

## Professional Standard 12

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### Advertising, Representations & Use Of Credentials

Version 0.7 – May 2026

Auctioneers & Valuers Association of Australia  
Reference: 4.27.2

## Introduction

The Auctioneers and Valuers Association of Australia (AVAA) is committed to strengthening professionalism, integrity, and public confidence across the valuation and auction sectors. This *AVAA Professional Standard* forms part of a broader framework designed to support consistent practice, ethical conduct, and accountability across the diverse services provided by members.

Professional standards play an important role in defining expectations for those who hold themselves out as skilled practitioners. They establish clear principles for conduct, competence, and responsibility, helping practitioners, clients, and regulators understand the level of professionalism that should reasonably be expected in the marketplace.

Advertising, professional representations, and the use of professional credentials can have significant implications for valuers, auctioneers, clients, consumers, regulators, insurers, courts, and the broader reputation of the valuation and auction sectors. Professional valuation and auction practice therefore requires advertising and promotional conduct that is accurate, transparent, professionally responsible, and consistent with consumer protection obligations.

This Professional Standard establishes principles governing advertising, professional representations, promotional conduct, and the use of credentials, post-nominals, member logos, and digital badges by valuers, auctioneers, and corporate members. The Standard is intended to support professional accountability, consumer confidence, fair representation, and informed decision-making while recognising the importance of accurately representing professional qualifications, expertise, services, and membership status.

This standard has been developed through consultation with practitioners and informed by regulatory frameworks, industry experience, and evolving client and government expectations. It is intended to provide practical guidance while reinforcing the importance of transparency, diligence, and professional judgement in everyday practice.

Those holding the AVAA Certified Valuer (CVAU), the AVAA Certified Auctioneer (CAAU), plus AVAA Corporate Members apply this Professional Standard to demonstrate a commitment to continuous improvement and professional accountability. In doing so, they contribute to a stronger and trusted sector where valuers are recognised not only for their expertise but also for the integrity and reliability of their work.

Troy R Williams FAIM MAICD  
AVAA Chief Executive

May 2026

## Professional Standard 12

### Title —

AVAA Professional Standard 12 – Advertising, Representation & Use Of Credentials

### Purpose —

The purpose of this Professional Standard is to establish principles governing advertising, professional representations, marketing conduct, and the use of professional credentials, post-nominals, member logos, and digital badges associated with valuation and auction services.

This Professional Standard promotes professional accountability, consumer confidence, transparency, and fair representation by requiring members to accurately represent their qualifications, expertise, experience, services, and professional standing in a manner consistent with applicable laws, professional obligations, and public expectations.

### Scope —

This Professional Standard applies to advertising, promotional activities, public representations, marketing communications, online content, business materials, social media, credential usage, and professional representations associated with valuation and /or auction services.

### Application —

This Professional Standard applies to all individuals holding the AVAA Certified Valuer (CVAU) credential, the AVAA Certified Auctioneer (CAAU) credential, and AVAA Corporate Members providing valuation and / or auction services.

### Standard —

#### 1. Principles Of Professional Representation

- 1.1 Valuers, auctioneers, and corporate members should promote their services honestly, professionally, and in a manner consistent with maintaining confidence in the valuation and auction sectors.
- 1.2 Advertising and professional representations should be accurate, capable of reasonable substantiation, and not misleading, deceptive, exaggerated, or likely to create unreasonable expectations regarding qualifications, expertise, independence, experience, outcomes, or services.
- 1.3 Members should represent their professional capabilities, specialisations, experience, operational capacity, and market presence fairly and consistently with their actual qualifications, training, practical experience, resources, and professional involvement.
- 1.4 This Professional Standard is intended to complement obligations arising under the *Competition and Consumer Act 2010 (Cth)* and applicable consumer protection legislation.

#### 2. Representation Of Expertise And Services

- 2.1 Valuers and auctioneers should only hold themselves out as possessing expertise, specialist knowledge, independence, or professional capability in

areas where they possess genuine qualifications, training, knowledge, and practical experience.

- 2.2 General familiarity, incidental knowledge, limited exposure, or historical involvement in a category, asset class, or service area does not, of itself, justify representations of specialist expertise or professional authority.
- 2.3 Terms including "specialist", "expert", "authority", "independent", or similar descriptions should only be used where reasonably supportable having regard to the member's actual qualifications, experience, professional involvement, and the circumstances of the engagement.
- 2.4 Members should take reasonable steps to ensure that representations concerning office locations, staffing resources, specialist departments, service capability, geographic coverage, market presence, or operational capacity remain accurate and not misleading.
- 2.5 Members should not represent that they personally provide services, expertise, research capability, technical support, or specialist knowledge where those functions are substantially provided or supplemented by third parties unless the involvement of those third parties is appropriately disclosed.
- 2.6 Where contractors, consultants, technology providers, artificial intelligence systems, external specialists, or outsourced service providers materially contribute to professional services, members remain responsible for ensuring that representations concerning those services remain accurate, appropriately supervised, and not misleading.
- 2.7 Members should not improperly claim expertise, qualifications, experience, authorship, or professional standing belonging to another individual, contractor, employee, business, or external provider.

### 3. Advertising And Promotional Conduct

- 3.1 Advertising and promotional materials should be prepared with reasonable care, diligence, and professional judgment.
- 3.2 Members should avoid advertising or promotional practices likely to mislead consumers, create unjustified expectations, improperly disparage competitors, misrepresent professional capabilities, or undermine confidence in professional valuation and auction services.
- 3.3 Representations concerning likely outcomes, market performance, auction results, valuation outcomes, buyer demand, commercial performance, or similar matters should be reasonable, supportable, and not create misleading expectations.
- 3.4 Comparative claims, references to superiority, rankings, market position, experience, or expertise should be capable of reasonable substantiation.
- 3.5 Testimonials, reviews, endorsements, rankings, awards, or references to prior results should be used fairly and in a manner that does not materially misrepresent the nature, consistency, quality, or likely outcome of professional services.
- 3.6 Members should avoid representations capable of creating a false impression that services, businesses, opinions, qualifications, or credentials are approved, endorsed, accredited, recognised, or preferred by a regulator, court, insurer, government authority, or AVAA where this is not the case.

- 3.7 References to prior appointments, memberships, committee positions, awards, affiliations, former credentials, or previous professional roles should be presented accurately and in a manner that does not mislead consumers regarding current status or standing.

#### **4. Online Platforms And Digital Communications**

- 4.1 This Professional Standard applies equally to websites, social media platforms, digital marketplaces, online advertising, electronic communications, artificial intelligence generated content, and other digital communications.
- 4.2 Members should take reasonable steps to ensure that online content remains accurate, current, and consistent with their actual professional standing, qualifications, and capabilities.
- 4.3 Members remain responsible for representations made on their behalf by employees, agents, contractors, marketing providers, consultants, or external promotional services where those representations relate to the member's professional services.

#### **5. Use Of Credentials, Post-Nominals, Logos, And Digital Badges**

- 5.1 AVAA credentials, post-nominals, member logos, digital badges, and professional designations should only be used in accordance with AVAA membership status, credential entitlements, and applicable AVAA member guidance.
- 5.2 Members using the CVAu, CAAu, FCVAu, FCAAu, or other AVAA credentials should do so accurately and in a manner consistent with the credential held.
- 5.3 Members must not use AVAA credentials, post-nominals, logos, or digital badges in a manner capable of creating a false or misleading impression regarding accreditation status, expertise, independence, endorsement, corporate status, regulatory approval, or scope of services.

#### **6. Individual Membership And Corporate Representation**

- 6.1 Individual membership or credential status belongs to the individual member and does not, of itself, extend to a company, business, partnership, trust, trading entity, or corporate group.
- 6.2 A business or corporate entity should not represent itself as holding AVAA membership, certification, endorsement, accreditation, or credential status unless the relevant entity itself holds the applicable AVAA Corporate Membership.
- 6.3 The use of an individual member's credentials, post-nominals, logos, digital badges, or professional standing must not be presented in a manner likely to mislead consumers into believing that a separate business or entity independently holds the same membership or credential status.
- 6.4 Nothing in this Professional Standard prevents an individual member from identifying their personal qualifications, credentials, or AVAA membership status in connection with their employment or business activities provided the representation remains accurate and not misleading.

#### **7. Professional Accountability**

- 7.1 Proper advertising and professional representation form part of professional and ethical practice.

- 7.3 Compliance with this Professional Standard does not replace obligations arising under legislation, regulatory requirements, licensing obligations, or applicable consumer protection laws.

## 8. Prohibited Conduct

- 8.1 Valuers, auctioneers, and corporate members must not knowingly make false, misleading, deceptive, or materially inaccurate representations concerning qualifications, expertise, experience, independence, professional standing, membership status, credentials, or services.
- 8.2 Members must not improperly use AVAA credentials, post-nominals, logos, digital badges, or representations of membership following suspension, cancellation, expiry, or loss of entitlement.
- 8.3 Members must not falsely represent that a company, business, or entity holds AVAA membership, certification, endorsement, or accreditation where only an individual associated with that entity holds membership or credentials.
- 8.4 Members must not knowingly conceal the material involvement of third-party providers, contractors, consultants, or technology systems where omission of that information would result in misleading or deceptive representations regarding the services provided.

## 9. Failure To Comply

- 9.1 Failure to comply with this Professional Standard itself constitutes conduct capable of consideration under the *AVAA Code of Ethics for Individual Members*, the *AVAA Code of Practice for Corporate Members*.

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### Status & Review —

AVAA Board Approval: TBA (Draft)  
Periodic Review Due: 5 Years after approval



The **Auctioneers and Valuers Association of Australia (AVAA)** is the leading national body representing professional auctioneers and valuers across a diverse range of specialties, including fine art, antiques, collectables, goods, vehicles, plant, and equipment.

#### **Our Vision**

As the peak body for auctioneers and valuers in Australia, AVAA upholds the highest professional and ethical standards through education, advocacy, and leadership.

#### **Our Mission**

To support and represent Australia's auctioneers and valuers through rigorous standards, ethical leadership, quality education, and credible advocacy, ensuring trust, professionalism, and future-readiness in a changing world.

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