

My High School

Careers

**Trusted by students and their parents,
loved by Careers Advisors**

At MHSCareers, we're passionate about helping students across Australia make smart, informed decisions about their future.

We work hard to make sure they have the information they need to discover all of their options, try new things, and choose a path that will help them thrive.

Our goal is to reach as many Australian high school students as possible, and support from institutions such as yours helps us go further, sending the news to more school communities across the country.

Your partnership allows us to expand our service and improve what we offer to the students, as well as offering subsidised subscriptions for regional schools.

MHSCareers.com

ABN: 83 87 534 484 - PO Box 109, REDLYNCH QLD 4870

What do we offer?

Our core offering is simple - we spend hours each week searching for as many events and news items related to post-school and transitions as possible, then collate them into an easy-to-read Weekly Newsletter.

Students can also take advantage of our comprehensive online resources, as well as join the MHSCareers community on social media.

Students and their parents receive the news from us in one of two ways, depending on the method chosen by the school.

1. Some schools encourage their community to sign up directly to our service (which accounts for our database of around 3300 current student and parent subscribers nationally).
2. Other Careers Advisors choose to send out our Newsletters directly to their school community. This happens through printed handouts, via email from the school, or through their school app. Sometimes our Newsletters are incorporated directly into their school Newsletters.

Many Careers Advisors have told us that they send the Newsletter out to students and parents themselves.

They also tell us that our service is invaluable;

*"I have used MHSCareers as my primary source of day-to-day information regarding 'all things careers' for many years. I have found MHSCareers is a **reliable, accurate and comprehensive system** of information gathering / dissemination. Through MHSCareers I ensure that my school community and I are well informed with all the latest and most relevant opportunities. I find that using MHSCareers makes me more effective and time efficient. I have consistently found MHSCareers to be a high-quality provider which clearly has the interest of Careers Advisers, students and parents as their primary focus."*

Simon King, Careers Adviser, Illawarra Sports High School, NSW

With around 400 subscribed schools, we know that our total audience of Year 9, 10, 11 and 12 students is significant. We estimate our Newsletters are distributed to approximately 120,000 students each week, as well as their parents and carers.

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Who do we reach?

Specifically, high school students across Australia. We find many students and their parents trust us as their sole source of careers news and events information, because we provide everything they need in one easy resources.

- Current NSW Student & Parent Subscribers – 2852
- National Student & Parent Subscribers – 3271
- Nationwide, around 400 Careers Advisors have subscribed to our service. In NSW alone, 280 Careers Advisors receive our Newsletters each week.

We're still growing

One of the best things about what we do is seeing how much Careers Advisors love our service. In fact, we generally welcome 2 or 3 new schools each week, and have an incredibly high retention rate.

We're also building our MHSCareers community on social media. While our presence there is quite new, we've already built a subscription base of over 100 followers for our regularly updated [blog](#), and have 1,102 likes on Facebook with a weekly reach of around 1,200 people. The average reach for our Facebook posts is between 600 and 800 (unboosted). Plus, we've also just launched on Instagram.

Our website, www.mhscareers.com receives around *200-300 visitors each day*. Many of those visitors come to us for our information relating to universities – for example our pages relating to university study routinely receive 400+ views per month.

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What do we put in front of Careers Advisors, Students, and their Parents?

Everything to do with careers and further study.

We know from experience that the main reason why kids miss out on events or opportunities is because *they didn't know about them to start with.*

Engagement with careers resources and events can have a big impact on a student's chances of a successful post-school transition, and with the [removal of funding for many of the main careers resources](#) it's now more important than ever for us to get careers and further study news to the kids.

Our researchers look for new offerings each week from universities, TAFE and VET colleges, private institutions, and affiliated organisations such as apprenticeship and traineeship networks, as well as major employers and work experience opportunities to bring the students and their parents just about every opportunity that's out there.

Why are we different from other Careers Services?

We stand out because we're comprehensive and unbiased – other careers services pick and choose what they put in front of the students, or simply target the areas with the largest number of schools.

MHSCareers is the only Australia-wide, national careers news service, which means your news and events go out to a huge number of students across the country, not just those who live in the city.

*"I found the regular newsletters particularly helpful when my first son was in his senior years at high school as it is a learning process for first time parents, as well as the students, to get to grips with the possibilities of what might lie ahead. **It made it easier to have all the options and dates in one space** rather than searching for e.g. universities open day dates individually. Some of the courses, competitions, scholarships etc. advertised helped me to motivate my children. And there was information on some opportunities, workshops etc. that a) we wouldn't have known existed and b) broadened their horizons as to what they might consider doing next..."*

Annie Dixon, Parent

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Here's how you can get involved

We know that giving kids the best opportunity to succeed with their transition to life post-school is a team effort.

That's why we've partnered with schools, universities, organisations, and institutions to help ensure MHSCareers is available for as many students as possible across the country.

There are a few ways we work with institutions like yours –

1. **You can send us details about your news and events for high school students directly, and we'll do our best to ensure its included in our Newsletters**

This service is completely FREE. Sending us every item yourself is the safest way we get the correct information to students, and it also means that nothing gets missed, so the kids don't inadvertently lose out. This can be done via email to lucy@mhscareers.com

2. **Become a subscriber**

An Organisation Subscription to MHSCareers is a great way to support what we do, while also enjoying the benefits of a full MHSCareers subscription.

- **Guaranteed event / news submission** to the next weekly newsletter (or scheduled submissions should it be an upcoming event / date)
- **Choose which states see which events**, so if you want to target interstate students, or students in a specific state, that's easy to accommodate
- **Multi-state newsletter access** so you can see what every other institution is offering nationwide, every school week of the year
- **FROM \$198.00 inc GST** per year (ask us for a price)

3. **Take advantage of our Partner Packages**

MHSCareers Partner Packages are a great way for universities, TAFE's and further education Institutions to get their courses, events, and engagement opportunities in front of high school students.

- **Guaranteed event / news submission** to the next weekly newsletter (or scheduled submissions should it be an upcoming event / date).
- **Multi-state newsletter access** so you can see what every other institution is offering nationwide
- **Facebook posts** on the MHSCareers page
- **Guest / Sponsored Blog posts**

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- **Direct email opportunities** (career advisors / parents & students – subject to review and approval)
- **Advertising & visual sponsorships**

Currently we're reviewing our new packages for 2018 to include advertising, social media, and blog exposure options to directly increase your impact.

This will be released in January 2018 – please email rob@mhscareers.com if you'd like more information when it's available.

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We'd love to work with you

Getting started with MHCareers is easy – simply email or call us with your preferred membership option and we'll be happy to get you setup straight away.

Best regards,

The MHCareers Team

Lucy Sylvester
Chief Operations Officer
0432 860 108
lucy@mhscareers.com

Rob Sattler
Business Development Manager
0414 990 360
rob@mhscareers.com

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