LinkUp Careers

Tertiary Education Partners Media Kit | Discover careers you never knew existed

13,000+	10,000+	3,000+
NAWIC Members	Churchill Fellows Network	Social Media Community

Reach women and career changers at the moment they decide which course gets them into a hidden job in Construction, Energy or Manufacturing.

THE CHALLENGE

Career changers rarely start by searching for a course.

They start with a question: what could I do with the skills I already have? LinkUp Careers answers that question first, then connects them to the courses and micro-skills that close the gap. Your courses reach learners who already know which job the course leads to and why it suits them. For providers working to grow enrolments from women and career changers, this is an audience that is hard to reach through general course directories.

WHAT PARTNERSHIP DELIVERS

For your courses

Pathways Explorer course tiles
Your courses and micro-skills shown at the right step of each relevant pathway, from a user's work skills, life skills and family experience to hidden jobs such as linesworker and social procurement advisor.

Learn page listings
Searchable by industry, location, delivery mode and cost, from a White Card through to full trade certificates and diplomas.

Featured course
Your course in the featured space at the top of the Learn page, marked as sponsored.

For your enrolments

Motivated learners
Women and career changers who have already chosen a pathway and know where your course leads.

One click from job to course
Learners move from "which job suits me" to "how do I get there" without leaving the platform.

Insight
See which pathways and hidden jobs lead learners to your courses.

YOUR COURSE TILE

Each course tile in the Pathways Explorer is linked to your Learn page listing and includes:

- **Course name and provider,** with your logo
- **Description** of what the learner will gain, in plain language
- **Entry requirements,** including recognition of prior learning
- **Cost,** including fee-free and subsidised prices and eligibility
- **Duration and delivery:** length, study mode and locations
- **Hidden jobs it leads to,** linked to the matching tiles and pathways
- **Enrol or enquire** link direct to your course page

Community organisations we work with: Empowered Women in Trades (EWIT), National Association of Women in Construction (NAWIC) and APM.

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PARTNER OF
NAWIC Australia

LinkUp Careers
Find your people, and your path

LinkUp Careers | Tertiary Education Partners Media Kit

PARTNERSHIP LEVELS

Showcase one course or your full offering

Scope and investment are shaped together, based on the number of courses and pathways involved.

Course Listing

Commitment: single listing

- One course or micro-skilling opportunity on the Learn page
- Its course tile in the Pathways Explorer
- Your name and logo on the tile

Education Partner

Commitment: twelve months

- Multiple course listings and tiles across relevant pathways
- One featured course period
- Named education partner on the Learn page and a newsletter feature

Founding Education Partner

Commitment: twelve months, limited places

- All listings and tiles
- Featured course placements
- A Pathways Explorer webinar and a graduate story
- Named across the platform and a quarterly impact summary

WHAT YOU CAN SHOWCASE

Courses

- Short courses, micro-credentials and skill sets
- Pre-apprenticeship and pre-employment programs
- Certificates and diplomas
- University courses and short programs

Opportunities to go further

- Join a Pathways Explorer webinar
- Host a try-before-you-commit day at your campus
- Feature a graduate in a Same Skills, New Site video or Front and Centre profile

What we report

- Views of your course tiles and listings
- Click-throughs to enrol or enquire
- The pathways and hidden jobs that led learners to you
- Newsletter and webinar reach

OUR STANDARDS

- **Accurate and current.** You confirm course details, entry requirements and costs, including fee-free and subsidised options. Listings are reviewed at least every six months.
- **Clearly labelled.** Featured and sponsored placements carry a “Sponsored” mark.
- **Learner first.** Sponsorship never changes which pathways a user is shown, and learners always see all relevant courses, not only sponsored ones.
- **Independence.** LinkUp Careers is a founder-led venture operating independently of any other organisation, with all partnership activity conducted outside the founder’s other professional commitments.

PARTNER VOICES

PARTICIPANT OUTCOME

“I’ve successfully passed the pre-enrolment stage with Alstom. I’ll be starting the program in October, and I’m hoping this leads to an apprenticeship.”

Sam
Jobseeker, now pursuing an apprenticeship

INDUSTRY VOICE

“Polly’s research across Canada, England, Denmark, Germany and Portugal offers a compelling roadmap for change. Her findings make sense. Now it’s up to the public and private sectors to act.”

Rosanne
Senior Project Manager, Construction

Ready to reach your next learners?

Contact Polly at contact@linkupcareers.com.au to start your partnership conversation.

WEBSITE
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