

## **Guidelines for Advertisements relating to the QF**

The guidelines below are intended to provide guidance to operators and qualifications granting bodies on marketing and advertising materials relating to qualifications being recognised under the Qualifications Framework (“QF”). They should be read in conjunction with the Accreditation of Academic and Vocational Qualifications Ordinance, and in particular sections 18 and 19 thereof.

### **Advertising, Publications, Promotional Literature**

1. When referring to the status of recognition of a qualification under the QF, the following statement may be used: “(Title of qualification) is recognised under the QF” or “<資歷名稱>在資歷架構下獲得認可”. However, it shall be used only when the qualification has been published on the Qualifications Register (QR).
2. If an operator or qualification granting body wishes to advertise a qualification is recognised under the QF, the advertisement should accurately depict all of the following information:
  - i) the QF level;
  - ii) the QR registration number assigned by QR Authority; and
  - iii) the validity period of the relevant QR entry
3. It is the responsibility of the operators or qualification granting bodies to ensure that all information relating to the relevant QR entry are factually accurate and current in the advertisement. Should the QR registration status of a particular qualification change or expire, its operator or qualifications granting body should update all advertising materials and cease distribution or publication of materials which have become incorrect or outdated.

### **Representation of Accredited Status**

4. No misleading statement should be made about qualifications that have not yet been published onto the QR. Statements which suggest that accreditation has been applied for or is expected, such as: “The (title of learning programme) is being accredited by the HKCAAVQ, and it is anticipated that accreditation and/or registration on the QR will be approved in the near future” are not permissible.

5. Any claim about recognition under the QF should be addressed to a particular qualification but not to the relevant operator or qualification granting body. Statements like “(Name of operator/ qualification granting body) is QF recognised.” are incorrect and misleading.

### **Consequence of False Claims**

6. Any person who, either orally or in writing, falsely claims that a qualification is recognized under the QF commits an offence and is liable on conviction to a fine of HK\$50,000.

Hong Kong Council for Accreditation of Academic and Vocational Qualifications

1 April 2009