

[SSG Circular/PPD/2024/4]: Guideline for Marketing Practices for SkillsFuture Mid-Career Training Allowance

17 December 2024

[This circular applies to all Registered Training Providers.]

Circular (For Compliance)

Dear Registered Training Providers (RTPs),

This is a circular issued pursuant to SkillsFuture Singapore Agency Terms for Training Providers (“**Terms**”), and it applies to all RTPs offering SkillsFuture Mid-Career Training Allowance eligible courses. All capitalised terms which are undefined herein shall bear the same meaning as they do in the Terms.

Background

2 The SkillsFuture Level-Up Programme (“SFLP”) announced during Budget 2024 aims to provide greater structural support for mid-career Singaporeans aged 40 years and above, to pursue a substantive skills reboot and stay relevant in a changing economy. To provide financial support for Full-Time Long-Form Training under SFLP, the SkillsFuture Mid-Career Training Allowance (TA) will be introduced from 2025 and aims to provide financial support for mid-career Singaporeans aged 40 and above when they take up selected full-time, long-form programmes.

3 In preparation for the launch of TA, SSG is introducing an additional marketing guideline for all RTPs offering SkillsFuture Mid-Career Training Allowance eligible courses to ensure fair marketing practices specifically related to TA.

Marketing Practices

4 RTPs shall not use the term “SkillsFuture Approved” in their advertisements as per SSG’s prevailing marketing guidelines under the SSG Terms for TPs, clause 2 under Appendix A. In addition, for courses that are approved as SkillsFuture Mid-Career TA-eligible by SSG, RTPs may use the term “SkillsFuture Mid-Career TA-eligible” to describe courses listed on MySkillsFuture Portal in their advertisements.

For RTPs’ Compliance

5 To ensure proper administration of SkillsFuture Mid-Career Training Allowance, RTPs must adhere and follow the prescribed marketing practices from 17 December 2024.