

9239	Canine Healthy Mobility Small Bites 7.03 Kg (NEW)	BAG								
9217	Canine Adult Healthy Mobility 2.04 Kg (NEW)	BAG								
9219	Canine Adult Healthy Mobility 13.60 Kg (NEW)	BAG								
9234	Canine Adult Healthy Mobility Large Breed 7.03 Kg (NEW)	BAG								
9235	Canine Adult Healthy Mobility Large Breed 13.60 Kg (NEW)	BAG								
1137HG	Canine Oral Care 2kg (x 4)	CARTON OF 4								
1139HG	Canine Oral Care 12kg	BAG								
7048	Canine Light Cans 370g (x 12)	TRAY of 12								
1119HG	Canine Light 3kg (x 4)	CARTON OF 4								
1126HG	SD Canine Adult Light 7.5kg	BAG								
1127HG	Canine Adult Light 15kg	BAG								
1129HG	Large Breed Adult Light 7.5kg	BAG								
1130HG	Large Breed Adult Light 15kg	BAG								
6540	SD Canine Adult Active High Energy 15.9kg (35 lb)	BAG								
6980	Canine Active 22.6kg (Professional Pack)	BAG								
7055	Canine Mature Adult Active Longevity Cans Savoury Chicken 370g (x 12)	TRAY of 12								
6938	Canine Mature Adult Active Longevity 3kg (X 4)	CARTON OF 4								
6939	Canine Mature Adult Active Longevity 7.5kg	BAG								
6941	Canine Mature Adult Active Longevity 15 kg	BAG	2	3						
1163HG	Small Bites Canine Mature Adult 3kg (x 4)	CARTON OF 4								
4548	Large Breed Mature Adult 8kg	BAG								
4545	Large Breed Mature Adult 16kg	BAG								
6600	Kitten Healthy Development Cans 156g (x 24)	TRAY of 24			3		3			2
7725HG	Kitten Healthy Development 1kg (x 12)	CARTON of 12								
7726HG	Kitten Healthy Development 2.5 kg	BAG								
7727HG	Kitten Healthy Development 5 kg	BAG	2							
9213	SD Feline Kitten Healthy Development Original 9.07kg	BAG								
6613	Feline Adult Optimal Care Cans Turkey 156g (x 24)	TRAY of 24	3		3		5			2
6612	Feline Adult Optimal Care Cans Seafood 156g (x 24)	TRAY of 24	4		5		3			2
6494HG	Feline Adult Optimal Care Original 1.5kg	BAG								
6495HG	Feline Adult Optimal Care Original 3kg	BAG			5	1	2	1		1

6496HG	Feline Adult Optimal Care Original 6kg	BAG						1	
6801	SD Feline Adult Optimal Care Original 9.07kg	BAG							
4526	Feline Hairball Control Cans Chicken entrée 156g (x 24)	TRAY of 24							
1179HG	Feline Hairball Control - ADULT 1kg (x 8)	CARTON OF 8							
1180HG	SD Feline Adult Hairball Control 2kg (x 4)	CARTON OF 4							
1181HG	SD Feline Adult Hairball Control 5kg	BAG							
7531	Feline Hairball Control - LIGHT 1.6kg	BAG							
1183HG	Feline Hairball Control - Mature Adult 2kg (x 4)	CARTON OF 4							
1184HG	SD Feline Mature Adult Hairball Control 5kg	BAG							
1166HG	Feline Adult Optimal Care Ocean Fish 1.5kg (x 6)	CARTON OF 6							
1167HG	SD Feline Adult Optimal Care Ocean Fish & Rice 3kg (x 4)	CARTON OF 4			1				
8526	Feline Sensitive Skin 1.6kg	BAG							
8523	Feline Sensitive Stomach 1.6kg	BAG							
1177HG	Feline Oral Care 2kg (x 4)	CARTON OF 4							
1178HG	SD Feline Adult Oral Care 5kg	BAG							
6109	Feline Indoor Cat Cans 156g (x 24)	TRAY of 24							
1170HG	Feline Indoor Cat 2kg (x 4)	CARTON OF 4	1						1
1171HG	SD Feline Adult Indoor 5kg	BAG							
6622	Feline Light Cans 156g (x 24)	TRAY of 24							
1172HG	Feline Light 1.5kg (x 6)	CARTON OF 6							
1173HG	SD Feline Adult Light 3kg (x 4)	CARTON OF 4							
7401	Feline Mature Adult Active Longevity Cans 156g (x 24)	TRAY of 24							
6498HG	Feline Mature Adult Active Longevity 1.5kg	BAG							
6499HG	Feline Mature Adult Active Longevity 3kg	BAG							
6500HG	Feline Mature Adult Active Longevity 6kg	BAG							
	Feline Tender Dinners		5						
5670	Canine-Feline A/D Cans 156g (x 24)	TRAY of 24	6	5			3		6
8605	PD Canine b/d 7.98kg (17.6 lb)	BAG							
7001	Canine C/D Cans 370g (x 12)	TRAY of 12							
8607	PD Canine c/d 3.85kg (8.5 lb)	BAG							
8608	PD Canine c/d 7.98kg (17.6 lb)	BAG							
7007	Canine H/D Cans 370g (x 12)	TRAY of 12							

7008	Canine I/D Cans 370 (x 12)	TRAY of 12	25	20	10		15	10	4	6
8618	PD Canine i/d 3.85kg (8.5 lb)	BAG								
8619	PD Canine i/d 7.98kg (17.6 lb)	BAG	3	5	2		10		2	2
7009	Canine J/D 370g (x 12)	TRAY of 12	25	20	20		20	12		2
8620	PD Canine j/d 3.85kg (8.5 lb)	BAG								
8598	PD Canine j/d 12.5kg (27.5 lb)	BAG	3	3			20	3		
7010	Canine K/D Cans 370g (x 12)	TRAY of 12						1		
8621	PD Canine k/d 3.85kg (8.5 lb)	BAG								
7011	Canine L/D cans 370g (x 12)	TRAY of 12	2		3					1
8623	PD Canine l/d 7.98kg (17.6 lb)	BAG								
7012	Canine N/D Cans 360g (x 12)	TRAY of 12								1
7014	Canine R/D Cans 350g (x 12)	TRAY of 12	4							
8624	PD Canine r/d 3.85kg (8.5 lb)	BAG		1						
8599	PD Canine r/d 12.5kg (27.5 lb)	BAG								
7015	Canine S/D Cans 370g (x 12)	TRAY of 12								
4005	Small Bites Canine T/D 2.25 kg	BAG								
4013	Canine T/D 2.25kg	BAG								
4016	Canine T/D 6.8kg	BAG								6
7016	Canine U/D Cans 370g (x 12)	TRAY of 12								
8670	PD Canine u/d 3.85kg (8.5 lb)	BAG								
8601	PD Canine u/d 12.5kg (27.5 lb)	BAG								
7017	Canine W/D Cans 370g (x 12)	TRAY of 12	4						1	
8671	Canine W/D 3.85 kg	BAG		1						
8602	PD Canine w/d 12.5kg (27.5 lb)	BAG								
7018	Canine Z/D Ultra Cans 370g (x 12)	TRAY of 12			4					
7903	Canine Z/D Low Allergen 3.6kg	BAG								
8440	Canine Z/D Low Allergen 11.34kg	BAG								
7901	Canine Z/D ULTRA 3.6kg	BAG					1			
8676	PD Canine z/d ULTRA Allergen-Free 7.98kg (17.6 lb)	BAG		3						
6238	Feline C/D Multicare MINCED w/chicken 156g (x 24)	TRAY of 24		2						
6247	Feline C/D Multicare 1.8 kg	BAG								

8679	PD Feline c/d Multicare 3.85kg (8.5 lb)	BAG							
4628	Feline I/D Cans 156g x 24	TRAY of 24		4					1
4629	Feline I/D 1.8kg	BAG					3		
6265	Feline J/D Cans 156g x 24 (NEW)	TRAY of 24					1		
8584	Feline J/D 3.86kg (NEW)	BAG					5		
9453	Feline K/D MINCED w/ chicken cans 156g (x 24)	TRAY of 24	1	2					
7252	Feline K/D 1.8kg	BAG							
8696	PD Feline k/d 3.85kg (8.5 lb)	BAG							
6311	Feline L/D cans 156g (x 24)	TRAY of 24							
6313	Feline L/D 1.8kg	BAG							
4281	Feline M/D cans 156g (x 24)	TRAY of 24	2						
4273	Feline M/D 1.8kg	BAG	1						
9454	Feline R/D MINCED w/liver cans 156g (x 24)	TRAY of 24							1
6158	Feline R/D 1.8kg	BAG							
5898	Feline R/D 3.9kg	BAG							
4450	Feline S/D Cans 156g (x 24)	TRAY of 24							
5888	Feline S/D 1.8kg	BAG							
4052	Feline T/D 1.8kg	BAG							
8724	PD Feline t/d 3.85kg (8.5 lb)	BAG	1						
6159	Feline W/D 1.8kg	BAG							
5238	Feline Z/D Cans 156g (x 24)	TRAY of 24				4			
7905	Feline Z/D 1.8kg	BAG							
8728	PD Feline z/d Low Allergen 3.85kg (8.5 lb)	BAG							

\$ VALUE

8	1	5	15	6	4	8	3	5	6	10			
					1			1					
1	1		1				1			1			
			3					5		1	3		
	1		1	1			1			2			
		1									2		
					1								
						1			1				
							1						
			1										
			1		1				1				
											1		
				1						1			
			4	10		6	2	5	6	5	10	4	8
					1				1				
1										1			
	1					1					1		
1						1		1			1		
			2	4			2					2	3
1							1				1		
							1						
				1							1		
						1							

		2	2	3		6	
1							
12		2	2	1		2	
	1						
2							
						6	

29	41	104	174
1	2	0	3
1	2	26	29
4	8	99	111
0	0	0	0
2	3	30	35
2	0	2	4
0	1	0	1
0	3	6	9
0	1	0	1
0	1	1	2
0	4	4	8
1	0	1	2
0	0	0	0
0	2	0	2
0	0	0	0
0	0	0	0
31	44	10	85
1	2	0	3
0	1	1	2
0	0	0	0
0	3	6	9
0	3	2	5
0	0	0	0
7	6	6	19
0	0	0	0
0	0	0	0
0	2	2	4
6	1	3	10
0	0	0	0
0	2	2	4
0	1	0	1

								0	0	0	0
								0	3	6	9
								0	1	3	4
								0	0	1	1
								0	0	5	5
								6	0	3	9
								0	0	1	1
								0	0	0	0
								0	0	0	0
								0	0	0	0
				1				1	2	3	6
								0	0	1	1
								0	0	1	1
								0	1	0	1
								0	0	0	0
								0	2	1	3
								0	0	0	0
								0	1	0	1
								0	0	1	1
				1				1	0	0	1
								0	1	5	6
								0	0	0	0
				1				1	0	0	1
1735.6	508.8	783	525.33	911.92		1153.2	\$ 12,493.63	\$ 6,310.18	\$ -	\$ 18,803.81	
	283.5			384.73		1485.9	\$ 2,154.20	\$ 2,097.37	\$ -	\$ 4,251.57	
1735.6	792.3	783	525.33	1296.7	0	2639.2	<u>\$ 14,647.83</u>	<u>\$ 8,407.55</u>	<u>\$ -</u>	<u>\$ 23,055.38</u>	

HILL'S CODE	PRODUCT DESCRIPTION		QTY Dec 14	QTY Nov 14	QTY Oct 14	QTY Sep 14
1435	Hill's™ Science Diet™	Puppy Small & Toy Breed Savoury Stew Cans Chicken & Veg	0.156			
1436	Hill's™ Science Diet™	Adult Small & Toy Breed Savoury Stew Cans Chicken & Veg	0.156			
1437	Hill's™ Science Diet™	Adult Small & Toy Breed Savoury Stew Cans Beef & Veg	0.156			
1438	Hill's™ Science Diet™	Mature Small & Toy Breed Savoury Stew Cans Chicken & Veg	0.156			
1428	Hill's™ Science Diet™	Puppy Savoury Stew Cans Chicken & Veg	0.363			
1429	Hill's™ Science Diet™	Puppy Savoury Stew Cans Beef & Veg	0.363			
1430	Hill's™ Science Diet™	Adult Savoury Stew Cans Chicken & Veg	0.363			
1431	Hill's™ Science Diet™	Adult Savoury Stew Cans Beef & Veg	0.363			
1432	Hill's™ Science Diet™	Adult Savoury Stew Cans Turkey & Veg	0.363			
1433	Hill's™ Science Diet™	Mature Savoury Stew Cans Chicken & Veg	0.363			
1434	Hill's™ Science Diet™	Mature Savoury Stew Cans Beef & Veg	0.363			
7036	Hill's™ Science Diet™	Puppy Healthy Development Cans Savoury Chicken	0.37			
7037	Hill's™ Science Diet™	Canine Adult Advanced Fitness Cans Savoury Chicken	0.37			
7039	Hill's™ Science Diet™	Canine Adult Advanced Fitness Cans Gourmet Beef	0.37			
7048	Hill's™ Science Diet™	Canine Adult Light Cans	0.37			
7055	Hill's™ Science Diet™	Canine Mature Adult Active Longevity Cans Savoury Chicken	0.37			
6929HG	Hill's™ Science Diet™	Puppy Healthy Development	3			
6933HG	Hill's™ Science Diet™	Puppy Healthy Development	7.5			
6934HG	Hill's™ Science Diet™	Puppy Healthy Development	15			
9318HG	Hill's™ Science Diet™	Puppy Healthy Development	18.1			
7020HG	Hill's™ Science Diet™	Puppy Small Bites	3			
7021HG	Hill's™ Science Diet™	Puppy Small Bites	7.5			
6481HG	Hill's™ Science Diet™	Puppy Large Breed	3			
6483HG	Hill's™ Science Diet™	Puppy Large Breed	7.5			
6484HG	Hill's™ Science Diet™	Puppy Large Breed	15			
7690	Hill's™ Science Diet™	Canine Adult Light Medium Bone Treats	0.4			
7717	Hill's™ Science Diet™	Canine Adult Oral Care Medium Nugget Treats	0.4			
6486HG	Hill's™ Science Diet™	Canine Adult Advanced Fitness	3			
6487HG	Hill's™ Science Diet™	Canine Adult Advanced Fitness	7.5			
6488HG	Hill's™ Science Diet™	Canine Adult Advanced Fitness	15			
9317HG	Hill's™ Science Diet™	Canine Adult Advanced Fitness	18.1			

7023HG	Hill's™ Science Diet™	Canine Adult Small Bites	3				
7022HG	Hill's™ Science Diet™	Canine Adult Small Bites	7.5				
6944HG	Hill's™ Science Diet™	Canine Adult Large Breed	7.5				
6946HG	Hill's™ Science Diet™	Canine Adult Large Breed	15				
1136HG	Hill's™ Science Diet™	Canine Adult Sensitive Stomach	2				
1134HG	Hill's™ Science Diet™	Canine Adult Sensitive Stomach	14				
1131HG	Hill's™ Science Diet™	Canine Adult Sensitive Skin	2				
1133HG	Hill's™ Science Diet™	Canine Adult Sensitive Skin	14				
9238	Hill's™ Science Diet™	Canine Adult Healthy Mobility Small Bites	2.04				
9239	Hill's™ Science Diet™	Canine Adult Healthy Mobility Small Bites	7.03				
9217	Hill's™ Science Diet™	Canine Adult Healthy Mobility	2.04				
9219	Hill's™ Science Diet™	Canine Adult Healthy Mobility	13.6				
9234	Hill's™ Science Diet™	Canine Adult Healthy Mobility Large Breed	7.03				
9235	Hill's™ Science Diet™	Canine Adult Healthy Mobility Large Breed	13.6				
1137HG	Hill's™ Science Diet™	Canine Adult Oral Care	2				
1139HG	Hill's™ Science Diet™	Canine Adult Oral Care	12				
1119HG	Hill's™ Science Diet™	Canine Adult Light	3				
1126HG	Hill's™ Science Diet™	Canine Adult Light	7.5				
1127HG	Hill's™ Science Diet™	Canine Adult Light	15				
1129HG	Hill's™ Science Diet™	Canine Adult Light Large Breed	7.5				
1130HG	Hill's™ Science Diet™	Canine Adult Light Large Breed	15				
6540	Hill's™ Science Diet™	Canine Adult Active High Energy	15.9				
6980	Hill's™ Science Diet™	Canine Adult Active	22.6				
6938HG	Hill's™ Science Diet™	Canine Mature Adult Active Longevity	3				
6939HG	Hill's™ Science Diet™	Canine Mature Adult Active Longevity	7.5				
6941HG	Hill's™ Science Diet™	Canine Mature Adult Active Longevity	15				
1163HG	Hill's™ Science Diet™	Canine Mature Adult Small Bites	3				
1595HG	Hill's™ Science Diet™	Canine Mature Adult Large Breed	7.5				
1596HG	Hill's™ Science Diet™	Canine Mature Adult Large Breed	15				
1768	Hill's™ Science Diet™	Kitten Tender Dinners Chicken	0.082				
1771	Hill's™ Science Diet™	Feline Adult Tender Dinners Chicken	0.082				
1773	Hill's™ Science Diet™	Feline Adult Tender Dinners Tuna	0.082				
1777	Hill's™ Science Diet™	Feline Mature Adult Tender Dinners Chicken	0.082				

1778	Hill's™ Science Diet™	Feline Mature Adult Tender Dinners Tuna	0.082				
1769	Hill's™ Science Diet™	Kitten Tender Dinners Chicken	0.156				
1770	Hill's™ Science Diet™	Feline Adult Tender Dinners Chicken	0.156				
1772	Hill's™ Science Diet™	Feline Adult Tender Dinners Tuna	0.156				
1776	Hill's™ Science Diet™	Feline Mature Adult Tender Dinners Chicken	0.156				
1779	Hill's™ Science Diet™	Feline Mature Adult Tender Dinners Tuna	0.156				
6613	Hill's™ Science Diet™	Feline Adult Optimal Care Cans Turkey	0.156				
6612	Hill's™ Science Diet™	Feline Adult Optimal Care Cans Seafood	0.156				
6600	Hill's™ Science Diet™	Kitten Healthy Development Cans	0.156				
4526	Hill's™ Science Diet™	Feline Adult Hairball Control Cans Chicken entrée	0.156				
6109	Hill's™ Science Diet™	Feline Adult Indoor Cat Cans	0.156				
6622	Hill's™ Science Diet™	Feline Adult Light Cans	0.156				
7401	Hill's™ Science Diet™	Feline Mature Adult Active Longevity Cans	0.156				
7725HG	Hill's™ Science Diet™	Kitten Healthy Development	1				
7726HG	Hill's™ Science Diet™	Kitten Healthy Development	2.5				
7727HG	Hill's™ Science Diet™	Kitten Healthy Development	5				
9213	Hill's™ Science Diet™	Kitten Healthy Development Original	9.07				
6494HG	Hill's™ Science Diet™	Feline Adult Optimal Care Original	1.5				
6495HG	Hill's™ Science Diet™	Feline Adult Optimal Care Original	3				
6496HG	Hill's™ Science Diet™	Feline Adult Optimal Care Original	6				
6801	Hill's™ Science Diet™	Feline Adult Optimal Care Original	9.07				
1179HG	Hill's™ Science Diet™	Feline Adult Hairball Control	1				
1180HG	Hill's™ Science Diet™	Feline Adult Hairball Control	2				
1181HG	Hill's™ Science Diet™	Feline Adult Hairball Control	5				
7531	Hill's™ Science Diet™	Feline Adult Hairball Control - LIGHT	1.6				
1183HG	Hill's™ Science Diet™	Feline Mature Adult Hairball Control	2				
1184HG	Hill's™ Science Diet™	Feline Mature Adult Hairball Control	5				
1166HG	Hill's™ Science Diet™	Feline Adult Optimal Care Ocean Fish & Rice	1.5				
1167HG	Hill's™ Science Diet™	Feline Adult Optimal Care Ocean Fish & Rice	3				
8526	Hill's™ Science Diet™	Feline Adult Sensitive Skin	1.6				
8523	Hill's™ Science Diet™	Feline Adult Sensitive Stomach	1.6				
1177HG	Hill's™ Science Diet™	Feline Adult Oral Care	2				
1178HG	Hill's™ Science Diet™	Feline Adult Oral Care	5				

1170HG	Hill's™ Science Diet™	Feline Adult Indoor	2				
1171HG	Hill's™ Science Diet™	Feline Adult Indoor	5				
1172HG	Hill's™ Science Diet™	Feline Adult Light	1.5				
1173HG	Hill's™ Science Diet™	Feline Adult Light	3				
6498HG	Hill's™ Science Diet™	Feline Mature Adult Active Longevity	1.5				
6499HG	Hill's™ Science Diet™	Feline Mature Adult Active Longevity	3				
6500HG	Hill's™ Science Diet™	Feline Mature Adult Active Longevity	6				
5105	Hill's™ Prescription Diet™	Canine Treats	0.45				
5670	Hill's™ Prescription Diet™	a/d Cans Canine-Feline	0.156				
8605	Hill's™ Prescription Diet™	b/d Canine	7.98				
7001	Hill's™ Prescription Diet™	c/d Cans Canine	0.37				
8607	Hill's™ Prescription Diet™	c/d Canine	3.85				
8608	Hill's™ Prescription Diet™	c/d Canine	7.98				
7007	Hill's™ Prescription Diet™	h/d Cans Canine	0.37				
7008	Hill's™ Prescription Diet™	i/d Cans Canine	0.37				
8618	Hill's™ Prescription Diet™	i/d Canine	3.85				
8619	Hill's™ Prescription Diet™	i/d Canine	7.98				
7009	Hill's™ Prescription Diet™	j/d Cans Canine	0.37				
8620	Hill's™ Prescription Diet™	j/d Canine	3.85				
8598	Hill's™ Prescription Diet™	j/d Canine	12.5				
7010	Hill's™ Prescription Diet™	k/d Cans Canine	0.37				
8621	Hill's™ Prescription Diet™	k/d Canine	3.85				
7011	Hill's™ Prescription Diet™	l/d Cans Canine	0.37				
8623	Hill's™ Prescription Diet™	l/d Canine	7.98				
7012	Hill's™ Prescription Diet™	n/d Cans Canine	0.36				
7014	Hill's™ Prescription Diet™	r/d Cans Canine	0.35				
8624	Hill's™ Prescription Diet™	r/d Canine	3.85				
8599	Hill's™ Prescription Diet™	r/d Canine	12.5				
7015	Hill's™ Prescription Diet™	s/d Cans Canine	0.37				
4005	Hill's™ Prescription Diet™	t/d Canine Small Bites	2.25				
4013	Hill's™ Prescription Diet™	t/d Canine	2.25				
4016	Hill's™ Prescription Diet™	t/d Canine	6.8				
7016	Hill's™ Prescription Diet™	u/d Cans Canine	0.37				

8670	Hill's™ Prescription Diet™	u/d Canine	3.85				
8601	Hill's™ Prescription Diet™	u/d Canine	12.5				
7017	Hill's™ Prescription Diet™	w/d Cans Canine	0.37				
8671	Hill's™ Prescription Diet™	w/d Canine	3.85				
8602	Hill's™ Prescription Diet™	w/d Canine	12.5				
7018	Hill's™ Prescription Diet™	z/d ULTRA Allergan Free Cans Canine	0.37				
7903	Hill's™ Prescription Diet™	z/d Low Allergen Canine	3.6				
8440HG	Hill's™ Prescription Diet™	z/d Low Allergen Canine	11.34				
7901HG	Hill's™ Prescription Diet™	z/d ULTRA Allergan Canine	3.6				
8676HG	Hill's™ Prescription Diet™	z/d ULTRA Allergen-Free Canine	7.98				
6238	Hill's™ Prescription Diet™	c/d Multicare minced w/chicken Cans Feline	0.156				
6247	Hill's™ Prescription Diet™	c/d Multicare Feline	1.8				
8679	Hill's™ Prescription Diet™	c/d Multicare Feline	3.85				
4628	Hill's™ Prescription Diet™	i/d Cans Feline	0.156				
4629	Hill's™ Prescription Diet™	i/d Feline	1.8				
6265	Hill's™ Prescription Diet™	j/d Cans Feline	0.156				
8584	Hill's™ Prescription Diet™	j/d Feline	3.86				
9453	Hill's™ Prescription Diet™	k/d minced w/ chicken Cans Feline	0.156				
7252	Hill's™ Prescription Diet™	k/d Feline	1.8				
8696	Hill's™ Prescription Diet™	k/d Feline	3.85				
6311	Hill's™ Prescription Diet™	l/d cans Feline	0.156				
6313	Hill's™ Prescription Diet™	l/d Feline	1.8				
4281	Hill's™ Prescription Diet™	m/d cans Feline	0.156				
4273	Hill's™ Prescription Diet™	m/d Feline	1.8				
9454	Hill's™ Prescription Diet™	r/d minced w/liver cans Feline	0.156				
6158	Hill's™ Prescription Diet™	r/d Feline	1.8				
5898	Hill's™ Prescription Diet™	r/d Feline	3.9				
4450	Hill's™ Prescription Diet™	s/d Cans Feline	0.156				
5888	Hill's™ Prescription Diet™	s/d Feline	1.8				
4052	Hill's™ Prescription Diet™	t/d Feline	1.8				
8724	Hill's™ Prescription Diet™	t/d Feline	3.85				
6159	Hill's™ Prescription Diet™	w/d Feline	1.8				
5238	Hill's™ Prescription Diet™	z/d ultra Cans Feline	0.156				

7905HG	Hill's™ Prescription Diet™	z/d Low Allergen Feline	1.8				
8728HG	Hill's™ Prescription Diet™	z/d Low Allergen Feline	3.85				
8950HG	Hill's™ Science Diet™	VetEssentials Kitten	2.5				
8934HG	Hill's™ Science Diet™	VetEssentials Feline Adult	2				
8939HG	Hill's™ Science Diet™	VetEssentials Feline Adult	6				
8585HG	Hill's™ Science Diet™	VetEssentials Puppy	2.5				
8586HG	Hill's™ Science Diet™	VetEssentials Puppy	7.5				
8587HG	Hill's™ Science Diet™	VetEssentials Puppy Large Breed	2.5				
8588HG	Hill's™ Science Diet™	VetEssentials Puppy Large Breed	7.5				
8590HG	Hill's™ Science Diet™	VetEssentials Canine Adult	2				
8589HG	Hill's™ Science Diet™	VetEssentials Canine Adult	6				
8591HG	Hill's™ Science Diet™	VetEssentials Canine Adult	12.75				

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14 December 2011

██████████
Hills Pet Nutrition Pty Ltd
PO Box 1003
MACQUARIE PARK NSW 1670

Dear ██████████

Thank you for your correspondence dated 8 December regarding the Multi Project sponsorship agreement. As a result we have issued you a credit note for the amount requested.

Please also find enclosed a proposal for the remainder of the sponsorship of the Multi Project agreement. We hope that the continuing education events presented will offer you value while we proceed with discussions regarding the possibility of a sponsored position in Small Animal Wellness and Preventative Medicine.

Events offered above and beyond the existing agreement include:

- **Murdoch Online Veterinary Education (MOVE)**
This event, formally named RATS, will offer an extra opportunity to present a topic and an exclusive “block booking” rate.
- **Perth Surgery Series**
These four small animal surgery lectures are available for sole Hill’s sponsorship.
- **Club MEDicine**
These three small animal medicine sessions are available for sole Hill’s sponsorship.
- **DermClub**
Four of the DermClub sessions are available for sole Hill’s sponsorship.

The partnership opportunities are detailed in the proposal.

I would like to take this opportunity to once again thank you for your support to date of the Murdoch University School of Veterinary and Biomedical Sciences.

I look forward to discussing this proposal with you.

Yours sincerely

Ellaine Hislop
Executive Officer
Murdoch University Veterinary Trust



Continuing Education at Murdoch University

Hill's Pet Nutrition Australia

Proposal
December 2011



Murdoch
UNIVERSITY

DISCOVERERS WELCOME



2011 Proposal

Continuing Education at Murdoch University

Murdoch University has a track record of excellence in providing continuing education to regional Western Australia for over seven years.

We invite Hill's Pet Nutrition to support the following continuing veterinary education events with a value of \$29,700 plus GST as part of the Multi project sponsorship agreement and in lieu of the benefits Hill's would otherwise have received for the Mobility and Rehabilitation Service.

Murdoch Online Veterinary Education - MOVE (previously named RATS)

Murdoch University has an established distance education program that has been serving regional Australia since 2004. In 2008, Murdoch moved from a teleconference format to the delivery of an internet-based presentation which expanded our capabilities to provide quality distance education anywhere in the world.

Our current platform supports highly interactive online learning with:

- Powerpoint display
- Live video and audio feed
- Online chat/discussion
- Real-time quizzes and polls
- "Markable" documents to allow presenter to draw/customise slides
- Presentations archived for future reference

Although originally designed to serve regional Australia, online education sessions are attractive to veterinarians for a variety of reasons:

- 1) Can be done at the clinic, at home or while travelling
- 2) Regular relevant updates for continuing education
- 3) Includes a greater variety of speakers and participants — country areas, across the nation and internationally
- 4) Archived presentations means veterinarians will not miss a thing when the out-of-hours call comes in as they are able to return to important information.

Murdoch Online Veterinary Education (MOVE) live classroom in 2012 will be a series of ten small animal presentations and two equine presentations for veterinarians, each of approximately one-hour duration, delivered via the internet. The live online sessions will be offered at 6:30pm, Perth time. The tentative dates, speakers and topics for 2012 are as follows:

Date	Speaker	Topic
Tue 7 th February	Dr Fleur James	Small animal medicine topic
Tue 6 th March	Dr Ryan Ong	Approach to the trauma patient
Feb/Mar/Apr - TBA	Dr David Murphy	Equine topic



Tue 3 rd April	Dr Griet Haitjema	Updates on pain science and assessment for practice
Tue 1 st May	Dr Giselle Hosgood	Soft tissue surgery topic
Tue 5 th June	Dr Robert Shiel	Feline hyperthyroidism: diagnosis of the complicated case
Tue 10 th July	TBA	TBA
Tue 7 th August	Dr Mandy Burrows	Dermatology topic
Wed 22 nd August	Dr Cristy Secombe	Equine topic
Tue 4 th September	TBA	TBA
Tue 2 nd October	TBA	TBA
Tue 6 th November	TBA	TBA

In terms of timing, topics, level of presentation and cost, the primary markets for this 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 may provide some opportunities 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.

We are pleased to provide you with the following benefits as a part of your sponsorship:

- An opportunity for a Hill's Pet Nutrition representative to present on a mutually agreed small animal topic at two of the ten sessions or a five minute introduction at the beginning of five of the small animal sessions.
- Acknowledgment on all promotional material including advertising flyers, application forms and website.
- Verbal acknowledgement of sponsorship at the beginning of each presentation.
- Hill's Pet Nutrition logo on the screen during each presentation.
- An opportunity for a Hill's Pet Nutrition representative to present a five minute introduction at the beginning of the two scheduled equine sessions. Many vets who listen to these sessions are in mixed practice.
- Inclusion of the Hill's Pet Nutrition sales representatives on the email distribution list for online sessions.
- Exclusive "block booking" rate available for Hill's Pet Nutrition.
 - Hill's Pet Nutrition may pre-purchase up to 500 registrations at a rate of \$20 plus GST per guest login per session for MOVE.
 - A special Hill's Pet Nutrition invitation to attend will be prepared by Murdoch to registered participants for the pre-purchased registrations and ensure the registration process and set-up information is conveyed to the attendee.
 - Responsibility to distribute the invitations to participate will be with Hill's Pet Nutrition representatives. Hill's Pet Nutrition participation confirmations will need to be received by Murdoch at least seven days prior to an online session to allow time for user names and passwords to be generated and testing of connections.



- If desired Hill's Pet Nutrition may provide a one page information sheet regarding a product of their choice to be supplied to Murdoch for inclusion and distribution with the Murdoch presenter's notes prior to the sessions.

Perth Surgery Series

In 2012 a series of four continuing education sessions focusing on small animal surgery will be held. 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 and facilitated by the Office of Continuing Education.

The audience will include practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will be held at Murdoch University and will begin with light refreshments followed by the lecture. Lectures will last around one hour followed by questions and any further discussion. Attendees will be charged a fee for each session.

It is anticipated that this event will be very popular. A recent survey performed at the AVA Trade Fair 2011 showed that almost 40% of veterinarians surveyed were interested in small animal surgery continuing education and a recent online survey showed that 46% of veterinarians surveyed were interested. When held in previous years, evening lectures on small animal surgery attracted an average of 30 veterinarians per session.

The confirmed dates for the sessions available for Hill's Pet Nutrition sole sponsorship are:

Wednesday 15th February 2012

Wednesday 16th May 2012

Wednesday 1st August 2012

Wednesday 14th November 2012

Topics for each Surgery Series lecture will be confirmed closer to each date to ensure the topic is relevant at the time. Effort will be made to align each topic to your field of commercial interest to add value for the Hill's.

Club MEDicine

In 2012 a series of three continuing education sessions focusing on small animal medicine will be held. These lectures will be clinically orientated, interactive, and at a level that is relevant to practitioners. The first two lectures will be presented by veterinarians from the Small Animal Medicine department at Murdoch University Veterinary Hospital, and the third lecture will be presented by a visiting speaker.

The audience will include practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will be held at Murdoch University and will begin with light refreshments followed by the lecture. Each lecture will be of approximately 1 to 1.5 hours duration followed by questions and any further discussion.



The dates for the three Club MEDicine sessions are currently being finalised, and all are available for sole Hill's sponsorship.

DermClub

Dermclub is a continuing education initiative that has been running since 2000. It encompasses an interactive, case based small animal dermatology lecture for Veterinarians, and more recently Veterinary Nurses, presented by Dr Mandy Burrows and the Veterinary Nursing team of the Skin, Allergy and Ear Clinic at Murdoch University, facilitated by the Office of Continuing Education.

Dermclub in 2012 will comprise a series of eight evening lectures held at approximately six week intervals throughout the year. The audience will include practicing Vets and Vet Nurses from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will begin with a light supper followed by the lecture; Vet and Vet Nurse lectures will be held in different lecture theatres. Each lecture will last around an hour followed by questions and any further discussion.

Dermclub is a very popular event with an average of 40 Vets and 20 Vet Nurses attending each session in recent years. Dermclub's popularity may be ascribed to the lecture content that is enthusiastically and well presented, clinically orientated, and at a level that is relevant to practitioners. Additionally, support from sponsors has enabled Dermclub to be run free of charge for Vets and Vet Nurses.

The confirmed dates for the sessions available for Hill's sole sponsorship are:

- Wednesday 14th March 2012
- Wednesday 18th July 2012
- Wednesday 5th September 2012
- Wednesday 28th November 2012

Partnership Opportunities and Acknowledgement

The sponsorship benefits for DermClub, Club MEDicine and Surgery Series will include:

- Opportunities 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.
- Acknowledgment on sponsors page of Continuing Education website.



Sponsorship Value

The sponsorship value for Hill's Pet Nutrition for the presented MOVE sessions, Surgery Series, Club MEDicine and DermClub sessions in 2012 is \$29,700 (plus GST).

Thank you for taking the time to consider this opportunity and we look forward to working with Hill's Pet Nutrition to develop the Hill's presence within continuing veterinary education at Murdoch University.

The Future of the Hill's / Murdoch Partnership

We would welcome the opportunity to discuss the Hill's part-sponsorship of an academic position in Small Animal Wellness & Preventative Medicine. We would see this position as a minimum three year commitment to ensure the maximum benefit to both Hill's Pet Nutrition and Murdoch University is reached.

The impact of nutrition in an animal's health and wellbeing is a growing and significant area of veterinary care. This partnership could be a part of improving the health of pets in the future. The exposure to students and the veterinary profession through this exciting new Hill's position can be achieved through various publicity initiatives, the naming of the position as a Hill's Pet Nutrition position, inclusion in the curriculum of diet in preventative medicine, a series of lectures under the responsibility of the position and acknowledgment on published papers.

Please do not hesitate to contact me if you would like further information or to discuss personalising this proposal to further meet the requirements of Hill's. I look forward to hearing from you.

Kind regards

Ellaine Hislop
Executive Officer
Veterinary Trust
Ph: 08 9360 2699
Email: e.hislop@murdoch.edu.au



Multi-Project Funding Program

Hill's Pet Nutrition Australia

Proposal for 2013 – 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 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 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 \$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 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 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 partnership 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 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 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 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 continue 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 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 lead 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'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, 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 focussed 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 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 kee-pad. **????? Sue confirming other possible benefits ?????**

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 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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

Telephone: 08 9360 2636

E-mail: D.Hampson@murdoch.edu.au

Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

Telephone: 08 9360 2699

E-mail: E.Hislop@murdoch.edu.au

Multi-Project Funding Program

Hill's Pet Nutrition Australia

Partnership

1 January 2013 – 31 December 2015

Conditions revised by Hill's 4 February 2013

FUTURE PARTNERSHIP OPPORTUNITIES

The following areas of support have been identified:

- Hill's Product and Promotion in Hospital
 - Hospital feeding program
 - 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 1-5)
 - Opportunities for Hill's Pet Nutrition Education for Students
 - Student Programs, Projects and Events
 - Murdoch Veterinary Students' Association
 - Clinic Coats Ceremony
 - Client Simulation Classes
 - 5th Year Badge Ceremony

Hill's Product and Promotion in Hospital

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

\$20,000 in kind donation of food for the hospital feeding program per year for duration of this sponsorship agreement.

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

MOVE

Hill's Pet Nutrition will support continuing education by co-sponsorship of MOVE, targeting veterinarians throughout Australia and Asia.

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

Hill's Pet Nutrition will support continuing education by sponsorship of three continuing education Club Medicine sessions focusing on small animal internal medicine.

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

Hill's Pet Nutrition will support continuing education by sponsorship of four continuing education Perth Surgery Series sessions focusing on clinically orientated, interactive small animal surgery topics.

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

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. VPL events Hill's can be involved in include the 1st Year Orientation Day, 2nd Year Camp and 3rd Year Conference, VPL4 and VPL5.

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 be undertaken with 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

Projects for support during the term of this sponsorship agreement are:

Murdoch Veterinary Students' Association (MVSA)

Hill's Pet Nutrition will be 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 will appear on all MVSA communications and events and on all promotions of supported 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.

Clinic Coats Ceremony

Hill's will support the event through 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

Hill's will support the 5th Year badge ceremony held each year for final year students to be presented their Vet in Training badge. 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

Hill's will support the client simulation classes for 3rd Year vet students working towards giving our future veterinarians skills in communication and consultation. 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 supported student programs, projects and events:

- 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.

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

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 \$135,000 plus GST to support a three year multi-project sponsorship program from 2013 to 2015.

Annual Financial Contribution

\$45,000 financial contribution for agreed projects

\$45,000 total per annum

Annual In-Kind Contribution

\$20,000 in-kind support for the Hospital Feeding Program

\$10,000 in-kind support for agreed additional projects

\$30,000 total per annum

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

1 January 2013:	\$45,000 (plus GST), plus \$30,000 in-kind donation supplied during the year
1 January 2014:	\$45,000 (plus GST), plus \$30,000 in-kind donation supplied during the year
1 January 2015:	\$45,000 (plus GST), plus \$30,000 in-kind donation supplied during the year

Sponsorship Term

1 January 2013 to 31 December 2015

From: [REDACTED]
To: [Ellaine Hislop](mailto:Ellaine.Hislop)
Subject: Fw: Clinic coat sponsorship
Date: 17 May 2012 10:17:04
Attachments: [ATT9429515.jpg](#)

Hi Ellaine,

Please see the email below from [REDACTED]. Hill's will of course support this ceremony again this year. In the ideas for the "In Kind" support part of our contract with Murdoch, I mentioned the possibility of providing Hill's branded stethoscopes to give to the students at this event. Have you had any further thoughts on this? We have the stethoscopes in stock; the cost is approx \$50 each, so assuming 100 students this would use up about half of the in kind amount.

Best wishes,

[REDACTED]

[REDACTED]

Hill's Pet Nutrition Pty Ltd Australia

PO Box 1003

Macquarie Park NSW 1670

Phone: [REDACTED]

Fax: [REDACTED]

Mobile: [REDACTED]

Email: [REDACTED]

----- Forwarded by [REDACTED] on 17/05/2012 12:12 PM -----

From: [REDACTED]
To: [REDACTED]
Cc: <avawa@ava.com.au>
Date: 15/05/2012 04:25 PM
Subject: Clinic coat sponsorship

Hi [REDACTED]

I would like to again offer the opportunity for Hill's to sponsor Murdoch student clinic coats. To remind you of our previous arrangement, AVA WA Division and Murdoch University Veterinary School have established a tradition surrounding presentation of the clinic coats which include the Hill's logo in a formal ceremony. This involves the vet school, the AVA, students, their parents and significant others. Students look forward to the achievement of being able to wear their clinic coats and they wear them with pride as the first stage of entry into the profession. They wear them from 3rd year onwards for the rest of their course, while doing prac work and possibly at their first job.

The cost of the sponsorship is \$2200 incl GST and we are seeking sponsorship also from Murdoch and [REDACTED] as we have done in the past. This remains an excellent opportunity for Hill's to have daily brand exposure on campus as well as the promotion offered by the presentation ceremonies and publicity in university and AVA newsletters. The Hill's logo will again appear on one sleeve of the coat, [REDACTED] logo on the other sleeve and the AVA and Murdoch logos will appear on the breast panels.

The coats will be presented at a ceremony in August for all third years. Hill's will be invited to send representatives to the ceremony as in previous years.

Please get back to me if you require any further information.

Regards

[Redacted]

Australian Veterinary Association WA Division

[Redacted]

T: [Redacted]

F: [Redacted]

M: [Redacted]

www.ava.com.au



My working days are Monday to Thursday

Murdoch Contract 2012 to 2015

Broad areas of support

1. Engagement with students
 - Teaching nutrition
 - Involvement in and sponsorship of VPL
 - Clinic coats and stethoscopes and 5th Year badges
 - Client simulation classes
 - Text books
 - Annual student survey
 - Student reps
 - Student social activities/Vet Soc
 - Student pet feeding programme/VetSoc
 - Lunch and Learns
 - VNA
2. Feeding Programmes
 - VTH hospitalised patients
 - House Officers
 - Students – see above
3. Engagement with the veterinary profession
 - CVE programmes
 - Joint continuing education events with AVAWA
 - Mentoring programmes
4. Clinical resources
 - Business support – ■■■ and ■■■
 - Nutrition and product training for nurses
 - New product training for clinicians

From: [Mark Lawrie](#)
To: [Ellaine Hislop](#)
Subject: FW: Murdoch - Hill's Partnership
Date: 19 October 2012 12:33:20

Hi Ellaine,

Happy for you to send this back to [REDACTED] if you think it deals with what she is after?

M

Dr Mark Lawrie
 Director, Murdoch University Veterinary Hospital
 School of Veterinary and Biomedical Sciences
 Murdoch University
 MURDOCH WA 6150
 Phone: 08 9360 2644
 Fax 08 9310 7495
 email: m.lawrie@murdoch.edu.au

From: Kara Airey
Sent: Friday, 19 October 2012 10:00 AM
To: Yvonne Markey; Mark Lawrie
Cc: Susan Read; Ailsa Foster; Emma Coles
Subject: RE: Murdoch - Hill's Partnership

1. Hill's Hospital Feeding Program

It states that the Hill's in-kind contribution represents 75% of the Hill's product utilised for our feeding program.

Can you confirm that is just for your in-hospital patients, and that you therefore currently purchase \$5000 RWP excl GST from Hill's to meet your in hospital patients' needs?

Surgery-Yes, the Hills sponsored food is only used to feed in hospital patients and is managed by Emma Coles and the AWWs.

Medicine- [The AWW's will give me an order roughly every month to send to Hills. This order is to be used 100% for in-hospital use including feeding the greyhounds.](#)

MPEC/ICU- Out of that ICU caseload all receive in-house Hills food in the ICU, apart from those won't eat and they get warmed chicken, as they r recovering and need 'tempting' so this is all that works.

2. Client Recommendations

a. Can Mark Lawrie determine how many overnight stays the 25,000 annual client visits results in? This number is useful to calculate feeding requirements with accuracy.

Surgery- ? not sure what the question is here.

Medicine-[I assume if we have 25,000 patients stay overnight in a year then this many patients will be feed Hills?? Occasionally clients will bring there own food in if the patients has a specific diet \(esspecially derm clients\).](#)

GP- I think Yvonne is right, our GP nurses/vets only give Hills diets to any of our patients that stay overnight, and we have plenty of brochures and samples of hills diets in the consult rooms that vets are able to give out to clients. Every patient that has a procedure with us in the GP is also sent home with a discharge letter recommending owners feed a 'complete and balance diet, such as Hills'

ML- I think you are wanting number of patients that are fed a meal each day in hospital? We could try to get some data from the system but not sure how accurate this would be? Think it is a matter of a good guesstimate but if you would like I can go back and try to pull up some data through Rxworks. We estimate 10-15 cases daily will be fed in hospital + in-house greyhounds. It will be Hills fed first and chicken offered if don't eat it.

b. Hill's diets were recorded as recommended in 16% of referrals, with a list of the diets sold. A couple of things caught our attention from the list. One was there were no sales of Science Diet, and we wondered whether a wellness food is being discussed or recommended to clients whose animals do not require a therapeutic diet. The other was that there were no sales of our feline urinary diet, c/d multicare, and we would be interested in exploring the reasons for this. Sales of the canine equivalent diets are also very low considering the incidence of urinary tract disease. We only recommend prescription foods related to the patients disease. Mostly commonly recommend - j/d to pretty much all ortho patients especially elbow dz. L/D is a must for all shunt patients. And Urinary diets for cystotomies etc. **As far as I am aware in Medicine we would recommend perscription diets only as we see referrals for specific diseases for work up. But not all require a prescription diet. Science Diet as a maintenance diet is something more recommended via GP not us as a referral centre. Also if we see cats needing urinary support its mainly kidney dz/failure or the occational FLUTD cats which are commonly prescribed the appropriate urinary diet associated with the crystals they have.**

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events? ?

Kara Airey RVN

Small Animal Surgery Nurse Coordinator
Murdoch University Veterinary Hospital | Western Australia
Phone: +61 8 9360 6275 **Fax:** +61 8 9360 6509

From: Ellaine Hislop
Sent: Thursday, 18 October 2012 4:58 PM
To: Mark Lawrie
Subject: Murdoch - Hill's Partnership

Hi Mark

Please see below from Hill's.

Can you point me in the right direction to have question 1 and 2 answered.

Many thanks

Ellaine

From: [REDACTED]
Sent: Thursday, 18 October 2012 1:55 PM
To: Ellaine Hislop
Cc: Mark O'Byrne
Subject: Re: Murdoch - Hill's Partnership

Hi Ellaine

Mark and I have discussed the Multi-Project Funding Program following the Hill's budget meetings in September. In preparation for our meeting next week, is it possible for you to find some information for us?

1. Hill's Hospital Feeding Program

It states that the Hill's in-kind contribution represents 75% of the Hill's product utilised for our feeding program.

Can you confirm that is just for your in-hospital patients, and that you therefore currently purchase \$5000 RWP excl GST from Hill's to meet your in hospital patients' needs?

2. Client Recommendations

a. Can Mark Lawrie determine how many overnight stays the 25,000 annual client visits results in? This number is useful to calculate feeding requirements with accuracy.

b. Hill's diets were recorded as recommended in 16% of referrals, with a list of the diets sold. A couple of things caught our attention from the list. One was there there were no sales of Science Diet, and we wondered whether a wellness food is being discussed or recommended to clients whose animals do not require a therapeutic diet. The other was that there were no sales of our feline urinary diet, c/d multicare, and we would be interested in exploring the reasons for this. Sales of the canine equivalent diets are also very low considering the incidence of urinary tract disease.

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events?

Many thanks Ellaine,

Kind regards,
[REDACTED]

[REDACTED]
[REDACTED]
Hill's Pet Nutrition Pty Ltd Australia
PO Box 1003
Macquarie Park NSW 1670
Phone: [REDACTED]
Fax: [REDACTED]
Mobile: [REDACTED]
Email: [REDACTED]

From: [Ellaine Hislop](#)
To: [REDACTED]
Subject: FW: Murdoch University Clinic Coats sponsorship
Date: 04 June 2012 13:46:42
Attachments: [image003.png](#)
[image004.jpg](#)
[image005.jpg](#)
[image006.png](#)

Hi [REDACTED]

Are you back on deck yet?

Just wondering if you can help with my query below.

Kind regards

Ellaine

-----Original Message-----

From: Ellaine Hislop
Sent: Monday, 21 May 2012 8:11 PM
To: AVA WA
Subject: RE: Murdoch University Clinic Coats sponsorship

Thanks Nicky.

The Dean of the School has questioned why students should be paying anything if the cost is subsidised by the sponsors.

Are you able to help with this query?

Kind regards

Ellaine

-----Original Message-----

From: AVA WA [<mailto:avawa@ava.com.au>]
Sent: Mon 5/21/2012 3:36 PM
To: Ellaine Hislop
Cc: [REDACTED]
Subject: RE: Murdoch University Clinic Coats sponsorship

Hi Elaine,

Allison is away at a Conference this week but she has confirmed that each sponsor will pay \$2200. Full AVA student members will receive the coat at no cost, non-members will need to pay \$80.

Hope that helps.

Thanks,

[REDACTED]

[REDACTED]
[REDACTED]
Australian Veterinary Association WA Division

T: [REDACTED]

For directions to our offices please click on [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED] AVAWA

<<http://www.facebook.com/pages/The-Australian-Veterinary-Association-WA-Division/112426647673>>

Description: Sustainability Conference logo

From: Ellaine Hislop [<mailto:E.Hislop@murdoch.edu.au>]
Sent: Monday, 21 May 2012 8:30 AM
To: [REDACTED]
Subject: RE: Murdoch University Clinic Coats sponsorship

Hi [REDACTED]

I just need to get a couple of things clear regarding the clinic coats.

Can I confirm that each sponsor (Murdoch, Hill's, [REDACTED], AVA) pay the \$2200.

Do the students then receive their coat for free as it is paid for in entirety by the sponsors? Or is there a cost to the student also.

Look forward to hearing from you.

Kind regards

Ellaine

From: [REDACTED] [<mailto:avawa@ava.com.au>]

Sent: Tuesday, 15 May 2012 2:29 PM
To: Ellaine Hislop
Cc: avawa@ava.com.au
Subject: RE: Murdoch University Clinic Coats sponsorship

Hi Ellaine

I am just writing to check that Murdoch will again pay for sponsorship of the student clinic coats and to check if you have a date for the ceremony.

The cost of the sponsorship is \$2200 including GST.

I look forward to hearing from you.

Regards

[REDACTED]
[REDACTED]
Australian Veterinary Association WA Division [REDACTED]
T: [REDACTED]
F: [REDACTED]
M: [REDACTED]
www.ava.com.au <<http://www.ava.com.au/>>

Description: AVA Conference 2012 Early Bird Banner 400x60-banner-02

My working days are Monday to Thursday

<<http://www.facebook.com/pages/The-Australian-Veterinary-Association-WA-Division/112426647673>> Description: cid:image002.png@01CCD5EB.03DD7E20

From: [REDACTED] AVAWA [<mailto:avawa@ava.com.au>]
Sent: Thursday, 21 April 2011 2:00 PM
To: Ellaine Hislop
Cc: AVA WA Div
Subject: RE: Murdoch University

Hi Ellaine

I am glad you contacted me. I wasn't sure who had taken over from [REDACTED] and also [REDACTED] is no longer there to assist.

The arrangement is that the AVA has organised sponsorship for the coats, which includes Murdoch as a sponsor. AVA WA, Murdoch, [REDACTED] and Hill's each pay 25% of the cost of the coats. The coats are likely to cost between \$80 - \$90 each and each sponsor gets to have their logo embroidered on the coats. I assume that

I look forward to hearing from you.

Kind regards

Ellaine Hislop

Executive Officer

Murdoch University Veterinary Trust

(+61 8 9360 2699 | Mobile +61 (0)421 155 612 |

8 < <mailto:e.hislop@murdoch.edu.au> > e.hislop@murdoch.edu.au | * South St,
Murdoch, WA 6150 |

cid:image001.jpg@01C9903A.B1AAE640

No virus found in this message.
Checked by AVG - www.avg.com
Version: 2012.0.2171 / Virus Database: 2425/4999 - Release Date: 05/14/12

From: [Peter Irwin](#)
To: [Ellaine Hislop](#)
Subject: FW: Webinar lecture for Hill's Hill Far East in September
Date: 09 August 2012 11:48:45

Ellaine,

For discussion on Monday...

P

In addition, we are exploring more activities on vet nurse education. Do you have any existing and/or interests in the area?

Here I summarized our thoughts related to the discussion we had in Jeju WSAVA for the initiatives.

1. [Murdoch Advanced Veterinary Clinic Workshop.](#)

In general, Hill Far East supports veterinary education initiatives, including this one. We understand that Murdoch has an objective to focus more on student candidates from countries (such as India) where English is readily used in order to enroll more students into your International Graduate Program. In Hill's, we would like to support your on-the-ground activities through our partnership effort together with our in-country distributors.

I am looking forwards to hear from you about your plan and schedule for 2012 workshop.

2. [Murdoch International Graduate Program](#)

Consistent to Hill's value, we support and agree to contribute to scholarship fund for the Murdoch International Graduate Program. Specifics are subject to discussion, weighing in our investment in relationship to the size of our business we have in a country / countries.

█ and I met last week to discuss his interest in continuing his study for a completion. It is supported by Hill's Far East with a scholarship of US\$8,000 in 2012 and then a similar one in 2013 as we discussed in the next 18 months that are needed to finish up.

3. [Veterinary Continuing Education – webinar / seminar](#)

As part of the collaboration, Hill's Far East is expecting Murdoch to 1) present veterinary medical subjects in webinars to Far East and Asia region with the understanding that Hill's covers the costs associated the organization of the events; 2) provide seminars at the country (countries) where Murdoch is conducting its workshops in collaboration with Hill's; and 3) may provide experts as speakers in veterinary medical subject areas as planned.

4. [Incentive program for the enrollment of Murdoch International Graduate Studies](#)

In countries where are possible, Hill's would like to help promote Murdoch International Graduate Studies by developing an Incentive Program for practicing vets to enroll in Murdoch International Graduate Studies for the advancement of their veterinary medical education. This would be paid by the fund generated from the Incentive Program.

5. [Other consideration](#)

Hill's would like to continue to have the branding exposure in this collaboration.

6. Timing of the proposal

As discussed, our next step is going to be that Murdoch develops a proposal with the above outlines we agreed, targeting the collaboration to begin June 2012.

I hope my summary reflects what we discussed, and I thank you again for your great support to Hill's.

Kind regards

[Redacted]

[Redacted]

Far East Veterinary Affairs, Hill's Pet Nutrition

[Redacted]

Tel: [Redacted] / Fax: [Redacted]
www.HillsPet.com, www.HillsVet.com

From: "Peter Irwin" <P.Irwin@murdoch.edu.au>
To: [Redacted]
Cc: [Redacted]
Date: 06/14/2012 10:55 PM
Subject: RE: Webinar lecture for Hill's Hill Far East in September



Multi-Project Funding Program

Hill's Pet Nutrition Australia

Proposal for 2013 – 2015 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 practicing 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 partnership 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 continue 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 lead 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'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, 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 focussed 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 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 kee-pad. **????? Sue confirming other possible benefits ?????**

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 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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

Telephone: 08 9360 2636

E-mail: D.Hampson@murdoch.edu.au

Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

Telephone: 08 9360 2699

E-mail: E.Hislop@murdoch.edu.au

16 August 2012

██████████
 ██████████
 ██████████

Dear ██████

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, 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 mannequin type equipment.

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.

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

Elaine Hislop
Executive Officer
Murdoch University Veterinary Trust

cc: [REDACTED]



Multi-Project Funding Program

Hill's Pet Nutrition Australia

Proposal for 2013 – 2015 Partnership



Murdoch
UNIVERSITY



Introduction

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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 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
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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 partnership 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 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 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 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 continue 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 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 lead 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'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, 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 focussed 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 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 kee-pad. **????? Sue confirming other possible benefits ?????**

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 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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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 \$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 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 \$20,000 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 \$15,000 of Hill's Pet Nutrition products (wholesale value) per year for use in the hospital feeding program.

The increase in this support, originally \$10,000, 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 \$15,000 in-kind contribution currently represents approximately 75% 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 25,000 client visits over the past year. Almost 19,000 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 16% of referrals from the following departments: Dermatology, General Practice, Oncology, Ophthalmology, 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:

Canine C/D – 5 units	Feline A/D – 9 units
Canine I/D – 167 units	Feline I/D - 19 units
Canine J/D – 128 units	Feline J/D - 14 units
Canine K/D – 72 units	Feline K/D - 113 units
Canine L/D – 69 units	Feline L/D - 2 units
Canine N/D – 14 units	Feline M/D - 20 units
Canine R/D – 88 units	Feline R/D - 12 units
Canine S/D – 15 units	Feline T/D - 75 units
Canine T/D – 74 units	Feline W/D – 12 units
Canine U/D – 23 units	Feline Z/D - 72 units
Canine W/D – 24 units	
Canine ZD Ultra – 155 units	
Canine Z/D – 92 units	



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, Hill's was offered sole sponsor benefits as part of the increased CE program in the final year of the sponsorship agreement.

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.
- Exclusive "block booking" rate made available for Hill's Pet Nutrition.
- Opportunity for Hill's to provide an information sheet for inclusion with presenter's notes.

Approximately 100 registrations were received for each small animal session.

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

- Perth – 12%
- Regional WA – 43%
- Interstate – 32%
- Hong Kong – 9%
- Singapore – 4%

DermClub

In 2012 Dermclub comprised a series of eight evening lectures held at approximately six week intervals throughout the year. The audience included practicing Vets and Vet Nurses from the greater Perth metropolitan area, Murdoch University staff and students. 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 – 32 vets, 11 vet nurses, 103 student nurses
- Wednesday 18th July 2012 – 30 vets, 17 vet nurses
- 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. These lectures are clinically orientated, interactive, and at a level that is relevant to practitioners. The audience includes practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. 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 – 19 attendees
- Wednesday 4th July 2012 - 27 attendees
- 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. These lectures were clinically orientated and interactive. The lectures were presented by veterinarians from the Small Animal Surgery department at Murdoch University Veterinary Hospital. The audience included practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. 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 - 12 attendees
- Wednesday 16th May 2012 - 32 attendees
- Wednesday 1st August 2012 - 23 attendees
- 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, \$10,000 of this multi-project sponsorship agreement is allocated to special projects within the School and a further \$10,000 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 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. 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 \$15,000 in-kind donation. 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 50% 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. As the CE program develops, the opportunities to Hill's in future years can be tailored to a mutually beneficial level.

We propose that Hill's Pet Nutrition products continue to support continuing education by partial 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 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 \$10,000 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 \$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).

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.
- 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 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:

- 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 (as highlighted in the Feeding Program benefits).
- Hill's online nutrition course, Veterinary Nutrition Advocate (VNA) will be promoted 2 times annually and 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

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 \$10,000 plus GST 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 \$170,000 plus GST to support a three year multi-project sponsorship program from 2012-2015.

\$50,000 financial contribution for agreed projects
 \$15,000 in-kind support for the Hospital Feeding Program
 \$10,000 in-kind support for agreed additional projects
\$75,000 total per annum

In the first year of this agreement we request that an additional \$20,000 (plus GST) be 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:

15 September 2012:	\$70,000 (plus GST), plus \$25,000 in-kind donation
15 September 2013:	\$50,000 (plus GST), plus \$25,000 in-kind donation
15 September 2014:	\$50,000 (plus GST), plus \$25,000 in-kind donation

Sponsorship Term

15 September 2012 to 14 September 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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

Telephone: 08 9360 2636

E-mail: D.Hampson@murdoch.edu.au

Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

Telephone: 08 9360 2699

E-mail: E.Hislop@murdoch.edu.au

Murdoch Contract 2012 to 2015

Broad areas of support

1. Engagement with students
 - Teaching nutrition
 - Involvement in and sponsorship of VPL
 - Clinic coats and stethoscopes
 - 5th Year badges
 - Client simulation classes
 - Text books
 - Annual student survey
 - Student reps
 - Student social activities/Vet Soc
 - Student pet feeding programme/VetSoc
 - Lunch and Learns
 - VNA
2. Feeding Programmes
 - VTH hospitalised patients
 - House Officers
 - Students – see above
3. Engagement with the veterinary profession
 - CVE programmes
 - Joint continuing education events with AVAWA
 - Mentoring programmes
4. Clinical resources
 - (Iodine ward for discussion?)
 - Business support – ■■■ and ■■■
 - Nutrition and product training for nurses
 - New product training for clinicians

From: [Elaine Hislop](#)
To: [Mark Lawrie](#)
Subject: Murdoch - Hill's Partnership
Date: 18 October 2012 16:57:49

Hi Mark

Please see below from Hill's.

Can you point me in the right direction to have question 1 and 2 answered.

Many thanks

Elaine

From: [REDACTED]
Sent: Thursday, 18 October 2012 1:55 PM
To: Elaine Hislop
Cc: [REDACTED]
Subject: Re: Murdoch - Hill's Partnership

Hi Elaine

[REDACTED] and I have discussed the Multi-Project Funding Program following the Hill's budget meetings in September. In preparation for our meeting next week, is it possible for you to find some information for us?

1. Hill's Hospital Feeding Program

It states that the Hill's in-kind contribution represents 75% of the Hill's product utilised for our feeding program.

Can you confirm that is just for your in-hospital patients, and that you therefore currently purchase \$5000 RWP excl GST from Hill's to meet your in hospital patients' needs?

2. Client Recommendations

a. Can Mark Lawrie determine how many overnight stays the 25,000 annual client visits results in? This number is useful to calculate feeding requirements with accuracy.

b. Hill's diets were recorded as recommended in 16% of referrals, with a list of the diets sold. A couple of things caught our attention from the list. One was there there were no sales of Science Diet, and we wondered whether a wellness food is being discussed or recommended to clients whose animals do not require a therapeutic diet. The other was that there were no sales of our feline urinary diet, c/d multicare, and we would be interested in exploring the reasons for this. Sales of the canine equivalent diets are also very low considering the incidence of urinary tract disease.

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events?

Many thanks Elaine,

Kind regards,
[REDACTED]

[REDACTED]
Hill's Pet Nutrition Pty Ltd Australia
PO Box 1003
Macquarie Park NSW 1670
Phone: [REDACTED]

Fax: [REDACTED]
Mobile: [REDACTED]
Email: [REDACTED]



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 \$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 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 \$20,000 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 \$15,000 of Hill's Pet Nutrition products (wholesale value) per year for use in the hospital feeding program.

The increase in this support, originally \$10,000, 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 \$15,000 in-kind contribution currently represents approximately 75% 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 25,000 client visits over the past year. Almost 19,000 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 16% of referrals from the following departments: Dermatology, General Practice, Oncology, Ophthalmology, 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:

Canine C/D – 5 units	Feline A/D – 9 units
Canine I/D – 167 units	Feline I/D - 19 units
Canine J/D – 128 units	Feline J/D - 14 units
Canine K/D – 72 units	Feline K/D - 113 units
Canine L/D – 69 units	Feline L/D - 2 units
Canine N/D – 14 units	Feline M/D - 20 units
Canine R/D – 88 units	Feline R/D - 12 units
Canine S/D – 15 units	Feline T/D - 75 units
Canine T/D – 74 units	Feline W/D – 12 units
Canine U/D – 23 units	Feline Z/D - 72 units
Canine W/D – 24 units	
Canine ZD Ultra – 155 units	
Canine Z/D – 92 units	



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, Hill's was offered sole sponsor benefits as part of the increased CE program in the final year of the sponsorship agreement.

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.
- Exclusive "block booking" rate made available for Hill's Pet Nutrition.
- Opportunity for Hill's to provide an information sheet for inclusion with presenter's notes.

Approximately 100 registrations were received for each small animal session.

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

- Perth – 12%
- Regional WA – 43%
- Interstate – 32%
- Hong Kong – 9%
- Singapore – 4%

DermClub

In 2012 Dermclub comprised a series of eight evening lectures held at approximately six week intervals throughout the year. The audience included practicing Vets and Vet Nurses from the greater Perth metropolitan area, Murdoch University staff and students. 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 – 32 vets, 11 vet nurses, 103 student nurses
- Wednesday 18th July 2012 – 30 vets, 17 vet nurses
- 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. These lectures are clinically orientated, interactive, and at a level that is relevant to practitioners. The audience includes practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. 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 – 19 attendees
- Wednesday 4th July 2012 - 27 attendees
- 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. These lectures were clinically orientated and interactive. The lectures were presented by veterinarians from the Small Animal Surgery department at Murdoch University Veterinary Hospital. The audience included practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. 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 - 12 attendees
- Wednesday 16th May 2012 - 32 attendees
- Wednesday 1st August 2012 - 23 attendees
- 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, \$10,000 of this multi-project sponsorship agreement is allocated to special projects within the School and a further \$10,000 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 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. 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 \$15,000 in-kind donation. 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 50% 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. As the CE program develops, the opportunities to Hill's in future years can be tailored to a mutually beneficial level.

We propose that Hill's Pet Nutrition products continue to support continuing education by partial 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 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 \$10,000 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 \$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).

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.
- 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 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:

- 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 (as highlighted in the Feeding Program benefits).
- Hill's online nutrition course, Veterinary Nutrition Advocate (VNA) will be promoted 2 times annually and 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

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 \$10,000 plus GST 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 \$170,000 plus GST to support a three year multi-project sponsorship program from 2012-2015.

\$50,000 financial contribution for agreed projects
 \$15,000 in-kind support for the Hospital Feeding Program
 \$10,000 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 \$20,000 (plus GST) be 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:

15 September 2012:	\$70,000 (plus GST), plus \$25,000 in-kind donation
15 September 2013:	\$50,000 (plus GST), plus \$25,000 in-kind donation
15 September 2014:	\$50,000 (plus GST), plus \$25,000 in-kind donation

Sponsorship Term

15 September 2012 to 14 September 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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

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Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

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Multi-Project Funding Program

Hill's Pet Nutrition Australia

Proposal for 2013 – 2015 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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

Telephone: 08 9360 2636

E-mail: D.Hampson@murdoch.edu.au

Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

Telephone: 08 9360 2699

E-mail: E.Hislop@murdoch.edu.au

From: [Ellaine Hislop](#)
To: [REDACTED]
Subject: RE: Murdoch - Hill's Partnership
Date: 22 October 2012 10:16:48
Attachments: [image001.jpg](#)

Thanks [REDACTED].

From: [REDACTED]
Sent: Monday, 22 October 2012 6:50 AM
To: Ellaine Hislop
Subject: RE: Murdoch - Hill's Partnership

Hi Ellaine,
Sorry for the confusion - I was referring to the meeting you and I are having on Thursday this week. See you then,
Kind regards,
[REDACTED]

[REDACTED]
Hill's Pet Nutrition Pty Ltd Australia
PO Box 1003
Macquarie Park NSW 1670
Phone: [REDACTED]
Fax: [REDACTED]
Mobile: [REDACTED]
Email: [REDACTED]

From: "Ellaine Hislop" <E.Hislop@murdoch.edu.au>
To: [REDACTED]
Date: 18/10/2012 05:26 PM
Subject: RE: Murdoch - Hill's Partnership

Sure [REDACTED]. When is your meeting? I will endeavour to have this info to you before then.

Kind regards

Ellaine

From: [REDACTED]
Sent: Thursday, 18 October 2012 1:55 PM
To: Ellaine Hislop
Cc: [REDACTED]
Subject: Re: Murdoch - Hill's Partnership

Hi Ellaine
[REDACTED] and I have discussed the Multi-Project Funding Program following the Hill's budget meetings in September. In preparation for our meeting next week, is it possible for you to find some information for us?

1. Hill's Hospital Feeding Program

It states that the Hill's in-kind contribution represents 75% of the Hill's product utilised for our feeding program.

Can you confirm that is just for your in-hospital patients, and that you therefore currently purchase \$5000 RWP excl GST from Hill's to meet your in hospital patients' needs?

2. Client Recommendations

a. Can Mark Lawrie determine how many overnight stays the 25,000 annual client visits results in?

This number is useful to calculate feeding requirements with accuracy.

b. Hill's diets were recorded as recommended in 16% of referrals, with a list of the diets sold. A couple of things caught our attention from the list. One was there there were no sales of Science Diet, and we wondered whether a wellness food is being discussed or recommended to clients whose animals do not require a therapeutic diet. The other was that there were no sales of our feline urinary diet, c/d multicare, and we would be interested in exploring the reasons for this. Sales of the canine equivalent diets are also very low considering the incidence of urinary tract disease.

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events?

Many thanks Ellaine,

Kind regards,

[REDACTED]

[REDACTED]

Hill's Pet Nutrition Pty Ltd Australia

PO Box 1003

Macquarie Park NSW 1670

Phone: [REDACTED]

Fax: [REDACTED]

Mobile: [REDACTED]

Email: [REDACTED]

From: "Ellaine Hislop" <E.Hislop@murdoch.edu.au>

To: [REDACTED], [REDACTED]

Date: 28/08/2012 11:59 AM

Subject: Murdoch - Hill's Partnership

Dear [REDACTED] and [REDACTED]

[REDACTED], it was lovely to meet with you on your recent visit to Perth and to discuss how our partnership can move forward into the coming years.

I have attached a report for the last year of our current agreement and a proposal for a further three year agreement for your consideration. I look forward to discussing this further with you.

As always, your support to date of the Murdoch University School of Veterinary and Biomedical Sciences is greatly appreciated.

Kind regards

Ellaine Hislop

Executive Officer

Murdoch University Veterinary Trust

☎ +61 8 9360 2699 | Mobile +61 (0)421 155 612 |

✉ e_hislop@murdoch.edu.au | ✉ South St, Murdoch, WA 6150 |

Sig option 4 - image



[attachment "Rep & Prop Hill's 2012.pdf" deleted by Maureen Revington/AULSY/AP/COLPAL]

From: [Ellaine Hislop](#)
To: [Mark Lawrie](#)
Subject: RE: Murdoch - Hill's Partnership
Date: 19 October 2012 15:31:44

Thanks Mark.

From: Mark Lawrie
Sent: Friday, 19 October 2012 12:33 PM
To: Ellaine Hislop
Subject: FW: Murdoch - Hill's Partnership

Hi Ellaine,

Happy for you to send this back to [REDACTED] if you think it deals with what she is after?

M

Dr Mark Lawrie
 Director, Murdoch University Veterinary Hospital
 School of Veterinary and Biomedical Sciences
 Murdoch University
 MURDOCH WA 6150
 Phone: 08 9360 2644
 Fax 08 9310 7495
 email: m.lawrie@murdoch.edu.au

From: Kara Airey
Sent: Friday, 19 October 2012 10:00 AM
To: Yvonne Markey; Mark Lawrie
Cc: Susan Read; Ailsa Foster; Emma Coles
Subject: RE: Murdoch - Hill's Partnership

1. Hill's Hospital Feeding Program

It states that the Hill's in-kind contribution represents 75% of the Hill's product utilised for our feeding program.

Can you confirm that is just for your in-hospital patients, and that you therefore currently purchase \$5000 RWP excl GST from Hill's to meet your in hospital patients' needs?

Surgery-Yes, the Hills sponsored food is only used to feed in hospital patients and is managed by Emma Coles and the AWWs.

Medicine- [The AWW's will give me an order roughly every month to send to Hills. This order is to be used 100% for in-hospital use including feeding the greyhounds.](#)

MPEC/ICU- Out of that ICU caseload all receive in-house Hills food in the ICU, apart from those won't eat and they get warmed chicken, as they r recovering and need 'tempting' so this is all that works.

2. Client Recommendations

a. Can Mark Lawrie determine how many overnight stays the 25,000 annual client visits results in? This number is useful to calculate feeding requirements with accuracy.

Surgery- ? not sure what the question is here.

Medicine-I assume if we have 25,000 patients stay overnight in a year then this many patients will be feed Hills?? Occasionally clients will bring there own food in if the patients has a specific diet (esspecially derm clients).

GP- I think Yvonne is right, our GP nurses/vets only give Hills diets to any of our patients that stay overnight, and we have plenty of brochures and samples of hills diets in the consult rooms that vets are able to give out to clients. Every patient that has a procedure with us in the GP is also sent home with a discharge letter recommending owners feed a 'complete and balance diet, such as Hills'

ML- I think you are wanting number of patients that are fed a meal each day in hospital? We could try to get some data from the system but not sure how accurate this would be? Think it is a matter of a good guestimate but if you would like I can go back and try to pull up stome data through Rxworks. We estimate 10-15 cases daily will be fed in hospital + in-house greyhounds. It will be Hills fed first and chicken offered if don't eat it.

b. Hill's diets were recorded as recommended in 16% of referrals, with a list of the diets sold. A couple of things caught our attention from the list. One was there there were no sales of Science Diet, and we wondered whether a wellness food is being discussed or recommended to clients whose animals do not require a therapeutic diet. The other was that there were no sales of our feline urinary diet, c/d multicare, and we would be interested in exploring the reasons for this. Sales of the canine equivalent diets are also very low considering the incidence of urinary tract disease. We only recommend prescription foods related to the patients disease. Mostly commonly recommend - j/d to pretty much all ortho patients especially elbow dz. L/D is a must for all shunt patients. And Urinary diets for cystotomies etc. As far as I am aware in Medicine we would recommend perscription diets only as we see referrals for specific diseases for work up. But not all require a prescription diet. Science Diet as a maintence diet is something more recommended via GP not us as a referral centre. Also if we see cats needing urinary support its mainly kidney dz/failure or the occational FLUTD cats which are commonly prescribed the appropriate urinary diet associated with the crystals they have.

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events? ?

Kara Airey RVN

Small Animal Surgery Nurse Coordinator
Murdoch University Veterinary Hospital | Western Australia
Phone: +61 8 9360 6275 Fax: +61 8 9360 6509

From: Ellaine Hislop
Sent: Thursday, 18 October 2012 4:58 PM
To: Mark Lawrie
Subject: Murdoch - Hill's Partnership

Hi Mark

Please see below from Hill's.

Can you point me in the right direction to have question 1 and 2 answered.

Many thanks

Ellaine

From: [REDACTED]
Sent: Thursday, 18 October 2012 1:55 PM
To: Ellaine Hislop
Cc: Mark O'Byrne
Subject: Re: Murdoch - Hill's Partnership

Hi Ellaine

Mark and I have discussed the Multi-Project Funding Program following the Hill's budget meetings in September. In preparation for our meeting next week, is it possible for you to find some information for us?

1. Hill's Hospital Feeding Program

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2. Client Recommendations

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3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events?

Many thanks Ellaine,
 Kind regards,

[REDACTED]

[REDACTED]
 Hill's Pet Nutrition Pty Ltd Australia
 PO Box 1003
 Macquarie Park NSW 1670
 Phone: [REDACTED]
 Fax: [REDACTED]
 Mobile: [REDACTED]
 Email: [REDACTED]



Multi-Project Funding Program

Hill's Pet Nutrition Australia

Proposal for 2013 – 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 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 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 \$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 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 practising [I think that "c" is used for the noun and "s" for the verb in Australia] 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 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 partnership [I suggest you replace this use of "partnership" with "relationship" as you've already used "partnership" 3 times on this page] 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 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 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 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 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, practise 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 [I've deleted "s" here.] 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 kee-pad. **????? Sue confirming other possible benefits ?????**

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.

Professor David Hampson

Dean, School of Veterinary & Biomedical Sciences

Telephone: 08 9360 2636

E-mail: D.Hampson@murdoch.edu.au

Ms Ellaine Hislop

Executive Officer, Murdoch University Veterinary Trust

Telephone: 08 9360 2699

E-mail: E.Hislop@murdoch.edu.au

Sponsorship Information as at Sept 14

Hill's Pet Nutrition

Current agreement from 1 January 2013 to 31 December 2015

\$45,000 per annum plus \$20,000pa product for hospital feeding program plus \$10,000pa various in kind

Areas of support:

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

- Engagement with Veterinary Profession
 - Co- Sponsorship of the Murdoch Online Veterinary Education (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 1-5)
 - Opportunities for Hill's Pet Nutrition Education for Students
 - Student Programs, Projects and Events
 - Murdoch Veterinary Students' Association
 - Clinic Coats Ceremony
 - Client Simulation Classes
 - 5th Year Badge Ceremony

[REDACTED]

Areas of support:

- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

- [REDACTED]
 - [REDACTED]
 - [REDACTED]

[REDACTED]

Area of support:

- [REDACTED]
 - [REDACTED]
 - [REDACTED]

Royal Canin

Currently under negotiation as discussed.

Area of possible support:

- Clinical Skills Centre

Continuing Education Sponsors

Various amounts for specific events

Sponsors Include:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]



Multi-Project Funding Program

Hill's Pet Nutrition Australia
& Murdoch University
2013-2015 Partnership

2013 Annual Report



Murdoch
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www.murdoch.edu.au



Introduction

Since 2009, Hill's Pet Nutrition Australia and Murdoch University have mutually benefited from a multi-project funding partnership. The first contract ran from 2009 until 2012. The current contract will run from January 2013 until December 2015.

The first agreement concentrated on 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

The current contract focusses on supporting the following areas:

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

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 a central point of contact with Hill's Pet Nutrition. The Hill's WA Representative has also attended many of the Hill's supported events at the College, and provided a greater presence and awareness of Hill's and their products.

The College of Veterinary Medicine continues to value their partnership with Hill's Pet Nutrition, and are pleased that this relationship continues to grow stronger as the University, School and College evolve.

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



2013 Overview

Areas of Support

Our partnership focusses on the following areas of support:

- Product and Promotion in Hospital
 - Hospital feeding program
 - In-kind contribution
 - Availability and promotion of the Sponsor's product
- Engagement with Veterinary Profession
 - Co- Sponsorship of the Murdoch Online Veterinary Education (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 1-5)
 - Opportunities for Hill's Pet Nutrition Education for Students
 - Student Programs, Projects and Events
 - Murdoch Veterinary Students' Association
 - Clinic Coats Ceremony
 - Client Simulation Classes
 - 5th Year Badge Ceremony



Hill's Product and Promotion in Hospital

Hill's product and promotion covered the following areas:

- In-kind Contribution for Hospital Feeding Program
- Availability and Promotion of the Sponsor's Product

Students are frequently given information about pet nutrition products, including Hill's Pet Nutrition, during their time in the hospital. This instruction commences with 4th Year students and the information is reinforced in 5th Year. Students are instructed in areas such as how to calculate feeding ratios for patients and are encouraged to be hands-on in this area while under supervision. This topic is regularly examined in OSCI's which has served to further reinforce this valuable skill.

Signage is placed throughout the hospital and in the feeding room promoting Hill's support of the feeding program to hospital staff. The process of ordering hospital feed is currently well coordinated by hospital staff. They report that in 2013, 100% of the hospital feeding program was funded by the in-kind contribution by Hill's.

Where appropriate, patients are discharged with a nutritional recommendation. For instance in General Practice, all GP clients who have had a procedure or surgery are discharged with a letter recommending a complete and balanced diet.

Unfortunately due to an internal IT upgrade of the computer system in 2013, the nutritional recommendation template that includes a reference to a relevant Hill's product has not been able to be used for some time. Details on the number of discharge letters used with the nutritional recommendation in 2013 are not available. Fixing this issue is a high priority with hospital staff and management, and we will have a more complete overview of this for Hill's in 2014.

While the template was not available for use by clinicians, staff members in several departments have advised that they continue to recommend a Hill's specific dietary recommendation on discharge letters. For example:

- MPEC / ICU – approximately 50% of all discharge letters recommended a Hill's specific diet
- GP – almost all discharge letters recommended a Hill's specific diet
- Orthopedic – almost all discharge letters recommended a Hill's specific diet

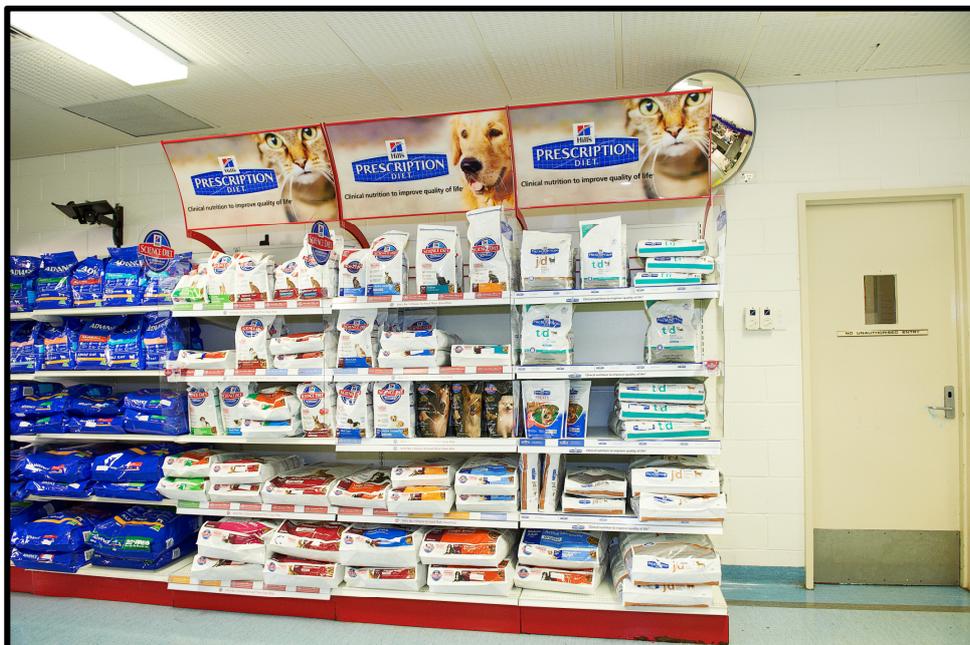
Hill's has more than the agreed upon 50% of product display space in the hospital waiting room on a continued basis.



Hospital Feeding Room



Referral Reception





Engagement with Veterinary Profession

Hill's engagement with the veterinary profession covered the following areas:

- Co- Sponsorship of MOVE
- Sole Sponsorship of Club Medicine – 3 Sessions
- Sole Sponsorship of Perth Surgery Series – 3 Sessions
- Sole Sponsorship of DermClub – 1 Session

Hill's support of the Murdoch Online Veterinary Education (MOVE) continued throughout 2013 and included a Hill's representative presenting at the September session. Involvement in the continuing education program also included sole sponsorship of three Club Medicine events, three Perth Surgery Series events and one DermClub event.

The following acknowledgements and benefits were provided for this program:

- Verbal acknowledgement at each presentation or session
- Hill's logo displayed on screen during each MOVE presentation
- Hill's logo displayed on promotional materials distributed for the programs including registration flyers and lecture notes
- Hill's logo displayed on course materials distributed for presentations
- Inclusion of Hill's sales representatives on the email distribution list for each online MOVE session
- Hill's representative presented one MOVE presentation
- Access in person to veterinarians interested in small animal medicine
- Opportunity for Hill's representative to network with attendees prior to lectures
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation at the beginning of lectures
- A copy of the presentation notes
- Acknowledgement on Sponsor page of Continuing Education website

Approximately 90 registrations were received for each session of MOVE. An average of 40% of the registrations logged in live each session. The remainder of the registrations either viewed the session live with colleagues under one log-in ID, or viewed the session at a later date.



MOVE

Murdoch Online Veterinary Education

Live, Interactive Webinars
presented by
Leading Veterinary Specialists



Murdoch University's **Continuing Veterinary Education** office invites you to register for this exciting and highly educational series of **live, interactive webinars** presented by leading specialists in their field. No matter where you are, you can participate from the comfort of your own home or office. All sessions are also archived so if you are unable to attend or get called away during the presentation, you will be able to review it at a later time.

Small Animal MOVE Sessions 2013

Date	Speaker	Topic	Start WA	Start SA	Start NT	Start QLD	Start NSW/VIC/TAS
Tue 5 Feb	Shona Reese	The Cardiac Silhouette of the Dog and Cat: Sorting out the Bumps and Bulges!	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm
Tue 12 Mar	Sue Bennett	Fever of Unknown Origin, Immune-mediated Polyarthropathies & Glomerulopathies	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm
Tue 9 Apr	Jenny Mills	Tips and Traps of Cytology	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 7 May	Anthea Raisis	Anaesthesia in Critically Ill Animals	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 11 Jun	Melissa Claus	New Vet Guidelines for Cardiopulmonary & Cerebral Resuscitation: The RECOVERY Initiative	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 9 Jul	Robert Shiel	Weight Gain and Hypothyroidism	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 6 Aug	Mark Glyde	Fractures of the Femur	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 3 Sep	Iveta Becvarova	Management of FLUTD: Are you making the best Choices?	6:30pm	8:00pm	8:00pm	8:30pm	8:30pm
Tue 8 Oct	Mandy Burrows	Dermatology in Practice	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm
Tue 12 Nov	Martyn King	Ocular Emergencies	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm

Equine MOVE Sessions 2013

Date	Speaker	Topic	Start WA	Start SA	Start NT	Start QLD	Start NSW/VIC/TAS
Tue 19 Mar	David Murphy	Diagnostic Approach to Hindlimb Lameness	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm
Tue 15 Oct	Rachael Smith	A Practical Approach to Diagnosis and Treatment of Septic Arthritis and Osteomyelitis in the Foal	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm

For further information, please contact the Continuing Veterinary Education office on +61 8 9360 6342 or email cve@murdoch.edu.au.

For registration information, please see the following page.

View our full program and online lecture packages here: Go-to.murdoch.edu.au/CVE



Each MOVE Webinar earns 1.0 Vet Ed Point. Earn up to 12 points for the whole series.



Generously sponsored by Hill's Pet Nutrition



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Hill's provided support for the following events with these attendance rates:

Perth Surgery Series

- March 2013 – 25 attendees
- May 2013 – 26 attendees
- August 2013 – 17 attendees



Surgery Q&A

Proudly sponsored by Hill's Pet Nutrition



Our popular Surgery Series is evolving!

Join our small animal surgery team for 4 entertaining and engaging **Wednesday** evenings of surgical Q&A in 2013.

You have the opportunity to submit your own cases prior to the event and have them discussed anonymously on the night. Interesting cases from Murdoch's Veterinary Hospital will also be presented.

These will be informal, interactive case discussions in the Q&A style with the focus on practical solutions to small animal surgery problems commonly encountered in small animal practice.

At the end of the night you will walk away with practical, up-to-date approaches, tips and solutions for your own cases.

Session Layout

Times: 7.00pm— Light Supper
7.30pm— Surgery Q&A
9.00pm— Evening Close

Venue: VCS 2.008
(4th Year Lecture Theatre)
Murdoch University Vet School

Price per session:
\$55.00 CVE Subscribers
\$66.00 non-Subscribers

Includes Notes

***Register for the whole series and SAVE 20%!*
\$176 subscribers (\$44 per session)
\$211 non-subscribers (\$52.75 per session)**

PLEASE NOTE: All sessions are recorded!! Registration for the whole series entitles you to automatic access to the archive. Access to the recorded sessions only is also available for purchase. Please contact cve@murdoch.edu.au for pricing.

VetEd
Professional development
for Australian Veterinarians

Each session offers 1.5 AVA Vet Ed points

	Date	Topic	Presenters
Program	20 th March	The Hindlimb	A/Prof Glyde and Dr. Snow
	15 th May	Wound Management and Reconstruction	Prof. Hosgood and Dr. Snow
	21 st August	The Forelimb	A/Prof Glyde and Dr. Snow
	20 th November	Abdominal Surgery	Prof. Hosgood and Dr. Snow

Registration: Please complete the section below and return by fax to +61 8 9360 7283 or scan and email to cve@murdoch.edu.au by Tuesday, 12th March 2013

Veterinary Practice:

Name(s) of registering Vet(s): Email address(es): CVE Subscriber AVA # (if applicable):

..... Yes / No

..... Yes / No

..... Yes / No

Cardholder's name: Signature:

Postal address:

Phone: Fax:

Email:

Total amount: \$..... Card type: Visa Mastercard

Card number:

Expiry date: CVC:



CVE Office Use Only: 01.00.00.0159.1.15457.05536



Dermclub

- May 2013 – 48 attendees

Dermclub for Vets at **Murdoch UNIVERSITY**

Come and listen to **Dr. Mandy Burrows** when she speaks on:

**“Diet, Dogs and Dermatology:
The role of diet in the diagnosis and
management of skin disease:
5 new concepts for 2013 ”**

Nutritional therapy is viewed as natural and holistic as opposed to surgical and pharmacological management of disease. Veterinarians must be able to provide clients with competent and evidence-based advice on the use of diet and dietary supplements. Come and update your knowledge about the role of home cooked versus commercial elimination diets for the diagnosis of adverse food reactions and the role of diet and dietary supplements in the management of atopic dermatitis and other common skin conditions.

**Wednesday
8th May 2013**

Times:

6:30pm: Light Supper
Vet Staff Common Room
7:30pm: Presentation Start
9:00pm: Evening Close

Venue:

4th Year Lecture Theatre
VCS 1.106
Murdoch University Vet School

Price:

\$11 incl GST

RSVP:

by **Monday, 6th May**
(Please see details below)

Includes Notes

proudly sponsored by



Pet Nutrition



This evening offers
1.5 AVA Vet Ed points

Come and listen to the latest developments in veterinary dermatology with the answers to questions you ask yourself in practice all the time

Dermclub: keeping the veterinary practitioner up-to-date with the latest research pertinent to today's practice

DERMCLUB RSVP: Please complete the section below and return by fax to **9360 7283** or scan/take a photo of the registration slip and email to cve@murdoch.edu.au by **Monday, 6th May 2013**

Veterinary Practice:

Name(s) of registering Vet(s):	Email address(es):	AVA # (if applicable):
.....
.....
.....

Cardholder's name: Signature:

Postal address:

Phone: Fax:

Email:

Total amount: \$..... Card type: Visa Mastercard

Card number:

Expiry date: CVC:



Murdoch UNIVERSITY



Engagement with Students

Hill's engagement with students increased with the introduction of a new contract last year and covered the following areas:

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

Veterinary Professional Life

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.

In 2013 Hill's supported 1st Year students at VPL1 Orientation Day by funding branded t-shirts for each student and refreshments during the day. A Hill's representative also addressed the students during the information lectures. 2nd Year students attended VPL2 Camp in April. Hill's supported quiz night prizes and a Hill's representative attended the camp. 3rd Year students coordinated and attended the VPL3 Conference in May at which Hill's was the major sponsor. A Hill's representative addressed the students during the formalities of the conference. For the first time, Hill's also supported the VPL4 lecture series by addressing the students as part of the lectures regarding communication and provided a much appreciated working lunch for students.

VPL3 Conference Flyer

**VETERINARY
PROFESSIONAL LIFE
CONFERENCE**

Thursday 2nd May 2013

Sponsored by:











Willetton

- **The Boulevard Centre**
- **Lower level Cambridge Library Building, 99 The Boulevard, Floreat**
- **9am – 5pm (registration from 8:30am onward in the foyer)**
- **Professional Attire**
- **Morning tea, lunch and afternoon tea will be provided.**



VPL3 Conference Proceedings Cover



VPL3 Conference students





Education for Students

In 2013, Hill's in conjunction with the Hill's Student Reps, organised the following education sessions for undergraduate students:

- April 2013 – Lunch and Learn on feline lower urinary tract disease presented by Katy Williams
- August 2013 – Afternoon tea and talk on working dog nutrition presented by Dr Maureen Revington

Student Programs, Projects and Events

Within the current agreement, Hill's involvement in certain student programs, projects and events has been clarified within the contract rather than liaising regarding events as they occur year to year.

Hill's has committed to be major sponsor of the **Murdoch Veterinary Students' Association (MVSA)** for the three years of the contract. This initiative will enable the rejuvenation of the MVSA and support the student body through providing funding to Special Interest Groups (SIG's).

The MVSA reports that they consider 2013 a year of change for their organisation, in large part due to the generous support of Hill's. This support has been instrumental in funding the Student Interest Groups (SIGs) and the growth in number of SIGs to eleven. Each SIG has its own area of interest (Surgery, Business, Cattle, Horses, Cats, Welfare, Travel, Pigs, Wildlife, Exotics, and Public Health), and a board that manages events and funding etc. The number of SIGs has doubled over the past three years and this has provided numerous valuable opportunities for students to learn outside of the classroom. MVSA membership has also increased dramatically along with member confidence in organisation. All financial support received from Hill's for the MVSA went directly to students in the form of events or subsidised items.

Murdoch University Wildlife Association (MUWA) Event Promotion



Birds Of Prey >>> Excursion

MUWA invites you to join us on a trip to the WA Birds of Prey Centre on the 7th Sept 2013 (Saturday).

The workshop will comprise of a short education session, followed by **HANDS ON** experience with catching and restraining these raptors (including the Wedge-tailed Eagle and Barn Owl).

This is an amazing opportunity and great fun so why not spend a few hours on Saturday morning with us.

Spaces are limited and allocated on first in first serve basis. Email murdochmuwa@gmail.com to secure your spot. Priority will also be given to the people who expressed interest.

Visit <http://wabirdsofprey.com/> for more information.

When: 7th Sept 2013, 1000-1230 (approx.)
Where: WA Birds Of Prey Centre
Cost: \$15 for members, \$45 for non-members

Sponsored by





The **Clinic Coats Ceremony** is an event held to celebrate the 3rd Year students receiving their blue clinic coat prior to beginning practical clinical work within the hospital. Hill's supports this event by in-kind funding of the catering of the event. Currently Hill's also has an arrangement with the AVA to co-sponsor the clinic coats for students.

Clinic Coats Ceremony Program Cover

Sponsors

Thank you to the following sponsors for supporting this important milestone in the Murdoch University veterinary student's journey





**Murdoch University
Veterinary Trust**

2013
Clinic Coat
Ceremony

Celebrating the
Transition of the
Veterinary Student to
Clinical Sciences

Sunday 4th August 2013



Murdoch
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Clinic Coats Ceremony – Coats on during ceremony





Clinic Coats Ceremony – Class photo following ceremony



Client Simulation Classes are held each year with the support of Hill's Pet Nutrition. Four small animal cases were used for the simulation classes with the object of combining communication skills with diagnostic pathology; connecting with a client, taking a history, making and explaining a diagnosis without using jargon. Questions on diet are also included in the history taking process, and clients were provided with specific information about diet. Two cases were reasonably straight forward and were used at the beginning of the classes, then two others involved either 'breaking bad news' or dealing with a challenging client. All cases included negotiating costs, justifying tests, and expressing empathy. Client scripts incorporated many practical points, (e.g. legal age is 18; pensioner needs; variable human-animal bonds, different client personalities, etc).

This year the facilitator of these classes liaised with a Hill's representative to ensure the discussions included a nutritional perspective, had reference to the WSAVA nutritional guidelines, and also highlighted the importance of building rapport in the client education aspect.

The **5th Year Badge Ceremony** was held in February 2013. This event celebrates the transition of students into their Veterinarian in Training year. Hill's supports this event by funding catering and badges. Last year a Hill's representative attended to participate in the ceremony by presenting badges, and talking to students during the luncheon.

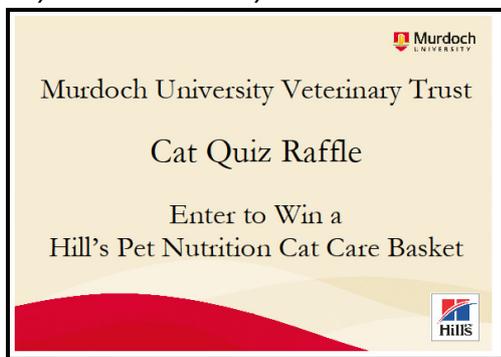
Additional support has included the supply of a number of anatomy books for presentation to students with the highest score in our *Veterinary Anatomy Dissection project*, supply of product for a free raffle prize at the *Perth Royal Show*, and support of lunch and giveaways for *Veterinary Nurse Day*.



Veterinary Anatomy Dissection Project presentation



Royal Show Raffle Flyer





Veterinary Nurse Day





Multi-Project Funding Program

Hill's Pet Nutrition Australia

2009-2010 Annual Report



Murdoch
UNIVERSITY

DISCOVERERS WELCOME



Executive Summary

For many years, Murdoch University & Hill's Pet Nutrition have worked on projects to benefit nutritional education and student experience at Murdoch. In 2007-2008, the Murdoch University Veterinary Trust & Hill's Pet Nutrition began discussions to develop a multi-project funding partnership which would benefit both organisations.

After lengthy discussions, Murdoch and Hill's developed a multi-project partnership valued at \$230,000 from September 2009-2012 which would provide benefits to Hill's in a variety of areas:

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

This multi-project partnership would be managed centrally by the Executive Officer of the Murdoch University Veterinary Trust and a Hill's Technical Service Veterinarian which would provide central points of contact, greater accountability, and budgeting predictability.

With a partnership as multi-layered and integrated as this one, we greatly appreciate the assistance of Hill's Pet Nutrition in implementing our partnership strategies.

In the past year, Murdoch and Hill's have achieved the following items:

- Launched the Hill's Pet Nutrition Mobility & Rehabilitation Service
- Implemented the hospital feeding programme, met with staff to develop new recommendation templates and used RxWorks features to provide simple "macros" recommendation program.
- Hosted VPL speaker events and involved Hill's representative in multiple VPL events.
- Provided continuing education for veterinarians and nurses, including regional rehab talks, Rounds Around The State online education and Dermclub for Nurses.
- Selected grants and in-kind donations for use in Murdoch University School of Veterinary & Biomedical Sciences.

We hope this annual report will provide a useful tool for deepening and improving our partnership. We are proud of our successes, but also realise we need to work together to improve our results in some specific areas. Murdoch is committed to a long-term partnership with Hill's Pet Nutrition and will work to ensure we meet our mutual goals.

Kristin Mannix
Executive Officer
Murdoch University Veterinary Trust



Key Results Areas:

Success of the partnership program is measured in following areas:

Hill's Pet Nutrition Mobility & Rehabilitation Service

- Naming Rights appropriately acknowledged (Signage, Brochures, Hospital/University Documents)
- Featured role in publicity for the launch of service
- Number of patients seen
- Number of patients using Hill's diet
- Public Relations/Branding

Feeding Program:

- Increase number of nutrition recommendations offered at Murdoch University Veterinary Hospital.
- Track number of nutritional recommendations of Hill's Pet Nutrition products to clients.
- Track number of nutritional recommendations of Hill's Pet Nutrition products to referring veterinarians.
- Track sales of Hill's Pet Nutrition products at MUVH.
- Number of presentations to number of staff
- Number of nutritional lectures to students
- Articles (News)
- Appropriate branding

Veterinary Professional Life:

- Hill's representatives participate in Veterinary Professional Life
- Murdoch staff or students attend Veterinary Leadership Experience
- Acknowledgement at VPL events
- Product promotional opportunity at VPL
- Appropriate branding

Rounds Around the State

- Presentations to number of RATS participants
- Acknowledgement of RATS seminar
- Appropriate branding

Special Projects Fund:

- Projects selected
- Acknowledgement for projects' support



Hill's Pet Nutrition Mobility & Rehabilitation Service

KPI #1: Featured role in publicity for the launch of service, naming rights appropriately acknowledged

Results to date:

- Hill's Pet Nutrition Mobility & Rehabilitation Service approved for official naming by University
- University Signage placed in rehabilitation suite and in veterinary hospital.
- Naming is incorporated into Murdoch University Veterinary Hospital billing and referral documents.
- Invitations acknowledging Hill's Pet Nutrition Mobility & Rehabilitation Service sent to all veterinarians in Western Australia. Followed up with Fax/Email reminders
- Invitations sent to relevant Murdoch University Veterinary Hospital Clients
- Invitations sent to all kennel, agility and breed clubs in Western Australia
- News stories followed in Sunday Times, ABC Radio, Murdoch University Explore Publication, Murdoch University Veterinary Trust Vet Gazette, Murdoch University Numbat News
- Brochures mailed to all clinics announcing the services offered, acknowledging Hill's Pet Nutrition Mobility & Rehabilitation Service
- Regionally advertised AVA series in Perth, Geraldton

We are pleased with the visibility which has been provided to Hill's Pet Nutrition for the Hill's Pet Nutrition Mobility & Rehabilitation Service in the past year. We look forward to your ideas about how to work together in future for further promotion of Hill's sponsorship of the service.

KPI #2: Number of patients seen, Number of patients using Hill's diet

Results to date:

- 197 clients have utilised the service attending for a total of 703 client visits since January 2010.
- Due to a problem with our macro recommendation system, we have not been able to quantify the number of patients recommended to use Hill's diet through the Hill's Pet Nutrition & Mobility & Rehabilitation Service.

During the initial first few month of the clinic, referrals were primarily generated internally from Murdoch referrals. A significant marketing effort mailing information to all veterinarians in WA announcing the service and explaining the referral process has generated a significant upswing since June (up by 70% since June 2010).



Hill's Pet Nutrition Hospital Feeding Program

Murdoch University Veterinary Hospital receives \$10,000 of Hill's Pet Nutrition products (wholesale value) for use in the hospital feeding program. This is managed by Vickey Logan, who has set a standing order for \$830 per month. Any additional food for feeding is ordered as part of Murdoch's regular purchases. This \$10,000 in-kind currently represents 58% of the total amount of Hill's product that is used as part of the feeding program.

KPI #1 & 2: Track number of nutritional recommendations of Hill's Pet Nutrition products to clients. Track number of Hill's Pet Nutrition products to referring veterinarians.

In 2010, Murdoch University Veterinary Hospital utilised the RX Works client management software to create a tracking system for nutritional recommendations. All discharge letters included the following statement, "Nutrition is an important part of your pet's wellbeing. We recommend that you talk to your veterinarian about a suitable diet." As part of the process, MUVH created 16 macros which could be inserted into client and referring veterinarian recommendations, while preserving academic and clinical freedom to prescribe as appropriate. Announcements about the macros were circulated to all staff on 3 occasions prior to training sessions being offered to demonstrate how the macros could be used.

Results to date:

- Murdoch University Veterinary Hospital had more than **20,000** client visits from Jan-September 2010. **12,832** of those visits were initial consultation visits in the following areas: GP, MPEC, Surgery, Medicine, Oncology, Dermatology, Ophthalmology, Acupuncture, and Hill's Pet Nutrition Mobility & Rehabilitation Service.
- All client discharge letters have gone out recommending that nutrition be discussed with the referring veterinarian.
- A review of the macro usage indicates that 2 hospital departments are using the macros, Medicine and Oncology, but that these macros have been used in client and referring veterinarian documents 10% of the time. In follow-up interviews with staff a variety of reasons were cited:
 - Unfamiliar with RX works macros and need for further training
 - Making nutritional recommendations or sales verbally but not including them in the discharge forms
 - Not thinking of their area as offering nutritional solutions generally (eg MPEC, Surgery)
 - Concern about alienating the referring veterinarian
 - Clinician prefers an alternative diet for a particular clinical problem.

While we are [disappointed](#) with the uptake of macro usage by our hospital staff, we have already begun discussions with the feeding program team, who have raised the following suggestions:

- Modifying our strategy on a department by department basis.
 - Seeking to create a standard Surgery discharge sheet with a Hill's JD recommendation so that they do not need to use the macro system, however, this could not be tracked through RX works system.
 - Embedding Hill's Pet Nutrition information in specific GP discharge information sheets (e.g. our GP clinicians recommend AD after dentals), however, this could not be tracked through our RX works system.
 - Leading macro training with non-participative staff in medicine to demonstrate use of the macros and improve their usage. This group uses the widest variety of Hill's diets and the macro may still be the easiest solution for them.
- Seeking out alternative methods to track nutritional recommendations. (For instance, a coupon that is given when a nutritional recommendation is included in a discharge sheet, would provide another tracking tool).



- Increasing monitoring of these strategies to a more frequent basis to adapt strategies more quickly.
- Additionally, we feel it will be more important in 2011 to utilise the Hill's Technical Representative and Territory Managers for training on products throughout the year.

As our long-term goal is to increase the number of nutritional recommendations offered at MUVH, we will look to show increases in our next KPIs.

KPI #3: Track sales of Hill's Prescription products at Murdoch University Veterinary Hospital.

Results to date:

- Murdoch University Veterinary Hospital has sold \$50000 of Hill's diets from January to September 2010, and is projected to sell \$65,000 worth of products by year end. The largest sales of Hill's products are the following:
 - J/D Canine More than \$10,000 worth of product @ September 2010
 - Z/D Canine More than \$10,000 worth of product @ September 2010
- Hill's prescription diets are the leading prescription foods sold at Murdoch University, with 55% of all prescription diets. (Besting its nearest competitor in this category by 17%)
- Hill's Science Diet is almost tied for the sale of non-prescription diets foods bringing in 27% of non-prescription sales ~~with 27%~~ (other pet foods rate 30%, 16% and other diets are less than 10%)
- Hill's Pet Nutrition is the combined leading seller of pet foods sold through Murdoch University Veterinary Hospital, with a total of 45% of all foods sold (Besting its nearest competitor by 15%).

KPI #4 & 5: Number of presentations to staff and numbers of nutritional lectures to students

Results to date:

- With changes in staff at both Murdoch University and Hill's Pet Nutrition, presentations to staff and students in 2010 were not organised.

We are currently working with A/Prof Peter Irwin & Dr Caroline Jacobson to arrange the nutritional lectures to our 4th year students for 2011. With the knowledge of what our strongest and weakest areas of nutritional recommendations are for the hospital, we would like to incorporate meetings for the Hill's Technical Veterinarian with key departments when visiting Perth in 2011.

KPI #6: Hill's Pet Nutrition is acknowledged appropriately for its support of the feeding program.

Results to date:

- Signs with agreed language and logos are displayed in the Hospital GP, Referral & MPEC Receptions. Hill's logo mats have been 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.



Veterinary Professional Life

KPI #1 Hill's Representatives participate in Veterinary Professional Life

Results to date:

- Hill's representatives were invited to participate in the Veterinary Professional Life 1 Orientation in February and Veterinary Professional Life 2 Camp in February and March, but as this was a transitional time for Hill's leadership we were not taken up on the offer.
- Hill's also provided assistance with the Cultural Competence workshop, but were not able to attend at the time of our Veterinary Professional Life 5 workshop. With Hill's expertise in veterinary markets across the globe, we hope to involve Mark O'Byrne in this more directly in the future if dates can be arranged. This project may be presented at education and curriculum conferences.

KPI #2 Murdoch staff or students attend Veterinary Leadership Experience

Results to date:

- We were pleased to have Rick de Bose, Chuck Wagynner, and Mark O'Byrne host a VLE seminar on campus, and follow this event with a presentation to Murdoch Graduates in Practice.

KPI #3-5- Appropriate acknowledgement at VPL events and presentations

Results to date:

- Murdoch's Veterinary Professional Life has incorporated elements of the Hill's Veterinary Leadership Experience as part of its 5 year course. Hill's is acknowledged for its leadership in founding the Veterinary Leadership Experience at the VPL orientation annually, its 1st year workshops, 2nd year camps, and 3rd yr conference.
- Additionally, Hill's Pet Nutrition was acknowledged at the Grads in Practice event held jointly with the AVA WA.
- Hill's Pet Nutrition is also acknowledged with its logo on the following items:
 - VPL T-shirts
 - VPL course notes
- Additionally, Hill's may be pleased to note that Hill's has also been acknowledged as part of conference presentations and papers submitted to academic conferences and publications regarding improving educational curricula.



Rounds around the State: Continuing Veterinary Education

KPI #1: Presentations to number of RATS participants.

RATS in 2010 was co-sponsored by Hill's Pet Nutrition and Intervet-Schering Plough. As part of our agreement, Hill's was able to select a topic to present to our RATS audience on 14 July 2010.

Results to date:

- As of 6 October, RATS has had 342 participants and is projected to reach almost 400 in 2010.
- The Hill's presentation attracted 22 participants on the 14 July 2010.

KPI #2&3: Acknowledgement of RATS seminar & Appropriate branding

Results to date:

- Hill's Pet Nutrition support and logo included in series promotional mailing sent to XXXXX veterinarians.
- Hill's Pet Nutrition support and logo included in series promotional email and fax sent to XXXX veterinarians.
- Hill's Pet Nutrition support and logo included on promotional emails and faxes for 5 individual RATS sessions (alternating with co-sponsor [REDACTED]).
- Hill's Pet Nutrition logo featured on RATS interface for 5 individual RATS sessions (alternating with co-sponsor [REDACTED]).
- Hill's acknowledged verbally as sponsor at all RATS sessions.

KPI: Other Continuing Veterinary Education (Dermclub)

As part of this contract, RATS was included as a regular continuing education item. We are grateful to Hill's for its support of other Continuing Veterinary Education outside of this agreement, including Dermclub for Nurses. In future, such sponsorships may be included as part of the Hill's Special Projects Programs. See attached document in appendix for further information.

Results to date:

- As of 6 October, Dermclub for Nurses has attracted 117 participants and is projected to reach 135 in 2010.
- Hill's logo was included on all invitations, session announcements, and acknowledged at each Dermclub for Nurses session.



Hill's Pet Nutrition Special Projects Fund

2010 Projects for support

Projects for Support in 2010	Cash Grants	In-Kind
Large Monitor Medicine Teaching This monitor has been delivered to the medicine tutorial room and the Hill's logo is used as the desktop and screensaver to acknowledge the support.	\$2500	
Training for Support Crew This project was delayed in 2010 due to some changes in staffing (and an urgent issue in September). This project is scheduled to go ahead in December or January. Funds will be held from the 2010 funds to pay for a professional trainer. Hill's will be acknowledged verbally at the event and a logo included on training materials.	\$4000	
General Practice—Pet of the Month The Hill's Pet of the Month has been happening in our General Practice. The winner receives a professional photograph, and a 3kg bag of Hill's food. The photo which is posted on the "Hill's Pet of the Month Board" with logo in our general practice area.	\$1250	12-3kg Bags/year Est value- \$287.40
3rd yr Student VPL Conference This student-run VPL conference acknowledged Hill's support with logos on conference agendas and powerpoint presentations. As catering for the event was costly, in future Hill's may wish to support this from its in-kind support.	\$2250	
Veterinary Professional Life Hill's logo included on VPL T-shirts.		100 T-Shirts Est value- \$500 Speakers for onsite VLE presentation (\$5000?)
Other Hill's in-kind?		
Total	\$10,000	\$5787.40

Staff have already noted several projects which they would like submitted for Hill's consideration in future Special Projects:

- On-going Pet of the Month support
- VPL T-Shirts
- 5th yr Student Badge Ceremony
- Sponsorship of 3rd yr Clinic Coat Ceremony
- On-going cash or in-kind support for 3rd year VPL student conference, 5th yr VPL sessions
- In-kind provision of certain Hill's products as part of promotions (dental diet etc)



Conclusion:

Murdoch University and Hill's Pet Nutrition have embarked on a new phase of our long partnership between our organisations. As part of this multi-project sponsorship, we have incorporated new measurement tools to help each organisation develop strategies to improve our relationships. While we have identified both successes and areas of improvement, our goal is to use these benchmarks in concrete ways to improve the benefits both organisations receive.

Evaluation and feedback is vitally important for our continued success and we look forward to discussing our results with you.

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