

# EQUIPD

## THE ULTIMATE GUIDE TO YOUR FUTURE

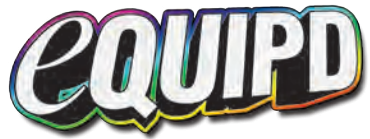
Year 10 is a time of transition. It is during this year of schooling that students must make important subject choices and decisions about their future career pathways. There are many directions that can be taken and study pathways can lead students through VET (Vocational Education Training) courses, apprenticeships, traineeships, and into higher education and into the workforce.

To find the most suitable direction for themselves, students need to have an understanding of their own strengths, interests, future goals and the opportunities available to them.

Schools throughout Australia recognise and understand the importance of students making informed decisions. State and territory Year 10 school curriculums include career and work-study courses and subjects.

The EQUIPD publication is a valuable interactive resource designed specifically for these courses.





THE ULTIMATE GUIDE TO YOUR FUTURE

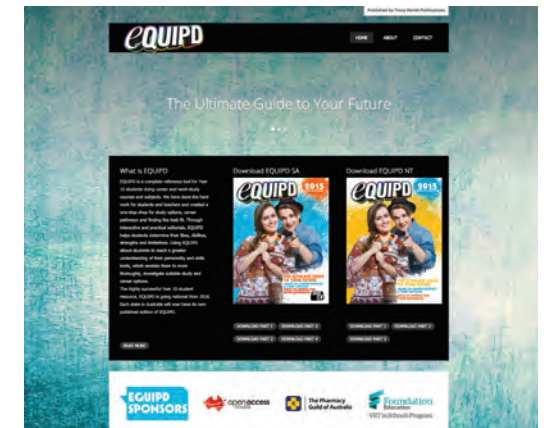
## WHAT IS EQUIPD?

- A publication produced annually at the beginning of the school year
- Interactive handbook to assist all Year 10 students with their career-based or work-study courses specific to their state
- Used actively by teachers in the classroom and at home with parents
- Designed to appeal to Generation Z students to help them plan for their future
- Helps identify possible career choices
- Assists in making decisions on Years 11 and 12 subjects and VET courses
- Identifies pathways to Tertiary Education
- Helps students to recognise their goals



Printed format

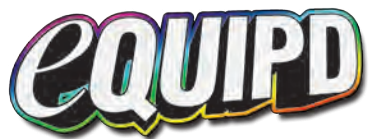
EQUIPD IS PUBLISHED IN MULTIPLE PLATFORMS



Digitally as an ebook



QR code video links



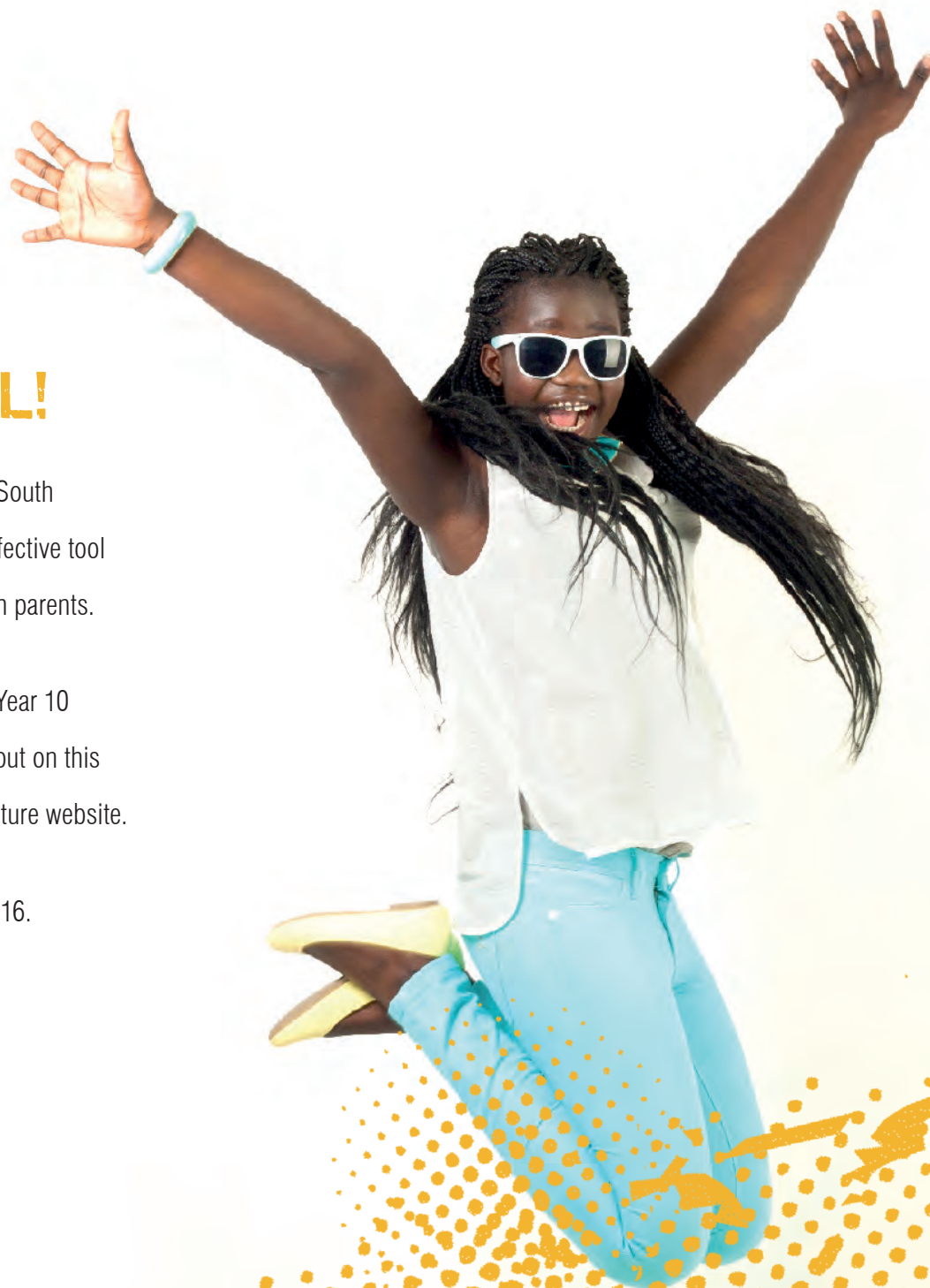
THE ULTIMATE GUIDE TO YOUR FUTURE

## EQUIPD IS GOING NATIONAL!

EQUIPD magazine and interactive website ([www.equipd.com.au](http://www.equipd.com.au)) was launched in South Australia in 2010 and in the Northern Territory in 2011, and has proven to be an effective tool when used actively by teachers in the classroom, career advisors and at home with parents.

The positive response to this publication from around Australia has indicated that Year 10 students, teachers, career advisors and parents from the other states are missing out on this valuable resource; especially with the discontinuation of The Job Guide and My Future website.

The highly successful Year 10 student resource, EQUIPD is going national from 2016. Each state in Australia will now have its own published edition of EQUIPD.

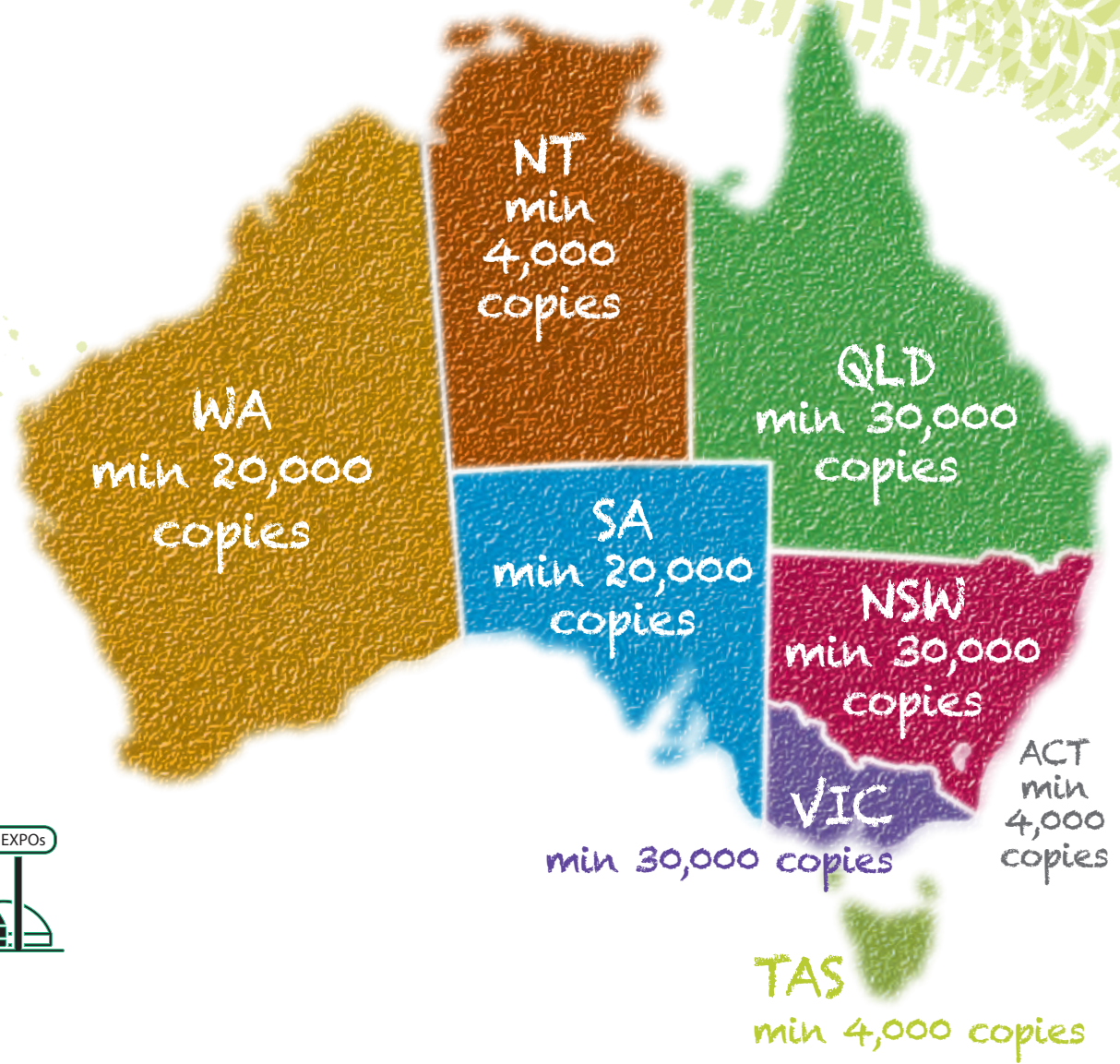
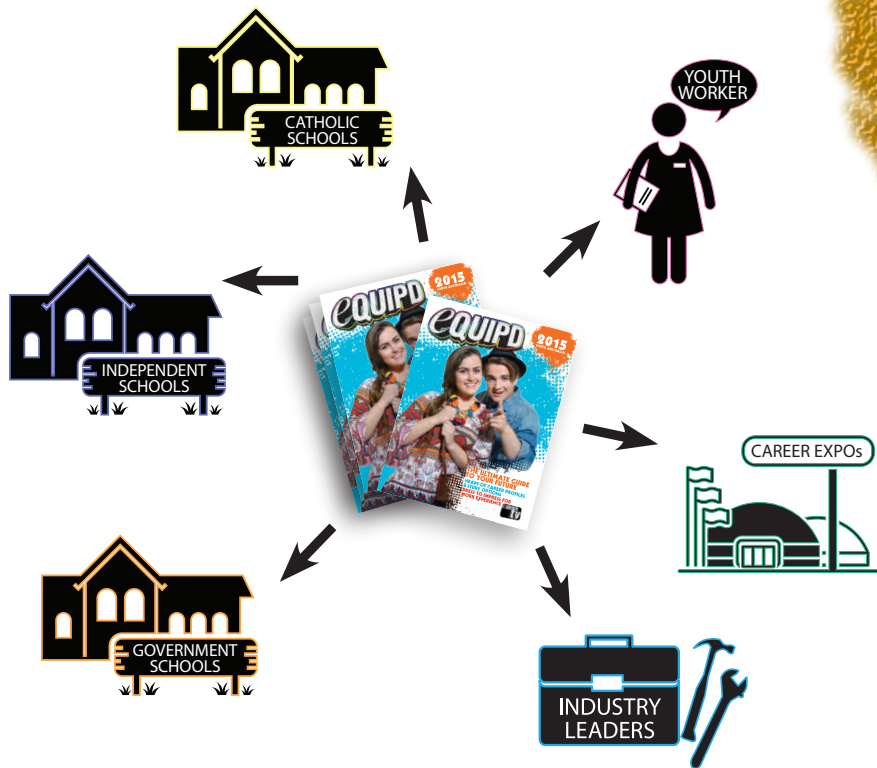


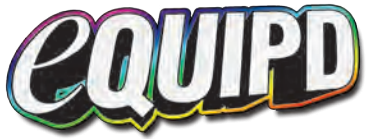


THE ULTIMATE GUIDE TO YOUR FUTURE

## DISTRIBUTION

EQUIPD is distributed at the beginning of each school year to Year 10 students, teachers, career advisors and industry leaders.





THE ULTIMATE GUIDE TO YOUR FUTURE

# EQUIPD ONLINE & DIGITAL

[www.equipd.com.au](http://www.equipd.com.au)

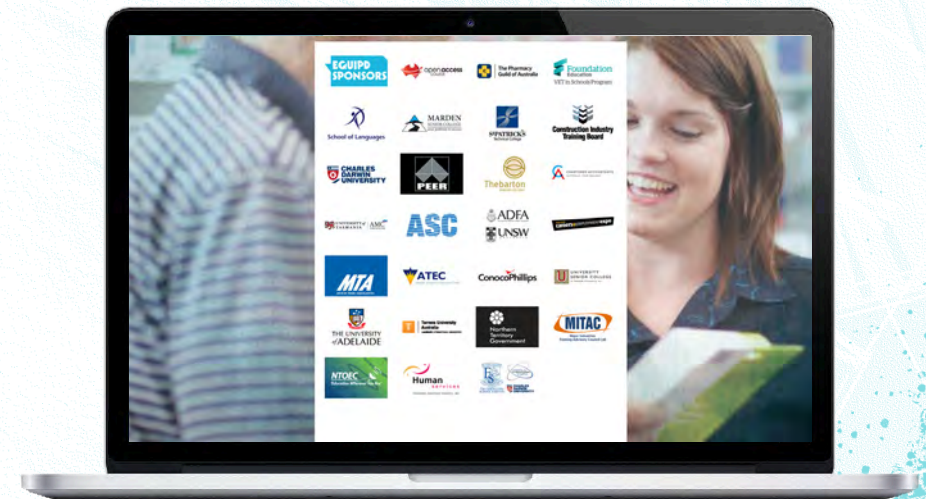
Digital downloadable versions of all current editions of EQUIPD are available online for teachers to use electronically in the classroom or for anyone to access at any time.

All sponsors' website links are included on the website.

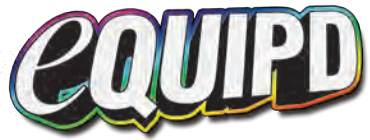
EQUIPD TV segment and sponsors videos are also on the website for easy access viewing and downloading.



Digital versions of EQUIPD are available online for teachers to use electronically in the classroom or for anyone to access.



All sponsors' website links are also included on the website.



THE ULTIMATE GUIDE TO YOUR FUTURE

# HOW DO SCHOOLS USE IT?



Within their career-based or work-study classes  
In any work skills or 'career' related subjects

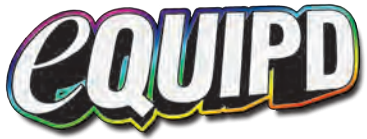


As a take home resource  
to share with parents



In discussions with career  
and course advisors





THE ULTIMATE GUIDE TO YOUR FUTURE

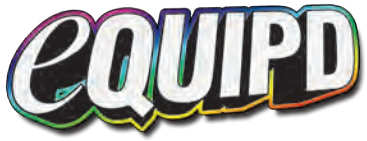
# HOW DOES EQUIPD WORK?

EQUIPD is a complete reference tool. We have done the hard work for students and teachers and created a one-stop shop for study options, career pathways and finding the best fit. Through interactive and practical editorials, EQUIPD helps students determine their likes, dislikes, strengths and limitations. Using EQUIPD allows students to reach a greater understanding of their personality and skills traits, which enables them to more thoroughly, investigate suitable study and career options.

The general editorial in EQUIPD helps students to:

- Plan their personal and learning goals for the future
- Make informed decisions about their personal development, education, and training
- Select subjects, courses, and other relevant learning pathways through and beyond school
- Explore personal and learning goals





THE ULTIMATE GUIDE TO YOUR FUTURE

# SPONSOR OPPORTUNITIES

The sponsor editorials and adverts in EQUIPD helps:

- Students to investigate possible career choices
- Students to make informed decisions about their choices
- Educational institutions to promote programs and courses
- Industry to promote their career pathways

**TRAIN FOR YOUR TRADE**

Imagine a dedicated trade training school. At St Patrick's Technical College, trade training is not just part of what they do - it's all that they do!

St Patrick's Technical College is a \$10 million purpose-built secondary school that combines a unique trade focused SACE, with award-winning trade and apprenticeship training for Year 11 and 12 students.

**WANT TO KNOW MORE?**  
Call, go online, take a virtual tour or visit them for further course information and enrolment details. Address: 2-8 Waverley Road, Waverley North, South Australia. Telephone: 1300 763 384

**HOW DOES IT WORK?**  
Students can take vocational courses in their English and Mathematics and then study a trade pathway.

**FROM SCHOOL TO WORK**  
The focus is on the practical skills gained in work - providing students with a head start on the day that they begin their work placement. The program is tailored to the needs of the industry. English and Mathematics are included in the program to ensure students are prepared for the work environment. The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**THE TRADE EXPERIENCE**  
The aim is to provide a range of trade training options, from the traditional trade apprenticeship to the more modern trade apprenticeship. The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**EXAMPLE**  
The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**TRADE COURSES & APPRENTICESHIPS**  
The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**CERTIFICATES**  
The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**CASE STUDY**  
The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

**DID YOU KNOW?**  
The program is designed to provide students with the skills and knowledge they need to succeed in the work environment.

Turn your passion for the water into a rewarding career

The Australian Maritime College offers a wide range of courses in:

- Maritime engineering** – design cruise liners, ports, remote operated vehicles, oil platforms and super yachts or help harness our natural resources for alternative energy.
- Maritime business & international logistics** – keep the world moving as a decision maker and problem solver in the \$200 billion a year logistics industry.
- Aquaculture, fisheries, conservation** – conserve our natural marine wonders, pioneer new ways to cultivate aquatic animals and plants, or ensure the sustainability of the world's fishing industries.
- Coastal and international seafaring** – work along Australia's coastline or travel the world as an officer in the merchant navy or as part of the massive cruise ship industry.

**YOUR TICKET TO THE WORLD**  
www.amc.edu.au

**AMC**  
AUSTRALIAN MARITIME COLLEGE

**SEA IT ALL**

Want to capture a large vessel, safeguard the world's marine environment, keep the world's goods moving, or design ships and marine underwater vehicles? Then AMC is for you! AMC is Australia's specialist institute for Maritime Education, Training and Research and a specialist institute of the University of Tasmania located in Launceston, Tasmania.

**WHAT CAN AN MC OFFER YOU?**

**1. GREAT REASONS TO CHOOSE AMC**

- A great location for education
- World class, well equipped ship
- Equipment and staff with world wide industry links
- Flexible course options
- Small class sizes on campus
- Industry connections

**FIRST CLASS FACILITIES**

AMC's specialist teaching and learning facilities are internationally recognised and are attached to government buildings and Maritime and Logistics Management.

- A fleet of vessels used by many disciplines across all disciplines including the 84 metre fishing training vessel 'Wahler'
- The Centre for Marine Simulation
- The Seafarer Centre
- Marine Park Training Centre
- Australian Marine Hydrodynamic Research Centre
- Marine Test Basin
- Ship of the Future
- Research Centre

**AMC ON THE GO**

AMC has 140 staff and will be learning to be more green! Find out more about student life, career options, our facilities and the hands on experience at AMC by visiting our website or call our students. Visit www.amc.edu.au or phone 1300 763 384

**STUDY AT AMC**

AMC offers both undergraduate and postgraduate courses across four study units including:

- Marine Environment: Marine conservation, fisheries, tourism management and health care
- Marine Engineering: Design engineering, asset maintenance and marine systems engineering
- Maritime Business & International Logistics: International maritime trade management, maritime law, shipping management and revenue management
- Seafaring: Seafaring, shore based systems and coastal shipping

**WANT TO KNOW MORE?**  
Check out the AMC website www.amc.edu.au or call us on 1300 763 384

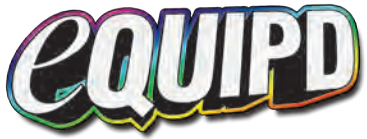
**WANT TO KNOW ROSET?**  
Visit the website www.amc.edu.au

**DO YOU HAVE WHAT IT TAKES?**

- Teamwork
- Problem Solving
- Communication
- Leadership
- Innovation
- Creativity
- Resilience
- Adaptability
- Flexibility
- Responsibility
- Integrity
- Honesty
- Respect
- Openness
- Empathy
- Compassion
- Kindness
- Patience
- Understanding
- Empowerment
- Encouragement
- Support
- Guidance
- Mentorship
- Inspiration
- Motivation
- Positivity
- Optimism
- Perseverance
- Determination
- Focus
- Commitment
- Diligence
- Hard Work
- Dedication
- Passion
- Enthusiasm
- Energy
- Drive
- Ambition
- Courage
- Bravery
- Fearlessness
- Confidence
- Self-belief
- Self-esteem
- Self-respect
- Self-love
- Self-care
- Self-awareness
- Self-reflection
- Self-compassion
- Self-empowerment
- Self-actualisation
- Self-fulfillment
- Self-actualisation
- Self-actualisation
- Self-actualisation

**SHIP IT**





THE ULTIMATE GUIDE TO YOUR FUTURE

# PROCEDURE FOR EDITORIAL

The publishing team at EQUIPD works closely with the sponsors to produce editorial that will most benefit students. The procedure for editorial is as follows:

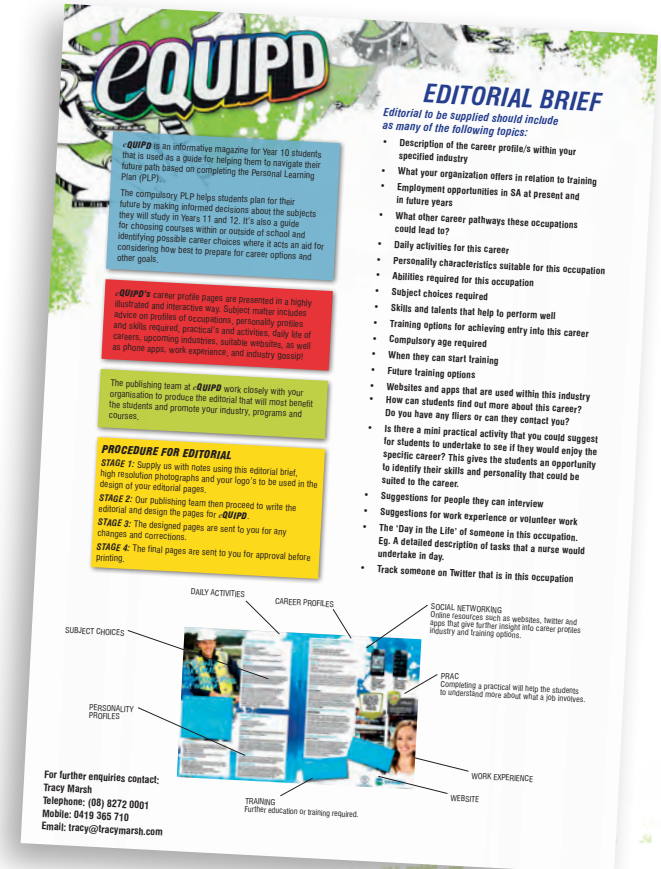
STAGE 1: On booking a package, an editorial brief is given to the client.

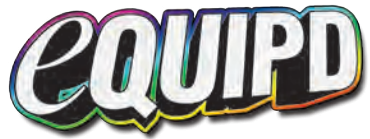
This brief contains questions and guidelines for completing the draft editorial.

STAGE 2 Our publishing team will then proceed to write the editorial and design the pages for EQUIPD.

STAGE 3: The designed pages are sent to the client for any changes and corrections.

STAGE 4: The final pages are sent to the client for approval before printing.





THE ULTIMATE GUIDE TO YOUR FUTURE

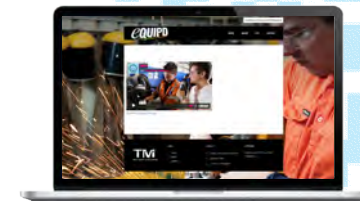
## QR CODE VIDEO

Exciting times for the team at EQUIPD as we start production of the QR code videos. This is a new era in publishing, that combined with our printed publications, emagazines and website, ensures EQUIPD is even more accessible and effective for communicating with students, teachers, career advisors and parents.

The use of QR code technology brings the editorial pages in EQUIPD to life. Sponsors have the option to include a QR code within their editorial, which when scanned using a Smartphone or tablet, directs readers to a 30-second video created by our team. The video link will also be featured on the EQUIPD website for all to view and incorporated into the EQUIPD TV segment viewed in schools.



Sponsors of EQUIPD now have the opportunity to include a QR code within their editorial pages which, when scanned using a smartphone or tablet, directs readers to a 30-45 second video.



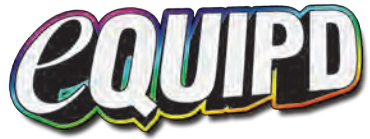
Your 30-45 second video will also be featured on the [equipd.com.au](http://equipd.com.au) website for all to view.

A 2-minute extended video will also be produced for you to use for your own promotions and on your own website.



Your 30-45 second video will be included in our EQUIPD TV segment to be used by teachers in the classroom for teaching career and work-study courses and subjects.





THE ULTIMATE GUIDE TO YOUR FUTURE

## TMP TRACY MARSH PUBLICATIONS

EQUIPD is published by international best-selling book and magazine publisher; Tracy Marsh Publications. TMP was established in 1983 and has published over three million books and periodicals for the Australian and international market. Previously working out of Sydney and San Francisco (USA), Tracy Marsh Publications is now based in Adelaide with a focus on educational publications.

## WEBSITES

[www.equipd.com.au](http://www.equipd.com.au)

[www.i-xplore.com.au](http://www.i-xplore.com.au)

[www.tracymarsh.com](http://www.tracymarsh.com)

[www.formalsmagazine.com.au](http://www.formalsmagazine.com.au)

## CURRENT PUBLICATIONS INCLUDE...





**THE ULTIMATE GUIDE TO YOUR FUTURE**

## **FEEDBACK**

**We use it as part of our Home Group and PLP Career Planning.**

Pamela Rogers, Modbury High School, SA

**We love using EQUIPD and are using it this term for PLP and as part of the subject selection process for our Year 10 students. We also directed students to the website during lesson time and for homework.**

Louise Murphy, St Aloysius College, SA

**I was visiting another organisation when I came across the Equipd magazine. I was wondering how I would be able to get copies of this magazine to give to clients (I work with young people aged between 15 and 25).**

Carmel Hughes, Centa Care, SA

**I have already seen it on student desks when I have gone to talk about careers in various High Schools in the NT.**

Robyn Lacey, Regional HR Manager, Coles

**A great publication**

David Cannon, The Essington International Senior College, Darwin

**Yay...WELL DONE TRACY and thank you I look forward to using it when it becomes available.**

Grace Itzstein, Career Counsellor, All Saints' College, WA

**It's not often we find a commercial resource developer so in tune with what teachers and students really need.**

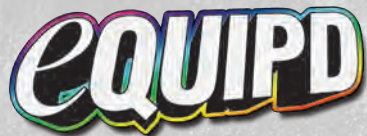
Helen Wildash, Executive Director, Department of Education, SA

**We are extremely happy with the end result, and are handing it out to anyone who stands still ... well at least to the people we think need to see it. Well done, can't wait for the next edition.**

Peg Miller, Institute of Chartered Accountants Australia

**We have found it a useful resource for PLP and parents have commented that they enjoy it too.**

Karolina Yeats, Xavier College, SA



**THE ULTIMATE GUIDE TO YOUR FUTURE**

# ADVERTISING & EDITORIAL PACKAGES

(Prices are excluding GST)

## NEW SOUTH WALES, VICTORIA AND QUEENSLAND

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$12,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$9,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$7,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$6,500
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$8,950
DOUBLE PAGE	\$4,950
FULL PAGE	\$3,950
QR CODE VIDEO PACKAGE	\$2,500

## WESTERN AUSTRALIA AND SOUTH AUSTRALIA

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$9,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$7,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$5,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$4,950
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$6,985
DOUBLE PAGE	\$3,950
FULL PAGE	\$2,950
QR CODE VIDEO PACKAGE	\$2,500

## TASMANIA, ACT AND NORTHERN TERRITORY

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$5,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$4,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$3,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$2,950
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$4,985
DOUBLE PAGE	\$2,500
FULL PAGE	\$1,950
QR CODE VIDEO PACKAGE	\$2,500

## DISCOUNTS

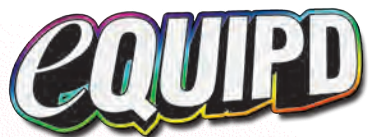
5% DISCOUNT FOR 2 EDITIONS

10% DISCOUNT FOR 3 EDITIONS

15% DISCOUNT FOR 4 EDITIONS

20% DISCOUNT FOR 5-7 EDITIONS

30% DISCOUNT FOR NATIONAL COVERAGE



THE ULTIMATE GUIDE TO YOUR FUTURE

## SCHEDULES

ISSUE	BOOKING DEADLINE	EDITORIAL DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2016 Edition	31st July 2015	14th Aug 2015	15th Sept 2015	1st Feb 2016
2017 Edition	1st Aug 2016	15th Aug 2016	15th Sept 2016	1st Feb 2017

## CONTACTS

For all advertising and general enquiries contact:

**TRACY MARSH**

Publisher

p (08) 8272 0034

m 0419 365 710

e [tracy@tracymarsh.com](mailto:tracy@tracymarsh.com)

For editorial enquiries contact:

**AMANDA CHILDS**

Editor & Publishing Assistant

p (08) 8272 0034

e [editor@tracymarsh.com](mailto:editor@tracymarsh.com)

For artwork enquiries contact:

**AMBER MASON**

Graphic Designer

p (08) 8272 0034

e [graphics@tracymarsh.com](mailto:graphics@tracymarsh.com)

