

2022



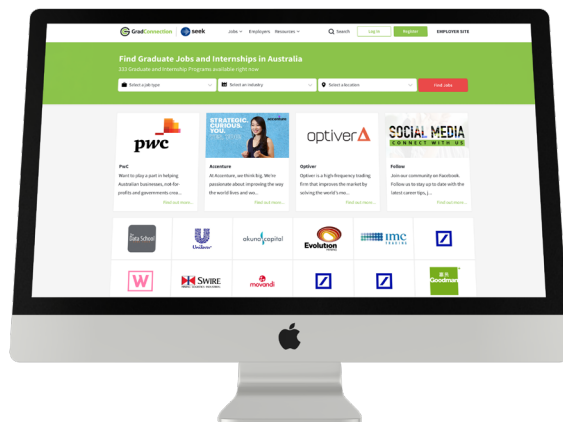
**Connecting you to University Student Talent**

## ● About Us

At GradConnection we help you build and deliver your digital attraction strategy by connecting you with the most relevant students and graduates for your programs.

GradConnection was created in 2008 when three young graduates experienced firsthand just how hard it was to find a good platform linking students and graduates to employment opportunities. Today GradConnection is the market leading graduate careers site- connecting top students and graduates to employers like you!

On GradConnection post your job ad once, be shown to unlimited talent from universities all across Australia.



### High Traffic

Over 276,000 contactable students, the highest site traffic for Australian Graduates.



### Diverse Networks

Relationships with hundreds of top employer organisations, universities and industry associations.



### Global Reach

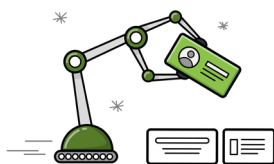
Attract talent from across Australia and Asia.

We have been named the **most effective careers resource** for university talent 7 years running (AAGE Candidate Survey).



## ● Your Early Talent Attraction Strategy

Work with your dedicated Account Manager in a detailed strategy session to determine your targets, pain points and goals, and we'll tailor your package to meet your specific needs.



### Brand

Build your brand in the student and graduate market, be in front of relevant talent when they are looking for opportunities.



### Amplify

Ensure maximum reach and visibility with additional services, including banners, boosters, social media amplification, blogs, and premium site placements.



### Target

Utilise detailed targeting to attract the talent you need, including those students and graduates you traditionally struggle to capture.

## ● Key Stats

### Traffic and Ranking

Highest traffic ranked grad site in Australia (Alexa 2022), with an average of **130k** unique visitors a month during peak season

### Database

Largest & most engaged grad jobs seekers in the country, with over **276,000** contactable students

### Gender Split

<b>49.36%</b>	<b>50.49%</b>	<b>0.15%</b>
Female	Male	Other

### Desktop vs. Mobile

<b>56.88%</b>	<b>43.12%</b>
Desktop	Mobile

### Student Newsletter

<b>33.33%</b>	<b>7.99%</b>
Open Rate	Click Rate

## ● Top 20 Disciplines

*of registered users on GradConnection (graduating 2021+)*

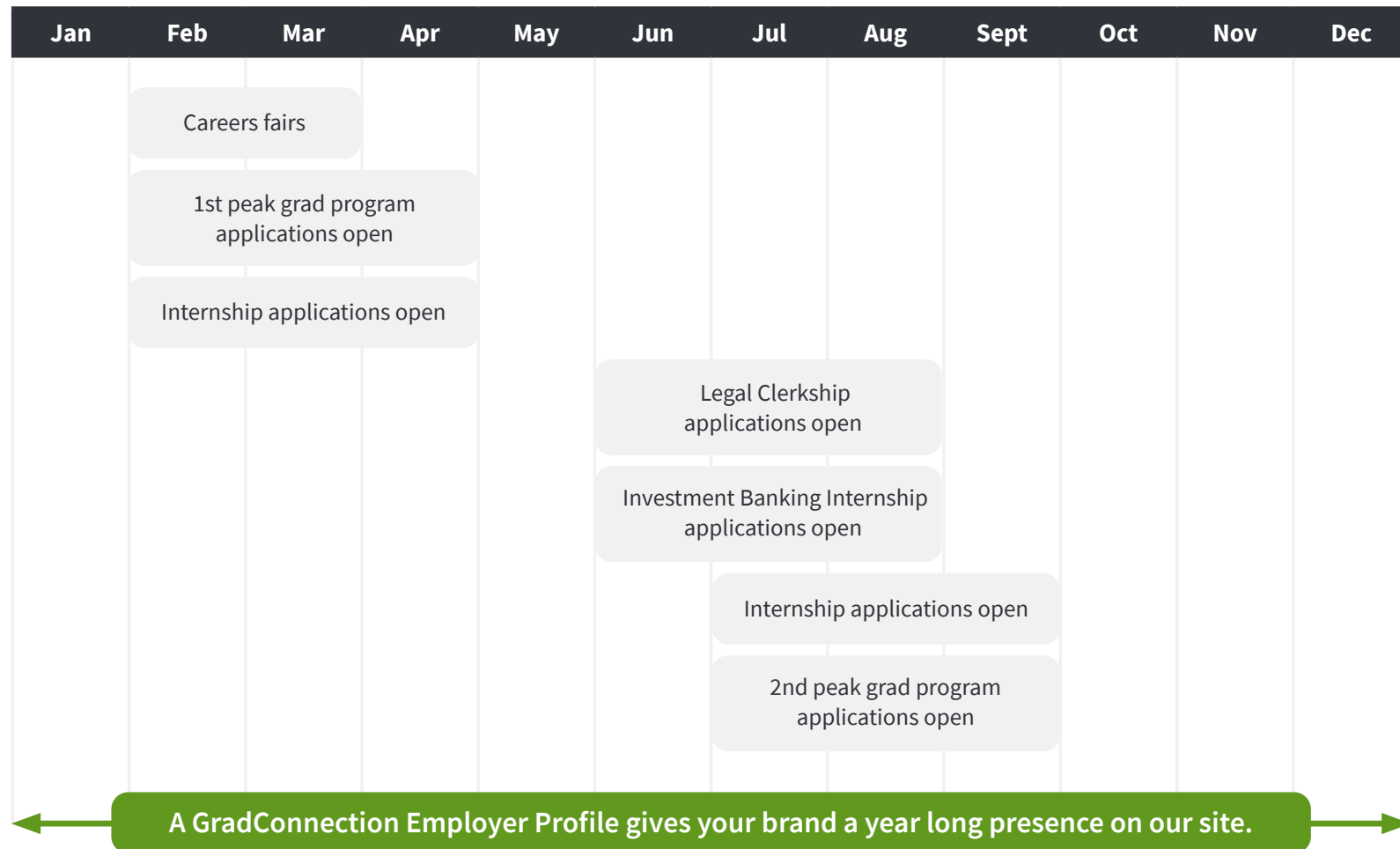
1	Business and Commerce	14.55%	11	Management	5.51%
2	Banking and Finance	13.95%	12	Marketing and Sales	5.50%
3	Accounting	10.40%	13	Engineering Civil/Structural	5.30%
4	Law	8.43%	14	Engineering	4.33%
5	Economics	7.57%	15	Information Systems	4.24%
6	Computer Science	7.04%	16	Engineering - Software	3.80%
7	Information Technology	6.94%	17	Engineering - Mechanical	3.49%
8	Arts and Humanities	6.36%	18	Cyber Security	3.30%
9	Data Science and Analytics	6.32%	19	Human Resources	3.08%
10	Science	5.54%	20	Engineering - Electrical	2.97%

## ● Top 20 Universities

*of registered users on GradConnection (graduating 2021+)*

1	UNSW Australia	9.20%	11	Curtin University	2.90%
2	Monash University	8.16%	12	Australian National University	2.73%
3	University of Melbourne	6.65%	13	University of Adelaide	2.67%
4	University of Sydney	6.65%	14	Western Sydney University	2.65%
5	University of Technology Sydney	5.44%	15	University of Western Australia	2.63%
6	Macquarie University	5.31%	16	University of Wollongong	2.07%
7	RMIT University	5.17%	17	Swinburne University of Technology	1.83%
8	The University of Queensland	4.19%	18	Griffith University	1.68%
9	Queensland University of Technology	3.71%	19	University of South Australia	1.67%
10	Deakin University	3.65%	20	La Trobe University	1.62%

## ● Grad Market Timeline



## ● Our Benefits

GradConnection is used by 75%\* of successfully hired grads. Advertising with us means reaching these students at the right time. We're more than a jobs board, we're your recruitment partner.



### Year-round Presence

Your GradConnection profile gives your employer brand year-round presence.



### Alert Emails

Send two email alerts to your target student audience for every role you post.



### Unlimited Ads

Post unlimited ads to a tailored audience to meet your needs.



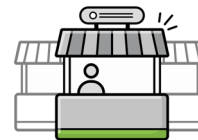
### Be Visible

Be found when students research industries and pathways, not just opportunities.



### Talent Pipeline

Share your talent pipeline activities; ie. Virtual programs, webinars, meet & greet sessions.



### Events & Experiences

Be part of more with GradConnection events and experiences, and engage early talent sooner

\* 2022 AAGE Candidate Survey Report

## ● Packages

*Select the right option for your needs.*

### Starter

**1**

#### *Target 1 Discipline*

Best suited to employers who hire one single type of degree discipline holder or want to try out our service. For instance, hiring only IT for a software company.

### Bronze

**3**

#### *Target 3 Disciplines*

Best suited to employers with a generalist graduate program but want to target a very specific range of degree discipline sectors of students.

### Silver

**5**

#### *Target 5 Disciplines*

Best suited to employers with a generalist graduate program that want to target some technical degree streams.

### Gold

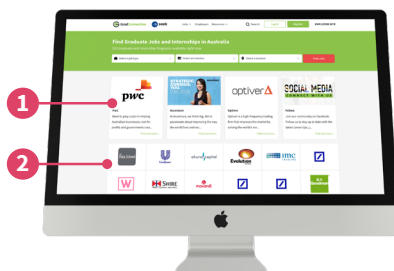
**8**

#### *Target 8 Disciplines*

Best suited to employers with multi stream and discipline graduate programs.

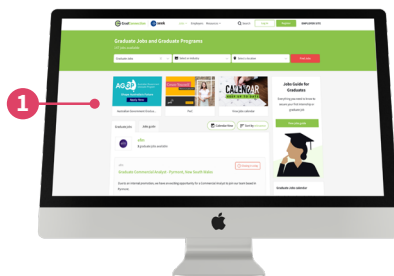
## ● Add-Ons

*Gain more exposure with the optional extra options below. Available with any package.*



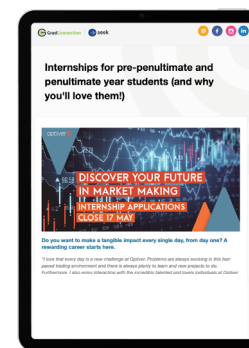
### Front Page Exposure

1. Front Page Banner (500 x 281 px) increases traffic by approximately 20% for the month.
2. Front Page Tile (200 x 200 px) increases traffic by approximately 10% for the month.



### Discipline Boosters

A maximum of 8 boosters are sold per discipline (tile size 500 x 281 px). Increases applications by approximately 50%.



### Custom Emails

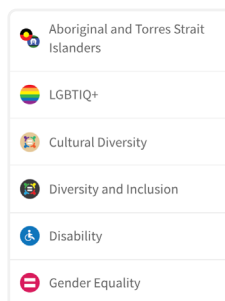
Our custom emails allow you to target the students most relevant to you from our database with your own exclusive email content.

### Social Media Activation

Extend the reach of your included social media posts across Facebook & Instagram.

### Featured Blog Content

Contribute a sponsored article on GradConnection's student blog to reach an engaged student audience.



### Diversity Booster

Students are able to search employers by the support they provide for a variety of diversity groups. This allows you to advertise diversity specific information directly to these students.

### Other Add-Ons\*

Part Time Student Jobs Add-On

Internship Add-On

\*free for Gold Package Clients



## ● Appendix A - Discipline List

Premium Disciplines are marked with an asterisk. Premium discipline refers to some of our most popular disciplines, and is only used for Boosters & Logged In banners.

Discipline	Additional Included Disciplines	Discipline	Additional Included Disciplines
<b>Arts &amp; Public Interest</b>		<b>Business, Commerce &amp; Finance</b>	
Arts & Humanities*	Communications Journalism Media & Advertising	Banking & Finance*	Compliance Actuary Funds Management Investment Banking Insurance
Education		Business & Commerce*	Consulting Management Recruitment Administration
Government	Intelligence Defence	Accounting*	Consulting Management Recruitment Administration
Law*		Economics	Consulting Management Recruitment Administration
<b>Healthcare &amp; Medical</b>		Marketing & Sales*	Consulting Management Recruitment Administration
Health	Exercise Physiology Health Policy & Administration Medicine Nursing & Midwifery Pharmacy & Pharmacology Physio & Occupational Therapy Psychology & Counselling Radiography & Medical Imaging Speech Pathology	Human Resources*	Consulting Management Recruitment Administration
<b>Hospitality</b>		Property	
Hospitality, Sports & Tourism			
<b>Retail &amp; Customer Service</b>			
Retail & Customer Service	Customer Service Retail		



Discipline	Additional Included Disciplines		
<b>Engineering &amp; Technology</b>			
Engineering*	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Mathematics	Data Science & Analytics Statistics
Engineering Chemical	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Planning & Surveying	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction
Engineering Civil	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Information Technology*	Telecommunications Cyber Security
Engineering Electrical	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Computer Science*	Telecommunications Cyber Security
Engineering Mechanical	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Software Engineering*	Telecommunications Cyber Security
Engineering Mechatronics	Engineering Environmental Engineering Geotechnical Engineering Petroleum Engineering Aerospace Construction	Information Systems	Telecommunications Cyber Security
		Science*	Environment Science Food Technology Medical & Biomedical Science Research & Development Physics Marine Biology
		Environment	Agriculture Horticulture
		Design & Architecture	Architecture User Experience Industrial Design Project Management
		Logistics & Supply Chain	Aviation Fast Moving Consumer Goods Operations Procurement Transport
		Mining & Resources	Utilities Geology