



AASW

Australian Association
of Social Workers

AASW Accredited Social Worker Trade Mark

AASW Accredited Social Workers are identifiable by an exclusive trade marked logo.

The social work profession is responsible for protecting and enhancing the wellbeing of some of Australia's most vulnerable people. It is therefore vital that professionals working with these groups are professionally qualified and trained; and accountable.

The AASW is aware that it can be difficult for employers, other professionals and the public to distinguish genuine, professionally qualified social workers from others using the term. This is largely due to the fact that, despite the AASW's continuing efforts to obtain formal registration, social work is at present excluded from the National Registration and Accreditation Scheme, and therefore lacks title protection.

In response to the identified need for increased public protection, and to provide assurance that social workers using the title are legitimate, professionally qualified and accountable; the AASW has registered a legally protected trade mark for exclusive use by AASW Accredited Social Workers.

If you want a guarantee that someone using the social worker title is genuine, professionally trained and accountable, and holds a gold standard in professional recognition look for this logo!

AASW Accredited Social Worker



This trade mark immediately tells you that:

- The social worker has an AASW accredited university degree level qualification, or overseas equivalent, in social work
- The social worker is a member of the AASW – the professional body for social work in Australia
- The social worker has committed to and practices under a strict *Code of Ethics* and is accountable to a complaints process
- The social worker commits to, and completes a minimum amount of annual ongoing professional development and training and is up to date with professional approaches and knowledge.

An additional trade marked logo for AASW Social Workers is also registered and in use.

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AASW Collective Trade Mark user register


To confirm whether a social worker is an AASW Accredited Social Worker or an AASW Social Worker check the online register at:

 www.aasw.asn.au/CTMregister



More information

For more information on the AASW trade marked logos, contact the AASW on:

 03 9320 1044

 registration@asw.asn.au

