

Procedure	<p>1. General</p> <p>1.1. This procedure applies to BPP Institute marketing materials produced by BPP Institute staff or external parties undertaking activities on behalf of BPP Institute.</p> <p>2. Marketing Materials</p> <p>2.1. All marketing materials must not be false, misleading or deceptive and must be consistent with Australian Consumer Law and the National Code of Practice for Providers of Education and Training to Overseas Students 2018. Once prepared:</p> <ul style="list-style-type: none">a. The Chief Executive Officer or delegate will check the marketing materials to ensure they are accurate containing no false, misleading or deceptive information, and provide approval for distribution;b. Once approved, the Director- Recruitment (on behalf of the CEO) is responsible for disseminating the new marketing materials to relevant staff and education agents. <p>3. ESOS Requirements</p> <p>3.1. The CRICOS provider registered name and registration number must appear in all BPP Institute's written or online material that disseminates or makes publicly available for the purposes of:</p> <ul style="list-style-type: none">a. providing or offering to provide a course to an overseas student;b. inviting a student to undertake or apply for a course, or;c. indicating it is able or willing to provide a course to overseas students. <p>3.2. The ESOS requirements will be included on, but is not limited to the:</p> <ul style="list-style-type: none">a. BPP Institute websiteb. Prospectus and pre-application informationc. Application Formd. Letter of Offer and Written Agreemente. Other higher education forms, such as the Refund Application Formf. Business cards of key personnelg. Email signatures of key personnelh. In letterhead where offers are made to students, promote BPP Institute courses or for other marketing purposes <p>Marketing tools such as banners, PowerPoint templates, and flyers</p>
------------------	---

MARKETING INFORMATION AND PRACTICES PROCEDURE

Reference: PRO-029
Status: Active
Classification: Academic
Approved Date:
Review Date: Sept 2025
Page: 2 of 2

Related Documents	Admissions Policy Admissions Procedure Enrolment Application form Education Agents Policy Education Agents Procedure Student Prospectus Letter of Offer Marketing Information and Practices Policy Transfer Between Registered Providers Policy Transfer Between Registered Providers Procedure Written Agreement
For Administrative Use Only	
Responsible Officer	Chief Executive Officer
Contact Officer/s	Chief Executive Officer
Approved by	Chief Executive Officer
Definitions	See BPP Institute's Glossary of Terms and Acronyms

Version History		
Version No.	Approval Date	Amendment/s
1.	May 2025	First iteration <ul style="list-style-type: none">• For BPP Institute