



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

Guidelines for Advertisements relating to the QF

The guidelines below are intended to provide general guidance to operators and qualifications granting bodies in publishing advertisements claiming that their qualifications are recognised under the Qualifications Framework (“QF”). These guidelines should be read in conjunction with Section 18 of the Accreditation of Academic and Vocational Qualifications Ordinance (Chapter 592).

Publication of Advertisements

1. When referring to the status of recognition of a qualification under the QF, the following statement may be used: “(Title of qualification) is recognised under the QF” or “<資歷名稱>在資歷架構下獲得認可”. However, it shall be used only when the qualification has been entered into the Qualifications Register (“QR”).
2. If an operator or qualification granting body wishes to advertise that a qualification is recognised under the QF, all of the following information should be accurately depicted in the advertisement where possible, or otherwise, in a webpage specified in the advertisement:
 - i) the QF level;
 - ii) the QR registration number assigned by QR Authority; and
 - iii) the validity period of the relevant QR entry.
3. It is the responsibility of the operators or qualification granting bodies to ensure that all information relating to the relevant QR entry is factually accurate and current in the above-mentioned advertisement/webpage. Should the QR registration status of a particular qualification change or expire, its operator or qualification granting body should update all advertising materials and cease distribution or publication of materials

which have become incorrect or outdated.

Representation of Accredited Status

4. No misleading statement should be made about qualifications that have not yet been entered into the QR. Statements which suggest that accreditation status is expected, such as: “(Title of learning programme) is being accredited by the HKCAAVQ, and it is anticipated that accreditation status and/or entering of the qualification into the QR will be approved in the near future” are not permissible.
5. Any claim about recognition under the QF should be addressed to a particular qualification but not to the relevant operator or qualification granting body. Statements such as: “(Name of operator/qualification granting body) is QF recognised.” are incorrect and misleading, and therefore are not permissible.

Consequence of False Claims

6. Any person who, either orally or in writing, falsely claims that a qualification is recognised under the QF commits an offence and is liable on conviction currently to a fine of HK\$50,000.

QF&QR/HKCAAVQ

1 March 2022