

Marketing Guidelines for Training Providers

As a Training Provider ('TP'), you are obliged to adhere to the SkillsFuture Singapore ('SSG')'s Terms and Conditions within the SSG's contract. This set of Marketing Guidelines applies to TPs whose courses are eligible for SSG funding, SkillsFuture Credit (SFC) and/or Productivity Solution Grant (SkillsFuture Training Subsidy) [PSG (SFTS)].

1 Marketing Materials

1.1 You are to ensure that any marketing materials for SSG-funded, SFC-eligible and/or PSG (SFTS)-eligible courses contain the accurate information and positioning of aforementioned schemes.

1.2 You must not use the SSG and/or SkillsFuture logos in your publicity materials. However, you are allowed to use the following liner in your marketing collaterals for SFC-eligible courses:

"All Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the Training Exchange course directory."

and/or

"Companies with an approved Productivity Solution Grant (SkillsFuture Training Subsidy) PSG (SFTS) application can tap on the PSG (SFTS) that covers up to 70% of out-of-pocket training expenses, capped at \$10,000 per company, for use on PSG (SFTS)-eligible courses. Visit the PSG (SFTS) website (www.skillsfuture.sg/psqtrainingsubsidy) for more information on PSG (SFTS) scheme. Please note that PSG (SFTS)-eligible courses can only be found on http://www.skillsfuture.sg/psqtrainingsubsidy_courses."

1.3 The published details on your marketing materials must minimally include:

1.3.1 Course Title

1.3.2 Course Reference Number

1.3.3 Course Training Duration

1.4 All published details must be the same as information approved in SkillsConnect and/or Training Exchange (where applicable).

1.5 You must indicate clearly on how the course fees are offset in part/full using individual's SFC and/or other SSG subsidies (where applicable).

1.6 You are to ensure that all the marketing agents adhere to the marketing guidelines for SFC eligible courses and SSG funded courses.

1.7 You must ensure enrolment of learners with the right profile intended for your course. This may include indicating clearly the course entry requirements and providing proper screening of the course applicants.

2 Marketing Approach

- 2.1 You must not convey the impression to the public that the SFC or PSG (SFTS) is limited to you or your courses only.
- 2.2 You must not use 'SkillsFuture Approved' in the course of marketing your courses, as 'SkillsFuture'* is a national movement and not an approving authority. However, you may use the terms 'SSG-approved', 'SFC-eligible' or 'PSG (SFTS)-eligible' , where applicable.
- 2.3 You must not market the approved courses as 'free' or 'paid by the government i.e. SSG'.
- 2.4 You are not allowed to use rewards such as referral awards, lucky draws, gifts and vouchers or equivalent, as a way of incentivising the public to sign up for the courses. SSG highlights that SFC is non transferrable and cannot be exchanged for cash, vouchers or gifts.
- 2.5 You are not allowed to use SSG's initiatives (i.e. SkillsFuture Qualification Award (SFQA) to attract the public to sign up for your courses.
- 2.6 You must not request for confidential details such as SingPass from members of the public and perform any transactions or SFC claims.
- 2.7 You must not request for confidential details such as CorpPass from companies and perform any transactions or PSG (SFTS) claims.
- 2.8 You must not mislead the individuals on SFC expiry or top-up of SFC.
- 2.9 You must not mislead the individuals that attendance for a stipulated period will ensure them a guaranteed pass for the course.
- 2.10 You must not distort Training Quality and Outcomes Measurement (TRAQOM) surveys information to mislead the public for sign-up (where applicable).

**SkillsFuture is a national movement to provide Singaporeans with the opportunities to develop their fullest potential throughout life, regardless of their starting points.*

3 Reminder

- 3.1 For any engagement of third party agents in your marketing effort, you will remain accountable and responsible to ensure compliance of such third party agents to all SSG Terms and Conditions, and for all acts and omissions of such third party.
- 3.2 SSG takes a serious view of any individual or organisation that abuses the SFC scheme, PSG (SFTS) scheme and SSG funding, and will not hesitate to act against those who contravene our guidelines and terms on the use of SFC-eligible, PSG (SFTS)-eligible and SSG funded courses. In the event of any contravention, the approval granted to your organisation and/or courses under SSG may be affected.
- 3.3 You should direct your potential learners to the relevant agencies for further assistance on SingPass related matters. Any complaints related to unauthorised access or misuse of SingPass may constitute an offence under the Computer Misuse Act and may result in prosecution.

4 Queries on Marketing Guidelines

- 4.1 You can send your feedback on the marketing guidelines or inform SSG of any inappropriate publicity efforts at <https://portal.ssg-wsg.gov.sg/feedback>.