

## SPONSORSHIP: HOW IT WORKS

A lead-in time of at least two months is preferred to ensure successful event development.

1. Potential sponsors fax Sponsorship Interest Form (last page of this information package) to CWDGP.
2. CWDGP and potential sponsor agree on a suitable event and sponsorship amount.
3. A sponsorship agreement is signed by both parties, outlining the parameters of the sponsorship, party roles, and payment details.
4. CWDGP develops and coordinates all aspects of the event, including CPD point allocation, speaker liaison, venue liaison, administration etc.
5. CWDGP hosts event.
6. CWDGP event evaluation and feedback.

## SPONSORSHIP BOUNDARIES

At all times, CWDGP maintains a transparent and ethical position regarding sponsorship arrangements. To ensure there is no conflict of interest, CWDGP CPD events are designed, developed, and coordinated by CWDGP without input from sponsorship organisations. Product information is completely separate from the education activity and may not involve the speaker or facilitator of the event. In addition, CWDGP will not directly or indirectly promote the use of brand name products or treatments that have not been based on scientific evidence. (*Note: For a full list of specific terms, see CWDGP sponsorship agreement.*)

Please note that while efforts are made to maximise attendances at CWDGP events, the Division cannot guarantee the number of participants.

CWDGP looks forward to working with you; your support is appreciated.

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NSW Central West  
**Division of General Practice Ltd**

## SPONSORSHIP INFORMATION PACKAGE

*Delivering local health solutions  
through general practice*



## WHO ARE WE?

The Central West Division of General Practice (CWDGP) aims to support general practice in providing the highest quality health care to the people of the Central West. Its geographic area lies west of the Blue Mountains and covers a large area of over 60,000 square kilometres from Lithgow to Lake Cargelligo. There are approximately 135 GPs within the Division, of whom more than 100 are enrolled as members. There are also a number of GP Registrars working throughout the Division area at any point in time.



## WORKING TOGETHER

CWDGP encourages a partnership approach to supporting general practice, and works with other Divisions, non-government organisations, educational institutions, pharmaceutical companies, and health-related businesses to ensure access to quality and regular CPD opportunities. CWDGP works with other organisations by:

- ★ Delivering a quality CPD program with the support of financial sponsors;
- ★ Sharing ideas and experiences to strengthen program delivery;
- ★ Maintaining a calendar of GP CPD events in the Central West to help ensure regional coordination. CWDGP encourages CPD providers to share and enquire about event dates to minimise scheduling conflicts;
- ★ Informing general practice of upcoming CPD events in the Central West delivered by external education providers. (*Note: no CWDGP endorsement of external events is provided.*)

## A QUICK LOOK AT THE CWDGP CONTINUING PROFESSIONAL DEVELOPMENT PROGRAM

CWDGP provides education and professional development opportunities for the general practice team. The ultimate aim of the program is to improve patient outcomes.

The CPD Program is based on several guiding principles, which are not limited to but include:

- ★ Needs-driven program development
- ★ Incorporation of adult learning principles
- ★ Evidence-based, best practice and bias-free content
- ★ Consistency with objectives and standards of key bodies
- ★ Embedded mechanisms for quality review and evaluation

The core target groups of the Division's CPD program include GPs, GP Registrars, Practice Nurses, and Practice Managers/staff. Secondary target groups include other health professionals (eg. pharmacists, aged care facility staff, and allied health). Multidisciplinary learning opportunities are provided where appropriate.

Due to the geographic spread and diverse needs of the target groups, the Division's CPD Program is currently delivered in a variety of ways, including:

- ★ Teleconferences hosted by specialist speakers (popular with remote GPs and practice staff)
- ★ Education evenings (usually rotated between the major towns of Lithgow, Bathurst, Orange, Cowra, Parkes, Forbes)
- ★ Clinical or specialist workshop days (1-2 x year)

## WHY SPONSOR A CWDGP EVENT?

Corporate sponsors play an important role in the ongoing provision of quality CPD and networking opportunities organised by CWDGP for health professionals in the Central West. CWDGP and sponsors enter into mutually beneficial agreements that address the needs of participants, while supporting the goals of both the sponsor organisation and the Division. In particular, sponsors will:

- ★ Be recognised as a supporter of quality GP education and training
- ★ Take advantage of CWDGP experience and local knowledge of the Central West general practice context
- ★ Increase corporate visibility to professional medical audiences through:
  - Acknowledgement of sponsor support on the day of the event and on all event advertising
  - Sponsor representative(s) attendance on the day of the event – which allows for networking opportunities
  - Trade display
  - Presentation (5 minutes maximum at the end of the education session, sent to CWDGP in advance of event)