ASQA

Brand Guidelines

Version 1.1 – December 2020

Welcome to the ASQA brand guidelines

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Whether you are new at ASQA or a seasoned professional, this document is your go-to guide whenever you need to create on-brand communications.

ASQA

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Brand DNA

Just like people, every brand is unique, with its own past, purpose, personality, and perspective. We call this our brand DNA, and it's made up of all the things that make us who we are - one ASQA.

When our story is told with clarity, consistency and confidence, we are able to make our message heard. This section of the guide tells our story through the following:

Our role

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Who we are

We are the national regulator for vocational education and training.

What we do

We register training providers, accredit VET courses and ensure nationally approved standards are met for VET, CRICOS and ELICOS.

Our role is to

Engage

We support, collaborate with, and partner with, our stakeholders.

Regulate

We engage with and regulate the VET sector, applying best practice and continuous improvement.

Ensure confidence

We ensure confidence in the VET sector and its outcomes, including internationally.

For more information about ASQA's role visit www.asqa.gov.au/about

Our purpose
& mission
~

Our Purpose

To ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications issued by training providers.

Our Mission

Continuously improving
as a regulator, in partnership
with the VET sector.

Shared understanding
of the value of regulation.

Quality outcomes
for students.

Our narrative
~

Our narrative encompasses
who we are, what we do,
how we do it and why it matters.

Our Why

Australia's Vocational Education and Training
sector is not only a central part of our economy,
it's a central part of our daily lives.

And for over four million students who
undertake training every year,
it's a central part of their livelihood.

VET qualifications provide the skills that students
need, employers rely on and our industries trust.
For today, and into the future.

**What
we do**

That's where ASQA comes in.

We're here to ensure confidence in the integrity
of national qualifications issued by providers.

As the national VET regulator, this is our job.

We're here to register training providers,
accredit courses and ensure the delivery
of quality training outcomes.

How do we do it? By **working together.**

**How we
do it**

We're working together with training providers,
industry stakeholders and government bodies.

We're sharing our knowledge and a commitment to
uphold the integrity of our VET sector.

We're supporting providers to meet their regulatory obligations.

We're building cooperative relationships and strong
engagement between ourselves, providers and our stakeholders.

We're being fair and impartial in our decision making,
and proportionate in our response to manage non-compliance.

We're applying a systematic, structured and consistent approach
to assessing risk within the sector and with individual providers.

We're providing reasonable opportunities for providers to return
to compliance, and sustain their compliance.

We're promoting a culture of self-assurance and
continuous improvement.

Outcome

Our purpose is clear: to ensure quality vocational education
and training so that students, employers, governments and the
community can have confidence in the integrity of national
qualifications from training providers.

We all have a job to do.
Let's keep Australia's VET sector **working together.**

A shared responsibility

~

Over four million students enrol in VET courses each year, driven by aspirations to up-skill, re-skill, get qualified and reach their goals.

That's over four million reasons why what we do matters every day.

At ASQA, we share this important responsibility across our organisation and with thousands of vocational education and training providers.

We all share a responsibility to ensure the best quality experience and outcome for every student.

~

We achieve this by 〔 Working together 〕

For more information visit **www.asqa.gov.au/working-together**

Our manifesto

~

Our manifesto is the story of where we have come from, and what we are all working together towards as one ASQA.

ASQA is the national regulator for vocational education and training.

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers.

When ASQA was established in 2011, the approach to regulation was prescriptive. Since then, a number of constructive government reviews have helped us improve our regulatory approach, and as we enter our second decade, we start a new chapter.

In order to be a leading and best practice Australian regulator, we will continuously improve. Here's how:

- We will shift our approach to one which is outcomes-focused.

- We will engage with our sector. That's how we can develop a shared understanding of our regulatory approach, and build trust.

- We will commit to transparency. We will do this by providing more information about our role, responsibilities and approach to regulation; by being open in our activities with providers; and by sharing the performance of providers to help students and employers make decisions about their training needs.

- Finally, we will be consistent and committed to continuous improvement.

This shift in our approach will see us focus more clearly on the delivery of quality training and excellence in outcomes for students and employers.

It will see us support providers to meet their obligations by providing guidance and applying fair and just processes.

It will also see us encourage a culture of self-assurance and commitment to continuous improvement throughout the sector.

As well as supporting providers, we will support each other across ASQA to apply an evidenced-based approach to deliver consistency in our monitoring, compliance and enforcement activities, and decision making.

By following this path we will ensure our sector enjoys the sustained compliance of providers, and the confidence of the broader community, as well as confidence in ASQA as the regulator.

We've come a long way, but we need to keep working – together – so we can continue to deliver upon our purpose, and maintain Australian's diverse and vital VET sector.

Our values

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Our values guide our culture and our approach as one ASQA. They act as our compass for life at work.

Reflected in everything we do, from the relationships we have with each other and our stakeholders, to how we think, act and communicate.

Consistency

From our staff to our stakeholders, the way we approach decision making, regulation and engagement is with consistency. It's how we ensure confidence – as one ASQA, applying a principles-based approach to everything we do.

Collaboration

Collaboration is essential to deliver upon our shared responsibility. We believe stronger relationships lead to more effective outcomes, which is why we actively seek out opportunities to work together – across ASQA and across the sector.

Continuous improvement

We value a culture of learning and continuous improvement – with the courage to reflect, evaluate and explore new approaches, and to then adapt those approaches to meet an ever-changing and dynamic environment.

One AS?A

Collaboration

Quality

Consistency

Continuous Improvement

We believe **consistency**, **collaboration** and **continuous improvement** all contribute to **quality outcomes**.

Our personality

~

While our values guide us, our personality is how others perceive us. From our look and feel to our tone of voice, these are the qualities we want to be known for.

We're

Supportive

We're

Transparent

We're

Dedicated

We show this by being

Helpful

Positive

Engaged

Person-centred

We show this by being

Honest

Clear

Concise

Fair

We show this by being

Proactive

Reliable

Decisive

Trusted

Tone of voice

~

The following is a guide to our tone of voice. For more detail on how to write specifically in accordance with ASQA's writing style, please email communciaxxxxx@xxxx.xxx.au and request the latest **ASQA Writing Style Guide.**

Whether we're communicating internally within ASQA or externally to our many stakeholders – words are our most powerful tool. What's more, words are free and within our reach.

This part of the brand guide is designed to help you write content and communications that reflect ASQA's brand personality.

Tone of voice qualities

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Our tone of voice will vary depending on the information we are communicating, the audience to whom it is addressed, and the channel in which the conversation is taking.

These three qualities serve to guide when developing or delivering corporate communications. Ask yourself - am I being **supportive**, **transparent** and **dedicated.**

Our verbal identity reflects our personality:

Be

Supportive

Be

Transparent

Be

Dedicated

Because we're supportive, we use language that is person-centred and helpful.
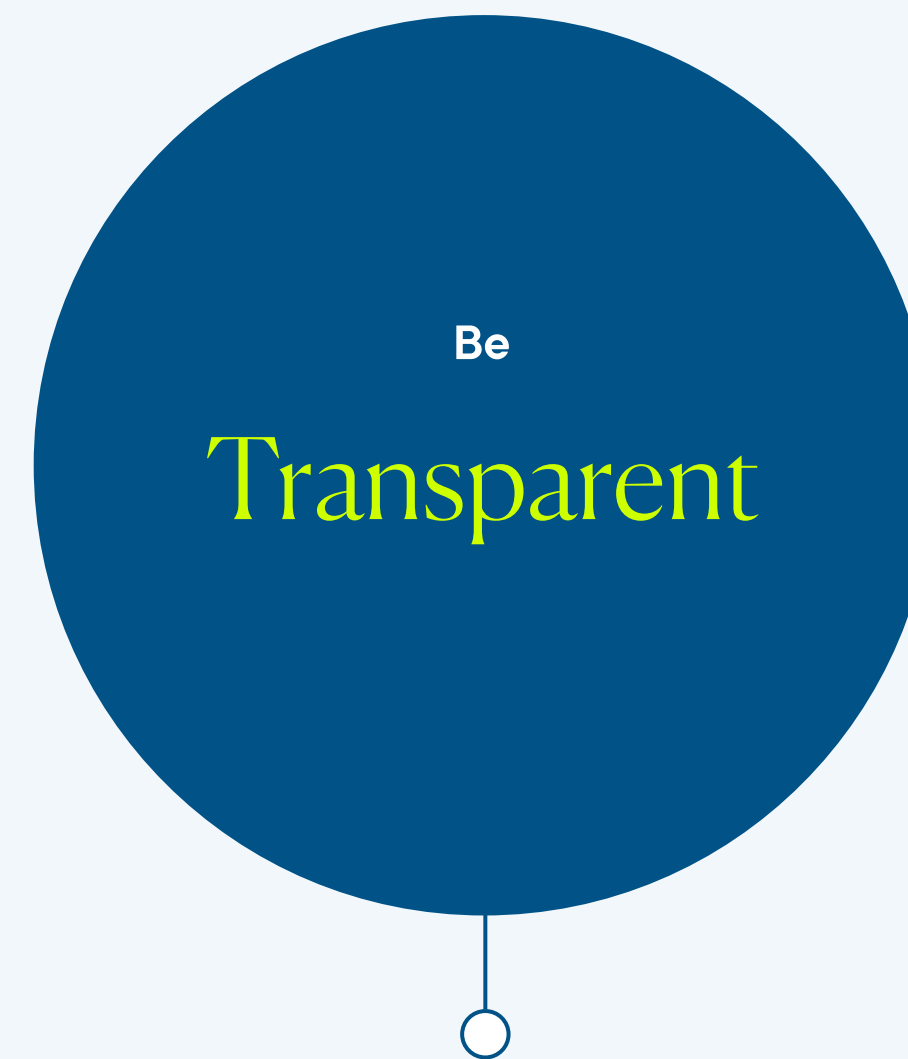
Because we're transparent, we speak with clarity and confidence.

Because we're dedicated, we get to the point with purpose.

Be

Supportive

A supportive tone of voice means

We consider our words carefully, always ensuring they will help the reader.
We are an organisation, but you are a person, and your words will be read by a person.

The key to using a supporting tone of voice is picturing you are writing to that person and asking, is it clear? Is it helpful? Could it be easier to understand?

We are

- ✓ Helpful
- ✓ Positive
- ✓ Engaged
- ✓ Person-centred

We are not

- ✗ Impersonal
- ✗ Unnecessarily formal
- ✗ Institutional
- ✗ Robotic

Be

Transparent

A transparent tone of voice means

We are upfront in our communications, concise and clear. Our work is complex but we can help those outside ASQA by making it as simple as possible.

The key to using a transparent tone of voice is cutting out anything that doesn't need to be there, and making sure your language can be understood.

We are	We are not
✓ Honest	✗ Ambiguous
✓ Clear	✗ Full of jargon
✓ Concise	✗ Long-winded
✓ Fair	✗ Pointless

Be

Dedicated

A dedicated tone of voice means

We show our active nature in our language, writing with energy and purpose. As the regulator, we are relied upon and trusted.

The key to using a dedicated tone of voice is to speak only when you have something to say. Be consistent and confident in all communications.

We are	We are not
✓ Proactive	✗ Passive
✓ Reliable	✗ Unsure
✓ Decisive	✗ Waffly
✓ Trusted	✗ Cold

A few helpful hints to remember

~

Keep it short
This shows respect for the reader, and confidence in ourselves.

Keep it professional
Please, thank you, etc.
We're respectful.

Does it sound natural?
Try reading what you have written aloud. Does it sound natural? You should be able to hear if something sounds too formal, or not like you, or in need of an edit.

Dot points are your friends
When needing to include information, a list format can be more readable over long sentences.

Make the required action clear
This might need to be in the subject line, or at the start of an email, or in bold if you need action to be taken.

It's not about us
Try and include the reader as much as possible. Ask yourself if you can rewrite a sentence using "you".

Proof points
Using testimonials can be the most effective way of making a point.

Avoid jargon
Remember, your reader may not have the same knowledge as you. Using straightforward English helps maintain our approachable brand.

Maintain focus
Keep sentences focused, and make a single point. Avoid long sentences which dilute the point with too much detail. Paragraphs should also keep to one central idea, and be as short as possible.

Sharing our voice
As a house style and word bank is developed, add to this document and allow it to be shared.

Consistency is key
Measure twice, cut once. There's no shame in asking someone else to read your writing. They can often pick out mistakes you can't see by reading it with fresh eyes.

02.

Brand elements

ASQA's brand elements are all the assets needed to create on-brand marketing and communications.

ASQA
brandmark

Primary brandmark

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ASQA's primary brandmark is made up of two components – the Australian Government official department branding lockup, and the ASQA wordmark.

Australian Government
Australian Skills Quality Authority

Australian Government official department branding

ASQA

ASQA
wordmark

Primary brandmark

~

Full colour

Where possible, use the full colour brandmark.

Mono / Black

To be applied when colour is limited to black, such as single colour newspaper advertisements.

Reversed / White

To be applied when the logo appears on dark coloured backgrounds.

Full Colour

Mono

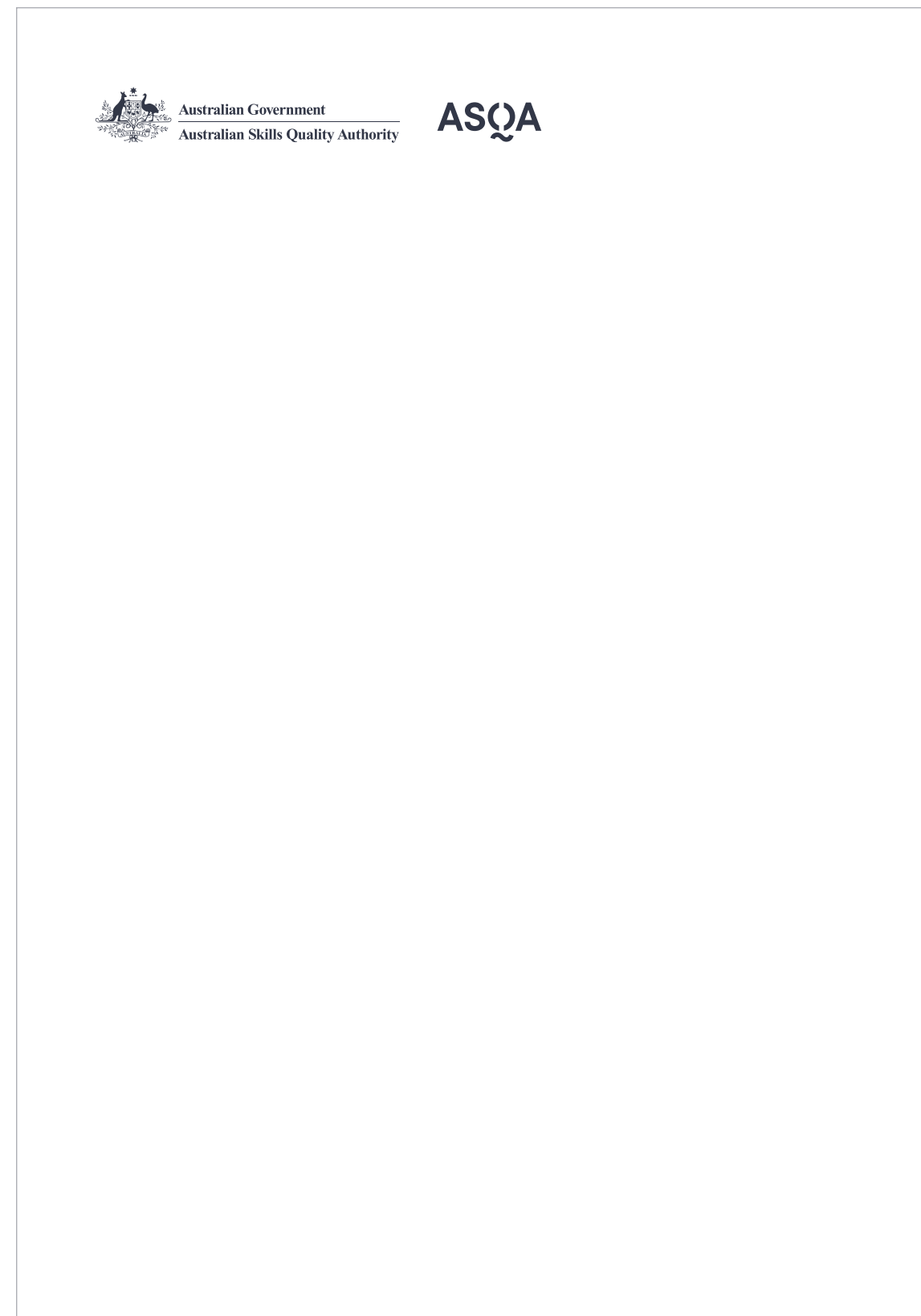Reversed

Brandmark application variations

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The primary brandmark can be applied on any given page in the following two ways:
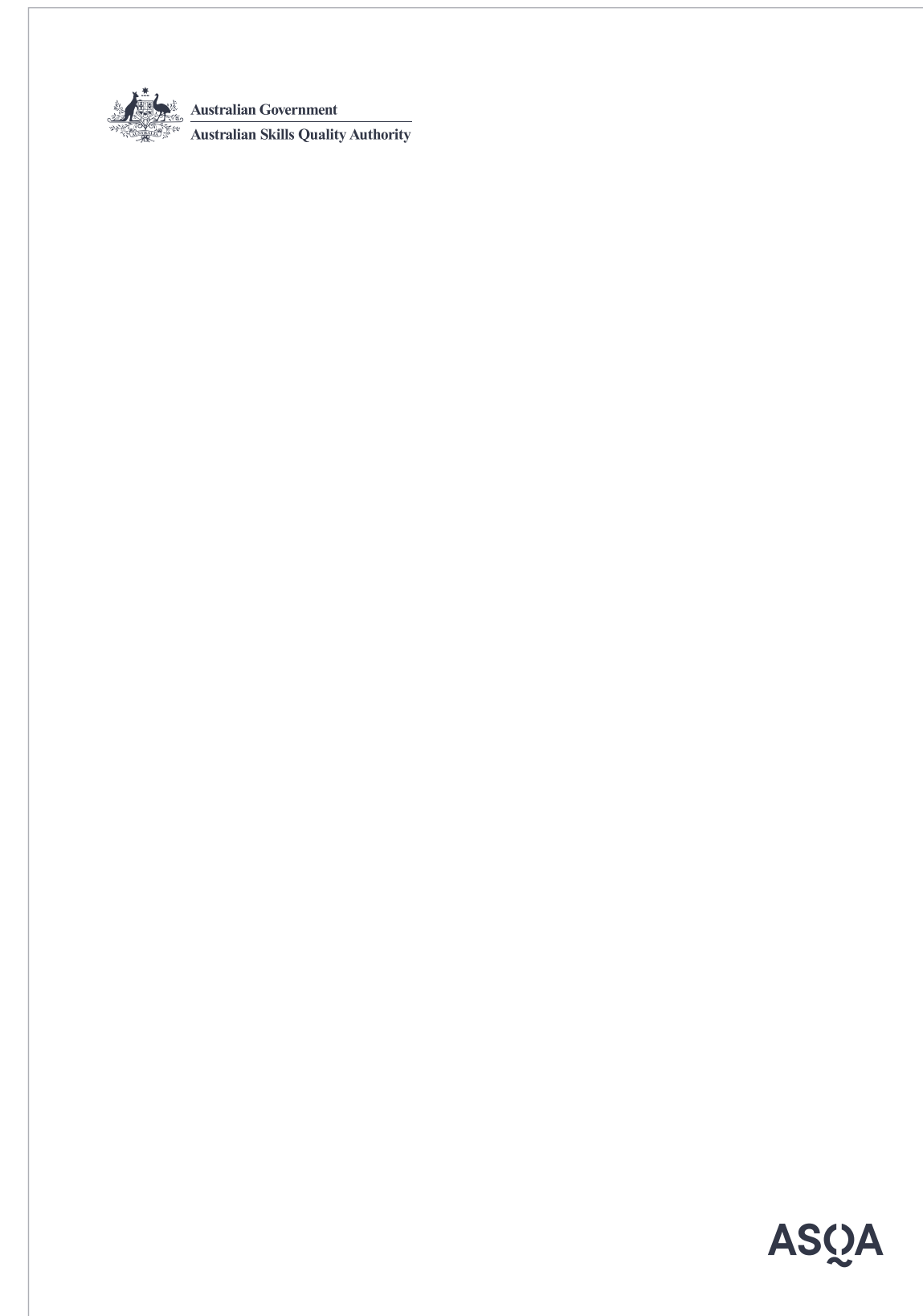
Full

For most official applications.

Split

The Australian Government branding should always sit above in the visual hierarchy.

Full

Split

Clear space & minimum size

~

Clear Space

A clear space zone has been established to ensure the ASQA brandmark integrity is not jeopardised through crowding. The height of the 'A' dictates the minimum amount of clear space required for any application.

Minimum Size

The minimum width of the Commonwealth Coat of Arms is 20mm. However on items such as name badges, ID cards and ASQA corporate stationery where it may not be possible for the minimum width to be adhered to, the master logo may be further reduced in width, but must remain recognisable.
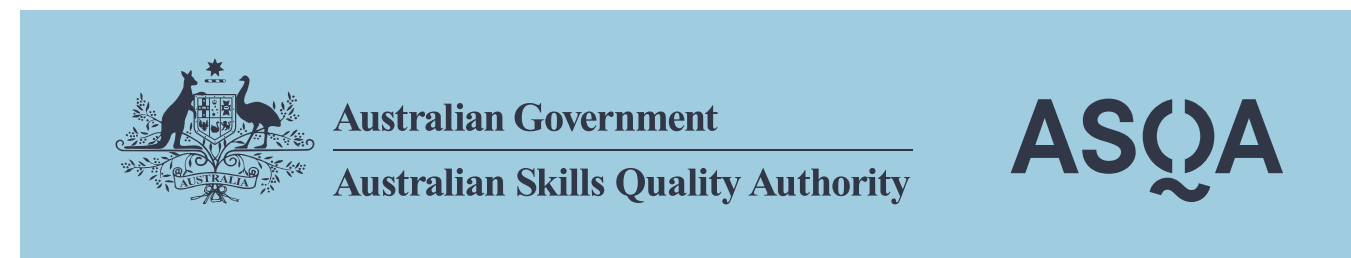
Minimum width:
20mm Print
50px Screen

Minimum width:
15mm Print
60px Screen

Correct usage

~

The following are examples of best-practice usage and application of the ASQA brandmark.

✓ Always use the full colour brandmark on a light background colour

✓ The brandmark may be used on imagery with a least a 60% black overlay over the image

✓ Always use the reversed brandmark on dark background colours

✓ Always use the brandmark on a pattern with clear spacing around it

Incorrect usage

~

Select the appropriate logo for your ASQA application and use only the provided logo artwork.

Do not rotate, stretch, recolour, alter type or outline the logo.

✕ Never distort the brandmark

✕ Never reduce the opacity of the brandmark or set it at a tint

✕ Never colour any or all parts of the brandmark in anything other than the recommended reproductions as set out on page 21

✕ Never rearrange the relationship of the elements within the full brandmark lockup

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✕ Never use the full colour brandmark on a dark background colour

✕ Never use the reversed brandmark on the ASQA light blue, or any tint of it

✕ Never use the brandmark on imagery without a dark overlay

✕ Never use the brandmark on a pattern without clear spacing around it

Brand assets

Brand colour

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In order to maintain brand consistency, the colour values shown on this page should be used across all print and screen applications.

Print applications

Pantone – Offset processes
CMYK – Digital processes and desktop printing

Screen applications

RGB / HEX (#)

ASQA Charcoal

Pantone 533C
C 85 M 75 Y 48 K 25
R 50 G 55 B 71
HEX #323747

ASQA Plum

Pantone 234C
C 28 M 100 Y 33 K 2
R 175 G 0 B 102
HEX #AF0066

ASQA Dark Blue

Pantone 7462C
C 100 M 52 Y 0 K 10
R 0 G 82 B 135
HEX #005287

ASQA Ash Blue

Pantone 5425C
C 55 M 25 Y 18 K 5
R 102 G 145 B 170
HEX #6691AA

ASQA Light Blue

Pantone 543C
C 40 M 5 Y 8 K 0
R 159 G 204 B 222
HEX #9FCCDE

ASQA Bright Green

Pantone 2299C
C 22 M 0 Y 100 K 0
R 205 G 255 B 0
HEX #CDFF00

ASQA Bright Fuchsia

Pantone 213C
C 0 M 90 Y 0 K 0
R 255 G 0 B 123
HEX #FF007B

Brights usage

ASQA bright green and ASQA bright fuchsia are accent colours and are to be used sparingly. They are not suitable as background colours.

For examples of correct usage please refer to: Typography colours (page 29), Q icon (page 35 and 36), graphic patterns (page 38 and 39), iconography (page 40).
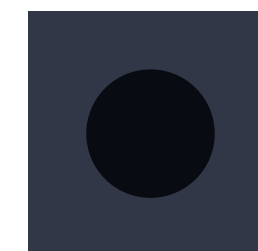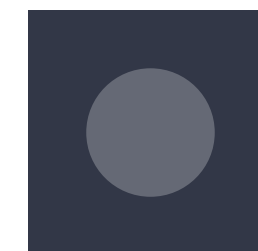
Brand colour

~

Tints and shades

In addition to the hero colours, it is possible to use tints (lighter tone) and shades (darker tone) of these following colours only.

Tints and shades should only be used for graphic elements (i.e. patterns, Q icon watermark, iconography), and NOT for typesetting. They are also not recommended for use as background colours, except for the light blue, when a very subtle background colour is required.

Multiply / 30% Opacity	Multiply / 50% Opacity	Multiply / 50% Opacity	Multiply / 50% Opacity	Multiply / 50% Opacity
ASQA Charcoal	**ASQA Plum**	**ASQA Dark Blue**	**ASQA Ash Blue**	**ASQA Light Blue**
75% Tint	75% Tint	75% Tint	75% Tint	50% Tint
				25% Tint – for subtle backgrounds
				15% Tint – for subtle backgrounds

A **shade** is created by colouring the top object the same colour as the background colour, then applying a multiply blending effect to it, and reducing the opacity to the recommended percentages.

A **tint** is created by colouring the top object the same colour as the background colour, then reducing its tint to the recommended percentages in the swatches palette (Adobe InDesign and Illustrator).

Colour combinations

~

Typography colours

To ensure legibility of all text across applications, follow the specified colour combinations on this page.

The examples shown that are struck through indicate unacceptable use.

Examples shown at larger sizes are only acceptable at large scale i.e. headlines or titles.

Headline
Subheading / Body copy

Headline
Subheading

Headline

Headline

Headline

Headline

Headline

Headline
Subheading / Body copy

Headline
Subheading

Headline

Headline

Headline

Headline

Headline

Headline

Headline
Subheading

Headline
Subheading

Headline

Headline

Headline

Headline

Headline
Subheading

Headline

Headline

Headline*

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Subheading

*Print only, not for use for screen

Headlines typeface

~

Headlines and feature paragraphs

Canela Light is the primary typeface for headlines and feature paragraphs. Canela Light is always set in sentence case.

Do not typeset headlines in all uppercase or title case. Headlines do not take end punctuation. Do not hyphenate to break words over two lines. Feature paragraphs require end punctuation.

Kerning   Metric 0
Leading   Font + 10%
Space After ½ Font Size

Typeface license

Canela can be purchased from:
www.commercialtype.com/catalog/canela/canela

Canela Light is our display typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+−>©*"

Subheadings typeface

~

Subheadings

TT Commons Demibold is the primary typeface for subheadings and titles.

Do not typeset subheadings in all uppercase or title case. Subheadings do not take end punctuation. Do not hyphenate to break words over two lines.

Kerning	Metric 0
Leading	Font size + 33%
Space Before / After	½ Font Size

Typeface license

TT Commons can be purchased from:
www. typetype.org/fonts/tt-commons

Subheadings – TT Commons Demibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+–>©*"

15pt (20pt leading • 7.5pt space after)

Our purpose and mission

Our purpose is to ensure quality vocational education and training can have confidence in the integrity of national qualifications from

---

12pt (16pt leading • 6pt space after)

Our purpose and mission

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers.

9pt (12pt Leading • 4.5pt space after)

Our purpose and mission

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers. Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications

Body copy typeface

~

Subheadings

TT Commons Regular is the primary typeface for body copy and captions.

TT Commons Regular is available in a digital format. It is also our primary typeface in digital applications. Body copy is recommended to be left aligned (not set justified). Do not hyphenate to break words over two lines.

Kerning	Metric 0
Leading	Font size + 33%
Paragraph Spacing	½ Font Size

Typeface license

TT Commons can be purchased from:
www.typetype.org/fonts/tt-commons

Body copy – TT Commons Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+->©*"

15pt (20pt leading • 7.5pt paragraph spacing)

Our purpose is to ensure quality vocational education and training can have confidence in the integrity of national qualifications from training providers.

12pt (16pt Leading • 6pt paragraph spacing)

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers.

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of

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9pt (12pt Leading • 4.5pt paragraph spacing)

Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers. Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers. Our purpose is to ensure quality vocational education and training so that students, employers, governments and the community can have confidence in the integrity of national qualifications from training providers. Our purpose is to ensure quality vocational

System fonts

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These are a universal set of fonts that come with most computers – they are to be used when applications are viewed and/or distributed across a wide range of devices that may not support or have the ASQA brand fonts installed.

Some instances: Email signatures, body copy in eDM newsletters, where users are not able to embed ASQA brand fonts in Word or PowerPoint templates.

Headlines – Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+–>©*"

Subheadings – Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+–>©*"

Paragraph Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #%&[(@+–>©*"

Graphic elements – Q icon

~

The anatomy of our icon

Our Q icon represents Quality. We believe consistency, collaboration and continuous improvement all contribute to quality outcomes.

The Q icon is a brand identifier that we use in various ways to represent our dynamic visual identity.
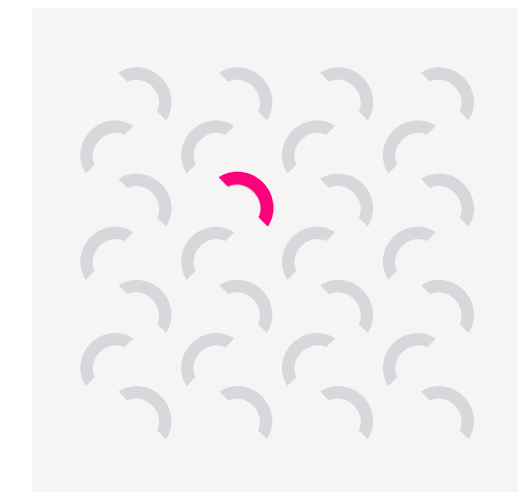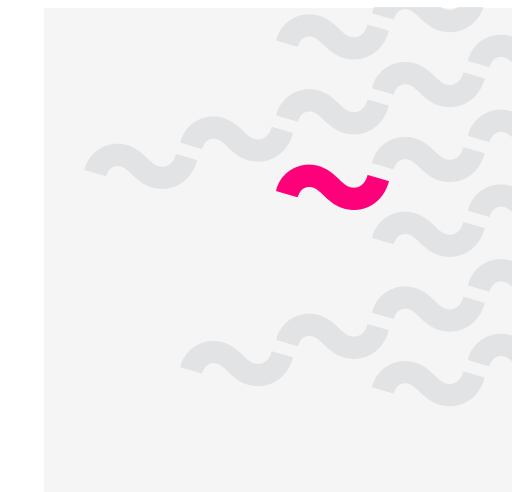
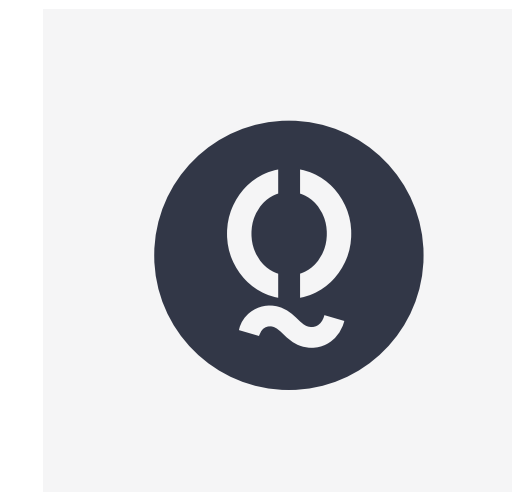It symbolises what we strive for as one ASQA – and is achieved by working together.

Collaboration

Consistency

Continuous Improvement

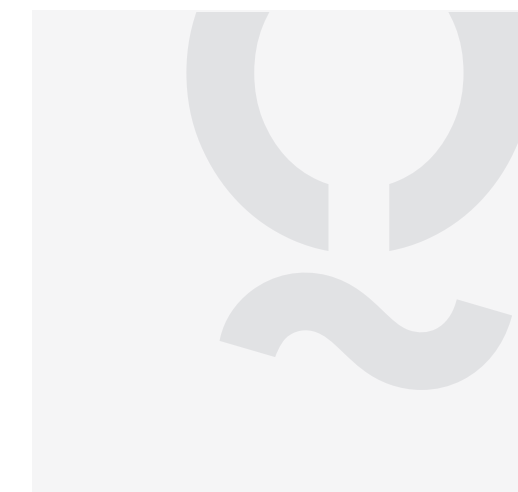## Applications

Working together
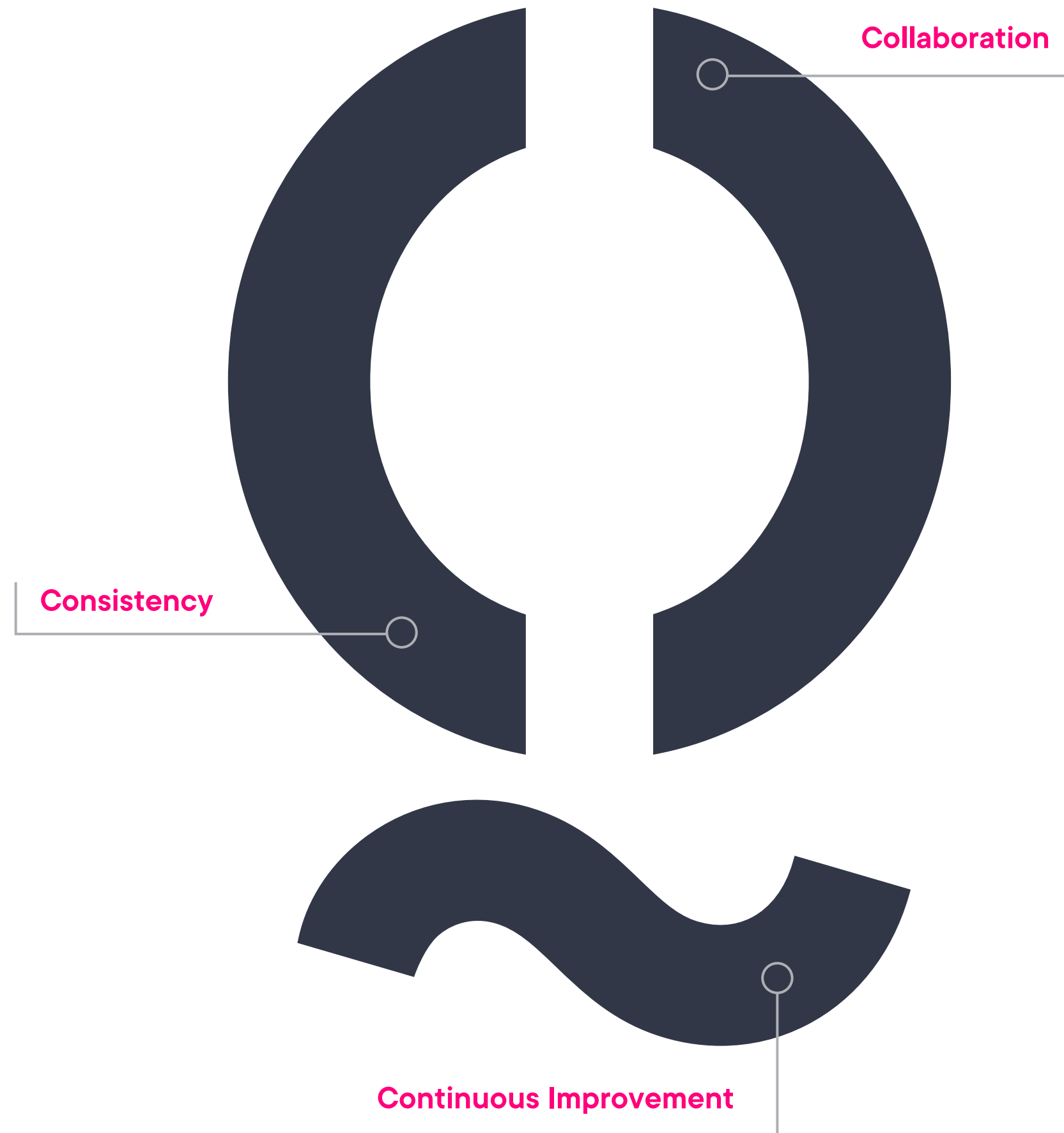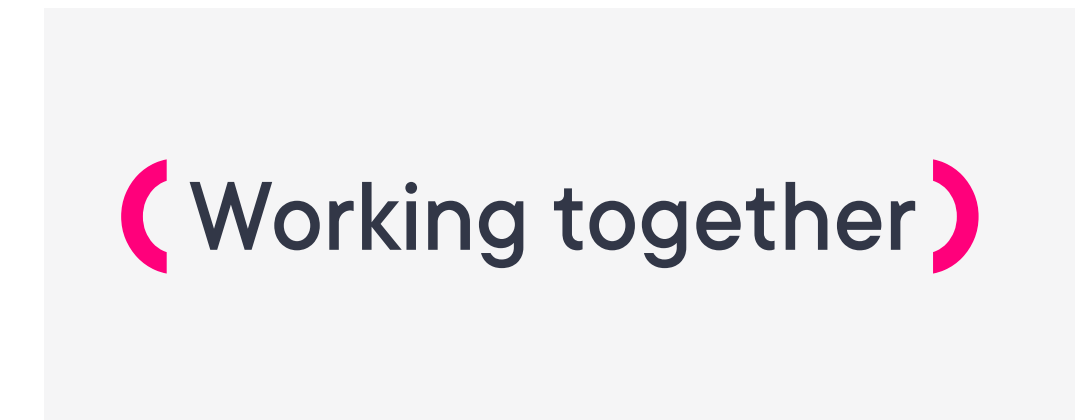
Branded Campaigns

Graphic Patterns

Badge

Watermark

Q icon –
watermark on image

~

The Q icon can be used as a feature graphic element in applications.

On image 'White' overlay effect

Position: Bleed off at least one side of the image.

Colour: White
When overlaying on an image, set the Q icon to an 'overlay' blending effect at 75%.

On image 'Bright Green' overlay effect

Position: Bleed off at least one side of the image.

Colour: Bright Green
When overlaying on an image, set the Q icon to an 'overlay' blending effect at 75%.

On image + solid coloured box

Position: The Q should sit exactly in the middle of where the vertical edge of the box meets the image.

Colour: White
When overlaying on a combination of an image and a solid coloured background, set the Q icon to a 'screen' blending effect at 50% opacity.

*Watermarks should not cover any part of the image subjects' faces

Q icon –
watermark on colour

~

On solid coloured backgrounds

Refer to guide on the right for
acceptable colour combinations
when applying the Q icon watermark
on coloured backgrounds.

Colour combinations where headline text and Q icon can overlap

Colour combinations where headline text and Q icon can NOT overlap
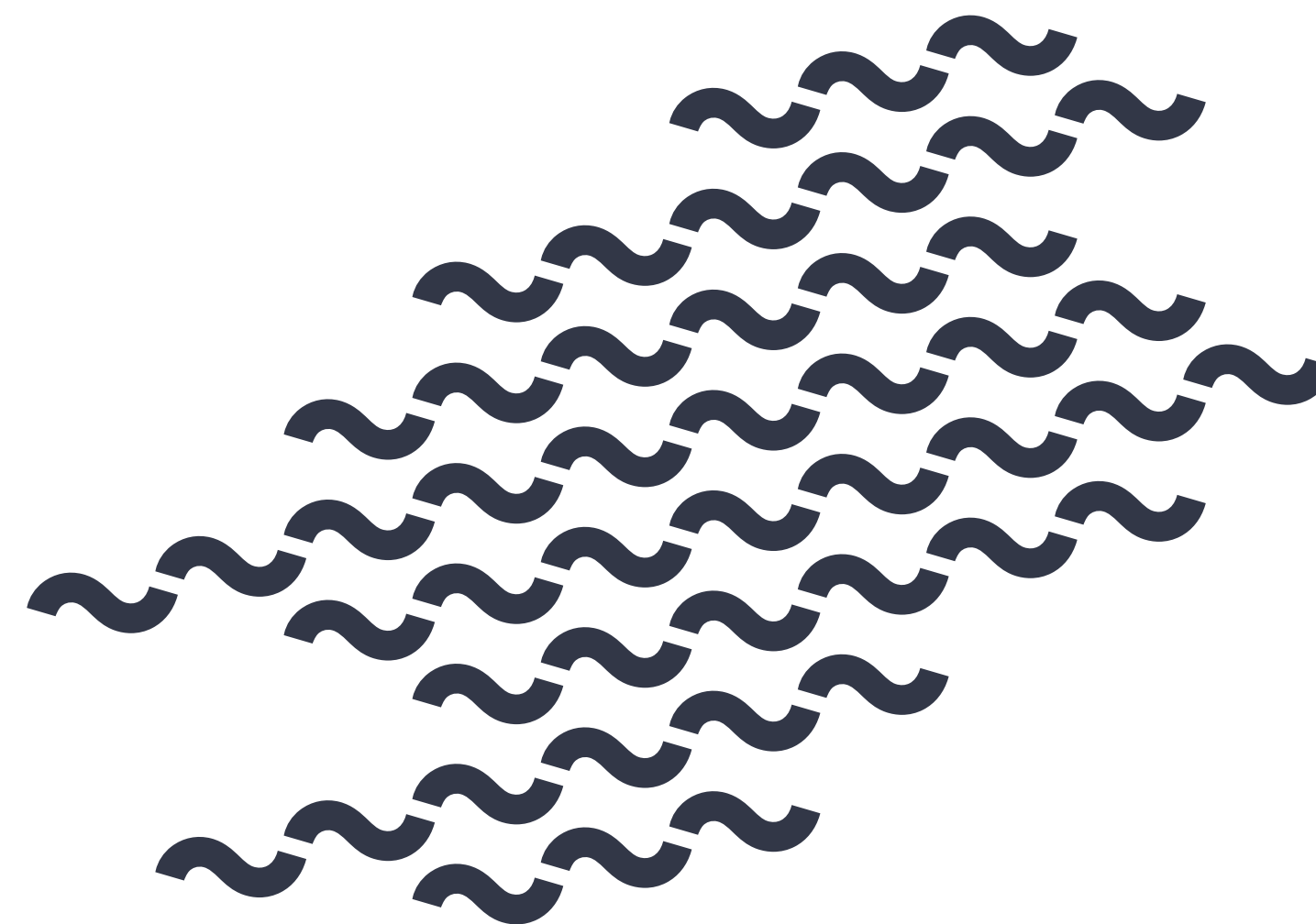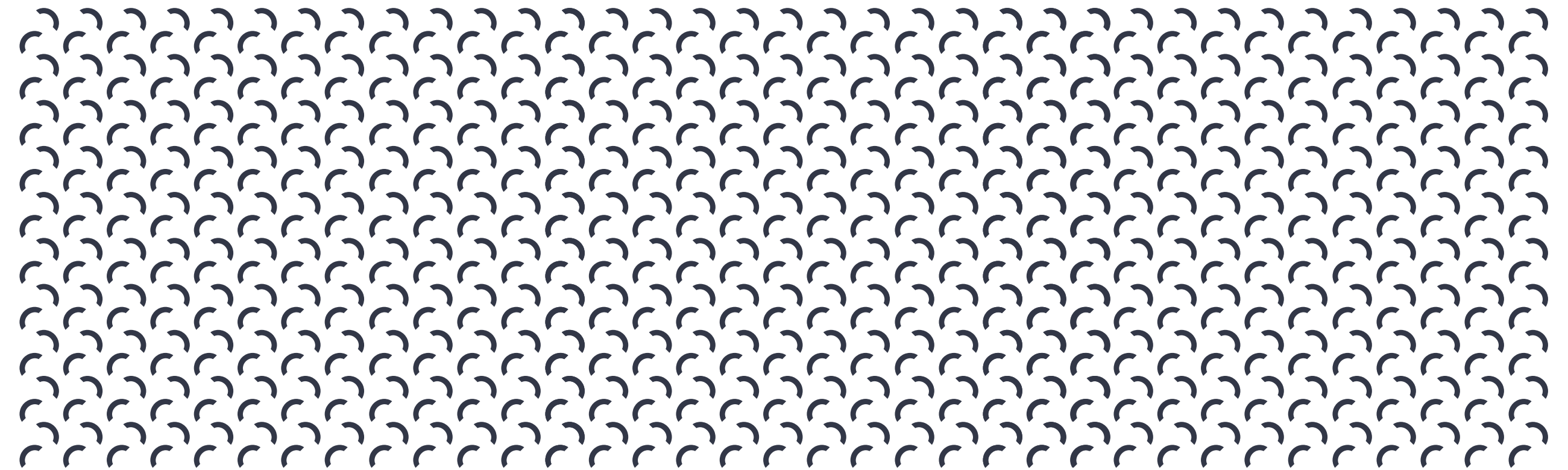
Q icon –
graphic patterns

~

Two patterns have been developed for use within the ASQA brand.
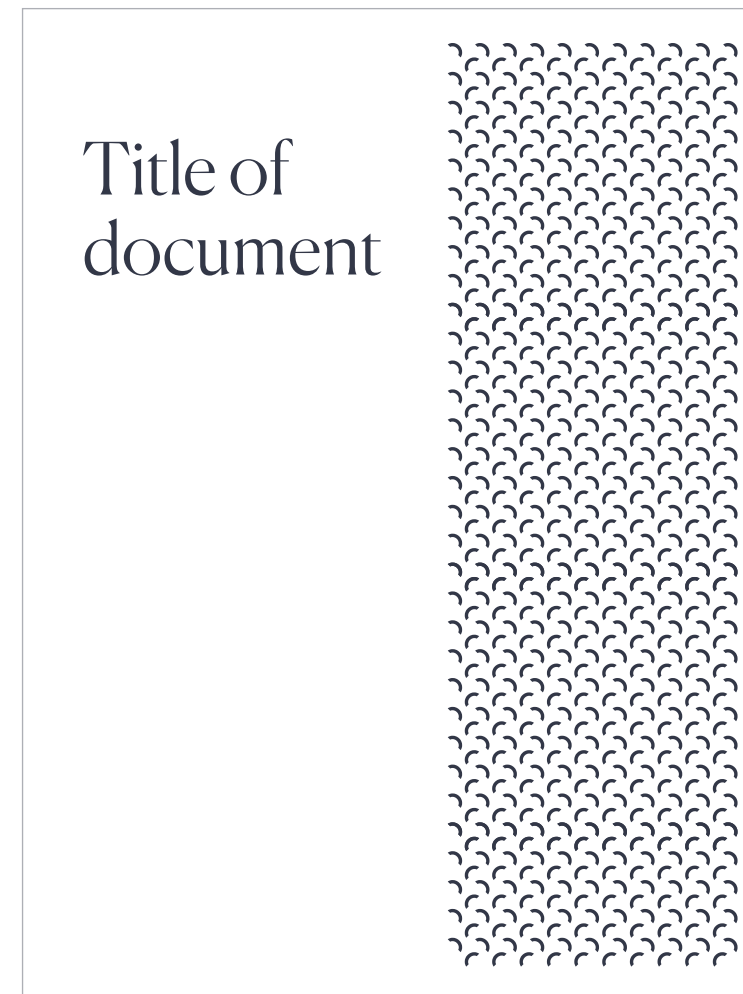
Symmetrical

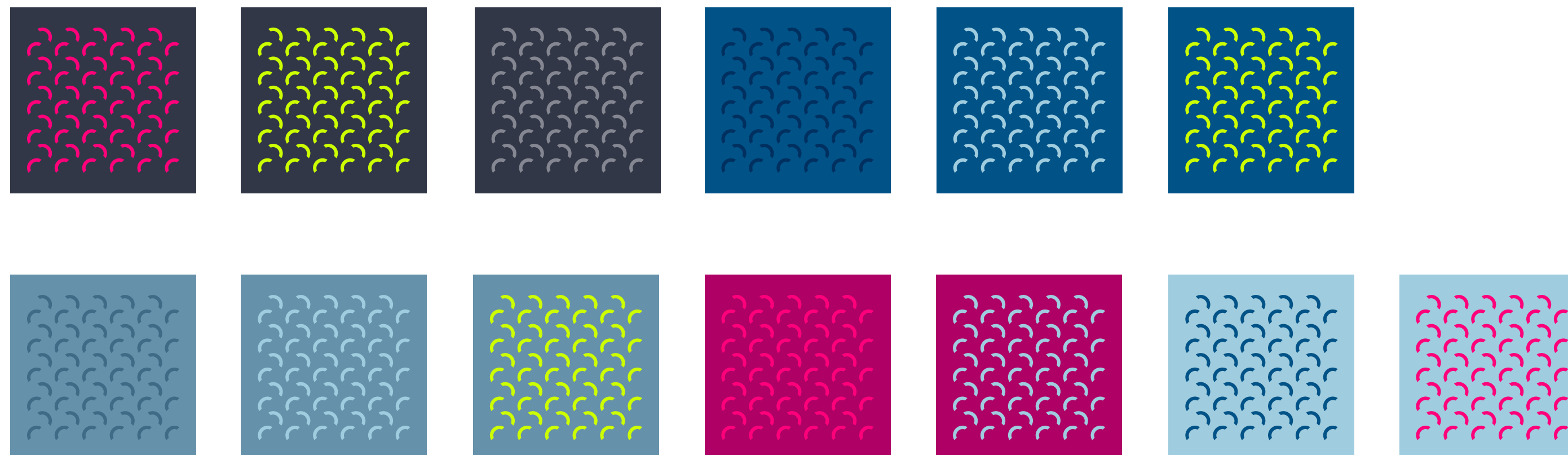Organic

Q icon – symmetrical pattern

~

Symmetrical Pattern

The symmetrical pattern is generally to be used in large blocks to create simple visual texture. This page displays examples of correct usage of the symmetrical pattern.

Layout suggestions

Title of document

Title of document

Title of social media post

Acceptable colour combinations
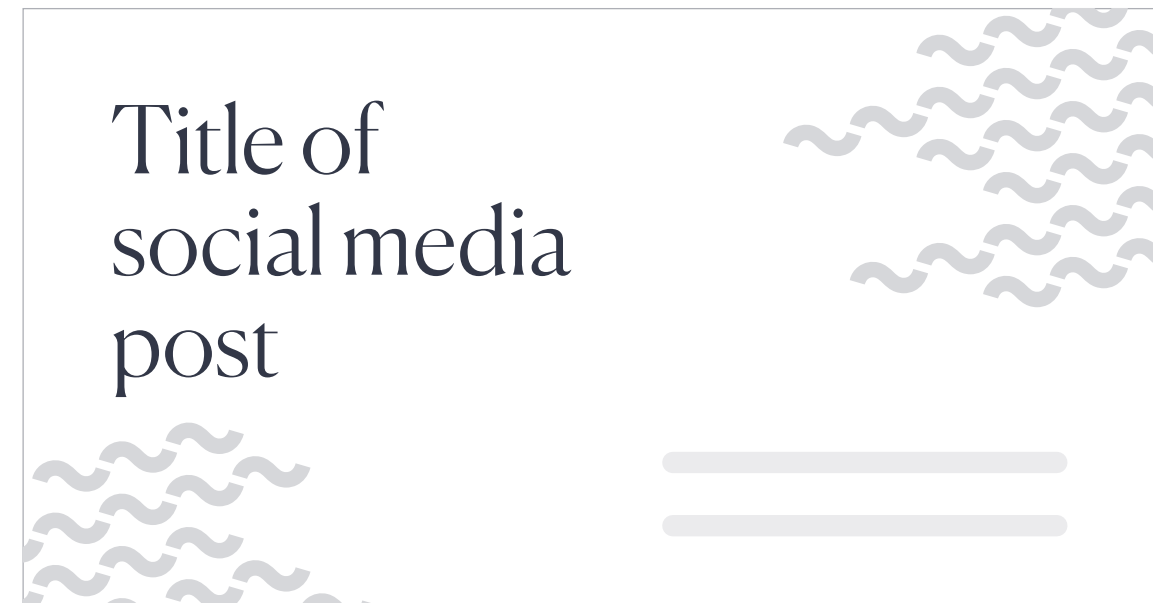
Q icon – organic pattern
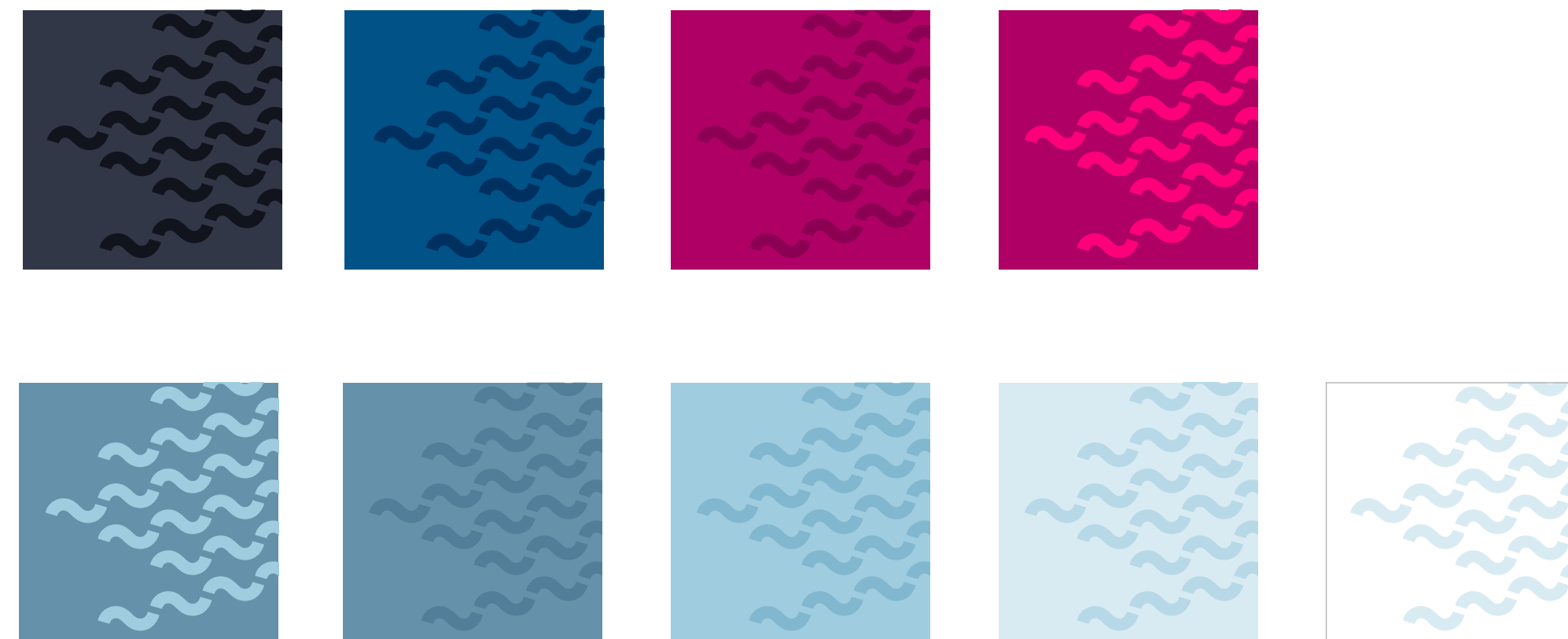
~

Organic Pattern

The organic pattern is to be used sparingly, as a supporting background design feature to title text.

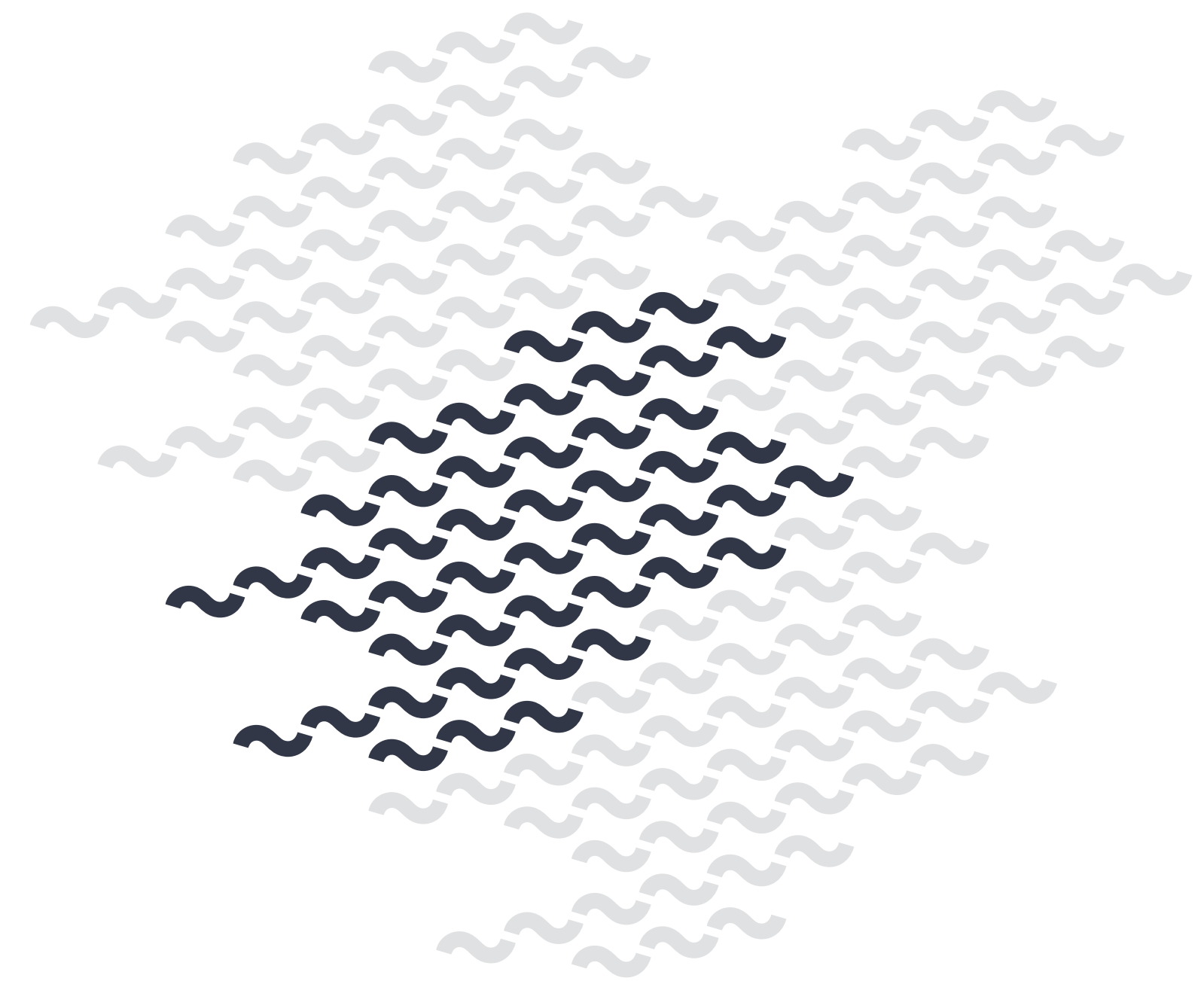If need be, the organic pattern can also be extended to cover a larger surface area.

Layout suggestions

Title of document

Title of social media post

ASQA

Update

Acceptable colour combinations

Extended pattern

Iconography

~

The ASQA brand identity uses line art icons. Lines are to have square ends, not rounded.

Icons are flat 2D depictions, and not 3D with perspective.

When designing icons try incorporate a "Q icon" brackets elements ( ) within the icon where possible. Remember simplicity is key.

Colours: On white backgrounds all colours are acceptable with the exception of ASQA Bright Green.
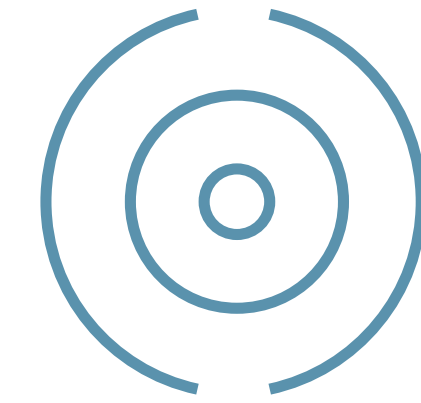
On other background colours please refer to acceptable colour combinations on page 29.

Teamwork / Hiring / Groups
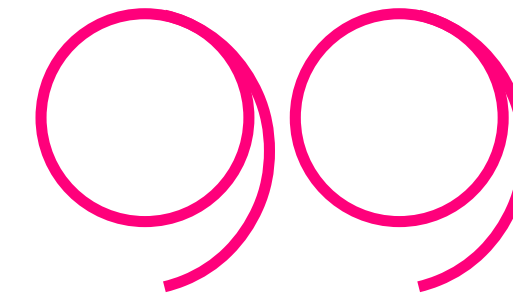
Conversations / Quotes

Goals / Expectations
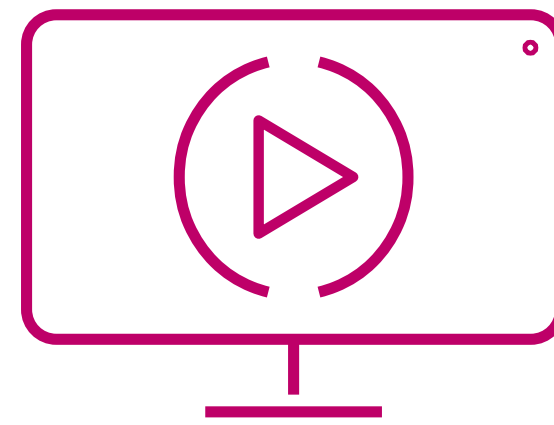
Webinar / Online support
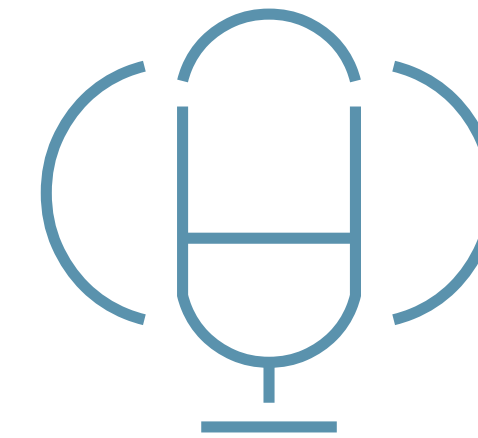
Podcast
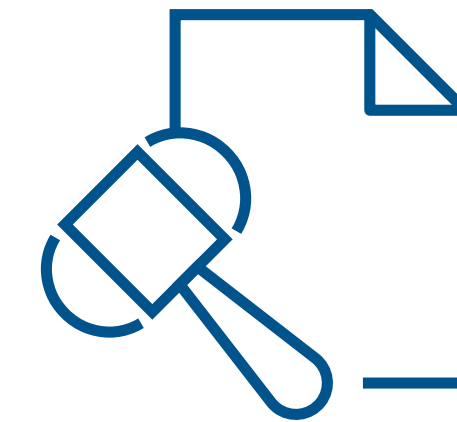
Bill passed
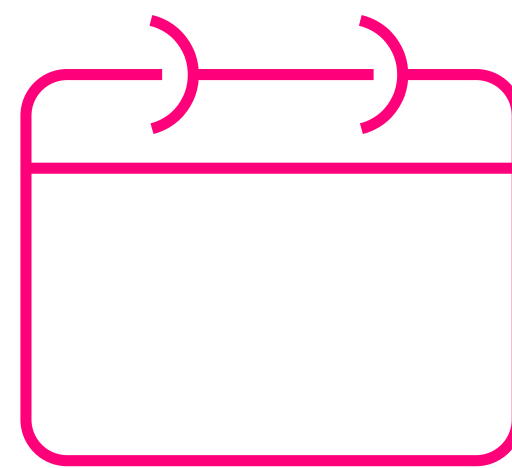
Calendar / Schedule

Legislation
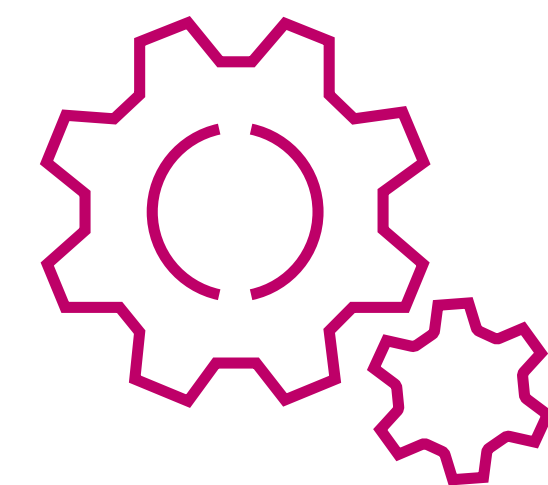
Systems / Functions

Photography

~

Collaboration

ASQA's brand photography style should reflect our brand personality (page 11). Where possible images should depict a diverse range of people working together.

Semi-formal office settings are preferred. Natural style, not overly composed.

Shallow depth of field is preferred.

*Images shown here are for demonstration purposes only. ASQA does NOT have license to use these images unless they are purchased from the relevant stock imagery websites.

Photography

~

Sector focused

ASQA's brand photography should also include images of the VET sector. These images should portray confident VET learners in portrait style shots looking direct-to-camera, or in action within their respective learning environments.

Shallow depth of field is preferred.

*Images shown here are for demonstration purposes only. ASQA can either purchase similar images from stock imagery websites, or draw on your existing repository of sector-focused imagery.

03.

Brand applications

The following pages showcase how the brand and the brand elements – logo, colour palette, typography, images etc – are used to create interesting and engaging ASQA collateral.

Print applications

Screen applications

Approval process

All ASQA branded communications must undergo the approvals process before publication or distribution.

You can request a review by emailing a copy of your final communications piece to **communciaxxxxx@xxxx.xxx.au**

Print
applications

Press advertisement

~

Generic

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign

Publication covers

~

Guide Covers

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign

Guide
~
Standards for
RTOs 2020

Australian Government
Australian Skills Quality Authority   ASQA

Guide
~
ASQA fees
& charges

Australian Government
Australian Skills Quality Authority   ASQA

Guide
~
Provider
obligations
under the
ESOS Act

Australian Government
Australian Skills Quality Authority   ASQA

Publication covers

~

Report Covers

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign

Australian Government
Australian Skills Quality Authority

ASQA

Working together towards effective self-assurance

Consultation Paper

Version 1.0
February 2020

Working together

Working together for better regulation

Consultation Paper

Version 1.0
February 2020

Australian Government
Australian Skills Quality Authority

ASQA

Australian Government
Australian Skills Quality Authority

ASQA

Working together towards a quality VET sector

Consultation Paper

Version 1.0
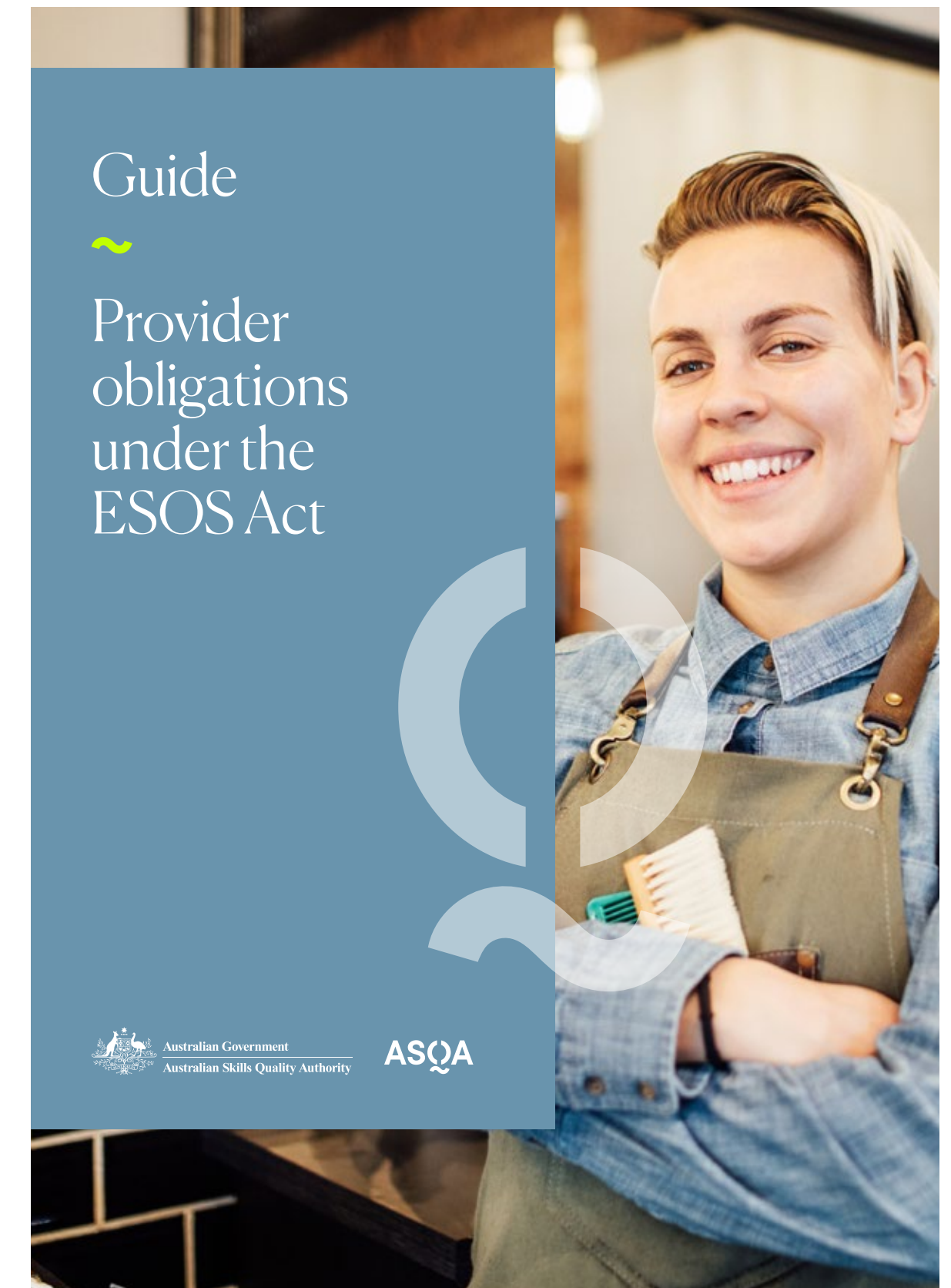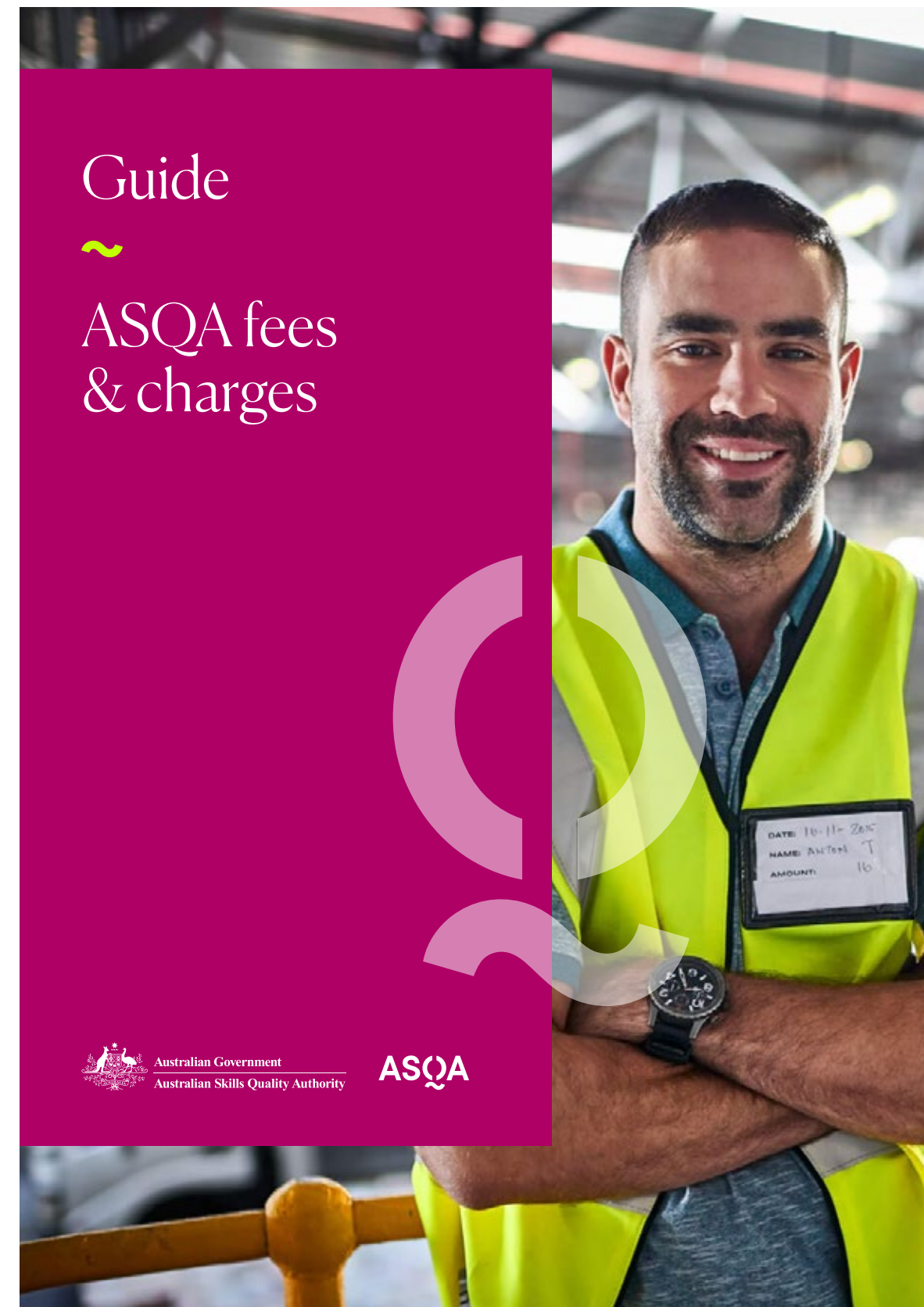February 2020

Working together

Publication covers

~

Audit report cover

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign

Australian Government
Australian Skills Quality Authority

ASQA

Audit evaluation
report title

Prepared by

Key findings and
recommendations

Margo
Cauldrey

February
2020

Word templates

~

Generic Letterhead

A template file of this artwork has been supplied in the ASQA brand toolkit.
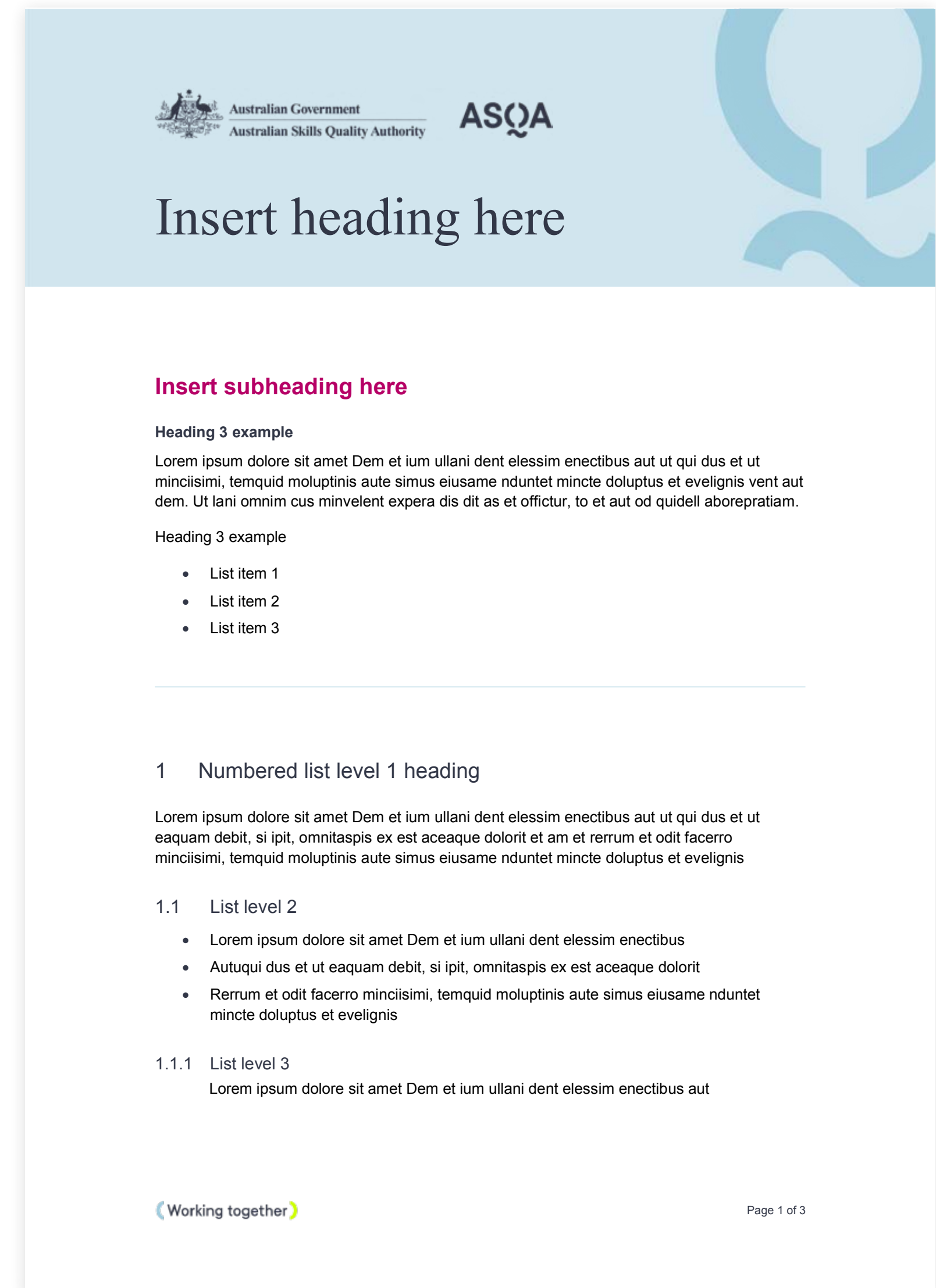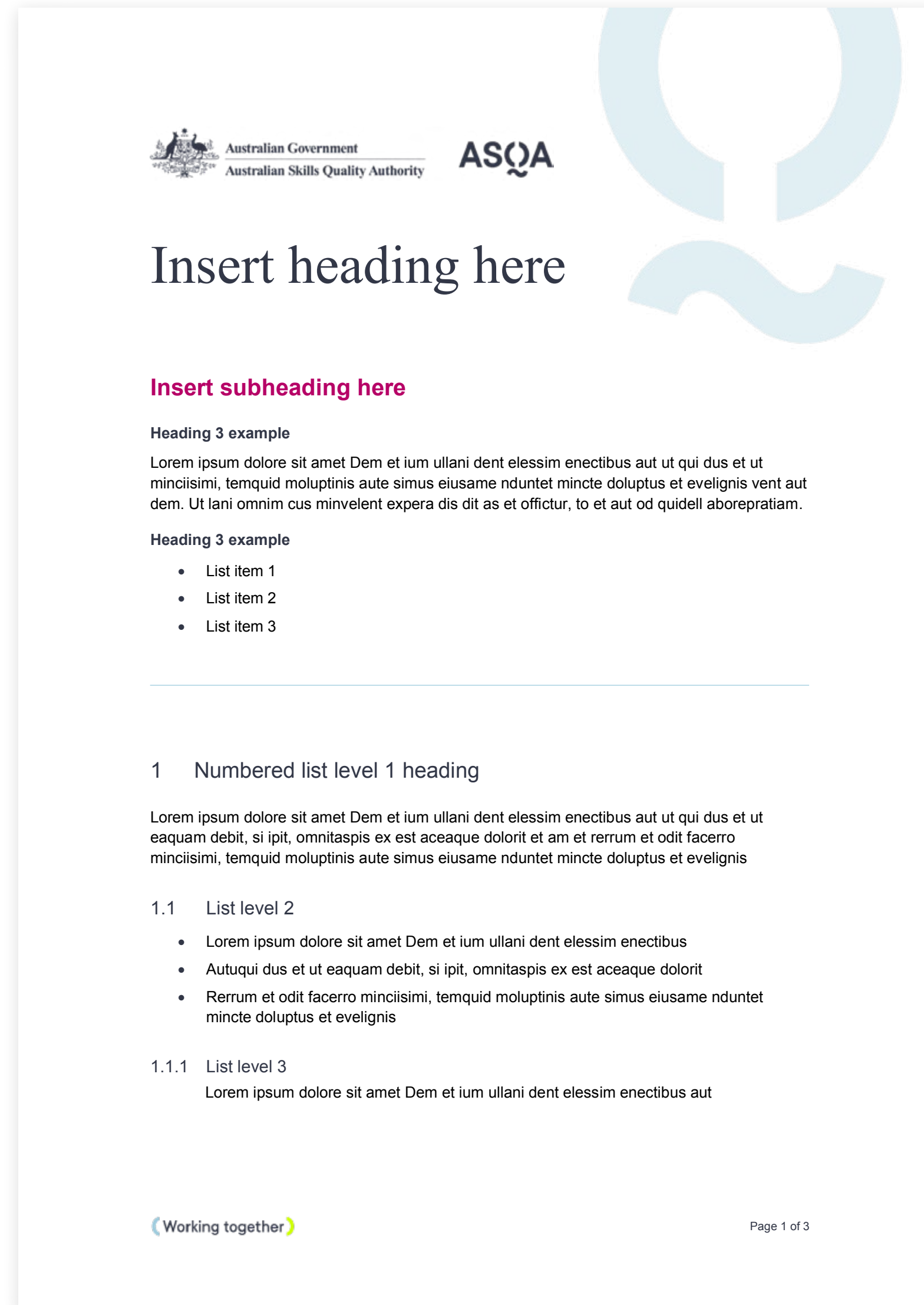
Native file format: MS Word

Australian Government
Australian Skills Quality Authority

ASQA

Committee Secretary
Education and Employment – Legislation Committee
Parliament House
Canberra ACT 2600

Dear Recipient

Australian Skills Quality Authority (ASQA) – Additional Estimates Hearing 10 February 2020

I am writing in relation to ASQA's appearance before the Education and Employment – Legislation Committee's 2019–2020 Additional Budget Estimates hearing on Wednesday 10 February 2020.

I wish to correct information inadvertently presented in evidence to the Committee in response to questions from Senator Carr (page 70 of Hansard refers) relating to the registration status of the training provider Australian Business Skills (trading as Amstar Learning).

Yours sincerely,

Saxon Rice
Chief Commissioner
Month YYYY

ABN 72 581 678 650
GPO Box 9928, Melbourne VIC 3001

Info line 1300 701 801
www.asqa.gov.au

Word templates

~

Basic Document

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: MS Word

Business cards

~

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign

Australian Government
Australian Skills Quality Authority

Jane Smith
Marketing Manager

GPO Box 9928
Melbourne VIC 3001
Level 6, 595 Collins Street
Melbourne VIC 3000

~

Info line 1300 701 801
www.asqa.gov.au

P 03 1234 5678
M 04 5678 9100
E jane.smith@asqa.gov.au

Event collateral

~

Pull-up banners and name tags

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe InDesign
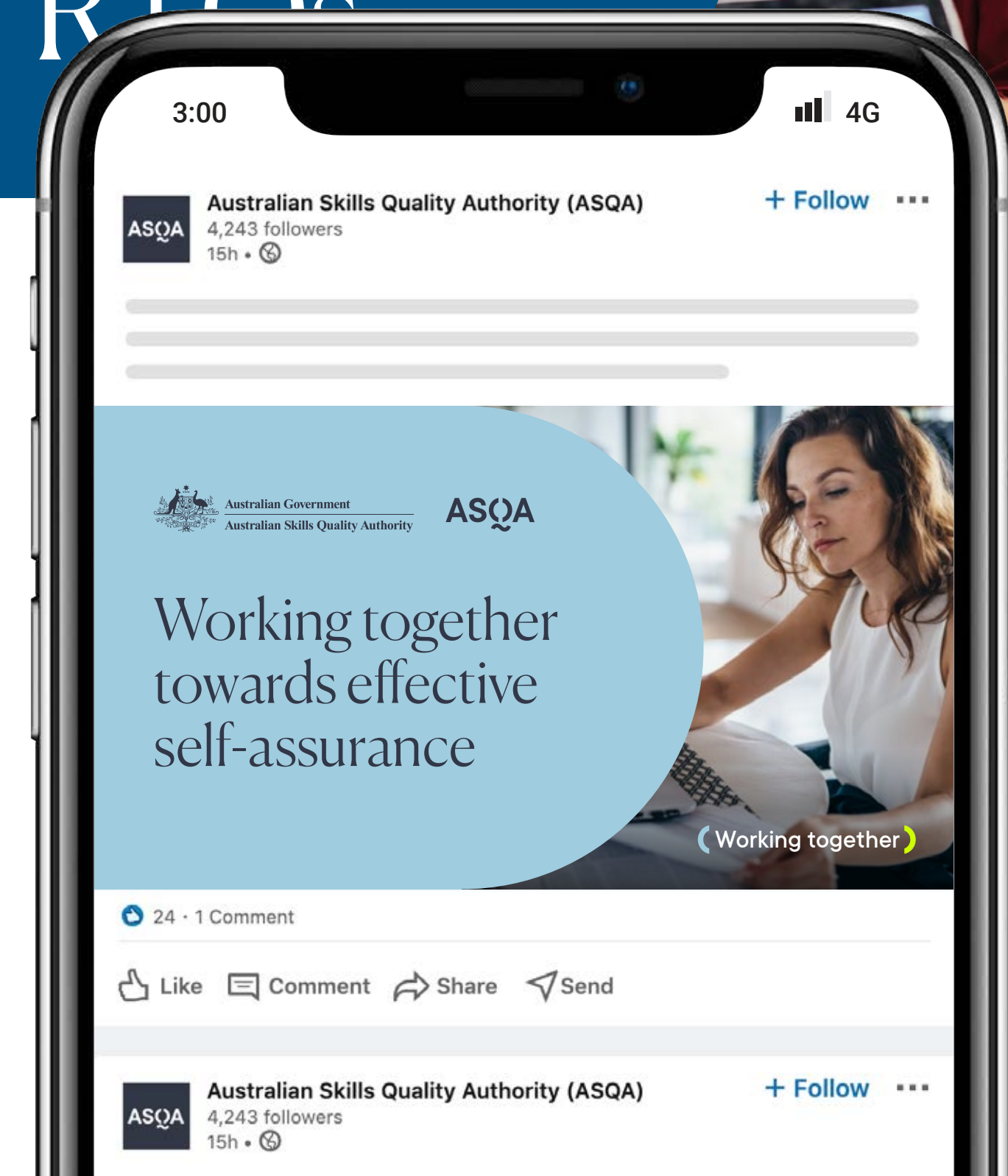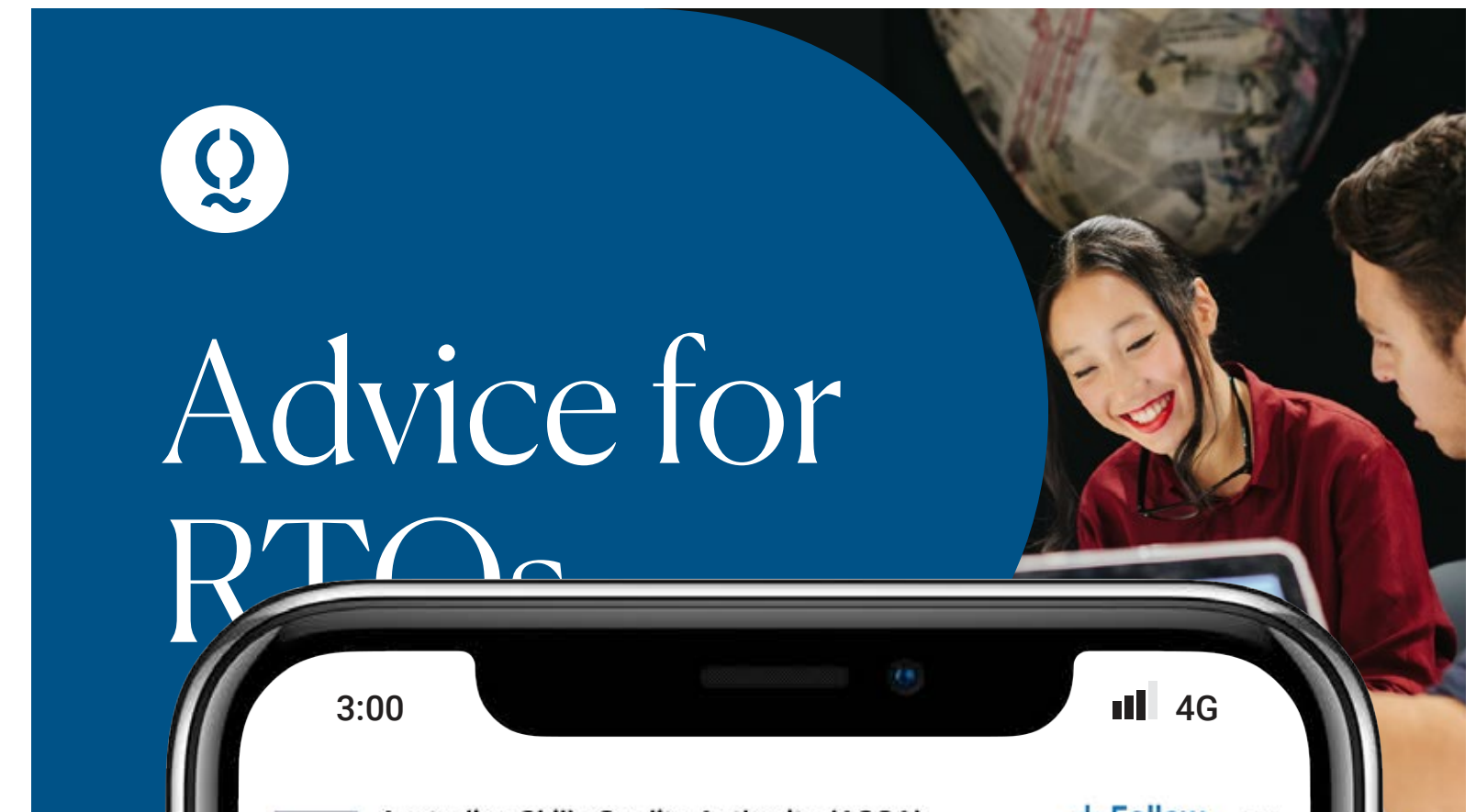
Screen applications

Social media

~

Text + Image

Mainly used for:

• Webinars / Podcasts

• Student / RTO advice

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe Photoshop
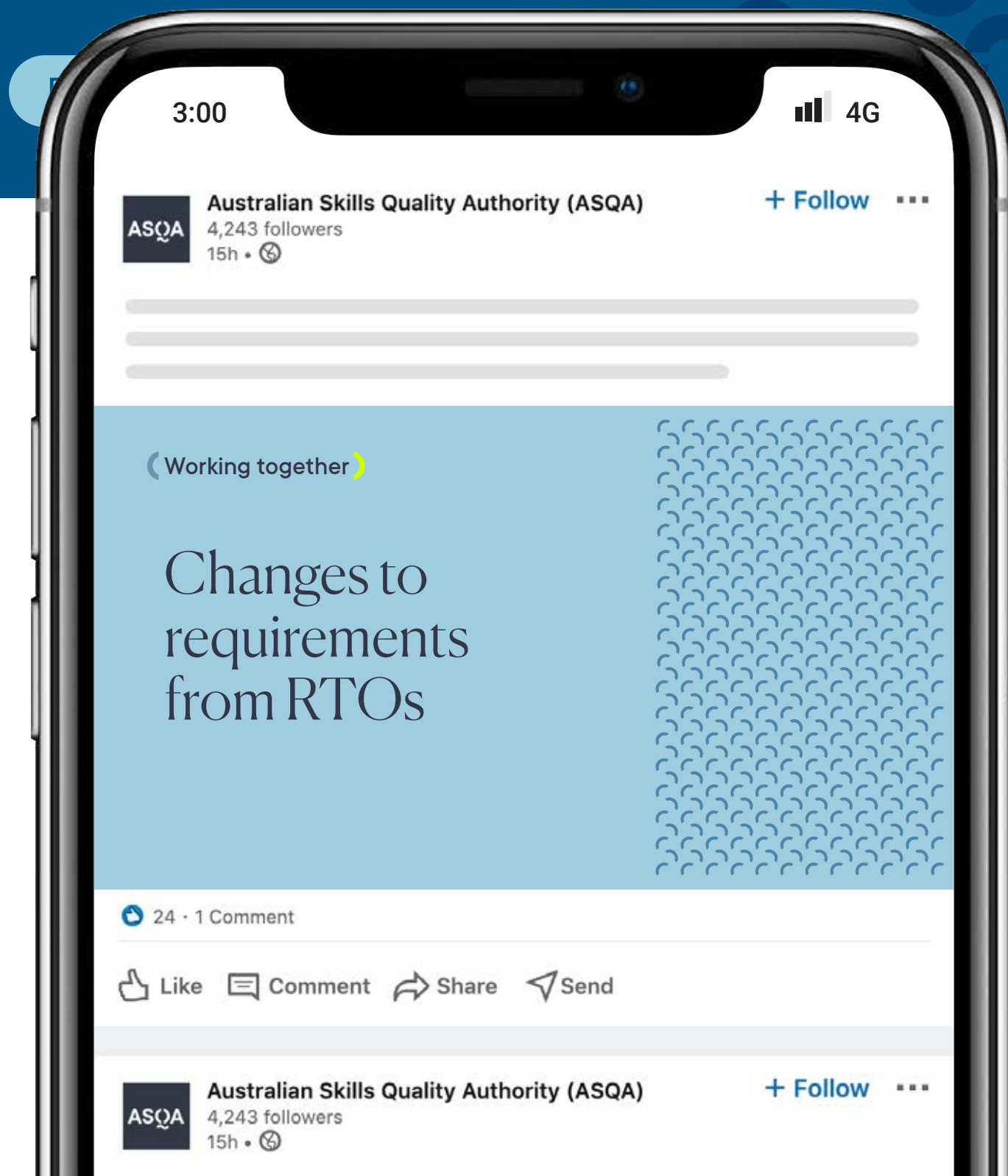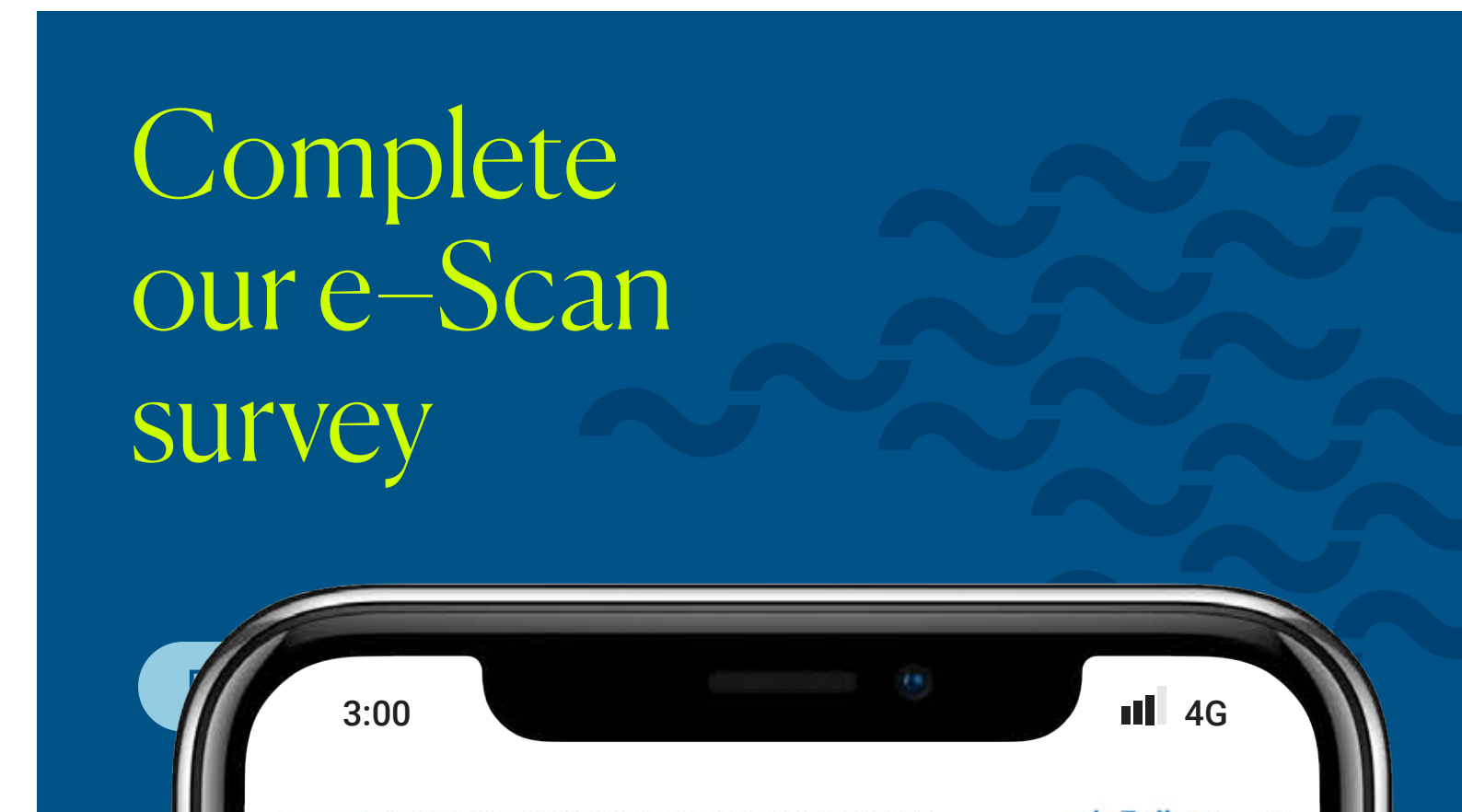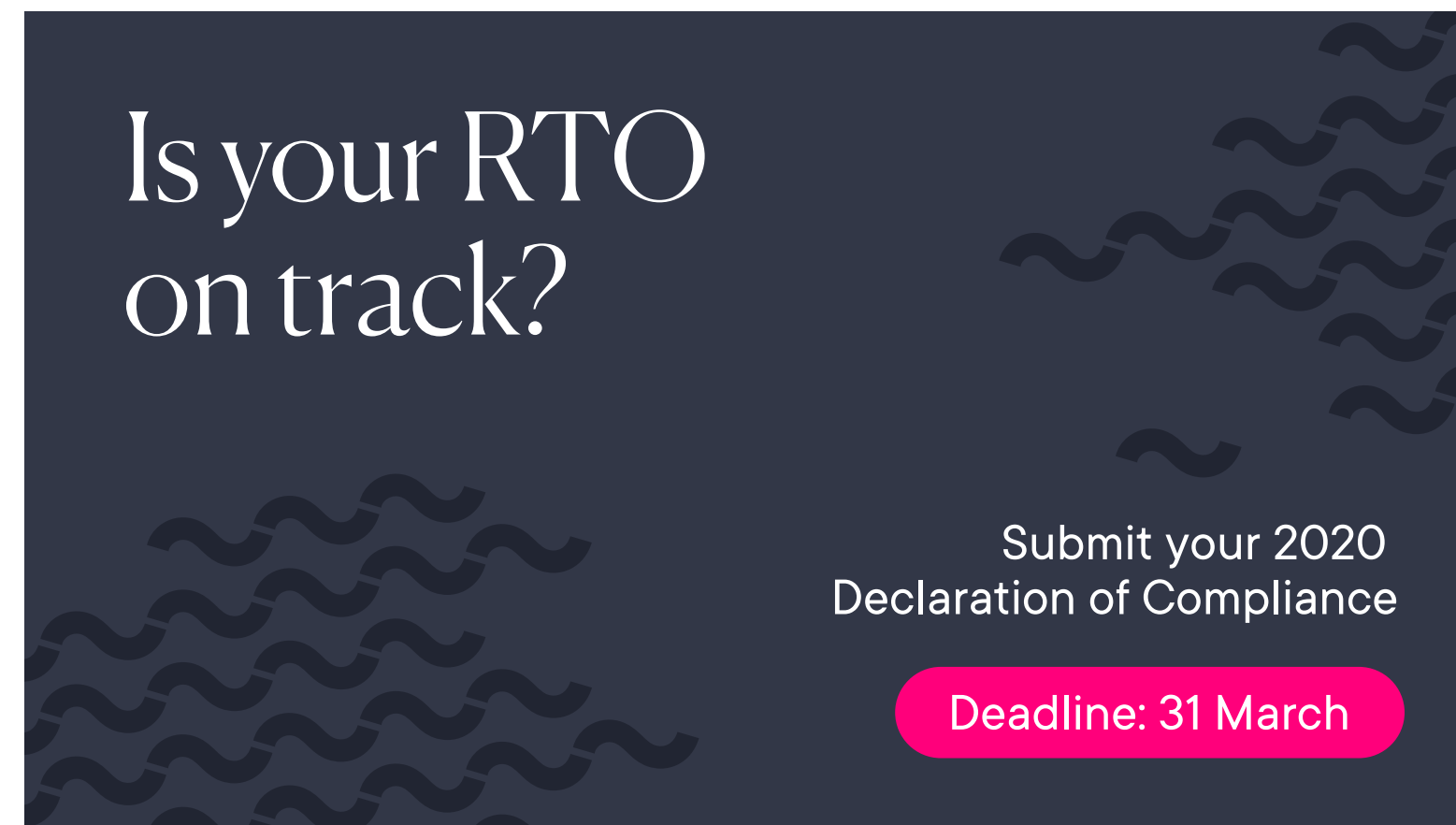
Social media

~

Text + Graphic

Mainly used for:

- RTO on track?

- Miscellaneous announcements

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe Photoshop
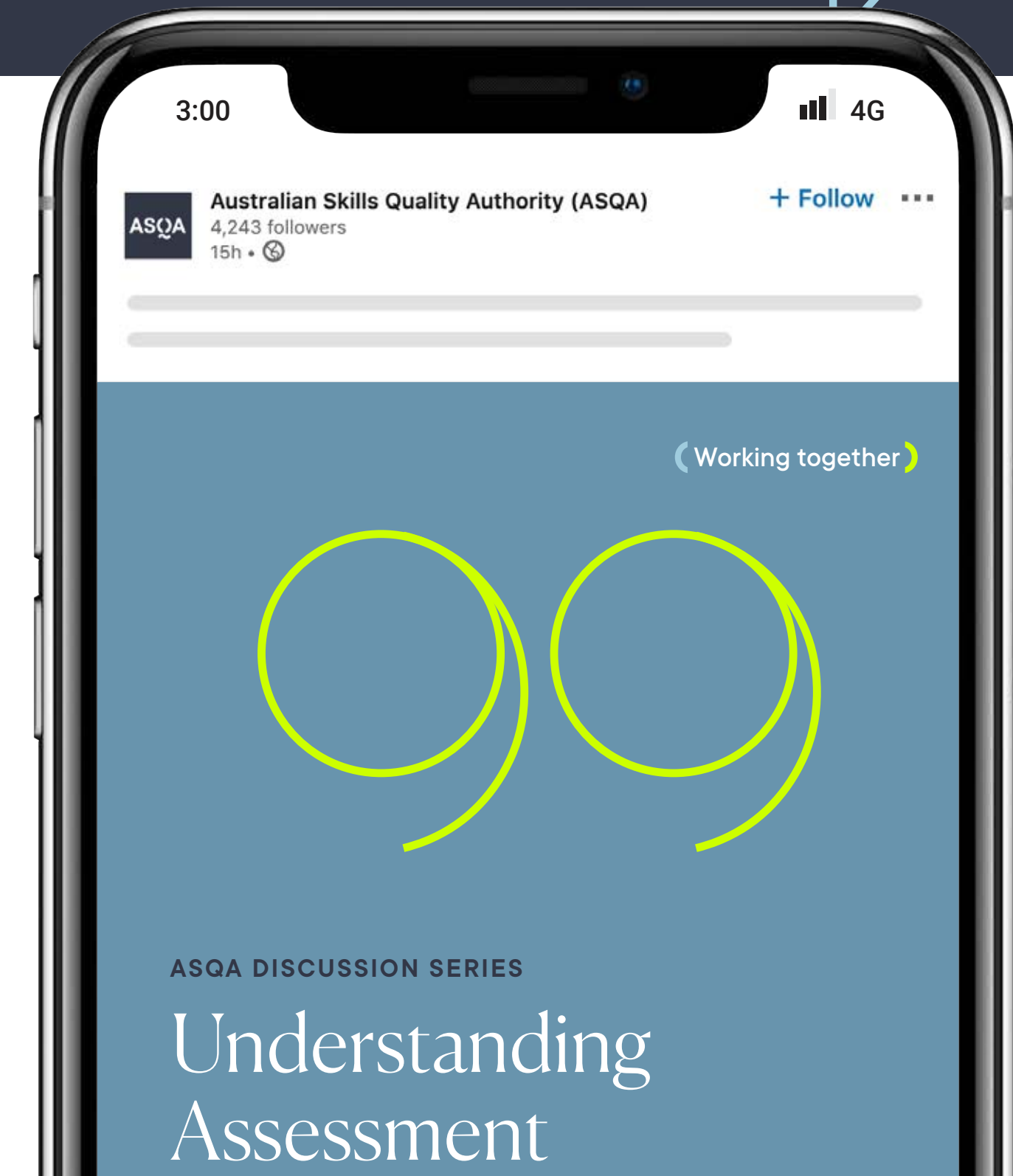
Social media

~

Text + Icon

Mainly used for:

- ASQAnet upgrades
- FAQs
- Deadline reminders

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe Photoshop

asqanet upgrade

~

PLANNED OUTAGE

6.00 – 9.00pm AEST
Thursday 18th June

Deadline extended

30 APR 2020

~

RTO Declaration of Compliance

FAQs

Operating in a pandemic

Working together

Australian Skills Quality Authority (ASQA)
4,243 followers
15h ·

+ Follow

ASQA DISCUSSION SERIES

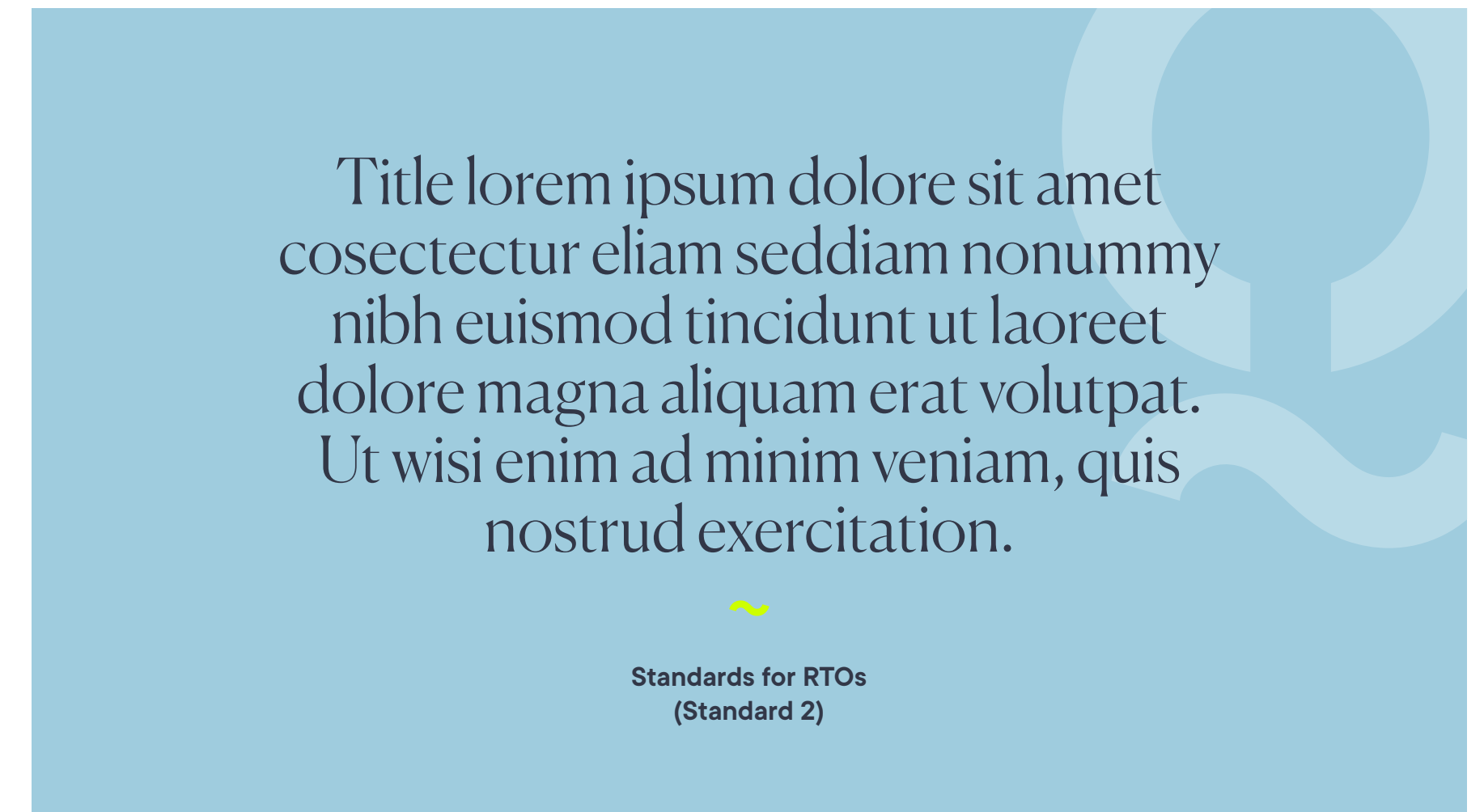Understanding Assessment

3:00 4G

Presentation deck

~

A template file of this artwork has been supplied in the ASQA brand toolkit.

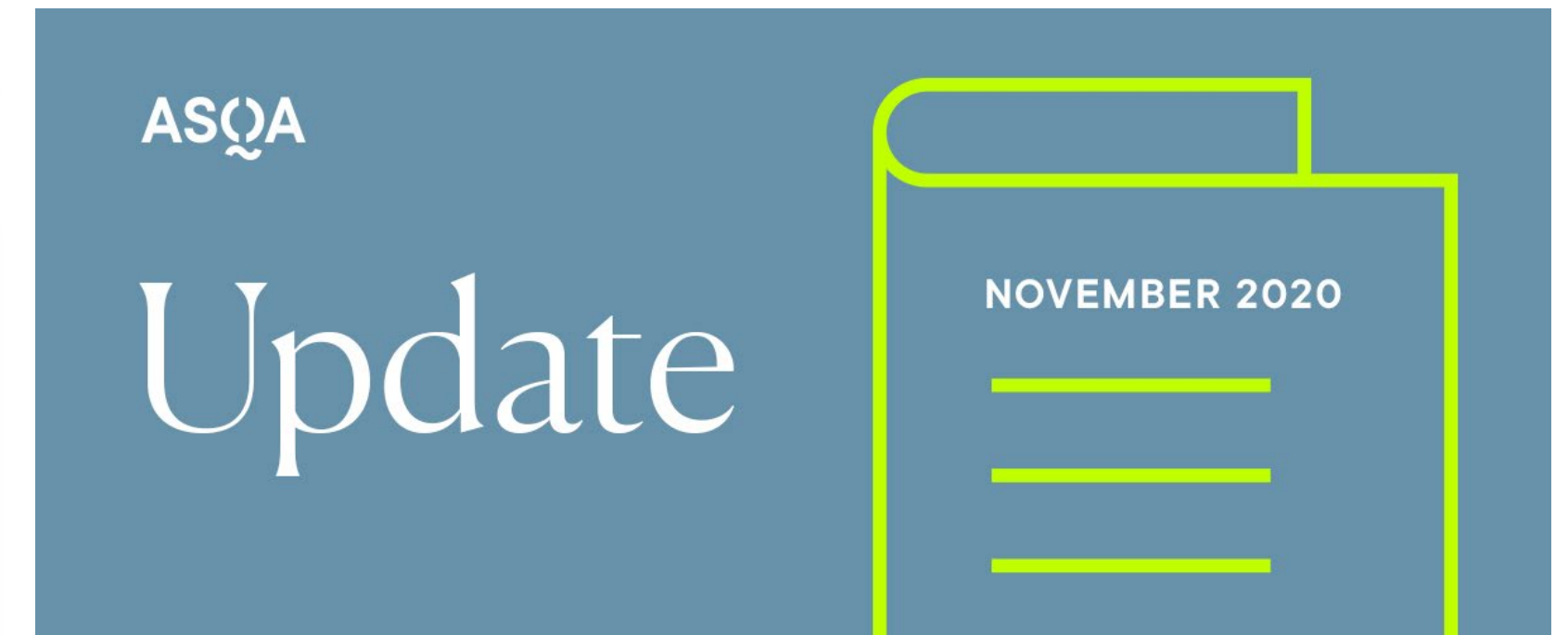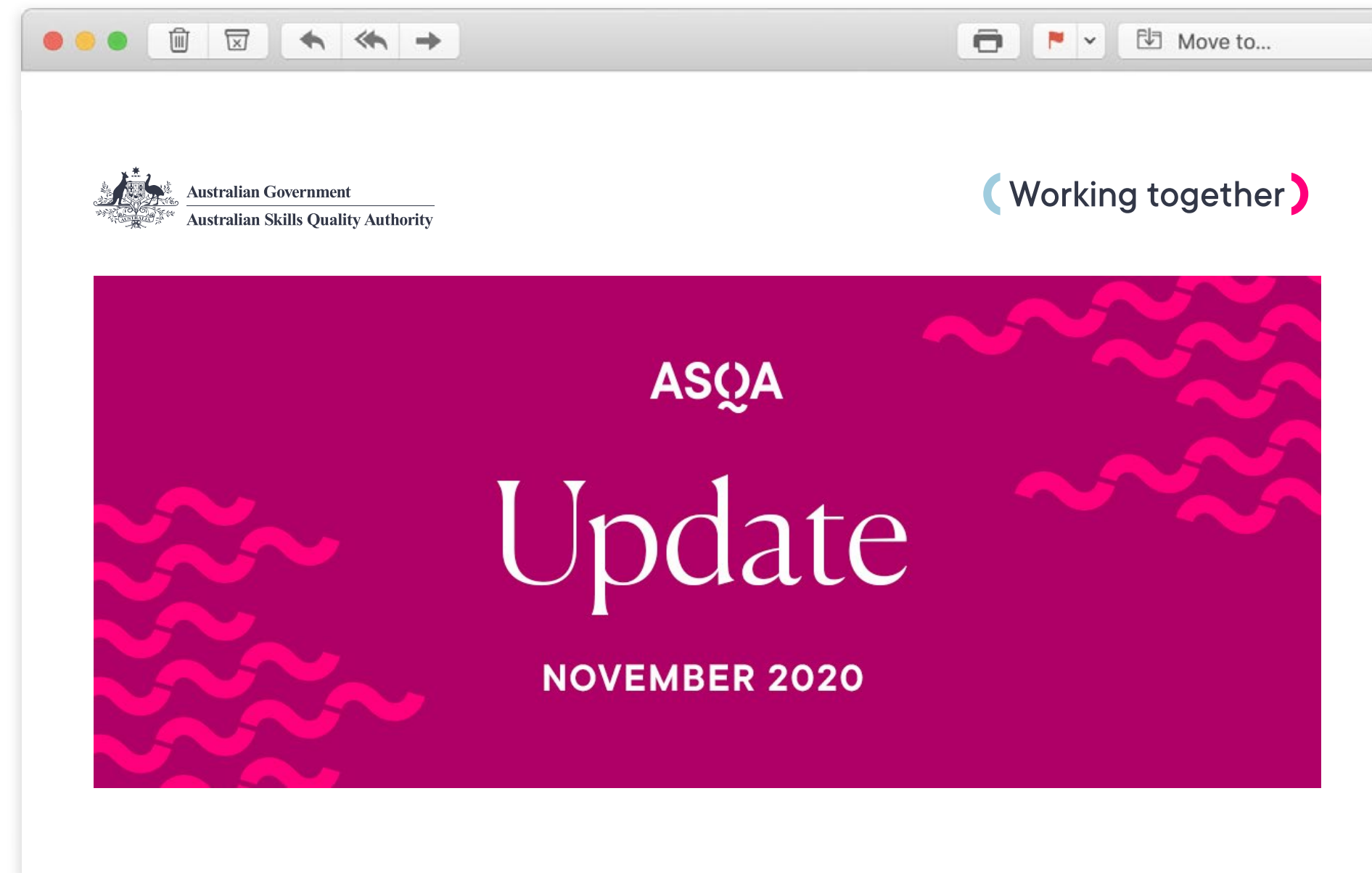**Native file format:** PowerPoint

eDM header

~

A template file of this artwork has been supplied in the ASQA brand toolkit.
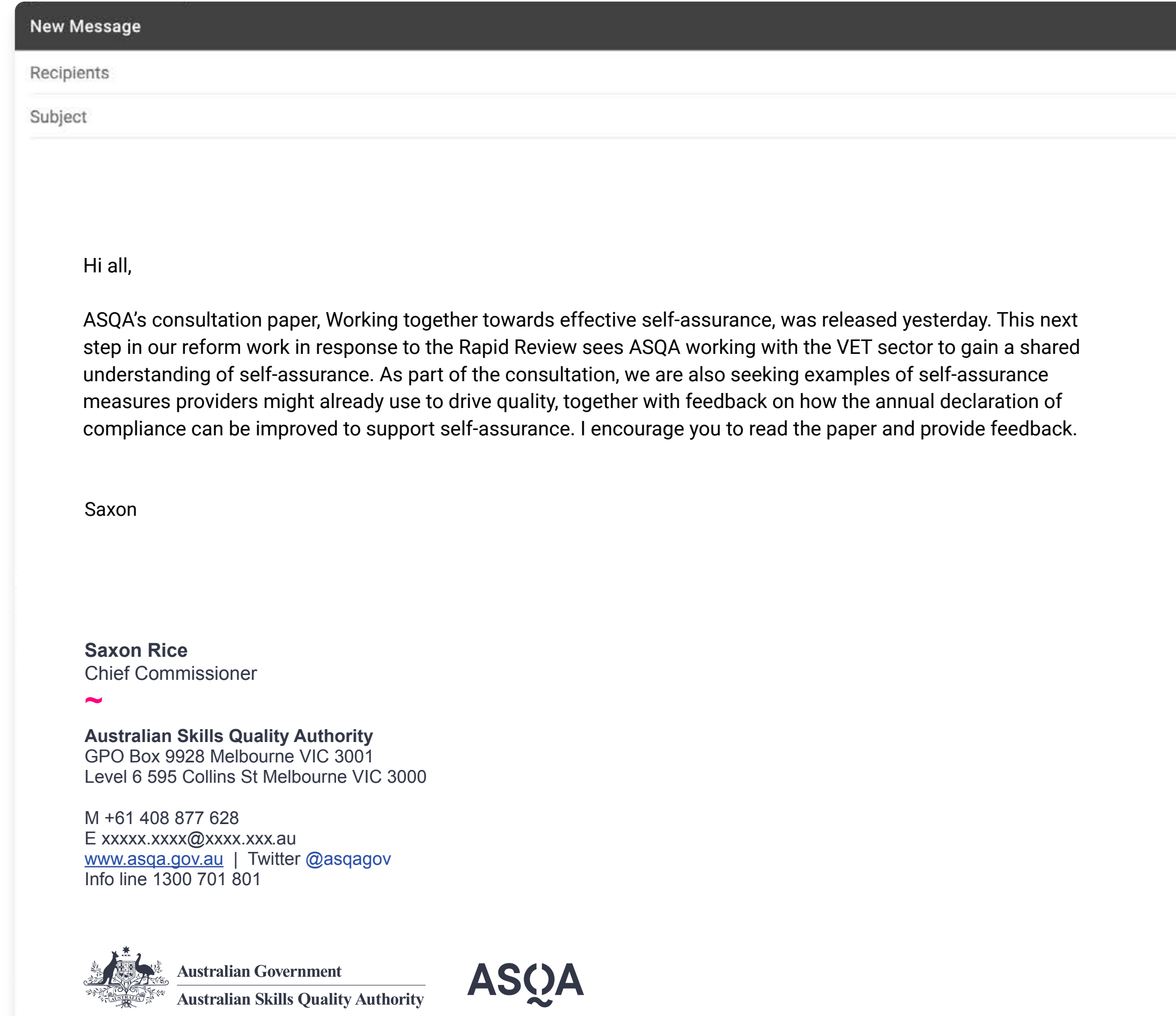
Native file format: Adobe Photoshop

Email signature

~

A template file of this artwork has been supplied in the ASQA brand toolkit.

Native file format: Adobe Photoshop

New Message

Recipients

Subject

Hi all,

ASQA's consultation paper, Working together towards effective self-assurance, was released yesterday. This next step in our reform work in response to the Rapid Review sees ASQA working with the VET sector to gain a shared understanding of self-assurance. As part of the consultation, we are also seeking examples of self-assurance measures providers might already use to drive quality, together with feedback on how the annual declaration of compliance can be improved to support self-assurance. I encourage you to read the paper and provide feedback.

Saxon

Saxon Rice
Chief Commissioner
~

Australian Skills Quality Authority
GPO Box 9928 Melbourne VIC 3001
Level 6 595 Collins St Melbourne VIC 3000

M +61 408 877 628
E xxxxx.xxxx@xxxx.xxx.au
www.asqa.gov.au | Twitter @asqagov
Info line 1300 701 801

Australian Government
Australian Skills Quality Authority   ASQA

Signature image options