

# Media Release

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## New uni partnership breaks down barriers to education

International private education provider Kaplan, Inc. and one of Australia's leading universities, the University of Adelaide, have today joined forces to investigate the establishment of a Kaplan University campus in Adelaide.

Kaplan and the University of Adelaide have signed a Memorandum of Understanding (MOU). This partnership will see both universities working together to expand access to high-quality career-oriented educational programs.

Subject to government approval and approval of the Higher Learning Commission in the United States – Kaplan University's accreditor – Kaplan will introduce innovative e-learning technologies to deliver degree programs across Australia, with students able to study at Kaplan's Adelaide-based campus or anywhere in Australia online.

Today's MOU signing was attended by the Premier of South Australia, the Hon. Mike Rann; the Chairman and CEO of The Washington Post Company, Mr Don Graham; the Chairman and CEO of Kaplan, Inc., Mr Andy Rosen; the CEO of Kaplan Asia Pacific, Mr Mark Coggins; and the Vice-Chancellor and President of the University of Adelaide, Professor James McWha.

"Today's agreement between Kaplan and the University of Adelaide is a neat fit with the Government's 'University City' project. We want Adelaide to be known as an international centre for university education," said the South Australian Premier, the Hon. Mike Rann.

"Bringing together a world-class Australian university in the University of Adelaide with one of the world's biggest, most innovative education providers, Kaplan, will provide local and international students with a wider range of study options to fit their different needs."

The first intake of students is expected to commence in 2011. Initially, financial services and business programs will be offered, ranging from Bachelors to Masters degree level, with future expansion into other fields such as allied health. Once Kaplan University becomes fully operational, the aim is to admit 5,000 domestic and international students on campus in Adelaide with many more enrolled online.

Professor James McWha said: "The primary mission of our partnership with Kaplan will be to expand access to higher education in Australia. Under-represented groups, including working adults, students from low socio-economic backgrounds and students in regional and remote areas, will be the big winners from this agreement. With a focus on students from non-traditional pathways, we'll be helping to meet both State and Federal Governments' goals of increasing access to a quality education."

Mr Andy Rosen, Chairman and CEO of Kaplan, added: "This partnership with the University of Adelaide is another step in serving students across the globe with educational programs that can help them improve their lives. With our mission to build individual futures, we're committed to delivering world-class education to generate positive student outcomes."

Mr Mark Coggins, CEO of Kaplan Asia Pacific said: "This partnership representing Kaplan University's first international campus offers a range of exciting opportunities for both Kaplan and the University of Adelaide. Kaplan's strength in virtual classroom technologies will enable us to educate students not only within the state but across Australia and the globe. The sharing of educational resources and expertise with the University of Adelaide will be of great benefit to students and staff from our respective universities."

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Formal business planning for the new partnership is now underway with the contract to be finalised in early 2010.

The MOU builds on a long-standing relationship between Kaplan and the University of Adelaide through Bradford College. Kaplan's Bradford College offers pathway programs to international students with the majority of these students going on to study at the University of Adelaide. Kaplan has a variety of additional operations in Australia including: Kaplan Business School, Kaplan Professional, Kaplan Aspect and Murdoch Institute of Technology.

**Further expansion: Kaplan opened its new Adelaide premises today**

Today Kaplan also opens its new premises at 132 Grenfell Street in Adelaide, which will cater to students enrolled in courses through Kaplan Business School.

**About Kaplan, Inc.** [www.kaplan.com](http://www.kaplan.com)

Kaplan is a leading global provider of educational services to individuals, schools and businesses, serving over one million students with operations in more than 30 countries. Its programs include higher education, test preparation, language instruction and professional training. Kaplan had 2008 revenue of \$2.3 billion, is a subsidiary of The Washington Post Company (NYSE:WPO) and its largest and fastest-growing division.

**About Kaplan University** [www.kaplanuniversity.com](http://www.kaplanuniversity.com).

Kaplan University is part of Kaplan Higher Education, which serves more than 100,000 students through 70-plus campus-based schools and online operations across the United States and abroad.

**About the University of Adelaide** [www.adelaide.edu.au](http://www.adelaide.edu.au)

Since its establishment in 1874, the University of Adelaide has been among Australia's leading universities. A member of the prestigious Group of Eight (Go8) universities, the University of Adelaide's contribution to the wealth and well-being of South Australia and Australia as a whole – across all fields of endeavour – has been enormous. The University of Adelaide has a rich tradition of excellence in education and research, with world-class academic staff. The University currently has more than 23,000 students, including about 6000 students from 92 countries studying in Adelaide.

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