

Marketing Guidelines for SkillsFuture Credit Eligible Courses

SkillsFuture Singapore (SSG) has issued a set of marketing guidelines to training providers of SkillsFuture Credit-eligible courses that they must adhere to as part of the Training Providers' Terms and Conditions. Under the guidelines, the training providers are required to comply with the following :

- Ensure that any marketing or promotional materials for SkillsFuture Credit-eligible courses contain accurate information and positioning of SkillsFuture Credit. All training providers are advised to include the following liner in the 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 SkillsFuture Credit course directory."
- Do not convey the impression that use of SkillsFuture Credit is limited to a specific training provider or specific courses.
- Do not market the courses as 'free' or 'paid for by the government'. Training providers must ensure clarity in explaining how course fees are offset in part or full using the individual's SkillsFuture Credit or other SSG subsidies.
- Do not 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.
- Do not request for confidential details of members of the public, including their Singpass, to make the SkillsFuture Credit claims on their behalf.

SSG takes a serious view of any individual or organisation that abuses the SkillsFuture Credit scheme and will not hesitate to act against those who contravene our guidelines and terms on the use of SkillsFuture Credit.

Training providers and members of the public can send their feedback on the marketing guidelines or inform SSG of any inappropriate publicity efforts at portal.ssg-wsg.gov.sg/feedback.

Examples of the DOs and DONT's for the Marketing of SFC-eligible Courses

DOs

- Ensure that any marketing or promotional materials for SkillsFuture Credit (SFC) collaterals contain the appropriate information and positioning of the SFC. All Training Providers are advised to include the following liner in their 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 SkillsFuture Credit course directory.”

- Ensure that the published details such as course title, course training duration and course fees on websites or brochures are the same as the records approved in SkillsConnect or SFC course submission.
- Ensure clarity about how the course fees are offset in part or full using the individual's SFC or where applicable, other SSG subsidies.
- Seek SSG's permission for the use of SSG and/or SkillsFuture logos in your marketing materials.

DONT's

- Do not use the name and logo of SSG and SkillsFuture without SSG's permission in connection with promotional, or advertising materials, or websites, for any purpose except pursuant to an express written approval from SkillsFuture Singapore.
- Do not convey the impression that the SFC is limited to specific Training Provider or specific courses.
- Do not market the courses as 'free' or 'paid for by the government'.
- Do not 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.
- Do not request for confidential details from members of the public, including their Singpass, to make the SFC claims on their behalf.
- Do not mislead the individuals on the expiry of SFC. SFC **will not expire** and can be used throughout the lifetime of the individuals.
- Do not mislead the individuals on the top-ups of SFC. The Government will make periodic top-ups to Singaporeans' SFC accounts but no decision has been made as yet on the timing and amount for the next top-up.