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ACE Marketing and communication Policy and Procedure

Purpose:

This Policy and Procedure is developed to ensure that SGSCC English maintain the integrity, and promote awareness, of the ACE Program in accordance with the ACE Contract.

Policy:

SGSCC English must develop and implement strategies for the effective marketing and promotion of the ACE Program including all of its Funded Training.

All marketing, promotional, communication and information materials used by the SGSCC English related to the ACE Program must display the SGSCC's legal name and code as displayed on the national registered at training.gov.au.

SGSCC English must explicitly acknowledge in marketing and information for prospective students the availability of funding from the NSW Government. In any communications about the ACE Program, SGSCC English must use the statement:

“This training is funded by NSW Government.”

Information about the SGSCC may be published on a Department website therefore SGSCC will provide information requested by the Department for this purpose. SGSCC will update this information if there are any changes.

SGSCC must not use any logo, product names, icons, trademarks or other intellectual property of the Department, or the NSW Government, including in connection with the ACE Program without permission from the Department and subject to any guidelines issued from time to time.

Procedures:

SGSCC English Manager ensures that:

- promotional material such as website, brochures, handbook and prospectuses must include the RTO legal name and code.
- All marketing and communication information must be current.
- Where the course is delivered under the funding from NSW Government, marketing and communication information must use the statement “This training is funded by NSW Government”.