NESA Endorsed provider of professional development courses for NSW school teachers

PROMOTIONAL MATERIALS FOR REGISTERED COURSES

Macquarie University and the NSW Education Standards Authority (NESA) require that promotional materials for NESA registered professional development courses meet each organisation’s marketing and branding requirements.

Macquarie University

Macquarie University’s marketing and branding rationale, description, requirements and guidelines for can be found as part of the Shared Identity Project at https://staff.mq.edu.au/support/marketing-and-communications/brand-guidelines.

The guidelines set out the appropriate ways to incorporate the University’s logo and distinctive colours into promotional materials.

After course developers have produced promotional materials according to the guidelines, they should submit a copy to brand compliance by email to sharedidentity@mq.edu.au for final assessment and approval. Course developers should allow two business days for reply from Group Marketing.

NSW Education Standards Authority

NESA requires all promotional materials for NESA registered courses to include the NESA logo and a statement that tells teachers who complete the course how many hours of NESA registered PD are contributed by the course and the standard descriptors from the Australian Professional Standards for Teachers that are addressed.


Assistance

The Faculty of Human Sciences Academy of Continuing Professional Development in Education (ACPDE) team can provide course developers with advice on promotional materials and a copy of the NESA logo and required wording.

Contact: cpd-teachers@mq.edu.au