



## HCA Hypnotherapy National Register of Australian Hypnotherapists

### Conditions of Listing

Listing on the HCA National Register of Australian Hypnotherapists is subject to the HCA Register policy, and includes the following guidelines for a hypnotherapist wishing to list.

Any decision to list or not list a practitioner shall be at the complete discretion of the HCA National Board.

Submissions to the register may be edited as deemed necessary and at the complete discretion of the HCA National Board.

1. Only qualified hypnotherapy practitioners in Australia who comply with the following are eligible to apply for listing -
  - a) Practitioners will have completed studies in hypnotherapy that equal or exceed the HCA recommended minimum standards of education and training, and
  - b) Belong to a HCA Recognised Member Association, satisfying and maintaining their requirements for such membership, and
  - c) Use hypnosis exclusively for therapeutic purposes, and
  - d) Answer satisfactorily the questions on the application form.



## 2. Promotion

- a) The listing will not show to the public self-aggrandizing promotion and advertising material.
- b) The listing will not compare one practitioner to another practitioner or modality, and will not denigrate same.

## 3. Post Nominals

- a) Successful listees shall be considered members of the Register, and entitled to use the post nominals HCARH as determined by the HCA on their stationery.

## 4. Academic and Medical Terms

- a) The term "Dr" cannot be used unless it is the title of a legitimate medical doctor, or the holder of a doctoral qualification that is recognised by an Australian Government Qualifications Authority. If the doctorate was granted by way of a PhD, the nature of such PhD must be clearly stated with the use of the title so that it is not likely to mislead or deceive, even if unintentional.
- b) The term "Master" cannot be used unless the holder of a masters qualification that is recognised by an Australian Government Qualifications Authority.

## 5. The listing must adhere to the media guidelines as per the Handbook of Ethical Practice, including:



- a) A practitioner must not act in a way that is misleading, deceptive or be likely to mislead or deceive.

For example:

You may not claim skills, qualifications or experience you do not have. If you are not a medical doctor, but have a doctorate, then wherever you use the title "Dr", you should be clear about what "doctorate" it refers to so that no one can misunderstand. Remember, the legislation read "likely to mislead".

- b) You may not cite or link to a professional organisation in such a way that it implies membership that you do not have.
- c) You may not use protected titles without correct qualifications and registrations e.g. to use the title "psychologist" you must be registered as a psychologist.
- d) You must comply with all state and federal legislation and consumer law .
- e) Any claims made in advertising must not be misleading or deceptive, or be likely to mislead or deceive.

E.g. "World renowned", "Most qualified", "Can cure" all such claims must be able to be substantiated and will generally be excluded from the register

- f) Claims should not directly, or by inference, denigrate other practitioners or entities or other techniques.
- g) Testimonials and case studies must be legitimate, and the actual details and written permission for its use must be kept on file.
- h) Testimonials and case studies must also adhere to privacy legislation and safeguard the client.



- i) Claims about who is able to practice hypnotherapy, or allowed to train hypnotherapists in Australia must not be misleading or deceptive, or be likely to mislead or deceive.
- j) Claims about who can get health funds rebates for their clients, or potential annual earnings from a hypnotherapy practice, must not be misleading or deceptive, or be likely to mislead or deceive.
- k) A Practitioner must not engage in unconscionable conduct (refer to CCA, Volume 3, Schedule 2–The Australian Consumer Law Act, Section 20).
- l) Proof of transaction should be provided for services and or goods provided.
- m) Any offer of guarantee must be clearly stated and explained as to what is actually being offered.
- n) Claims of success rates must be able to be substantiated. E.g. “98% success rate”, all such claims will generally be excluded from the register.
- o) No practitioner shall send spam or unsolicited communications of any kind.
- p) Internet marketing should not use “black hat tactics” . For more information, we recommend you Google “black hat SEO”.

If you have any questions about how these matters may apply to your listing, please consult your Association’s HCA Board member.