

Guidelines for Promoting Accredited Programmes

1. The guidelines below are intended to provide guidance to, and promote good practices among, operators and qualifications granting bodies who would like to promote their programmes accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ).
2. These guidelines shall come into effect on 1 February 2012, and all operators and qualifications granting bodies that seek the accreditation service of the HKCAAVQ shall adopt and comply with these guidelines.
3. Promotional material refers to material in any form (including the electronic form), either paid or unpaid for communication, addressed to the public or a section of it (including the internet users), the purpose of which is to promote the accredited programme with a view to increase the recruitment level of it or/and the interests of the operator or qualifications granting body concerned.
4. An operator or qualification granting body may announce that a programme is accredited by the HKCAAVQ only when the accreditation status of the programme has been determined by the HKCAAVQ.
5. Information contained and conveyed in the promotional material must be accurate and consistent with the related documents submitted to the HKCAAVQ for accreditation.
6. No promotional material may contain any descriptions, claims, or illustrations which directly or by implication mislead about the recognition or accreditation status of the programme being promoted.
7. When referring to the accreditation status determined by the HKCAAVQ in the promotional material, the following statement may be used: “(Title of the programme) is accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for a period from [month/year] to [month/year] (validity period of the relevant programme).”.
8. Any claim about accreditation status granted by the HKCAAVQ must be related to an applicable accredited programme and must not be related to the relevant operator or qualification granting body concerned. Statement such as “(Name of the

operator/ qualification granting body) is accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications” is incorrect and misleading.

9. Operators should not use the logo of the HKCAAVQ in any publications, advertisements or other promotional materials.

10. If an operator or qualification granting body is undergoing an accreditation exercise with the HKCAAVQ but wishes to promote the subject programme before the accreditation process is completed, the following two conditions must be fulfilled:

- (a) The operator or qualification granting body must have received the interim report from the accreditation panel of the HKCAAVQ, in which there must not be any pre-conditions stipulated; and
- (b) The promotional material of the subject programme must contain a statement (see paragraph 11 below) which clearly states that the operation of the programme is subject to the final approval by the HKCAAVQ.

11. When referring to a subject programme whose accreditation process is yet to complete (with no pre-conditions stipulated in its interim report), the promotional material of such a programme must contain the following statement: “The operation of the programme is subject to the final approval by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.”.

12. If an operator or qualification granting body wishes to advertise that a qualification is recognized under the Qualifications Framework (QF), the “Guidelines for Advertisements relating to the QF” will apply (available on the website of the Qualifications Register (<http://www.hkqr.gov.hk>)).

HKCAAVQ

1 February 2012