



# ***CEC PROVIDER BRANDING & ADVERTISING GUIDELINES***



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# INTRODUCTION

*The fitness industry plays a key role in improving the health of all Australians. As the national health and fitness industry association, one of our fundamental strategic priorities is to enhance the industry's capacity to deliver quality services to their clients.*

Fitness Australia's Continuing Education Scheme supports this by recognising and making available high quality education programs for industry professionals in a variety of knowledge and skill areas.

## WHAT ARE CECs?

**CECs are allocated to continuing education programs and events that have been through a structured quality assessment process and are approved to provide Continuing Education Credits (CECs).**

CECs are allocated based on the following considerations:

**The quality of the education being delivered**  
Programs or events that achieve a higher quality score will achieve a higher CEC allocation. Please refer to the [CEC Approval & Assessment Guide](#) for further detail about the CEC Approval Quality Criteria and how programs and events are assessed.

**The duration of the education being delivered**  
Programs or events that are longer in duration will achieve a higher CEC allocation (note: session breaks and assessment time are not included in the calculation of duration).

**Whether the program or event includes an assessment of participant knowledge and skill gained**  
Programs or events that include a comprehensive assessment will achieve a higher CEC allocation than those without an assessment.

CEC allocation is awarded for a two-year period and can range from one CEC to a maximum of 15 CECs.

Refer to [fitness.org.au/cec-provider](https://fitness.org.au/cec-provider) for more information and resources for approved CEC Providers.

## THE ROLE OF APPROVED CEC PROVIDERS

To deliver high quality education and provide diverse opportunities for Registered Exercise Professionals (REPs) to gain CECs. Approved CEC Providers are committed to:

- Meeting CEC approval criteria and CEC provider obligations.
- Delivering education that reinforces and supports Fitness Australia's Exercise Professional Registration system:
  - has relevance and value to exercise professional knowledge and skill;
  - meets current national industry standards and guidelines, and;
  - aligns with and supports the Scope of Practice for REPs and the Exercise Professional Code of Ethics.
- Advertising ethically and using CEC branding in line with this guideline.
- Responding to participant complaints in a timely fashion.
- Gathering feedback from participants for continuous improvement.
- Regular reporting of participant enrolment and completions.

# USING THE FITNESS AUSTRALIA CEC BRAND

## REFERRING TO FITNESS AUSTRALIA

There are some important guidelines to follow when using the name Fitness Australia in the body text of a publication or website:

Fitness Australia should always appear as two separate words with a capital 'F' for Fitness and capital 'A' for Australia.

- ✗ FitnessAustralia
- ✗ fitnessaustralia
- ✗ fitness-australia
- ✓ Fitness Australia

## FITNESS AUSTRALIA, THE HEALTH & FITNESS INDUSTRY ASSOCIATION.

Whenever Fitness Australia appears for the first time in body copy, it should be followed by the tag line 'The Peak Health & Fitness Industry Association.' E.g. Fitness Australia, The Peak Health & Fitness Industry Association.

After the first instance, Fitness Australia may appear in the remainder of the document without the tag line.

## REFERRING TO CECs

Always refer to CECs as Fitness Australia CECs.

E.g. Complete the Bootcamp and Outdoor Group Fitness program and earn...

- ✓ 8 Fitness Australia CECs
- ✓ 8 CECs with Fitness Australia
- ✓ 8 CECs (Fitness Australia)
- ✓ Fitness Australia CECs = 8

The correct value for CECs is credits. Please do not refer to your Fitness Australia credit allocation as "points".



### TIPS

- ▀ In headlines it's your preference as to whether or not you want to include the tag line 'The Peak Health & Fitness Industry Association'
- ▀ Never write Fitness Australia as one word, hyphenated, in lower case or in italics.

# USING THE FITNESS AUSTRALIA CEC BRAND

## USING THE CEC LOGO

This logo can only be used by Fitness Australia Approved CEC Providers. Use the numbered CEC logos to indicate the number of CECs REPs will earn after completing your program or event.

These are extremely relevant to REPs and we encourage you to include them in your print and online marketing material. Available in numerals 1-15 in colour.

The logo must be used without alteration, in the prescribed colours and sizes, and with the specified clear space and backgrounds, as outlined in the sections that follow.

As an Approved CEC Provider, we'll provide you with our official electronic art files, which contain the correct logos for you to use.



### TIPS

- Always display the logo in its original proportions.
- Do not squash or stretch the logo out of proportion.
- Do not separate the symbol and the logotype or use them in isolation.
- Do not attempt to alter or re-create the logo.
- Never copy a low resolution version of the logo (e.g. from a website) to use in a publication.
- Do not rotate or re-arrange the logo.
- Do not substitute the logotype with another language.

# USING THE FITNESS AUSTRALIA CEC BRAND

**USE THIS LOGO TO INDICATE AVAILABILITY OF  
FITNESS AUSTRALIA CEC PROGRAMS AND EVENTS**

Available in colour



Fitness Australia  
CEC Logo (colour)

**USE THIS LOGO TO DISPLAY NUMBER OF CECS EARNED  
FOR COMPLETION OF A PARTICULAR PROGRAM OR EVENT**

Available in numerals 1 - 15 in colour



Numbered CEC  
Logo (colour)

# USING THE FITNESS AUSTRALIA CEC BRAND

## MINIMUM LOGO SIZES

To ensure legibility the logo must never appear smaller than the following dimensions:

### 1. Fitness Australia CEC logo

Print: 30mm width minimum at 300dpi.  
Screen: 170pixels width minimum at 72dpi.

### 2. Numbered CEC logo

Print: 10mm width minimum at 300dpi.  
Screen: 56pixels width minimum at 72dpi.

For maximum impact, we always recommend that the logo be used at a size larger than the minimum size.



### 1. Fitness Australia CEC logo

Print: 30mm width minimum at 300dpi.  
Screen: 170pixels width minimum at 72dpi.



### 2. Numbered CEC logo

Print: 10mm width minimum at 300dpi.  
Screen: 56pixels width minimum at 72dpi.

## LOGO CLEAR SPACE

While the position of the CEC logo may vary, they must always appear surrounded by ample white space.

### 1. Fitness Australia CEC logo

The minimum clear space is equal to X, the cap height of the 'F'. The logo should be X distance in all directions from any visual elements.

### 2. Numbered CEC logo

The minimum clear space is equal to X, the height of the 's'. The logo should always be X distant in all directions from any visual elements.

X is the minimum clear space allowed. More space is recommended where possible.

The logos should not be enclosed in any shape or visual element.

### 1. Fitness Australia CEC logo



### 2. Numbered CEC logo



# USING THE FITNESS AUSTRALIA CEC BRAND

## HOW BEST TO PROMOTE YOUR PROGRAM USING FITNESS AUSTRALIA'S CEC BRANDING

- Only Fitness Australia Approved CEC Providers can use CEC logos.
  - Everything you need to know about available advertising channels, publication circulations, advertising fees and publication deadlines can be found in the [Fitness Australia Media Kit for Educators](#).
  - Only use the official logo files provided by Fitness Australia. Note: Approved CEC Providers are not permitted to use Fitness Australia's corporate logo.
  - To attract registrants, include the Fitness Australia CEC logo and specific Numbered CEC logo on all marketing material – pre, during and post promotions.
  - Always display the Fitness Australia CEC logos in their original proportions and comply with sizing and clear space requirements.
- Help REPs to understand the value of choosing a Fitness Australia Approved CEC provider by Including a 'What are CECs?' description on your website. We recommend: "To maintain registration with Fitness Australia, Registered Exercise Professionals must complete twenty (20) continuing education credits (CECs) through educational programs and professional experience over every 2 year registration period."
  - Approved programs or events must always be advertised individually. E.g. If a provider is offering two programs in succession, where one is valued at 7 CECs and the other 8 CECs, this



This weekend event includes delivery of both our Level 1 and Level 2 programs.

Level 1 =  Level 2 = 

Participants who successfully complete both programs will be eligible to attain a total of 15 CECs.



Attend our event and earn 

### TIPS

- Important note: Always remember to use the Fitness Australia name when referring to CECs.

# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## LANGUAGE

**Whether you're promoting your program or event on your website, in a paid advertisement or direct email, you need to follow the criteria set out in this guide.**

**These criteria must be complied with to achieve and maintain Fitness Australia CEC program approval.**

## FITNESS AUSTRALIA APPROVAL

You should refer to your education as a 'Fitness Australia Approved CEC Program' OR 'Fitness Australia Approved CEC Event' depending on the submission type.

Only refer to your program or event as being "Approved" by Fitness Australia, not accredited, licensed, endorsed or certified.

- ✓ Approved CEC program
- ✗ Accredited or licenced CEC program

## PROFESSIONAL TITLES

You cannot claim that completion of your program will result in a job title, certification or qualification that is outside the Australian Qualification Framework or other nationally endorsed training/certification, or one that is not recognised within our system.

CECs are obtained as evidence of continuing education for the categories/roles of Personal Trainer, Group Exercise Instructor/Leader or Gym Instructor. Completing a course for CECs does not mean that you become recognised in our system with a title that is specific to your CEC program. Rather successful participants would be a Personal trainer/Group Exercise Instructor/Leader or Gym Instructor that has obtained a specific delivery knowledge and skill.

For example, when someone completes your program you can't claim that participants will become:

- ✗ a XYZ Expert
- ✗ a Master Trainer in XYZ
- ✗ a Certified XYZ Practitioner
- ✗ a Accredited XYZ Coach

Further detail about AQF qualification titling policies can be found here:  
[www.aqf.edu.au/aqf/in-detail/aqf-qualifications/](http://www.aqf.edu.au/aqf/in-detail/aqf-qualifications/)

## ACCREDITATION

The term accreditation can only be used if the accreditation is through a nationally recognised third party, such as a peak industry association or in connection with government. This type of accreditation will typically include verification of certification, compliance with codes of ethical conduct and nationally recognised standards of quality assurance, and transparent re-accreditation processes, for example the National Coach Accreditation Scheme (NCAS) administered by the Australian Sports Commission.

# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## UNSUBSTANTIATED CLAIMS

Make sure the claims you make about your program or event aren't misleading and can be substantiated with evidence. Refer to the Australian Competition and Consumer Commission for more information:

[www.accc.gov.au](http://www.accc.gov.au)

- Advertisements must be legal, decent, truthful and factually accurate.
- Any advertising claims made must be able to be substantiated and should not be misleading or deceptive. Note comparative advertising is considered misleading if the comparison is inaccurate or does not appropriately compare products. For example, referring to your program as "the best", "Australia's most popular", "more useful/effective than".

- If a CEC program or event doesn't include an assessment of knowledge or skill, terminology used to describe the outcome for participants must be carefully considered.
- You must specify if your promoted program or event is part of a series and what is required to complete the series.
- When including a testimonial you should express why a program is considered of value, not just that it is the "best":
  - ✗ Best XYZ program in Australia
  - ✗ World's best XYZ program
  - ✗ The most qualified and experienced line-up of presenters
  - ✗ The best CEC program ever

## INDUSTRY INTEGRITY

Avoid negative comparisons or insinuations about other education programs, events, businesses or professions.

- The language you use must not negatively impact on the integrity of the industry or Fitness Australia.
- Your advertisements must not condone any form of discrimination, contain nudity, profanity, violence, or provoke fear.
- Your advertisements must not denigrate other professions or other approved programs/events and should not attempt to compete with them.
- Proudly promote the fact that your program or event has met transparent quality assessment criteria and is of benefit to Registered Exercise Professionals.

# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## APPROVED CONTENT

CEC advertisements must align with the content that has been approved for CECs.

- This means that your advertising must relate to the specific program or event that has been approved by Fitness Australia and promote the content and delivery exactly as it was approved by Fitness Australia.
- The reason for this is that many education providers deliver multiple programs or events, some of which are not approved by Fitness Australia.

It is essential that it cannot be implied that Fitness Australia is endorsing or approving all programs or events, or other services, delivered by an education provider.

## USE OF IMAGES

Fitness Australia must give consent on all images used in advertising material. Imagery that should be avoided and will not be approved by Fitness Australia includes:

- Provocative flexing of muscles.
- Too much skin; i.e. wearing just underwear, topless for males.
- Sexually explicit, or discriminatory images.

Images must meet professional design and artwork specifications. These can be found in the [Fitness Australia Media Kit for Educators](#).



# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## USAGE EXAMPLE – CERTIFICATE

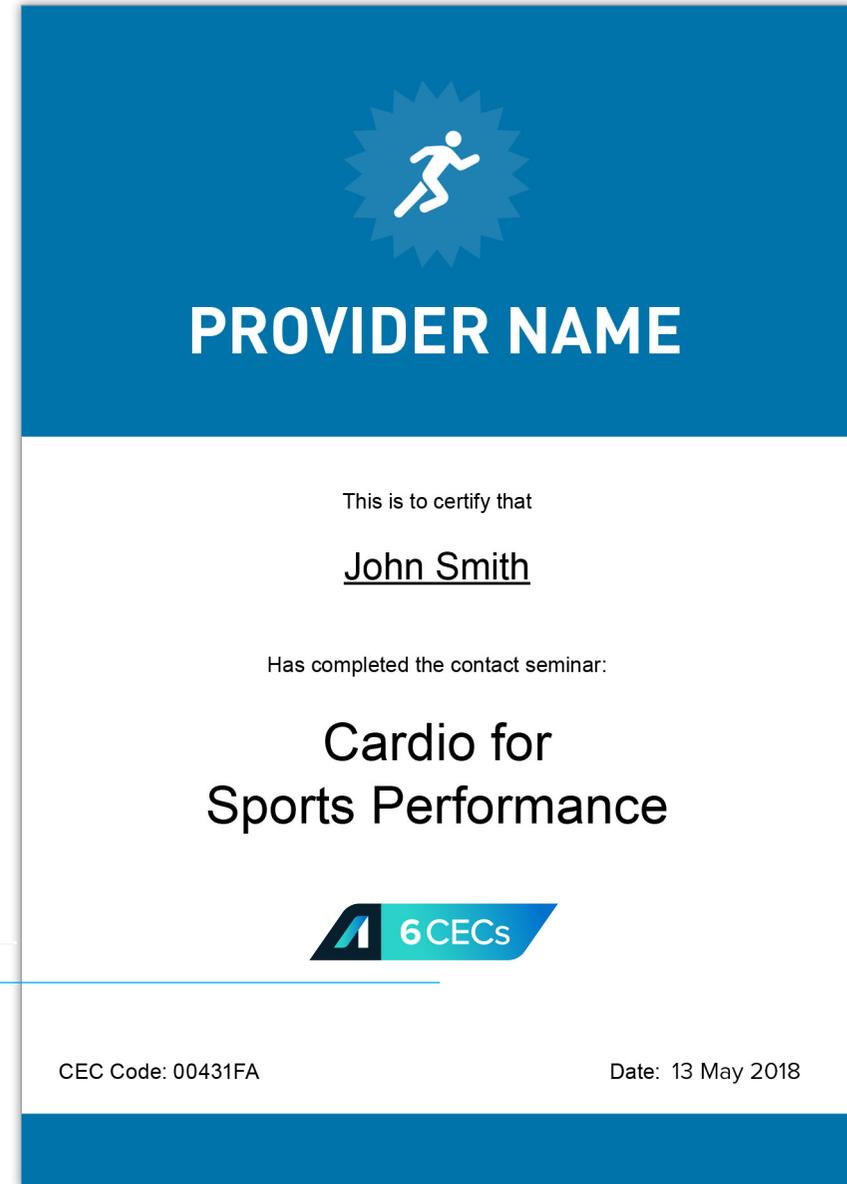
All Approved CEC Providers must issue a Certificate of Completion to program participants who have met all program requirements. Completion certificates must include the following information:

- Provider name
- Program/Event name
- Participant's full name
- Delivery/completion date
- CEC Code
- Number of CECs
- Fitness Australia CECs icon

All Approved CEC Providers must issue a Certificate of Completion to program participants who have met all program requirements. Completion certificates must include the following information:

Certificates that do not display this information may not be accepted by Fitness Australia when presented for exercise professional registration renewal purposes.

This is a good example of size and spacing for the Numbered CEC logo



# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## USAGE EXAMPLE – WEBSITE

Use the CECs icons when demonstrating the value for individual courses

Write out the total number CECs when a provider is offering two programs in succession

The screenshot shows a website for 'PROVIDERNAME.COM.AU' with a navigation menu (HOME | ABOUT | COURSES | CONTACT). The main content area lists three courses, each with a description and a CEC value icon:

- Course Level One**: Alibea venist, officimagnis doloribus arci simi, culpa que ma voluptur sit aut automolendit pra velitem oluptat usdaniaessin cus, ipsaeperor seque eos sernaturio idis ma voluptur sum re nimus mos minto endus, comn. **3 CECs**
- Course Level Two**: Osam quoditam, cuptat expe inum la natinvenis sequatur? Hicaere mporenex ex erum as vollabo. Et quas dolupta esseque nimust, sume niamus et lit, quis et ut et, nonsequ amendebis qui nest doluptatet voluptate por si. **5 CECs**
- Course Level Three**: Ribus qui dolorunt vollant volorecerum nosam ra sed qui cus arumet del ius, toreserum quiam eveleni atusam alit rem debitatem consers pisquid mo iur? Quia volo et enectate sed maximi, volor ate platiis etur adipide. **7 CECs**

Below the course listings, a summary row shows **Total CECs** as **15 CECs**. A blue button labeled **APPLY NOW** is positioned below the summary. The footer contains the provider's logo, name, and navigation links, along with a 'Fitness Australia CECs' logo.

# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## USAGE EXAMPLE – ADVERT

This is a good example of size and spacing for the Numbered CEC logo in print advertising



 PROVIDERNAME.COM.AU

### Fitness Education Course details

Alibea venist, officimagnis doloribus  
arci simi, nulpa que ma voluptur sit  
aut autemolendit pra velitem oluptat  
usdaniaessin cus, ipsaeperror seque  
eos sernaturio idis ma voluptur sum re  
nimus mos minto endus, comn

 5 CECs

[www.providername.com.au](http://www.providername.com.au)

# PROMOTING YOUR APPROVED CEC PROGRAM OR EVENT

## **FINAL APPROVAL**

Fitness Australia reserves the right to remove or request the removal / revision of any promotional creative that is deemed unsuitable and may, at its absolute discretion, refuse to publish any advertisement.

## **CONTACTS FOR SUPPORT**

If you have any questions regarding Fitness Australia's guidelines for use of the CEC brand or advertising Approved CEC programs or events, please contact:

## **CEC SUPPORT**

Fitness Australia  
CEC Support Team  
**T:** 1300 211 311  
**E:** [cecsupport@fitness.org.au](mailto:cecsupport@fitness.org.au)



# CEC PROVIDER BRANDING & ADVERTISING CHECKLIST

*The Fitness Australia advertising and promotion channels are only available to Fitness Australia approved CEC Providers. Before submitting an advertisement to Fitness Australia, please refer to the **Fitness Australia Media Kit for Educators** and use the following checklist to ensure it complies with our branding and advertising guidelines.*

## REFERRING TO FITNESS AUSTRALIA



Fitness Australia always appears as two separate words with a capital 'F' for Fitness and capital 'A' for Australia. Fitness Australia is never written as one word, hyphenated, in lower case or in italics.



Whenever Fitness Australia appears for the first time in body copy, it is followed by the tag line: Fitness Australia, The Health & Fitness Industry Association where possible.



## REFERRING TO CECS



Refers to Fitness Australia when referring to CECS.



Does not refer to CECS as points (they are continuing education credits).



## USING THE CEC LOGO



Does not use the Fitness Australia Corporate Logo.



Uses the official Fitness Australia CEC logo and the Numbered CEC logo as supplied by Fitness Australia to help Registered Exercise Professionals identify the number of CECS they will earn for successful completion of the advertised approved program or event.



Displays the logo in its original proportions.



Does not use a low resolution copy of the logo (e.g. from a website).



Complies with logo size and quality requirements.



Logos always appear surrounded by ample white space and are not enclosed in any shape or visual element.).



If multiple approved CEC programs or events are being promoted within one advertisement, they are displayed individually, never as a combined total of CECS.



# CEC PROVIDER BRANDING & ADVERTISING CHECKLIST

## ADVERTISING LANGUAGE AND IMAGERY



Promotes a specific program or event exactly as it was approved by Fitness Australia.



Does not imply that Fitness Australia is endorsing or approving all programs or events, or other education services, delivered by the CEC provider.



Refers to the program or event as approved by Fitness Australia, not accredited, endorsed, certified or licenced.



Does not promote an unrecognised title that is outside of the Australian Qualification Framework or other nationally endorsed training/certification.



Does not claim to be providing a certification, a “Certificate in XYZ”, or that trainers or instructors will be “certified by XYZ”, unless the CEC program is a nationally recognised qualification or unit of competency within the Australian Qualifications Framework.



Does not claim to be providing accreditation unless the accreditation is through a nationally recognised third party such as a peak industry association or in connection with government.



Does not make unsubstantiated claims and is not misleading or deceptive (it expresses why the program/event is considered of value, not just that it is the “best”).



Does not use language that negatively impacts on the integrity of the industry or Fitness Australia.



Does not denigrate or make negative comparisons with other education programs, events, businesses or professions and does not attempt to compete with them.



Complies with requirements for the use of images: provocative flexing of muscles, displays too much skin, has sexually explicit or discriminatory images.





***HAVE QUESTIONS?***

**Contact Fitness Australia**

PO Box 6453 Alexandria  
New South Wales 2015

**T** 1300 211 311

**F** 1300 734 613

**E** [marketing@fitness.org.au](mailto:marketing@fitness.org.au)

**W** [www.fitness.org.au](http://www.fitness.org.au)