

# Parade College Community Business Directory



## Advertise

Get your business known within the extensive Parade Community in a more targeted way



## Find

Find local products or services as well as mentors, internships and employment opportunities



## Support

Support businesses owned by Old Paradians, parents of Paradians and friends of Parade

## About our Directory

The Parade College Community Business Directory is an Old Paradians' Association initiative designed to support businesses from within the wider Parade community by connecting them with clients who are looking to support local suppliers of products and services.



[www.oldparadians.com.au/businessdirectory](http://www.oldparadians.com.au/businessdirectory)



# Our Reach

The Parade Community Business Directory is actively promoted through both the OPA and Parade College social media, communication and event channels.



## OPA Social Media

### Followers

Facebook | **2.4K**  
Instagram | **500**  
LinkedIn | **425**



## OPA Newsletter

The OPA distributes a quarterly newsletter to **3000+** subscribers



## OPA Events

In 2024, OPA's annual event attendance rate was **700+**



## College Social Media

### Followers

Facebook | **4.1K**  
Instagram | **2.9K**  
LinkedIn | **1.7K**



## College Newsletter

Parade College distributes a fortnightly newsletter to **2500+** families & staff



## Wider Community

Exposure to the OP Football Club and new & prospective College families

# Advertising Costs

**Standard Listing** | \$100 per annum

**Premium Listing** | \$200 per annum



The purpose of *paid* advertising is to cover the associated cost of the platform, give back to the wider Parade community and support the ongoing strategic goals of the Old Paradians' Association.