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## Advertising of Physiotherapy

The APA contends that advertising which seeks to inform the public on the scope and availability of physiotherapy services is appropriate. The APA supports the Australian Competition and Consumer Commission (ACCC) position that advertising offers a rich source of information which allows consumers to make informed decisions around their treatment choices and to compare physiotherapy services with a range of professions. Advertising that complies with the Competition and Consumer Act 2010 and provides consumers with choice should be encouraged amongst the profession.

All advertising by APA members should comply with the APA Code of Conduct and the Physiotherapy Guidelines for Advertising of Regulated Health Services produced by the Physiotherapy Board of Australia.