



# DEPARTMENT OF HEALTH – NURSING RECRUITMENT



Government of **Western Australia**  
Department of **Health**

# DEPT. OF HEALTH – THE BRIEF



## What was the brief for the campaign?

To generate awareness and engagement for careers in Nursing & Midwifery to 15-18 year olds in WA.

## How did Student Edge ensure the success of this campaign?

Student Edge proposed the use of dedicated eDM and SMS media targeted to 15-18 year olds in WA. An integrated 'Your Say' discussion competition was also added to generate further two-way engagement.

The 'Your Say' discussion competition was based around the target market answering a relevant question: *Tell us why would you choose a career in Nursing or Midwifery for the chance to win an iPad2.*

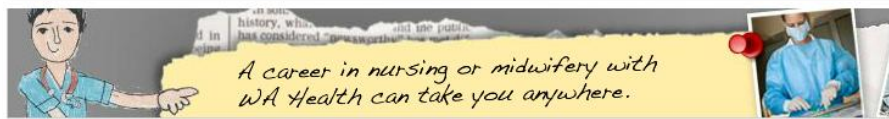
This competition mechanic provides valuable insights around an organisation or specific topic and the audience responses can be examined by age, gender, location & study type.



# DEPT. OF HEALTH – THE MEDIA



11,000 targeted SMS's sent



600,000 website banner impressions



28,000+ targeted eDM's sent

View online | Update your details

**student EDGE .com.au**

enews special

home | discounts | jobs | what's on | comps | your say | student toolbox

Hi '[FNAME]', check out some of the great opportunities made available to you within the various speciality areas of nursing and midwifery. WA has a great range of renowned courses so **find out more now** and see where a career in nursing and midwifery can take you.

*You'll be amazed where nursing and midwifery can take you.*

## Want a job full of variety and reward?

Take a good look at nursing or midwifery. Every day comes with its own story, its own challenges and its own rewards. There are so many speciality areas. Move from paediatrics, to mental health, to trauma, to triage, to so many more.

**A career that fits around you**  
Few professions offer as much freedom and flexibility as nursing and midwifery. You can earn a good salary while enjoying a healthy work-life balance.

**You can go places**  
Nurses and midwives are needed everywhere. They're in demand - here, the rest of Australia and all over the world.

**People like you**  
As a nurse or midwife, you'll be surrounded by people like you; strong, smart, caring, positive men and women, who want to make a difference, every day.

**Study in WA**  
Nurses and midwives enter the profession through university or other further education institutions. Luckily for you, WA has a great range of renowned and respected courses.

Take your career places with WA Health  
[www.nursing.health.wa.gov.au](http://www.nursing.health.wa.gov.au)

*Nursing and midwifery...can take you anywhere.*

Government of Western Australia  
Department of Health  
Nursing and Midwifery Office

Tel: 1800 112 272 or (08) 9222 4075  
[www.nursing.health.wa.gov.au](http://www.nursing.health.wa.gov.au)




# DEPT. OF HEALTH – THE MEDIA

## Your Say Competition

nursing or midwifery?

Would you choose a career in Nursing or Midwifery?

Tell us in 30 words or more and you could win a 16GB iPad2 with WiFi and 3G.



Government of Western Australia  
Department of Health  
Nursing and Midwifery Office

Competition closes 29/02/2012. Please feel free to comment and share your ideas after this date.

Remember to make sure we have your current mobile number and email address in your contact details as this is how we contact winners. To update your details make sure you are logged in and [click here](#). See terms & conditions [here](#).



**Win an iPad2**

Would you choose a career in nursing or midwifery? Tell us in 30 words or more why you would or why you wouldn't choose one of these professions and you'll be in the running to win a 16G iPad2 with WiFi and 3G.

enter



50,000 homepage views

A screenshot of the 'student EDGE .Com.au' website. The header includes a search bar, login links, and social media icons. The main banner says 'NEED A BREAK? JOIN THE CLUB' and 'WIN A \$750 TRAVEL VOUCHER'. Below the banner are navigation links: HOME, DISCOUNTS, JOBS, WHAT'S ON, COMPS, EDUCATION & TRAINING. The main content area features a 'GET MORE!' section with 'DISCOUNTS, COMPS, FREEBIES, JOBS & MORE ALL ON US WITH YOUR STUDENT EDGE CARD!' and a 'JOIN NOW!' button. To the right is a 'CLICK HERE TO JOIN NOW!' button with a hand cursor icon. Below this is a 'MEMBERS LOGIN' section with email and password fields. The bottom section has 'LIMITED TIME OFFERS' and 'LATEST COMPETITIONS'. The 'LATEST COMPETITIONS' section includes 'FRIGHT NIGHTS' (a movie night event) and 'Win an iPad 2' (the competition mentioned in the other blocks).

10,000 competition section views

## What were the end results?

The competition received 717 comments, allowing us to feed back to the client an insight into which course potential students would undergo and why.

In addition to the competition, an eDM was sent to 28,000 records, receiving an above average open and click rate, encouraging members to explore the opportunity of studying these courses.

Onsite banners received 600,000 impressions, allowing members to click and enter the site.

An SMS was also sent out which encouraged great engagement around the courses.



**GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!**



**p: 1300 THE EDGE (1300 843 334)**  
**d: 08 6489 1114**

**Perth: 454 Roberts Road Subiaco**  
**Melbourne: 49-51 Wellington St, St Kilda**  
**Sydney: Tower 2 201 Sussex Street CBD**