

# 24

HOMWORKING  
SCHEMES



## Principle

Homeworking scheme advertisements must neither mislead the audience nor exploit the susceptibilities or credulity of those seeking work.

## Definition

Homeworking schemes are employment opportunities requiring participants to make articles, perform services or offer facilities at or from home. Participants can be self-employed or employed by a business.

## Rules

- 24.1 Advertisements must not give a misleading impression of how homeworking schemes work or of the likely remuneration. Advertisements must make clear conditions, obligations or limitations that could reasonably be expected to influence a decision to participate in the scheme.
- 24.2 No homeworking scheme may be advertised:
  - 24.2.1 if a charge or deposit is required to obtain information about the scheme
  - 24.2.2 **Television only**- if it involves a charge for raw materials or components or
  - 24.2.3 **Television only** - if the advertiser offers to buy goods made by the homemaker.