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MAA Advertising Guidelines Notes (updated 2015)

The MAA Members (being Unregistered Health Care Practitioners) are to adhere in principle and in practice to the same guidelines as laid out by AHPRA for their Registered Health Care Members.

For Full Guideline information you may download the 2014 version of the AHPRA Guidelines from the MAA Website.

[/Portals/39/MAA%20Advertising%20guidelines%20research%20AHPRA---Guidelines-for-advertising-regulated-health-services.PDF](#)

You may learn more about the standards required for advertising for the Regulated Health Services. By searching the AHPRA website: <https://www.ahpra.gov.au/>

Download the **Member guidelines for logo use in advertising from the MAA Website.**

Adhere to the basic guidelines found in your code of conduct:

Advertising

- Members must not advertise in a false, misleading or deceptive manner.
- Members must not abuse the trust or exploit the lack of knowledge of consumers.
- Members must not make claims of treatments that cannot be substantiated.
- Members must not encourage excessive or inappropriate use of services.

Your Code of conduct Links on the MAA website:

Code of Conduct

[MAA MAA Code of Conduct for Unregistered Health Practitioners \(General Members\) - South Australia](#)

[MAA Code of Conduct for Unregistered Health Practitioners \(Therapeutic Massage, Remedial Massage & Myotherapy\) - South Australian Accredited Members](#)

[MAA MAA Code of Conduct for Unregistered Health Practitioners \(General Members\) - New South Wales](#)

[MAA Code of Conduct for Unregistered Health Practitioners \(Accredited Members\) - New South Wales](#)

[National Code of Conduct for Health Care Workers \(Queensland\)](#)