

AASW launches Collective Trade Mark to identify professionally qualified, genuine Social Workers

The Australian Association of Social Workers (AASW), the only representative body for social workers in Australia, is excited to announce the launch today of a legally protected Collective Trade Mark (CTM) for exclusive use by *AASW Accredited Social Workers*.

Accredited Social Workers are AASW members who have a professional, degree-level qualification in social work; are accountable to a strict Code of Ethics and complaints process; and have met the AASW's continuing professional development requirements, meaning they are committed to maintaining the most up-to-date practice skills and knowledge.



As of today, AASW Accredited Social Workers can become a registered user of the trade-marked logo below, immediately communicating to employers, clients and the public that they are genuine, professionally trained and accountable social workers, and can legitimately use the 'social worker' title.

AASW Accredited Social Workers who are registered users of the legally protected Trade Mark will be listed on a publicly-accessible national register on the AASW website. If a person appears on the register, it is a guarantee that they are a genuine social worker, professionally trained and accountable.

Professor Karen Healy, National President of the AASW, says, 'The public expects, quite rightly, that when they consult a social worker, the person has a professional social work qualification, and is accountable to a Code of Ethics. This public register now provides a means of clarification for the public, employers and other stakeholders on the legitimacy of a social worker's credentials and provides reassurance that social workers listed on the register are accountable to a set of ethical and practice standards.'

The AASW is the professional, self-regulatory, representative body of social workers in Australia with approximately 7,500 social work members around the country. Social work is a self-regulated profession in Australia and the launch of this new Collective Trade Mark is a pivotal point for the AASW and for individual social workers in strengthening the professional recognition of social work both in professional and public circles, offering a form of title protection, and improving public safety and protection.

- For more information about the AASW's new Collective Trade Marks, visit <http://www.aasw.asn.au/information-for-the-community/recognising-an-aasw-social-worker/recognising-an-aasw-social-worker>
- To check the online register visit www.aasw.asn.au/CTMregister