



## Member Guidance:

### Terms of Use for the SCL(NZ) Logo and expression “Member of Society of Construction Law New Zealand”

Whilst we strongly encourage Society of Construction Law New Zealand Incorporated (**SCL NZ**) members to promote and celebrate their association with the Society, we politely remind members that SCL NZ is an “interest group” (i.e. membership of SCL NZ is open to anyone who has an interest in construction law); it is **not** a professional institute.

It has come to SCL NZ’s attention that some members are:

- using the phrase “*Member of the Society of Construction Law*” (and its variations) on their professional profiles (e.g. on their firm’s website/promotional material, on LinkedIn or in CVs);
- quoting their SCN NZ membership number when applying for overseas roles; or
- displaying SCL NZ’s logo,

in a manner which suggests professional endorsement by SCL NZ of the member’s qualifications or experience in the field of construction law.

Presenting oneself as a “member” of SCL NZ in this way is inappropriate, likely to mislead, and may be detrimental to the reputation of the member and SCL NZ alike. Being a “Member” of certain professional institutes indicates that one has completed the relevant professional practice exams; SCL NZ does not sight qualifications for admittance to the membership, nor does it require a minimum qualification or experience level for membership.

The SCL logo may only be used for official council business or by members in their profiles (such as Linked-In) in a manner that does not suggest endorsement of the member by the SCL or that the SCL is a professional body that provides any form of qualification or certification.

#### Guidelines

Members are politely requested to refrain from:

- making any statement implying that membership of SCL NZ constitutes a professional endorsement (either of the individual member or of the entity which they represent); or
- using the SCL NZ logo in any way which is inconsistent with the requirement above, unless otherwise agreed by SCL NZ in writing.

By way of examples:

It is **not** permitted to:

- state in the “education” or “qualification” sections of a CV or LinkedIn profile that one is a member of SCL NZ;
- imply that you are professionally endorsed by SCL NZ;
- seek a membership reference from SCL NZ; or
- use the SCL NZ logo to suggest (expressly or implicitly) a professional endorsement or accreditation.

It **is** permitted to:

- state that one is a member of SCL NZ where it is clear that the member belongs to SCL NZ *in the Society’s capacity as an “interest group”*, as opposed to a professional institute;
- use the SCL NZ logo within the permitted scope of use set out in these guidelines (i.e. use of the SCL logo for profile purposes in a manner that does not suggest professional endorsement by SCL NZ)

Thank you for your understanding and co-operation in this matter.

**April 2023**