UPDATED NOVEMBER 2026

School Sport VICTORIA

ADVERTISING OPPORTUNITIES



VICTORIA State Government | Department of Education

School Sport VICTORIA

INTRODUCTION

School Sport Victoria (SSV), as part of the Department of Education, is offering **advertising opportunities** for non-partners.

SSV achieved a record 681,159 interschool sport student participation engagements in 2025 which combined with a digital audience of close to 120,000 provides a unique opportunity for advertisers to communicate with the Victorian school community including school executives, teachers, students and their families and, more broadly, the sports industry.



Advertising assets include:

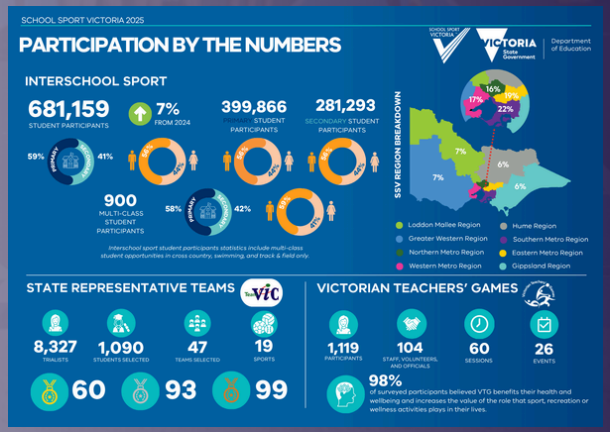
- Articles and campaign banners in the monthly SSV News publication with approximately 55,000 subscribers
- Article and campaign banners in the Coordinators Update for SSV's network of 350+ Coordinators
- Social posts on SSV's Facebook page (approximately 35,000 followers) and SSV's Instagram page (approximately 26,500 followers)



2026 School Sport Program



2025 School Sport Victoria Participation & Performance Infographics



2025 Summary Infographics

School Sport VICTORIA

ADVERTISING ASSETS

ASSET CATALOGUE	PRICE excl. GST ($)
SCHOOL SPORT VICTORIA	
Advertiser eDM (advertisers own EDM with up to 6 articles)	6,000
SSV News article - Feature section (in the first 5 articles)	1,750
SSV News banner - Feature section (following first 5 articles)	1,250
SSV News article - Interschool Sport Section	1,200
SSV News banner - Interschool Sport Section	1,000
SSV News article - Team Vic Section	1,000
SSV News banner - Team Vic Section	800
SSV News article - Additional Updates Section	750
SSV News banner - Additional Updates Section	500
SSV Coordinators Update article - Feature section (in the first 4 articles)	750
SSV Coordinators Update banner - Feature section (following first 4 articles)	500
SSV Coordinators Update article - Non - Feature section	400
SSV Coordinators Update banner - Non - Feature section	250
SSV Facebook and Instagram post	750
VICTORIAN TEACHERS' GAMES	
VTG eNews article	500
VTG Facebook and Instagram post	300

School Sport VICTORIA COMMUNICATION CHANNELS

- 35.7K
- 26K
- 3.1K
- 54.2k SSV NEWS
- 462 COORDINATORS UPDATE
- 32.5% AVG OPEN RATE
- 2,350,487 TOTAL WEBPAGE VIEWS IN 2025

Victorian Teachers' Games COMMUNICATION CHANNELS

- 5.2K
- 1.4K
- 8.7k
- 78% AVG OPEN RATE

	FEATURE BUNDLE	INTERSCHOOL SPORT BUNDLE	TEAM VIC BUNDLE	ADDITIONAL UPDATES BUNDLE	COORDINATORS UPDATE BUNDLE	VTG BUNDLE
ASSETS						
SSV News article	✓	✓	✓	✓		
SSV News banner	✓	✓	✓	✓		
SSV Coordinators Update article	Feature Section	Non-Feature Section			Feature Section	
SSV Coordinators Update banner	Feature Section	Non-Feature Section			Feature Section	
SSV Facebook and Instagram post	✓	✓	✓	✓		
VTG eNews article						✓
VTG Facebook and Instagram post						✓
TOTAL excl. GST ($)	**5,000**	**4,100**	**2,550**	**2,000**	**1,250**	**800**
BUNDLED PRICE excl. GST ($)	**4,000**	**3,600**	**2,200**	**1,750**	**1,100**	**750**

Note: All Advertisers will be provided with metrics summary at the conclusion of their campaign, including eDM open rates, article click through rates, unqiue articles clicks, and social media views, reach and engagements.

School Sport VICTORIA

ADVERTISING CASE STUDIES

1



2



3



4





1. Advertiser eDM (partner eDM example AFL Victoria)
2. SSV News / Coordinators Update Article (Maribyrnong Sports Academy)
3. SSV News / Coordimators Update Banner (Foodbank Victoria)
4. SSV / VTG Facebook & Instagram Posts (Inspire Netball Group & Australian International Sports Organisation)

School Sport VICTORIA

RULES OF ENGAGEMENT

- Complete the School Sport Victoria Expressions of Interest Advertising form to register your interest to be considered for advertising.
- Organisations and their business activities need to align with the Department of Education Sponsorship Policy.
- Bundling of advertising assets beyond those prescribed is available and will be priced accordingly by School Sport Victoria.
- Advertising will not be provided to any organisation without prior approval sought and received by School Sport Victoria, where School Sport Victoria has a current partnership with a similar organisation or product to the prospective advertiser.
- Approved advertisers will be required to enter into a Department of Education Advertising Agreement with School Sport Victoria.

CONTACTS

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Subscribe to SSV News



School Sport VICTORIA

PARTNERS

SPORT PARTNERS

AFL VICTORIA
AUSCYCLING
Badminton VICTORIA
BASEBALL VICTORIA
BASKETBALL VICTORIA
BOWLS VICTORIA
CRICKET VICTORIA
DIVING VICTORIA
EQUESTRIAN VICTORIA
FOOTBALL VICTORIA
GOLF AUSTRALIA
Gymnastics Victoria
Hockey VICTORIA
LACROSSE VICTORIA
netball VICTORIA
NRL VIC
NRL TOUCH FOOTBALL VIC
ROWING Victoria
SOFTBALL VICTORIA
SURFING VICTORIA
swimming victoria
TABLE TENNIS VICTORIA
TBA TENPIN BOWLING AUSTRALIA
tennis VICTORIA
Ultimate VICTORIA
VIC TRIATHLON
volleyball VICTORIA

MERCHANDISE PARTNER

dmc sport.

TEAM VIC PARTNERS

AUSTRALIAN SPORTS FOUNDATION
S-TREND

VTG PARTNERS

AUSTRALIAN EDUCATION UNION AEU
TEACHERS HEALTH We're for teachers
S-TREND

AWARDS PARTNER

VicHealth

COMMUNITY PARTNER

VICTORIAN INSTITUTE OF SPORT