

CEC Provider Branding & Advertising Guidelines



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INTRODUCTION

The health and fitness industry plays a key role in improving the health of all Australians. As the national health and fitness industry association, one of our fundamental strategic priorities is to enhance the industry's capacity to deliver quality services to their clients.

AUSactive's Continuing Education Scheme supports this by recognising and making available high quality education programs for industry professionals in a variety of knowledge and skill areas.

WHAT ARE CECs?

CECs are allocated to continuing education programs and events that have been through a structured quality assessment process and are approved to provide Continuing Education Credits

CECs are allocated based on the following considerations:

The quality of the education being delivered

Programs or events that achieve a higher quality score will achieve a higher CEC allocation. Please refer to the [CEC Approval & Assessment Guide](#) for further detail about the CEC Approval Quality Criteria and how programs and events are assessed.

The duration of the education being delivered

Programs or events that are longer in duration will achieve a higher CEC allocation (note: session breaks and assessment time are not included in the calculation of duration).

Whether the program or event includes an assessment of participant knowledge and skill gained

Programs or events that include a comprehensive assessment will achieve a higher CEC allocation than those without an assessment.

CEC allocation is awarded for a two-year period and can range from one CEC to a maximum of 15 CECs.

Refer to [Become a CEC Provider](#) for more information

THE ROLE OF APPROVED CEC PROVIDERS

To deliver high quality education and provide diverse opportunities for Registered AUSactive Professionals to gain CECs. Approved CEC Providers are committed to:

- Meeting CEC approval criteria and CEC provider obligations.
- Delivering education that reinforces and supports AUSactive's Professional Registration system:
 - has relevance and value to AUSactive professional knowledge and skill;
 - meets current national industry standards and guidelines and;
 - aligns with and supports the Scope of Practice for AUSactive Professionals and the AUSactive Professional Code of Ethical Conduct.
- Advertising ethically and using CEC branding in line with this guideline.
- Responding to participant complaints in a timely fashion
Gathering feedback from participants for continuous improvement
- Regular reporting of participant enrolment and completion

USING THE AUSactive CEC BRAND

REFERRING TO AUSactive

There are some important guidelines to follow when using the name AUSactive in the body text of a publication or website:

AUSactive should always appear as one word with capitals for 'AUS' and lower case for 'active'.

- X AUS active
- X Ausactive
- X AUS-active
- ✓ AUSactive

AUSactive, The Health & Fitness Industry Association.

Whenever AUSactive appears for the first time in body copy, it should be followed by the tag line 'The Peak Health & Fitness Industry Association.' E.g. AUSactive, The peak Health & Fitness Industry Association.

After the first instance, AUSactive may appear in the remainder of the document without the tag line.

REFERRING TO CECs

Always refer to CECs as AUSactive CECs.

E.g. Complete the Bootcamp and Outdoor Group Fitness program and earn... 8 AUSactive CECs

- ✓ 8 CECs with AUSactive
- ✓ 8 CECs (AUSactive)
- ✓ AUSactive CECs = 8

The correct value for CECs is credits. Please do not refer to your AUSactive credit allocation as "points".



TIPS

- In headlines it's your preference as to whether or not you want to include the tag line 'The Peak Health & Fitness Industry Association'
- Always write AUSactive as one word, not hyphenated, or in italics.

USING THE AUSactive CEC BRAND

USING THE CEC LOGO

This logo can only be used by AUSactive Approved CEC Providers. Use the numbered CEC logos to indicate the number of CECs AUSactive Registered Professionals will earn after completing your program or event.

These are extremely relevant to AUSactive professionals and we encourage you to include them in your print and online marketing material. Available in numerals 1-15 in colour.

The logo must be used without alteration, in the prescribed colours and sizes, and with the specified clear space and backgrounds, as outlined in the sections that follow.

As an Approved CEC Provider, we'll provide you with our official electronic art files, which contain the correct logos for you to use.



TIPS

- Always display the logo in its original proportions.
- Do not squash or stretch the logo out of proportion.
- Do not separate the symbol and the logotype or use them in isolation.
- Do not attempt to alter or re-create the logo.
- Never copy a low resolution version of the logo (e.g. from a website) to use in a publication.
- Do not rotate or re-arrange the logo.
- Do not substitute the logotype with another language.

USING THE AUSactive CEC BRAND

USE THIS LOGO TO INDICATE AVAILABILITY OF AUSactive CEC PROGRAMS AND EVENTS

Available in colour



AUSactive CEC Logo (colour)

USE THIS LOGO TO DISPLAY NUMBER OF CECS EARNED FOR COMPLETION OF A PARTICULAR PROGRAM OR EVENT

Available in colour



Numbered CEC Logo (colour)

USING THE AUSactive CEC BRAND

MINIMUM LOGO SIZES

To ensure legibility the logo must never appear smaller than the following dimensions:

1. AUSactive CEC generic logo

Print: 15mm width minimum at 300dpi.

Screen: 160pixels width minimum at 72dpi.

2. Numbered CEC logo

Print: 20mm width minimum at 300dpi.

Screen: 170pixels width minimum at 72dpi.

For maximum impact, we always recommend that the logo be used at a size larger than the minimum size.

Print: 15mm width minimum at 300dpi.

Screen: 160pixels width minimum at 72dpi.



Print: 20mm width minimum at 300dpi.

Screen: 170pixels width minimum at 72dpi.



LOGO CLEAR SPACE

While the position of the CEC logo may vary, they must always appear surrounded by ample white space.

Print:

When printing ensure a distance of 3mm white space.

Digital:

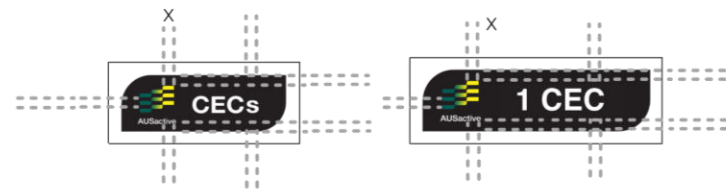
1. AUSactive CEC generic logo

The minimum clear space is equal to 'X', the top height of the AUSactive logo. The logo should be X distance in all directions from any visual elements.

2. Numbered CEC logo

The minimum clear space is equal to 'X', the top height of the AUSactive logo. The logo should always be X distant in all directions from any visual elements.

X is the minimum clear space allowed. More space is recommended where possible. The logos should not be enclosed in any shape.



USING THE AUSactive CEC BRAND

HOW BEST TO PROMOTE YOUR PROGRAM USING AUSactive's CEC BRANDING

- Only AUSactive approved CEC Providers with a current CEC program can use CEC logos.
 - Everything you need to know about available advertising channels, publication circulations, advertising fees and publication deadlines can be found on the AUSactive website.
 - Only use the official logo files provided by AUSactive. Note: Approved CEC Providers are not permitted to use AUSactive's corporate logo.
 - To attract registrants, include the AUSactive CEC logo and specific Numbered CEC logo on all marketing material – pre, during and post promotions.
 - Always display the AUSactive CEC logos in their original proportions and comply with sizing and clear space requirements.
- Help AUSactive registered professionals to understand the value of choosing an AUSactive Approved CEC provider by including a 'What are CECs?' description on your website. We recommend:
 - “To maintain registration with AUSactive, professionals must complete twenty (20) continuing education credits (CECs) through educational programs and professional experience over every 2 year registration period or, if registered for a 12 month period 10 CECs.”
 - Approved programs or events must always be advertised individually, e.g. if a provider is offering two programs in succession, one must be advertised at 7 CECs and the other 8 CECs.

This weekend event includes delivery of both Level 1 and Level 2 programs.

Level 1 =  7 CECs Level 2 =  8 CECs

Participants who successfully complete both programs will be eligible to attain a total of 15 CECs.



TIPS

- Important note: Always remember to use the AUSactive name when referring to CECs.

PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

LANGUAGE

Whether you're promoting your program or event on your website, in a paid advertisement or direct email, you need to follow the criteria set out in this guide.

These criteria must be complied with to achieve and maintain AUSactive CEC program approval.

AUSactive APPROVAL

You should refer to your education as an 'AUSactive Approved CEC Program' OR 'AUSactive Approved CEC Event' depending on the submission type.

Only refer to your program or event as being "Approved" by AUSactive, not accredited, licensed, endorsed or certified.

- ✓ Approved CEC program
- X Accredited or licenced CEC program

PROFESSIONAL TITLES

You cannot claim that completion of your program will result in a job title, certification or qualification that is outside the Australian Qualification Framework or other nationally endorsed training/certification, or one that is not recognised within our system.

CECs are obtained as evidence of continuing education for the categories/roles of Personal Trainer, Group/Aqua Exercise Instructor/Leader or Gym Instructor, Yoga Instructor, Fitness Pilates Instructor or Pilates Method Teacher. Completing a course for CECs does not mean that you become recognised in our system with a title that is specific to your CEC program. Rather successful participants would be a Personal Trainer, Aqua/Group Exercise Instructor/Leader or Gym Instructor, Yoga Instructor, Fitness Pilates Instructor or Pilates Method Teacher that has obtained a specific delivery knowledge and skill.

For example, when someone completes your program you can't claim that participants will become:

- x XYZ Expert
- x Master Trainer in XYZ
- x Certified XYZ Practitioner
- x an Accredited or Certified XYZ Coach

Further detail about AQF qualification titling policies can be found here: <https://www.aqf.edu.au/framework/aqf-policies>

ACCREDITATION

The term accreditation may be referred to if the accreditation is through a nationally recognised third party, such as a peak industry association or in connection with government. This type of accreditation will typically include verification of certification, compliance with codes of ethical conduct and nationally recognised standards of quality assurance, and transparent re-accreditation processes, for example the National Coach Accreditation Scheme (NCAS) administered by the Australian Sports Commission or the AUSactive Professional Accreditation Program.

PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

UNSUBSTANTIATED CLAIMS

Make sure the claims you make about your program or event aren't misleading and can be substantiated with evidence. Refer to the Australian Competition and Consumer Commission for more information:

www.accc.gov.au

- Advertisements must be legal, decent, truthful and factually accurate.
- Any advertising claims made must be able to be substantiated and should not be misleading or deceptive. Note comparative advertising is considered misleading if the comparison is inaccurate or does not appropriately compare products. For example, referring to your program as "the best", "Australia's most popular", "more useful/effective than".

- If a CEC program or event doesn't include an assessment of knowledge or skill, terminology used to describe the outcome for participants must be carefully considered.
- You must specify if your promoted program or event is part of a series and what is required to complete the series.
- When including a testimonial you should express why a program is considered of value, not just that it is the "best":
 - X Best XYZ program in Australia
 - X World's best XYZ program
 - X The most qualified and experienced line-up of presenters
 - X The best CEC program ever

INDUSTRY INTEGRITY

Avoid negative comparisons or insinuations about other education programs, events, businesses or professions.

- The language you use must not negatively impact on the integrity of the industry or AUSactive.
- Your advertisements must not condone any form of discrimination, contain nudity, profanity, violence, or provoke fear.
- Your advertisements must not denigrate other professions or other approved programs/events and should not attempt to compete with them.
- Proudly promote the fact that your program or event has met transparent quality assessment criteria and is of benefit to AUSactive Registered Professionals.

PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

APPROVED CONTENT

CEC advertisements must align with the content that has been approved for CECs.

- This means that your advertising must relate to the specific program or event that has been approved by AUSactive and promote the content and delivery exactly as it was approved by AUSactive.
- The reason for this is that many education providers deliver multiple programs or events, some of which are not approved by AUSactive.

It is essential that it cannot be implied that AUSactive is endorsing or approving all programs or events, or other services, delivered by an education provider.

USE OF IMAGES

AUSactive must give consent on all images used in advertising material. Imagery that should be avoided and will not be approved by AUSactive includes:

- Provocative flexing of muscles.
- Too much skin; i.e. wearing just underwear, topless for males.
- Sexually explicit, or discriminatory images.

Images must meet professional design and artwork specifications.



PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

USAGE EXAMPLE – CERTIFICATE

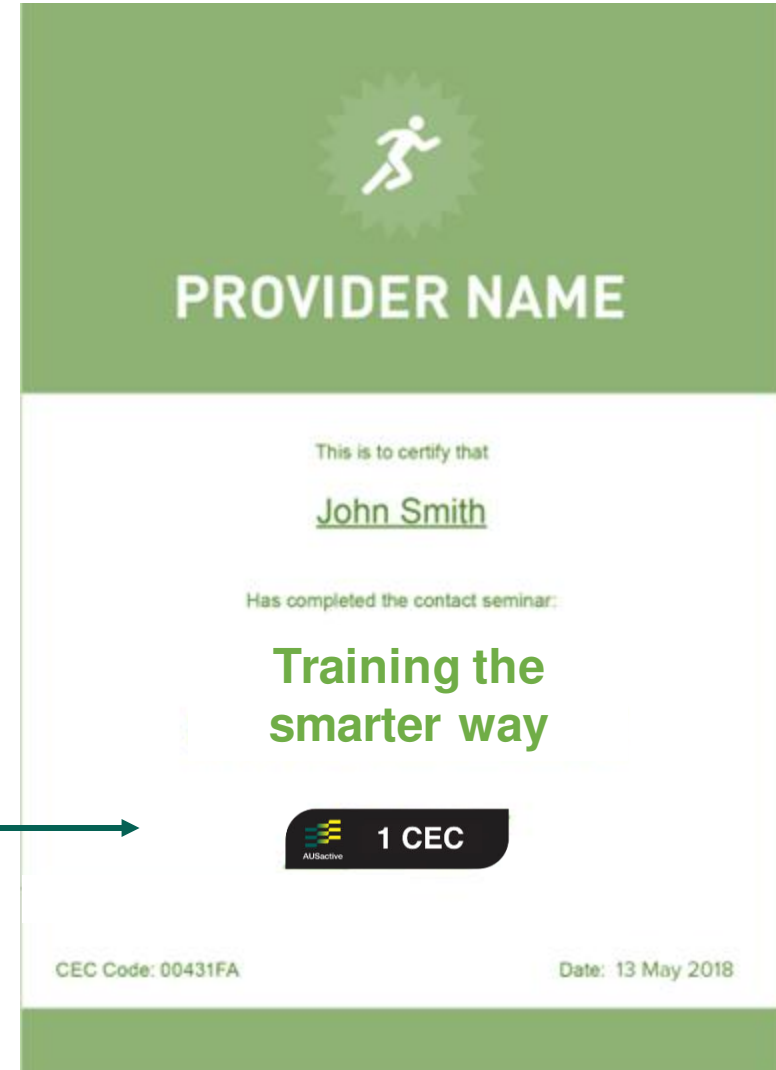
All Approved CEC Providers must issue a Certificate of Completion to program participants who have met all program requirements. Completion certificates must include the following information:

- Provider name
- Program/Event name
- Participant's full name
- Delivery/completion date
- CEC Code
- Number of CECs
- AUSactive CECs icon

All Approved CEC Providers must issue a Certificate of Completion to program participants who have met all program requirements. Completion certificates must include the following information:

Certificates that do not display this information may not be accepted by AUSactive when presented for exercise professional registration renewal purposes.

This is a good example of size and spacing for the Numbered CEC logo



PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

USAGE EXAMPLE – WEBSITE

The screenshot shows a website layout for a provider. At the top is a green header with a logo, the text 'PROVIDERNAME.COM.AU', and navigation links 'HOME | ABOUT | COURSES | CONTACT'. Below the header, there are three course listings. Each listing includes a title, a short paragraph of text, and a dark rounded rectangle containing the 'AUActive' logo and a CEC value. The first course is 'Course Level One' with 3 CECs. The second is 'Course Level Two' with 5 CECs. The third is 'Course Level Three' with 7 CECs. Below these listings is a 'Total CECs' section showing '15 CECs' in a larger font. At the bottom of the content area is a green button labeled 'APPLY NOW'. The footer is a green bar with the provider's logo, name, navigation links, and a 'CECs' badge with the 'AUActive' logo.

Course Level	CECs
Course Level One	3 CECs
Course Level Two	5 CECs
Course Level Three	7 CECs
Total CECs	15 CECs

Use the CECs icons when demonstrating the value for individual courses

Write out the total number CECs when a provider is offering more than one programs in succession

PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

USAGE EXAMPLE – ADVERT

This is a good example of size and spacing for the Numbered CEC logo in print advertising



The advertisement features a green background on the left and a photograph of a smiling woman in a pink tank top on the right. At the top left, there is a white silhouette of a person running inside a gear, followed by the text 'PROVIDERNAME.COM.AU'. Below this, the title 'Fitness Education Course details' is displayed in white. Underneath the title is a block of placeholder text: 'Alibea venist, officimagnis doloribus arcu simi, culpa que ma voluptur sit aut autemolendit pra velitem oluptat usdaniaessin cus, ipsaeperror seque eos sernaturio idis ma voluptur sum re nimus mos minto endus, comn'. At the bottom left, the website 'www.providername.com.au' is listed. At the bottom right, there is a dark green rounded rectangle containing the AUSactive logo and the text '5 CECs'. A white arrow points from the text on the left towards this logo.

PROVIDERNAME.COM.AU

Fitness Education Course details

Alibea venist, officimagnis doloribus arcu simi, culpa que ma voluptur sit aut autemolendit pra velitem oluptat usdaniaessin cus, ipsaeperror seque eos sernaturio idis ma voluptur sum re nimus mos minto endus, comn

www.providername.com.au

AUSactive 5 CECs

PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

FINAL APPROVAL

AUSactive reserves the right to remove or request the removal / revision of any promotional creative that is deemed unsuitable and may, at its absolute discretion, refuse to publish any advertisement.

CONTACTS FOR SUPPORT

If you have any questions regarding AUSactive's guidelines for use of the CEC brand or advertising Approved CEC programs or events, please contact:

CEC SUPPORT

AUSactive
CEC Support Team
T: 1300 211 311
E: cecsupport@ausactive.org.au



CEC PROVIDER BRANDING & ADVERTISING CHECKLIST

The AUSactive advertising and promotion channels are only available to AUSactive approved CEC Providers. Before submitting an advertisement to AUSactive, please refer to our website and use the following checklist to ensure it complies with our branding and advertising guidelines.

Referring to AUSactive

- AUSactive should always appear as one word with capitals for 'AUS' and lower case for 'active'.
- Whenever AUSactive appears for the first time in body copy, it should be followed by the tag line: AUSactive, The Peak Health & Fitness Industry Association where possible.

Referring to CECs

- Refers to AUSactive when referring to CECs.
- Does not refer to CECs as points (they are continuing education credits).

Using the CEC logo

- Does not use the AUSactive Corporate Logo.
- Uses the official AUSactive CEC logo and the Numbered CEC logo as supplied by AUSactive to help Registered AUSactive Professionals identify the number of CECs they will earn for successful completion of the advertised approved program or event.
- Displays the logo in its original proportions.
- Does not use a low resolution copy of the logo (e.g. from a website).
- Complies with logo size and quality requirements.
- Logos always appear surrounded by ample white space and are not enclosed in any shape or visual element).
- If multiple approved CEC programs or events are being promoted within one advertisement, they are displayed individually, never as a combined total of CECs.

CEC PROVIDER BRANDING & ADVERTISING CHECKLIST

ADVERTISING LANGUAGE AND IMAGERY

- Promotes a specific program or event exactly as it was approved by AUSactive.
- Does not imply that AUSactive is endorsing or approving all programs or events, or other education services, delivered by the CEC provider.
- Refers to the program or event as approved by AUSactive, not accredited, endorsed, certified or licenced.
- Does not promote an unrecognised title that is outside of the Australian Qualification Framework or other nationally endorsed training/certification.
- Does not claim to be providing a certification, a “Certificate in XYZ”, or that trainers or instructors will be “certified by XYZ”, unless the CEC program is a nationally recognised qualification or unit of competency within the Australian Qualifications Framework.
- Does not claim to be providing accreditation unless the accreditation is through a nationally recognised third party such as a peak industry association or in connection with government.
- Does not make unsubstantiated claims and is not misleading or deceptive (it expresses why the program/event is considered of value, not just that it is the “best”).
- Does not use language that negatively impacts on the integrity of the industry or AUSactive.
- Does not denigrate or make negative comparisons with other education programs, events, businesses or professions and does not attempt to compete with them.
- Complies with requirements for the use of images: provocative flexing of muscles, displays too much skin, has sexually explicit or discriminatory images.

HAVE QUESTIONS?

Contact AUSactive

AUSactive

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