



SOCIAL CHANGE CENTRAL

MEDIA KIT

PROMOTIONAL CAMPAIGNS | 2023



AUSTRALIA'S #1 SOURCE FOR SOCIAL IMPACT OPPORTUNITIES

THE PULSE OF THE AUSTRALIAN SOCIAL ENTERPRISE SECTOR

Social Change Central is more than a website.

IT'S A COMMUNITY.

Our mission? To create a strengthened Australian social enterprise ecosystem in which social enterprises can thrive and effect widespread positive change.

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 over one hundred clients, ranging from international corporates to local grassroots 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 to reach a highly targeted, passionate and engaged audience. We reach **more than 200,000 engaged changemakers** each year.



10,000+

Newsletter
subscribers

Our newsletter is delivered to **10,000+** subscribers, with a **21%** average open rate and **7% CTR**. NFP industry average open rate is 3%.



20,000+

Website visits
per month

20,000+ people visit our website each month.



40,000+

Social media
followers

We have **40,000+** followers across our social channels and an affiliate network of **20,000+**.

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
- not-for-profits
- peak bodies
- local government
- corporates
- NGO
- community groups

DEMOGRAPHICS



Australia

84%



Intl

16%



Male

54%



Female

46%

AGE 18-24

30%

AGE 25-34

33%

AGE 35-44

21%

AGE 45+

19%

PROMOTIONAL CAMPAIGNS

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.

The Australian Government is inviting organisations via a closed non-competitive process to apply for a Volunteer Grant under the Families and Communities Program – Volunteer Grants Activity in 2019-2020.



In Business Award

Celebrate the extraordinary achievements of women from across the Gold Coast region. The Gold Coast Women in Business Awards honour our visionaries, innovators, change makers, women of inspiration and young achievers.

Challenge

The TFF Challenge is an annual collaborative prize competition that creates successful, socially responsible food and agriculture startups in all parts of the world.

for Food





Listing page

Upgraded opportunity page with carousel banner images, your promo video and links to your social profiles.



Blog post

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



Online portal

Be displayed in prime position on our homepage under the 'Featured Opportunities' section and get exposed to 20,000 visitors each month.



Email marketing

Featured in our newsletter- Social Change Snapshot - is published fortnightly and distributed to more than 15,000+ individuals who are seeking support to create positive change. Talk to us about the ability to run a takeover newsletter campaign!



Social media

Our rapidly growing following on social media of more than 40,000+ and our affiliate network of 10,000+ provides further opportunity to help you spread your message and reach your objectives.

CASE STUDIES

The trust and engagement of our audience filters through to how they perceive our content, which is in turn reflected in positive results for our clients.



Objective: Source high quality applications for the Churchill Fellowships

Results: 10,188 engagements (\$0.12 per engagement)

"That is an incredible result!!!"



Objective: Sell tickets to Solve It, Australia! Masterclass and raise awareness of Paul Ramsay Foundation funding opportunity

Results: 2,566 engagements (\$0.16 per engagement)

"Those are fabulous results! We were really pleased with the campaign."



Objective: Build a database of relevant leads interested in attending a variety of Masterclasses

Results: 4,965 engagements (\$0.05 per engagement)

"Thanks so much... we booked out the sessions so have been very happy with the exposure your content gave us."



Objective: Source high quality applications for the Banksia Sustainability Awards

Results: 2,245 direct engagements (\$0.18 per engagement)

"Thank you this is fantastic, we received a lot more entries than expected! It is a pleasure to work with you."

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.

Whatever your budget, we'll work together and build a campaign that delivers results. We're ready when you are.

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