

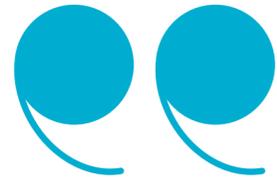
Message Framework

2023



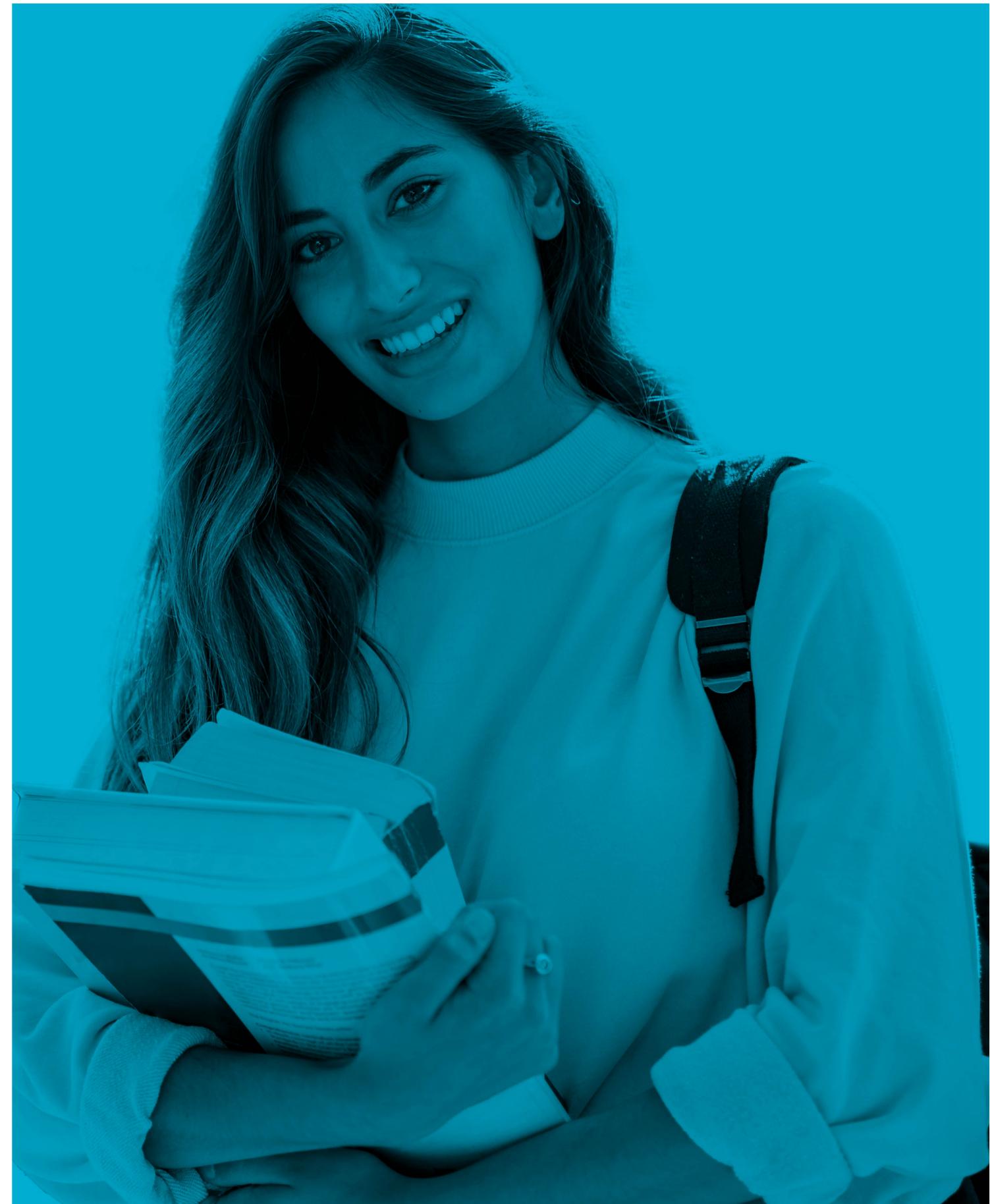
Government
of South Australia





The SACE certificate
is the best choice
because it really
prepares you so much
better for university.

Melanie, SACE graduate



Why have we created this message framework?

This framework provides a range of messages based on features and benefits of the SACE program, which aim to differentiate the program from competitor programs.

It doesn't set out to cover every aspect of the SACE offering. But it does try to highlight what makes SACE different, so prospective students (and their parents) can better understand why they should choose it over other programs.

These messages are designed to act as a shortcut when developing marketing communications for a range of channels and audiences.

They've been created to:

- explain the SACE program in clear, understandable language;*
- reflect the strengths of the SACE program;*
- acknowledge the needs of key audiences; and*
- communicate what the differences of SACE can deliver for students*

The primary objective of these messages? To generate inquiries and enrolments and inspire confidence in the program, by communicating the academic and personal advantages of SACE at a level that parents and students can understand and embrace.



How to use this framework

This is intended to be a guide. Not an inflexible rulebook.

Users can choose to either use messages verbatim - linking two or more to create a sequence or narrative. Or they can draw on messages for inspiration and customise or expand them to suit their particular audience or purpose.

The language can also be adjusted according to the channel or the needs of the audience.

For example, a letter from a school staff member to parents might adapt messages so they're expressed in the first and second person ('We' and 'you' and 'your child') to make the letter more friendly and personalised.

A message framework cannot cover every marketing or communications scenario. It can, however, be a solid foundation on which to build.

Regularly using propositions and phrases outlined here can help create a more consistent and clearer voice, and a stronger SACE brand.

A blue-tinted photograph of four students in school uniforms. Three girls and one boy are gathered around a table, looking at a document. The girls are wearing white shirts with a crest and dark ties. The boy is wearing a dark sweater over a white shirt. The text "What is SACE?" is overlaid on the left side of the image.

What is SACE?



SACE is the official Senior Secondary Certificate of Education of the state of South Australia.

SACE has been developed and certified by the SACE Board.

The SACE curriculum meets Australia's extremely high academic standards, standards which have been recognised internationally for decades. The SACE Board is a statutory authority (government agency) of the Government of South Australia.

The SACE is part of a teaching heritage stretching back to 1874.

SACE has also been taught with great success internationally, for more than 40 years.

SACE is taught throughout the Asia-Pacific region.

In 2023, SACE is taught in Malaysia, New Caledonia, the People's Republic of China, South Korea, Sri Lanka, Vanuatu and Vietnam - as well as Australia.

2023 marks the 40th year of the first SACE student to graduate outside of Australia.

SACE was first delivered in Malaysia in 1982 and is now offered in eight countries.



SACE is the official Senior Secondary Certificate of Education of the state of South Australia.

Malaysia Specific Messaging

In 2023, SACE is celebrating its 40th year in Malaysia.

2023 marks the 40th year of the first SACE student to graduate outside of Australia. SACE was first delivered in Malaysia in 1982 and is now offered in eight countries

Australian Matriculation (AUSMAT) Pathway

AUSMAT is a popular pathway to universities in Australia and around the world. The SACE (previously known as the SAM) has been the AUSMAT of choice in Malaysia since 1982

Australian Matriculation (AUSMAT)

The South Australian Matriculation (SAM) was first launched in Malaysia in 1982. Today known as the South Australian Certificate of Education (SACE) it is the AUSMAT of choice for Malaysian students seeking a pathway to universities in Australia and around the world.

SAM was the previous name for the program that is now called SACE.

The South Australian Certificate of Education (SACE) was formerly known as the South Australian Matriculation (SAM).



Where can SACE take you?

Access scholarships to high-ranked South Australia universities

Students who study SACE can access a wide range of further study opportunities at top universities in South Australia – and attractive scholarships are available for high-achieving students.

A program that is long-established, respected and proven.

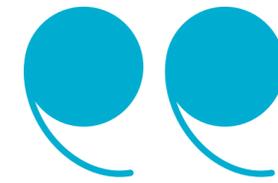
SACE has been taught successfully for more than 40 years across the Asia Pacific region. More than 40,000 SACE students have successfully graduated since 1982.

Entry to universities worldwide.

SACE is a global pathway to university entry and SACE graduates have been accepted into universities across the world. There are no limits on where SACE can take you.

SACE is not just a qualification for entry to Australian universities.

While SACE is recognised by every university and educational institution in Australia - and it is an excellent pathway for students who would like to do further study in Australia - it's much more than this. SACE is recognised by universities around the world, making it one of the best pathways to gain access to further study in virtually any city or country you choose.



I developed a knack for problem solving and in the business world you are always constantly problem-solving. Every day is exam day.

Ren Yi, SACE graduate



Where can SACE take you?

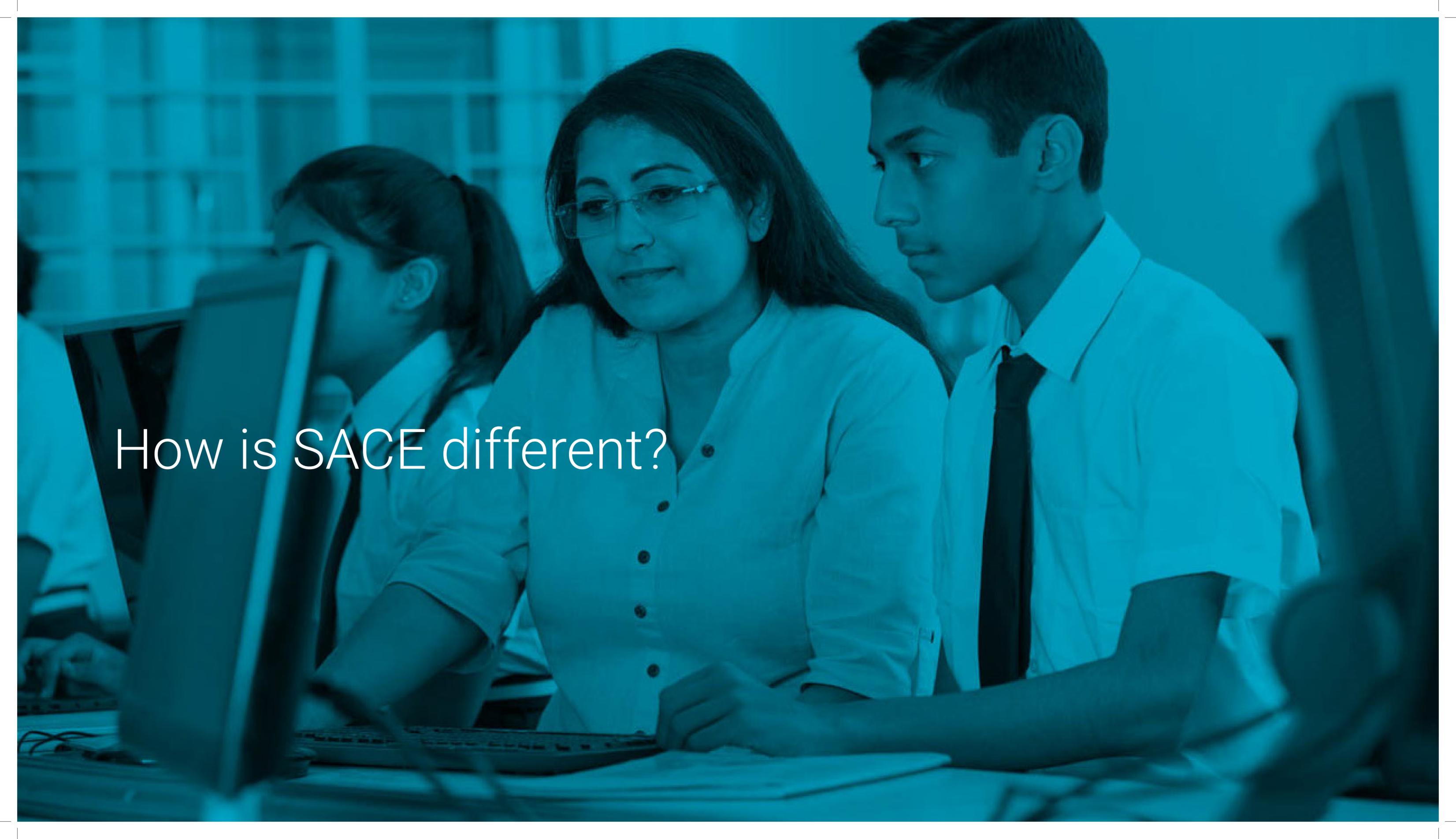
SACE graduates are accepted by some of the top-ranked universities in the world.

These include Oxford and Cambridge in the UK, Harvard and Stanford in the USA, and all of Australia's high-quality universities.

In fact, just like the International Baccalaureate and the A-levels curriculum, SACE is embraced by universities around the world. So, wherever you would like your studies to take you, SACE is your passport to success.



*Creating
success for
every step of
the journey.*



How is SACE different?



How is SACE different?

SACE goes beyond the academic to also develop valuable life skills.

SACE offers a different style of teaching and learning. The curriculum equips students not only with deep academic knowledge, but also with the critical skills needed for success at university, in their career and in life. These include skills such as adaptability, flexibility, critical thinking, and problem solving.

These practical life skills help students move further ahead in their journey towards university and a career.

SACE is focused on preparing students for success, whatever the future brings.

The world - and especially the world of work - is constantly changing and becoming more complex every day.

For students to navigate this world successfully, it's critical that they not only gain a strong theoretical knowledge, it's vital they also develop the ability to apply their knowledge in real-life situations.

Students need to be adaptable, forward-thinking and open to new ideas. They need to be resilient, communicative, able to work effectively in teams, and attuned to the demands of a global society.

How is SACE different?

Get where you want to go, then go further.

A program better tailored to individual strengths.

The structure of the SACE curriculum allows teachers to be more flexible so they can adapt lessons and assessment. Students are encouraged to follow their passions and ambitions, and build on their individual strengths. SACE is designed to harness every student's potential and help them be the best they can be.

A different, more 'real-life' kind of assessment.

The SACE Board recognises that life is not one big exam, so school assessment shouldn't be either. Students who study the SACE program are regularly assessed throughout the course of their studies. Smaller, more frequent assessments which help build lasting knowledge, instead of the stress of cramming for just a few exams at the end of the program.

This highly practical method of assessing students uses 'real-life' examples and assessment tasks which better reflect what students need to know to do well outside the classroom. This kind of assessment is also more effective in bringing out the best in each individual student and preparing them for life beyond school.

How is SACE different?

Being assessed regularly along the way also gives students a much better idea of how they're progressing. They can see any gaps in their knowledge, and where they need to focus, instead of waiting till the end of term to find out.

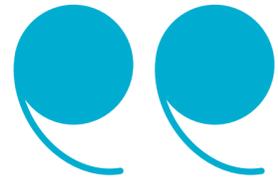
SACE prepares students to become the kind of people today's world demands.

The world wants people who are open-minded, globally aware, adaptable and resilient. These traits are what the world's leading employers are looking for in their young employees. SACE has a strong focus on developing these skills in students right throughout their studies.

Teaching young people how to adapt to change and challenges.

The dramatic changes taking place in today's world create extra stress and uncertainty for young people. SACE helps students become more resilient and adaptable, which means they're better able to cope and turn challenges to their own advantage.

When students are less stressed and more confident, they can focus more on doing well in work and life. We sometimes like to explain this by saying that SACE students 'Learn all the things that can't be found on Google!'



The SACE program
laid the foundation and
really built the skills
to bring me up to
where I am today.

Eric, SACE graduate



How is SACE different?

Don't just arrive, thrive.

Learn critical thinking and research skills vital to success at university.

As well as fostering academic excellence, SACE focuses on teaching students the skills they need for sustained success at university.

Success at university depends on the ability to think critically, work in teams, be adaptable, and confidently take on research challenges. Communication and teamwork skills, time-management and creative and entrepreneurial thinking are also essential.

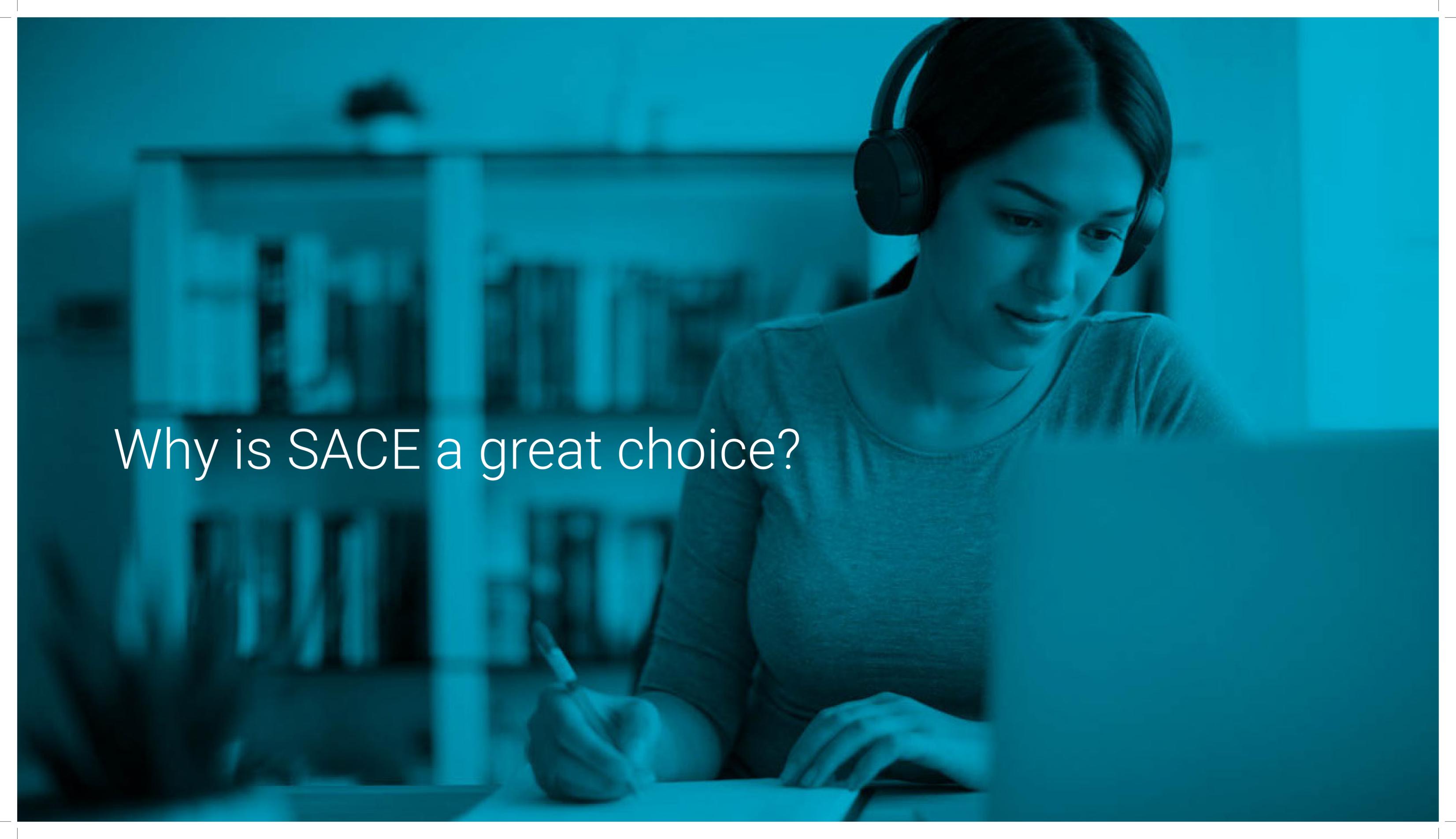
Unlike other international programs which have a greater focus on rote learning where students must remember facts and then repeat them at exam time, SACE weaves critical thinking, research skills and other skills into every aspect of the program, so they become second nature.

Embracing technology and more advanced ways of learning.

As the world changes, it's important that the use of new technologies becomes second nature for students, so their transition to the real world can be smooth and seamless.

Whenever new technologies or more advanced methods of teaching and learning can be proven to enhance the student experience, we provide teachers with the flexibility to use new technologies in the curriculum.

SACE was also the first senior secondary high stakes exam anywhere in the world to use online exams as part of the final assessment.

A woman with dark hair, wearing large black headphones, is seated at a desk in what appears to be a library or study area. She is looking down at a document or laptop screen, holding a pen in her right hand. The background shows bookshelves filled with books. The entire image has a blue color overlay.

Why is SACE a great choice?



Why is SACE a great choice?

A wealth of success stories.

There are many stories we can tell about students who have studied SACE and have gone on to great success at universities around the world. And then to develop outstanding careers.

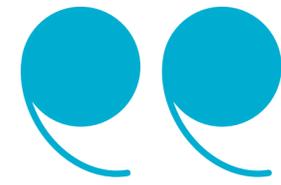
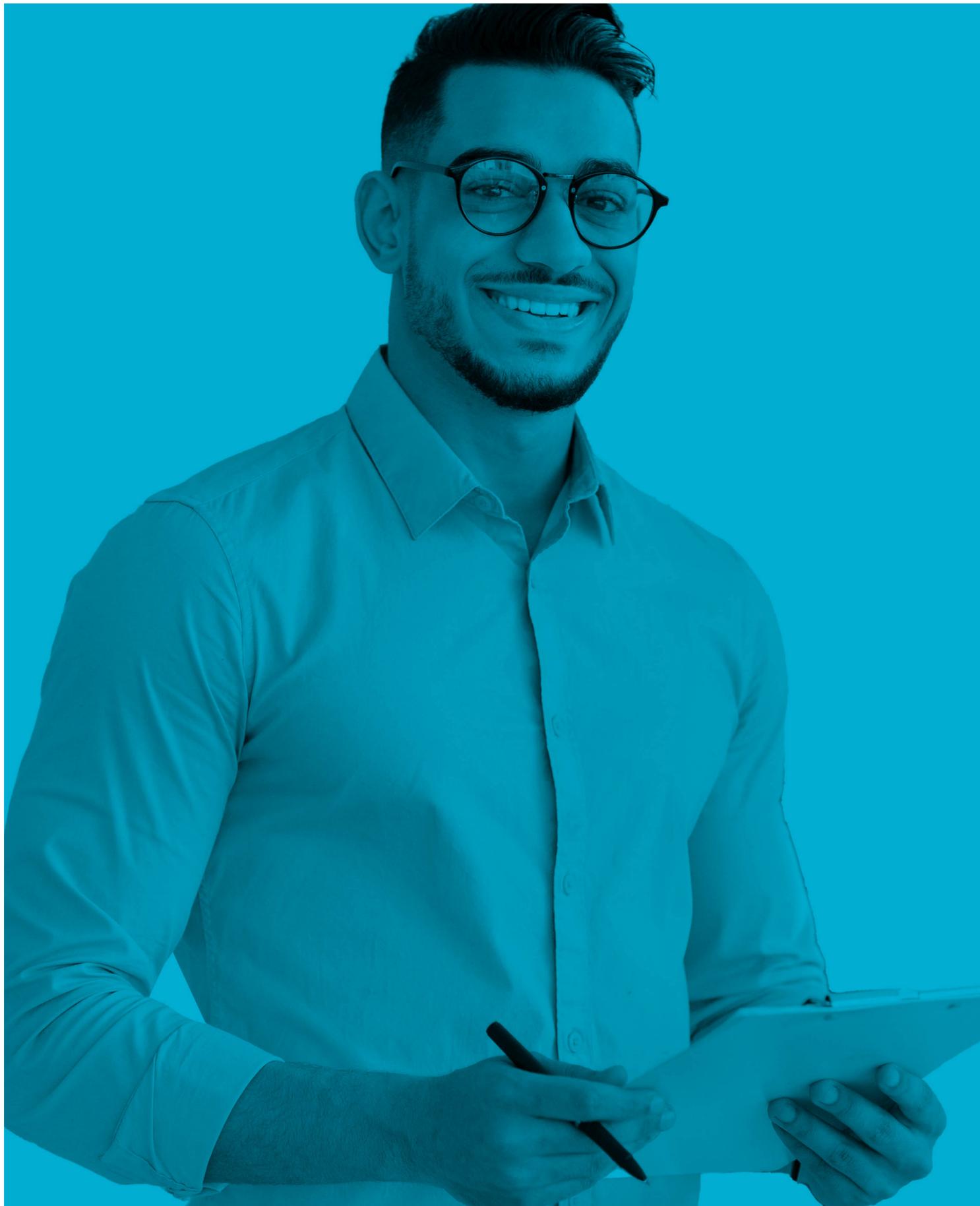
SACE graduates are well-equipped with the skills to work anywhere in the world, in the best global organisations.

Transformative education.

Studying the SACE curriculum has transformed the lives of countless students - often far beyond their expectations and those of their parents.

More rewarding.

Students who studied SACE say they enjoyed their school studies more, and felt more confident and prepared for University.



The SACE program provides students opportunities to learn skills that they can use in their future, no matter where they go and who they are.

Edwin, SACE teacher



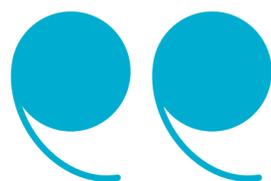
Sales script template

This is a template for a sales script able to be used in face-to-face conversations with parent and student prospects. This structure is also appropriate for presentations where SACE is being introduced to new audiences.

This template is designed to be used as a guide, where the content is tailored according to the specific needs and location of the audience. And obviously if a prospect voices a specific problem or concern early on in an interaction, the presenter should address that issue upfront.

The key objective of this script is to break down any preconceptions or unanswered questions as soon as possible, which might otherwise preclude a prospect from having a sufficiently open mind to consider the rest of the information.

Hence, the script leads with some of the fundamentals about the SACE program, its history and how it acts as a pathway to universities worldwide, before leading into some of the features which differentiate the program's innovative curriculum from other international senior secondary qualifications.



We offer a choice of curricula, but may I take a few moments to explain SACE?

SACE is a very high quality Australian curriculum.

Specifically, it's the official Senior Secondary Certificate of Education of the state of South Australia.

It's highly regarded, and has been running for a very long time. In fact, the SACE is part of a teaching heritage stretching back to 1874, and has been taught worldwide for more than 40 years.

It's a very popular and successful program. In 2023 it is now delivered across 8 countries in the Asia Pacific region.

Most importantly, SACE is accepted by the major universities right across the world. SACE graduates have gone on to study at some of the world's top-ranked universities.

These include Oxford and Cambridge in the UK, Harvard and Stanford in the USA. Just like the International Baccalaureate or the A-levels curriculum, SACE is your pathway to university entry wherever you choose to study.

And of course, it's accepted by every university in South Australia, and throughout Australia.

A major reason is that SACE has an extremely strong academic focus, with the highest standards of excellence.

But it also does much more.

As well as helping students achieve academic excellence, SACE equips students with the vital skills they need for success at university. These are also skills that will help them succeed in their career and in life.

These skills include adaptability, flexibility, critical thinking, and problem solving. As well as things like research skills, the ability to work in teams, and communication skills - all vital for success in university studies.

It's much more than just rote learning, where students must remember facts and then repeat them at exam time.

SACE is a mix of coursework and exams - it's not 100% focused on exams like other international programs.

So SACE doesn't just help your child gain the confidence, knowledge and skills they need for entry to university, it prepares them for success while they're at university, and into the future.



Why is this so important?

Because, as you know, the world is constantly changing and becoming more complex every day.

For young people to be successful in this world, it's vital that as well as a strong theoretical knowledge, they develop the ability to apply their knowledge in evolving, real-life situations.

They need to be adaptable, forward-thinking and open to new ideas.

They need to be resilient.

They need to be able to embrace new technology, and to look at problems in a global context.

These are the kinds of people employers are looking for.

We're finding that students who have studied the SACE have great outcomes because the program develops these skills so that they become second nature.

Here are some examples of what SACE graduates have gone on to do...



*Finding your
greatness, then
bringing it to life.*

