

NSW MSC



SPONSORSHIP PROSPECTUS 2024

NEW SOUTH WALES MEDICAL STUDENTS' COUNCIL

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PARTNERSHIP INVITATION

Dear Prospective Partner,

Thank you for your kind consideration of partnering with the New South Wales Medical Student's Council (NSWMSC), the peak representative body for 6,000 medical students across NSW and the ACT. The generous support of organisations such as yours allows the MSC to achieve its goals of connecting, advocating for and enriching the experience of medical students across 10 universities.

In 2023, we made large steps in navigating the challenges the aftermath of the COVID-19 pandemic presented, offering more in-person events while maintaining hybrid and online opportunities as well. These include an Integration Cruise event with over 300 participants and many upskilling and developmental opportunities such as OSCE nights and Internship nights. In addition, our return to full-scale in-person events saw the first ever Rural Conference Day running. This involved a group of medical and allied health students travelling to Wagga Wagga where they engaged in hands-on workshops and talks. None of this would be possible without the generous support of our sponsors.

This year, as we continue to adapt to the post-pandemic world, we are looking to strengthen our advocacy and inclusivity efforts further, bringing NSW medical students together after being distanced over the past years. We have been continuing events specifically catered to our International and Indigenous teams to support our students. Some key events to look out for will be our Culture Week as well as our NSW International Students' Night.

As the only NSW inter-university medical society, NSWMSC truly represents the medical innovators, pioneers and leaders of the future in NSW. Our organisation only continues to grow, and we hope that your company can be a part of that growth throughout 2024. It is therefore my pleasure to once again invite your organisation to partner with the NSWMSC this year.

Yours sincerely,

Mandeep Kaur

NSWMSC Sponsorship Officer 2024

P: (+61) 490 537 027 | E: sponsorship@nswmsc.org.au

PRESIDENT'S ADDRESS



Dear Prospective Partner,

Thank you for your kind consideration of the support for the New South Wales Medical Students' Council (NSWMSC). For the last nine years, NSWMSC has provided representation, opportunity, and support to 6000 medical students studying in NSW and the ACT. It is only with the support of organisations such as yours that NSWMSC can continue to enrich the experience of medical students studying across universities.

Since the impact of Covid-19 in 2020 the student experience has been fragmented. NSWMSC has been working tirelessly over the last 3 years to adapt our service delivery to fit restrictions. However, with restrictions easing and normality returning, I am proud to announce NSWMSC is approaching 2024 with the goal of primarily running in-person events. This in conjunction with the adaptations made during COVID means we have a variety of event types and delivery modes, ensuring there is an event type perfectly suited for your company.

Your support also enables NSWMSC's extensive advocacy efforts, spanning from medical student participation in the health response to resource shortages to health and well-being initiatives and our support of each university's medical society. Additionally, your support allows us to provide academic support and research promotion to students across NSW and the ACT.

Not only does NSWMSC represent the students of today, but its members represent the medical practitioners, leaders, and pioneers of tomorrow. With your partnership, we hope to provide our students with outstanding events, support, and representation, while providing your organisation with meaningful promotion and connection opportunities.

Yours sincerely,

A handwritten signature in cursive script that reads "Victoria Chin".

Victoria Chin

NSWMSC President 2024

P: (+61) 413 609 316 | E: president@nswmsc.org.au



KEY VALUE PROPOSITION

EXTENSIVE NETWORK:

- Access to 10 partner universities across NSW and the ACT.
- >6,000 medical students
- >11,000 members in our Alumni Database
- Significant affiliate connections including NSW Health, HETI and AMA (NSW)

STRONG DIGITAL ASSETS:

- Over 7400 Facebook Page follows with >30% engagement rate and >3400 organic impressions per post.
- Over 1500 Instagram followers and gaining.
- High website traffic with over 210 unique visitors monthly and over 340 page views.



NSW MSC'S UNIQUE VALUE

Inter, not intra-university

NSW MSC's events are promoted to, and attract diverse, motivated, and engaged students from all of NSW and the ACT's universities, thereby increasing potential reach by nine times that of a medical society event.

Event Accessibility

- Our councils are free, and sponsored for more students to attend.
- We provide discounted tickets or travel reimbursements for non-metropolitan students for equity of access.
- Projects, social media, and publications are easily accessible online with good sustained engagement.

Growth Oriented Focus

As a relatively new organisation, growth is at the forefront of many of our events. There is an opportunity to form long term partnerships as we expand our reach to more and more students around the state

ATTRACTIVE PROJECTS AND EVENTS:

NSW MSC fulfils key student demands for research, leadership, and networking events. Over 600 medical students attended in-person NSW MSC's events in 2020, with many more joining online. In addition to this, >2000 students actively participated in our online projects including the Internship Applicant Support Group. We are hoping to expand inclusivity efforts, specifically in International and Indigenous portfolios as well.

FACEBOOK GROUPS

NSW MSC INTERNSHIP APPLICATION GROUP

Members: >1300

First created in March 2020, the NSW MSC internship Application Group is a place for final year students across Australia seeking internship in NSW. NSW MSC is the intermediary body between Health Education and Training Institute (HETI) and students. It provides information, updates, as well as facilitating the internship swap process. This group provides an excellent opportunity for companies to engage with motivated final year students just about to enter the workforce.



NSW MSC INTERNATIONAL STUDENTS SUPPORT GROUP (ISG)

Members: >550

This Facebook group is our main platform for disseminating information to international students across NSW. We currently have more than 550 active members in the group, and we expect annual growth in number with the addition of the incoming cohorts. There will be opportunities for our sponsors to directly connect with these students through our posts and form a lasting rapport.

SPONSORSHIP PARTNERSHIPS

SOCIAL EVENT PARTNER

\$1500

- Banner
- 10-minute address to attendees
- Mention of sponsorship at beginning and end of event
- Large logo on all advertisements and distributed materials including social media posts and event tickets
- Instagram/Facebook recognition
- *Additional option* to sponsor event photo-booth for exclusive logo placement

ACADEMIC EVENT PARTNER

\$1500

- Event Stall with designated time for delegates to attend
- 10-minute address to attendees
- Large logo on all advertisements and distributed materials including social media posts and event programs
- Half page feature in delegation handbook
- Mention of sponsorship at beginning and end of event
- Banner placement
- Instagram/Facebook recognition

COUNCIL PARTNER

\$500

- 15-minute address to members of our council, including med-soc presidents, representatives, and executive members, as well as general members.
- Banner placement
- *Opportunity to discuss further scope of sponsorship according to sponsor's needs. E.g. running of workshop*

SOCIAL MEDIA PARTNER

\$750

- Access to TWO social media posts on all our platforms (Facebook, Twitter, Instagram, and Website)
- Prominent logo placement on the official NSWMSC website
- *Additional option* for increased number of social media posts/distribution of sponsor information

NSW MSC 2023

EVENTS OUTLINE



**THE FOLLOWING SHOWCASES NSW MSC'S DIVERSE
ARRAY OF ACADEMIC AND NETWORKING EVENTS**

PLEASE FEEL FREE TO ASK US TO ELABORATE ON HOW THESE EVENTS CAN
FIT IN WITH YOUR COMPANY VALUES!

NETWORKING EVENTS

PRE-INTERNSHIP SOCIAL NIGHT

Date: 19th January, 2024 (6 - 8pm AEDT)



NSWMSC will run an inaugural networking event for incoming interns and junior doctors across all the networks in NSW. It's a chance for imminent junior doctors to celebrate finishing medical school while networking with their future peers. This year we are also extending the invite to the classes of 2022 and 2021 as they have missed out in the past due to COVID-19.

This event will be a fantastic opportunity to speak to our final year students and junior doctors, just on the cusp of their blossoming career.



NSW MSC INTEGRATION CRUISE



Date: Mid April

With an aim to bring back in-person events in a COVID-safe manner, one of NSW MSC's must-go events is a cruise cocktail. This is a fantastic opportunity for social networking between medical students across NSW/ACT.

Held in Sydney harbour, the NSW MSC cruise sold 500 tickets in less than 5 minutes in 2021 and almost 400 tickets in 2022. We expect the same success to continue in 2023 as students search for opportunities to meet their peers around the state.

STATE-WIDE SPORTS DAY

Date: June/July

To be held for the 6th time in 2023, the NSW MSC Sports Day continues to foster the medical student community spirit. With **>100 attendees** in 2019, Sports Day runs as a full day round robin tournament.



With the Sports Day Cup heavily contested, teams from all NSW and the ACT send their best and fairest, in a day of friendly competition. This year, pre-event social competitions that will drum up excitement and engagement will be run leading up to the day.

ACADEMIC EVENTS

RURAL HEALTH SYMPOSIUM

Date: September

The NSWMSC Rural Conference is a unique event, designed to provide education, upskilling and networking opportunities to those studying healthcare in rural NSW. This is the second year we will be running this event and we hope to build on the success of last years'. Students will get the opportunity to meet other healthcare professionals and develop an appreciation for their respective fields.



Your support in making such an event and experience possible would be incredibly appreciated! Not just by our committee or delegates, but by the greater community who all benefit from a passionate and collegiate healthcare family.

NSWMSC HEALTH WEBINARS

Date: October

This is a multiple part online webinar series which aims to create discourse around important topics which are commonly neglected in medical curricula. In particular, multiple health care professionals present on various sociocultural topics which will benefit medical students' future practice. Topics covered last year included Aboriginal and Torres Strait Islander health, transgender health and the clinical aspects and surrounding ethics of disability in medicine.

3 MINUTE THESIS COMPETITION

Date: TBC

NSWMSC will be introducing its very own 3 minute thesis competition in 2024. The event will be held over Zoom to encourage participation from academic and medical students all over Australia and we hope to get the winner published. The format of the event itself will be very similar to other 3MTs.

You will be able to support medical research while championing student academic achievements. There will be an opportunity for partners' logos to be added to promotional material as well as PPT slides introducing the event.



NSW MSC

PORTFOLIO PROJECTS



**THE FOLLOWING SHOWCASES NSW MSC'S INCLUSIVITY
PROJECTS IN VARIOUS PORTFOLIOS**

PLEASE FEEL FREE TO ASK US TO ELABORATE ON HOW CAN FIT IN WITH
YOUR COMPANY VALUES!

INTERNATIONAL

NSW INTERNATIONAL STUDENTS' NIGHT



One of our most engaging projects, the **International Student Mentoring Program** will continue to be run in-person in 2024. We will invite speakers on CV writing and endeavour to foster a spirit of collaboration and connection for students seeking a home away from home.

NSW MSC INTERNATIONAL INTERNSHIP NIGHT

Date: Early May

This online internship night is aimed at providing information to international students on the range of internship pathways available. This is an opportunity for our international medical students to receive information and support regarding the internship application process in NSW and greater Australia while also asking any questions they may have.

This event will be a fantastic opportunity to speak to our international medical students nearing the ends of their degrees and our sponsors will also have the opportunity to be a participant.



INDIGENOUS

YARNING CIRCLE



Newly created in 2022, the NSWMSC Yarning Circle aims to provide a safe space for our Aboriginal and Torres Strait Islander Students to yarn. This group will also be used to share information to our Indigenous Students. As a new group, we are actively engaging many more Indigenous Students to join. This group provides a good opportunity for sponsors to directly connect with these students .

CULTURAL TOUR

Date: April

This is a new event being introduced in 2024 and provides an excellent opportunity for approximately 20 of both our Aboriginal and non-Aboriginal students to immerse themselves in Aboriginal Culture. While planning is still ongoing for the Cultural Tour we intend to visit the Walkabout Wildlife Sanctuary in Calga, NSW with the event spanning over two days. We believe this event is a step forward in creating more empathetic future doctors who are able to provide culturally appropriate patient centred care.

Your support in making such an event and experience possible would be greatly appreciated! Not only by our committee and delegates but by the greater community who all benefit from a passionate and collegiate healthcare family.

Thank you for your partnership!

The 2024 NSWMSC team would like to thank you for taking the time to consider becoming involved with our organisation.

NSWMSC believes that we offer a fantastic value-for-money partnership, to easily access students through a reliable platform, and the team will endeavour to work closely with you in order to ensure your goals and targets are met.

To discuss your involvement as a partner with the NSWMSC or for more information, please don't hesitate to contact us!

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