

Brand Policy

Approved by: Acting Chief Operating Officer

Approval date: 4 August 2025

Acknowledgement of Country

In the spirit of reconciliation, TAFE NSW acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country throughout Australia and their connections to land, sea, and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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Section 1. Purpose

- 1.1 TAFE NSW is dedicated to developing, using, and managing a brand that embodies our vision and values, eliminates barriers to engaging with digital content, minimises misuse, and complies with government legislation.
- 1.2 This policy aligns with the legislative and regulatory requirements outlined in Section 7 – Governance of this policy.
- 1.3 This policy ensures that users develop, use, and manage the TAFE NSW brand in alignment with our commitment, thereby positively contributing to the desired reputation.

Section 2. Scope and Audience

- 2.1 TAFE NSW Brand Guidelines have been reviewed and endorsed by the Centre for Accessibility Australia (CFA Australia) in November 2022, as conforming with the Web Content Accessibility Guidelines (WCAG) 2.2, to Level AA.
- 2.2 This Brand Policy applies to all staff, including third parties, involved in the use, management and representation of the TAFE NSW brand across various platforms and mediums. It extends to all forms of communication and promotional activities, including those conducted through personal social media accounts by staff.
- 2.3 This policy applies to staff responsible for the following areas, including but not limited to those involved in:
 - a. overseeing internal and external brand management, including online and print use of TAFE NSW brands as specified in the TAFE NSW Brand Guidelines.
 - b. managing TAFE NSW advertising efforts, including marketing, employee recruitment, social media, and public announcements.
 - c. managing all forms of TAFE NSW social media, with the policy extending to all TAFE NSW staff who comment or share content about TAFE NSW on personal social media accounts, not just TAFE NSW accounts.
 - d. coordinating internal and external events to ensure alignment with the TAFE NSW brand.
 - e. managing digital design and website operations.
 - f. negotiating intellectual property licence in contracts where the TAFE NSW brand forms part of the intellectual property being licensed.
- 2.4 This policy does not apply to staff responsible for media management, which is covered under the Media Policy to ensure a specialised and comprehensive approach to media relations.
- 2.5 Non-compliance with this policy will be addressed through the Code of Conduct and other relevant TAFE NSW policies and procedures.

Section 3. Policy requirements

Brand management – Use of TAFE NSW Logo

- 3.1 The management and utilisation of TAFE NSW logos must comply with the following standards:
- a. The combined NSW Government and TAFE NSW logo must be applied to all marketing materials. Approval is required from the Director, Brand Experiences for logo use, except for pre-printed stationery, official TAFE NSW forms, or pre-approved arrangements.
 - b. An original master artwork file must be used without alteration.
 - c. Development of a new logo for any TAFE NSW entity, including but not limited to, internal business units, programs, specialty schools, training restaurants etc., requires approval from the Director, Brand Experiences, and the Department of Customer Service (DCS).
 - d. The Small Logo must only be used where size does not allow use of the primary logo. If unsure of application, approval must be sought from the Brand Experiences team before using a Small Logo.
 - e. The mono logo (black or white) must only be applied when a design cannot accommodate the full-colour or reverse-colour logo. Approval must be sought from the Brand Experiences team before using the mono logos.
 - f. The TAFE NSW logo should be applied to a neutral white or dark (Grey 01) background wherever possible. If colour must be placed on colour, the colour contrast ratio must be checked for accessibility. The secondary colour palette is provided in the TAFE NSW Brand Guidelines.
 - g. Blue 01 and Red 02 are restricted for use within the TAFE NSW logo only.
 - h. The TAFE NSW logo should be placed in the upper-left corner of the layout. Where this is not possible, the logo can be placed in the lower-left corner.
- 3.2 The management and use of the TAFE NSW logo with partners and sub-brands must adhere to the following standards:
- a. The TAFE NSW International logo must be used only for TAFE NSW International communications.
 - b. The TAFE NSW Rainbow Waratah logo is only to be used during the Mardi Gras period. Any use outside of this period requires endorsement from Pride NSW and approval from the Director, Brand Experiences.
 - c. The original master artwork file for the TAFE NSW Rainbow Waratah logo must be used without alteration.

Brand style Management

- 3.3 The management and use of TAFE NSW font and colour style must adhere to the following standards:

- a. Public Sans font must be used for all consumer-facing advertising and marketing representations of the TAFE NSW brand.
- b. Calibri can be used in document production, particularly for editable student communications. Calibri is the default TAFE NSW font in Microsoft applications, as Public Sans is not a standard system font for all TAFE NSW users and partners.
- c. Communication is to be written in the third person unless a first-person communication piece is required.
- d. Text colour combinations must always pass WCAG 2.2 (or 2.0) AA standards for colour contrast ratios:
 - i. Normal text (less than 18 points (pt) if regular, or less than 14pt if bold): Minimum contrast ratio of 4.5:1.
 - ii. Large text (18pt and larger if regular, or 14pt and larger if bold): Minimum contrast ratio of 3:1.

3.4 The management and use of the TAFE NSW style must adhere to the following standards:

- a. All communication should be written in plain English, avoiding marketing jargon.
- b. Sentences and headlines should be short without the use of texting abbreviations, emojis, or emoticons.
- c. All communication should be written in a friendly and empathetic tone.
- d. Language must be inclusive and avoid gendered terms.

3.5 The management and use of the TAFE NSW images and videos must adhere to the following standards:

- a. Image Usage: Always refer to the TAFE NSW Brand image library when selecting images. If a suitable image is not available, submit a request to Creative Services.
- b. Video Development: Adhere to the TAFE NSW Brand Guidelines when creating videos to ensure consistency in style, tone, and brand messaging.

3.6 All physical signage must adhere to the TAFE NSW Infrastructure Signage and Wayfinding Design Standard. Any design must be approved by the Investment Design Manager within TAFE Infrastructure NSW prior to production.

Partner Brand Management

3.7 The management and utilisation of TAFE NSW partner logos must comply with the following standards:

- a. Partner logos are to match the TAFE NSW logo height, without overshadowing. The partner logo should not take focus away from the TAFE NSW logo.
- b. When used with a partner logo, the TAFE NSW logo should be placed at the top of the layout, with the partner logo beneath it.

- c. When there is a call to action in the bottom left of the layout, the partner logo should be applied in the lower-right corner.
- d. Partner bylines are to be applied in Public Sans Semi Bold, at one-quarter height of the 'A' in TAFE NSW logo.
- e. If a partner logo is wider than 'In partnership with:' byline, then the byline should be placed above and left-aligned, with X height spacing.
- f. If a partner logo is wider than the "In partnership with" byline, then the byline is to be placed to the left of the logo, with X height spacing, and rotated 90 degrees.
- g. Partner logos must always align with the right-hand page margin.
- h. Use a partner's existing logo on previous pages for placement and sizing.
- i. If a partner does not have a logo, typeset a two-line descriptor in Public Sans Semi Bold, at half the height of the 'A' in TAFE NSW logo.
- j. Multiple partners' logos should be applied horizontally; call to actions can be above the partners on the left.
- k. Avoid using TAFE International lockup; use TAFE NSW logo with third-party lockup.
- l. The Brand Experiences team must review external organisation identity guidelines.
- m. Before printing or posting branded promotional material, TAFE NSW must submit a written outline to the third-party company, detailing its intended use, and gain approval in writing (email) from the sponsor or partner company.
- n. External organisations requesting TAFE NSW brand use must submit a written request to the Director, Brand Experiences or the Associate Director, Creative Services.
- o. Partnerships involving TAFE NSW and another organisation, that include branding, advertising, events, and/or marketing support, must be approved by the Director, Brand Experiences, on the recommendation of the Associate Director, Creative Services, or relevant Campaign, Digital, Event, or Partnership senior managers.
- p. Joint testamurs follow TAFE NSW Brand Guidelines, approved by the Director, Brand Experiences and Associate Director, Creative Services. Revisions follow Creative Services Marketing Procedure.

Branded apparel, uniforms and merchandise

- 3.8 Changes to TAFE NSW branded apparel, uniforms and merchandise must adhere to the standards set out below:
- a. All new, branded apparel, uniforms, and merchandise orders must include the TAFE NSW logo.
 - b. Always use the primary logo where size and method permit.
 - c. For uniform applications, use the Small Logo.
 - d. Use a full-colour reverse on white or light-colored apparel.

- e. Use full-colour reverse logo on black or darker apparel.
- f. Maintain a minimum clear space equal to 100% height of the 'N' from the NSW Government logo in all applications.
- g. Mono white logos are for restricted use only. Approval must be sought from the TAFE NSW Brand Experiences team before using these logos.
- h. Typeset in Public Sans Semibold. Keep descriptors to a single line whenever possible.
- i. Partner logos should not be larger than the TAFE NSW logo.
- j. Staff must obtain approval from relevant line managers before ordering new uniforms. This includes the use of the Aboriginal Visual Identity.
- k. Once the uniform order has been approved, staff can source quotes from suggested suppliers on the intranet, based on region and function.
- l. The preferred contractor for exclusive TAFE NSW branded uniforms, merchandise, and event products is Finsbury Green.
- m. Suppliers must be provided the current version of the TAFE NSW Branded Apparel Guidelines and the TAFE NSW Logo guide.

Advertising

3.9 TAFE NSW advertising must adhere to the standards set out below:

- a. Conduct advertising professionally, ethically, and accurately to maintain integrity and reputation.
- b. Ensure no conflicts between TAFE NSW objectives and those of advertisers, media, or creative services.
- c. Display the Registered Training Organisation (RTO) code (90003) (and training product code and title for accredited courses), on course-related marketing materials, including websites, collateral, advertisements, and graduation testamurs.
- d. Include Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) code (00591E) on international materials and the Higher Education Provider code (PRV12049) on all written and online materials.

3.10 TAFE NSW advertising must align with the current scope of registration, which includes:

- a. Accurately represent the training products correct code and title of training products, as published on the National Register.
- b. The ability to allow for new enrolments into a training product that has been superseded for up to one year from the date of it being superseded, if it remains on the organisation's scope of registration.
- c. It only represents that completion of a training product will lead to a licensed or regulated outcome where this has been confirmed by the relevant industry regulator. In all other instances, no guarantees of a license, or regulated outcome should be included.

- 3.11 Use the National Recognised Training (NRT) logo in accordance with the National Vocational Education and Training Regulator (Outcome Standards for Registered Training Organisations) Instrument 2025, specifically the Compliance Requirements Policy, Division 2, clause 9-10 and the Tertiary Education Quality and Standards Agency (TESQA). Specifically:
- a. The NRT logo is mandatory across all Australian Quality Training Framework (AQTF) qualifications, Statements of Attainment and certificates relating to courses meeting the requirements of the AQTF. These can only be issued by an RTO when the training delivered is covered by the RTO's scope of registration.
 - b. The NRT logo must not be depicted on other testamurs or transcripts of results such as Certificates of Attendance or Appreciation. The NRT logo or description of a course being 'Nationally Recognised Training' is not mandatory on all other brand, advertising, marketing, website or other instances as a provider can still be legitimate without displaying it.
- 3.12 Do not use the NRT logo on corporate stationery or non-accredited training materials.
- 3.13 Source advertisers, media, and creative services from the Advertising and Digital Communications Services Prequalification Scheme (SCM2701).
- 3.14 Avoid engaging advertisers or media platforms with strong political or religious affiliations, discriminatory tendencies, or risks to public health and safety.
- 3.15 Third-party advertising arrangements must include:
- a. The name and RTO code (and training product code and title for accredited courses), or a link to the part of the National Register where the organisation's registration code is located on all material for any third-party delivery on behalf of TAFE NSW.
 - b. TAFE NSW mentioned as the RTO, including relevant contact details, RTO code, and name as displayed on the National Register.
 - c. Clear details of the third-party advertising arrangement, ensuring transparency and clarity.
- 3.16 Funded program advertising must include:
- a. Details of the VET Student Loan, government funding or other financial support arrangements.
 - b. Subsidies from relevant funding body as required in the individual contract, without any unauthorised use of logos, product names, icons, trademarks, or other intellectual property of the department or government.
 - c. Any student contribution fees and refers students to eligibility or entitlement information.
- 3.17 TAFE NSW email campaigns must include:
- a. Appropriate consent from the proposed recipient of the message.
 - b. Clear identification of the sender or authoriser including contact details, which must remain valid for at least 30 days after the message is sent.
 - c. A clear, functional, and legitimate way for the recipient to unsubscribe from receiving any further marketing messages.

- 3.18 TAFE NSW prohibits the publishing of advertisements that indicate an intention to do any act that is unlawful under the Anti-Discrimination Act 1977, Racial Discrimination Act 1975, the Age Discrimination Act 2004, the Australian Human Rights Commission Act 1986, the Disability Discrimination Act 1992, and the Sex Discrimination Act 1984.
- 3.19 TAFE NSW must not advertise:
- a. Government-funded training programs as free of charge, discounted, or subsidised by TAFE NSW or any other third party.
 - b. A guarantee of successful completion, any employment outcome, or that training can be completed in a manner which does not meet the requirements of the Outcome Standards for RTOs.
 - c. Job advertisements with pay rates that would breach the Fair Work Act or a fair work instrument.
 - d. Training products that are not yet in scope.
 - e. Financial incentives or inducements to enroll.
 - f. False or misleading representations concerning VET courses, VET qualifications, higher education courses, higher education qualifications or operations.
- 3.20 New advertising and marketing campaigns require approval from the Chief Operating Officer or Director, Brand Experiences.
- 3.21 Advertisements for pieceworker positions where the employee would also be entitled to a periodic rate of pay, such as an hourly or weekly rate of pay, must specify the periodic pay rate that applies, and state that a periodic pay rate will apply.
- 3.22 Advertisements for employee recruitment other than in accordance with TAFE NSW policies and procedures need approval from the Chief People Officer and Director, Workforce Alignment.

Social media

- 3.23 All social media associated with TAFE NSW must adhere to the standards set out below:
- a. The Brand Experiences social media team must approve all new TAFE NSW social media pages, which must be set up in accordance with the TAFE NSW Social Media Playbook.
 - b. The identified TAFE NSW social media page owner is responsible for managing and monitoring all paid and unpaid social media content.
- 3.24 Staff are expected to adhere to the following standards for both work-related and personal use of social media. Staff should:
- a. Always follow relevant policies including the TAFE NSW Code of Conduct.
 - b. Not act unlawfully when using social media.
 - c. Ensure their personal online activities do not interfere with the performance of their job.
 - d. Be clear that their personal views are theirs, and not necessarily the views of TAFE NSW.

- e. Not disclose confidential information obtained through work.
 - f. Not 'friend' or 'follow' students on social media.
 - g. Avoid inappropriate, abusive, bullying, or threatening posts.
 - h. Do not post fraudulent, misleading, spam or copyrighted content.
- 3.25 Social media must follow the 5 tone of voice principles:
- a. Transparent: Disclose relationships and purpose online.
 - b. Personable: Maintain an approachable and courteous tone.
 - c. Genuine: Reflect TAFE NSW as a supportive and accepting space.
 - d. Straight-talking: Communicate concisely in plain English.
 - e. Well informed: Cite sources with hyperlinks, videos, images, and references.
- 3.26 When using Facebook, the following TAFE NSW Facebook policy rules must be followed:
- a. Comply with Facebook's Terms of Use.
 - b. Avoid inappropriate, abusive, bullying, or threatening posts.
 - c. Do not post fraudulent, misleading, spam or copyrighted content.
- 3.27 During a Commonwealth and State Government caretaker period, TAFE NSW must:
- a. Ensure TAFE NSW websites and social media pages remain politically neutral, avoiding any promotion of partisan interests.
 - b. Refrain from adding new content to online platforms unless it is clearly in public interest and does not endorse any political party or its policies.
- 3.28 Staff must seek consent to publish any identifying information on any social media channel by completing the Media Consent form.
- 3.29 Staff must not post images, videos or any identifying information about students or staff unless written consent is received from the relevant student/staff for the material to be posted on social media. All posts must be through an official TAFE NSW social media account by an authorised staff member. Any identifiable information can be deemed a breach of privacy.
- 3.30 Staff must not post images, videos, or any identifying information about students on their personal social media accounts when their connection originates from their role in TAFE NSW.
- 3.31 Staff may post identifying information about other staff on personal accounts only with their consent.
- 3.32 Staff may share official, publicly available TAFE NSW content on their personal accounts.
- 3.33 Social media responses must align with examples in the TAFE NSW Social Media Playbook. This includes recognising that social media interactions may be evidence for legal or investigative purposes.
- 3.34 Staff should respect and obtain permission to use third-party copyrights, trademarks or other intellectual property including user generated content. Where using third-party content protected

by copyright, staff must acknowledge their source. If a third-party content owner requires their content to be deleted/removed, unless TAFE NSW has a current licence to the third-party content, Staff must do this promptly.

- 3.35 Staff are expected to adhere to the following guidelines when engaging with vendors on personal social media accounts. Staff should:
- a. Refrain from publicly commenting, supporting, or endorsing vendors from personal social media accounts if it conflicts with TAFE NSW interests e.g., supporting a current supplier.
 - b. Avoid liking, sharing, or commenting on content that could be interpreted as official support or endorsement.
 - c. Not use TAFE NSW agency email addresses, branding, or insignia in personal social media activities to avoid giving the impression of official support or endorsement.
 - d. Avoid association with individuals, activities, or social media groups that may damage the reputation of TAFE NSW or imply endorsement of personal views by TAFE NSW.
 - e. Seek clarification from the Director, Corporate Communications for reputational risk considerations or the Director, Brand Experiences for social media best practice guidance if uncertain about potential conflicts. Refer to the TAFE NSW Code of Conduct for more information on conflicts.
- 3.36 The Brand Experiences social media team members are the primary contact for social media inquiries and aim to respond within 24 hours on business days. Queries for the Customer Service team should be assigned for an offline response.
- 3.37 TAFE NSW has the authority to delete comments or posts violating its Facebook policy. Users in breach of the policy are to be reported to the Brand Experiences Website and Performance Media team.

Events

- 3.38 All external and internal TAFE NSW events are to reflect the standards set out below.
- 3.39 Events include:
- a. Events in partnership with external stakeholders.
 - b. Events which invite the public onto TAFE NSW grounds.
 - c. Events in external facilities but run by TAFE NSW staff.
 - d. Exhibitions with a TAFE NSW stand.
 - e. Events requesting the Managing Director or Minister's attendance.
 - f. Large internal events such as Open Day or end-of-year student exhibitions.
- 3.40 All events must have an online, branded registration form. The Major Events team can provide a branded registration form from the relevant supplier such as eventsair. Once the event has been approved, a form will be created with a downloadable registration report link.

- 3.41 Event invitations or attendee registration forms should use templates recommended by the Major Events team to support integration into the event system.
- 3.42 TAFE NSW events on the Event Hub website must be open to the public.
- 3.43 Leads for prospective student events must be taken online through the TAFE NSW website. Event planning should consider how prospective students may need support to engage in the process.
- 3.44 To ensure compliance with brand guidelines and procedures, approval is required from the relevant line manager for promotional products, banners, and signage. These items should be ordered through the preferred contractor for TAFE NSW branded merchandise, which is currently Finsbury Green. A risk assessment must be completed and filed with the order. Leads for prospective student events must be submitted online through the TAFE NSW website to ensure compliance.
- 3.45 All TAFE NSW events must include a Welcome to Country or an Acknowledgement of Country at the beginning of the event to show respect for the Traditional Custodians of the land. Adherence to the [Welcome to Country and Acknowledgement of Country Policy](#) is required.
- 3.46 Event organisers are strongly encouraged to consider participant needs to ensure accessibility, such as including Auslan interpreters, selecting accessible buildings, and using closed captions for virtual events.
- 3.47 Event organisers and owners must ensure Work, Health, and Safety Risk Management requirements are met when planning and conducting events.
- 3.48 Events requiring additional staff can request support from various teams, including:
 - a. Local teaching teams.
 - b. School Relationship.
 - c. Student Services.
 - d. Counselling and Career Development Services.
 - e. Customer and Stakeholder Relations Teams.
 - f. Aboriginal Education and Engagement teams.
 - g. Multicultural Specialists.
 - h. Disability consultants.

Section 4. Responsibilities

TAFE NSW Staff and Partner Responsibilities

- 4.1 TAFE NSW staff and partners must act in ways that promote and protect TAFE NSW brands. This includes:
 - a. Strictly avoiding acceptance of personal benefits from advertisers, media, or creative services agencies.
 - b. Explicitly refraining from individual benefits derived from sponsorships.

- c. Exercising careful consideration in recommending or endorsing products or services. Seek advice from the Director Corporate Communications or the Director Brand Experiences prior to providing any supplier endorsement.
- d. Obtaining explicit authorisation before making any public announcements or statements on behalf of TAFE NSW.
- e. Obtaining authorisation prior to establishing TAFE NSW social media accounts.
- f. Minimising the use of TAFE NSW social media channels or email addresses for personal purposes.
- g. Ensuring that personal use of social media does not interfere with your terms of employment with TAFE NSW.
- h. Adhering to the strictest guidelines to avoid making comments or posting material that could damage the TAFE NSW reputation.

Brand Experiences team responsibilities

4.2 The Brand Experiences team is responsible for:

- a. Local and specialist marketing contacts on the intranet, including for:
 - i. Learning and Teaching Group – Faculties and Branches
 - ii. Student Support and Community Group
 - iii. International marketing
 - iv. Aboriginal marketing
 - v. Schools marketing
 - vi. Events
 - vii. Social media
- b. The TAFE NSW annual advertising submission and review, which includes the campaigns created to support key business priorities, such as meeting enrolment requirements.
- c. Advice and assistance for creative and design requests, through the Creative Services team.
- d. Approval of digital design material for the TAFE NSW website.
- e. Approval of an online event registration form on the Events Hub, by the Major Events team.
- f. Social media roles and responsibilities, including managing the TAFE NSW primary public social media assets, curating content, monitoring official pages, engaging with audiences, and supporting local marketing.
- g. Overseeing the management and monitoring of all paid and unpaid social media content.
- h. Ensuring compliance with compliance certificates, peer review, cost benefit analysis, and Cabinet submission obligations.
- i. Leading communication, preparation, presentation, and due diligence with support from other TAFE NSW functions.

- j. managing the planning, buying, and approval of all paid and unpaid advertising, including creative development of advertising assets, and advertising needs for Faculties, Branches, Communities, priority segments, and Government initiatives to achieve agreed outcomes.

Diversity and Inclusion team Responsibilities

- 4.3 The Diversity and Inclusion team is responsible for providing advice in relation to:
 - a. Enhancing safe, inclusive, and respectful environments to foster a sense of belonging- Embedding inclusive language and imagery to support inclusive practices and reflect on the communities we serve.
 - b. Improving respectful and appropriate engagement with students, employees, and the public.

Aboriginal Education and Engagement and Aboriginal Employment teams Responsibilities

- 4.4 The Aboriginal Education and Engagement team, along with the Aboriginal Employment team, offer guidance and support for creating social media posts and requesting additional content. The teams also manage or respond to social media inquiries on external-facing Aboriginal community and Aboriginal employment pages.

TAFE NSW Service Coordinators Responsibilities

- 4.5 TAFE NSW Service Coordinators (TSC) offer local guidance and support for creating social media posts, requesting additional content, and managing and responding to social media inquiries. They also refer issues to the Social Media team when necessary.

Corporate Communications team responsibilities

- 4.6 The Corporate Communications team is responsible for managing and approving all opportunities with media organisations.

Section 5. Monitoring

- 5.1 The Responsible Officer or their delegate will monitor the effectiveness of, and feedback received relating to this policy every three years; and take action to ensure its continued improvement and adherence to the legislative and TAFE NSW requirements.
- 5.2 The Responsible Office will coordinate a formal review of this policy every two years or where a change to legislation or TAFE NSW requirements necessitates a review.
- 5.3 The use, effectiveness and efficiency of this policy is reviewed through the following:
 - a. Customer complaints/feedback, ministerial responses, and social media comments.
 - b. Annual peer review with another NSW Government agency.
 - c. Certification and endorsement from applicable legislative bodies.

- d. Monitoring compliance responsibilities in accordance with [TAFE NSW Compliance Procedure](#), and monitoring risks in accordance with the [TAFE NSW Enterprise Risk Management Policy](#).

Section 6. Where to get help

- 6.1 For further information regarding the Brand Policy, please contact:
- 6.2 The TAFE NSW Brand [Q&A Form](#), or
- 6.3 The Director, Brand Experiences for TAFE NSW.

Section 7. Governance information

Governance	Details
<p>Legislation, regulations, and standards</p>	<p>This policy is governed by:</p> <ul style="list-style-type: none"> • <i>Age Discrimination Act 2004.</i> • <i>Anti-Discrimination Act 1977.</i> • <i>Business Names Registration Act 2011.</i> • C2021-11 NSW Government Intellectual Property Framework. • C2022-02 Deposit of New South Wales Government Publications. • <i>Children (Education and Care Services National Law Application) Act 2010.</i> • <i>Competition and Consumer Act 2010.</i> • C2024-01 Payment of fees for use of copyright material. • <i>Design Act 2003.</i> • <i>Disability Discrimination Act 1992.</i> • <i>Education Services for Overseas Students (ESOS) Act 2000.</i> • <i>Fair Work Legislation Amendment (Secure Jobs, Better Pay) Act 2022.</i> • <i>Government Advertising Act 2011.</i> • Government Advertising Regulation 2012. • Government Advertising Regulation 2018. • Higher Education Standards Framework (Threshold Standards) 2021. • Liquor Regulation 2018. • M2012-03 Defence Reserves Support – Supportive Employer Program. • M2022-11 2023 State Election - Caretaker Conventions. • National Code of Practice for Providers of Education and Training to Overseas Students 2018. • <i>National Vocational Education and Training Regulator Act 2011</i> • National Vocational Education and Training Regulator (Outcome Standards for NVR Registered Training Organisations) Instrument 2025.

Governance	Details
	<ul style="list-style-type: none"> National Vocational Education and Training Regulator (Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements) Instrument 2025 <i>Racial Discrimination Act 1975.</i> <i>Sex Discrimination Act 1984.</i> <i>Spam Act 2003.</i> <i>VET Student Loans Act 2016.</i> VET Student Loans Rules 2016. Web Content Accessibility Guidelines (WCAG).
Related procedures	<p>This policy governs the following procedures:</p> <ul style="list-style-type: none"> Branded Apparel and Uniform Marketing Procedure. Branded Merchandise Marketing Procedure. Campaign Marketing Procedure. Creative Services Marketing Procedure. CRM Campaign Marketing Procedure. Event Marketing Procedure. Partnership Marketing Procedure. Research and Insights Marketing Procedure. Signage and Wayfinding Design Standard. Social Media Marketing Procedure. TAFE NSW Brand Guideline 2023. TAFE NSW Delegation Manual. TAFE NSW Logo Guidelines 2023. TAFE NSW Social Media Playbook. Wayfinding Signage Marketing Procedure. Website Marketing Procedure.
Related policies	<p>This policy is to be read together with:</p> <ul style="list-style-type: none"> Data Governance Policy. Intellectual Property – Use of Indigenous Knowledge and Culture Policy. Media Policy. Privacy Policy. Welcome to Country and Acknowledgement of Country Policy.
Accountable Officer	Chief Operating Officer
Responsible Officer	Director, Brand Experience
Content Manager number	DOC24/28713
Next review date	4 July 2028

Section 8. Definitions

Word or phrase	Definition
Advertising budget threshold	Relates to the entire cost of advertising, not just the media spend. This includes any research, production, dispatch, and agency fees.
Brand	The name, term, design, symbol, or other feature distinguishing TAFE NSW services and products.
Brand assets	Key components forming a brand toolbox, including identity, graphics, shapes, colours, and brand communications.
Caretaker period	The caretaker period runs from when a State or Federal election is called until the election result is clear to form Government.
Discriminatory tendencies	Indicate a predisposition towards unfair treatment or prejudice against groups based on factors such as race, ethnicity, age, gender, sex, sexual orientation, religion, or disability.
Identifying information	Identifying information includes personal data such as names, contact details, or campus location crucial for distinguishing individuals.
Partnership	A relationship between two or more organisation with a common goal – for example, an event may have media partnership to support the broadcast for the event.
Primary Logo	TAFE NSW logo coupled with the NSW Government logo which should be present and clear in all applications per the TAFE NSW Brand Guidelines.
Risk to public health and safety	Referring to a situation where engagement with advertisers or media platforms could potentially endanger the wellbeing or safety of the public, either through the distribution of misleading health information, promotion of harmful practices, or encouragement of unsafe behaviour.
Small Logo	An alternative TAFE NSW logo to use when the minimum logo size required is less than the Primary logo due to the word ‘Government’ being removed.

Section 9. Document history

No.	Effective	Approved by	Amendment
1	21 September 2018	Chief Operating Officer	Created
1	17 April 2024	Chief Operating Officer	Consolidated the Brand, Advertising and Social Media Policy to align content with compliance requirements.
2	21 February 2025	Chief Operating Officer	Updated section 3.2.11 to include higher education requirements Updating section 4.2.1 to align with the TAFE NSW Operating Model.
3	4 August 2025	Acting Chief Operating Officer	Updated to align with new National Vocational Education and Training Regulator (Outcomes Standards for NVR Registered Training Organisations) Instrument 2025