



**ENGAGEMENT WITH INDUSTRY GUIDELINES 2016**

1	The Charles Perkins Centre’s (CPC) mission is to ease the burden of obesity, diabetes and cardiovascular disease by translating research into improved health outcomes for individuals, communities and populations, both nationally and internationally.
2	Engagement with industry is appropriate and necessary to achieve the CPC mission. Industries relevant to the CPC research strategy include, among others, the food, dietary supplement and physical activity sectors, the pharmaceutical industry, technology and medical devices, urban design and development, health and medical insurance, and health service providers. Collectively, each of these industries’ goods and services are consumed daily by billions of citizens. Solutions to obesity, diabetes and cardiovascular disease will be highly relevant to the future of these industries, and their strategic engagement with researchers and educators will be important in progressing toward these solutions. Government and government agencies are not included under these guidelines.
3	<p>The CPC will actively seek to engage with industry in support of its mission. Types of engagement with industry might include:</p> <ul style="list-style-type: none"> <li>• Donations or sponsorship of CPC activities (research, educational, clinical, translational)</li> <li>• Direct funding or in-kind support of CPC research projects</li> <li>• Joint programs of research on specific basic, clinical or translational research issues</li> <li>• Consultancy (paid or unpaid)</li> <li>• Knowledge mobility through secondments to and from industry under specific agreements</li> <li>• Commercialisation and development of intellectual property (IP)</li> <li>• Discussion and debate to improve the quality and openness of public discourse about academic industry relations.</li> </ul>
4	<p>CPC engagement with industry will be underpinned as a part of a formal framework by:</p> <ul style="list-style-type: none"> <li>• <i>University of Sydney (Delegations of Authority – Administrative Functions) Rule 2010 (as amended)</i></li> <li>• <i>University of Sydney (Intellectual Property) Rule 2002</i></li> <li>• <i>Code of Conduct - Staff and Affiliates</i></li> <li>• <i>Code of Conduct for Students</i></li> <li>• <i>Gift Acceptance Policy</i></li> <li>• <i>External Interests Policy 2010</i></li> <li>• <i>Research Agreements Policy 2011.</i></li> </ul> <p>The Delegations of Authority set out the powers and authorities of staff and affiliates to act on behalf of the University. The Codes of Conduct and External Interests Policy set out the standards of behaviour and disclosure requirements the University expects. The Intellectual Property Rule governs how the University will treat the IP created by staff and students during the course of their employment or studies. The Research Agreements Policy sets out seven principles by which the University negotiates and enters into research agreements between the University and third parties.</p> <p>All University policy and procedure documents are available on open access from the Policy Register.</p>
6	<p>Engagement with industry is appropriate and necessary for CPC to meet its mission, but risks must be managed to ensure the CPC/University of Sydney protects its reputation and maintain high standards of academic integrity. CPC needs to be risk aware rather than risk averse. Potential risks include:</p> <ul style="list-style-type: none"> <li>• Being used to further the commercial interests of industry in ways contrary to the CPC mission</li> <li>• Being perceived by others (competitor industries and research bodies, government, groups or</li> </ul>

	<p>individuals with particular vested interests or ideological positions) as being biased, “captured” or compromised, whether or not such a perception has a basis in fact</p> <ul style="list-style-type: none"> <li>• Diverting efforts away from high quality research, education and translation for the sake of funds that add little or no added value – CPC is not a service provider for industry nor a means to provide a competitive advantage</li> <li>• Loss of public confidence in the CPC as an ‘honest broker’ of knowledge and skills</li> <li>• Industry influence on the design, conduct and dissemination of research in a way that biases the results and/or presentation of results in favour of the sponsor.</li> </ul>
7	<p>A risk benefit analysis is required for all CPC projects considering an industry linkage. As outlined below, some relationships may be considered too risky to go forward; others may sufficiently minimize the risk. Any relationships that do not fall clearly into the categories below or where there are questions about whether a relationship should proceed will be reviewed and managed by an Industry Partnership Committee, chaired by a senior CPC academic as nominee of the Academic Director. The IPC will have members who are external to CPC to ensure independence and breadth of experience. Project Node leaders will be required to inform the IPC of any industry linkages under consideration and to provide the committee with sufficient background information to allow an assessment to be made. The assessment will be presented to CPC Executive Committee for discussion and approval. Approvals will also be sought from relevant Faculties to ensure an integrated approach. This risk benefit analysis will be secondary to all other relevant University policies (point 4).</p>
8	<p>The mission test. When conducting a risk benefit analysis, the fundamental question is can the relationship help deliver improved health outcomes according to the CPC mission? As a guide:</p> <p>CPC should not engage with industry partners where:</p> <ul style="list-style-type: none"> <li>• The commercial interests of the industry are not aligned with improved public health.</li> <li>• The commercial interest has control over any of the design, conduct or dissemination of the project.</li> <li>• The commercial interest can prevent publication or dissemination of project materials.</li> <li>• There is a reasonable likelihood that the relationship could have a negative impact on the reputation of the CPC and University.</li> <li>• The partner organization (and if a subsidiary of a larger corporation, the larger entity) has a poor record of corporate governance or responsibility.</li> </ul> <p>Where industry engagement does not fall into any of the categories above, it can proceed if the following conditions are met. If any of these conditions cannot be met or if there are any questions, the case should be referred to the Industry Partnership Committee.</p> <ul style="list-style-type: none"> <li>• The acceptance of commercial support does not influence the integrity of CPC activities, including academic freedom to publish, principles of transparency, objectivity and the need to be evidence based.</li> <li>• There is openness and transparency around commercial support of research or other CPC activities (e.g., full disclosure in all publically available materials).</li> <li>• Where a single company is involved, justification for working with a single company is provided. The preference is to work with consortia of companies rather than individual industries, particularly in the case of the food sector.</li> <li>• The industry funding is untied, e.g. industry contributing to a common fund that is administered to meet the CPC research strategy, or through competitive government schemes such as ARC Linkage</li> </ul>
9	<p>Gift funding: If gift funding is included in the industry partnership, a Deed Of Gift will be drawn up in consultation with the Charles Perkins Centre Industry Partnership Committee and the University’s Office of General Counsel.</p>

<b>10</b>	The CPC will make industry engagement itself a topic of research. Key CPC academic appointments in this area include the Janet Dora Hine Chair in the Politics, Ethics and Governance of Health and the Pharmacy Chair in Medicines Use and Health Outcomes (Professor Lisa Bero). This research will also be supported by Charles Perkins Centre project nodes, Businesses, Markets and the Social Context of Health, led from the University of Sydney Business School by Associate Professor Teresa Davis and Professor Corinne Mulley.
<b>11</b>	Notification and Requests to Engage with Industry by CPC members and hub occupants will be circulated by email to the Committee for review and response. The Committee are obligated to respond to requests received by email within 10 working days. The Chair is responsible for communicating the resolution of the Committee to the applicant and will aim to do so within 15 working days from receipt of application. Applications will not be considered without supporting documentation and all necessary approvals.
<b>12</b>	Please provide a copy of any relevant contract or consulting agreement in relation to the Notification and Request to Engage with Industry, if available.
<b>13</b>	If further information is required in relation to engagement with industry for CPC members and hub occupants please contact the Chair of the Committee by email on <a href="mailto:cpc.chairindustryengagement@sydney.edu.au">cpc.chairindustryengagement@sydney.edu.au</a> .

#### **CHARLES PERKINS CENTRE ENGAGEMENT WITH INDUSTRY - COMMITTEE MEMBERS 2016**

<b>Dr Andrew Tindall</b>	Director, Commercial Development and Industrial Partnerships
<b>Sara Hofman</b>	Senior Solicitor - IP & Commercial, Office of General Counsel
<b>Professor Lisa Bero (Chair)</b>	Chair in Medicines Use and Health Outcomes, Faculty of Pharmacy
<b>Associate Professor Timothy Gill</b>	Principal Research Fellow and Scientific Programs Manager, Boden Institute of Obesity, Nutrition, Exercise & Eating Disorders
<b>Professor Paul Griffiths</b>	Society & Environment Domain leader, Charles Perkins Centre
<b>Professor Steve Simpson</b>	Academic Director, Charles Perkins Centre

#### **REQUEST FOR INFORMATION ON ENGAGEMENT WITH INDUSTRY**

Individual CPC members and hub occupants who are considering funding from industry are requested to complete the Notification and Request to Engage with Industry form on the CPC intranet.