From: Ian Robertson
To: Ellaine Hislop
Subject: RE: Hill"s Support - Confidential
Date: 21 May 2012 13:06:38
Attachments: image001.jpg
image002.jpg
image003.jpg

Thanks Ellaine – OK at a time that suits you we can discuss further.

Cheers

Ian

From: Ellaine Hislop
Sent: Monday, 21 May 2012 9:30 AM
To: Ian Robertson
Subject: Hill's Support - Confidential

Hi Ian

Tricky. Perhaps we can sit down and chat later about how we can develop our relationship with Royal Canin?

In the past Royal Canin have supported the in-house feeding program, CVE events and currently a prize for the Awards Ceremony.

In a nutshell, the following covers the nutrition / feeding aspect of the Hill's contract.

All our major contracts have the following clause which would cover us undertaking an agreement with another nutrition company:

"Subject to any explicit statement to the contrary in item 8 of the Schedule, any Sponsorship Rights are non-exclusive. For the avoidance of doubt, this includes Murdoch not being restricted from entering into sponsorship agreements for a Programme with other parties, subject to it advising the Sponsor of such other sponsorship agreements."

Pet Nutrition Feeding Programme

-
This Programme constitutes the use of Hill's products by students who are learning to develop nutritional guidelines for clients (those products being supplied by the Sponsor for free) as set out in item 7 of the Schedule.

Murdoch must treat animal 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, develop a nutritional recommendation template that includes the Sponsor's products.

1. *Students learning to develop nutritional guidelines for clients may use the Sponsor's products as part of their clinical experience.*
2. *Hospital staff will be educated about the Sponsor's in-kind support for the Programme.*
3. *Murdoch staff ..... will speak with clinicians and encourage them to ensure that where appropriate, patients are discharged with a nutritional recommendation.*
4. *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, develop a nutritional recommendation template that may include the Sponsor's products.....*
5. *The Sponsor'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.*
6. *The Sponsor 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 Sponsor's products.*
7. *Where practicable, the Sponsor 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. ..... Products from other pet food companies may be available in the feed room for alternative feeding of patients.*
8. *The Sponsor will be given the option of a proportional increase to 50% product display space in Murdoch's waiting room.....*

Hope this helps.

Kind regards

Ellaine

From: Ian Robertson
Sent: Friday, 18 May 2012 3:39 PM
To: Ellaine Hislop
Cc: Ian Robertson
Subject: FW: Royal Canin Support

HI Ellaine

What relationships do we have with Royal Canin – and what is the agreement between us and Hills – obviously don't want to affect that relationship?
We also obviously would like some financial support via trust!

Cheers

Ian

From: [redacted]
Sent: Thursday, 26 April 2012 10:41 AM
To: Ian Robertson
Subject: FW: Royal Canin Support

Hi Ian,

Hope you are well.

Ian, I just wanted to touch base with you regarding Royal Canin providing some nutrition support and materials for the vet students and staff. Would this be something that you would be interested in?

Thanks Ian. I look forward to hearing from you.

[redacted]