

Information for advertisers

Information prepared for external providers of advertising/promotional/sponsorship material in APS publications and at APS events

Thank you for your interest in promoting your product or service through the APS. The APS advertising terms and conditions indicate that all advertisements in APS publications and at APS events must be approved¹ by the APS. This information has been prepared in order to facilitate the approval process for external advertisers. It is important to note that the majority of promotional material submitted to the APS is approved without request for amendment. However, in the small number of instances where amendments have been required before approval, advertisers have asked that guidance is made available prior to the submission, hence the provision of this information sheet.

Regulatory operating environment

As the leading professional organisation for Australian psychology, the APS operates with regard to the ethical and regulatory requirements for practising psychologists, regulated health services, and education and training facilities in Australia. The APS Ethics Committee has advised that all advertising in APS publications and at APS events must comply with the *APS Code of Ethics* and any relevant requirements stipulated by the Psychology Board of Australia (PsyBA) or the Australian Health Practitioner Regulation Agency (AHPRA), regardless of whether or not the external advertiser/sponsor is a registered psychologist, or is providing a regulated health service or an education and training program.

Assessment of promotional material

Your promotional material will be assessed for approval according to the APS Advertising Guidelines. A summary of the key features of approved advertisements for APS publications and events is presented below to assist with the preparation of your promotional material.

The promotional material must NOT contain:

- Claims that cannot be substantiated by a body of reputable research
- Inaccurate or misleading representation of a product/service or an individual's details or qualifications
- Claims implying superiority of a psychologist over other psychologists
- Claims that could induce fears in clients if they did not obtain a particular service, product or publication
- Information or images that are vulgar, sensational, in poor taste or that will reflect poorly on the APS or the profession of psychology
- Sweeping statements that are not able to be substantiated (e.g., 'the best in the world')
- Testimonials, defined as personal statements or recommendations from someone who has received the service or used the product
- The word 'specialist' (or words to that effect, such as 'specialises in') used in relation to describing a registered health practitioner or regulated health service
- Wording that in any way implies accreditation for continuing professional development hours for psychologists (acceptable example: 'This event represents x CPD hours').

¹ Approval is at the discretion of the authorised APS officer. The APS reserves the right to reject advertising that is not deemed to be in keeping with its scientific and professional aims.