

Marketing and Advertising Policy

Kaplan Education Pty Ltd



Scope

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

Purpose

The purpose of this policy is to ensure that Kaplan Professional complies with the Standards for Registered Training Organisations, 2015, Standards 4.1, 5.1, 5.2 and 5.3.

Policy Statement

Kaplan Professional will ensure students have accurate and accessible information about all Vocational Education training products and services via the Kaplan Professional website.

Definitions

The following terms and definitions are applicable to this Policy.

AQF	Australian Qualification Framework
AQF Qualification	A qualification endorsed in a training package or accredited in a VET accredited course.
ASQA	The Australian Skills Quality Authority is the regulator for vocational education.
Courses	For the purpose of this policy, a course includes units of competency but does not include all of the units to complete an AQF qualification.
Consent	Written approval from any person or organisation quoted in the marketing or advertising of a Kaplan Professional training product.
NRT logo	The Nationally Recognised Training (NRT) Logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to AQF certification documentation. The NRT Logo is a registered trademark. <i>RTO Standards 2015 Schedule 4.</i>
Non-accredited courses	For the purpose of this policy, a non-accredited course has 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.
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 the training package/ accredited course. <i>RTO Standards 2015.</i> There is a Training and Assessment Strategy document for every Kaplan Professional training product.
Teach out	When a training package is superseded or deleted, there is a teach out period (usually 12 months) until students in the previous version have completed their studies or transitioned to the new version.
Training product	An AQF qualification, skill set, unit of competency, accredited short course and module. As at the date of this policy, Kaplan Professional does not offer any VET accredited courses.



Policy Principles

Clear, current and accurate

Under the RTO Standards 4.1, Kaplan Professional must ensure that clear, current and accurate information about Kaplan Professional as an RTO, courses, qualifications and performance as an RTO is provided to enable informed choices by clients and students. This obligation applies to Kaplan Professional whether the information is disseminated directly by staff or provided by an approved third party. Kaplan Professional must also ensure that all information is provided to prospective students about the requirements of a course or qualification (including any information about any pre-existing knowledge and skills).

All information about Kaplan Professional'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 point of information to market and advertise Kaplan Professional courses and qualifications. The Kaplan Professional website is the source of all up-to-date marketing and advertising as well as all current information to prospective students about Kaplan Professional's courses and qualifications.

Approval process

Kaplan Professional 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 Annexure A. This process is to ensure that website content aligns with the Training and Assessment Strategy for each training product. A checklist is provided in Annexure B for the Marketing team to check the compliance of webpages for courses and qualifications.

Non-accredited training

Marketing materials must clearly differentiate between all non-accredited training (non-AQF training) and AQF training, so students can clearly understand whether units of competency are awarded for a training product. In instances whereby all details cannot be entirely displayed they will be linked to the Kaplan Professional website.

NRT Logo

The Nationally Recognised Training (NRT) logo must only be used on AQF qualification documents within Kaplan Professional'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 *RTO Standards 2015 Schedule 4*.

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 short courses and non-accredited training.
- on any corporate RTO stationery.

No guarantees

Kaplan Professional staff must ensure that no guarantees are provided in any marketing and advertising:

- that a prospective or current student will successfully complete a Kaplan Professional course or qualification



- that a student will obtain a particular employment outcome as a result of completing a Kaplan Professional course or qualification.

Guiding Procedures

Marketing and advertising approval

All Kaplan Professional marketing material must be approved via the marketing review process in Annexure A. This includes Course Outlines, Subject Outlines, Brochures, Training Product webpages and third party webpages. As at the date of this policy, there are no third parties used by Kaplan Professional.

All Kaplan Professional marketing and advertising material including the website must be approved by General Manager, Marketing and B2B Sales. Technical changes follow the process in Annexure 1 which includes the General Manager, Marketing and B2B Sales.

The Kaplan Professional Marketing team must ensure that all marketing and advertising promoting Kaplan Professional's courses and qualifications contains the minimum mandatory content as set out in the Marketing Checklist at Annexure B to this Policy. This includes the information provided via:

- Kaplan Professional's website
- Kaplan Professional subject/course outline documents and course brochures/flyers; and
- Any approved third party (including the third party's websites and other marketing and advertising collateral referring to Kaplan Professional 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 Professional Marketing team must ensure that written consent is held from any person, including any current, former or prospective student, or any organisation referred to, quoted or mentioned in any Kaplan Professional marketing and advertising material.

Disclosure of funding arrangements

Kaplan Professional 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 used in the future, it would need to be disclosed in marketing and advertising.

Training of Marketing team

Kaplan Professional staff involved in the provision of marketing and advertising are to maintain up to date knowledge of requirements relating to advertising and the use of nationally recognised logos by regularly reviewing the ASQA website.

Record management

The Quality, Regulation & Standards team will keep a current register of all current and historical marketing material.



Complaints and Appeals

Any complaint or appeal in relation to the implementation of this policy will be managed in accordance with the Complaints and Appeals Policy and Procedure located 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.

- National Vocational Education and Training Regulator Act 2011 (Cth)
- Standards for Registered Training Organisations (RTOs) 2015 (Cth).

Related Policies

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

- Complaints and Appeals Policy and Procedure
- Enrolment Policy
- Enrolment Terms and Conditions
- Training and Assessment Strategy Policy
- Third Party Arrangements Policy.

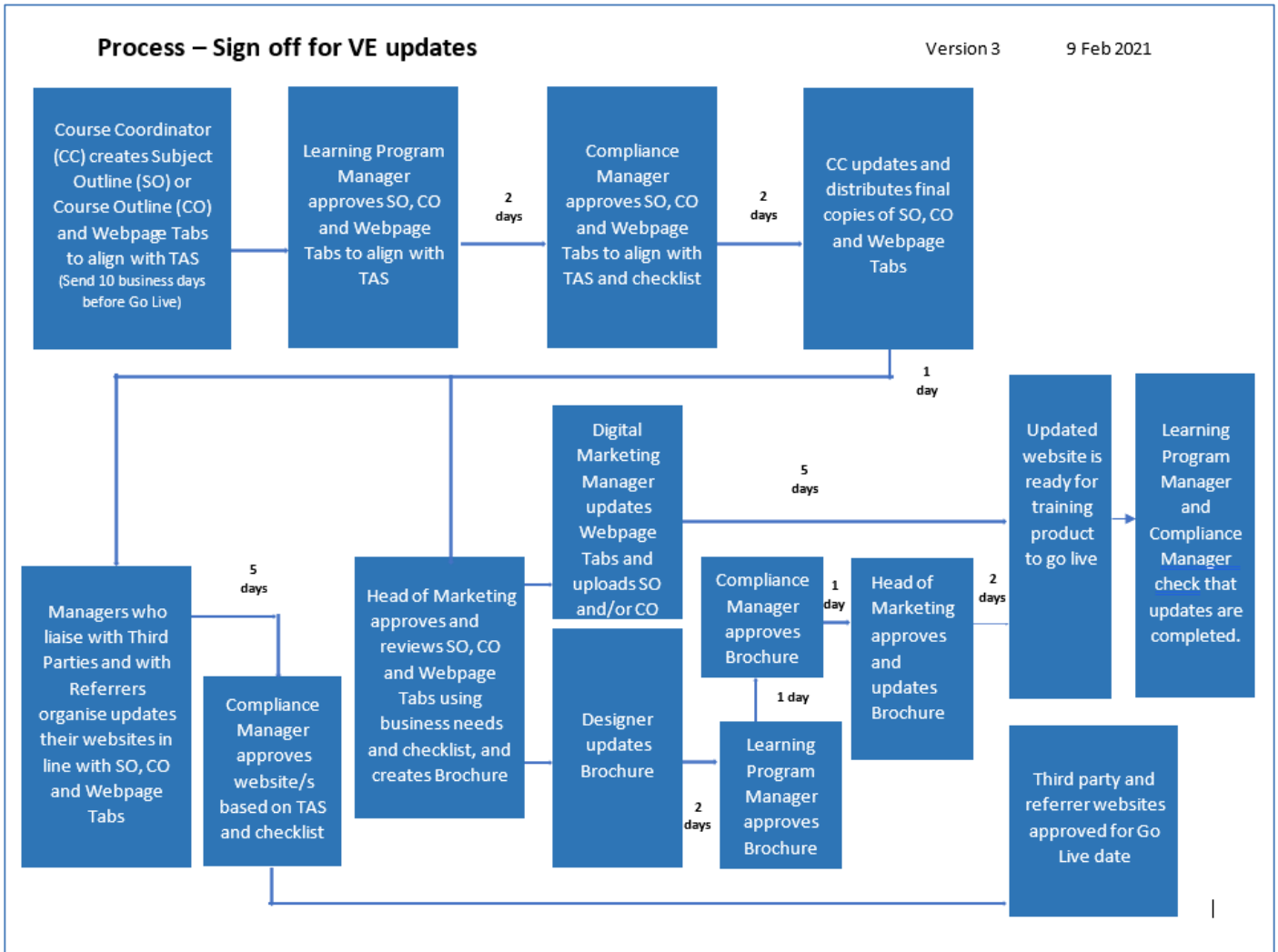
Version Control and Accountable Officers

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

Policy Category	Marketing			
Responsible Officers	Chief Executive Officer			
Implementation Officers	General Manager, Marketing and B2B Sales General Manager, Teaching and Learning			
Review Date	Feb 2024			
Approved by: Policy Committee				
Version	Authored by	Brief Description of the changes	Date Approved	Effective Date
1.0	Compliance Manager — Vocational and Professional Education	New policy and procedure	28.3.2018	3.9.2018
2.0	Quality, Regulations and Standards Team	New template including clearer definitions. revised NRT logo information, Annexures A and B revision, clearer description of Head of Marketing approvals.	18.02.2021	01.03.2021
2.1	Quality, Regulations and Standards team	Immaterial change to job titles	26.08.2021	02.09.2021



Annexure A Kaplan Professional Marketing Review Process





Annexure B Kaplan Professional Marketing and Advertising Checklist

Checklist	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)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Aligns with scope of registration (until the teach out dates) 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 RTO Standards Schedule 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Start date or enrolment commencement date as set out in the relevant TAS – confirmed by Learning 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 in the TAS - confirmed by Learning 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 TAS – confirmed by Learning team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Location and modes of delivery (online, blended, face-to-face) as set out in the TAS, confirmed by Learning team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Learning outcomes in course/qualification/subject as set out in the TAS, confirmed by Learning team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Units of competency (core/elective) (if applicable) as set out in the TAS, confirmed by Learning team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. Advise student where the course/qualification/subject has a licensing outcome as set out in TAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. Is any person or third party referred to? (i.e. student testimonial) If so, has consent been documented?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. 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"/>	
14. Any third parties are declared by Kaplan and any third parties declare if they advertise or train on behalf of Kaplan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
15. RTO is responsible for quality and issuing certificates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. Students' rights to complaints and appeals, and in case of RTO (or third party) closure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. Students' obligations for course completion and materials/equipment/technology required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18. Information on support services, fees, term and conditions, any cooling off period, USIs and right to a refund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19. Approval of General Manager, Marketing and B2B Sales or delegate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	