

Business Chicks launches new student membership package

Sydney, Australia, 29 APRIL 2011 – Business Chicks, the leading independent community for professional women in Australia announced today the launch of a new membership package, designed specifically for students. This new membership option will help students to connect with, learn from and share ideas and inspiration with a vibrant national community of over 25,000 professional Australian women.

Research from Graduate Careers Australia showed that of female bachelor degree graduates available for employment in 2010, only 76.8% were in full-time employment within four months of completing their degrees. This figure had worsened from 79% in 2009 and 85% in 2008.

Academic institutions prepare students for life in the workplace, yet many lack the resources to assist students getting their first job. Students often report feeling lacking in the skills needed to identify appropriate jobs, network effectively, prepare an application, interview appropriately and secure a desired role.

Chief Chick Emma Isaacs explained that this new membership package will provide significant opportunities and advantages to those students who were proactive and committed to getting their best start in their career.

"The students of today are the business leaders of tomorrow. I am consistently impressed by the enthusiasm and professionalism of today's undergraduate students and I believe involving them with the Business Chicks community will provide benefits to all members." said Chief Chick Emma Isaacs.

The Student Package gives members access to the Business Chicks online community, allowing students to create and maintain an online profile and to engage in a forum with professional like-minded women. Members will have access to articles, videos and industry experts on topics such as writing a resume, preparing for interviews and tips to develop networking skills. Recognising that many students are passionate about sharing and contributing, Business Chicks provides an opportunity for members to write their own articles on topics of interest and to take part in off-line events with others in their local community.

Members will also receive student discounts to take part in Business Chicks networking and speaker events, as well as discounts on a range of products and services for the aspiring business woman of tomorrow.

Each individual will value the student membership for different reasons. UNSW student Jenna Dennison commented, *"The list of core features seems very comprehensive. I think that it is a great idea to have a network of other women to talk to and learn from. It's something that will make a difference in getting to know the right people during my job search."*



About Business Chicks

Business Chicks is Australia's largest community for women in business with over 25,000 members nationally. We connect Australian business women through our online member community, national events program, fundraising efforts, Latte magazine, strategic partnerships and other initiatives. For more information on Business Chicks please visit www.businesschicks.com.au or contact info@businesschicks.com.au

--ENDS--

REFERENCE <http://www.graduatecareers.com.au/Research/ResearchReports/GradStats/index.htm>

