

Association of Soul Centred Psychotherapists Inc.

ASCP

Code of Ethics

August 2005

To contact the ASCP and its Ethics Committee: email info@ascpAustralia.org

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Section I. Introduction

1. Foreword

1.1 Intention of this Document

This document is a reference for **Soul Centred psychotherapists**, people who use **Soul Centred psychotherapy** services, people who are considering using **Soul Centred psychotherapy** services and anyone wanting a better understanding of **Soul Centred psychotherapy** as it is practised in Australia. This document also assists **Soul Centred psychotherapists** to deal with ethical dilemmas. It is based on the principle that, when faced with an ethical dilemma, the **Soul Centred psychotherapist** should adopt the course of action which maximises the good, and does the least harm for all people involved.

1.2 Contents

This document contains the:

- i. Code of Ethics
- ii. Principles of Practice and
- iii. Conduct for financial arrangements and advertising of the Association of Soul Centred Psychotherapists Inc (ASCP Inc).

For copyright or other information please contact the Ethics Committee of ASCP.

1.3 Terms

For the purposes of this document some terms are explained in detail in section 4. These include terms that may mean different things to different people (for example '**soul**'). These terms are described in detail to make sure the reader understands the way they are used for the purposes of this document. Where these terms appear in the text they are written in bold (for example: **Soul Centred psychotherapy**).

2. Preamble

2.1 Background to the Association of Soul Centred Psychotherapists Inc The Association of Soul Centred Psychotherapists Inc (ASCP) is a voluntary nonprofit organisation. It developed from the regular meetings of the Soul Centred psychotherapy development group. Originally formed in 1998, the group was incorporated in 2003.

The organisation's aims are:

- i. To foster and advance the practice and theory of **Soul Centred psychotherapy**,
- ii. To support ongoing professional development in **Soul Centred psychotherapy**, and
- iii. To represent **Soul Centred psychotherapy** to the wider community.
- ASCP achieves these aims by:
 - a) Stimulating appropriate research (Soul Centred research methodology is heuristic, with a basis in phenomenological theory).
 - b) Establishing suitable standards of practice and training, and
 - c) Promoting public awareness of relevant issues.

ASCP offers three levels of membership: Full, Associate and Affiliate.

- 2.1.1 Relationship between ASCP and training providers.
 - i. The provision of training and supervision is the responsibility of the training providers approved by the ASCP.
 - ii. The setting of acceptable minimum standards of training and supervision for ASCP membership is the responsibility of the ASCP.
 - iii. ASCP approved training providers shall not serve as members of ASCP committees.

2.2 Development of the Code

This Code was developed by the Ethics Committee of ASCP in collaboration with the membership at large. Elements of the codes of ethics adopted by parallel professional organisations have been incorporated into this document, namely the Australian Counselling Association, Australian Association of Somatic Therapists, and the Australian Traditional Medicine Society. The second edition of the code was produced in 2005 through consultation with PACFA. Assistance was also given by Melbourne College of Contemporary Psychotherapy, and Music and Imagery Association of Australia Inc. Reference was made to the Code of Ethics of the Victorian Association of Family Therapists.

2.3 About the Code of Ethics

ASCP is committed to ensuring that the practice of **Soul Centred psychotherapy** meets the highest ethical standards. As part of that commitment this Code of Ethics

reflects the principles of **Soul Centred psychotherapy** as well as accepted industry minimum standards of ethical practice and conduct. The Code of Ethics will be reviewed annually to ensure that it reflects professional and community values about the practice of counselling and psychotherapy.

2.4 The Code Binds All Members of ASCP, Including Associate and Affiliate Members

All members of ASCP, including Associate members, undertake to be accountable for their **Soul Centred psychotherapy** practice and adhere to the Code of Ethics contained in this document. This code applies as a binding guide to their professional conduct. This Code of Ethics applies also to Affiliate members in so far as their student behaviour reflects on **Soul Centred psychotherapy** and the ASCP.

3. Dealing with Breaches of the Codes of Ethics and Conduct

All members of ASCP, including Associate and Affiliate Members, undertake to cooperate with any investigation of possible breaches of this Code of Ethics.

3.1 Complaints Procedure

- i. Possible breaches of the ASCP Code of Ethics are to be presented in writing to the Ethics Committee: <u>info@ascpAustralia.org</u>
- ii. Complaints will be dealt with firstly by the Ethics Committee.
- iii. Detailed procedures for enquiry into complaints are available on request from:

ASCP Ethics Committee, email info@ascpAustralia.org

4. Explanation Of Terms

4.1 "Soul" and "Soul Centred psychotherapy"

- "Soul" in the Oxford dictionary has 10 formal meanings. These include "moral and emotional part of man", "animating or essential part", and "emotional or intellectual energy". Soulful is defined as "having, expressing, appealing to the (esp. higher) emotional or intellectual qualities". One definition of soul is "the spiritual or immaterial part of man", a meaning that can lead to a confusion between soulful and spiritual. Soul Centred psychotherapy holds that Western culture has traditionally valued mind and spirit, as in science and organised religion, and neglected soul, as in the embodied experience of being human.
- ii. Soul Centred psychotherapy does not claim any particular province in working with the "spiritual or immaterial part of man", although the philosophy and principles of Soul Centred psychotherapy are grounded in theoretical approaches that respect the role of the unconscious in the human experience. This includes the collective unconscious as described by Dr Carl Jung. Soul Centred Psychotherapy addresses this through the study of classical mythology. These teaching stories have informed humanity throughout the ages and across cultures are studied and applied in the form

of narrative, imagery and creative expression, and personal therapeutic ritual.

- iii. Soul Centred psychotherapy is a secular approach in that it is very concerned with the affairs of this world. Soul Centred psychotherapy is not ecclesiastical, nor does it, by definition, follow a particular system of religious worship. The notion of the sacred enters **Soul Centred psychotherapy** through the emphasis on meaning. Meaning in Soul Centred **psychotherapy** involves a sense of value and importance that is subjective rather than objective or collective. The central question is 'What does this mean to you?', so that rather than making judgements, Soul Centred psychotherapists are working with each person's deepest value and meaning. This is closely related to the idea of honouring whatever emerges in a therapy session. In **Soul Centred psychotherapy** this can take the form of drawing or painting an image, sculpting a form in clay, writing in a journal, or moving to music. In Soul Centred psychotherapy the creative expression of the inner material that comes into awareness (as images. symbols, memories, sensations, sounds etc.) is a way of valuing its importance and developing ongoing relationship with **soul** as the embodied experience of being human.
- iv. Soul Centred psychotherapy does not have a particular religious or spiritual orientation. Soul Centred psychotherapy encourages respect for clients' cultural and religious heritage. Soul Centred psychotherapy recognises that there is value and meaning in each person's subjective experience of that which is greater than the personal. Rather than naming this as a particular deity, Soul Centred psychotherapy refers to Dr. Jung's description of the Self as the central organising principle of the psyche that reflects that which is greater than the personal.
- v. Soul Centred psychotherapy attends to the human experience through the everyday stuff of life: thoughts, emotions, body sensations and symptoms, and the relationships people have with others and the world. Value, meaning, and healing emerge from within each person's unique process of inner work rather than from any external ideal of health, wealth, or happiness. This is what Soul Centred psychotherapy calls attending to the experience of soul.
- vi. Soul Centred psychotherapists are committed to understanding the human experience as fully as possible. The leading edge of research in related fields such as energy psychology and mind-body healing is continually studied and incorporated into the work. Ongoing seminars and training are an integral part of being a Soul Centred psychotherapist. The mind-body relationship is a central theme in Soul Centred Psychotherapy research and in application of Soul Centred psychotherapy therapeutic interventions.
- v. Soul Centred psychotherapy is a humanistic, psychodynamic, holistic therapeutic modality that focuses on all aspects of a client's life: thoughts, emotions, body sensations and symptoms, dreams, relationships with others and with the world.

4.2 "Soul Centred psychotherapist"

A **Soul Centred psychotherapist** is a professional who has been trained and qualified in **Soul Centred psychotherapy**. A **Soul Centred psychotherapist** demonstrates the personal qualities, values, knowledge and skills necessary to work with clients to promote emotional, physical, mental health and wellbeing regardless

of race, class, culture, gender, religion or other individual differences. A **Soul Centred psychotherapist** is competent in applying therapeutic knowledge and skills.

4.3 "Approved supervisor"

An **approved supervisor** is a **Soul Centred psychotherapist** and a Full member of ASCP who has completed training in the provision of professional supervision provided by ASCP approved training providers.

4.4 "Supervisee"

A supervisee is a student or Soul Centred psychotherapist undergoing supervision with an approved supervisor in the therapeutic practice of Soul Centred psychotherapy, either to gain accreditation as a Soul Centred psychotherapist or as ongoing professional development.

4.5 "Student"

A **student** is a person who is undergoing training as a **Soul Centred psychotherapist** at an ASCP approved training program. The **student** is committed to developing the required knowledge and skills base to practice **Soul Centred psychotherapy**. The **student** also has personal qualities that will enable him or her to facilitate a therapeutic relationship.

4.6 "Conflict of interest"

A **conflict of interest** occurs when what is of benefit to one of the participants in a relationship reduces the benefit, or potentially reduces the benefit, to other participants in the relationship. **Conflict of interest** in **Soul Centred Psychotherapy** can occur

- i. between clients and the **Soul Centred psychotherapist**.
- ii. between membership of a Committee and the function of the Committee.

4.7 "Written informed consent"

- **4.7.1** Written informed consent involves an explanation in writing and other communication as necessary that gives the person from whom the consent is being obtained, an understanding about:
 - i. What the consent is being obtained for
 - ii. What will happen as a result of the consent
 - iii. Who will have access to any information, document, videotape or audiotape released by the consent
 - iv. How information will be stored
 - v. How long the consent is valid for, and
 - vi. What will happen to the information at the expiration of the consent.

4.7.2 Written informed consent will only be obtained from someone with legal capacity. Where consent is sought from a minor, or adult without legal capacity, consent can only be given by a parent or guardian authorised to give consent on behalf of the person. A person giving informed consent has a right to withdraw consent at any time.

4.8 "Confidentiality and privacy"

The 'National Statement on Ethical Conduct in Research Involving Humans' makes the following distinction between **confidentiality** and **privacy**:

Confidentiality refers to the legal obligations that arise from a relationship in which a person receives information from or about another. The recipient has an obligation not to use that information for any purpose other than that for which it was given. Traditional examples of relationships in which that obligation arises are those between doctors and patients and priest and penitents. However, the obligation can be created by contract. Privacy is a broader concept. A person's interest in keeping personal information private relates to anyone who might have access to that information, whether through a relationship of otherwise. 1

Privacy and **confidentiality** in this Code refer to all forms of information **Soul Centred psychotherapists** receive via communication including written, oral, nonverbal, and electronic.

1 www.health.gov.au/nhmrc/ppublications/pdf/e35.pdf cited in VAFT Code of Ethics, April 2005.

Section II

Code of Ethics and Principles of Soul Centred Psychotherapy Practice

The Code of Ethics is divided into sections. Each section describes how the philosophy and principles of **Soul Centred psychotherapy** underpin the Code and influence the practice and conduct of **Soul Centred psychotherapists**.

1. Soul Centred Psychotherapists respect the essential humanity, worth and dignity in all people and promote these values in their work

- 1.1 **Soul Centred psychotherapists** do not discriminate against or refuse service to anyone on the basis of race, ethnicity, social and economic status, gender, religion, national origin, disability, age, beliefs, sexual orientation or contribution to society, or any other individual differences.
- 1.2 **Soul Centred psychotherapists** provide sufficient information about the extent and nature of their service, fees, and the potential benefits and risks of their service, that clients can make informed decisions about participating in **Soul Centred psychotherapy.**
- 1.3 **Soul Centred psychotherapists** respect the client's right to make decisions. They work with clients to make these decisions based on the client's systems of value and meaning, with the fundamental principle of causing no harm to self or others. They use therapeutic interventions that support clients to clarify their own systems of value and meaning and to act from these. They do not impose their own values on the client.
- 1.4 **Soul Centred psychotherapists** recognise and respect diversity among people and oppose discrimination and oppressive behaviour.

2. Soul Centred Psychotherapists Adopt an Holistic Approach

Soul Centred psychotherapists use a range of therapeutic interventions from well researched therapeutic modalities.

3. Soul Centred Psychotherapists Promote the Health and Wellbeing of Individuals

- **3.1 Soul Centred psychotherapists** have a responsibility to work with individuals toward an experience of health and wellbeing that is meaningful to the individual.
- 3.2 **Soul Centred psychotherapists** are guided by the principle that health and wellbeing emerge from within each person's unique process of inner work rather than from any external ideal of health, wealth, or happiness.
- 3.3 **Soul Centred psychotherapists** strive to enhance an individual's health and well being while minimising harm to that person or others.

- 3.3.1 In the event of harm resulting from therapy, the individual **Soul Centred psychotherapist** takes responsibility for working towards restoration of the individual's health and wellbeing.
- 3.3.2 ASCP recommends that **Soul Centred psychotherapists** hold professional indemnity insurance.
- 3.4 **Soul Centred psychotherapists** may appropriately refuse services to clients if such services are seen as harmful to any person. They assume a duty of care for such clients in terms of referrals or other appropriate arrangements.
- 3.5 **Soul Centred psychotherapists** continue therapeutic relationships only as long as it is considered that clients are benefiting from these relationships.
- 3.6 **Soul Centred psychotherapists** assist people to obtain other services if they are unable, for appropriate reasons, to provide professional help.
- 3.7 **Soul Centred psychotherapists** do not abandon or neglect clients in treatment without making reasonable arrangements for the continuation of such treatment.
- 3.8 **Soul Centred psychotherapists** will rarely agree to provide services to a person at the request of a third party. If this occurs, they will clarify, as far as possible at the outset of the service, the nature of the relationship with each party and the limits of **confidentiality**.

4. Soul Centred Psychotherapists Maintain Professional Boundaries and Avoid a Conflict of Interest

- 4.1 **Soul Centred psychotherapists** are aware of their influential position with respect to clients. They avoid exploiting the trust and vulnerability of clients.
- 4.2 **Soul Centred psychotherapists** avoid non professional dual relationships with clients. Examples of such dual relationships include, but are not limited to, business or close personal, religious, political or other non professional relationships with clients. When a dual relationship cannot be avoided, a **Soul Centred psychotherapist** takes appropriate professional precautions such as professional supervision, peer review and support, and/or additional training to ensure that his or her judgment is not impaired and no action is taken that can be to the advantage of the therapist at the expense of a client.
- 4.3 Where there is a conflict between this Code of Ethics and the requirements of any organisation that a **Soul Centred psychotherapist** is involved with, the **Soul Centred psychotherapist** must clarify the nature of the conflict and inform all parties of the therapist's ethical responsibilities under this Code of Ethics, with a view to seeking constructive resolution of the conflict.
- 4.4 **Soul Centred psychotherapists** do not use their professional relationships with clients to further their own personal interests
- 4.5 **Soul Centred psychotherapists** never engage in sexual intimacy with clients.
- 4.6 **Soul Centred psychotherapists** never engage in sexual intimacy with former clients unless more than three years have elapsed since the therapy

ceased. Should a therapist engage in sexual intimacy with a former client following three years after termination or last professional contact, the burden shifts to the former therapist to demonstrate that there has been no exploitation of or injury to the former client.

- 4.7 **Soul Centred psychotherapists** must remain accountable for relationships with former clients and must exercise caution about entering into relationships after the therapy process has ended. Professional supervision should be sought if an attempt to build a relationship with a former client is being considered.
- 4.8 **Soul Centred psychotherapists** have an obligation to declare any conflict of interest to the client at the beginning of any therapeutic relationship and to take positive steps throughout their dealings with clients to avoid **conflicts of interest**.

5. Soul Centred Psychotherapists Respect the Confidentiality and Privacy of Clients.

- 5.1 From the outset of therapy, **Soul Centred psychotherapists** communicate their policy of confidentiality, including the circumstances set out in 5.4, to clients.
- 5.2 **Soul Centred psychotherapists** obtain **written informed consent** from clients before videotaping, audiorecording, third party observation or professional consultation.
- 5.3 **Soul Centred psychotherapists** take special precautions to protect the individual privacy and confidentiality of clients.
- 5.4 **Soul Centred psychotherapists** will not disclose client confidences except:
 - 5.4.1 When compelled to by law in respect of abuse related legislation. **Soul Centred psychotherapists** are not mandated by law to report child abuse, but they are expected to do so.
 - 5.4.2 When the confidence relates to ongoing child abuse.
 - 5.4.3 To prevent a clear and immediate danger to a person or persons.
 - 5.4.5 Where a **Soul Centred psychotherapist** is a defendant in a civil, criminal or disciplinary action arising from the therapy (in which case client confidences may be disclosed only in the course of that action) or
 - 5.4.6 With the **written informed consent** of the client and then only such information that is covered by the consent.
- 5.5 If a **Soul Centred psychotherapist** has permission or is compelled to disclose confidential information, any disclosure will be limited to the information described in the consent or related to the compulsion. Disclosure will be limited to only those persons with a need to know the information.
- 5.6 **Soul Centred psychotherapists** use client information in teaching, writing and public presentations only with **written informed consent** or when any

information that could lead to the identification of the client has been deleted.

- 5.7 **Soul Centred psychotherapists** keep accurate written records of their work with clients.
- 5.8 **Soul Centred psychotherapists** give clients access to **Soul Centred psychotherapy** records concerning them except where access may breach the rights of another person.
- 5.9 **Soul Centred psychotherapists** store or dispose of client records, including electronic records, in accordance with the **Health Records Act 2001**, the **Information Privacy Act 2000** and other relevant laws, standards and protocols.
- 5.10 **Soul Centred psychotherapists** make arrangements in advance for the storage, transfer, or disposal of client records in accordance with the law and in ways that maintain **confidentiality** and safeguard the welfare of clients, in the events of the therapists' moving from an area, closing their practice or death.
- 5.11 Agreements about confidentiality continue after the client's death unless there are overriding legal considerations.

6. Soul Centred Psychotherapists Maintain High Standards of Professional Competence and Integrity

- 6.1 **Soul Centred psychotherapists** remain informed about and critically reflect upon new developments in relevant psychotherapy theory, practice and research based knowledge.
- 6.2 **Soul Centred psychotherapists** competence in their practice that is consistent with recognised standards of effectiveness.
- 6.3 **Soul Centred psychotherapists** utilise regular supervision and consultation during their practice lifetime as a means to further develop their practice competency and efficacy.
- 6.4 **Soul Centred psychotherapists**, because of their ability to influence the lives of others, exercise prudence and care when:
 - 6.4.1 Working with clients and other professionals
 - 6.4.2 Making professional recommendations, and
 - 6.4.3 Publicly stating opinions through testimony or other public statements.
- 6.5 **Soul Centred psychotherapists** do not solicit the clients of either their colleagues or their place of employment for their own private practice. **Soul Centred psychotherapists** have an obligation not to impair the work of their colleagues. Nevertheless, **Soul Centred psychotherapists** will acknowledge the client's right to seek a second opinion.

- 6.6 **Soul Centred psychotherapists** do not treat or advise about problems outside the recognised boundaries of their expertise.
- 6.7 **Soul Centred psychotherapists** demonstrate fitness to practice by
 - i. recognising their limitations
 - ii. taking appropriate action when their personal circumstances or mental or physical health may impair their work performance or therapeutic judgment
 - iii. seeking timely professional assistance
 - iv. refraining from the use of alcohol or drugs or any other substance which may impair their work performance or therapeutic judgement.
- 6.8 **Soul Centred psychotherapists** do not engage in conduct likely to bring their profession into disrepute. Conduct that is likely to bring the profession into disrepute includes, but is not limited to:
 - 6.8.1 Being convicted of an indictable offence.
 - 6.8.2 Being found to have perpetrated fraud or misrepresentation relating to one's qualifications, functions, research activities, publications or authorship.
 - 6.8.3 Being expelled from or disciplined by other professional organisations.
 - 6.8.4 Having one's registration suspended or revoked or being otherwise disciplined by regulatory bodies.
 - 6.8.5 Being unable to demonstrate competence to practise **Soul Centred psychotherapy**.
 - 6.8.6 Harassing, exploiting or threatening clients, **students**, trainees, **supervisees**, employees, colleagues, or research participants.
 - 6.8.7 Failing to cooperate with the ASCP at any point from the inception of an ethical complaint through to the completion of all proceedings regarding that complaint.
- 6.9 **Soul Centred psychotherapists** are committed to protect the public against incompetent and dishonourable practices and are prepared to challenge these practices.

7. Soul Centred Psychotherapists as Teachers, Supervisors and Researchers are Dedicated to High Standards of Scholarship Through Education, Research and Training.

7.1 **Soul Centred psychotherapists** as teachers, supervisors and researchers bring transparency, self reflection and respect to their work with **students** and **supervisees**.

- 7.2 **Soul Centred psychotherapists** as teachers, supervisors and researchers present accurate information.
- 7.3 **Soul Centred psychotherapists** as teachers, supervisors and researchers make efforts to prevent the distortion or misuse of their practice and research findings.
- 7.4 **Soul Centred psychotherapists** as teachers, supervisors and researchers do not engage in sexual intimacy with current **students** or **supervisees**.
 - 7.4.1 Should a teacher or supervisor engage in sexual activity with a former **student** or **supervisee**, the burden of proof shifts to the teacher or supervisor to demonstrate that there has been no exploitation of or injury to the former **student** or **supervisee**.
- 7.5 **Soul Centred psychotherapists** as teachers, supervisors and researchers do not permit **students**, employees or **supervisees** to perform or hold themselves out as competent to perform professional services beyond their training, level of experience and competence.
- 7.6 **Soul Centred psychotherapists** as teachers, supervisors and researchers ensure that individuals participating in group training and supervision observe **confidentiality** and this Code of Ethics.
- 7.7 **Soul Centred psychotherapists** involved in research respect the dignity and protect the welfare of participants in research, whether they are clients, **students**, **supervisees** or others.
- 7.8 **Soul Centred psychotherapists** are familiar with Federal and State laws and regulations that have a bearing on their research.
- 7.9 **Soul Centred psychotherapists** comply with professional standards governing the conduct of research and assign appropriate publication and authorship credits in accordance with those standards.
- 7.10 **Soul Centred psychotherapists** do not engage in research that has not been evaluated and approved by an independent Ethics Committee.
- 7.11 **Soul Centred psychotherapists** inform potential participants in research of all aspects of the research that might reasonably be expected to influence a willingness to participate. Investigators take steps to ensure consent is voluntary and informed when participants are also receiving therapy services, have impairments which limit understanding and/or communication, or when participants are children.
- 7.12 **Soul Centred psychotherapists** involved in research declare to potential participants any benefit that may accrue to the therapist and may give rise to a **conflict of interest** in the outcome of the research.
- 7.13 **Soul Centred psychotherapists** respect participants' freedom to decline participation in or to withdraw from a research study at any time.
- 7.14 Information obtained about a research participant during the course of an investigation is confidential unless the person has given written informed consent.

Section III Code of Conduct

1. Financial Arrangements

Soul Centred psychotherapists only make financial arrangements with clients, **supervisees** and third party payers that may be subject to scrutiny by all involved parties and conform to this Code of Ethics.

- 1.1 Soul Centred psychotherapists do not offer or accept payment for referrals.
- 1.2 **Soul Centred psychotherapists** do not charge excessive fees for services. Excessive fees are consdiered to be those that exceed the highest common fee by more than 15%.
- 1.3 **Soul Centred psychotherapists**, when setting fees, give consideration to the client's ability to pay.
- 1.4 **Soul Centred psychotherapists** do not give to or receive from clients gifts of substantial value or gifts that impair the integrity or efficacy of the therapeutic relationship.
- 1.5 **Soul Centred psychotherapists** disclose their fees and the arrangements for payment to clients and **supervisees** at the commencement of services. This should include conditions for payment relating to all fees, including arrangements for missed appointments, late payment of fees, non payment of fees, etc.
- 1.6 **Soul Centred psychotherapists** do not seek collection by agency or legal recourse for unpaid balances of fees. They can terminate therapy when fees remain unpaid for more than 6 psychotherapy sessions after clear and precise requests for payment have not resulted in payment or an acceptable arrangement to pay. They do not withhold records that are requested and necessary for a client's treatment solely because payment has not been received for past services.
- 1.7 **Soul Centred psychotherapists** ordinarily refrain from accepting goods and services from **supervisees** or clients in return for services rendered. Bartering for professional services may be conducted only if:
 - i. the supervisee or client requests it,
 - ii. the relationship is not exploitative,
 - iii. the professional relationship is not distorted, and
 - iv. a clear written contract is established
- 1.8 **Soul Centred psychotherapists** represent facts truthfully to clients, third party payers and **supervisees** regarding services rendered.

2. Advertising

Soul Centred psychotherapists engage in appropriate promotional activities, including those that enable members of the public to choose professional services on an informed basis.

2.1 General Advertising

- 2.1.1 **Soul Centred psychotherapists** accurately represent their competence, education, training and experience relevant to their practice of **Soul Centred psychotherapy**.
- 2.1.2 **Soul Centred psychotherapists** ensure that advertisements and publications in any media (such as directories, announcements, business cards, brochures, newspapers, radio, television, facsimiles, websites and digital technology) convey information that is necessary for the public to make an appropriate selection of professional services. Information should include:
 - i. Office information, such as name, address, telephone number,
 - ii. Credit card acceptability,
 - iii. Fees,
 - iv. Language spoken
 - v. Office hours.
 - vi. Appropriate qualifications, state registrations and ASCP Full Member status.
 - vii. Description of practice.
- 2.1.3 **Soul Centred psychotherapists** do not use a name which could mislead the public concerning the identity, responsibility, source and status of those practising under that name and do not hold themselves out as being partners or associates of a firm if they are not.
- 2.1.4 **Soul Centred psychotherapists** do not use any professional identification (such as a business card, office sign, letterhead, website or telephone or association directory listing) if it includes a statement or claim that is false, fraudulent, misleading or deceptive. A statement is false, fraudulent, misleading or deceptive if it:
 - i. Contains a material misrepresentation of fact,
 - ii. Fails to state any material fact necessary to make the statement, in light of all circumstances, not misleading, or
 - iii. Is intended to or is likely to create an unjustified expectation.
- 2.1.5 **Soul Centred psychotherapists** correct, wherever possible, false, misleading or inaccurate information and representations made by others concerning the therapist's qualifications, services or products.

- 2.1.6 **Soul Centred psychotherapists** make certain that the qualifications of persons in their employ are represented in a manner that is not false, misleading or deceptive.
- 2.1.7 **Soul Centred psychotherapists** may represent themselves as specialising within a limited area of **Soul Centred psychotherapy**, but only if they have the education and supervised experience in settings which meet recognised professional standards to practise in that specialty area.

2.2 Advertising Using ASCP Designations

- 2.2.1 The ASCP designation of Full Member may be used in public information or advertising materials only by persons holding such designation.
- 2.2.2 Associate and Affiliate Members may not use their ASCP membership status in public information or advertising materials. Such listings on professional resumes are not considered advertisements.
- 2.2.3 Persons applying for ASCP membership may not list their application status on any resume or advertisement.
- 2.2.4 **Soul Centred psychotherapists** may not use the ASCP name, logo, and/or the abbreviated initials ASCP or make any other such representation which would imply that they speak for or represent the Association. The Association is the sole owner of its name, logo, and the abbreviated initials ASCP. Its committees operating as such, may use the name, logo, and/or the abbreviated initials, ASCP, in accordance with ASCP policies.
- 2.2.5 Authorised advertisements of Full Members under the ASCP name, logo, and/or the abbreviated initials ASCP may include the following: the Full Member's name, qualifications, registration when required by state law, name of business, address and telephone number.
- 2.2.6 If a business is listed, it must follow, not precede the Full Member's name. Such listings may not include ASCP offices held by the Full Member, nor any specialisations, since such a listing under the ASCP name, logo, and/or the abbreviated initials, ASCP, would imply that this specialisation has been credited by ASCP.
- 2.2.7 **Soul Centred psychotherapists** use their membership in ASCP only in connection with their professional activities.
- 2.2.8 Programs not accredited by the ASCP Committee may not use the ASCP name, logo, and/or the abbreviated initials, ASCP. They may not state in printed program materials, program advertisements and **student** advice that their courses and training opportunities are accepted by ASCP or to meet ASCP membership requirements.