

AICLA's Advertising Guidelines

AICLA Members may participate in publicity in accordance with Section 9 of the AICLA Charter of Objects. The following Guidelines are to be read in conjunction with the Charter of Objects and the AICLA Constitution, and are intended to supplement those documents.

1. AICLA offers Members the opportunity to advertise and promote vacant employment positions on the AICLA website and in other material published by AICLA from time to time.
2. AICLA offers Members the opportunity to advertise and promote insurance products or services on the AICLA website and in other material published by AICLA from time to time.
3. Members must ensure that advertisements for vacant positions that they submit for publication are clear, accurate, and relevant to the position being offered.
4. For any advertising content submitted to AICLA to be published, Members must ensure the content is clear, accurate, and relevant.

Publishing an advertisement promoting an employment opportunity

5. Members must ensure that any employment advertisements conform with any relevant legislation, including:
 - a. Anti-discrimination laws;
 - b. Industrial or Fair Work laws; and
 - c. Consumer laws.

Anti-discrimination laws

- a) Members must ensure that any employment advertisement does not indicate that a candidate may be discriminated against on unlawful grounds not limited to, age, descent or national identity, disability, ethnic or ethno-religious background, family responsibilities, marital status, political conviction, pregnancy, sex, sexual preference or transgender status.

Industrial/Fair Work laws

- b) Members must ensure that any employment advertisement complies with pay rates or workplace rights and obligations under industrial and fair work laws.

Consumer laws

- c) Members must ensure that any employment advertisement does not mislead a prospective applicant about the availability, nature, terms or conditions of employment, or the employment being offered.

Examples of misleading representations may include:

- i. The nature and success of the employer's business – "Named best employer for 2017"
- ii. The longevity of employment – "Guaranteed employment for 12 months"
- iii. Remuneration – "Pay increases every 6 months"
- iv. The prospect of future engagement or promotion – "Clear your probation and get promoted"

Publishing an advertisement promoting an insurance products or services

6. Members must ensure that any advertisement for insurance products or services conforms with any relevant financial service consumer protections.

Relevant Financial Service Consumer Protections

- a) Members must ensure that any advertisements for financial products or services are compliant with the relevant consumer protection legislation/s which relates to financial services.
- b) For the purposes of these Guidelines, AICLA considers any content which is designed to influence, or even inform, a consumer in relation to financial services or products as an advertisement.

Disclaimer

7. The publication of any content provided to AICLA for publication is subject to AICLA's approval.
8. All advertisements must comply with AICLA's Charter of Objects, Constitution, and these Guidelines.
9. AICLA will maintain its discretion in determining which advertisements it publishes or promotes.
10. AICLA will not publish advertisements which include superlatives (e.g. 'biggest', 'best') or which contain numerical statements (e.g. number of employees, number of offices) without proof which satisfies AICLA that the statement can be supported and substantiated.
11. AICLA may request that amendments be made before an advertisement is promoted or published.

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