

SSEP BRAND USE AGREEMENT

SmartNZ is the national brand of Smart Waikato Trust (SWT). SWT has specific guidelines established to protect the brand, logo, product and intellectual property of SSEP.

SSEP is a registered trademark and framework developed by SWT. Use of the SSEP brand will be granted to third parties (e.g. schools and employers) on condition that activities between schools and industry meet the following criteria:

1. Criteria of SSEP

- i. The school/employer is a formally registered member of SSEP with SmartNZ.
- ii. Each participating Year 9 or 10 class sees a minimum of three different employers across the year to enable exposure to multiple industries important to the local economy.
- iii. SSEP is for ALL students and should include the full cohort where possible, or a minimum of 120 students with a view to full-cohort expansion.
- iv. Each employer has a minimum annual contact of one in-class and one workplace visit per class (preference is for three points of contact).
- v. SSEP activities are curriculum focused with links to industry/workplace application.
- vi. Parties adhere to the SSEP Memorandum of Understanding and participate in SSEP evaluation for quality control.
- vii. Schools nominate an SSEP coordinator with overall responsibility for SSEP, employer relationships, evaluation and reporting.
- viii. School and employer partners agree to providing information for quality control and reporting as required.

1.2 SSEP is not:

- i. Ad hoc, stand-alone classroom visits or fieldtrips
- ii. Work experience or employment
- iii. Entirely careers focused with no links to curriculum

Smart Waikato Trust reserves the right to cancel this agreement at any time should the activities involving school and employer partners undermine or compromise the integrity or reputation of the SSEP brand or framework. Refer to the SSEP Brand Use Terms of Agreement.

SSEP BRAND USE AGREEMENT

SSEP Brand Use Terms of Agreement

The following terms are applicable to all third parties, whether individuals, groups or organisations participating in SSEP.

1. Terms of use

- 1.1 Use of the brand by third party partners is exclusively granted for the purpose of communicating or promoting SSEP to stakeholders – individuals, educators, employers, groups or communities.
- 1.2 This agreement permits the use of SSEP branding in public and private communications directly related to SSEP and when hosting events promoting SSEP so long as the above conditions are met and that SSEP activities meet the criteria stated in 1. of the SSEP Brand Usage Agreement.
- 1.3 Schools agree to administering the annual SSEP student evaluation survey for quality control.

2. Breach of terms

- 2.1 Under New Zealand Copyright and Intellectual Property laws SWT reserves the right to take legal advice and action against any organisation in breach of these terms.
- 2.2 In the event of a breach of a school not meeting SSEP criteria SWT reserves the right to terminate the school's SSEP membership and offer employers engaged in the programme to other SSEP schools in the area in lieu of the existing relationship.

3. Termination of agreement

- 1.1 These Marketing and Branding Terms shall be valid during the term of the SSEP Agreement.
- 1.2 Immediately upon the termination or expiry of the SSEP Agreement, the Partner shall (i) discontinue all use of the Trademarks, and (ii) at SWT's option, destroy or return to SWT all marketing materials and other materials containing the Trademarks, including digital references.