



CDAA Commended

1. Why **CDAA Commended**?

The purpose of **CDAA Commended** is to review career products and commend those which demonstrate a minimum standard of quality against clear and transparent criteria. This will provide career-seekers and career practitioners with a degree of certainty in considering these products for purchase.

CDAA Commended is **NOT** an endorsement of a product as the only, or best, in the market and nor that it is the right product for a particular circumstance.

2. What is the scope of **CDAA Commended**?

CDAA Commended products can be any resource that has been produced to support the career decision making process. It may be a resource that is used by a career-seeker themselves or a supporting resource designed to be delivered by a career practitioner.

CDAA Commended is not intended for use where an existing accreditation or registration process is in place; for example, courses or qualifications delivered under the Australian Qualifications Framework (AQF).

CDAA Commended is not intended to provide endorsement for an organisation or business.

3. What are the benefits of **CDAA Commended**:

For a developer or supplier, CDAA Commended provides the opportunity to submit a product for assessment by CDAA against a set of criteria. If approved, the product can be marketed as **CDAA Commended** and CDAA will also promote consideration of the product.

For a potential purchaser, CDAA Commended requires that the product demonstrate a minimum standard of quality against clear and transparent criteria. This provides a degree of certainty in considering these products for purchase.

4. How does a product become **CDAA Commended**?

- Assessment criteria include: **Content, Credibility, Originality, Usefulness, Currency, Value, Accessibility.**
- Developers or suppliers submit a product for assessment, accompanied by the completed CDAA Commended application. (link to the form)
- A senior CDAA unbiased representative with experience of the type of product will review the product and accompanying application.
- If successful, the product may be marketed as **CDAA Commended** for two years, followed by a further assessment. *Terms and Conditions apply. Refer Item 10.*

5. How will **CDAA Commended** products be promoted by CDAA?

Products that meet the criteria may be branded with the **CDAA Commended** logo, which will be date-stamped.

CDAA will list **CDAA Commended** products on the CDAA website and acknowledge newly commended products in the CDAA e-newsletter.

CDAA will not manage purchases nor carry stock of any product. Purchasers must be directed to the supplier website for transactions.

Other advertising of the product via CDAA communication channels may be undertaken at CDAA advertising rates.

6. What is the duration and review process for **CDAA Commended**?

A product may be marketed as **CDAA Commended** for two years from approval, followed by a bi-annual review, including assessment of any updates to the product. Upon successful review, an updated logo for the next two-year period will be provided.

7. What does it cost for a product to become **CDAA Commended**?

CDAA Commended fees comprise two parts; an application fee which is non-refundable and an approval fee if the application is successful. The approval fee is payable after the application has been assessed and is payable before the logo is released and the product promoted by the CDAA.

Application Assessment Fee \$300

CDAA Commended Registration Fee \$300

Bi-Annual Review and Registration Fee* \$200

*If there are significant changes to a commended product in subsequent years, CDAA may need to complete a further application assessment with associated fee. Changes may include for example, content, credibility, originality, usefulness, currency, value, accessibility

Where there are multiple components to a product (a series of training programs, for example), the fees will be mutually negotiated.

8. How will any complaints to CDAA about a **CDAA Commended** product be managed?

- Any product complaint will only be considered as it specifically relates to the **CDAA Commended** assessment criteria of **Content, Credibility, Originality, Usefulness, Currency, Value, or Accessibility**.
- Any (apparently genuine) complaint will be discussed with the product supplier for resolution.
- Every effort will be made by all parties to resolve any genuine complaint.
- CDAA reserves the right to consider ongoing **CDAA Commendation** in the context of how complaints are managed by the product supplier. Refer item 10, Terms and Conditions
- CDAA will not be involved in any way if an unresolved complaint results in formal or legal dispute between the customer and supplier.

9. **CDAA Commended** is a work in progress

The CDAA Commended program will be regularly reviewed to maximise benefit to developers, suppliers, and purchasers. Recommendations for improvement are welcome to info@cdaa.org.au

10. What are the terms and conditions for **CDAA Commended**?

- **CDAA Commended** is a non-exclusive and non-binding informal agreement between CDAA and the supplier of an approved product.
- The supplier of a **CDAA Commended** product may withdraw the product from the program at any time. No refund of fees will be permitted.
- CDAA will not be involved in any way if an unresolved complaint about a **CDAA Commended** product results in formal or legal dispute between the customer and supplier.
- Promotion of a product as **CDAA Commended** must only occur during the approved time period and not prior to or upon cessation of CDAA approval.
- Products must be promoted as **CDAA Commended**, not CDAA Endorsed or any other variation of the term.
- CDAA will not manage purchases nor carry stock of any product. Purchasers must be directed to the supplier website for transactions.
- The CDAA reserves the right to withdraw **CDAA Commendation** if there are:
 - Substantiated concerns regarding the quality of the product against the assessment criteria,
 - Significant changes to an aspect of a product that would result in a negative assessment against the criteria,
 - Substantiated concerns regarding unethical behaviour by the organisation or its representatives, or
 - Misuse of the **CDAA Commended** logo.

Whilst CDAA will pursue mutually satisfactory outcomes, in order to maintain and protect the respected CDAA brand, all decisions on these matters will be made by CDAA.

11. What criteria will be used to assess applications for *CDAA Commended*?

To assure the protection of the CDAA’s mark of Commendation, all products must meet a number of criteria. The CDAA requires that the following elements be clearly demonstrated through the application process.

Information required for all applications.

Additional information required for training program applications

Criteria
Title What is the name of product?
Description What is the product?
Purpose What is the intended purpose of the product?
Ownership Please confirm that you are the legal owner of copyright or intellectual property obligations.
Product Developers Who developed this product and what are their relevant qualifications and/ or experience?
Value What is the price of the product? How is this value for money?
Market Who are the intended beneficiaries of the product?
Professional Standards Which Australian Career Development Professional Standards are targeted in your product?
Theory Which theoretical frameworks(s) underpin the product /content? How do you ensure it is ‘fit for purpose’?
Currency How have you ensured that the content is up to date? How will you continue to maintain currency going forward?
Equal Opportunity How have you ensured that the terminology used is ethically appropriate, free from bias and stereotypical phrases?
Privacy How do you protect purchasers’ private information? Please provide a link to or copy of your privacy policy.
Learning Outcomes State a minimum of five points that purchasers will know, or be able to do differently, after using this product.
Learning into Practice Describe steps that the purchasers may take to consolidate their learning and put it into practice
If the product is a Training Program: Please provide this additional information: How is the program delivered?

Who are the trainers / facilitators? What are their relevant qualifications / experience?

Who in your organisation is responsible for ensure required standards are maintained?

Please provide a link to the publicly available information about the training.

Please provide a sample of the training program content, including any online videos, PowerPoint slides or other visual aids (link to online is acceptable).

Please provide samples of handouts or workbooks used in the training (link to online is acceptable).

Please provide copies of evaluation or feedback forms (link to online is acceptable).

How do you assess participants to ensure learning goals have been achieved? What if they have not?

Do you provide a certificate of completion for training?

Does the training program articulate into any formally accredited qualification?

CDAA Assessor Evaluation	
Criteria	Evaluation
Content	
Credibility	
Originality	
Usefulness	
Currency	
Value	
Accessibility	

12. Next Steps:

On receipt of a **CDAA Commended** application and fee, the product will be assessed by CDAA within 21 working days.

Outcomes will be:

Either: **CDAA Commended** approval and promotion for two years from date of award,

Or: Request to provide further information;

Or: Reasons why the application has been unsuccessful. (One resubmission will be permitted for which a second review fee will be charged)

[To apply for a product to be **CDAA Commended**](#)