

# Advertising and Ethics Guidelines for Approved Pastoral Supervisors

**Effective Date:** 7<sup>th</sup> May 2026

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## Purpose

This policy establishes clear boundaries between permissible advertising and ethical obligations for approved pastoral supervisors.

### The Distinction:

- **Advertising** refers to how supervisors may publicly promote their services
- **Ethics** refers to supervisors' professional duty to protect supervisees from pressure and ensure autonomous decision-making

All approved supervisors should refrain from **directly** soliciting supervisees for supervisory services. Supervisees should have complete freedom to choose their supervisor without pressure or undue influence.

**Why This Matters:** Unlike commercial industries focused on sales, pastoral supervisors carry ethical responsibilities to protect individuals. This policy ensures that supervisees seeking support are guided by factual information and professional standards rather than any persuasive advertising.

## Scope

This guideline applies to all individuals on the Approved Pastoral Supervisor list promoted through official Diocesan channels.

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## Guidelines

### 1. Ethical Guideline: Direct Solicitation

**Pastoral Supervisors must not directly approach or solicit individual supervisees.**

This ethical boundary protects supervisees from pressure and maintains professional integrity.

**Prohibited actions include:**

- *Unsolicited* individual emails, newsletters, phone calls, or text messages to prospective supervisees
- Direct individual approaches at ministry events, conferences, or gatherings
- Individual social media messages initiated for marketing supervision
- Requesting referrals or introductions from mutual contacts to promote services

N.B Supervisors may send newsletters or blogs to those individuals who have *subscribed*, so long as they have *obtained their permission* first.

## 2. Permitted Advertising: Official and General Channels

### Supervisors are promoted equitably through:

- The official MT&D website's Approved Supervisors list
- Pastoral Supervisors may use general advertising channels (Facebook, magazines, websites, professional directories, etc)

**Key principle:** General advertising to **broad audiences** is permitted; direct targeting or "cold calling" of individual supervisees is prohibited.

## 3. Ethical Restrictions on Advertising Practices

While general advertising is allowed, the following practices are prohibited:

### **Deception**

- Misleading, deceptive, or false statements in advertising materials

### **Enticements**

- Offering gifts, discounts, or incentives to attract clients
- Creating pressure through limited-time offers or special deals

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## 4. Reporting Concerns

Pastoral Supervisees or Pastoral supervisors who witness inappropriate solicitation or advertising should report concerns to:

### **Manager for Pastoral Supervision**

Email: [supervision@mtd.org.au](mailto:supervision@mtd.org.au)

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## 5. Consequences of Non-Compliance

Pastoral Supervisors who violate these guidelines may be removed from the Approved Supervisor list.

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## Acknowledgment

By remaining on the Approved Supervisor list, all supervisors acknowledge their understanding of and commitment to comply with these Advertising and Ethics Guidelines.