



**MCM** MY  
CAREER  
MATCH  
 **recruit**

Build Personalised Connections With Students.

Product endorsement is a priceless asset we value highly.

Our clients love what we do. But don't take our word for it read about our track record from those who know best.

The impact our clients make on secondary school students, counsellors and parents is amazing.

Over two million students have completed a university branded MyCareerMatch assessment.

We look forward to working with you to increase your enrolment.



## Australian Government

*"I commend the work MyCareerMatch is doing in relation to providing career advice to students.*

*It is my view that good quality career advice is imperative in ensuring students follow the career path that is right for them".*

**The Hon Sussan Ley MP**

Assistant Minister for Education

Federal Government of Australia

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## Auckland University of Technology (AUT)

AUT is New Zealand's second largest university. It is in the top 1% of university rankings worldwide with almost 30,000 students, including 4,194 international students from 94 countries and 2,417 postgraduate students.

In addition to science and technology the university offers Arts, Law, Engineering, Education and Business schools.

The Business school approached MyCareerMatch to create a business course profile, matching students to courses and careers in business.

The program will launch in January 2021 with targeted campaigns to attract undergraduates to choose AUT as their business study university.

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THE UNIVERSITY  
*of* ADELAIDE

## The University of Adelaide (UoA)

The University of Adelaide, South Australia is the one of Australia's oldest 'sandstone' universities (1834) and part of the Group of 8.

With over 300 feeder secondary schools in South Australia and neighbouring States, the university seeks to attract top students to its undergraduate and postgraduate courses.

Career Profile matches secondary school students to careers and links those careers to courses UoA offers. Students must first register on the UoA website and this data is stored on their database providing a platform to reach out and engage with parents and students.

To assist Career Advisers The university offers a MyCareerMatch Certification program to better understand the tool and the research behind it.

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## University of South Australia (UniSA)

The University of South Australia (UniSA) introduced a University Aspirations Program in 2012 with a focus on career awareness introducing the program with low socioeconomic schools in South Australia. The program uses MyCareerMatch to map the student's skills encouraging them to aspire to higher education.

Results have been outstanding and MyCareerMatch has been expanded to over 250 schools and youth service organisation. Between 2012 and 2020 the UniSA student liaison team, armed with the MyCareerMatch tool, engaged with over 75,000 students, 481 careers advisers and teachers through 235 school interactions.

*"UniSA is proud to partner with MyCareerMatch to help students discover career options and UniSA courses available to them. As part of our student engagement program, we enjoy great success with MyCareerMatch".*

Ryan Bailey  
Deputy Director Marketing and Student Recruitment  
University of South Australia.

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## University of New England (UNE)

MyCareerMatch has been absolutely integral to the UNE's high school engagement strategy for more than 8 years. UNE's engagement with high schools enables Career Advisors to use MyCareerMatch completely unconstrained with any year group and individuals as many times as required to provide maximum support and guidance to their students as they see fit.

To date this approach has helped Career Advisors assist more than 18,000 high school students in our region through initiating meaningful career and study conversations based on their individual profile and strengths. In addition, we have increased our adult online enrolments by 18% through interaction with parents.

*"MyCareerMatch is a unique and affordable tool that ticks all the boxes for us, and their professional support and willingness to go the extra mile makes them an excellent and effortless business partner."*

Cameron Loudon  
Manager Student Engagement Marketing and Public Affairs  
University of New England



## University of Hertfordshire UK (UH)

The Hertfordshire University report matches careers to courses they provide. The course links are UTM format and track the link activity to collect data on which courses are selected by the student.

The program launched November 2020 promoting to high schools.

Herts have a student community of over 24,600 on UK based programmes including 3,800 international students, and 6,400 students studying courses outside the UK.

The University is one of just 175 film schools across the world that has been officially recognised by the organisation and awarded full membership.

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## Charles Darwin University, Australia (CDU)

In 2012 Charles Darwin University (CDU) commenced its online study and University pathways promotion “NextLife Finder”. The promotion attracted tens of thousands of leads and increased CDU’s online learning enrolments substantially. Next Life Finder won the Australian Marketing Institute Award for Marketing Excellence using the MyCareerMatch assessment.

In a three-year period, the promotion attracted 34,000 unique users who provided their details against CDU’s criteria, to enable them to prioritise and engage with.

*“We believe MyCareerMatch provides us with real value in helping students figure out what careers are best for them and the courses they could consider to achieve their goals. We support 26 secondary schools in the Northern Territory providing them with access to university branded MyCareerMatch reports”.*

Sierra Bath  
Community Engagement Officer  
Office of Marketing Charles Darwin University

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## **RMIT University Melbourne, Australia**

RMIT is one of Australia's largest universities with over 86,000 enrolments. The Student Recruitment Team offers MyCareerMatch to selected schools in their catchment area for use by students in ages 13 and over. Currently the RMIT engages with 200 secondary schools.

The program delivers personalised information about each user providing details of their personal strengths and matches these to suggested careers and courses RMIT provides.

Users first register on the "RMIT Leads Gen" form providing the university with valuable data about each person to reach-out and communicate personalised information.

RMIT offers users two options based on whether the user is a school student or an adult. Suggested careers are mapped out and personalised for each user with URL's linked to RMIT courses.

The school program provides multiple language instructions so students have clarity of what's expected of them when answering the questionnaire, an important feature in attracting international students.

To engage with adults, and recognising their time constraints, the questionnaire takes a few minutes with results available immediately.

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## **CSIRO My Digital Career, Australia**

The Commonwealth Scientific and Industrial Research Organisation (CSIRO) is an Australian Government agency responsible for scientific research.

CSIRO works with leading organisations around the world. From its headquarters in Canberra, CSIRO maintains more than 50 sites across Australia and in France, Chile and the United States, employing about 5,500 people

Technology is transforming our world! My Digital Career is a dynamic technology personality quiz created in collaboration with CSIRO. It connects talented 'tech interested' students to their best-fit courses. Customised and branded for any University or technology college.

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## Middlesex University, London UK (MDX)

Middlesex University began using MyCareerMatch as part of their student outreach strategy in 2014. MyCareerMatch reports are branded and customised for Middlesex and link prospective student personality outcomes not only to recommended careers, but also to Middlesex University courses and to the National Career Service (NCS) website.

The feedback they have received from Careers Advisers and students has been positive and enthusiastic, as the tool builds confidence and empowers students to make more informed choices about their higher education. In mid-2016, based on this local market success, Middlesex South Asia introduced MDX Career Match to schools and agents in India to strengthen their relationships and reach and encourage Indian students to study at Middlesex University

*“We really enjoy working in partnership with MyCareerMatch. The feedback we have received has been extremely positive as the tool empowers students to make more informed choices while at the same time highlighting courses we offer.”*

Elita Eliades-Ahmed  
Education Liaison and Outreach Manager  
Middlesex University, London, UK



## Middlesex University ‘Make Your Mark’

*“We have found MyCareerMatch DISCOVER ME to be invaluable engagement tool, allowing us to provide meaningful insight to young people that is personal, and relates directly to their needs.*

*Teachers, careers advisors and students themselves respond very positively, often commenting that the tools give them unique insight into their future choices and personality.*

*We have recently worked with MyCareerMatch to align the Discover Me tool to our Make Your Mark campaign, and their flexibility and knowledge has meant that the process of re-branding and ensuring that the tool was delivering against our specific needs was very simple.*

*Colleagues at MyCareerMatch have been consistently responsive, helpful and enthusiastic throughout our interactions with them”.*

Timothy S. Whittlesea  
Outreach Manager  
Middlesex University

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## StudyPerth, WA Australia

StudyPerth is a Western Australian Government agency. In collaboration with governments, educational institutions and stakeholders, StudyPerth encourages international students coming to Australia to choose Perth as their study destination.

MyCareerMatch designed a program for international students to discover careers that matched their personality and linked those careers to StudyPerth course finder for them to select a university, vocational college, or high school. Included in the program was employment advice to students whilst they are studying in Perth.

Parents and family play a major role in selecting their child's study destination so as part of the engagement program we reached out to parents in their native language. This proved highly successful and popular.

In July 2020 the program was launched and despite a COVID-19 lockdown of international students coming to Australia, 1855 international students registered online in the first month.

Capturing data of future students presents StudyPerth with valuable leads to engage and communicate with them and their parents.

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## Southern Cross University, NSW Australia (SCU)

Southern Cross University (SCU) is a regional Australian university with multiple campuses each specialising in a particular field. It operates The Hotel School in Sydney and The National Marine Science Centre in Coffs Harbour.

A client since 2012 SCU uses MyCareerMatch to reach out to secondary schools to encourage students to enrol in SCU. The schools are a mix of public and private secondary colleges and SCU student ambassadors visit schools to introduce student to the university and run MyCareerMatch sessions as a free service to career counsellors.

SCU uses a standard MyCareerMatch customised and rebranded with suggested careers linked to SCU courses.

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## Avondale University College, Australia

Avondale University College has been a valued client of MyCareerMatch since 2013. Avondale fosters a Christian higher education learning community dedicated to serving world needs. It promotes excellence in the higher education and in the academic, spiritual and support services it provides.

MyCareerMatch has long been part of the college's student outreach program to attract future students by providing career services to assist students find a career and course that matches their personality.

Avondale uses MyCareerMatch to connect with students to create a career pathway and direct them on a path in keeping with the Colleges values.

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## Murdoch University, Dubai

Murdoch University Dubai is a core branch of Murdoch University, based in Perth, Western Australia. The campus in Dubai caters for the area's growing demand for skilled professionals across a range of industries.

Courses follow the same academic requirements as the courses offered in Australia, taught by highly qualified international lecturers. The degrees awarded are issued from Australia and are exactly the same as the ones conferred on campus in Australia.

The challenge for MyCareerMatch was to build a student recruitment platform that aligned personality to courses and advise students the type of careers graduates found employment in with that qualification. Murdoch University uses MyCareerMatch as a lead generation tool to engage with students in the Mid-East, South Asia and Africa.

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## EU Business School, Barcelona Spain

EU Business School is one of Europe's top business schools with campuses in Barcelona, Geneva, Montreux and Munich and online.

MyCareerMatch partnered with EU in 2020 to build a program that matches a student's personality to business courses the EU Business School offers.

With 15 undergraduate business courses, MyCareerMatch offers each student a personalised branded report with course suggestions and sets out the careers those graduating are in employed in.

The diversity of choice of careers for a business graduate is exciting and covers a wide selection giving them choice and inspiration to complete their studies.

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## Edith Cowan University, Perth Australia

Edith Cowan University (ECU) is an Australian public university located in Perth, Western Australia.

With more than 30,000 students at undergraduate and postgraduate level, approximately 6,000 of whom are international students originating from over 100 countries outside Australia.

MyCareerMatch is used by ECU international student recruitment to attract students from South Asia and the Middle East to study in Australia.

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## Learning People, UK, Ireland, Australia & New Zealand

Learning People is one of the largest online IT course providers and have teamed up with MyCareerMatch Recruit to guide future students about technology careers and courses best for them.

Using our personality assessment customised for Learning People, students are matched to online courses and career counselors can discuss with future students their options and opportunities.

As a lead generation and engagement tool MyCareerMatch is a brilliant conversation starter between the prospective students and the experienced Learning People counselors.

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UPSKILLED

## Upskilled, Sydney Australia

A client of MyCareerMatch since 2014, Upskilled is a registered training organisation and private course provider specialising in technology courses which it delivers using an online learning platform.

MyCareerMatch is used as an engagement and lead generation program with students who haven't decided on a career and looking to find one that matches their strengths and talent.

Their clientele are mostly school leavers and adults who want to upskill for their current job, study for a Diploma or Certificate, or are job seekers looking for a new opportunity.

On average MyCareerMatch generates 180 highly qualified leads per month from this page on their website.

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## Skillset, NSW Australia

Skillset are a regional New South Wales registered training organisation who create and sustain innovative and effective partnerships, to generate employment opportunities through education and skills development. Skillset offers a range of services including recruitment, apprenticeship and traineeship services, skills development and mentoring programs as well as alternative senior school education pathways.

MyCareerMatch is used by SKILLSET to identify career options for their clients, who are mostly young school leavers who are finding it difficult to get employment.

Skillset Youth Connect is a free service that guides unemployed youth to plan, set and achieve the education, training and career goals that are right for them. Consultants provide free advice and support, and young people learn about their personal strengths and unique skills they have; receive realistic career advice and a career plan; access local training that builds skills; and connect with employers to gain work experience and paid employment.



## Contact Us

Let's discuss how we can make a difference to your recruitment strategy.

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