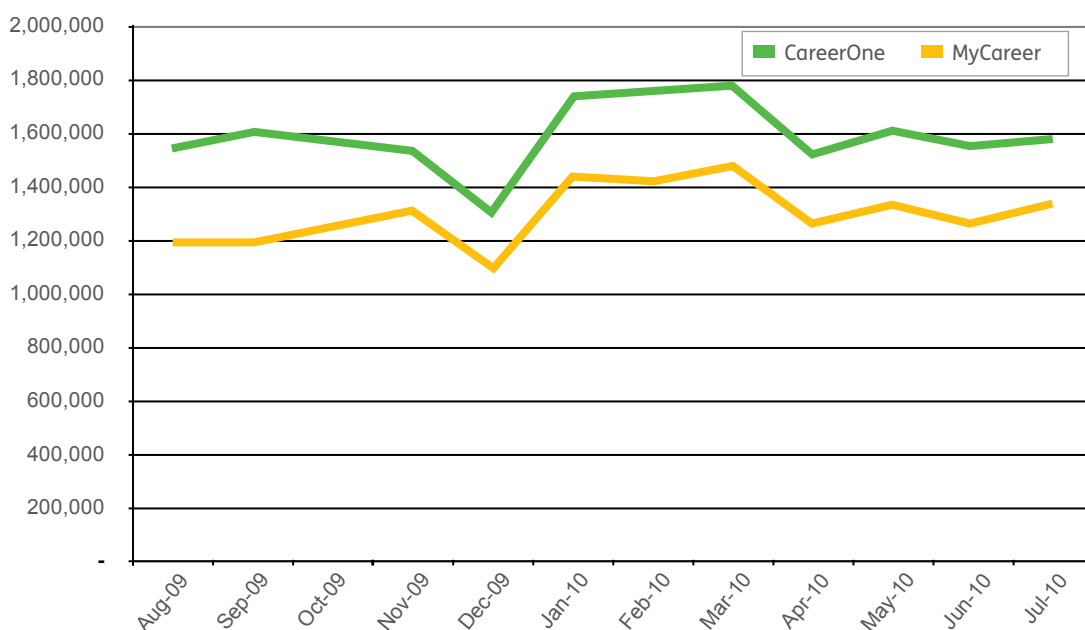


# Reach Over 79,000 Potential Candidates Everyday<sup>1</sup>

## In July:

- ➔ CareerOne attracted an average of 79,000 daily unique browsers, 9,800 ahead of MyCareer's 69,000<sup>1</sup>
- ➔ Over 1.57 million unique browsers visited CareerOne.com.au, and with over 41,000 jobs, CareerOne is firmly positioned as the national #2 online job board in traffic and job numbers<sup>1</sup>
- ➔ CareerOne delivered over 239,000 more browsers than MyCareer during July<sup>1</sup>
- ➔ The Resume Database grew by over 18,000 new searchable resumes taking our total resumes to 255,000
- ➔ Applications on CareerOne grew by 6% year on year

## CareerOne & MyCareer Unique Browsers, August 2009 - July 2010<sup>2</sup>



## Access Our Exclusive Audience

- ➔ In July, 859,632 CareerOne browsers did not visit Seek.<sup>1</sup>
- ➔ In July, 1,051,691 CareerOne browsers did not visit MyCareer.<sup>1</sup>

### Top Ten Category Searches

1. Retail
2. Mining, Oil & Gas
3. Health, Medical & Pharmaceutical
4. Accounting
5. Education, Childcare & Training
6. Government, Defence & Emergency
7. IT
8. Banking & Finance
9. Construction, Architecture, Interior Design
10. Manufacturing & Industrial

### Top Ten Resumes Uploaded

1. Administrative & Secretarial
2. Hospitality, Travel & Tourism
3. Retail
4. IT
5. Logistics, Supply & Transport
6. Customer Service & Call Centre
7. Accounting
8. Health, Medical & Pharmaceutical
9. Sales
10. Advertising Media, Arts & Entertainment

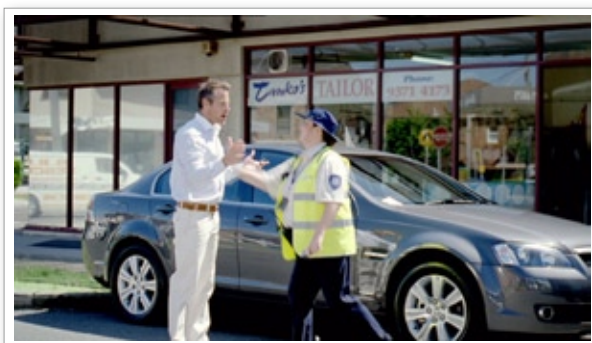
Fast Facts

# New Brand Campaign Success As You See It

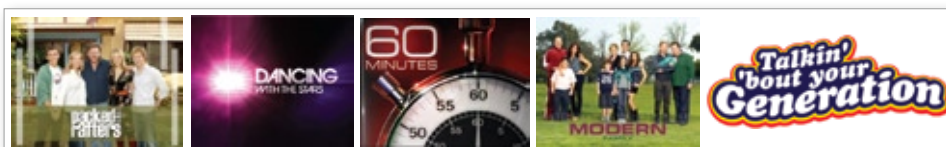
CareerOne has launched a new national marketing campaign, 'Success As You See It'. The Success As You See It campaign encourages job hunters to consider what success means to them and inspires them to find a job on CareerOne.com.au that fulfils their definition of success.

This wide reaching campaign is scheduled to appear nationwide across TV, Outdoor, Transit, Print and Online media.

CareerOne's TV campaign will be running across free to air and pay TV networks.

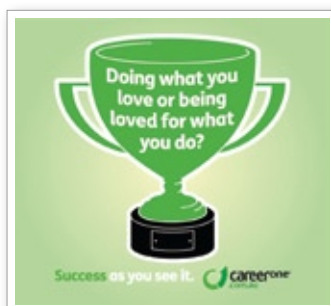


The TVC will be appearing on top rating shows including



## Print Campaign

The Success As You See It campaign will be appearing in News Limited publications across Australia, these include The Australian, The Daily Telegraph, The Herald Sun, The Courier Mail, The Advertiser, The Perth Sunday Times and regional newspapers The Geelong Advertiser, The Cairns Post, The Townsville Bulletin and The Gold Coast Bulletin.



## Online Campaign

The Success As You See It campaign will reach job hunters through a number of digital executions. An extensive online campaign will be appearing live across a number of key websites, including Yahoo7, News.com.au and other premium networks.



Fast Facts