Multi-Project Funding Program

Hill's Pet Nutrition Australia

2012 Annual Report

&

Proposal for 2012 – 2015 Partnership

Murdoch
UNIVERSITY

Introduction

While Murdoch University and Hill's Pet Nutrition have been collaborating for many years, in 2009 we partnered to provide a multi project funding agreement to benefit nutritional education and student experience at Murdoch. The current agreement will conclude 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 providing 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 [redacted] 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 centrally by the Executive Officer of the Murdoch University Veterinary Trust with a Hill's Technical Service Veterinarian providing central points 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, 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.

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

The following report and proposal highlights results and demonstrates the enduring achievement of the Hill's – Murdoch partnership and also provides opportunities for the future for Hill's Pet Nutrition to consider.

REPORT ON 2012 MULTI-PROJECT FUNDING AGREEMENT

The existing multi-project partnership agreement is currently divided into five main areas:

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

Murdoch University greatly appreciated Hill's Pet Nutrition's support in the establishment and successes of these programs and present the following review of these areas over the past year.

Hill's Pet Nutrition Mobility and Rehabilitation Service

In 2011, the extremely difficult decision was made to close the Mobility and Rehabilitation Service at Murdoch Veterinary Hospital.

As a result of this, a credit note for [redacted] was issued to Hill's, along with the opportunity to gain additional benefits in the continued education program.

These CE events will be detailed later in this report.

Hill's Pet Nutrition Hospital Feeding Program

Murdoch University Veterinary Hospital is extremely grateful to receive up to [redacted] of Hill's Pet Nutrition products (wholesale value) per year for use in the hospital feeding program.

The increase in this support, originally [redacted], a reduced lead time between ordering and delivery, and the dedicated staff member responsible for the feeding program has seen the program processes refined over the past three years in order to be as efficient and as valuable as possible.

The [redacted] in-kind contribution currently represents approximately [redacted] of the Hill's product utilised for our feeding program.

Acknowledgment:

- Signs with agreed language and logos are displayed in the Hospital GP, Referral & MPEC Receptions.
- Hill's logo mats are displayed in the Hospital GP, Referral & MPEC receptions.
- Signs with agreed language and logos are displayed in the Hospital Feeding Room.
- Information regarding feeding Hill's diets is displayed in the Hospital Feeding Room for student use.
- Hill's pamphlets are attractively displayed in Hill's branded brochure holders in the reception areas for clients.

- Hill's posters are framed and positioned around the hospital. These are updated when new posters are received.
- New branded shelving for Hill's product available for purchase have been placed in the Referral Reception and amount of product on display is generally approximately two thirds of available product.

Hill's Pet Nutrition Client Recommendations

Murdoch University Veterinary Hospital utilises a client management software package to create a tracking system for nutritional recommendations. There are 16 macros highlighting the various Hill's Pet Nutrition diets, which can be inserted into client and referring veterinarian recommendations.

While initial utilisation of this referral system was low, ongoing communication and staff training sessions are offered to demonstrate how the macros can be used. The software utilised has also been updated to ensure the insertion of this referral is as easy as possible for staff.

Results to date include:

- Murdoch University Veterinary Hospital had over [redacted] client visits over the past year. Almost [redacted] of those visits were initial consultation visits in the following areas: GP, MPEC, Surgery, Medicine, Oncology, Dermatology, Ophthalmology and Acupuncture.
- All client discharge letters have gone out recommending that nutrition be discussed with the referring veterinarian.
- Hill's diets were recorded as recommended on [redacted] of referrals from the following departments: Dermatology, General Practice, Oncology, Opthomology, Emergency, Small Animal Medicine, Small Animal Surgery. Staff will continue to receive training on utilising the recommendations on referrals.

Sales of Hill's Products at Hospital

In the past year over $86,000 retail of Hill's diets (1402 units) have been purchased by clients of the hospital.

This is broken up into the following categories:

[redacted]

[redacted]

Presentations to staff and nutritional lectures to students

Nutritional lectures on prescription diets are regularly given by a Hill's representative to staff. The most recent session, a Lunch and Learn for staff, was held in May 2012 explaining how to treat arthritis from a nutritional perspective. These are always well attended and appreciated by School and Hospital staff.

A series of three nutrition lectures for students by Hill's representative [redacted] have been held over the past year.

Veterinary Professional Life

Murdoch University School of Veterinary and Biomedical Sciences has integrated Veterinary Professional Life activities through all 5 years of the curricula.

Topics within the curriculum include communication skills, leadership and team-building, developing self-management skills (such as time management, reflective learning, etc), professional ethics and responsibilities, and business/practice management. Practical examples include dealing with work colleagues, understanding a balance sheet, building relationships with clients, handling conflict, and developing self-awareness and self-management skills to succeed in a variety of veterinary roles.

Over the past year the VPL program has prepared students for the non-technical aspects of their role as veterinarians by:

- Hill's representative invited to attend the Veterinary Professional Life 1 Orientation in February 2012.
- All first year students presented with a Hill's branded t-shirt at Orientation Day.
- Hill's representative attended the Veterinary Professional Life 2 Camp in March 2012.
- Hill's representative attended the Veterinary Professional Life 3 Conference in May 2012.
- VP3 Conference branded Hill's VPL3 Conference 2012 and Hill's logo was featured on the program.

Students who have graduated are now seeing the benefits of being part of the five year program in their veterinary work. We hope to be able to measure the effectiveness of the program and the value the former students see in their participation by developing a survey in the near future, aimed at graduates who are in the work force.

Continuing Veterinary Education

MOVE, formally Rounds around the State (RATS), is included as part of the multi project funding partnership agreement. To ensure Hill's received the appropriate level of support and benefits as a result of the Rehabilitation Clinic closure, Hill's was given the opportunity to sponsor a number of extra Continuing Veterinary Education events and extra benefits for MOVE in 2012.

Murdoch Online Veterinary Education (MOVE)

MOVE, formally Rounds around the State (RATS), continued in 2012 as part of a strong continuing education program with ten small animal presentations and two equine presentations.

Along with the traditional benefits to Hill's for supporting this event, [redacted].

Benefits for 2012 included:

- Hill's Pet Nutrition support and logo was included in all MOVE promotional mailing and emails sent to Western Australia, South Australia, Eastern State, Hong Kong and Singapore veterinarians.
- Hill's Pet Nutrition logo was featured on MOVE interface for all MOVE sessions.
- Hill's was acknowledged verbally as sponsor at all MOVE sessions.
- Hill's representatives presented two of the ten small animal MOVE sessions.
- Inclusion of Hill's Pet Nutrition sales representatives on the email distribution list for online sessions.
- [redacted]
- Opportunity for Hill's to provide an information sheet for inclusion with presenter's notes.

Approximately [redacted] were received for each small animal session.

The locations of participants for the small animal sessions are as follows:

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]

DermClub

In 2012 Dermclub comprised a series of eight evening lectures held at approximately six week intervals throughout the year. [redacted]. Each evening began with a light supper followed by the lecture. Vet and Vet Nurse lectures were held in different lecture theatres with each lecture lasting around an hour followed by questions and any further discussion.

Hill's supported four of these events on the following dates:

- Wednesday 14th March 2012 – [redacted]
- Wednesday 18th July 2012 – [redacted]
- Wednesday 5th September 2012 – still to be held
- Wednesday 28th November 2012 – still to be held

Club Medicine

In 2012 a series of three continuing education sessions focusing on small animal medicine were held. [redacted]. Each evening was held at Murdoch University and began with light refreshments followed by the lecture. Each lecture was approximately 1 to 1.5 hours duration followed by questions and further discussion.

Hill's supported all three of these events on the following dates:

- Wednesday 21st March 2012 – [redacted]
- Wednesday 4th July 2012 - [redacted]
- Wednesday 26th September 2012 – still to be held

Regional Surgery Series

Two Regional Surgery Series session were held in late 2011 and early 2012 and presented by Associate Professor Guy Lester and Professor Giselle Hosgood. The Regional Surgery Series is a practical and interactive case-based seminar series with half day sessions covering:

- Upper airway assessment and decision-making
- Tibial fractures: decision-making and treatment options

Hill's co-sponsored events in Albany and Kalgoorlie on the following dates:

- Albany - Monday 28th November 2011 - 6 attendees
- Kalgoorlie – Thursday 23rd February 2012 - 7 attendees

Perth Surgery Series

In 2012 a series of four continuing education sessions focusing on small animal surgery were held. [redacted]. Each evening was held at Murdoch University with lectures lasting around one hour followed by questions and any further discussion.

Hill's supported all four of these events on the following dates:

- Wednesday 15th February 2012 - [redacted]
- Wednesday 16th May 2012 - [redacted]
- Wednesday 1st August 2012 - [redacted]
- Wednesday 14th November 2012 – still to be held

The sponsorship benefits for Hill's for DermClub, Club MEDicine, Perth Surgery Series and Regional Surgery Series included:

- Opportunity for Hill's Pet Nutrition representative to present relevant educational material to veterinarians.
- Acknowledgment on promotional material including advertising flyers, application forms and website.
- Hill's Pet Nutrition logo on the screen during each presentation.
- Access in person to veterinarians interested in small animal surgery and medicine.

- Verbal acknowledgement of sponsorship at the beginning of each session.
- Opportunity for Hill's company representative to mingle with attendees prior to the lectures.
- Opportunity for Hill's to provide promotional material to attendees at each session.
- Opportunity for a Hill's representative to do a short welcoming presentation (up to three minutes) at the beginning of each session.
- A copy of the notes for the representative attending and/or a copy by email.
- Acknowledgement on sponsor's page of Continuing Education website.

Hill's Pet Nutrition Special Projects Fund

In order to support and promote Hill's pet nutrition in areas such as providing educational expertise and supporting the veterinary profession, [redacted] of this multi-project sponsorship agreement is allocated to special projects within the School and a further [redacted] contributed in-kind.

Projects agreed by the School and Hill's for 2012 were as follows:

- 3rd Year Student VPL Conference
- Client Simulation Classes
- 5th Year Student Badge Ceremony
- Veterinary Professional Life Program
- Special Topics Information Bags
- 3rd Year Clinic Coat Ceremony (afternoon tea and branded stethoscopes)
- VNA Course

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 until 2015 we have the opportunity to enhance our current highly successful partnership and the collaborations that we have undertaken over the past three years.

In order to fine-tune a future agreement for our ongoing partnership the following areas of support have been identified as of interest to Hill's:

- Feeding Program
- Engagement with the Veterinary Profession
- Engagement with Students

Feeding Program

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. 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. 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 [redacted] for Murdoch University Veterinary Hospital feeding program is greatly appreciated. At present up to $[redacted] Hill's Pet Nutrition products is utilised through this program per year, supporting our hospital patients and providing an example for students and clients. We propose that this level of support be maintained.

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 representatives will be given opportunities to present educational nutritional sessions for students, academic, and clinical staff up to 4 times annually and up to 2 product information sessions annually.
- Hill's will be provided additional signage in Murdoch's veterinary 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 Hospital the language will demonstrate Murdoch's use of the Hill's products.
- Where practicable, 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 [redacted]n. Additional stocks will be purchased via 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 [redacted] of product display space in Murdoch's waiting rooms.

Engagement with the Veterinary Profession

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.

[redacted]

We propose that Hill's Pet Nutrition products continue to support continuing education by partial sponsorship of MOVE, [redacted]. 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. [redacted]

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 1 MOVE presentation, on a mutually agreed subject, at 1 event or a short presentation (up to 10 minutes) at 5 of the scheduled events.

Additional appropriate sponsorship opportunities may be offered to Hill's as they are developed and will be undertaken outside this sponsorship agreement.

Engagement with Students

As part of the current agreement up to [redacted] of the sponsorship amount each year has been 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.

An additional [redacted] 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).

As well as the continuation of the now 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.

This section of the agreement can be split into 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 5 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 together have committed to developing its 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 Pet Nutrition's 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.
- [redacted]

Pet Nutrition Education for Students

Nutritional lectures for students by a Hill's representative have been part of the current agreement and can continue to be part of an ongoing partnership. Promotion of the online Veterinary Nutrition Advocate Course can also be formalised.

The following acknowledgements and benefits will be provided for pet nutrition education for students:

- [redacted]
- [redacted]
- [redacted]
- [redacted]

Student Programs, Projects and Events

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.

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

Clinical Skills Centre

The Clinical Skill's Centre will be located in the Murdoch University School of Veterinary and Biomedical Sciences, and provide an opportunity for students to have a hands-on and independent learning experience by practicing clinical skills utilising a range of equipment.

The facility will also provide a facility for 4th and 5th Year students sitting the OSCE Exam, where clinical skills are tested. Stations will be set up around possible skills required for the exam. Students will be able to practice various skills in a safe environment such as biopsy skills, suture skills, bandaging, pharmacy set-up, gowning up, view mock surgery set-up's etc.

With Hill'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 initial set up would require a fit-out and set-up of the available space and purchase of required consumables. 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.

Murdoch staff are currently completing research and communication with other veterinary schools who have developed similar centres to determine the most efficient and effective way to begin such a facility. They have proven very effective and well utilised by students.

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.

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 progressing 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.

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

- Exclusive naming rights to the centre (to be known as the Hill's Pet Nutrition Student Clinical Skills Centre) for the term of this sponsorship agreement.
- 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.

2012 – 2015 Sponsorship Agreement

We recommend 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 previously are:

- Feeding Program
- Engagement with the Veterinary Profession
- Engagement with Students

Murdoch will propose additional items of support within these key areas, to a maximum value of [redacted] to Hill's Pet Nutrition on an annual basis for in-kind support.

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 [redacted] plus GST to support a three year multi-project sponsorship program from 2012-2015.

[redacted] financial contribution for agreed projects
[redacted] in-kind support for the Hospital Feeding Program
[redacted] in-kind support for agreed additional projects
$75,000 total per annum

In the first year of this agreement we request your consideration that an additional [redacted] made available to support the initial set up costs of the Hill's Pet Nutrition Student Clinical Skills Centre.

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

[redacted]

Sponsorship Term

[redacted] 2012 to [redacted] 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 effectively work together 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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