



Liquor & Gaming NSW

APPROVED TRAINING COURSES

Approved training provider advertising guidelines

MAY 2023

LAST UPDATED 18052023

Introduction

As an approved training provider (ATP) of an approved training course, you must conduct and promote your courses in accordance with the conditions of your approval.

This document forms part of your conditions of approval.

Any breach of any part of these guidelines represents a breach of your conditions of approval.

This document provides guidelines for production of any advertising in relation to the delivery of a L&GNSW approved training course. In addition, it provides more specific guidance on the appropriate use of the 'approved training provider logo' (the logo) supplied to you by Liquor & Gaming NSW, and how and where to use it.

Advertising includes but is not limited to any website, application, domains, social media, advertisements in print, marketing, television, radio or online media, any other physical or online information available to the public that relates to courses held by the ATP and any other representations and/or assertions made by the ATP regarding the content or format of any approved course that it conducts.

An approved training course includes the following:

- Responsible Service of Alcohol (RSA)
- Responsible Conduct of Gambling (RCG)
- Licensee (LT)
- Advanced Licensee (ALT)
- Advanced Responsible Conduct of Gambling (ARCG).

Mode of delivery includes classroom, virtual, classroom and online. Note: RCG and ARCG is approved for classroom and virtual classroom delivery only.

More information

If you have feedback or questions on how to apply this style guide, please contact the Industry Training Team at atp.enquiries@liquorandgaming.nsw.gov.au

Definition of applications

Your course advertising must accurately represent L&GNSW-approved courses and operate as advertised

- Any advertising you produce must make it clear to potential students that your organisation is the provider of L&GNSW approved courses on behalf of L&GNSW.
- Your brand must be the most prominent logo on any advertising you design or produce to promote these courses.
- The logo supplied by L&GNSW must be secondary to your branding and logo on all advertising.
- Any materials you produce to promote the courses must refer students to the Licensee Training Tool at liquorandgaming.nsw.gov.au/working-in-the-industry/training-to-work-in-the-industry/getting-trained/what-type-of-training-do-i-need for information on whether they need to complete licensee training.
- Your advertising must not give the impression that your organisation is the only one approved by L&GNSW to deliver the courses.
- Your advertising must not give the impression that the course is being offered by the NSW Government.
- All advertising you produce accurately reflect the type of courses that you are approved to deliver (e.g. online, classroom, virtual classroom).
- Your advertising for online courses must clearly specify the hours during which a trainer will be available to assist with student queries.

Use of the logo is limited to training providers approved by L&GNSW

- The logo is only supplied to providers who are approved by us to conduct an approved training course.
- You must not provide the logo to any third party to market a course on your behalf and the use of the logo must comply with the current L&GNSW ATP advertising guidelines.

When and how to use the approved training provider logo

You must use the logo as it was approved by L&GNSW without modification.

You can only use the logo on:

- your website
 - social media and digital advertisements
 - print advertisements
 - direct mail or electronic direct mail (email) campaigns
 - TV and video advertisements
 - e-learning products used to deliver the course (e.g. home screen on an e-learning course).
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Logo

The logo features the NSW Government waratah with the text lockup stating 'approved training provider', the course details and the date period the approval relates to, separated by a vertical line.



**APPROVED
TRAINING
PROVIDER**

**Licensee and
Advanced Licensee
training courses
in NSW**



**APPROVED
TRAINING
PROVIDER**

**RSA and/or RCG
courses in NSW**



**APPROVED
TRAINING
PROVIDER**

**Advanced RCG
course in NSW**

Correct use of the logo for advertising and external communications

Clear space

The clear space is the minimum area required around the logo to ensure its integrity and maximise visual impact. No other graphic element or text should intrude in this area. The clear space is taken from the height of the 'N' in NSW contained in the logo.



Minimum logo size

To ensure the clarity and legibility, minimum size specifications have been developed and must be observed at all times. The logo must never appear less than 13mm high for print and 76 pixels high for online.

These requirements apply to all L&GNSW course logos supplied to you.



Incorrect use of the logo for advertising and external communications

Logo usage

The approved logo should be acquired directly from the Industry Training Team.

Unacceptable usage

1. Do not alter the colours in any way.
2. Do not add drop shadows or effects.
3. Do not place logo on busy backgrounds where it can be lost.
4. Do not shear or rotate.
5. Do not place where contrast is insufficient for accessibility.
6. Do not add a keyline.
7. Do not alter the proportions of the NSW Government Waratah logo and/or approved training provider text lockup.
8. Do not distort in any way.



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