



Association for Palliative Medicine

APM Patron Policy

Raising the profile of the APM

1. Background

- 1.1. The endorsement of the APM by highly visible figures or leaders can bring many benefits to the organisation, including an increase in national visibility, publicity and an ability to reach and influence target audiences.
- 1.2. Before implementation of this Policy, the APM Executive Committee will seek the approval of the full membership to the concept of engaging Patrons for the APM

2. Policy

- 2.1. A Patron should be someone:
 - whose name will raise the profile of the APM and its aims
 - who is visible and influential
 - who will bring specific attributes to support the APM
 - who is willing to be pro-active in their support in defined activities, for example:
 - assist with contacts and engagement with specific people / organisations
 - endorse / attend events
- 2.2. Selection of a Patron:
 - Both parties should be clear as to what is expected of the relationship between a Patron and the APM
 - The responsibility for recruiting a Patron lies with the Executive Committee of the APM, however APM members should be encouraged to suggest prospective Patrons and to help with contacts and negotiations in order to recruit the most appropriate and highest caliber representatives
- 2.3. Any proposal to ask an individual to represent the APM in a Patron role should be given careful consideration, and due diligence should be undertaken. When a prospective Patron has been identified, the Executive Committee will nominate a Committee member to undertake desk research to learn more about the candidate and identify anything which may make them unsuitable for the position before an approach is made.
- 2.4. The results of the desk research will be fed back to the Executive Committee which will then be responsible for deciding the appropriateness of the individual to represent the APM as a Patron, before contact is made with them.
- 2.5. The Executive Committee will decide the most appropriate manner by which to approach the prospective Patron. Specific APM members (either on the Executive Committee or from the full membership) may be in a position to assist with an approach.

2.6. The name of any prospective Patron will remain confidential to the members of the Executive Committee only. **1**

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2.7. The prospective Patron will be provided with the APM Patron role description, adapted where necessary to their individual circumstances, when they are approached. While the nature of each relationship may differ, the core role of a Patron is to promote, endorse and support the APM at a national level. **1**

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2.8. The term of office for a Patron will be 5 years. If the relationship has proven positive and both parties agree, the role can be extended for a second term of office, or other agreed time span, not exceeding the maximum length of time identified in the original agreement. **1**

2.9. If, at any time during the term of office, it is felt that the relationship with a Patron could adversely affect the APM, the Executive Committee may terminate the relationship with immediate effect and end all future collaborations and endorsements. **1**

2.10. It is the responsibility of all APM members, and particularly those on the APM Executive Committee, to be diligent in monitoring the conduct of the Patron and their relationship with the APM. **1**

2.11. The Patron's name may be, with their permission, printed on APM stationery. **1**

2.12. The Patron's details will be, with their permission, included on the APM website. **1**

2.13. Co-ordination of a Patron's activities in relation to the APM will be the responsibility of the APM Secretariat (Complete Secretariat) under the guidance of the Executive Committee. Key / specific activities involving a Patron will take place in direct consultation with the Executive Committee. **1**

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2.14. Remuneration:

- A Patron will not receive remuneration for their role with the APM
- Reasonable expenses incurred as part of a Patron's duties for the APM will be reimbursed as per the APM Expenses Policy

APM Executive Committee
March 2016

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