



## CODE OF CONDUCT FOR GUILD ELECTIONS

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### Candidates

To ensure that Guild elections are conducted in a manner that is fair and equitable and that both candidates and staff have a clear understanding of their respective rights and responsibilities during the election period, National Council adopts the following Code of Conduct for Guild elections and requests all candidates and staff to abide by its provisions.

Candidates must not use Guild resources or the resources of Guild-related organisations such as Guild Group Holdings Limited, Gold Cross Products and Services, Fred IT Group, GuildLink, the Australian Association of Consultant Pharmacy, etc for campaign purposes, outside of those that are paid for use services as outlined in the document 'Instructions – for Candidates in Guild Elections'. This includes the use of Guild or related body telephones, faxes, computers, printing equipment, stationery, logos or media services etc. It also applies to the use of Guild or related body equipment such as notebooks, smart phones and other equipment supplied by the Guild or a Guild related body to assist elected officials to undertake Guild related tasks.

Guild publications must not be used for the dissemination of electoral material, other than that judged necessary for the conduct of the election by the Australian Electoral Commission (AEC), which is independently responsible for all Guild elections. Guild websites or Guild social media channels shall not be utilised for campaigning purposes.

While candidates have a right to full information on the administration and policies of the Guild and may approach the Executive Director in the case of national elections or the relevant Branch Director in the case of state or territory elections to arrange staff briefings on such matters, staff should not be directly approached nor asked to assist in any activities associated with individual campaigns nor on the conduct of the election.

For their part, staff must not offer assistance nor show favour to one candidate over another. Where guidance is needed in defining the line between the provision of information and participation in the electoral process, the Executive Director or the relevant Branch Director as appropriate shall provide guidance and be the arbiter.

Facilitation of a mail out or FaxStream communication to members eligible to vote in a particular election may be purchased from the Guild by arrangement with the Executive Director in the case of national ballots or the relevant Branch Director in the case of state or territory ballots. This may be used for electoral canvassing, provided all costs are met by the candidate and no further assistance is provided by the Guild. Costs will be estimated on a cost-recovery basis by the Executive Director in the case of national elections or the relevant Branch Director in the case of state or territory elections.

It is expected that all copy will be free from offensive, derogatory or defamatory remarks; however, such copy will be reviewed by the Executive Director in the case of national ballots or the relevant Branch Director in the case of state or territory ballots and candidates may be asked to remove any material thought likely to expose the Guild to legal action. A disclaimer will also be included at the end of the statement as outlined in the candidate instruction sheets attached.

There will be no restriction on the number of requests for mail-outs or FaxStream communication, provided these are requested and paid for by the candidate, although the Executive Director or Branch Director retains the discretion to limit this in consultation with candidates if it has too great an impact on Guild resources.

Email lists will not be made available since membership feedback has confirmed that this means of canvassing is considered too intrusive. If a Branch has regular email distribution of member communication, all candidates have a right to request an inclusion of a link to their websites, during the election process.

In accordance with the rules, all candidates may prepare a 200 word statement to be distributed with the ballot papers to all those eligible to vote. This statement is to be sent directly to the AEC. Staff should note that this statement should be a short, personal statement only and should not contain any offensive, derogatory or defamatory remarks.

No candidate or person representing a candidate shall seek to coerce or intimidate voters or other candidates.

For incumbent candidates seeking re-election, no expense claims may be made for any activities related to electioneering. This does not preclude such candidates from carrying on their normal duties for the Guild.

During the campaign period incumbent candidates seeking re-election may not seek media attention resulting from their Guild position to seek electoral advantage.

Candidates should at all times conduct themselves ethically in keeping with the high moral standards of the profession they seek to represent.