



THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**

# UWA Industry Engagement Activations Pack





# UWA events

## CAREERS FAIR

Get connected with students eager to discover internships and graduate opportunities. The Careers Fair is the biggest career event on campus.

## CASUAL JOBS FAIR

Showcase your part-time and casual opportunities. The Casual Jobs Fair is open to all students and members of the public.

## OPEN DAY

Open Day is a public event that focuses on University Pathways. Industry activations on the day offer opportunities to strengthen your recruitment pipeline.

# 10K+

Number of visitors at UWA Open Day 2024

# 4K+

UWA students who registered for 2024's Sem 1 & Sem 2 Careers Fair

# 2.5K+

Job seekers who attended the Casual Jobs Fair



## PARTNER WITH US

Gain exclusive access to UWA's career events by partnering with the Industry Engagement team and select the best Industry Package to meet your needs. Packages can be tailored depending on your targeted goals and opportunities.

Connect with the team!  
E: [careerscentre@uwa.edu.au](mailto:careerscentre@uwa.edu.au)  
T: +61 8 6488 2258  
W: [employers.uwa.edu.au](http://employers.uwa.edu.au)



# Industry Packages



Extend your brand by selecting the best package to suit your recruitment goals then add bespoke options tailored to your engagement needs



\$1000

## BRONZE PACKAGE

1x fair (Careers Fair or Casual Jobs Fair)

1x optional choices from below:

- Data targeting
- Industry pop-up
- On-campus engagement event

\* \$1210 minimum value



\$2000

## SILVER PACKAGE

2x fairs (Careers Fair or Casual Jobs Fair)

2x optional choices from below:

- Data targeting
- Industry pop-up
- On-campus engagement event

\* \$2640 minimum value



\$3000

## GOLD PACKAGE

2x fairs (Careers Fair or Casual Jobs Fair)

1x bespoke event for your targeted needs

1x Industry pop-up

2x optional choices from below:

- Data targeting
- Industry pop-up
- On-campus engagement event

\* \$3960 minimum value





# Career Fairs & Branding

## CAREERS FAIR

UWA Careers Fair is the largest career event on campus where multiple organisations set up booths to showcase their career opportunities.

Consider how an information session, workshop, and opportunities for on-campus interviews can add to your recruitment outcomes.

## JOBS FAIR

Open to the public, this event is where organisations can offer part-time, casual, or seasonal job opportunities. It provides a chance for students to find flexible work that fits around their class schedule.

## TIMELINE

**Semester 1:** March  
(Between Weeks 1-3)

**Semester 2:** July  
(Between Weeks 1-3)



## LOCATION

Choose your preferred location: high-traffic areas near entry and exit points, food stalls, or near certain companies to maximize student engagement.



## BRANDING

Promote your brand through marketing materials in the lead up to the event. We can include your logo on print and digital promotional assets.

Partner with us to arrange a customised workshop or informational session prior or post event to give your brand more exposure.





# Bespoke Events



## EXCLUSIVE ON-CAMPUS EVENT

A private recruitment event for your organisation to engage with students, showcase career opportunities and identify potential candidates.



## ADMIN SUPPORT

### Coordination

Event scheduling, parking, event promotion, and communicating with relevant stakeholders

### Tracking

Monitoring RSVPs & attendance

### Booking

Securing venues, equipment, and any other resources

### Staffing

A dedicated UWA staff will be available for the full duration of your event to handle any on-the-spot queries or issues



## DATA SET & DIRECT MAILOUT

Targeted mailouts sent out to select students based on criteria you provide such as academic background and year of study.



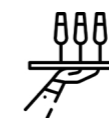
## SOCIAL MEDIA PROMOTION

Promotion of your event across UWA Careers & Employability social media channels including Facebook & Instagram.



## UWA TEACHING VENUE

Full support in booking a UWA teaching venue that best suit your event's requirements. These venues range from large lecture theatres to more intimate workshop rooms.



## CATERING

Whilst catering is not included in the cost of a bespoke event, we will assist you in sourcing catering that fits within your budget.



# Pop-up events



## INDUSTRY POP-UP

An industry pop-up is a discipline focused event on campus. Its aim is to provide students with insights into potential career paths and educate them about the types of companies and careers they can pursue with their UWA degree.

## MEET THE EMPLOYER

A 45-minute company-led information or panel session where students can directly ask industry representatives questions on opportunities and recruitment processes.

## MOCK INTERVIEWS

This can be hosted on campus or at your organisation's preferred location. In this session, you can simulate a real job interview to provide students with real-time feedback and tailor their responses to your organisational standards.

## LUNCH & LEARN

An invite only, catered information session held on or off campus where your organisation can deliver presentations followed by a casual networking opportunity.

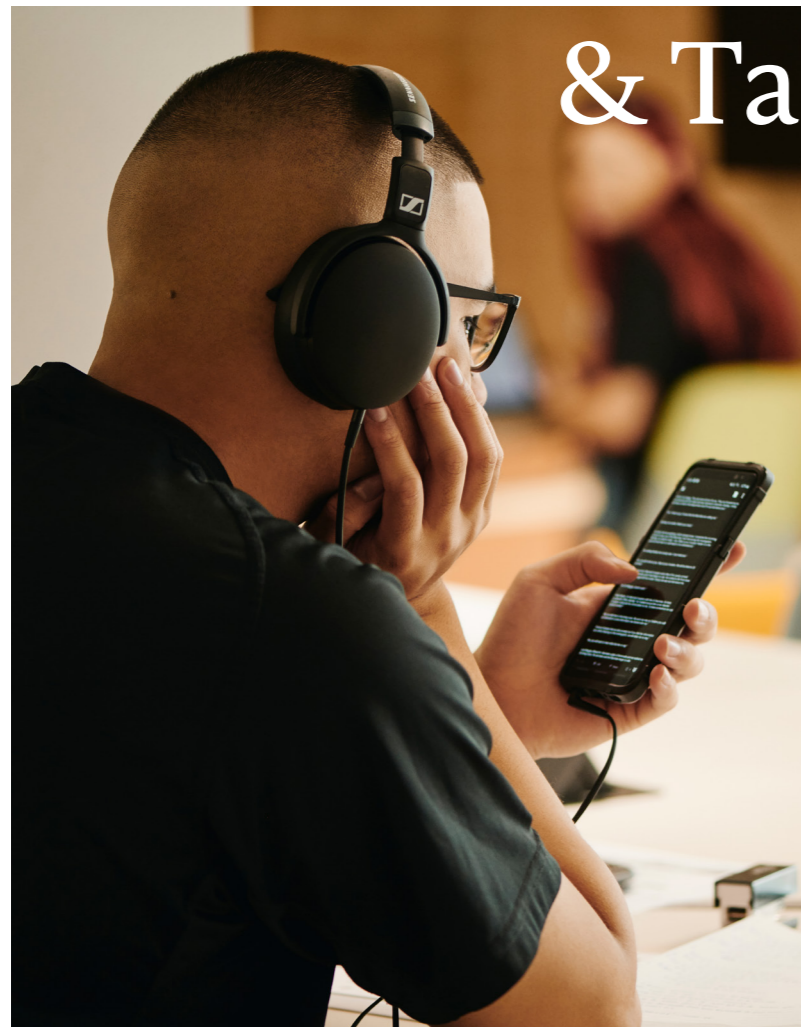


## POP-UP EVENT CAP

Bronze 1	Silver 2	Gold 3
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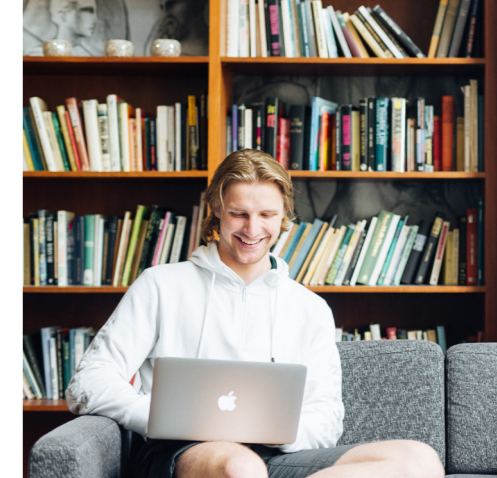
# Data & Targeting



We can work with you to provide detailed information about student numbers and demographics for your key student cohorts. This can inform and support you in developing a planned and targeted approach to your engagement.

### STUDENT DEMOGRAPHICS

This information will be at an aggregated level and will not include individual student contact detail (e.g. total engineering students and demographic details including: *year of study, major, domestic or international*).



### EVENT DRIVEN MAILOUT

This could be attendance at a Careers Fair or an Industry Pop up.



### EMPLOYER-LED EVENT WITH TARGET STUDENTS

This could be attendance at an on-campus event or an event at a location of your choosing.

### DIRECT MAILOUT

We can send promotional materials about your organisation and program to a specific cohort of students/graduates on your behalf.

### EMAIL CAP

Bronze	Silver	Gold
250	400	600

\* Emails in addition to the package cap are charged at **\$1.65/email**





# UniHub

## ABOUT

UniHub is an online platform which provides UWA students and recent graduates access to a range of opportunities including jobs, internships, events, and scholarships.

## JOB/EVENT POSTING

Publish your event or job opportunity on UniHub, UWA's online jobs board. To register, create an account using the link below.

**W:** [unihub.uwa.edu.au/employers/](https://unihub.uwa.edu.au/employers/)

## BANNER ADS

Boost your opportunity through a banner ad on the UniHub platform. For more information on dimensions and specifications, contact the team at [careerscentre@uwa.edu.au](mailto:careerscentre@uwa.edu.au).





# Individual Options

**COST**

**\$880** Career Fairs or Jobs Fair

**\$990** Bespoke Event

**\$330** Industry Pop-up

**\$550** On-campus Engagement

- Panel Event
- Meet the Employer
- Lunch & Learn
- Mock Interview

**\$1.65**

**Data & Targeting**

\$412.50 Bronze (250 students)

\$660 Silver (400 students)

\$990 Gold (600 students)

\* PRICING VALID AT TIME OF PRINT

\* CATERING COST NOT INCLUDED



# Career Mentor Link

## Engagement Opportunities



[bit.ly/CMLEOI](https://bit.ly/CMLEOI)  
Sign-up to be a mentor

“It is a great way to expand your network and skill set with someone who is already in the field [and] is able to guide you through career challenges.”

- 2021 CML Student (Graduate Certificate in Entrepreneurship and Innovation)

### ABOUT

Career Mentor Link is a 6-month (May-October) program that matches industry professionals (mentors) with UWA students (mentees).

W: [mentoring.uwa.edu.au/](https://mentoring.uwa.edu.au/)

### PROGRAM TIMELINE

- **September/October:** Expression of Interest Open
- **April:** Mentees and Mentors matched
- **April/May:** Welcome Breakfast
- **June-September:** Professional Development & Networking events (not compulsory)
- **October:** End of Program

### TIME COMMITMENT

- ✓ Students are expected to maintain monthly contact with their mentor
- ✓ Non-compulsory events are held throughout the 6-month program

### MENTEE ALLOCATION

If you are interested in becoming a mentor, please contact the Career Mentor Link team through: [careermentorlink@uwa.edu.au](mailto:careermentorlink@uwa.edu.au).

### SPONSORSHIP

Host an event for CML students and industry mentors (must be relevant to the program).

### EXCLUSIVE CML SPONSORSHIP PACKAGES

For a separate, exclusive sponsorship opportunities, please contact the Career Mentor Link team through: [careermentorlink@uwa.edu.au](mailto:careermentorlink@uwa.edu.au).

Sponsorship includes offerings such as:

- ✓ Up to 10 mentees
- ✓ Branding on CML website, events, and collaterals
- ✓ Full page company profile on Career Mentor Link manual, and more





# Work Integrated Learning Engagement Opportunities

W: [uwa.edu.au/students/my-career/work-placements-and-internships](http://uwa.edu.au/students/my-career/work-placements-and-internships)

## ABOUT

Internships are offered for academic credit for both undergraduate and postgraduate UWA students. Each placement must meet a minimum requirement of 100 hours.

## INTAKE DATES

### Semester 1 (March-June):

12-week period with students completing 1-2 days/week

### Winter (July):

4 weeks of full-time hours

### Semester 2 (July-October):

12-week period with students completing 1-2 days/week

### Summer (November-February):

Flexible scheduling options where students can complete internships in blocks or full-time over the summer

## INSURANCE COVERAGE

UWA provides insurance coverage for our unpaid internships, ensuring a secure environment for hosts and students alike.

## PLACEMENT

List an internship opportunity in our UWA Marketplace for Semester 1 or 2. This allows you to engage with students actively seeking placements relevant to their studies, bringing fresh perspectives and talent into your organisation.

## PLACEMENT & COORDINATOR FEEDBACK

Submit your internship opportunity for feedback from one of our experienced coordinators. We'll review your listing and offer insights to optimise it, ensuring maximum appeal and engagement from students, helping you attract the best candidates for your needs.

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## EXCLUSIVE WORK INTEGRATED LEARNING SPONSORSHIP PACKAGES

For a separate, exclusive sponsorship opportunities, please contact the Work Integrated Learning team through [careerscentre@uwa.edu.au](mailto:careerscentre@uwa.edu.au).



# Data Provision Agreement



The UWA Industry Engagement team uses a data provision agreement to collect data on how many UWA students are employed by partner organisations, and in what capacities (casual, part-time, full-time, or graduate program). This information helps UWA track the success of partnerships, assess student employment outcomes, and improve future collaborations.

## 1. REGISTRATION

Registrations made after the closing dates will be accepted at the discretion of the UWA Industry Engagement team. Upon registration, you will receive an email with an invoice which details how to make payment.

## 2. CANCELLATION

Cancellations received after 72 hours (3 business days) of registration will not be offered a refund. All cancellations must be made in writing.

## 3. DISCRIMINATORY MATERIAL

No group or organisation shall distribute material or promote activities that are deemed defamatory, sexist, racist, or homophobic. If in doubt about your literature or approach, contact the UWA Industry Engagement team.

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By registering to these packages, you agree to these terms and conditions. Please direct any enquiries to [careerscentre@uwa.edu.au](mailto:careerscentre@uwa.edu.au).



# Terms & Conditions





## CONNECT WITH US

E: [careerscentre@uwa.edu.au](mailto:careerscentre@uwa.edu.au)

T: +61 8 6488 2258

W: [employers.uwa.edu.au](http://employers.uwa.edu.au)



Scan the QR Code to submit  
the EOI form, or go to  
[tinyurl.com/mz5aspsy](http://tinyurl.com/mz5aspsy)



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