



australian
pharmacy
council

O-03 Accreditation Marketing Policy

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Glossary of Terms

Term	Meaning
Accreditation	Accreditation of a degree program, intern training program (ITP), continuing professional development (CPD) accrediting organisation or CPD activity against defined standards to ensure that the education and training is rigorous and prepares individuals to practise a health profession safely.
Accredited CPD accrediting organisation	Refers to an organisation accredited by APC to accredit pharmacy CPD activities on its behalf.
Accredited pharmacy program	Collective term used to refer to pharmacy degree programs and ITPs that have been assessed by the APC Accreditation Committee (AC) to be 'compliant' or 'substantially compliant' with the pharmacy program accreditation standards.
Accredited program provider	Refers to an organisation that is responsible for delivering an accredited pharmacy program.
CPD	The means by which members of the profession maintain, improve and broaden their knowledge, expertise and competence, and develop the personal and professional qualities required throughout their professional lives ¹ .
CPD activity provider	Refers to providers of CPD activities for the pharmacy profession. <i>NB: Please note that in some instances the CPD accrediting organisation and the CPD activity provider is the same.</i>

¹ This definition is adopted from the PharmBA [Registration Standard – Continuing Professional Development](#).

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List of Abbreviations

Abbreviation	Term
AC	Accreditation Committee
ACL	Australian Consumer Law
ACCC	Australian Competition and Consumer Commission
APC	Australian Pharmacy Council
CPD	Continuing Professional Development
ITP	Intern Training Program
PharmBA	Pharmacy Board of Australia

Accreditation Marketing Policy

1. Purpose

To provide a framework for the marketing of accredited pharmacy programs and continuing professional development (CPD) activities, and pharmacy programs seeking accreditation.

To ensure that marketing is undertaken in a professional manner that reflects the integrity and reputation of both the profession and all the relevant parties involved in their delivery.

2. Scope

This policy applies to:

- APC accredited:
 - pharmacy programs and program providers
 - CPD accrediting organisations
- CPD activities and activity providers
- pharmacy program providers seeking APC program accreditation.

2.1. Accredited programs, organisations and activities

Accredited programs and CPD accrediting organisations are those granted accreditation by APC after being assessed by us against the relevant accreditation standards (see Glossary above).

2.2. Non-accredited programs/activities

This policy also applies to 'non-accredited programs' and 'non-accredited activities'. APC defines these as programs or CPD activities that are either not accredited or have applied for accreditation but it has not as yet been granted.

For degree and intern training programs this includes:

- a new program by a provider that does not currently deliver an accredited pharmacy program
- a new program by a current provider of an accredited program (this may include a material [Notification of Change](#) if it is for a different degree structure, a new program delivery location or a different program duration).

When a program provider who has applied for accreditation of a new/changed ('non-accredited') program is awaiting an accreditation decision by the APC AC and approval by PharmBA, the proposed and unaccredited program can be advertised. Specific statements must be displayed with any published program information as described in Appendix E.

2.3. Pharmacy program accreditation and approval

2.3.1. APC's role in accreditation

We are the accreditation authority responsible for accrediting pharmacy programs and training in Australia under the [National Registration and Accreditation Scheme \(NRAS\)](#). We assess programs of study against the relevant accreditation standards, and under the [Health Practitioner Regulation National Law Act](#) are able to grant 'accreditation' or 'accreditation with conditions' to degree and intern training programs.

2.3.2. PharmBA's role in approval (pharmacy degree programs only)

The Pharmacy Board of Australia (PharmBA) is the registering authority responsible for approving qualifications for general registration as a pharmacist. PharmBA does this after a degree program has been granted 'accreditation' or 'accreditation with conditions'.

3. Definition of marketing/promotion

This policy applies to any public facing marketing or promotion of a pharmacy program or CPD activity. It may include, but is not limited to:

- provider websites
- program brochures
- program handbooks
- presentation materials (slides, handouts)
- social media posts.

4. APC logos

APC provides specific logos for accredited programs, CPD activities and CPD accrediting organisations to use in their marketing/promotional material. They are to be used in conjunction with the accreditation statements and/or identifiers described in part 5 of this policy.

Permission for the use of these logos is granted by APC with the requirement that the program/provider complies with this policy.

The logos for each program/activity type are described in the appendices to this policy.

5. Accreditation statements and identifiers

APC requires specific wording to accompany marketing/promotional material for programs, activities and CPD accrediting organisations. The purpose of the wording is to provide clarity on its accreditation status.

The statements and identifiers (CPD activities only) for each accredited program/activity type are described in the appendices to this policy.

6. Legal obligations

In addition to the APC marketing requirements described in this policy, ‘advertisers’ must also be aware of their obligations under Australian law. The [Australian Consumer Law](#) (ACL) section 18(1) states that:

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

When false and misleading advertising is identified and found to contravene this *Accreditation Marketing Policy*, APC may refer matters to the [Australian Competition and Consumer Commission](#) (ACCC) or other relevant regulatory body.

7. False and misleading claims

Accredited program providers, CPD accrediting organisations, CPD activity providers and non-accredited program providers seeking accreditation must not give false or misleading information or advice in relation to:

- the currency of their accreditation status
- claims relating to an application for accreditation and possible outcomes of the accreditation process
- usage of terms other than PharmBA endorsed and approved nomenclature
- graduate outcomes associated with the program seeking accreditation or approval
- the employment outcomes associated with a course
- possible migration outcomes
- the type and number of CPD credits allocated (e.g. one Group 2 credit)
- any other material issues and/or matters of substance.

7.1. Non-accredited program accreditation application

If APC becomes aware of false or misleading claims being made by a ‘non-accredited’ degree or intern training program provider seeking accreditation, processing of the accreditation application will be paused. Processing will not recommence until the misleading information is removed/amended.

8. Discontinued use of APC logo

When a program, activity or CPD accrediting organisation is no longer accredited, the APC logo can no longer be used.

9. Related documents/links

[Accreditation Standards for Continuing Professional Development Activities](#)

[Accreditation Standards for Continuing Professional Development Activities: Guidelines](#)

[Accreditation Standards for Pharmacy Programs in Australia and New Zealand 2020](#)

[Australian Consumer Law \(Sch 2, Competition and Consumer Act 2010 \(Cth\)](#)

[Corporations Act 2001 – Sect 131](#)

[Pharmacy Board of Australia Guidelines on continuing professional development](#)

[Health Practitioner Regulation National Law](#)

[Pharmacy Board of Australia Registration Standard: Continuing professional development](#)

Appendix A Accredited degree and intern training programs

1. Logo



Figure 1 APC Accredited Program logo

The APC Accredited Program logo may be displayed on publicly available information for accredited degree or intern training programs.

2. Statements

When the APC Accredited Program logo is displayed, one of the following statements may also be displayed. They describe the accreditation status and accreditation type granted by APC for the pharmacy program:

- **Accredited 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 and is approved by the Pharmacy Board of Australia as a qualification leading to registration as a pharmacist in Australia.

- **Accredited**

This program has been granted accreditation 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 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.

Appendix B Accredited CPD activities

1. Logo



Figure 2 APC Accredited CPD logo

The APC Accredited CPD logo is issued by the CPD accrediting organisation to a CPD activity provider for their accredited CPD activities. This logo **must** be displayed on accredited CPD activities to demonstrate currency of accreditation status, that an activity has been allocated CPD credits and it meets the requirements for accredited CPD².

2. Unique identifier

All accredited CPD activities are required to display a unique identifier. The identifier consists of:

- a unique letter identifier provided by APC for each CPD accrediting organisation to display as the prefix letter e.g. AA---
- further letters/numbers assigned under the accrediting organisation's own numbering system e.g. AA12345

A unique identifier is only able to be displayed for activities that have been accredited by an APC accredited CPD accrediting organisation.

CPD activity providers must not identify the organisation that has accredited the activity in promotional material except using the unique letter identifier.

2.1. Multiple unique identifiers

In instances where more than one CPD accrediting organisation has accredited the same CPD activity, an activity may be able to display more than one unique identifier. Multiple identifiers may be displayed with the following statement:

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

² As prescribed in the [PharmBA CPD Guidelines](#)

3. Statements

One of the following statements must accompany the APC Accredited CPD logo and accreditation number:

- *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

- *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

- *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.*

4. Correct logo/statement use

- CPD accrediting organisations must ensure there are not false or misleading statements claiming that APC itself has assessed or accredited the CPD activity.
- Where the CPD activity provider and the CPD accrediting organisation are the same, the organisation's logo must not be visually linked to the accreditation outcome or the APC Accredited CPD logo.
- CPD activity providers and CPD accrediting organisations must ensure that advertising comprises no more than 20% of total space allocated in and around the content of any material relating to the activity (e.g. PowerPoint slides).
- The APC Accredited CPD logo may be used while an activity is accredited but is undergoing a reaccreditation review.

Appendix C Accredited CPD accrediting organisations

1. Statement

CPD accrediting organisations may use the following statement in promotional materials to show that the organisation has been accredited by APC to accredit CPD activities:

- *'As authorised by the Australian Pharmacy Council the [Name of Organisation] may accredit continuing professional development activities for pharmacists for recognition of continuing competence.'*

Appendix D International degree programs

On request we will review and assess international pharmacy degree programs against the [Accreditation Standards for Pharmacy Programs](#) as an independent international quality improvement review.

Graduates from these programs **are not** eligible for registration in Australia with PharmBA.

1. Logo



Figure 3 APC Accredited International Program logo

The APC Accredited International Program logo may be displayed on publicly available information for accredited international degree programs.

2. Statements

When the APC Accredited International Program logo is displayed, the following statement must also be displayed:

- *This program has been granted 'international accreditation with conditions' by the Australian Pharmacy Council. Graduates from this program are **not** eligible for direct registration with the Pharmacy Board of Australia. They are required to complete one of the APC overseas trained pharmacist pathways for registration.*

Appendix E Non-accredited programs or CPD activities seeking accreditation

'Non-accredited' programs and activities are as defined in part 5 of this policy.

3. Logo

'Non-accredited' programs and activities **must not** display an APC logo.

4. Statements

4.1. Programs

'Non-accredited' programs **must** display the following statement in all promotional material:

- *'The program is seeking, but has not yet been granted, accreditation from the Australian Pharmacy Council and approval from the Pharmacy Board of Australia.'*

4.2. CPD activities

'Non-accredited' CPD activities that are seeking accreditation with a CPD accrediting organisation may refer to accreditation in their promotion if they display one of the following statements:

- *'currently applying for accreditation'*
- *'seeking accreditation'.*

5. Correct statement use

5.1. CPD activities

CPD activity providers who have applied for, but have not yet been granted accreditation, must not give an indication of a likely outcome of the accreditation while advertising *e.g.* the amount of credits awarded should not be advertised until accreditation is granted.



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