

PROSPECTUS

DATA SCIENCE STUDENT SOCIETY

2025 SEMESTER 1

WORD FROM PRESIDENTS

2024 has been an incredible year of growth for DSCubed. With over 600 members, we have hosted more than 30 events and reached new heights in membership and social media outreach. As one of the fastest-growing societies, our vision is to become the leading community for students passionate about data science, machine learning, and artificial intelligence. We are honoured to represent DSCubed for the upcoming year and are committed to driving further growth to achieve our goal.

We are incredibly thankful for all past and current sponsors and industry partners, who recognised our potential and supported our works. It has truly been a privilege to work with you all. We are eager to welcome potential sponsors to join our journey.

This year would not have been possible without the hard work of our committee. We recruited talented students from various disciplines and established dedicated teams in areas such as marketing and projects. This structure has enabled us to grow and take on more initiatives effectively.

Over the past year, AI and GenAI experienced remarkable growth, and we recognize the significance and potential of these advancements. We aim to make AI and GenAI a key focus to help our community learn, adapt, and stay informed on the latest technologies and trends. Our plan is to expand the scope of our events and workshops to cover AI and machine learning comprehensively, creating an inclusive and unified community for all AI, ML, and data science enthusiasts. Additionally, we plan to create project opportunities for our members to gain hands-on experience in these areas.

Looking ahead, DSCubed will continue committing to expanding our impact by focusing on four key pillars: Learn, Connect, Belong, and Achieve. We provide learning opportunities through workshops and hands-on sessions to develop skills in data science, AI, and machine learning. We facilitate connections between students, industry professionals, and peers to build valuable networks. We foster a welcoming environment where everyone feels they belong and can grow. Most of all, we empower DSCubed members to apply their skills to real-world challenges, preparing them for impactful careers in data science and AI. Together, we strive to establish the central hub for all things Data Science at the heart of The University of Melbourne.

Sincerely,
Data Science Student Society

Michael Ren Hannah Luo Danielle Tran
President **Vice-president** **Vice-president**



ABOUT US

The Data Science Student Society (DS Cubed) represents one of the largest communities of Data Science learners in Australia. At DS Cubed, we are dedicated to developing the next generation of data scientists through our facilitation of a collaborative environment, providing academic guidance, and building pathways for students to break into the industry.

We have assisted members who do not come from a technical background and improved their ability to collect, analyze, and visualize data. DS Cubed also connects our members with industry leaders, keen to get into contact with the forerunners of the next generation of data scientists. In addition, DS Cubed provides practical experience opportunities and technical training outside of our club members' standard university studies. We work closely with the Faculty of Engineering and IT and the Melbourne Centre for Data Science at the University of Melbourne and have an outstanding history of collaboration with other clubs at our university.

Over our three years of operations, we have had an overwhelming amount of support from students, faculties, and industry professionals who aim to see students succeed and achieve their best in their careers, whether they are novices starting to learn the basics of programming or post-graduate students with years of experience under their belt.

Across our short history, we have come across amazing talent throughout the University of Melbourne. Brilliant students who amaze their colleagues and instructors alike. We have had hundreds of members since our establishment, with over 600 new members joining our community in 2024. DS Cubed aims to kickstart these students' futures as data professionals. We are affiliated with the University of Melbourne Student Union, and our club and events reach thousands of students. As DS Cubed grows, we expect to cater to our ever-growing membership and continue to commit to more activities and initiatives.

2024 MILESTONE & KEY STATISTICS



600+
MEMBERS



2500 VIEWS
PER POST



60+ ACTIVE
COMMITTEE
MEMBERS



2.4M+
SOCIAL MEDIA
OUTREACH



1.7K LIFETIME
FOLLOWERS

PRIVATE & CONFIDENTIAL

SPONSORSHIP PACKAGES

Feature on website

SILVER

\$349



GOLD

\$999



PLAT

\$1599



Internal advertising
(Member mailing list,
discord posts)



Social media welcoming
posts



Company promotion

1

2

3

Recruitment promotion

1

2

3

Recruitment talks

—

1

3

Invitation to Industry
Night booth

—



Panel talks

—

1

2

Event stall

—



Hackathon/Datathon
promotion (Credits)

—

400
credits

700
credits

Logo on DSCubed merch

—

—



Personalised exclusive
events/Hackathons

—

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FAQ

What exclusive events can sponsors choose from?

Exclusive events are special opportunities where sponsors have complete freedom to shape the event. We provide full hospitality support, ensuring a seamless and enjoyable experience for both the sponsors and attendees. These events are perfect for sponsors looking to create a unique and memorable engagement with our audience.

Can sponsors propose additional ideas for engagement or promotions?

Absolutely! We highly encourage sponsors to bring forward their ideas for engagement or promotional activities. Our goal is to create the best possible experience for both our sponsors and students, and we believe that your unique ideas can significantly contribute to this. We are open to discussing and implementing creative and innovative concepts that align with our objectives and values.

CONTACT US

E-mail: hello@dscubed.org.au

Website: <https://www.dscubed.org.au/>

What are credits?

The DSCubed credit systems serves to inspire greater collaboration between us and our sponsors through the discounting of Hackathon and Datathon sponsorships allowing our partners to procure access to top performing students with ease. In addition, any remaining credit can be used by our sponsors to discount any continued sponsorship promoting a continued healthy relationship.

What are personalised hackathons?

Personalised hackathons connect sponsors with the right projects, products, and students for their needs. Through focused challenges, sponsors can find and work with students who have the skills they're looking for, making it easier to discover fresh ideas and build connections with future talent.