Murdoch
UNIVERSITY

Murdoch University Veterinary Trust
School of Veterinary and Biomedical Sciences

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International Excellence in Veterinary Science

16 August 2012

[redacted]

Dear [redacted]

Re. Hill's Pet Nutrition & Murdoch University Partnership Overview

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.

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, documented 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 practicing veterinarians that promotes the highest standards of animal nutrition and veterinary care.
- Supporting Murdoch University Veterinary 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.

2009 - 2012 Partnership Agreement

Cash Component
Total of $150,000 (+ GST) Funds received

In-Kind Component
Total of up to $30,000 in-kind support provided for CE and VPL programs and student focussed projects
In-kind support for feeding program

Distribution of Funds
Pet Nutrition Mobility and Rehabilitation Service – 13%
Continuing Education Events – 41%
Veterinary Professional Life – 34%
Special Projects – 12%
Pet Nutrition Feeding Program – In Kind

Future Partnership Opportunities

For many years, Murdoch University & Hill's Pet Nutrition have worked on projects to benefit nutritional education and student experience at Murdoch. The multi-project funding partnership which began in 2009 and comes to completion in September 2012 will be formally reported on at the beginning of September. Evaluation and feedback is vitally important for our continued success and we look forward to discussing our results with you at this time.

In order to progress discussions regarding a future partnership and aid in the production of a proposal, the following areas of support have been indicated by Maureen Revington.

Feeding Program
The in-kind support for Murdoch University Veterinary Hospital feeding program is greatly appreciated. At present up to $15,000 of Hill's Pet Nutrition products is utilised through this program per year. This support of Hill's is acknowledged and promoted throughout the hospital and a large number of clients are given discharge letters recommending a nutrition plan. We propose that at least this level of support be maintained.

Engagement with the Veterinary Profession
A number of CVE events have been supported by Hill's including 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.

Engagement with Students
Veterinary Professional Life activities and exercises are integrated through all 5 years of the curricula and in a variety of courses. Murdoch and Hill's together have committed to developing its Veterinary Professional Life course. We hope this will continue to be supported.

Up to $10,000 per annum of in-kind support is currently offered for utilisation within student focussed projects, the VPL program and CE events. This has been used for items such as clinic coat ceremony catering, student badge ceremony, VNA course and distribution of Hill's branded items (stethoscopes, notebooks, t-shirts etc).

Nutritional lectures (lunch and learns) for students by a Hill's representative have been part of the current agreement and can continue to be part of an ongoing partnership at an agreed level.

Up to $10,000 of the sponsorship amount each year was dedicated to student based projects which were 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 clinician and WYSE terminals.

In order to ensure sponsorship funds in the area of 'engagement with students' receive maximum benefit for both Hill's and Murdoch we ask Hill's to consider new longer term projects to replace the small projects that are currently being supported each year.

Two projects that have been identified by the School as priorities for the future are:

Hill's Pet Nutrition Resident in Small Animal Medicine
The support of a Resident in Small Animal Medicine will provide the opportunity for Hill's to support the provision of the highest standard for international excellence in veterinary education.

Hill's Pet Nutrition would receive naming rights to the Hill's Pet Nutrition Resident in Small Animal Medicine.

Benefits of a residency sponsorship would include:

- Acknowledgement of Hill's Pet Nutrition at curriculum lectures presented by the resident
- Sponsored position acknowledgement on published papers and presentations
- Acknowledgement of Hill's Pet Nutrition at CVE events presented by the resident
- Acknowledgement of Hill's Pet Nutrition at national and international conferences in the resident's presentations
- Acknowledgement of Hill's Pet Nutrition on referral letters to clients
- Acknowledgement of Hill's Pet Nutrition on discharge notes
- Acknowledgement of Hill's Pet Nutrition on the resident's clinic coat

Clinical Skills Centre

The establishment of a Clinical Skills Centre will enable students to have a hands-on and independent learning experience by practicing clinical skills utilising a range of equipment, including mannequins.

Hill's Pet Nutrition would receive naming rights to the Hill's Pet Nutrition Clinical Skills Centre and provide a venue and forum for educating students about pet nutrition.

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 to 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 Murdoch University.

With your 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. The student learning experience would be enhanced with an innovative teaching and learning environment.

We hope this brief overview will provide a useful tool for improving our future partnership. 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.

Kind regards

Prof David Hampson
Dean
School of Veterinary and Biomedical Sciences

Ellaine Hislop
Executive Officer
Murdoch University Veterinary Trust

cc: Dr Maureen Revington