



MGA REWARDS

Partner & Sponsorship kit

mga.monash.edu | mga-rewards@monash.edu

WHO ARE WE?

The Monash Graduate Association (MGA) is the representative body for all graduate research and coursework students enrolled at Monash University.

We cover all things graduate student (PhD, Masters, Grad Dip and Grad Cert), from providing advocacy and welfare services, to running social events.

As of October 2025, we represent 35K graduate students studying at Monash University. Since the establishment of the MGA in 1961, we have built a thriving community as the go-to organisation for this cohort.

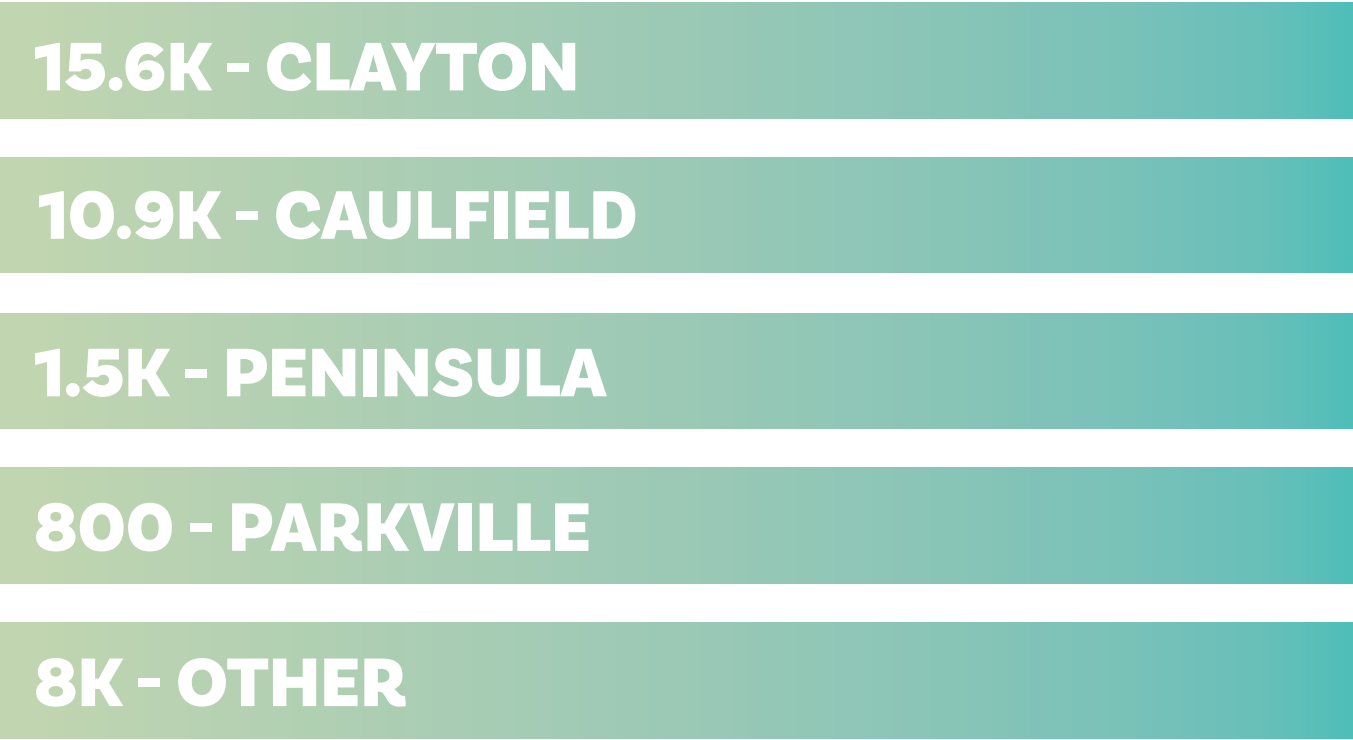


Overall Students



All Graduate Coursework
and Research students

Our Campuses



Figures as at October 2025

OUR DEMOGRAPHICS



10,073
followers

Accounts reached on average:
9728



2,548
followers

Average views of content:
1327



468
followers



10,093
subscribers

Average open rate of 70%

Figures as at October 2025

OUR DIGITAL AUDIENCE

WHAT WE'RE DOING

In 2025, we launched MGA Rewards - our brand new loyalty program designed to offer our members exclusive deals and discounts with local vendors, both on and off campus.

This opt-in, paid membership gives students access to special offers across retail and hospitality, enhancing their experience whilst supporting local businesses.

We have launched MGA Rewards to all students studying in Australia via our social media channels, website, and newsletter, ensuring a wide reach and engagement.



OUR PROPOSAL

We understand that our students value convenience and are financially savvy. Outside of their studies, their main priorities include finding affordable options for:

- Meals and beverages
- Groceries and everyday supplies
- Fitness services
- Hair and beauty services

MGA Rewards is designed to meet these needs by partnering with local businesses on and off campus. Together, we can offer students the incentives they want to keep coming back.

Our students appreciate a good deal. If they can easily access these products and services locally, they'll be motivated to return to our partner vendors. Students who opt-in will be given a digital membership card and applicable vouchers to use at participating businesses.



WHAT YOU CAN OFFER

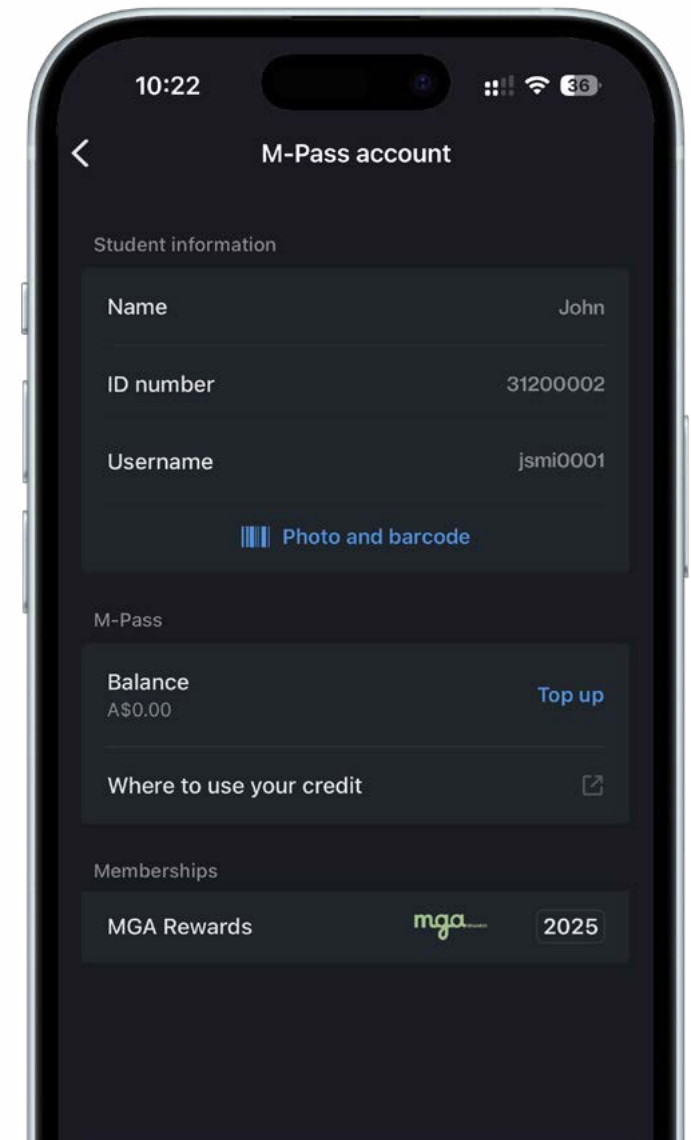
Becoming an MGA Rewards partner is completely free. Simply share an attractive offer with our members – and if you'd like, add a special treat for our new members' welcome bag to make an even bigger impact! All students have to do is show proof of their MGA Rewards membership via the Monash Study App to claim your generous offer.

Examples of partnership offers:

- 1. Long-term partnership:**
e.g., a 10% ongoing discount exclusively for MGA Rewards members.
- 2. Short-term partnership:**
e.g., a 20% discount for MGA Rewards members during a specific month of your choice in the semester.
- 3. One-off partnership:**
e.g., provide 200 x \$10 vouchers for our MGA Rewards members.

What we'll offer in return:

- Your logo displayed on our website, like [this](#).
- Social media and email newsletter coverage across the year, e.g. Instagram stories and posts promoting your business and your MGA Rewards offer.



INTERESTED?



Join MGA Rewards for free and showcase your business to our vibrant community.
We look forward to working with you!

You can get in touch about partnering with us by emailing:
mga-rewards@monash.edu

