



Advertising

The Code of Conduct for registered migration agents (the Code) sets out the advertising obligations agents need to adhere to. If you choose to advertise your business online, you must:

- display your Migration Agents Registration Number (MARN)
- include a link to the Code of Conduct on the Office of the Migration Agents Registration Authority (OMARA) website
- not make any guarantees of success.

Below is a checklist you can use to ensure your website is in compliance with the Code provisions.

Migration Agents Registration Number (MARN) displayed

The OMARA acknowledges that due to staff turnover, a business may not display the MARNs of all their agents. However, you must make sure that at the very least, the MARN of the principal of the business is displayed. If the website has profile pages of the migration agents in its employ, each agent's MARN should be displayed on their profile page.

As the OMARA registers individual agents and not businesses, you should avoid using words that may suggest or imply that a MARN belongs to a business rather than an individual agent.

Migration agent graphic

If you are using the migration agent graphic to display your MARN, please make sure you are using the most current version of the graphic. You must display a separate graphic with a different MARN for each migration agent working in your business.

Obtaining the current graphic

To obtain a copy of the graphic:

1. Login with your agent's details at the OMARA website
2. Visit the 'Information' section of the website and click on 'Resources'
3. Click on 'Migration agent graphic' to expand the page then select either the 'charcoal' or the 'sand' version of the Migration Agent Graphic to download.

For further instructions on how to personalise your migration agent graphic and guidelines for use, refer to the 'Using the migration agents graphic' webpage under 'Resources' in the agent secure area of the OMARA website.

Frequently asked questions

Do I have to use the graphic?

No. The use of the graphic is optional. However, the OMARA strongly recommends you display this graphic to promote your registration as a migration agent with the OMARA.

If you choose to use the graphic, you must abide by the Agent graphic style guide on the webpage 'Using the migration agents graphic'.

Can I change the graphic?

No. The only modifications allowed are displaying the graphic in a larger size and a black and white version of the graphic to be flexible with photocopying needs.

Can I get the graphic in a different format?

After entering your MARN, the graphic can be resaved into other formats such as JPEG and EPS using software. The PDF format is the only format we provide.

Can you resize the graphic for me?

No. We are unable to provide you with graphic design services or assistance.

Can I use the Commonwealth Coat of Arms instead?

No. It is against the Code of Conduct when advertising to imply the existence of a relationship with the Department of Home Affairs and other Commonwealth departments or the OMARA.

I have a referral agreement with business partners. Can I let them use the graphic with my MARN?

No. The graphic is personalised with your MARN and it should only be used by you for your advertising.

If you would like to display a migration agent graphic on your website, please use the most current graphic with the web address www.mara.gov.au.