



THE PROFESSIONAL CENTRE
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K A M R A T A L - P E R I T I

To support members of the profession in achieving excellence in their practice of architecture and engineering in the interest of the community

2nd March 2020

Advertising and Marketing Guidelines

- 1) In advertising their services Warrant Holders must ensure that the information they include is factual and relevant, that it does not mislead and that it is not unfair to anyone else.
- 2) All marketing and promotional material should:
 - be legal, decent, honest and truthful;
 - be prepared with a sense of responsibility to consumers, to society generally, and to the environment and natural resources;
 - respect the principles of fair competition.
- 3) Any marketing and promotional material should not:
 - imply expertise or resources beyond those which can be provided;
 - unfairly discredit colleagues and competitors either directly or by implication;
 - encourage or condone unacceptable behaviour and standards of practice which are discreditable to the profession;
 - include financial or other inducements for the purpose of attracting business.
- 4) Any references to fees or fee structures for the provision of services by Warrant Holders, in any form of advertising, publicity material, or marketing of services or business, is strictly prohibited.

Practice Names and Descriptions

- 1) No Warrant Holder shall present themselves, their practice, or their services, whether in person, in print, electronically, or through any other mode of communication, in a misleading, false or deceptive manner, nor shall a Warrant Holder allow others to do so, whether acting or not on their behalf;
- 2) A practice name and description must comply with all relevant legislation, especially in the use of protected words or titles/descriptions as provided by the Periti Act, and should not imply the ability to provide technical resources and services which the practice cannot provide;
- 3) Consumers are at all times to be made aware of the legal establishment of the provider, that is, whether the provider is practising as a Sole Practitioner, or through a Partnership of Warrant Holders, or other legally permitted entity as may be provided for from time to time by legislation.