

**CHARTERED**   
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

# AUSTRALIA MARKETING LAWS AND ADVERTISING REGULATIONS COMPLIANCE

**Fully Accredited  
By:**

Chartered Institute of  
Professional Certifications

CPD  
Certification Service



# PROGRAM OVERVIEW

Did you know that **over 200 laws regulate Australia’s advertising and marketing activities** and the **Australian Consumer Law contains over 500 pages** detailing protections for consumers? Australia's marketing laws are meticulously designed to uphold the highest standards of quality and safety for consumers. With stringent regulations and comprehensive guidelines, businesses are held accountable to ensure transparency and ethical practices in their advertising efforts.

This certified program is designed to simplify and empower you with an in-depth understanding of Australia’s marketing law, enabling you to effectively navigate the intricate legal and ethical terrains associated with the advertising regulation framework. You will learn about vital legislation, including **the Australian Consumer Law (ACL), ACL contraventions, Copyright Act** and other crucial legislations that govern critical aspects of marketing and advertising. This program will also provide you with a comprehensive overview of social media marketing policies like **Australian Privacy Principles (APPs), ADMA Direct Marketing Code of Practice, Online Commentary Code of Conduct** and so on.

## ACCREDITATIONS



4.8



4.6





# PROGRAM OVERVIEW

Throughout this program, you will also explore a wide range of crucial topics, including the **fundamentals of misleading and deceptive conduct, the legalities of comparative advertising, the intricacies of privacy and data usage laws, and the rigorous standards for special offers and promotions.** This course will also cover the policies around influencer marketing, use of testimonials, disclosure requirements, the ever-important field of environmental claims in advertising, and the necessity of maintaining compliance in a global context while respecting local Australian laws. By the end of the program, you will learn how to **conduct compliance reviews of marketing collateral across print and digital media,** address potential non-compliance issues, and implement remediation strategies.

Upon successfully completing the program, you will receive the highly respected **Certification in Australia Marketing Laws and Advertising Compliance,** enhancing your professional credentials and amplifying your expertise in developing robust advertising framework and ethical marketing campaigns. This industry-recognized certification offers lifelong validity and distinguishes you as an expert in Australia's Marketing law and advertising regulatory compliance.

## ACCREDITATIONS



4.8



4.6



# KEY SKILLS YOU WILL GAIN

## From This Program



**AUSTRALIA MARKETING LAWS  
AUSTRALIA ADVERTISING REGULATIONS  
ADVERTISING COMPLIANCE  
ADVERTISEMENT STANDARDS AND REGULATIONS**

**DIGITAL ADVERTISING COMPLIANCE  
DIGITAL MARKETING REGULATIONS  
BAIT ADVERTISING  
AUSTRALIAN CONSUMER LAW (ACL)**

**AANA CODE OF ETHICS  
ADVERTISING CODES  
THE SPAM ACT 2003  
SMS MARKETING LAW**

**PRICE DISPLAYS  
COUNTRY OF ORIGIN LABELLING (COOL)  
LAY-BY SALES  
PREMIUM AND CREDENCE CLAIMS  
EMAIL MARKETING LAW**

**PRIVACY ACT 1988  
AUSTRALIAN PRIVACY PRINCIPLES (APP)**

# YOUR FACULTY DIRECTOR



## Michael Terceiro

### Renowned Competition and Consumer Lawyer

Michael Terceiro, an accomplished legal expert specializing in competition and consumer law, has held the fort as the Director and principal lawyer at TLC for over 15 years. His pivotal role **has shielded countless businesses from the complexities of ACCC investigations, ensuring the majority successfully dodged formal sanctions.** In addition, Michael also lends his expertise as General Editor of the Australian Business Law Review, expert consultant to Lexis Nexis and Wolters Kluwer/CCH, **Deputy Chair of the MFAA Disciplinary Tribunal, and Oral Assessor for the NSW College of Law.**

Michael's rich career tapestry includes a **15-year tenure at the ACCC, where he navigated through significant roles such as Director of the Sydney Mergers and Asset Sales Branch, National GST Enforcement Coordinator, and Director of Enforcement and Compliance** in the New South Wales Regional Office. He also played a key role during the Waterfront Dispute as the Director of the ACCC's Waterfront Team. This wealth of experience has cemented Michael's reputation as a trusted guide for businesses, big and small, through the intricate maze of competition and consumer law.

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# PROGRAM AGENDA

## **MODULE 1: UNDERSTANDING OF THE AUSTRALIAN ADVERTISING AND MARKETING LAWS**

- Lesson 1 - Introduction
- Lesson 2 - Overview Of Laws Which Regulate Marketing In Australia
- Lesson 3 - Roadmap Of Learning
- Lesson 4 - Overview Of Penalties

## **MODULE 2: ENSURING COMPLIANCE WITH AUSTRALIAN ADVERTISING AND MARKETING LAWS**

- Lesson 1 - Issues To Be Considered While Advertising
- Lesson 2 - Traps To Be Aware Of
- Lesson 3 - Policies And Procedures To Ensure Compliance
- Lesson 4 - Marketing Checklist

## **MODULE 3: THE PROHIBITION ON MISLEADING AND DECEPTIVE REPRESENTATIONS**

- Lesson 1 - What Is Misleading And Deceptive Conduct?
- Lesson 2 - Relevant Consumer Class
- Lesson 3 - Future Representations
- Lesson 4 - Comparative Advertising

## **MODULE 4 - GREENWASHING**

- Lesson 1 - What Is Greenwashing?
- Lesson 2 - How To Avoid Greenwashing?
- Lesson 3 - ACCC / ASIC Guidance
- Greenwashing - Case Examples

## **MODULE 5 - THE PROHIBITION ON UNFAIR PRACTICES/ UNSOLICITED CONSUMER AGREEMENTS**

- Lesson 1 - What Is Unfair Practice?
- Lesson 2 - Offering Gifts And Prizes
- Lesson 3 - Bait Advertising
- Lesson 4 - Unsolicited Goods
- Lesson 5 - Door To Door Sales

## **MODULE 6 - THE INVESTIGATORY APPROACH WITH THE ACCC AND OTHER FAIR TRADING REGULATORS**

- Lesson 1 - Investigatory Approach – S87B Undertakings
- Lesson 2 - Investigatory Powers – Search Warrants And Notices
- Lesson 3 - Substantiation And Public Warning Notices



# PROGRAM AGENDA

## **MODULE 7 - THE PENALTIES AND REMEDIES IMPOSED FOR BREACH**

- Lesson 1 - Infringement Notices
- Lesson 2 - Litigation Approach
- Lesson 3 - Remedies Which Can Be Sought By Regulators

## **MODULE 8 - CODE OF CONDUCT AND MARKETING INTRODUCTION**

- Lesson 1 - Legal Effect Of Codes Of Conduct
- Lesson 2 - Self-Regulation – Authorisation And Advertising
  - Lesson 2.1 - AANA Code Of Ethics And Self-Regulation
  - Lesson 2.2 - Children’s Advertising Code
  - Lesson 2.3 - Food And Beverages Code
  - Lesson 2.4 - Environmental Claims Code
  - Lesson 2.5 - Wagering Advertising Code
  - Lesson 2.6 - Marketing Communication Code

## **MODULE 9 - HOW TO ESTABLISH AN EFFECTIVE COMPLIANCE PROGRAM**

- Lesson 1 - General Approach To Compliance Program - Relevant Standards
- Lesson 2 - Essential Elements
- Lesson 3 - How To Establish Effective Compliance Program
- Lesson 4 - Template Documents

## **MODULE 10 - OTHER RELEVANT ISSUES - SPAM ACT, RELEVANT CODES AND ADVERTISING STANDARDS BOARD**

- Lesson 1 - The SPAM Act
- Lesson 2 - Direct Marketing Code
- Lesson 3 - Therapeutic Marketing
- Lesson 4 - Advertising Standards Board



# YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with professional charter designation and mark that can be used across your lifetime once you have completed our programs.

Upon successfully attending this program, you will be awarded with the **Certification in Australia Marketing Laws and Advertising Compliance** that can be used in your resume, CV and other professional credentials. This certification is industry-recognized with lifelong validity.

Globally demanded and recognized, this certification will amplify your professional qualifications and demonstrate your expertise in navigating the intricacies involved in Australia's marketing law and advertising regulation compliance. Developed by **Chartered Institute of Professional Certifications**, the content of this program has been independently accredited by CPD Certification Service as adhering to the highest standards of continuing professional principles.

# ABOUT US

49,525

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390

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# OUR FACULTY DIRECTORS

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# CONTACT US TODAY

We Thank You for Your Ongoing Support  
of Our Programs

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