



Issue No 11.

Friday 30 October

Welcome to this edition of the Careers Newsletter. To celebrate ARTS week – You will find lots of great information on upcoming events and opportunities for students to explore various careers within the ARTS and pathways. It's worth taking a look and registering for some of these events.

I am available all week and am more than happy to assist students and parents. I can be contacted via email on helen.madden@pvcc.vic.edu.au to make an appointment.

Don't forget also to check out our PVCC Careers website for important information for students and parents. You can find our site at: <https://careers.pvcc.vic.edu.au>

Items in the *Career News* include –

- **Dates to Diarise in Term 4**
- **VTAC Important dates**
- **Australian Institute of Music (AIM) courses in Melbourne**
- **What is Digital Media?**
- **Photography Studies College (PSC)**
- **Information on Flicker-up Film Competition**
- **Information on Australian College of the Arts (Collarts)**



Dates to Diarise in Term 4

- **Year 12 VTAC late applications** – throughout 29 September – 30 October
- **VTAC SEAS and Scholarship applications** – throughout September and early October



Reminder: VTAC 2027 Upcoming Key Dates



ATARs Released	Thursday 10 December 2026
Change of Preference (CoP) closes	Saturday 12 December 2026
December Round Offers	Wednesday 23 December 2026
January Round One Offers	Wednesday 13 January 2027
January Round Two Offers	Wednesday 27 January 2027
February Offer Rounds	Wednesday 3 February 2027 onwards

For a full list of cancelled, amended, and new courses, visit [VTAC Course Updates](#).

The VTAC website is [VTAC](#)



AUSTRALIAN
INSTITUTE
OF MUSIC

Courses offered by AIM – Melbourne Campus in

2026

The Australian Institute of Music (AIM) is a private music school totally dedicated to the pursuit of excellence in music – be it composition, performance, or even management.

AIM has campuses in Sydney and Melbourne, and courses offered in Melbourne include:

[Bachelor of Arts and Entertainment Management](#) – a 3-year course for anyone wanting to master the essentials of the music business – from marketing and artist management to music business economics and law.

[Bachelor of Music \(Composition\)](#) – 3-year course training students to become a composer with originality, heightened musical ability, and technical mastery. As digital media expands, so does the demand for talented composers in film, television, video games, and music.

[Bachelor of Music \(Performance\)](#) – a 3-year course whereby students get to refine their musicianship, develop their collaboration skills, and help them stand out as a performer. With both a contemporary and classical pathway, graduates will emerge with the skills and confidence to perform on stage and in the studio.

[Bachelor of Music Theatre](#) – a 3-year course preparing students to land leading roles, play in ensembles, and generate original theatre works as they steadily build their professional performance skills. They will build the skills to command the stage with confidence, building the ‘triple skill set’ – singing, dancing and acting.

Find out more about AIM and all its course offerings by browsing [Australian Institute of Music \(AIM\)](#)



ABOUT DIGITAL MEDIA

Digital media in Australia brings together content creation, distribution and audience engagement across social platforms, streaming services and digital advertising. It shapes how people access news, entertainment and brand messaging. Its reach keeps expanding as more daily life moves online, and for professionals, that growth translates into a genuinely broad range of career options.

Streaming platforms have reset viewing habits. In doing so, they have boosted demand for local production talent who can plan, shoot and edit content quickly. This shift has strengthened Australian storytelling while opening roles in production, editing and platform management that did not exist a decade ago. Skilled operators who understand both the creative and technical sides of a project tend to progress fastest.

The sector also rewards people who can translate data into decisions. Digital marketers, analysts and content strategists work alongside creatives to track what audiences respond to. They then refine campaigns and content plans accordingly. That blend of creative output and measurable results is now central to almost every digital media role.

Because the field moves quickly, most employers value applied, current skills over years of tenure alone. Structured study gives you a fast way to build a portfolio. Whether through a short course, diploma or degree, it helps you demonstrate the tools and platforms employers use right now.

AVERAGE SALARIES

Digital Media workers may earn between \$55000 and \$115000 per year

min \$55k

ave \$78k

max \$115k

PayScale (2025) puts the average salary for a digital media specialist in Australia at \$72,445. SEEK career advice data (2026) shows related roles ranging widely. Social media coordinators earn between \$70,000 and \$80,000. Digital marketing specialists earn between \$80,000 and \$95,000. Entry-level digital media roles typically start around \$55,000, rising above \$115,000 for senior specialists and managers.

CAREER OUTCOMES

Graduates of digital media courses move into a wide range of creative and technical roles, often shaped by the specific skills they build during study. Common outcomes include working as a:

Web Designer

Digital Media Developer

FX Artist
2D Artist
3D Animator
Digital Photographer
Film Producer
Art Photographer
Filmmaker
Content Creator
Advertising
Graphic Designer

WHAT DO DIGITAL MEDIA GRADUATES DO?

People who work in digital media make, manage and share content across the platforms Australians use every day. Their work mixes creative tasks with strategy. It can move between design, video, writing and data, depending on the role and the team.

Common responsibilities include:

- **Planning and producing video, animation or graphic content for online audiences**
- **Managing social media accounts and building engaging content calendars**
- **Designing user experiences for websites and apps**
- **Running digital advertising and marketing campaigns**
- **Tracking analytics to understand what content and campaigns are working**

Many people also lead a project or a team as they gain experience. This can mean setting creative briefs, managing budgets and making sure content meets brand and platform rules. Whatever the role, digital media careers suit people who enjoy new tools and can adapt fast to how audiences act online.

IS DIGITAL MEDIA RIGHT FOR YOU?

Digital media suits people who enjoy mixing creative work with clear results. To do well in the field, it helps to bring:

- **Clear written and visual communication**
- **Creativity and a willingness to try new formats**

- **Comfort working with data and numbers**
- **Skill with production and design tools**
- **Ability to juggle projects under deadlines**
- **Flexibility as platforms and tools change**
- **Strong teamwork and people skills**
- **A sharp eye for detail across content and campaigns**

JOB OPPORTUNITIES

Digital media offers work at traditional broadcasters and publishers, digital-first media firms, ad agencies and in-house brand teams. Streaming and social platforms have also lifted demand for content creators and social media managers. Digital marketers who can work directly with audiences are in demand too.

Growth in the sector tracks how much businesses spend on digital content and tech-driven marketing. That spend keeps rising year on year. This trend gives graduates a wide entry point into the workforce, whether they start at a large media firm or a small, specialist agency.

FREQUENTLY ASKED QUESTIONS

Digital media blends creative work and business strategy. It covers content design, video, UX and digital marketing. For those looking to move up, it offers many paths, from hands-on production roles to senior, strategic roles.

Employers across entertainment, tech, health, government and the arts now need people who can run a brand's digital presence from start to finish. That means a digital media, design or creative degree can open doors across almost any sector.

Higher study in media innovation, digital storytelling or UX strategy suits those aiming for senior or expert roles. This holds true where a first degree already covers the basics. For those aiming at management, a mix of content strategy and audience data skills pays off.

Digital skills travel well across borders. A portfolio built in Australia often carries just as much weight overseas. This is most true where it shows strength in UX, video work or Adobe tools.

FAQs

What degrees support a career in digital media?

A bachelor degree in digital media, design or creative industries is a strong start. Higher study in media innovation, digital storytelling or UX strategy can help you move up.

How is digital media used in business and society?

Digital media shapes brand identity, customer experience, public reach and learning. People in this field work across entertainment, tech, health, government and the arts.

What is the difference between digital media and digital marketing?

Digital media is about making content, such as video, graphics, animation and user design. Digital marketing is about strategy, SEO, data and promotion. The two fields overlap, but each needs its own set of skills.

Are digital media skills in demand internationally?

Yes. More global brands and creative agencies hire for digital-first skills each year. A portfolio built in an Australian course often carries weight abroad too, most of all with Adobe, UX or video skills.

Where can I explore the future of digital content in Australia?

The federal Department of Infrastructure, Transport, Regional Development, Communications and the Arts publishes the latest on digital media policy and funding for new ideas.



PHOTOGRAPHY

STUDIES COLLEGE Snapshot of Photography Studies College (PSC) in 2026

- For over 40 years PSC has provided students with an environment in which to explore their creativity, see the world anew and give expression to what they see.
- PSC is a leading photography college.
- PSC offers a number of programs, some of which are designed to get students into the industry before they have completed their studies.
- The lecturers at PSC are experienced practitioners and educators with national and international profiles in the areas of documentary, photojournalism, art, commercial photography, photobook publishing, curation, and photographic theory.
- PSC offers a range of programs from full-time courses to short courses, and workshops.
- [Full-time undergraduate courses](#) on offer include -

[**Bachelor of Photography and Digital Imaging**](#)

[**Diploma of Screen and Media**](#)

[**Undergraduate Certificate of Digital Imaging**](#)

- There are often some [part-time](#), short courses, and online courses on offer too.



FlickerUp Film Competition

FlickerUp is the youth competition at Flickerfest, Australia's leading international short film festival, held at the Bondi Pavilion in January 2027.

It's open to Australian secondary school students and anyone 18 and under in Australia. Your film can be live action or animation, and needs to be under 25 minutes and made in the last two years.

What can you win? Awards include Best Australian Youth Short Film, Best Australian Youth Animation and Best Editing, with industry and cash prizes worth around \$30,000.

How to enter: Submit your film online through FilmFreeway. Entry costs USD \$17 per film, and entries close Monday 23 November 2026.

The Australian College of the Arts (Collarts) in 2026

- [Collarts](#) is an independent college offering a range of specialised courses from animation to fashion, from music to interior design.
- Collarts offers a hands-on, collaborative approach to learning, and the college strives to support those who want to succeed in the creative and entertainment industries, both nationally and internationally.
- Throughout their education, students are given opportunities to gain work experience at music festivals, entertainment venues, recording facilities, radio stations, and with brands and organisations at the forefront of contemporary culture.
- Importantly, as part of each degree, students also undertake a comprehensive work placement.
- Students are encouraged to browse the links below to learn more about some of Collarts courses -

[Bachelor of 2D Animation](#)

[Bachelor of Applied Business \(Entertainment Management\)](#)

[Bachelor of Arts \(Interior Design\)](#)

[Bachelor of Audio Production](#)

[Bachelor of Design \(Fashion & Sustainability\)](#)

[Bachelor of Journalism and New Media](#)

[Bachelor of Performing Arts \(Comedy Writing & Performance\)](#)

[Bachelor of Screen & Media](#)

- For a comprehensive list of all 48 courses on offer, visit [Collarts Courses](#).



