



9 October 2018

Dear Stakeholder

USE OF SERVICES SETA LOGO AND GUIDELINES FOR PRODUCTION OF MARKETING MATERIAL

We have noticed an alarming trend of false or fake advertisements by individuals claiming to offer Services SETA funded learning programmes.

In order to ensure legitimacy of the information on social media, the Services SETA has designed a new process to guide how advertisements should be done and managed. As part of this process, we request that you include the following standard structure in all adverts:

- Name of the programme including the duration;
- Services SETA **Reference Number** as per the offer letter issued;
- Location of training facility;
- Selection criteria;
- Required documentation to apply;
- Closing date for the application;
- Application process – how and where to apply and
- Stipend amount offered.

Additionally, please ensure that you receive written authorisation to use the Services SETA logo in your marketing collateral. The logo request form is available on the Services SETA website.

This process will encourage a culture of transparency and fairness on our programmes.

We kindly request that you liaise with your project coordinator to ensure that your advert is signed-off by the Organisation Brand Management (OBM) before publishing.

The Services SETA will equally share the approved adverts on its digital platforms and provincial offices.

As a valued partner, we need your assistance in ensuring the authenticity and reliability of the communication that bears the Services SETA name.

Services Sector Education & Training Authority (Services SETA)
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Website: www.serviceseta.org.za
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Non-compliance with this authorisation process will leave us with no option but to invoke the legal remedies available to the Services SETA.

We thank you for your support.

A handwritten signature in black ink, appearing to read "Amanda Buzo Gqoboka", is written over a horizontal line.

Ms Amanda Buzo Gqoboka
Acting Chief Executive Officer

Date: 09.10.2018