on all keypads purchased
- Royal Canin logo displayed on slides during lectures.

SPONSORSHIP COMMITMENT

Three Year Sponsorship Agreement

This proposal recommends that Murdoch and Royal Canin focus on functions that would be consistently linked with Royal Canin sponsorship, providing mutually agreed benefits throughout the duration of the contract.

The areas as detailed in the proposal are:

- Pet Nutrition Education for Students
- Clinical Skills Centre
- Associate Lecturer in Clinical Instruction
- KeePad Interactive Learning

Sponsorship Investment

We invite Royal Canin to consider a commitment to contribute $165,000 plus GST to support a three year sponsorship program, or $390,000 plus GST if including the staff position.

Annual Financial Contribution (not including staff position)
$55,000 + GST per annum

Annual Financial Contribution (including staff position)
$130,000 + GST per annum

Payment to be remitted upon receipt of an invoice from Murdoch University on dates to be agreed.

Sponsorship Term

The sponsorship term can be tailored to suit budgetary requirements of Royal Canin.

CONCLUSION

Murdoch University is committed to promoting international excellence in veterinary science. It has been apparent during recent conversations regarding possible partnership opportunities that Royal Canin 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 College of Veterinary Medicine.

A formal sponsorship agreement 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.

We hope that you find the items in this proposal of interest. Please consider this proposal a starting point for our conversations into the best way to meet your interests, and let us know if there is anything else you would like to explore.

Thank you for taking the time to consider this opportunity. We look forward to working with Royal Canin in the future on exciting initiatives. Please do not hesitate to contact us for further information on this opportunity.

Professor Ian Robertson
Principal, College of Veterinary Medicine
Telephone: 08 9360 2459
E-mail: I.Robertson@murdoch.edu.au

Ms Ellaine Hislop
Executive Officer, Murdoch University Veterinary Trust
Telephone: 08 9360 2699
E-mail: E.Hislop@murdoch.edu.au