

# Advertising yourself as a nationally accredited mediator

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By Fiona Hollier, Chief Executive Officer, LEADR

*With thanks to Professor Tania Sourdin for consulting with us about this issue.*

Many mediators accredited under the national standards are keen to advertise this accreditation. It provides customers with an assurance of quality and may differentiate the mediator in their market.

The Practice Standards support appropriate advertising.

*“Mediators can promote their accreditation or additional accreditation and membership under this system.” Practice Standards Section 13(5) p 15.*

## What is considered appropriate?

*“When advertising professional services, mediators should restrict themselves to matters which educate and inform the public.*

*These could include the following information to describe the mediator and the services offered, such as: name, address, telephone and facsimile numbers, email address, office hours, relevant academic degree(s), specialist subject expertise, relevant training and experience in the mediation process, mediation qualifications such as certifications and accreditations, appropriate professional affiliations and membership status, advantages of a mediation process, and any additional relevant or important consumer information.” Practice Standards Section 13(3) p 14-15*

## What is considered inappropriate?

*“3a) mediators should refrain from promises and guarantees of results. However, a mediator may report on de-identified information about any evaluation of their services that might assist parties to better understand the mediation process; and*

*3b) mediators must accurately represent their qualifications and their relevance and significance.” Practice Standards Section 13(3) p 15.*

## What is appropriate on a business card?

The Standards do not specify wording. When members have approached LEADR about this, we have discussed a number of variations which align with the guidelines given in the Practice Standards. So members are now using descriptors which include Accredited under the National Mediator Accreditation System, Accredited to the Australian National Mediator Standards, or Nationally Accredited Mediator.

As LEADR has become more familiar with the Standards and after consultation with Professor Tania Sourdin, LEADR is now suggesting that members use:

*Accredited under the National Mediator Accreditation System*

We ask members to note that the National Mediator Accreditation Committee that is currently working on implementing the Standards may choose different terminology. So before printing or re-printing business cards, we suggest you contact LEADR for the latest information.

In the meantime, LEADR believes that mediators can feel confident to promote their national accreditation as long as it is in line with the Practice Standards.

If you would like additional information about the National Standards, please go to the LEADR website or you can obtain the documents as follows:

- The National Mediator Approval Standards, [click here >>](#)  
or find at [www.leadr.com.au/documents/Approval\\_standards.pdf](http://www.leadr.com.au/documents/Approval_standards.pdf)
- The National Mediator Practice Standards, [click here >>](#)  
or find at [www.leadr.com.au/documents/Practice\\_standards.pdf](http://www.leadr.com.au/documents/Practice_standards.pdf)
- Application for accreditation by LEADR to the National Standards, [click here>>](#)  
[www.leadr.com.au/documents/Application\\_for\\_accred\\_by\\_LEADR\\_and\\_to\\_NS.doc](http://www.leadr.com.au/documents/Application_for_accred_by_LEADR_and_to_NS.doc)