

MARKETING INFORMATION AND PRACTICES POLICY

Reference: POL-029
Status: Active
Classification: Board
Approved Date:
Review Date: July 2026
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Purpose	The purpose of this policy is to provide guidelines for the marketing activities of BPP Institute.
Scope	This policy applies to all BPP Institute staff and education agents undertaking marketing activities on behalf of BPP Institute. This policy also applies to all BPP Institute staff and education agents in the undertaking of student recruitment activities.
Policy Principles	<p>1. General</p> <p>1.1. BPP Institute and its education agents will provide current, accurate, and accessible information for prospective and enrolled international students on all matters relating to courses delivered by BPP Institute. Furthermore, BPP Institute will ensure that its marketing information is ethical, professional, and maintains the integrity and reputation of BPP Institute and Australia's education industry.</p> <p>2. Practices</p> <p>2.1. BPP Institute and its education agents will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of prospective students is not false, misleading or deceptive and consistent with Australian Consumer Law and the National Code of Practice for Providers of Education and Training to Overseas Students 2018.</p> <p>2.2. Specifically, in relation to seeking or entering into written agreements with prospective students or providing information to currently enrolled students, BPP Institute and its education agents will not give false, misleading or deceptive information in relation to:</p> <ul style="list-style-type: none">a. BPP Institute's courses of study;b. fees and charges;c. claims of association between BPP Institute and any other educational provider;d. prerequisites for entry into the courses, including English language proficiency;e. advanced standing and credit transfer;f. employment outcomes associated with a course;g. eligibility for acceptance into another course;h. guarantee of successful education assessment outcome;i. possible migration outcomes;j. any other relevant information relating to BPP Institute, its course or outcomes associated with its courses.

	<p>2.3. BPP Institute must include the CRICOS registered name and registration number on all written or online material that it disseminates or makes publicly available for the purposes of:</p> <ol 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. Transfer from Another Registered Provider BPP Institute and its education agents will not recruit any student where the student has not completed their first six months of study in their principal course, except under specific circumstances as given in the Transfer Between Registered Providers Policy.</p>
<p>Related Documents</p>	<p>Admissions Policy Admissions Procedure Advanced Standing Policy Advanced Standing Procedure Application form Risk Register Education Agents Policy Education Agents Procedure International Student Prospectus Marketing Information and Practices Procedure Transfer Between Registered Providers Policy Transfer Between Registered Providers Procedure</p>
<i>For Administrative Use Only</i>	
<p>Responsible Officer</p>	<p>Chief Executive Officer</p>
<p>Contact Officer/s</p>	<p>Chief Executive Officer</p>
<p>Approved by</p>	<p>Board of Directors</p>
<p>Definitions</p>	<p>See BPP Institute`s Glossary of Terms and Acronyms</p>

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