

## **Marketing Guidelines for Training Providers** (with effect from 9 November 2018)

This document clarifies the set of marketing guidelines for Training Providers ('TPs') of SkillsFuture Credit-eligible and SSG funded courses. As a TP, you are obliged to adhere to the SkillsFuture Singapore ('SSG')'s Terms and Conditions within the SSG's contract.

### **1 Marketing or Promotion Materials**

- 1.1 You are to ensure that any marketing or promotional materials for SkillsFuture Credit (SFC) contain the accurate information and positioning of SFC.
- 1.2 You must not use the SSG and/or SkillsFuture logos in your publicity materials. However, you may be 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](http://www.skillsfuture.sg/credit)) to choose from the courses available on the Training Exchange course directory."*
- 1.3 The published details on your websites and/or brochures must include:
  - 1.3.1 Course Title
  - 1.3.2 Course Reference Number
  - 1.3.2 Course Training Duration
  - 1.3.3 Course Fees
  - 1.3.4 Funding Validity Period
  - 1.3.5 Mode of Training (e.g. classroom, blended, e-learning, etc.)
  - 1.3.6 Course Objectives
- 1.4 All information must be the same as the records shown on SkillsConnect and/or Training Exchange.
- 1.5 You must indicate clearly on how the course fees are offset in part/full using individual's SFC and 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 indicate clearly what are the course/entry requirements for your potential participants on your marketing collaterals.
- 1.8 You must seek SSG's permission if you wish to use any SSG logos in your marketing materials.

### **2 Marketing Approach**

- 2.1 You must not convey the impression to the public that the SFC is limited to specific training providers or courses.

- 2.2 You must not use 'SkillsFuture Approved' in your marketing materials, as 'SkillsFuture'\* is a national movement and not an approving authority. However, you may use the terms 'SSG approved' or 'SFC eligible', where applicable.
- 2.3 You must not market the accredited courses as 'free' or 'paid by the government i.e. SSG'.
- 2.4 You are not allowed to use any indirect rewards such as referral awards, lucky draws, gifts and vouchers, 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 the incentives under SSG's initiatives (i.e. cash reward under SkillsFuture Qualification Award) to attract the public to sign up for your courses. As this may not be in line with the individual's training needs.
- 2.6 You must not request for confidential details such as SingPass from members of the public and perform any transaction or SFC claims.
- 2.7 You must not mislead the individuals on SFC expiry as there is currently no expiry date set for the use of the SFC.
- 2.8 You must not mislead the individuals on the top-up credits for 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 use misleading 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 and SSG funding, and will not hesitate to act against those who contravene our guidelines and terms on the use of SFC-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.

### **4 Queries on Marketing Guidelines**

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