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<th>Term</th>
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<tr>
<td>Accreditation</td>
<td>Accreditation of a degree program, intern training program (ITP) and continuing professional development (CPD) activity against defined standards to ensure that the education and training leading to registration as a health practitioner (i.e. pharmacist) is rigorous and prepares individuals to practise as a health professional safely.</td>
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<tr>
<td>Accredited pharmacy education program</td>
<td>Refers to pharmacy intern training programs (ITPs), degree programs and other pharmacy related education programs accredited by the Australian Pharmacy Council (APC).</td>
</tr>
<tr>
<td>Accredited pharmacy education program provider</td>
<td>Refers to an organisation that is responsible for delivering the pharmacy ITPs and/or degree programs and other education programs accredited by the APC. Please note that some pharmacy education programs (i.e. vaccination courses) accredited by the APC may also be considered as a CPD activity for pharmacists.</td>
</tr>
<tr>
<td>CPD accrediting organisation</td>
<td>Refers to an organisation accredited by the APC to accredit pharmacy CPD activities on its behalf.</td>
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<tr>
<td>Continuing Professional Development</td>
<td>The means by which members of the profession continue to maintain, improve and broaden their knowledge, expertise and competence, and develop the personal and professional qualities required throughout their professional lives.</td>
</tr>
<tr>
<td>Continuing Professional Development activities</td>
<td>The activities undertaken by the members of the profession which enable them to continue to maintain, improve and broaden their knowledge, expertise and competence, and develop the personal and professional qualities required throughout their professional lives.</td>
</tr>
<tr>
<td>CPD activity provider</td>
<td>Refers to providers of CPD education activities within the pharmacy profession.</td>
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Please note that in some instances the CPD accrediting organisation and the CPD activity provider is the same.

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1 This definition is adopted from the Pharmacy Board of Australia Continuing Professional Development Registration Standard
2 This definition is adopted from the Pharmacy Board of Australia Continuing Professional Development Registration Standard
### List of Abbreviations

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<thead>
<tr>
<th>Abbreviation</th>
<th>Term</th>
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<tr>
<td>ACL</td>
<td>Australian Consumer Law</td>
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<tr>
<td>ACCC</td>
<td>Australian Competition and Consumer Commission</td>
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<tr>
<td>APC</td>
<td>Australian Pharmacy Council</td>
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<tr>
<td>CPD</td>
<td>Continuing Professional Development</td>
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<tr>
<td>ITP</td>
<td>Intern Training Program</td>
</tr>
<tr>
<td>PBA</td>
<td>Pharmacy Board of Australia</td>
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<td>PCNZ</td>
<td>Pharmacy Council of New Zealand</td>
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1. **Purpose**

To ensure the marketing of programs is undertaken in a professional manner that reflects the integrity and reputation of both the profession and all the relevant parties involved in the delivery of accredited pharmacy education programs and continuous professional development activities.

2. **Scope**

This policy applies to all APC accredited pharmacy education program providers, CPD accrediting organisations and CPD activity providers. The Pharmacy Board of Australia (PBA) and the Pharmacy Council of New Zealand (PCNZ) have authorised the APC to accredit pharmacy education providers in Australia and New Zealand respectively.

3. **Policy Statement**

Advertisers must be aware of their obligations under law. In Australia, this is the Australian Consumer Law (ACL) as this policy aligns to ACL section 18(1) (formerly TPA s52(1)) which provides that:

> 'A person must not, in trade or commerce, engage in conduct that is misleading or deceptive or is likely to mislead or deceive.'

In addition to applying to persons generally, this section applies as a Commonwealth law to the conduct of corporations (s131, CCA). In New Zealand, this is the Fair Trading Act 1986 (s13) which provides that:

> 'No person shall...(s13e) make a false or misleading representation that goods or services have any sponsorship, approval, endorsement, performance characteristics, accessories, uses, or benefits.'

The Australian Competition and Consumer Commission’s (ACCC) current enforcement priorities highlight the need for companies to take a proactive approach to monitoring promotional activities. False and misleading advertising are encompassed within the ACL and where marketing and advertising are found to contravene the Accreditation Marketing Policy, APC may refer matters to the relevant regulatory body.

3.1. **False and Misleading Claims**

The accredited pharmacy education program providers, CPD accrediting organisations and CPD activity providers must not give false or misleading information or advice in relation to:

- The nomenclature of the accreditation type granted
- The currency of their accreditation status
- Usage of terms other than PBA or PCNZ endorsed and approved nomenclature
- Claims relating to an application for accreditation and possible outcomes of the accreditation process
- Enrolment outcomes associated with the program seeking accreditation or approval
- The employment outcomes associated with a course
- Possible migration outcomes
- Any other material issues and or matters of substance.
Example of a False or Misleading Claim:

An accredited pharmacy education program provider promotes an unaccredited and unapproved course.

A degree has been offered to students for several years but now the program provider plans to offer a new degree program. Applications have been made to the APC to accredit the degree programs offered and the university has begun to market the course on its website.

The university is in breach of the APC Standards and the National Law because it is marketing a course that is neither accredited nor approved. The university should have restricted its promotional activities to informing prospective and enrolled students that it has applied for accreditation of a new degree program, but not actively marketed the course to students.

3.2. Usage of APC Logos

3.2.1. Authorised Use of Continuing Professional Development Logo

Figure 1: APC Continuing Professional Development Logo

- APC CPD logo is a nationally consistent and distinguishable mark to be displayed on accredited CPD activities to demonstrate currency of accreditation status, an activity has been allocated CPD credits and meets the requirements for accredited CPD.

- APC provides a unique letter identifier for each CPD accrediting organisation to display as the prefix letter in conjunction with their accreditation numbering system i.e. AA---. This must be displayed on all accredited activities.

  - In instances, where more than one CPD accrediting organisation has accredited the same CPD activity, the following statement must accompany the APC CPD logo and the accreditation numbers:

    - Either Code X or Code Y are suitable for inclusion in an individual pharmacist’s CPD Plan.

This APC CPD logo must be displayed in a way that clearly identifies both the activity’s status and the unique identifier adjacent to the logo. It should be displayed in a manner that clearly states the credits allocated and status of the accredited activity.

3 The National Law refers to Health Practitioner Regulation National Law 2009
4 As prescribed in the PBA CPD guidelines
• One of the following statements must accompany the APC CPD logo and accreditation number:
  o **This activity has been accredited for X hours of Group X CPD (or X CPD credits)** suitable for inclusion in an individual pharmacist’s CPD plan. **OR**
  o **This activity has been accredited for X hours of Group X CPD and X hours of Group X CPD (for the interactive workshop component). This comprises a total of X CPD credits suitable for inclusion in an individual pharmacist’s CPD plan. OR**
  o **This activity has been accredited for X hours of Group X CPD (or X CPD credits) suitable for inclusion in an individual pharmacist’s CPD plan which can be converted to X hours of Group X CPD (or X CPD credits) upon successful completion of relevant assessment activities.**

**Examples:**

• This activity has been accredited for 6 hours of Group 1 CPD (or 6 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan.

• This activity has been accredited for 6 hours of Group 1 CPD and 6 hours of Group 2 CPD (for the interactive workshop component). This comprises a total of 18 CPD credits suitable for inclusion in an individual pharmacist’s CPD plan.

• This activity has been accredited for 6 hours of Group 1 CPD (or 6 CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to 6 hours of Group 2 CPD (or 12 CPD credits) upon successful completion of relevant assessment activities.

3.2.1.1. Additional Information Relating to the Use of CPD Logo

• **CPD accrediting organisations must ensure there are no false or misleading statements making claims that APC itself has assessed or accredited the CPD activities.**

• **CPD activity providers must not identify the organisation that has accredited the activity in promotional material except by the use of the unique identifier supplied by the accrediting organisation when the activity is accredited.**
  o In instances where the CPD activity provider and the CPD accrediting organisations are the same, the organisation’s logo must not visually be linked to the accreditation outcome.

• **CPD activity providers may choose to include in their promotional materials that the provider has applied for accreditation. Therefore, they may use a statement such as ‘**currently applying for accreditation**’ or ‘**seeking accreditation**’ in their promotional materials. However, CPD activity providers must not give an indication of a likely outcome of the accreditation while advertising. For example, the amount of credits awarded should not be advertised until accreditation is granted.**

• **CPD activity providers and CPD accrediting organisations must ensure that advertising comprises no more than 20% of total space allocated in and around the printed content of any material relating to the activity (e.g. PowerPoint slides).**

• **The CPD logo must not be used by CPD providers until formal approval from the APC is granted.**

• **The CPD logo may be used while a reaccreditation review is being undertaken.**
3.2.1.2. Other Information

- CPD accrediting organisations may use the following statement in either electronic, print or other promotional materials to show that the organisation has been accredited by the APC to accredit CPD activities.

  Under the auspices of the Australian Pharmacy Council the [Name of Organisation] may accredit continuing professional development for pharmacists that is eligible to be used as supporting evidence of continuing competence.

3.2.2. Authorised use of Accredited Program Logo

![APC Accredited Program Logo]

Figure 2: APC Accredited Program Logo

- An APC accredited pharmacy education program provider may use the Accredited Program logo in either electronic or print media. Its use must be accompanied by a statement identifying the name of the accredited pharmacy education program provider and its accreditation status. Both the logo and statement must be prominent in any material used for promotional and descriptive purposes.

- APC Accredited Program logo remains the exclusive property of the APC and may not be altered, incorporated into other illustrations, reproduced or displayed for any purpose other than that approved without prior written approval of the CEO of the APC.

- The Accredited Program logo may not be used in a manner that either indicates or implies an association, endorsement or support for third party products and services and may not be used in any such manner which may compromise the integrity of the APC.

3.2.2.1. Status of Accreditation Approvals

With regard to the accreditation status and accreditation types conferred on pharmacy education programs within the remit of the APC to confer, the following statements should be made in conjunction with logo display:

- **Accreditation with Conditions**

  This program has been granted ‘accreditation with conditions’ by the Australian Pharmacy Council. For information regarding the approval status of the program, please refer to the Pharmacy Board of Australia website; OR

  This program has been granted ‘accreditation with conditions’ by the Australian Pharmacy Council. For information regarding the approval status of the program, please refer to the Pharmacy Council of New Zealand website.

- **Accredited**

  This program has been granted accreditation by the Australian Pharmacy Council and is approved by the Pharmacy Board of Australia as a qualification leading to registration as a pharmacist in Australia; OR
This program has been granted accreditation by the Australian Pharmacy Council and is approved by the Pharmacy Council of New Zealand as a qualification leading to registration as a pharmacist in New Zealand.

3.2.2.2. Additional Information Relating to the Use of Accredited Program Logo

- Accredited pharmacy education program providers must not promote and/or market an unaccredited program while an application for accreditation is awaiting accreditation by the APC and the course is awaiting approval by the PBA or PCNZ.

- The APC does not grant retrospective accreditation of programs.

- An accredited pharmacy education program provider may choose to inform prospective and enrolled students that it has applied for accreditation.

- Examples of false or misleading information relating to accredited programs may include a provider giving false or misleading information about course duration, structure or content, or a provider making false comparisons with other providers.

4. Roles and Responsibilities

The Accreditation Unit of the APC is responsible for the implementation and compliance monitoring of the policy. Specific roles and responsibilities of employees within the Unit:

- **Executive Director Professional Services** – Recommendation of policy direction
  - Degree program matters including implementation of advised changes, compliance monitoring and version control

- **Accreditation Senior Pharmacist**
  - CPD and ITP matters including implementation of advised changes, compliance monitoring and version control

The CPD accrediting organisations must ensure that the policy is implemented and that CPD activity providers are informed and compliant with the policy.

The accredited pharmacy education providers must ensure that the policy is implemented and that all necessary parties are informed and compliant with the policy.

5. International Accredited Programs

On request APC will review and assess international pharmacy degree programs against the Accreditation Standards for Pharmacy Programs in Australia and New Zealand 2012 as an independent international quality improvement review. Graduates from these programs however **will not** be eligible for registration in Australia with the PBA. To ensure this distinction cannot be misunderstood and to create a distinctive visual difference international programs may use the following logo in accordance with 3.2.2:
6. **Return of APC logo**

   At the expiry of an accredited period the APC logo must be returned and its use discontinued by the previously accredited provider.

7. **Supporting Procedures**


8. **Related documents/Links**


9. *International Accreditation Guidelines and Procedures*