



SYDNEY COLLEGE OF DIVINITY

Excellence in theological education

STYLE GUIDE

Prepared by Nadja Leffler, November 2009.

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INTRODUCTION: THE IMPORTANCE OF A CONSISTENT BRAND

A strong brand will help the SCD to achieve its vision:

VISION:

The Sydney College of Divinity will operate as a leading theological provider, offer high quality, accredited awards to equip people for effective professional and lay ministry in a rapidly changing environment.

Our brand has an inherent value, because it expresses who we are and what we stand for. It is our recognizable stamp of excellence, giving people confidence in what we have to offer. It aims to ensure that how we present ourselves in all mediums projects quality and integrity, particularly to our students.

When clients such as students, government representatives and educational institution staff see the SCD logo and material in a clear and consistent style, they have a right to feel confident that what is offered meets high professional, theological and educational standards. For students, it is an assurance that it will meet their needs and prepare them to play a valuable role in a rapidly changing world.

The strength of a brand depends on its consistency. This guide gives specific instructions on how to apply all the elements to maintain brand consistency. Adhere to the guidelines and you will help ensure that the SCD maintains its professionalism and develops a strong reputation helping it to better attract and serve more and more students.

PART 1: LOGO VERSIONS AND USAGE

LOGO ELEMENTS

Font: SCD – Trajan Pro; Tagline: 12 Frutiga 55 Roman

Colours: Red – Pantone 192C Blue – Pantone 288C

LOGO LEVELS – USAGE SUMMARY

There are three main version of the SCD logo reflecting the level of formality of the document. Therefore:

Level 1 – Formal Logo - top level eg signs, testamurs and public documents.

Level 2 – Corporate Logo – Office of the Dean stationary and internal documents. Also where a logo that requires less space is needed such as in public forms and websites.

Level 3 – Small Brochure Logo – ‘stacked’ version without tagline– for internal pages of documents, informal documents between members such as minutes and DL brochures.

Level 1 or 2 can be used on legally binding documents. See samples and details of usage on the following page.

Logo Locations:

- On SCD website www.scd.edu.au in this Style Guide;
- in SCD ‘y’ drive/Logo/Logo from 11-2009
- on CD Rom and DVD – see Office Administrator or Director Finance.

NB: Logos on CD Rom and DVD are available in various formats.

Use JPG files (RGB images) for documents to be viewed on a computer;

Use EPS files (available in both CMYK or PMS) for off-set printing.

LEVEL 1 – FORMAL LOGO

USAGE



- ✦ signage
- ✦ testamurs
- ✦ Public documents from Office of the Dean ie SCD Handbook cover; graduation cover; course outlines; policy documents.

Recommended size: 110mm wide. 100mm shown.

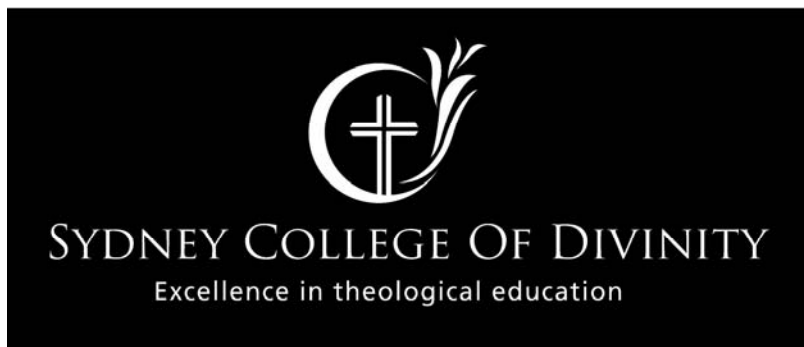
Minimum size: 60mm wide (otherwise tagline not legible).

L1- Formal Logo Greyscale



- ✦ option for black and white or two colour documents

L1- Formal Logo Reverse



- ✦ option for creative impact eg newspaper advertising, two colour brochures or marketing materials.

LEVEL 2 - CORPORATE LOGO



Recommended size: 125mm wide – as shown and as on letterhead.



Minimum size: 75mm wide.

Any smaller and the words in the tagline will not be legible.

When resizing the logo, be careful to retain the correct proportions.

Only drag from one of the corners – dragging from the top, bottom or sides will distort it.

USAGE

- ✚ Internal Documents from Office of the Dean to SCD members eg reports to council
- ✚ Public Forms from Office of the Dean eg Application For Admission Form.
- ✚ Office of the Dean stationary eg fax cover sheets
- ✚ MI major documents eg course outlines (where dual logos used)
- ✚ MI websites BUT see version with MI text at end of this section

L2 Greyscale Corporate



- ✚ option for black and white or two colour documents

L2 Reverse Corporate



- ✚ option for creative impact eg newspaper advertising, two colour brochures or marketing materials.

MI WEBSITE VERSIONS

USAGE

We are a member institution of the



and teach their awards

✦ SCD Member Institutions – to be used on first page of website.

Minimum size: 75mm or tagline will not be legible.

MI Website – L3 version option

We are a member institution of the



✦ only to be used if given approval from the Office of the Dean; option for very small spaces.

Minimum size 40mm (as shown) or MI statement will not be eligible.

LEVEL 3 – SMALL BROCHURE/‘STACKED’ LOGO

USAGE



Minimum size: 20mm wide.(as shown)

Note: this is the only version without the tagline – option designed for very small spaces.

- ✦ Internal forms eg SCD 2009 Admissions
- ✦ Informal internal documents eg minutes
- ✦ Use in header of all SCD documents after first page.
- ✦ MI brochures not relating directly to courses eg events; general info, DL flyers.

L3 Stacked – Greyscale and Reverse



- ✦ options for black and white or two colour documents; used for creative effect or emphasis.



Minimum size: 30mm wide.

SYMBOL ONLY – FOR DESIGN ELEMENTS ONLY



- ✦ option not to be used instead of logo – available if needed for additional design elements ie on brochures, powerpoints, SCD Office website etc.

PART 2: DOCUMENT DESIGN AND LAYOUT

DOCUMENT TEMPLATES – PUBLIC AND INTERNAL

Set Up

NB: the only difference between public and internal document set up is in the header.

Public Documents use Logo L1-formal, Internal documents L2-corporate.

Header: Logo as per logo guidelines; L3 logo on all pages other than title page.

Font: Garamond only in blue or black.

All type flush left – except justified in document using L1 formal logo eg policies; course outlines;

Colours: Blue RGB: 20, 50, 130. Red RGB: 180; 44; 51.

Footer: Font: 9pt Garamond u/lc blue; file name and path, date created, Page 1 of 2 flush left, all above line: SCD Blue 03mm.

Headings

SCD DOCUMENT HEADING

18pt Garamond Bold CAPS SCD blue

18pt line space afterwards

SCD HEADING 1

14PT GARAMOND BOLD SMALL CAPS BLUE

14PT LINE SPACE AFTERWARDS.

SCD Heading 2

13pt Garamond Bold u/lc blue

SCD Heading 3

13pt Garamond u/lc blue

SCD Heading 4

13pt Garamond italic u/lc blue

SCD Body Text

12pt Garamond u/lc black

Bullets

Body text with bullets that are not numbered:

- Use bullets without numbering if the list is in no particular order of priority and does not need to be referred to later on.

- A sub-point of the bullet.

Or if there is more than one level of bullets, use outline numbered bullets:

- Style: 1) First point
 a) Sub-point
 i) Sub-point of sub-point.

Option:

- ✦ Artistic bullet point option

Hyperlinked documents within the text:

Same as SCD Heading 3 but underlined and not in italics. [Looks like this.](#)

Numbered headings – font etc same as above – style is:

1. SCD Heading 2

For a sample of this template applied, see at the end of this document: *Appendix 1: Public Document template in action: Degree Outline.*

Tables within a document

Table outlined in SCD blue; internal lines to be in black.

Table Title: SCD Heading 2, centred

Top level Column Headings: SCD Heading 2; in white, SCD blue fill.

Sub-headings: SCD bodytext bold, light shade of blue (or 10% grey).

Text: SCD bodytext.

Sample 1: Table within a Document

Heading for a Table within a Document

Heading	Heading	Heading	Heading	Heading	Heading
text	Text	text	text	text	text
Subhead	Subhead	Subhead	Subhead	Subhead	Subhead

FORMS – INTERNAL

Header: L3-small brochure logo flush right.

Main heading: box fill in SCD blue. Top deck: Sydney College of Divinity – centred SCD Heading 1 in white. Next deck: form heading in SCD Document Heading, white centred;

Column headings: SCD Heading 2, but in black; fill is a light shade of blue.

Text: SCD bodytext.

Box outline in blue, internal box lines in black.

Footer: Font: 9pt Garamond u/lc blue; file name and path, date created, Page 1 of 2 flush left, all above line: SCD Blue .03mm.

Example: Appendix 3 - 2009 Admissions form– see also on 'y' drive.

Sample 2: Internal Form template (SCD Office to Member Institution)

**SYDNEY COLLEGE OF DIVINITY
FORM FOR MEMBER INSTITUTIONS TO FILL IN**

Heading	Heading	Heading	Heading	Heading

FORMS - PUBLIC

Based on Forms – Internal. Only differences are:

Header: L2 logo flush left

Only one deck of main heading: box fill in SCD blue. Text: SCD Document Heading, white centred; 'To tick' boxes highlighted in blue.

Text: SCD bodytext. 9pt Garamond allowed if needed for space reasons.

Example see Appendix 2 or see complete form on scd - 'y' drive.

Sample 3: Public Form; excerpt from Application for Admission form

Courses

Please indicate which course you are seeking admission into:

- Diploma of Theology
- Bachelor of Theology
- Bachelor of Theology (Honours)
- Graduate Certificate in Arts

Have you previously been admitted into a Member Institution of the Sydney College of Divinity?

- No Yes

If Yes, where and when? _____

POWER POINT TEMPLATES

Use L3 logo large on front page

Footer: L2 logo flush left

See template in 'y' drive.

Sample 4: Powerpoint Template



WEBSITE DOCUMENTS

All documents and forms to be prepared in correct style as per SCD Style Guide. Then email to Committees Secretary Mr David Craig for uploading onto SCD website.

TEMPLATE: EMAIL SIGNATURES

9 pt Garamond u/lc, SCD blue. L2-corporate logo. No other decoration

Name

Title

Sydney College of Divinity Ltd trading as:



ACN 002 653 036

CRICOS Provider Code 02904K (QLD), 02948J (NSW)

Post Office Box 1882

Macquarie Centre NSW 2113

Tel:(02) 9889 1969 Fax: (02) 9889 2281

Web: www.scd.edu.au

The Sydney College of Divinity is comprised of Australian College of Ministries (Sydney, Brisbane, Melbourne, Perth, Devonport), Broken Bay Institute (Sydney and London), Catholic Institute of Sydney (Sydney and Auckland), Emmaus Bible College (Sydney), Nazarene Theological College (Brisbane), NSW College of CPE (Sydney), St Andrew's Greek Orthodox Theological College (Sydney), Salvation Army Booth College (Sydney).

PART 3: MARKETING RESOURCES

ADVERTISING AND MARKETING POLICY

Each SCD member institution (MI) has its own identity and materials. The SCD Office of the Dean has a separate corporate identity and also produces publications and materials. The marketing activities, including all publications and public statements of both the Office of the Dean and all the types of member institutions, are bound by this policy. This is in accordance with the Memorandum of Agreement between the SCD and each MI.

This policy will help ensure that the highest ethical and service standards, especially to our students, are maintained. It does so by clarifying responsibility and procedures in marketing and related areas. As the SCD adheres to this policy it will meet the requirements of the **National Guidelines for Higher Education Approval Process** (MCEETYA Oct 2007, s16, pg12).

Material Preparation

SCD member institutions must follow the corporate identity guidelines in the **SCD Style Guide** whenever they are treating our awards. See Part 1 for specific guidelines on use of the SCD logo and the appropriate format or level for different purposes.

Standards

The SCD, which includes the Office of the Dean and all MIs, will carry out all its activities with integrity and accuracy. It will follow the highest principles in respect of honesty, accuracy, clarity and lawfulness in all its materials in any medium it uses. Public materials include publications, statements, websites and advertising.

Therefore the SCD will:

- accurately describe the institution, its operations and its accredited courses in all its activities and materials;
- not make not made any false or misleading comparisons with any other institution or its courses;
- not make any inaccurate claims about their approval status or their association with any other institution or organization;
- ensure advertised outcomes are consistent with qualifications;
- get written permission from any students or institutions identified within its materials eg student testimonials;
- advertise its programs of study and other events and place notices only in reputable publications.

Procedures:

Materials are prepared by each institution as meets their needs. As per the MCEETYA guidelines, the responsibility for advertising the recruitment materials for the course rests with the approved institution (ie the SCD member institution). Any Office of the Dean advertising will aim to benefit all MIs and will not favour any one MI.

Therefore, the MI shall ensure that:

- the SCD logo is used according to the *SCD Style Guide*. NB Where this is done, advance approval for the material is not required from the SCD Office of the Dean. Sometimes in the need to balance the interests of several accrediting organisations, some compromises need to be made. Appeals for one-off breaches of the Style Guidelines may be made to the Director Finance and Compliance;
- the SCD Office of the Dean is supplied with a copy of a published version of any materials, including advertisement, as soon as possible after publication and shall maintain a file of these;
- if any change is made to their individual corporate identity, that the SCD Office of the Dean is promptly supplied with the logo and link for the SCD website and related items;
- media, government or public inquiries on overall SCD matters are referred to the Office of the Dean;
- copies of any media articles referring to their institutions are provided to the Office of the Dean, as the image of one, impacts on all;
- due care has been exercised in observing all current SCD policies and procedures, even those not included in this policy, but that may relate to its marketing activities.

The Office of the Dean will:

- ensure that all advertising associated with SCD programs of study complies with State and Commonwealth Government regulations. In respect of websites, relevant considerations were set out in the SCD document 'Website Design and Contents' of 22.11.2006; the SCD will continue to be compliant with subsequent State and Commonwealth Government regulations.
- conduct regular audits of the SCD website and printed advertising and also of the websites and printed advertising of its Member Institutions to confirm compliance. Such audits will take place at least twice a year;
- keep member institutions informed of any changes to Government regulations that impact on their marketing practices;
- manage its website to allow appropriate levels of access to the public and to specific groups within its community;
- be responsible for providing any public statements eg media inquiries, relating to overall SCD matters;
- only appoint external agencies with the approval of the Director Finance and Compliance;
- supply copies to all MIs of any government policies and other major public documents and media articles referring to the SCD in general.

Related Documents

SCD: Overseas Students Policies; Student Support and Welfare Policy

Website Design and Contents (presented to Council 22.11.06, evidence of acceptance by Member Institutions in report to Council 11.04.07)

National Guidelines for Higher Education Approval Process (MCEETYA Oct 2007, s16, pg12);
www.deewr.gov.au/HigherEducation/Programs/StudentSupport/NationalProtocolsforHEApprovalProcesses/Documents/NationalGuidelinesOct2007_AandB.pdf

USE OF IMAGE GUIDELINES

The choice of images impacts on the overall feel of an SCD document. The SCD aims to project quality and integrity, giving students a sense of security that they have made the right choice when they select a member institution of the SCD.

Therefore, the best images are simple, colourful and genuine. When placing images, be aware that collages portray complexity and layers, so need to be used with caution. The best image is of a real student experiencing SCD offerings. As well as general images, aim to collect a library and use images of students who have also given permission for their name and a positive quote about their experiences to be used. Do not use names without permission from the subject. Aim to update images every five years.

The SCD Office of the Dean does not have an extensive photo library of students. Staff can contact marketing representatives of the member institutions for action photographs or use those from past graduation ceremonies.

WHAT IS THE SCD? BRIEF EXPLANATIONS

The Media Grab and/or 'Lift' Speech

This is a guide for a general explanation for when you only have a few minutes, such as in a media interview or in a lift.

The Sydney College of Divinity is a network of nationally-accredited Christian colleges from a wide range of denominations. Its members provide top quality theological education, from graduate diploma to doctorate level, for anyone interested, including those preparing to work full-time in Christian institutions.

Corporate Summary

The Sydney College of Divinity is a leading Christian theological provider, offering high quality, nationally accredited awards to equip people for effective professional and lay ministry in a rapidly changing environment.

The SCD was incorporated in 1983 following a direction by the NSW Higher Education Board to theological institutions to rationalize their resources and establish a degree supervision authority. It is a triumph of ecumenical spirit with colleges from a very broad range of traditions working together to ensure best practice in adult teaching and learning as well as meeting high theological standards.

The SCD prepares leaders and ministers, both ordained and non-ordained, who are well-qualified to sustain the Church into the future. The SCD is a leader in developing excellence in theological education, contributes to the public discussion of issues of faith and encourages a theologically literate membership of the Church who will contribute to the greater good of society as a whole. For more information visit www.scd.edu.au.

PART 4: LEGAL ISSUES IN PUBLIC MATERIALS

As part of signing the Memorandum of Understanding, Member Institutions undertake to follow the policies and procedures of the Sydney College of Divinity so are bound by these.

For copies of these documents, visit www.scd.edu.au under the policies section. The *SCD Marketing and Advertising Policy* is also in Part 4 of this Style Guide.

CAUTION AREAS

It is important for SCD members creating materials in any format to be distributed to the public to be aware of their obligations relating to publishing under Australian law. This section highlights some of the areas that require extra care based on the Australian Commonwealth Government's Style Guide: **Style Manual for Authors, Editors and Printers**; Part 4 Legal and Compliance Aspects. (Snooks & Co 2008). For more details, this publication is available from the SCD Director Finance and Compliance.

Copyright

The Australian Commonwealth Copyright Act 1968, its regulations and case law, protect the original form in which an idea has been expressed by the creator, but not the idea itself. (Snooks & Co 2008 pg 409.) For research or study purposes, 10 per cent of a book or 10 per cent of a work in electronic form is allowed under the fair dealing provisions of the Act (Snooks & Co 2008 pg 415).

Personal Information

Commonwealth Privacy Act 1988 regulates the collection, storage, use and disclosure of personal information as well as entitling individuals to access and correct information about themselves. (Snooks & Co 2008 pg 417). The Federal Privacy Commissioner has also issued guidelines in relation to websites that are used to collect personal information (For details see Snooks & Co 2008 pg 418). The particulars of Defamation law also apply. This varies between the states and territories. (See Snooks & Co 2008 pg 419 for general principles).

Advertising

The Trade Practices Act 1974 contains a range of provisions to protect consumers from misleading claims and statements. (Snooks & Co 2008 pg 420).

References:

Snooks & Co. 2002 Reprinted 2008. **Style Manual for Authors, Editors and Printers**. 6th ed. John Wiley & Sons Australia, Ltd. ISBN 978 0 7016 3647 0

Appendixes

Appendix 1: Public Document template in action: excerpt from Degree Outline.



SYDNEY COLLEGE OF DIVINITY

Excellence in theological education

ASSOCIATE DEGREE IN CHRISTIAN THOUGHT & PRACTICE DIPLOMA IN CHRISTIAN STUDIES

VISION

The Sydney College of Divinity will:

- provide high quality, accredited education in theology and related disciplines from undergraduate to postgraduate levels
- encourage theological scholarship and train future *(3 rows deleted here – note in 13pt italic)*

The Member Institutions of the College commit themselves to sustain a teaching program of excellence in Higher Education, integrating best practice in adult teaching and learning with theological enterprise. They, in their turn, seek to foster self-directed and lifelong learning among their students. This extends to actively encouraging graduates to engage in further study and research, both within the College and in other institutions of higher learning.

PURPOSE

The Associate Degree in Christian Thought and Practice (abbreviated title AssocDegChTh&Pr) is a two-year full-time equivalent award based wholly on the accredited course units of the existing Bachelor of Theology. This award is designed to allow candidates the opportunity to undertake some theological study with special focus on Christian Thought (including Biblical Studies, Theology, and Humanities in the Christian Tradition) or on Christian Practice (including Counselling, Liturgical Studies, Missiology, Pastoral Theology and Practice).

The Diploma in Christian Studies (abbreviated title DipChSt) is a one-year full-time equivalent award based wholly on the accredited course units of the existing Bachelor of Theology.

Purpose

The Associate Degree in Christian Thought & Practice and the Diploma in Christian Studies awards are offered as stand-alone awards or as awards nested within the three-year Bachelor of Theology.

Sample of Heading 3

The stand-alone Associate Degree in Christian Thought & Practice provides a qualification for candidates with any of the following needs:

Sample of Heading 4 (13 pt italics)

- They seek to supplement a concurrent, anticipated, or past Bachelor of Theology and/or
- They seek a more comprehensive theological education that has an increased range of specialisations or a greater breadth of studies than can be included within the scope of the standard three year bachelor of theology degree or
- They require particular theological skills and understandings that might qualify them for ministry in some non-ordained contexts
- They seek theological education to support a secular vocation and for whom a range of applied studies or particular sets of theoretical studies might be relevant but do not require the full range of studies included in the Bachelor of Theology.

The nested Associate Degree in Christian Thought & Practice provides a qualification for candidates who

- intend to complete the full bachelor of theology degree.
- prefer to move step by step through the bachelor of theology program knowing that they can exit with qualification after two years or surrender the Associate degree when they successfully complete the third year of the bachelor program
- for financial, personal, or family reasons feel unable to enter into a three-year commitment
- are not certain about the nature and scope of theology and their affinity with it as a field of study but who wish to sample it.

The stand-alone and nested Diploma in Christian Studies meets the needs of candidates who form subsets of the candidates for the Associate Degree in Christian Thought & Practice. As a one-year equivalent programs it has less structure than the Associate Degree in Christian Thought & Practice. Its title Diploma in Christian Studies reflects its intent of introducing candidates to Christian Studies within higher education. It provides a qualification for candidates who:

- are not certain about the nature and scope of theology and their affinity with it as a field of study within higher education but who wish to sample it.
- seek basic knowledge, skills, and values that have Christian relevance to their professional, family, church, social, or personal lives.
- are undertaking a gap year after completing high school and who wish to gain some basic understandings, skills, and values in theology.

OUTCOMES

Associate Degree in Christian Thought & Practice

The outcomes for the Associate Degree in Christian Thought & Practice award are consistent with the outcomes specified for the Bachelor of Theology. In the majors contained within this award, graduates

will have acquired the skills, knowledge, and values outlined for the respective majors in the [Sydney College of Divinity Handbook](#), pages 122-128. In the sub-majors, graduates will have gained skills, knowledge, and values that are commensurate with, although not as extensive as, those of the majors.

Diploma in Christian Studies

Graduates will have acquired basic knowledge, skills, and values of Christian relevance to their professional, family, church, social, or personal lives and have deepened their awareness of the nature and scope of theology and their affinity with it as a field of study within higher education. Some graduates may have taken the opportunity to focus their elective studies in such a way as to complete a major. In this case, they will have acquired the skills, knowledge, and values outlined for the respective majors in the [Sydney College of Divinity Handbook](#), pages 122-128.

Course Structure

Course units within the syllabus of the Sydney College of Divinity are organised into four disciplines and fourteen major/sub-major groupings.

Table 1: Course Structure

Discipline	Major/sub-major
Biblical Studies	1. Biblical Studies, 2. Old Testament, 3. New Testament,
Humanities in Christ Trad	4. Christian Spirituality, 5. Church History, 6. Philosophy,
Christian Practice	7. Counselling, 8. Liturgical Studies, 9. Missiology, 10. Pastoral Theology and Practice,
Sample of what a sub-head in a table	Would look like
Theology	11. Theological Ethics, 12. Biblical Theology, 13. Historical Theology, 14. Systematic Theology.

Associate Degree in Christian Thought & Practice

The Associate Degree in Christian Thought & Practice requires 144 credit points of study at least 18 credit points within the discipline of Biblical Studies etc....

#



CRICOS Provider Code: 02904K (QLD); 02948J (NSW)

APPLICATION FOR ADMISSION



**A Member Institution
of the Sydney College of
Divinity**

Please complete this application form,
include a passport photograph and the
required attachments and send to:

Address: _____

 Phone: _____
 Email: _____
 Web: _____

Personal Details

Title: _____
 Family Name: _____
 First Name: _____ Preferred: _____
 Second Name: _____
 Marital Status:
 Married* Single Other
 *Previous Family name: _____
 Date of Birth: _____
 Gender: Female Male
 Home phone: (h) _____
 Work phone: (w) _____
 Mobile: _____
 Fax: (h) _____ (w) _____
 Email: _____
 Term Address: _____

 _____ Postcode: _____
 Postal Address: _____
 _____ Postcode: _____
 Permanent Home Address: _____

 _____ Postcode: _____

Personal Details (continued)

Are you of Aboriginal and / or Torres Strait Islander origin?
 No Yes, Aboriginal
 Yes, Torres Strait
 Country of Birth: _____
 If born overseas, year of arrival: _____
 Citizenship: _____
**Please provide original or certified copy of
 Birth Certificate or Passport.**
 If you are not an Australian citizen, are you a Permanent Australian
 Resident?
 No Yes
If Yes, you must provide evidence of Residency.
 Do you speak a language other than English at home:
 No Yes
 If Yes, which language? _____
 Do you have a disability, impairment or long term medical
 condition which may affect your studies?
 No Yes
 If Yes, please indicate.
 Hearing Learning Mobility
 Vision Medical Other _____
 Would you like to receive advice on support services,
 equipment and facilities which may assist you?
 No Yes

The End. Last updated November 6, 2009.
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