

PROMOTIONAL CAMPAIGN

MEDIA KIT 2019



SOCIAL CHANGE CENTRAL

AUSTRALIA'S #1 SOURCE FOR SOCIAL IMPACT OPPORTUNITIES

Social Change Central is more than a website.

It's a community.

Our mission? To ensure that Australia's social entrepreneurs and social enterprises get access to the critical support they need to convert their passion and ideas for social good into real social impact.

Our audience is smart, switched-on and hungry for opportunities and information that enables them to be powerful drivers of positive change.

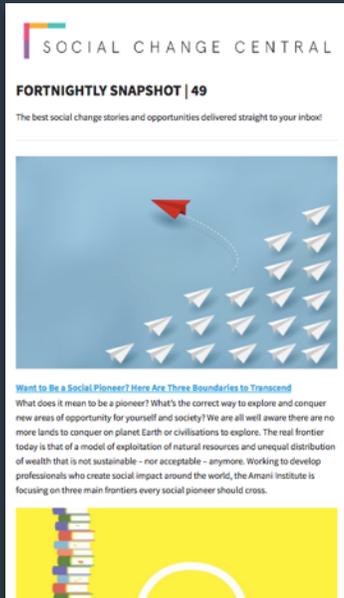
CLIENTS

We have worked with dozen of multi-sector clients, ranging from large international providers to local grass-roots organisations. We are proud to partner with some of the best known social impact intermediaries.



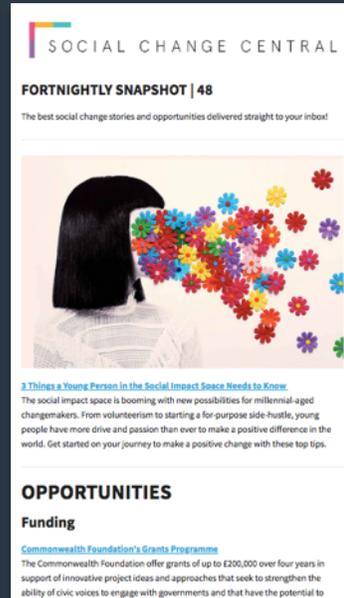
REACH

Social Change Central offers a unique and powerful opportunity for your organisation to reach a highly targeted, passionate and engaged audience. We reach **MORE THAN 200,000 ENGAGED CHANGEMAKERS** each year.



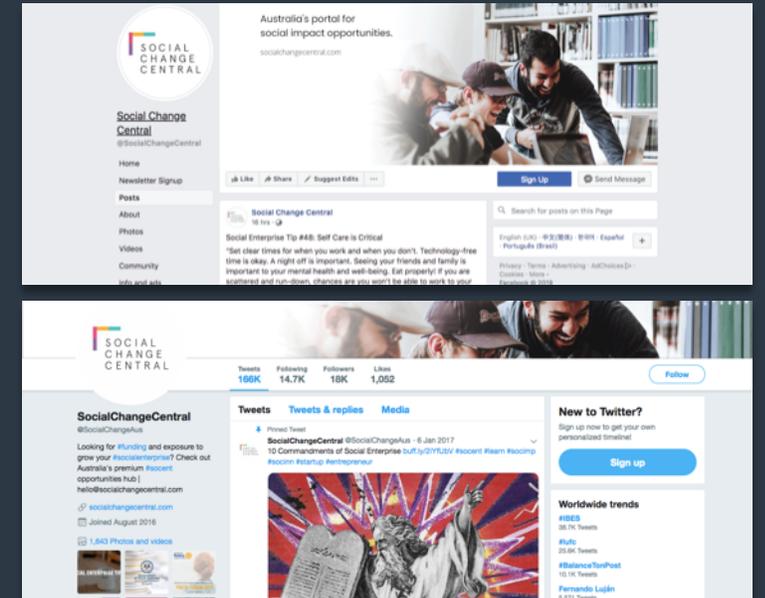
NEWSLETTER

Our fortnightly snapshot is delivered to +6,000 subscribers, with a 33% average open rate and 8% CTR.



WEBSITE

10,000+ people visit our website each month, spending an average of 3 minutes per visit.



SOCIALS

We have 45,000+ followers across our social channels and an affiliate network of 10,000+.

AUDIENCE

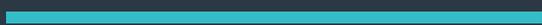
Our fast growing community is made up of a diverse group of innovative, driven and connected individuals who are committed to creating sustainable social and environmental change.

READERSHIP

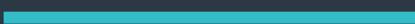
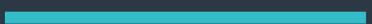
- social enterprises and entrepreneurs
- purpose-driven businesses
- startups
- charities
- peak bodies
- local government
- corporates
- NGO
- community groups

DEMOGRAPHICS

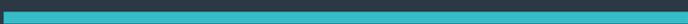
LOCATION:

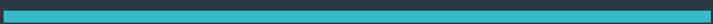
Australia  84% | International  16%

GENDER:

Male  54% | Female  46%

AGE:

18-24  30%

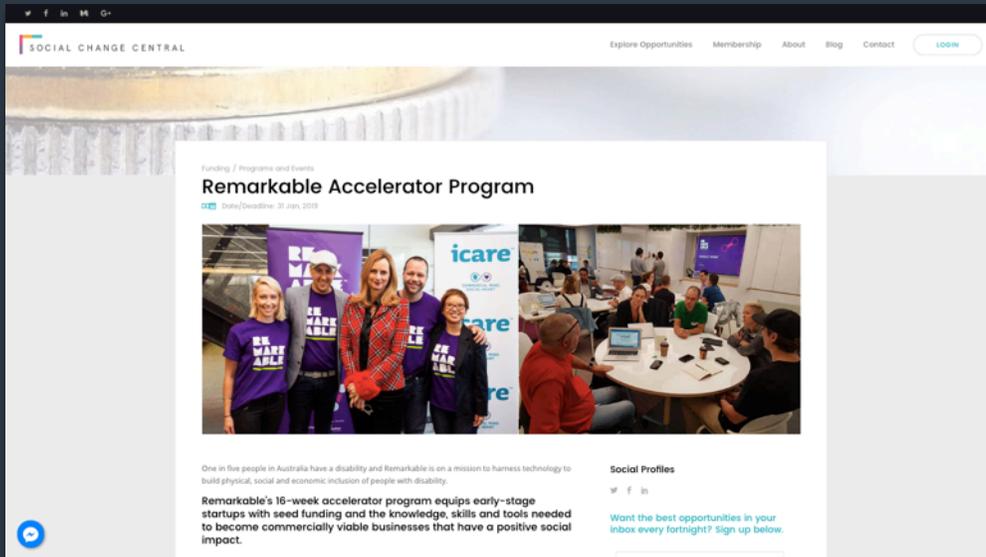
25-34  33%

35-44  21%

45+  19%

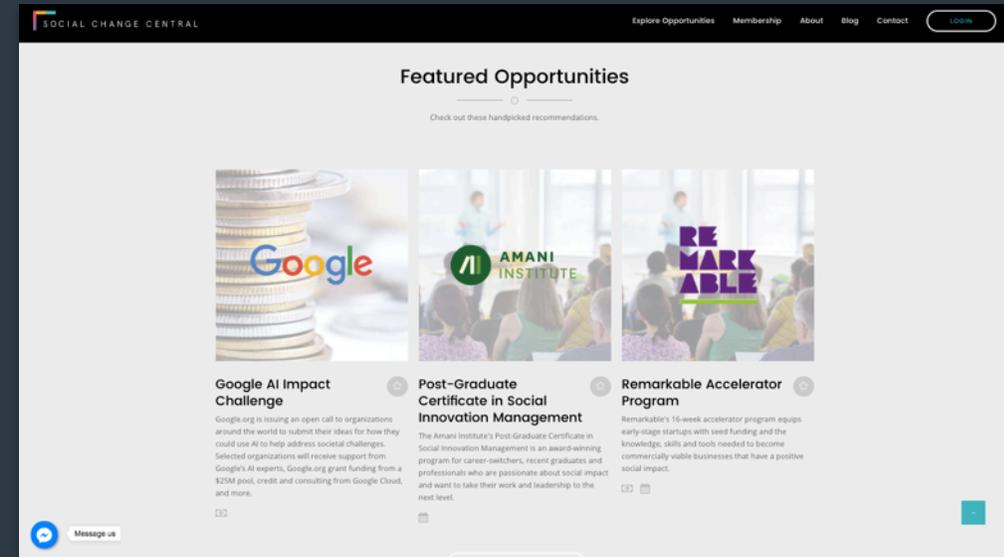
PROMOTION

We offer a variety of promotional solutions to cater to your marketing requirements. And we take care of it all. Our service includes content creation, scheduling and reporting.



LISTING

We will upgrade your listing page with carousel banner images, your promo video and links to your social profiles.



HOMPAGE

Be displayed in prime position on our portal homepage under the 'Featured Opportunities' section and get exposed to 5,000+ visitors each month.

PROMOTION

Campaigns that run for 4+ weeks average between \$0.05 - \$0.18 per engagement.

Blog: Social Change Corner

Readers, authors and editors for businesses that are changing the world for the better.

Tech for Good: Indigenous Organisations to Watch

There has been a significant focus on technology and many organisations focused on indigenous and Torres Strait Islander communities.

Social Impact: 3 THINGS to Know, Read and Hear

We get it. Life is busy and balancing our plate can be super hard. But we want you to get a little more time to read, hear and hear.

Top Stories: Australian Social Entrepreneur of 2019

We got the 2019 award. There's a lot of buzz around the 2019 award and we're excited to announce the winner.

3 Ways to Get the Attention of Impact Investors

Our early stage, growth, and seed stage investors are looking for a product that makes a difference.

The Four Cs of Effective Social Entrepreneurship

There are four key areas to focus on when you're looking for a social entrepreneur. They are: Character, Competence, Commitment, and Community.

Social Impact: 3 THINGS to Know, Read and Hear

We get it. Life is busy and balancing our plate can be super hard. But we want you to get a little more time to read, hear and hear.

The Best of Social Impact: Must-read Articles of the Month

Read our must-read articles and discover the best of the month.

Social Impact: 3 THINGS to Know, Read and Hear

We get it. Life is busy and balancing our plate can be super hard. But we want you to get a little more time to read, hear and hear.

5 Tips for Building a Social Impact Business from the Ground Up

Over the past decade there has been increasing interest in the social impact business. This is a good thing. But it's also a challenge. Building a social impact business from the ground up is a complex task. Here are 5 tips to help you get started.

1. Start with a clear mission and vision.

2. Build a strong team.

3. Focus on your core business.

4. Be transparent.

5. Measure your impact.

Social Impact: 3 THINGS to Know, Read and Hear

We get it. Life is busy and balancing our plate can be super hard. But we want you to get a little more time to read, hear and hear.

3 THINGS not enough?

Subscribe to our fortnightly newsletter. You'll get social change inspiration every 2 weeks.

SOCIAL CHANGE CENTRAL

FORTNIGHTLY SNAPSHOT | 45

The best social change stories and opportunities delivered straight to your inbox!

Could This Be The Face of Social Enterprise in Australia?

Social enterprise is a people's movement and, if it's going to command a place in mainstream awareness, the message must be commanding. However, social enterprise is a concept with many disparate elements and uncertain definitions. Would it not be easier to distil a clear and accessible message told through one or a handful of powerful stories?

Awards & Competitions

Banksia Sustainability Awards

The 2018 Banksia Sustainability Awards provides guests with the opportunity to meet the 2018 Banksia Awards Finalists as well as discovering first-hand the breadth and depth of the expertise developed by a diversified cross-section of Australians, be they individuals, local councils, community groups, SMBs or large corporations. This day-long event features the exchange of novel ideas and the presentation of original research. Grab your tickets today! Event held 29 November.

International Green Gown Awards

The International Green Gown Awards recognise exceptional sustainability initiatives being undertaken by universities and colleges. The Awards cover all aspects of educational institutions – from their teaching and research, leadership, buildings and food to how students can benefit the quality of life in the communities around them. Applications close 31 January.

The Women's World Summit Foundation Prize for Women's Creativity in Rural Life

The Women's World Summit Foundation (WWSF) is currently inviting applicants for its 26th annual Prize for women's creativity in rural life. This award is designed to honour and award creative and courageous women and women's groups around the world working to improve the quality of life and empower rural communities. Applications close 30 April.

BLOG

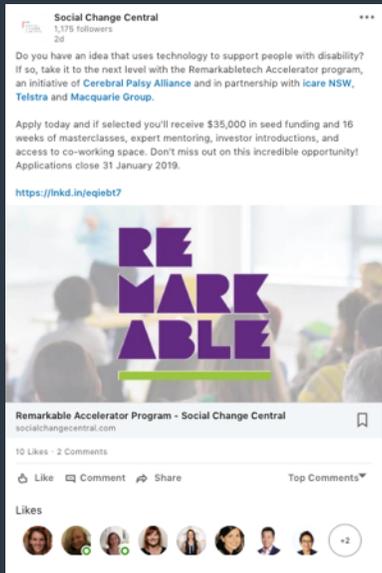
Published guest article with link-backs to your organisation/opportunity promoted strategically across all our social media channels.

NEWSLETTER

Featured in our newsletter- Social Change Snapshot - is published fortnightly and distributed to more than 6,000+ individuals who are seeking support to create positive change.

PROMOTION

Campaigns start as low as \$150 per week and can be up and running in 48 hours. Contact us directly for a custom quote based on your unique marketing objectives.



SOCIAL MEDIA

Our rapidly growing following on social media of more than 45,000+ and our affiliate network of 10,000+ provides further opportunity to help you spread your message and reach your objectives.

GOLD MEMBERS

Targeted promotion to our Gold Members offers you a premium way to source suitable, quality participants/ applicants for your opportunity.

NEXT STEPS

Positive social change is our passion and we thrive on working with people who don't accept the status quo, think big and have the courage and drive to bring their world-changing ideas to life.

We would be delighted to collaborate with you and help you achieve your objectives.

Whether your budget is \$200 or \$10k, we'll work together and build a campaign that delivers results. Ready when you are.

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