



Join the big one.



Australia's No.1

schoolholidayprograms.com.au is Australia's largest school holiday program directory, connecting millions of Aussie parents with quality school holiday programs.

Filled with hundreds of unique experiences, sports clinics, educational workshops and overnight camps, 'School Holiday Programs' is proudly Australia's only resource dedicated to advertising quality school holiday programs for school aged children.

After much anticipation, 'School Holiday Programs' launched in September 2017 and with dedication, hard work, promotion and encouragement from schools and excited program providers, School Holiday Programs quickly rose to become Australia's No.1 site for school holiday programs.

Australian owned and operated, we pride ourselves in our service. Owned by a passionate ex-school holiday program provider and operated by a customer focused team, the School Holiday Programs Team is always happy to assist. Whether it be assisting parents in finding a program suited to their children's needs or helping program providers secure the correct listing option to gain the best exposure.

We also operate an Incursion Program directory for teachers and OOSHC providers; incursionprograms.com.au

The back story

The State Parent Councils, the Council of Catholic School Parents and the P & C Federation of Australia, have received countless concerns about the lack of school holiday programs available for school aged children.

After these concerns were escalated, it was discovered that there were actually a multitude of quality school holiday programs available. The specific problem was that parents found it extremely difficult and frustrating to locate a wide variety of programs online as they were unsure what to search for. As the term 'school holiday programs' has become the 'go to term' for describing school holiday care, schoolholidayprograms.com.au was initiated.

Our values

#1 We support and promote extra curricular social and physical activity, in the belief that they are essential for the wellbeing of children and families.

#2 We encourage collaboration with schools, program providers and local communities to support and promote the health, wellbeing and safety of children.

Our aims

#1 To increase children's participation in physical, social and education activity.

#2 To create an easy to navigate online pathway for parents and children to find a wide range of activities to fill the school holidays.

#3 Foster and improve school holiday program quality of content.





Leverage our database & No. 1 Google ranking to maximise your exposure.

We currently sit at No. 1 for 'school holiday programs' Google search.

School holiday program providers leverage our 6,000 strong database of primary and secondary schools, where we reach millions of parents through newsletter advertising and recommendations from community, Parent Councils and P & C Associations.

Whilst using our generic naming convention to gain maximum online visitors, 'School Holiday Programs' also invests in search engine optimisation wrapped up with a wide presence on social media.

Our segway domains sustain us with our No. 1 Google ranking: schoolholidayprograms.com.au, incursionprograms.com.au, findschoolworkshops.com.au, vacationcareincursions.com.au, ooshincursions.com.au, bookincursions.com.au



6,000+ Schools

6,000+ schools in both metro & regional zones



2.5 Million + Parents

2.5 million + parents of school aged children annually



15,000+ OOSHC Providers

15,000+ providers across Australia



10,000+ Social Media

10,000+ reach to parents of school aged children



Our audience. Your customers.

How do they find us?

Google
83%

School
community
9%

Social
media
8%

Daily visits



Average daily
visits

930



Peak period
average daily visits

1750+

Behaviour



Session duration
average

11 minutes



Mobile/
desktop users

62% / 38%



Put your program in front of millions of Aussie parents.

Annual listing options

SINGLE LISTING \$182.50 inc. GST annually

- Appear in up to 10 search categories
- 1 location nomination per listing
- 4 edits per annual subscription
- Display up to 5 images
- Social media exposure
- Invitation to submit editorial
- Links to your website / booking forms / social media
- Copywriting assistance
- SHP Team support

**Just 50c
per day**

MULTI LIST Starting from \$273.75 inc. GST for 5 listings

- Appear in up to 10 search categories
- 1 location nomination per listing
- 4 edits per annual subscription
- Display up to 5 images
- Social media exposure
- Editorial on schoolholidayprograms.com.au
- Links to your website / booking forms / social media
- All text and images must be supplied
- SHP Team support

**PTO for
more details**

Social media exposure

SOCIAL BOOSTER \$53.50 inc. GST

Program providers can take advantage of our social media reach by choosing the SHP Social Booster.

- 1 Featured SHP Instagram post
- 1 Featured post on SHP Facebook page



Multi list plans.

What are multi lists?

If you operate a program in multiple locations, the Multi-list plans ensure your listing is searchable for each specific location. The map on each individual listings will also reflect the specific location of the program. If you operate several different program types at the same location, you may want to list them individually to ensure your listing appears in many searchable locations.

Choosing the right plan

To determine the number of listings you require, simply split your programs into locations.
eg. 10 programs at 3 locations = 3 listings. In this instance you would select the Multi-list 5 plan and use the 2 extra listing slots to feature 2 programs, or run 2 combined program listings.

Multi-list investments are determined by the highest listing number in the plan.
eg. The Multi-list 20 (16 - 20 listings) total annual investment is based on 20 listings. If your listings total anywhere between 16 and 20, you must select the Multi-list 20 plan and utilise the remaining listings by repeating existing listings.

For Multi-plans 10 and above, all copy & images must be supplied for each listing. Images can be duplicated for different venues, but different headers must be used.

Plan	No. of listings	Investment / day	Annual plan total
Multi-list 5	2-5	\$ 0.75	\$ 273.75 inc. GST
Multi-list 10	6-10	\$ 1.00	\$ 365.00 inc. GST
Multi-list 15	11-15	\$ 1.35	\$ 492.75 inc. GST
Multi-list 20	16-20	\$ 1.70	\$ 620.50 inc. GST
Multi-list 25	21-25	\$ 2.00	\$ 730.00 inc. GST
Multi-list 30	26-30	\$ 2.25	\$ 821.25 inc. GST
Multi-list 35	31-35	\$ 2.45	\$ 894.25 inc. GST
Multi-list 40	36-40	\$ 2.60	\$ 949.00 inc. GST

