



# **WALGA Presentation**

## **Aug 3 2017**



# Members

# Ideas Centre



## Student Edge Ideas Centre

New and returning users may [sign in](#)

Got an idea for new [student discounts](#), [competitions](#), [careers](#) or [job](#) features? [Forgotten your password](#), having trouble logging in or just need some general support? Got a question about our [Apple student discount](#)? Or just want to vote on other great ideas and help us work out what to build next? You're in the right place!



### Give feedback

#### Feedback forums

<a href="#">App Feedback</a> 62 ideas	<a href="#">General</a> 104 ideas
<a href="#">Career Tools</a> 13 ideas	<a href="#">Jobs</a> 13 ideas
<a href="#">Careers</a> 109 ideas	<a href="#">Life</a> 16 ideas
<a href="#">Competitions</a> 1800 ideas	<a href="#">News</a> 25 ideas
<a href="#">Deals &amp; Discounts</a> 1245 ideas	

#### Recently updated ideas

Preparing a resume and job interview, common interview questions and helpful techniques for preparation and the actual interview.

**COMPLETED** Updated 04/10/17 · [Life](#)

#### New page

Updated 04/10/17 · [General](#)

#### Resume Building Tool

**COMPLETED** Updated 04/10/17 · [Career Tools](#)



### Knowledge Base

#### Frequently Asked Questions →

- [How long will my card take to arrive?](#)
- [How do I get a Student Edge card?](#)
- [Why has my card not arrived?](#)
- [How long does the Student Edge Card last?](#)
- [Why can't I log into my account?](#)

11 articles

#### All articles →

- [How long will my card take to arrive?](#)
- [How do I refer my friends to join Student Edge?](#)
- [I accidentally created a duplicate account, how do I delete it?](#)
- [How do I get a Student Edge card?](#)
- [Why has my card not arrived?](#)

13 articles

#### Contact support



### Give feedback

- [App Feedback](#) 62
- [Career Tools](#) 13
- [Careers](#) 109
- [Competitions](#) 1,800
- [Deals & Discounts](#) 1,245
- [General](#) 104
- [Jobs](#) 13
- [Life](#) 16
- [News](#) 25



### Knowledge Base

- [Frequently Asked Questions](#) 41
- [All articles](#)



### Student Edge

#### Get More!

For amazing products and tools to help you get the most out of student life, head to [studentedge.org](#) and get more out of life!

A few of our favourite tools and benefits:

- [Student Discounts](#)
- [Free Competitions](#)
- [Online Forums](#)
- [Paid Surveys](#)
- [Final Grade Calculator](#)
- [Student Resume Template Builder](#)

# Forums

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EDGE

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Forums [Twitter](#) [Facebook](#) 0

Hi there! Join a discussion, find an answer or start a new conversation!

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Popular Topics

☆ Movies Forum

☆ Music Forum

☆ Gaming Forum

☆ TV Forum

☆ High School Forum

☆ University Forum

☆ TAFE Forum

☆ Study Help Forum

☆ Jobs Forum

☆ Money Forum

☆ Hobbies Forum

☆ Sports & Health Forum

☆ Pop Culture Forum

☆ Careers Forum

☆ Fashion & Beauty Forum

☆ Student Edge Forum

TOP CONTRIBUTORS

Issabelle C

Julia L

Tahila J

Jazmyne H

Sandy S

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Discussion Title	# Replies	Latest Comment	Most recent activity
<a href="#">Pick a Song &amp; Pass it On</a> Started by Rachel V	314	dila K Cry Me A River - Justin Timberlake	2400 Views August 1 at 3:29pm
<a href="#">Is anyone reading any good books at the moment they can recommend?</a> Started by Aaron M	231	Georgia-Cate W If you enjoy sci-fi I'd recommend Obsidian by Jennifer L. Armentrout but...	2174 Views July 30 at 7:30am
<a href="#">What is your favourite band?</a> Started by Paige M	222	Paige M OMG I LOVE ALL THOSE BANDS TOO!	1148 Views 2 hours ago

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jeremy c's Profile [Twitter](#) [Facebook](#) 0

jeremy c

Total Achievements 9

Total Forum Contributions 6

Total Fistbumps 2

Member Since Sep 2010

Followers 0

Following 0

Achievements Earned ( See your Achievements )

jeremy c has started these threads:

# Replies	Discussion Title
2	<a href="#">Any students running their own businesses atm? Would be good to hear from some on here..</a> Tips, tricks and tools to help students make cash while studying!




# Surveys

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Student Edge Surveys [Twitter](#) [Facebook](#) 60



**jeremy chetty**  
Duncraig, WA

**100%** Profile Completion

Keep your profile up to date to make sure you receive the right survey invites!

[Update my Profile >](#)









**Let us know!**

**What's your favourite gym?**

- ☐ Anytime Fitness
- ☐ Snap Fitness
- ☐ Fitness First
- ☐ Goodlife
- ☐ Jetts

**Welcome to Student Edge Surveys**

- Get a share of \$40,000 in rewards we give away each month
- Every 'GiftPax' survey you successfully complete gets you a \$10 gift card



**Current Online Surveys**

Expected time to finish: 15 minutes

**Bank Survey (P-45336)**

Reward for completing:  
**\$10 GiftPax**

[Start this survey >](#)  
[See Terms and Conditions](#)

Expected time to finish: 10 minutes

**Graduates Survey (P-45274)**

Reward for completing:  
**\$10 GiftPax**

[Start this survey >](#)  
[See Terms and Conditions](#)

**Why not ask your own question?**

Our experienced team of survey-writing monkeys often get tired.

# Polls

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Lvl 8

HOME

NEWS

LIFE

FORUMS

JOB

STUDY

DEALS

WIN

NEW SURVEYS

Let us know!

What's your favourite gym?

Other (38%)	1930
Anytime Fitness (25%)	1273
Fitness First (12%)	598
Goodlife (9%)	433
Jetts (8%)	415
Snap Fitness (6%)	301
F45 (2%)	114

Show me another poll

See Terms and Conditions

See Terms and Conditions

Why not ask your own question?

Our experienced team of survey-writing monkeys often get tired. Help them out by thinking up questions. If selected, your question will be put into surveys for every Student Edge member to complete.

Suggest a question to ask your peers...

Learn how to format your post.

Preview

☐

Do not publish my name with my question

Submit question

My Codes

No codes assigned to you yet

Get rewarded for simply sharing your opinions in online surveys



# Community



**Youth snapshot 2017**



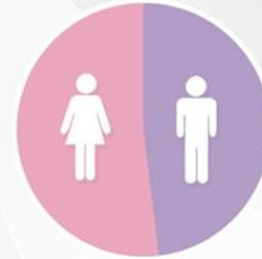
## Australia's largest youth-focused Online Research Panel



**90,000+**  
Double Opted-in panellists



**41%** | **59%**  
aged 12-17 | aged 18-25<sup>1</sup>



**53%** | **47%**  
Female | Male<sup>1</sup>



**Member Profiling**  
Age, Gender, Region



**Incentives**  
Prize draws, gift card rewards



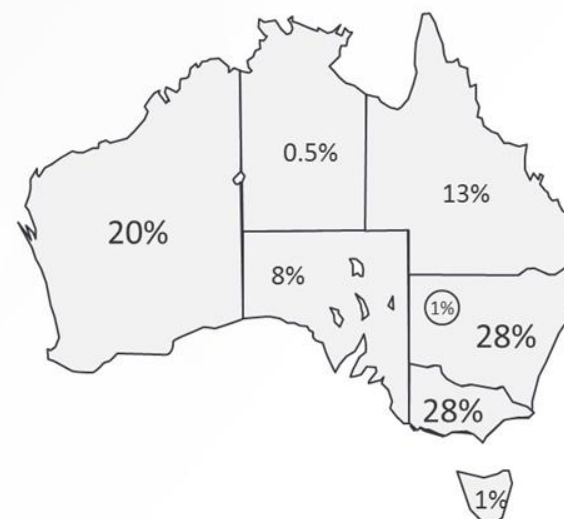
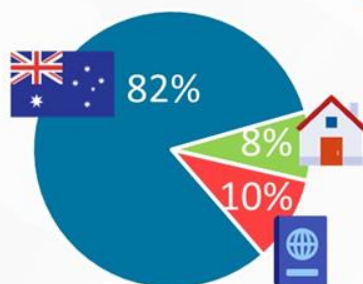
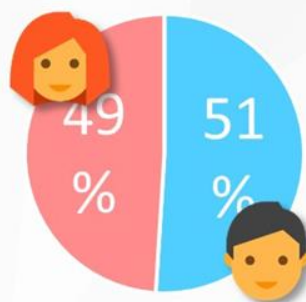
**Membership Growth**  
Approx 3000 per month

# 2017 Youth Snapshot profile

Audience weighted to ABS data for age and gender

2015 Sample: n=2,677

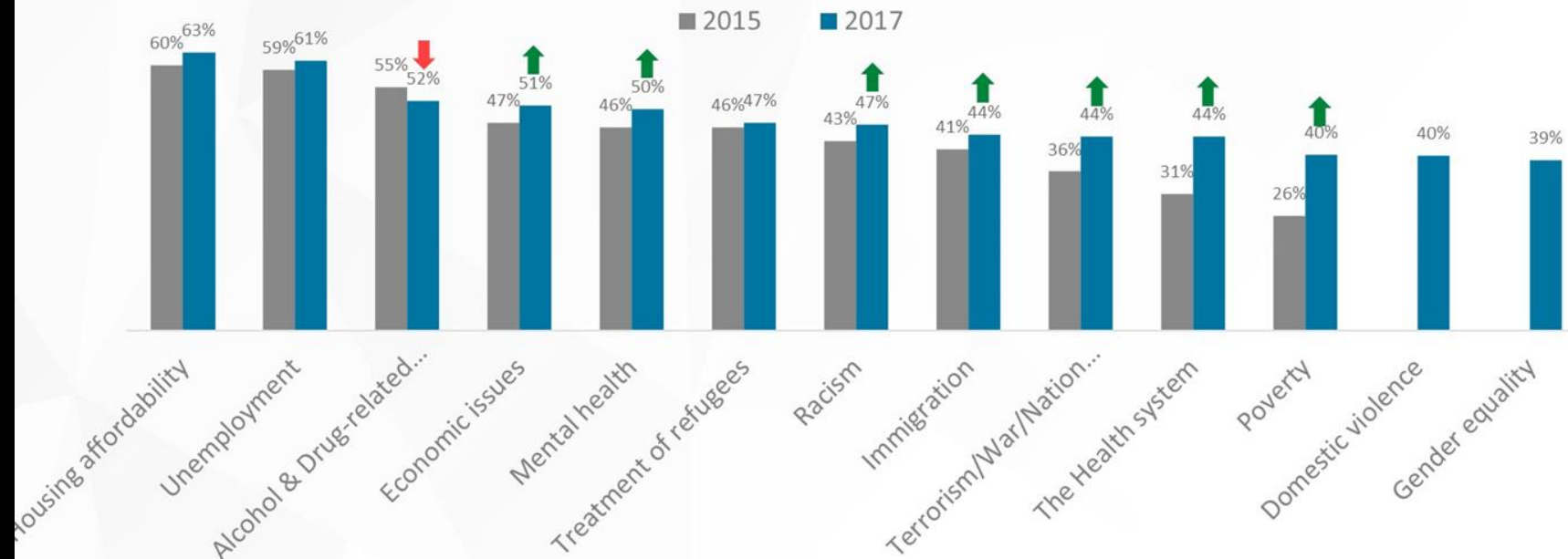
2017 Sample: n=2,516



SAMPLE: STUDENT EDGE PANEL  
DATA WEIGHTED BY AGE AND GENDER TO ABS DATA (WEIGHTED PROPORTIONS SHOWN)

## Issues facing Australia today

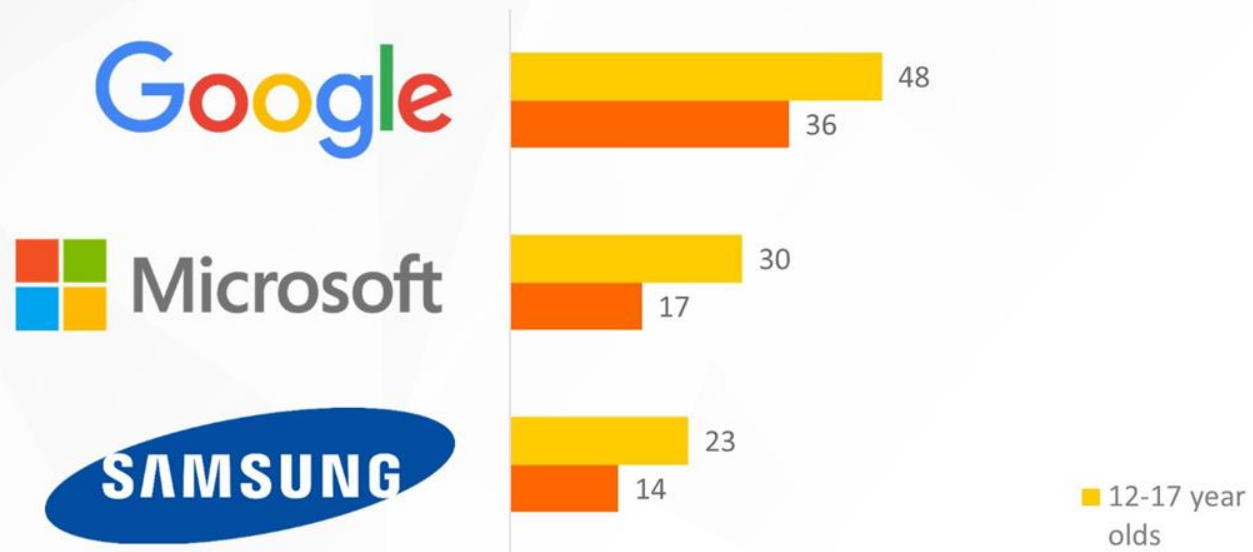
Australian youth believe the top issues facing Australia today are housing affordability and unemployment. This is followed by a wide range of social, political and economic issues which have all increased from 2015 to 2017



Q. What do you think are the most important issues facing Australia today? Please select all that apply.  
Base: Total sample 2015 n=2677, 2017=2,516

## Strong competition to work at top tech companies

Top organisations would like to work for (select 3)



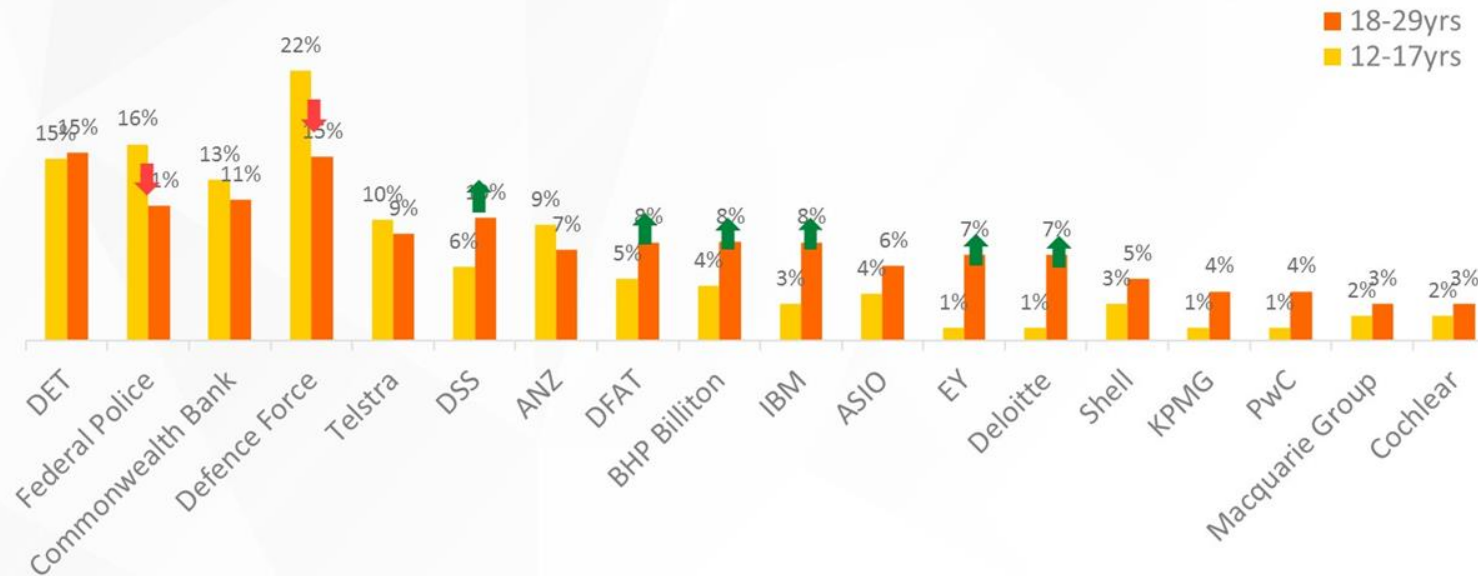
Q. Of the following organisations, which 3 would you most like to work for?  
Base: 12-17 year olds n=1,128; 18-29 year olds n=1,388



## Government is highly appealing after the tech industry

12-17 year olds have a strong preference for big brands and government departments, mirroring results we have seen in other studies

### Top organisations would like to work for (select 3)



Q. Of the following organisations, which 3 would you most like to work for?  
Base: 12-17 year olds n=1,128; 18-29 year olds n=1,388



# Clients

# THANK YOU

Prepared by  
Jeremy Chetty – Co-Founder



Prepared for: