



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.

Launched in early 2017, School Holiday Programs quickly rose to become Australia's No.1 site for school holiday programs.

Australian owned and operated, we pride ourselves on our service. The site is owned by a passionate ex-school holiday program provider and operated by a friendly, customer focused team.

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



Our 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 an official Google ranking of No. 1 for 'school holiday programs' Australia.

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 continually invests in search engine optimisation to maximise traffic.



**6,000+
Schools**

We reach 6,000+ schools in both metro & regional zones



**2.5 Million +
Parents**

We reach 2.5 million + parents of school aged children annually



**15,000+
OOSHC Providers**

We reach 15,000+ providers across Australia



Our audience. Your customers.

How do they find us?

Google
83%

School
community
9%

Social
media
8%

Daily visits



Average daily
visits

1782



Peak period
average daily visits

3361+

Behaviour



Session duration
average

6.5 minutes



Mobile/
desktop users

36% / 64%



Put your program in front of millions of Aussie parents.

Listing options

Single listing

12 mth plan

\$ 220 inc. GST

- Appear in unlimited corresponding search categories
- Display up to 3 programs held in one location
- 4 edits per annual subscription
- Display up to 10 images
- Social media exposure
- Invitation to submit editorial
- Links to your website / booking forms / social media
- SHP Team Support

Multi list

12 mth plans

No. of listings

Cost

Multi-list 5

2-5

\$ 330 inc. GST

Multi-list 10

6-10

\$ 560 inc. GST

Multi-list 15

11-15

\$ 890 inc. GST

Multi-list 20

16-20

\$ 1220 inc. GST

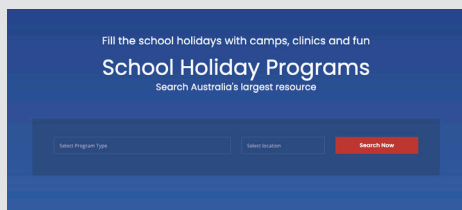
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- Social media exposure
- Invitation to submit editorial
- Links to your website / booking forms / social media
- Dedicated SHP account manager



Home page display ads

Banner

Plan	1	2	placement
6 months	\$ 890	\$ 690	inc. GST
12 months	\$1680	\$ 1280	inc. GST



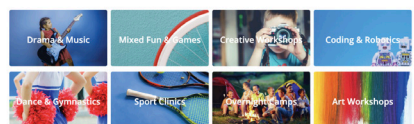
1



Popular locations



Get inspired



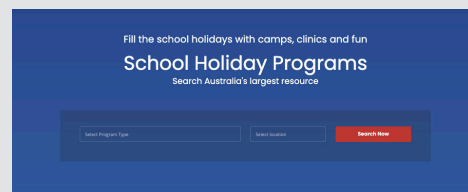
2



- Must have an SHP listing to be eligible*
- Static banner W 1366px H 280px
- Designed by SHP graphic designer to maintain consistency & clean visuals. No design charge.
- Click through to a single listing or website
- School Holiday Program editorial
- Dedicated SHP account manager

Square

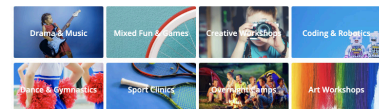
Plan		
3 months	\$ 273.75	inc. GST
12 months	\$ 890	inc. GST



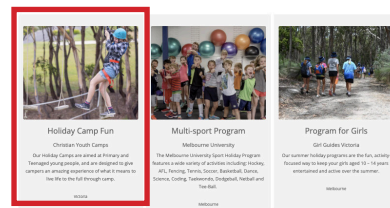
Popular locations



Get inspired



What's trending



- Must have a single listing to be eligible*
- Static square 1/3 or 1/4 of home page width
- No placement order guarantee unless previously arranged with your account manager
- Click through to a single listing
- Created by SHP Team, copy can be submitted
- School Holiday Program editorial
- Dedicated SHP account manager

*All home page squares and banners are subject to availability. Placements will be offered on a first come first served basis. A waiting list is also offered. Please enquire. Your account manager will inform you of any other banner and spot promotions which arise during the course of your subscription.