

CHOOSING A SCHOOL FOR YOUR CHILD – NSW & VIC

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Choosing A School Celebrates 25 Years!

Twenty-five years is a long time in publishing, but one of Universal's first publications — the directory *Choosing A School For Your Child* — has just entered its 25th year.

How does a publication stay relevant for so long? "Deregulation of the school system may have had something to do with it," commented Managing Editor, Melanie Gardener, "but at the end of the day, having a genuinely useful resource and knowing where to market it have been the keys."

Choosing A School is published in two state-based editions, one for New South Wales and one for Victoria, which are supported by the website, schoolchoice.com.au. The publications are available through newsstands and also have an extensive international distribution, reaching **Australian Consulates** and offices involved in marketing Australian education overseas. "Every country is different, but we are working to make sure parents who are considering this monumental decision at least have our guide as a starting point," says Associate Publisher, Janice Williams.

The publication has expanded several times, most recently to include the **High School Education Guide**, which explains the various subjects, policies, examination methods and extra-curricular activities available in secondary education today.

Education in Australia is Inspiring and Positive

The guides also features many positive stories about education that are often absent from newspaper coverage of the various education systems. "We have interviewed and received articles from so many really interesting and very committed education professionals over the years, it leaves you feeling inspired and hopeful for the future of education in Australia," commented Managing Editor, Melanie Gardener.

Special Thank You

Universal Magazines would like to thank so many parents, students, educators, loyal advertisers, distributors, retailers and staff who have helped *Choosing A School* stay relevant and achieve its goals over the past 25 years. "Editors Beth Anderson in Melbourne and Penny Alexopolous in Sydney have done a great job of our latest editions," said Ms Gardener.

"We would particularly like to note the work of two members of our own staff who have both been on the publication for a long time: **Adrienne Kotz**, the Sales Manager on the New South Wales edition of *Choosing A School* for 18 years and **John Oliver**, who has worked on our Victorian edition for more than 19 years," says Associate Publisher, Janice Williams.

For further information ring:

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