



Australian College of
Mental Health Nurses

Media Kit

2024

Why advertise with us?

The Australian College of Mental Health Nurses (ACMHN) is the peak professional mental health nursing organisation and the recognised credentialing body for mental health nurses in Australia.

We represent the profession at all levels of government and across all health service sectors. In addition, the ACMHN sets standards for practice, supports mental health nursing research, and provides a forum for collegial support, networking and ongoing professional development for its members. Importantly, the ACMHN also works to promote public confidence in and professional recognition of mental health nursing.

The ACMHN has around 2,500 members from all around Australia and overseas. There are a number of opportunities for individuals, groups, and organisations to promote their product, event or service to the membership - through our social media channels, via e-newsletters and our website. Please feel free to contact us to discuss your needs.

If you are a stakeholder in the mental health sector there is no better opportunity to promote your organisation to the sector than through the ACMHN. Partnering with the College will provide your organisation with exposure to a relevant and influential audience. The ACMHN works closely with all advertisers to ensure you are satisfied with your advertising and return on investment. We have a wide variety of advertising opportunities available, and we also invite any new proposals you may wish to put forward.

Our aim is to support advertisers to generate the best possible outcomes from their arrangements with the College. The College is also happy to negotiate an advertising package that will be of maximum benefit to your organisation.

Please send any booking requests via email to: communications@acmhn.org.

Note: All costs are GST exclusive. By sending through advertising or endorsement applications, you agree to adhere to the Terms and Conditions on page 17.

ACMHN website

Find the right staff for your vacant position by advertising via the College's website. Our 'Jobs for mental health nurses' section is one of our most visited pages and a great place to advertise to help you find the right fit for your position.

Deadlines: There are no deadlines as the ACMHN website is constantly updated. Positions will be listed until shortly after applications close, or **for two months for positions with no closing date**. Please allow 24 to 48 hours before the advertising goes live on the website.

Job advertisements will be advertised in two-month blocks. If you wish to extend a job advertisement beyond two months, you must let us know in writing a week prior. You will still receive a 25% discount on these extensions.

You are able to submit a job via the portal by clicking 'Advertise your job with the College' on the 'jobs for mental health nurses' page. If you wish to discuss your needs, please email communications@acmhn.org.

Jobs for mental health nurses

The ACMHN lists current job advertisements with employers all across Australia in the field of mental health nursing. From nurse manager to educator roles, there are many areas that mental health nurses can work in.

Current listings

The following positions are currently available and have been submitted to the ACMHN to advertise. Please contact the advertising agent for further information about the position and a position description, to submit your application and/or curriculum vitae. The College will not be responsible for re-directing any applications received.

Advertise your job with the College



Senior Mental Health
ED/Mental Health Triage
Clinician – PECT (Psychiatric
Emergency Care Team) -
Latrobe Regional Health
A great opportunity for a Senior
Clinician to join a large Regional ED
team to provide clinical expertise to
our Psychiatric Emergency Care
Team!



Clinical Nurse Consultant -
CYMHS Consultation Liaison
- Metro South
Metro South Health are looking for
a Clinical Nurse Consultant - CYMHS
Consultation Liaison to join their
team.



Clinical Nurse - Metro South
Health
Metro South Addiction and Mental
Health Services (MSAMHS) provide
inpatient, hospital-based and
community mental health and
community alcohol and drug...

Rates & sizing - ACMHN website

OPTION 1 - Website job listing

Cost: \$575/ per advertisement for eight weeks (a 25% discount will be applied if extended beyond eight weeks)

All jobs now need to be submitted via the job portal. If you need assistance, please don't hesitate to contact us via email at communications@acmhn.org.

Requirements:

- Sign in to your account
 - If your organisation is advertising with us for the first time, you will need to:
 - Create a new account
 - Fill out all sections in the Billing Information section so we can invoice you promptly
- Enter the information required for your job listing, and don't forget to hit "SUBMIT"

OPTION 1 - Multiple adverts

If you wish to advertise multiple adverts at the same time*, we will apply a discount of 15% for every job after the second one, on the overall cost. If any or all of job adverts are extended beyond two months, only the 25% discount (outlined above) will apply.

*see Terms and Conditions on page 17

[Back to Jobs board](#)

Senior Mental Health ED/Mental Health Triage Clinician – PECT (Psychiatric Emergency Care Team)

Location: 10 village avenue, Latrobe Regional Hospital, Traralgon West

Summary

An exciting opportunity has arisen for an experienced and suitably qualified Registered Psychiatric Nurse Grade 4, Social Work Grade 3, Occupational Therapist Grade 3 or Psychologist Level 3 to join the Psychiatric Emergency Care Team in the Emergency Department and Mental Health Telephone Triage on a full time or part time, ongoing basis.

Reporting to the Psychiatric Emergency Care Team Manager, the successful applicant will play an important role in the undertaking of a range of mental health clinical duties including the provision of high standard acute clinical assessment, evidence-based treatment and support consumers experiencing significant mental health difficulties and their carers/families.



[Learn more](#)

Point of contact:
Philemon Chikwinya
(03) 5173 8751
Philemon.Chikwinya@lrh.com.au
Job Reference Number: 18899

Number of adverts	Discount applied?	Amount \$
1-2	No	\$575 / \$1150
3	Yes	\$1553

Rates & sizing - ACMHN website

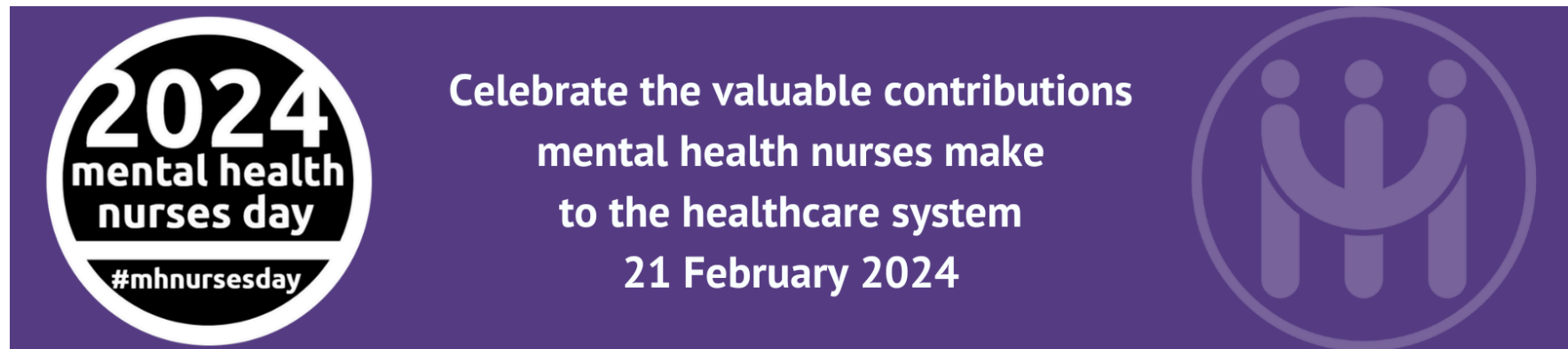
OPTION 2 - Landing page/home page banner

Cost: \$275/ fortnight

Banner size: 1800x400 px

Requirements:

- A banner that includes (at least) your logo, the title of the job advertised, and the location
- A web link where an applicant can find out more information/apply for the position



College Connections

College Connections is a fortnightly e-newsletter that goes to all members on our database. We are able to promote job vacancies, workshops and events (after being assessed), and services via this e-newsletter directly to ACMHN members. The professionally developed newsletter provides an update to members, without clogging their inboxes.

We kindly ask advertisers to provide us with the necessary assets (correctly-sized banners and copy). Each advertising option outlines the requirements in detail.

Deadlines: Content is due by midday on Friday, the week before the Wednesday you wish your advertising to appear.

Please send any booking requests via email to: communications@acmhn.org.

April 2024 / Edition 6



Welcome << Test First Name >>

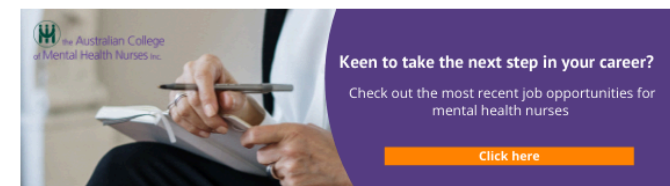
Calling on all Abstracts

It has been fantastic seeing so many people taking advantage of the early bird prices for #ACMHN20 ticket now!

We have also h
to be submitte



Mental Health Nursing
Become a Mental Health Expert



Rates & requirements - College Connections

OPTION 1 - Small advertisement banner

Cost: \$275/ issue

Banner size: 600x200 px

Requirements:

- A banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message (see example on the right)
- A link to the job/event/product ad on your website

OPTION 3 - Large ad banner

Cost: \$415/ issue

Banner size: 600x600 px

Requirements:

- A banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message (see example on the right)
- A link to the job/event/product ad on your website

OPTION 2 - Small ad banner for a job or event already listed on the ACMHN website

Cost: \$140/ issue

Banner size: 600x200 px

Requirements:

- A banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message (see example on the right)
- A link to the job/event/product ad on your website

OPTION 4 - Large ad banner for a job or event already listed on the ACMHN website

Cost: \$210/ issue

Banner size: 600x600 px

Requirements:

- A banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message (see example on the right)
- A link to the job/event/product ad on your website

Rates & requirements - College Connections

OPTION 5 - Sponsored article

Cost: \$275/ issue

Image size: 262x176 px

Requirements:

- An image relevant to your topic or your logo adhering to the specifications above (please ensure that you have the right to use the image. It's best to use creative commons sources.)
- A link for people to find out more information
- A short text (maximum 50 words)

OPTION 6 - Advertise an event, survey, or something else. This option is primarily open to ACMHN members

Cost: \$100/ issue

Your choice of **either** a banner (image size: 600x200) **or** an article with an image (image size: 262x176 px)

Requirements for the banner:

- A banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message
- A link to the job/event/product ad on your website

Requirements for the article:

- An image relevant to your topic or your logo adhering to the specifications above (please ensure that you have the right to use the image. It's best to use creative commons sources.)
- A link for people to find out more information
- A short text (maximum 50 words)

College Connections publication dates

Edition	Date published	Edition	Date published	Edition	Date published	Edition	Date published
Edition 1	24/1/24	Edition 7	17/4/24	Edition 13	10/7/24	Edition 19	2/10/24
Edition 2	7/2/224	Edition 8	1/5/24	Edition 14	24/7/24	Edition 20	16/10/24
Edition 3	21/2/24	Edition 9	15/5/24	Edition 15	7/8/24	Edition 21	30/10/24
Edition 4	6/3/24	Edition 10	29/5/24	Edition 16	21/8/24	Edition 22	13/11/24
Edition 5	20/3/24	Edition 11	12/6/24	Edition 17	4/9/24	Edition 23	27/11/24
Edition 6	3/4/24	Edition 12	26/6/24	Edition 18	18/9/24	Edition 24	11/12/24

Social media

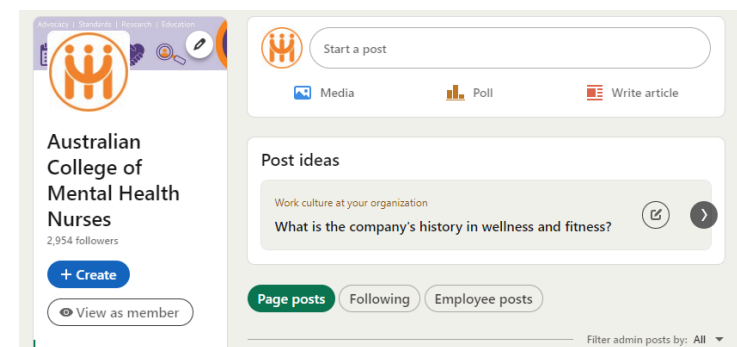
The College has an active social media presence on Twitter, LinkedIn, and Facebook with over 11,000 followers.

Our audience is mainly located in Australia, with strong representation in urban centres. On LinkedIn, most of our followers are in the healthcare sector and community and social services.

Advertising on our social media channels will give you access to this unique audience, and increase your chances of finding the right fit for a job or gaining more attendees for your events.

The College is currently working on building its Instagram audience. Advertising for this channel will come available in due course.

Please send any booking requests via email to:
communications@acmhn.org



Rates & requirements - Social media

OPTION 1 - One-off publication

This includes 1x Facebook post, 1x Facebook story, 1x Twitter post, 1x LinkedIn post

Cost: \$350/ set

Requirements:

- Appropriately-sized social media tiles/images (this is especially important for Facebook stories). **Sizes are as follows:**
 - Facebook post - 1200x630 pixels
 - Facebook story - 1080x1920 pixels
 - Twitter post - 600x335 pixels
 - LinkedIn post - 1200x1200 pixels
- **Copy for the social media posts.** Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters
- A web link where a person can find out more information (please note, hyperlinks take up 23 characters in Twitter. Please consider this when providing copy)

OPTION 2 - Publication for a job, event, or product already advertised through the website

This includes 1x Facebook post, 1x Facebook story, 1x Twitter post, 1x LinkedIn post

Cost: \$150/ set

Requirements:

- Appropriately-sized social media tiles/images (this is especially important for Facebook stories). **Sizes are as follows:**
 - Facebook post - 1200x630 pixels
 - Facebook story - 1080x1920 pixels
 - Twitter post - 600x335 pixels
 - LinkedIn post - 1200x1200 pixels
- **Copy for the social media posts.** Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters
- A web link where an applicant can find out more information (please note, hyperlinks take up 23 characters in Twitter. Please consider this when providing copy)

Advertising kits

For those who want to reach a wider audience, the College offers advertising kits that include a combination of different channels at a discounted rate.

If you have trouble deciding which kit is right for you or want to make a booking request, please reach out to us at communications@acmhn.org.

Deadlines: Content for College Connections is due by midday on Friday, the week before the Wednesday you wish your advert to appear.

[Back to Jobs board](#)

Senior Mental Health ED/Mental Health Triage Clinician – PECT (Psychiatric Emergency Care Team)

Location: 10 village avenue, Latrobe Regional Hospital, Traralgon West



[Learn more](#)

Summary

An exciting opportunity has arisen for an experienced and suitably qualified Registered Psychiatric Nurse Grade 4, Social Work Grade 3, Occupational Therapist Grade 3 or Psychologist Level 3 to join the Psychiatric Emergency Care Team in the Emergency Department and Mental Health Telephone Triage on a **full time** or **part time**, ongoing basis.

Point of contact:
Philemon Chikwinya
(03) 5173 8751
Philemon.Chikwinya@lrh.com.au
Job Reference Number: 18899

Reporting to the Psychiatric Emergency Care Team Manager, this role has an important role in the undertaking of a range of mental health services, including high standard acute clinical assessment, evidence-based treatment and management of significant mental health difficulties and their carers/families.

Find a new job

Keen to take the next step in your career? Check out the most recent job opportunities available

[Click here](#)



[Find your next job today](#)



Rates & requirements - Advertising kits

OPTION 1 - General advertising kit

This includes 1x small ad banner in the newsletter, 1x Facebook post, 1x Facebook story, 1x Twitter post, 1x LinkedIn post

Cost: \$600/ kit

Requirements:

- A newsletter banner that includes your logo, the title of the job advertised, and the location. You could also feature a short message - 600x200px
- Appropriately-sized social media tiles/images (this is especially important for Facebook stories). Sizes are as follows:
 - Facebook post - 1200x630 pixels
 - Facebook story - 1080x1920 pixels
 - Twitter post - 600x335 pixels
 - LinkedIn post - 1200x1200 pixels
- Copy for the social media posts. Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters
- A web link where a person can find out more information (please note, hyperlinks take up 23 characters in Twitter. Please consider this when providing copy)

OPTION 2 - Complete advertising kit

This includes 1x website listing, 1x small ad banner in the newsletter, 1x Facebook post, 1x Facebook story, 1x Twitter post, 1x LinkedIn post, 1x front page banner

Cost: \$1000/ kit

Requirements:

- Adverts should be provided in a word document (this must include a close date) or submitted via the jobs portal
- A high-resolution web-ready logo for inclusion with the advert (if not previously provided)
- Two banners (one for the newsletter, one for the home page carousel) that include your logo, the title of the job advertised, and the location. You could also feature a short message
 - Small newsletter banner - 600x200px
 - Front page banner - 1800x400 px
- Appropriately-sized social media tiles/images (this is especially important for Facebook stories). Sizes are as follows:
 - Facebook post - 1200x630 pixels
 - Facebook story - 1080x1920 pixels
 - Twitter post - 600x335 pixels
 - LinkedIn post - 1200x1200 pixels
- Copy for the social media posts. Post length for Facebook and LinkedIn is 40 words. Post length for Twitter is 280 characters
- A web link where an applicant can find out more information (please note, hyperlinks take up 23 characters in Twitter. Please consider this when providing copy)

ACMHN events and conference

The ACMHN runs a busy calendar of online and face-to-face events throughout the year. We host a range of Special Interest Group and Branch events with unique access to segments of audience for potential partners and sponsors. The online event calendar provides an arena for engagement with mental health nurses across the country and opportunities for partnership and sponsorship are available for these activities. Unique partnership packages can be developed for a number of engagement areas, both online and in-person for Special Interest Groups and Branches.

The ACMHN hosts the International Mental Health Nursing Conference annually as a face-to-face event welcoming large numbers of delegates from interstate and overseas over three days (The last Conference welcomed nearly 600 delegates to Melbourne). The Conference is in its 48th year with a rich history in providing the stage for showcasing excellence in mental health nursing. The Conference is an opportunity to network with national and international delegates and establish collaborative partnerships to enhance health outcomes for consumers, their family and carers, and the community more broadly.

Our aim for the International Mental Health Nursing Conference is to create an environment that is conducive to sharing knowledge, relationship building, and collaborative practice. We seek to enhance and support capacity building and strengthening of the mental health sector more broadly, and the profession of mental health nursing through providing productive partnership opportunities for stakeholders, health care agencies, and educational institutions.

The ACMHN International Mental Health Nursing Conference provides great benefit for a variety of participating organisations. We welcome the chance to discuss the partnership and sponsorship opportunities that are available for this event and provide partnership opportunities at various price points.

There are many ways in which you can be involved in the conferences, including:

- Partnership packages
- Social event sponsorship
- Speaker sponsorship
- Stream sponsorship
- Name badge and lanyard sponsorship
- Refreshment break sponsorship
- Notepad and pen sponsorship
- Program advertisements
- Satchel inserts
- Exhibition packages and more

To find out how you can be involved in one of our premier events, go to www.acmhn.org or contact the College on (02) 6285 1078 or via email to: events@acmhn.org.



ACMHN endorsement

Endorsement is a process by which professional events, educational activities and products are assessed and given recognition by the ACMHN. **The aims of endorsement are:**

- To ensure a minimum standard for professional development activities in mental health nursing are met
- To allocate points consistently and equitably, reflecting the specialist or generalist value of the activity
- To ensure the activities are relevant to the needs of the members as well as of employers, clients and the community
- To provide feedback for the improvement of the educational and training value of the activities

Endorsement is based on principles of adult learning and recognises the importance of different forms of teaching, different styles of learning and different professional needs. The criteria as outlined below are derived from empirically-based research into the effectiveness of Professional Development as a quality assurance mechanism.

Why does the ACMHN provide an endorsement service?

The ACMHN endorsement service provides mental health nurses with confidence that an educational event or activity meets the standard set by their professional body. Endorsed activities or events are assessed against criteria to establish that they are well organised, meet legal requirements, and are based on up to date evidence.

Endorsement may also enhance the marketing of professional events, educational activities and products. The ACMHN maintains a list of all endorsed products on our website so you also receive additional marketing exposure for your product. **Endorsement applications are to be submitted via email to: education@acmhn.org**

To find out more about Endorsement click [here](#).

Terms & conditions

Advertising is accepted for ACMHN publications subject to the terms and conditions set out here:

1. All costs are GST exclusive.
2. All communications, artwork bookings, and alterations must be in writing by way of email to communications@acmhn.org.
3. All graphics, logos, and copy are to be supplied by the advertiser in appropriate formats and adhere to the required sizes outlined elsewhere in the Media Kit.
4. All graphics, logos, and copy are to refrain from containing offensive language or images. If the College deems the graphics, logo(s) or copy provided to contain offensive language or images, the College reserves the right to refuse to advertise.
5. If a client wishes to book multiple Website Job listings (see page four), they must be booked in the same email, in the same day, or ACMHN must agree that multiple requests to book more than one Website Job listings are eligible for the 15% discount. The 15% discount will apply to the overall cost.
6. If a client wishes to extend a multiple Website Job listing booking beyond the initial 2 months, only the 25% discount will apply.
7. If a client wishes to extend an advertisement, the 25% discount will only apply to the extended advertisement price, not the total price.
8. An invoice for the full amount of payment will be issued for the entire length of time initially requested by the client. The College will not provide separate invoices for separate advertising periods, unless the client requests an extension in the week prior to the job advertisement ending.
9. All endorsement applications, bookings, and alterations must be submitted in writing by way of email to education@acmhn.org.
10. Changes to a current listing cannot be done on more than two occasions except for changes to the expiry of the job advertisement.
11. Changes done to a current advertisement may attract additional charges, which is up to the discretion of the College.
12. All cancellations must be received in writing.
13. The publisher is the Australian College of Mental Health Nurses. The publisher reserves the right to refuse to publish or republish any advertisement, without explanation for such action.
14. The word 'advertisement' or 'AD' will be placed on advertising, which, in the publisher's opinion resembles ACMHN editorial style or could be mistaken by readers for editorial material.
15. The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork, disk or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling this order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser.
16. All orders are subject to rate adjustments that occur during the period of the order.
17. It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements.
18. The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents, against all liability claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generosity of the foregoing, indemnify and hold indemnify each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or Description, invasion of privacy or for any action under or for any or breach of any provision of any State or Territory fair trading legislation or the Trade Practices Act, 1974.
19. Rates are current at 23 April 2024 and may be subject to change.
20. If payment of an invoice is not made by the due date, late fees may be applied.
21. In the event an invoice remains unpaid a hold will be placed on the account and all future advertising requests will not be accepted. Additionally, in the event the matter is referred to a debt collection agency and/or law firm, all collection and legal demand costs will be added to the account.