

Marketing and Advertising Policy

Vocational Education



Scope

This policy is applicable to Kaplan Education Pty Ltd trading as Kaplan Professional ('Kaplan Professional'). The policy applies to all Kaplan students and staff involved in the provision of Marketing and Advertising to students and clients, including relevant third parties.

Purpose

The purpose of the policy is to align all Marketing and Advertising with the Training and Assessment Strategy (TAS) for each training product and to maintain compliance with the Outcome Standards for RTOs 2025 and the Compliance Standards for RTOs 2025.

Policy Statement

Kaplan Professional will provide students with accurate, current, ethical and accessible information about all Vocational Education training products and services via the Kaplan Professional website and other approved communication channels for students, stakeholders and the public.

Marketing and Advertising must be compliant with the Outcome Standards for RTOs 2025, the Compliance Standards for RTOs and Australian Consumer Law.

Definitions

The following terms and definitions are applicable to this Policy.

ACL	Australian Consumer Law
Advertising	Is the activity of producing advertisements for commercial products or services
AQF	Australian Qualifications Framework
AQF Qualification	means an AQF qualification type endorsed in a training package or accredited in a VET accredited course.
ASQA	Australian Skills Quality Authority
Course	A course includes one or more units of competency but does not include all the units to complete an AQF qualification.
Consent	Written approval from any person or organisation quoted in the Marketing or Advertising as endorsing a Kaplan Professional training product.
Marketing	is the promotion of the RTO and its courses and facilities to prospective students, clients, parents and guardians, and other interested stakeholders.
National Register	Public register of all training packages on training.gov.au which are approved for an industry sector for RTOs to use to develop Training Products. The public register includes the requirements of qualifications, skill sets and units of competency.
NRT logo	A registered trademark that signifies quality and national recognition within Australia's vocational education and training (VET) sector. It is used to promote and certify training that leads to AQF qualifications or Statements of Attainment.



Non-accredited courses	Contains no units of competency and is not a recognised vocational education qualification or course. A non-accredited course may be required for licensing in an industry sector.
TAS	The Training and Assessment Strategy is the documented approach of, and method adopted by, an RTO with respect to training and assessment designed to enable learners to meet the requirements of a training package/ VET accredited course (<i>RTO Standards 2015</i>). There is a TAS for every Kaplan Professional training product.
Third Party Arrangement	means any person who has an arrangement with an NVR registered training organisation to deliver services, but does not include: <ul style="list-style-type: none">• employees of the organisation• experts engaged by the organisation or• government agencies and government funded agencies that refer VET students to the organisation and do not receive any payment from the organisation for doing so.
Training Product	is an AQF qualification, skill set, unit of competency, accredited short course or module.
Transition	When a training product is revised, there is a 12-month Transition period (formerly known as teach out) for students in the previous version to complete their studies or transition to the new version.
VET Accredited Course	means a course accredited by the VET regulator in accordance with the Standards for VET Accredited Courses. At the time of writing, Kaplan does not offer any VET accredited courses.

Policy Principles

Clear, current and accurate

To achieve compliance with the Outcome Standards for RTOs 2025 7.1 and the Compliance Standards for RTOs 2025 7.1-7.3 and 8, Kaplan Professional must ensure that clear, current and accurate information about Kaplan Professional is provided to enable informed choices by clients and students. This includes, but is not limited to information about the following:

- Qualifications.
- Skill sets
- Units of competency
- other VE Courses.

This obligation applies to Kaplan whether the information is disseminated directly by staff, published on the Kaplan Professional website, or provided by an approved Third Party. Kaplan must also ensure that all information is provided to prospective students before enrolment about the entry and study requirements of a course or qualification, including any information about any pre-existing or assumed knowledge and skills, and how Kaplan will communicate whether the course is suitable for their learning needs.



The information students require before enrolment and before fees are paid includes:

- The Training Product code and title (with a weblink to the course on the National Register). Only current Training Products (on the organisation's Scope of registration) are maintained on the website. If not current, are maintained only for as long as new enrolments are permitted and the product remains on Scope of registration.
- Clearly indicating where a course is an AQF qualification, Skill Set or Unit and accurately representing Kaplan Professional's Scope of registration.
- Duration
- Modes of delivery (online only; no physical location/s)
- Cohort timing, specifically that there are rolling enrolments where students may start at any time
- Entry requirements for the Training Product
- Pre-enrolment processes
- Assessment requirements
- Whether licensing or occupational licence requirements apply (as confirmed by the licensee),
- Accurate representation of services provided.
- That Kaplan Professional has no Third Party Arrangements.
- Training support services and access such as Live Tutor Sessions, Ask Your Tutor forums, or Tutoring if required.
- Wellbeing support referral services on the Wellbeing webpage.
- All fees, costs and charges including enrolment terms and conditions and weblink to the Refund and Transfer Policy
- That Kaplan Professional is a 'fee for service' provider so there is no Commonwealth, State or Territory funding or VET FEE-Help funding.
- Weblink to the Grievances, Complaints and Appeals Policy
- Weblink to the Refund and Transfer Policy
- Any materials, equipment or IT requirements for Training Products
- Costs regarding course withdrawal
- The process of students obtaining a Unique Student Identifier before receiving access to their subjects.
- That there are no work placements.
- Weblink to the National Register for information about Kaplan Professional's RTO 90116.

When there are changes to Training Products or services, students will be informed as soon as practical, particularly for Transitions of superseded, deleted or expired training products. These changes are communicated to students by email, on the website and in their online KapLearn subject room. Changes are also communicated to Training Managers, internal staff, trainers and assessors.

All information about Kaplan's courses and qualifications must adhere to this Policy irrespective of the medium or method of dissemination or publication, including all advertisements whether in hard copy or digital, brochures, websites, social media, and online directories.

Source of truth

The Kaplan Professional website is the primary source of information to market and advertise Kaplan courses and qualifications and is also the primary method by which current information is provided to prospective students about Kaplan Professional's courses and qualifications. Processes are in place to ensure that all information about Vocational Education courses on the website aligns with the Training and Assessment Strategy for each Training Product.



Approval process

Kaplan course and subject outlines, brochures, website and all other marketing material including approved third-party Marketing material must be reviewed regularly in accordance with the Marketing review process outlined in Appendix A. These processes are to ensure that Marketing content aligns with the TAS for each Training Product. A checklist is provided in Appendix B for Kaplan to verify the compliance of webpages for VET Training Products.

For changes to the website which are not related to a specific Training Product, these changes must also meet requirements of the Standards for RTOs 2025. These changes may require the approval of various stakeholders, as outlined in Appendix C and are subject to the checklist in Appendix B.

Non-accredited training

Marketing materials must clearly distinguish between non-accredited and AQF training, helping students understand whether their course leads to formal units of competency.

NRT Logo

The Nationally Recognised Training (NRT) logo must only be used on AQF qualification documents within Kaplan's scope of registration and in marketing material in accordance with the VET Quality Framework. The conditions of use of the NRT logo are listed in the *Compliance Standards for RTOs 2025 Standard - Schedule 2 and the NRT Logo Conditions of Use policy*. This includes only using the NRT Logo to promote nationally recognised training with Kaplan's scope of registration and for the issuance of Qualifications and Statements of Attainment. See *Schedule 2* for the colour and layout permitted for the NRT logo.

The NRT logo must not be used:

- in association with training which does not lead to an AQF statement of attainment or AQF qualification certificate. This includes non-accredited courses which do not include any units of competency.
- on any Kaplan stationery.

Third Party arrangements

Where advertisements or marketing materials refer to services that Kaplan Professional has engaged an Expert or Third Party to deliver – Kaplan Professional must ensure the advertisements or marketing materials identify which services will be delivered by the Expert or Third Party, including where an Expert or Third Party is:

- recruiting prospective VET students on behalf of the organisation; or
- delivering training and assessment on behalf of the organisation.

Ethical sales process

Kaplan's sales processes focus on providing transparent and accurate information to clients and students to make informed choices about a suitable Training Product for their learning needs. Kaplan Professional prohibits high-pressure sales tactics, misleading or deceptive practices; as required by Australian Consumer Law (ACL). Kaplan does not engage in unsolicited outbound sales campaigns.

No guarantees

Kaplan Professional staff must ensure that no guarantees are provided in any Marketing and Advertising (Compliance Standards for RTOs 2025 Standard 8). There should be no guarantee that:



- a prospective or current student will successfully complete a Kaplan course or qualification on its Scope of registration.
- courses can be completed in a way that does not meet the requirements in terms of:
 - training package requirements for the units of competency
 - the amount of training including:
 - existing skills, knowledge and experience of the learner
- that a student is eligible for licensing or accreditation on course completion unless this is confirmed
- that a student will obtain a particular employment outcome because of completing a Kaplan course or qualification.

Guiding Procedures

Marketing and Advertising approval

All Kaplan Marketing material must be approved by either:

- the Marketing Training Product review process in Appendix A including the Academic, QRS and Marketing teams. This includes Course Outlines, Subject Outlines, Brochures, Training Product webpages and third-party webpages; or
- the Marketing website change review process in Appendix C. This includes any webpages which are not related to a specific Training Product and can come from any team or stakeholder, such as a webpage/banner that is used for a combination of Higher Education, Vocational Education and Non-accredited courses.

Both approval processes use the checklist of relevant RTO Standards in Appendix B.

All marketing and advertising materials, including website content, must be approved by the General Manager of Marketing or their delegate. Technical changes follow the process in Appendix A which includes the General Manager, Marketing.

The Kaplan Marketing team must ensure that all marketing and advertising material promoting Kaplan courses and qualifications contains the minimum mandatory content as set out in the Marketing Checklist within Appendix B. This includes the information provided via:

- Kaplan Professional's website
- Kaplan subject/course outlines and course brochures/flyers; and
- any approved Third Party, including the Third Party's websites and other Marketing and Advertising collateral referring to Kaplan or any of our courses or qualifications.

The Quality, Regulation and Standards team is available to provide advice on any questions about Marketing and Advertising compliance.

Consent for training product endorsements

The Kaplan Marketing team must ensure that written Consent is obtained from any person, including any current, former or prospective student, or any organisation referred to, quoted or mentioned in any Kaplan Marketing and Advertising material.



Disclosure of funding arrangements

Kaplan has a 'fee for service' business model. Kaplan Professional does not currently use any Commonwealth, State or Territory funding for Vocational Education courses/qualifications. If any funding is applicable in the future, the source of the funding and methods of obtaining approval for the funding must be disclosed in all Marketing and Advertising material including the Kaplan website.

Training of Marketing Team

Kaplan staff involved in the provision of Marketing and Advertising are to maintain up-to-date knowledge of requirements relating to Marketing and Advertising of training products and the use of nationally recognised logos by regularly reviewing the ASQA website.

Record management

The Marketing team will keep a current register for up to seven years of:

- all current and historical marketing material; and
- Consent given for all endorsements on the website by current or former students.

Complaints and Appeals

Any complaint or appeal in relation to the implementation of this policy will be managed in accordance with the Grievances, Complaints and Appeals Policy published on the Kaplan Professional website.

Relevant Legislation

As a registered education provider, Kaplan operates under strict legislation and regulations. Policies and procedures are in place to ensure compliance with the legislative instruments referenced below.

- Australian Consumer Law
- National Vocational Education and Training Regulator Act 2011 (Cth)
- Outcome Standards for RTOs 2025 2.1
- Compliance Standards for RTOs and Fit and Proper Person Requirements 2025 7.1 to 7.3, 8

Related Policies

This policy should be read in conjunction with the following Kaplan policies and documents:

- Grievances, Complaints and Appeals Policy
- Enrolment Terms and Conditions
- Enrolment Policy
- Training and Assessment Strategy Policy



Version Control and Accountable Officers

It is the joint responsibility of the Implementation Officer and Responsible Officer to ensure compliance with this policy.

Policy Category	Marketing			
Responsible Officers	General Manager, Marketing and B2C Sales General Manager, Academic Content Development Head of Academic Operations and Engagement			
Implementation Officers	Product Marketing Manager Head of B2C Sales, Services and Continuing Education			
Review Date	June 2028			
Approved by:				
Policy Committee				
Version	Authored by	Brief Description of the changes	Date Approved	Effective Date
2.1	Quality, Regulations and Standards team	Immaterial change to job titles	26.08.2021	02.09.2021
3.0	Quality, Regulations and Standards team	An additional review process has been added for changes to the website which are not related to a specific training product yet are still required to meet regulatory requirements.	11.06.2024	18.6.2024
4.0	Quality Regulations and Standards team	Update with Standards for RTOs 2025	13.06.2025	14.07.2025

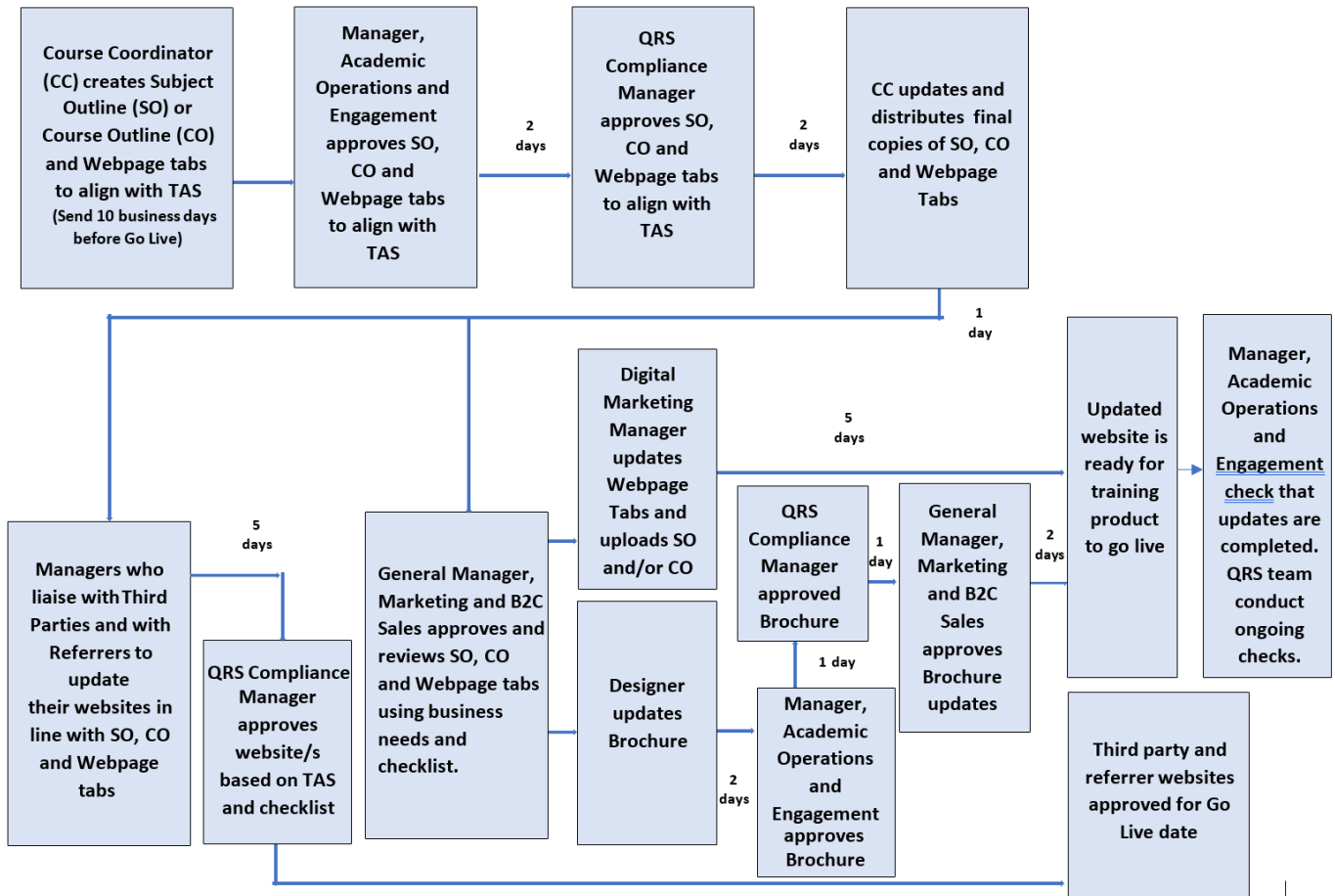


Appendix A Marketing Review Process for Training Product updates

Process – Sign off for VE updates

Version 5

28 April 2025





Appendix B Marketing and Advertising Checklist

The purpose of the checklist is to ensure that all Marketing and Advertising aligns with the Training and Assessment Strategy (TAS) for each course and to ensure it is compliant with the Outcome Standards for RTOs 2025 and the Compliance Standards for RTOs 2025.

Checklist of items communicated or conditions met	Website	Course / Subject Outline	Brochure	Social Media	Other	Comments for Changes
1. Kaplan Professional trading name, company details and RTO code listed as Kaplan Education Pty Ltd trading as Kaplan Professional ABN 54 089 002 371 (RTO 90116) with weblink to National Register training.gov.au for RTO 90116)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Aligns with scope of registration (until the end of transition date/s) https://training.gov.au/Organisation/Details/90116	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Webpages, tabs, course/subject outlines and brochure in agreed format – Course code then course title	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. NRT Logo used only as permitted in Compliance Standards or RTOs 2025 Appendix 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Start date or enrolment commencement date for course/subject/qualification as set out in the relevant TAS (rolling enrolments where students may start at any time) – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Duration and amount of training of course/subject/qualification, as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Entry requirements that the student needs to meet before starting the course/ qualification/subject, as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Location and modes of delivery for course/subject/qualification as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Learning outcomes of course/subject/qualification as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Assessment requirements of course/subject/qualification as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. Units of competency (core/elective) in course/subject/qualification as set out in the relevant TAS – confirmed by Academic Content Development team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. Clear indication where a course is an AQF qualification, skill set or unit and accurately representing Kaplan Professional's scope of registration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. Wellbeing support referral services on the Wellbeing webpage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
14. Only referring to a training product that is no longer current while it remains on the organisation's scope of registration and new enrolments are permitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
15. Weblink to Grievances, Complaints and Appeals Policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. That Kaplan Professional is a fee for service provider so there is no commonwealth or state/territory funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. Advise student where the course, qualification or subject has a licensing outcome as set out in TAS and confirmed by the licensee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



18. Where any person or third party has been referred to i.e. student testimonial, consent has been documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19. Does not make guarantees of successful completion or an employment outcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20. Any third parties are declared by KP and any third parties declare if they advertise or train on behalf of KP (KP has no third parties at the time of publication)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21. KP is responsible for quality and issuing certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22. Students' rights to complaints and appeals, with complaints to the RTO (or third party) disclosure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23. Accurate representation of services is provided, including training support services such as Live Tutor Sessions, Ask Your Tutor Forums or Tutoring if required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24. Students' obligations for online course completion and the materials, equipment and technology required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
25. Accurate Information on support services, all fees and charges (including withdrawals), including Enrolment Terms and Conditions, any cooling off period, Unique Student Identifier (USI) and right to a refund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
26. The process of obtaining a USI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
27. There are no work placements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
28. Weblink to the Refund and Transfer Policy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
29. Weblink to the Enrolment Terms and Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
30. Approval of General Manager, Marketing or delegate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Appendix C Marketing Website Change Review Process

(for VE changes other than training product updates)

