

Approved CPD Advertising and Use of Logo Guidelines

CPD presenters advertising Association approved CPD activities must comply with the following CPD advertising and use of logo terms and Association **Brand Guidelines for CPD Providers**.

If a CPD activity is approved, presenters must note the activity is to be displayed / advertised in accordance with Association advertising terms:

- It is the responsibility of the advertiser (CPD presenter) to ensure that advertising matter, and associated material made accessible by means of html links or similar, conforms to appropriate standards such as the Australian Consumer Law and AHPRA guidelines,
- It is the responsibility of the advertiser to provide all material, words and images, in accord with the guidelines and specifications for advertising,
- It is the responsibility of the advertiser to ensure there are no errors, omissions, or other inaccuracies contained in material submitted,
- Advertising is to include CPD activity date, time, location, cost, activity summary, learning outcomes and materials (if being supplied), a brief description and biography of the CPD presenter,
- Presenters of CPD activities must not advertise or give the impression that the activity has approval by the Association until the activity has received approval by the Association CPD Committee,
- Presenters of CPD activities must not use the terms 'endorsed by' or 'accredited by'. The only term for approved CPD activities is "*CPD Approved by APodA*" and use of logo,
- Use of the Association logo in promoting the CPD activity is restricted to the approved CPD activity only and must be accompanied with the words "*Approved by APodA*" logo,
- The "*CPD Approved*" logo is issued against an approved CPD activity only for the approval period the recognised CPD activity has been granted by the CPD Committee i.e. if activity approval has been granted for 6 months, use of "*CPD Approved*" logo is permitted in this time,
- Upon expiry of the approved period the CPD presenter will immediately cease to use "*CPD Approved*" logo and will remove it from all advertising of approved CPD activity,
- If there has been Change of Content* to the CPD activity within the approval period (*refer to Change of Content in Application and Review Guidelines), the presenter must cease usage of the "*CPD Approved*" logo and submit a new CPD application review which will incur the standard application fee,
- The "*CPD Approved*" logo must not be altered in any way,

- Approved presenters are not permitted to provide the “CPD Approved” logo to any third party, except for the purposes of advertisement or promotion of the approved CPD activity,
- By using the “CPD Approved” logo, the presenter is agreeing to these terms and conditions.