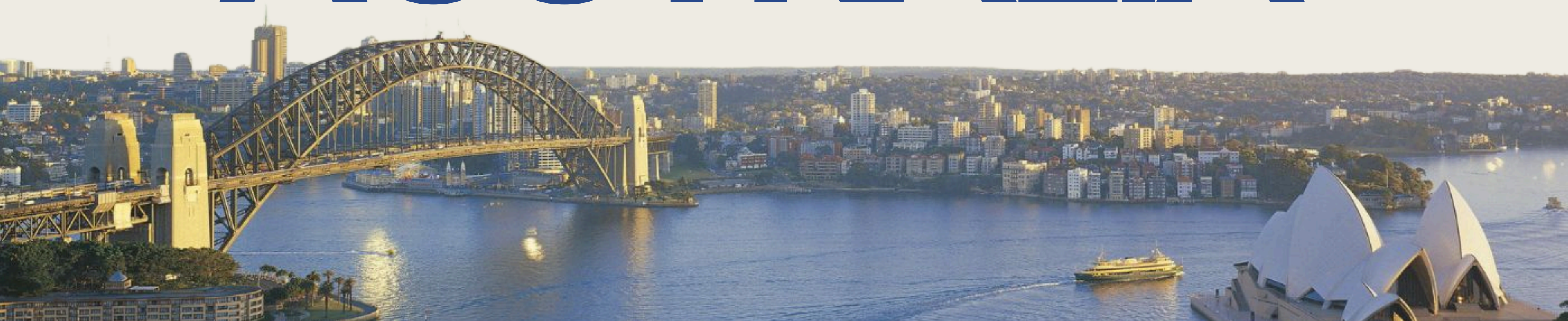


EXPANDING FROM THE US TO AUSTRALIA



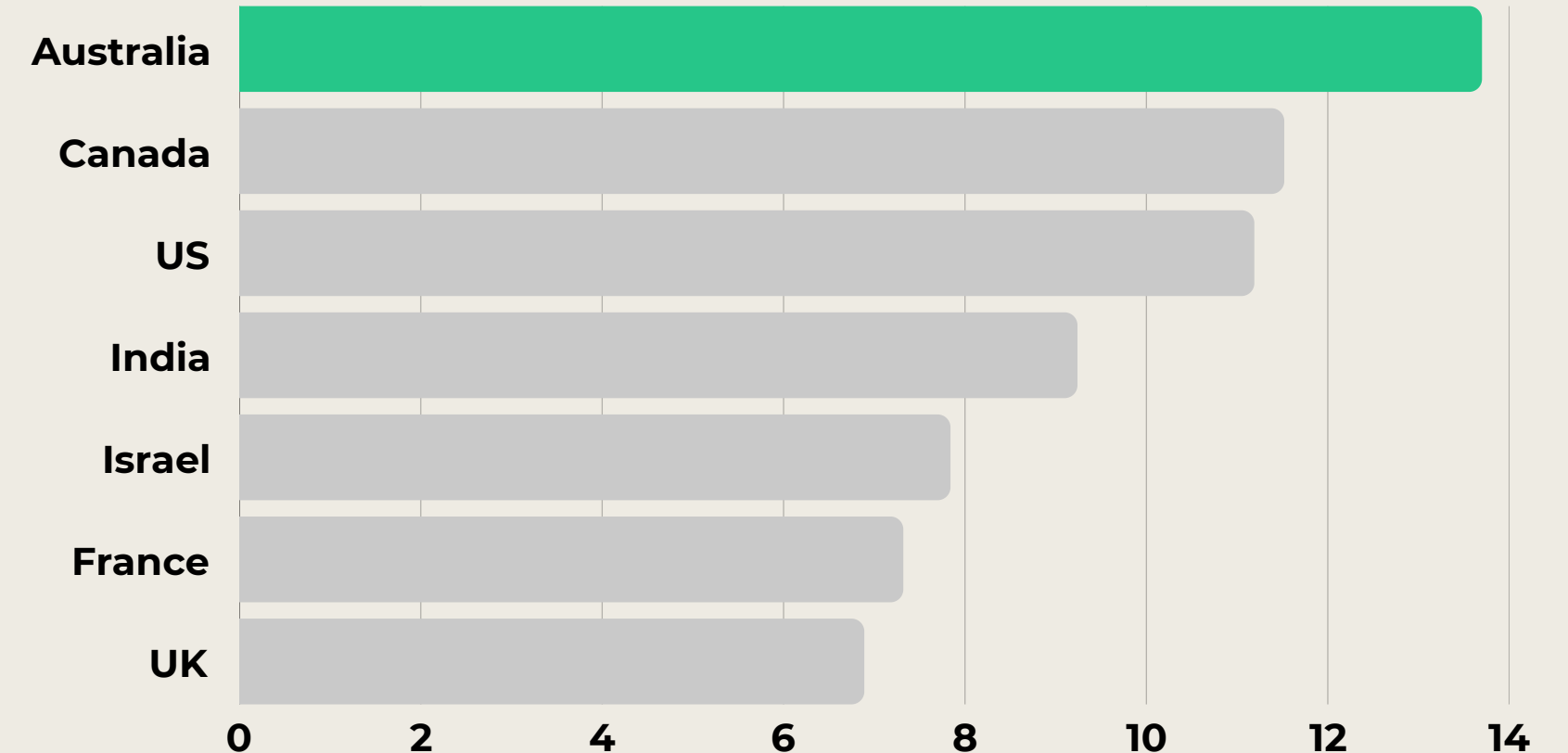
OVERVIEW

Australia is no longer just a standalone market; it's the premier Strategic Gateway to APAC. Successfully launching here requires more than copy-pasting your US Go-To-Market strategy. While administrative compliance is table stakes, achieving immediate market velocity demands a deep understanding of local psychology and an exceptional first local leader. **Here is your blueprint for a high-impact 0-to-1 build in Australia.**

THE AUSTRALIAN ADVANTAGE

CULTURAL & STRATEGIC PILLAR	THE REGIONAL ADVANTAGE
The APAC Gateway Hub	Stable, transparent, and timezone-aligned with Asia. It serves as a low-risk, advanced operational base for broader APAC expansion.
Work Ethic & Humility	Highly collaborative, low-ego environments focused on output and team success rather than self-promotion.
Egalitarian Dynamics	Flat hierarchies foster transparent communication and rapid problem-solving without corporate bottlenecks.
Geographical Agility	Top talent is spread nationwide. Embracing hybrid/remote models unlocks the full market, whereas mandating 5 days in-office severely limits candidate access.

GROWTH OF VC-BACKED ECOSYSTEM



Growth Multiplier (x)

(01)

KEY MISSTEPS TO AVOID

Avoid Treating Australia like a 'Little U.S.'

While language and broad business customs overlap, buyer psychology is vastly different.

Australian enterprise buyers are highly skeptical of hyper-polished US marketing and rigid outbound sales cadences.

They rely heavily on peer references, localized use cases, and established relationships. Forcing a US-centric playbook without localization will rapidly burn through your Total Addressable Market.

(02)

THE LOGISTICS OF TIME

Australians work hard, but they value their personal time. Be aware of 'The Right to Disconnect' laws which protect Australian workers.

Operational Challenge	The Playbook Solution
The PST to AEST Window	The overlap between the US West Coast and the Australian East Coast is a small, critical window (typically late afternoon in the US / early morning in Australia). This window must be fiercely prioritized for critical alignments every single day.
Asynchronous Discipline	Because real-time communication is limited, US founders must build strong asynchronous communication habits . Briefs must be detailed, and local leaders must be empowered to make autonomous decisions outside of the overlap window. Extra time must be factored into project turnarounds to account for the timezone delay.
Cross-Border Interviewing	Timezones can kill candidate momentum. Case in Point: When working with a recent US scale-up, the narrow timezone window threatened to delay the final executive interview. Real Time structured and managed Saturday morning local interviews (aligning with US Friday afternoons) to secure executive sign-off instantly, preventing the candidate from accepting a competing local offer.

MARKET NUANCES

(03)

OPERATIONAL HIRING METRICS

SYSTEM ACCESS & LEGAL MECHANICS

Before issuing your first contract, you must align with the Australian regulatory landscape. Employment law is governed by the Fair Work Commission and National Employment Standards (NES), which differ significantly from the US "At-Will" model.

ENTITY SETUP: EOR VS. AUSTRALIAN ENTITY

Feature	EOR (Employer of Record)	Local Australian Entity
Definition	A third-party company acts as the official, legal employer on paper.	An officially registered and incorporated local corporate business entity.
Speed & Setup	Immediate. Perfect for initial contracts while the AU entity is being finalized.	Slower. Requires local legal, tax, and corporate registration processes.
Day-to-Day Operations	The candidate works exactly as a full-time employee of your company. They report to your managers, work on your projects, and represent your brand to clients.	The candidate works exactly as a full-time employee of your company.
Administration	The EOR handles all backend logistics (AUD payroll, superannuation, local tax withholding, payslips) ensuring 100% compliance with Australian employment law.	Your company manages all local payroll, HR logistics, superannuation, and tax compliance.

● NOTICE PERIODS

US Standard: 2 Weeks (or At-Will)

Australian Reality: 4 Weeks Standard (Up to 3 months for leadership).

Strategic Impact: You must factor a 1 to 3-month buffer into onboarding timelines. Immediate starts are extremely rare.

● RETIREMENT / SUPERANNUATION

US Standard: 401(k) Match (Optional)

Australian Reality: 12% Superannuation (Mandatory).

Strategic Impact: Offers must be structured as a "Package" (Base + Super). Failing to articulate this correctly makes offers look uncompetitive.

● ANNUAL LEAVE

US Standard: Varies (often 2 weeks)

Australian Reality: 4 Weeks Paid Leave (Mandatory).

Strategic Impact: This is a statutory right, not a perk. Leave balances carry over and must be paid out upon termination.

● TERMINATION & DISMISSAL

US Standard: At-Will Employment

Australian Reality: Strict Unfair Dismissal Laws.

Strategic Impact: You cannot fire "at-will." Terminations require documented performance management or genuine redundancy processes to avoid legal exposure.

WHO TO HIRE FIRST

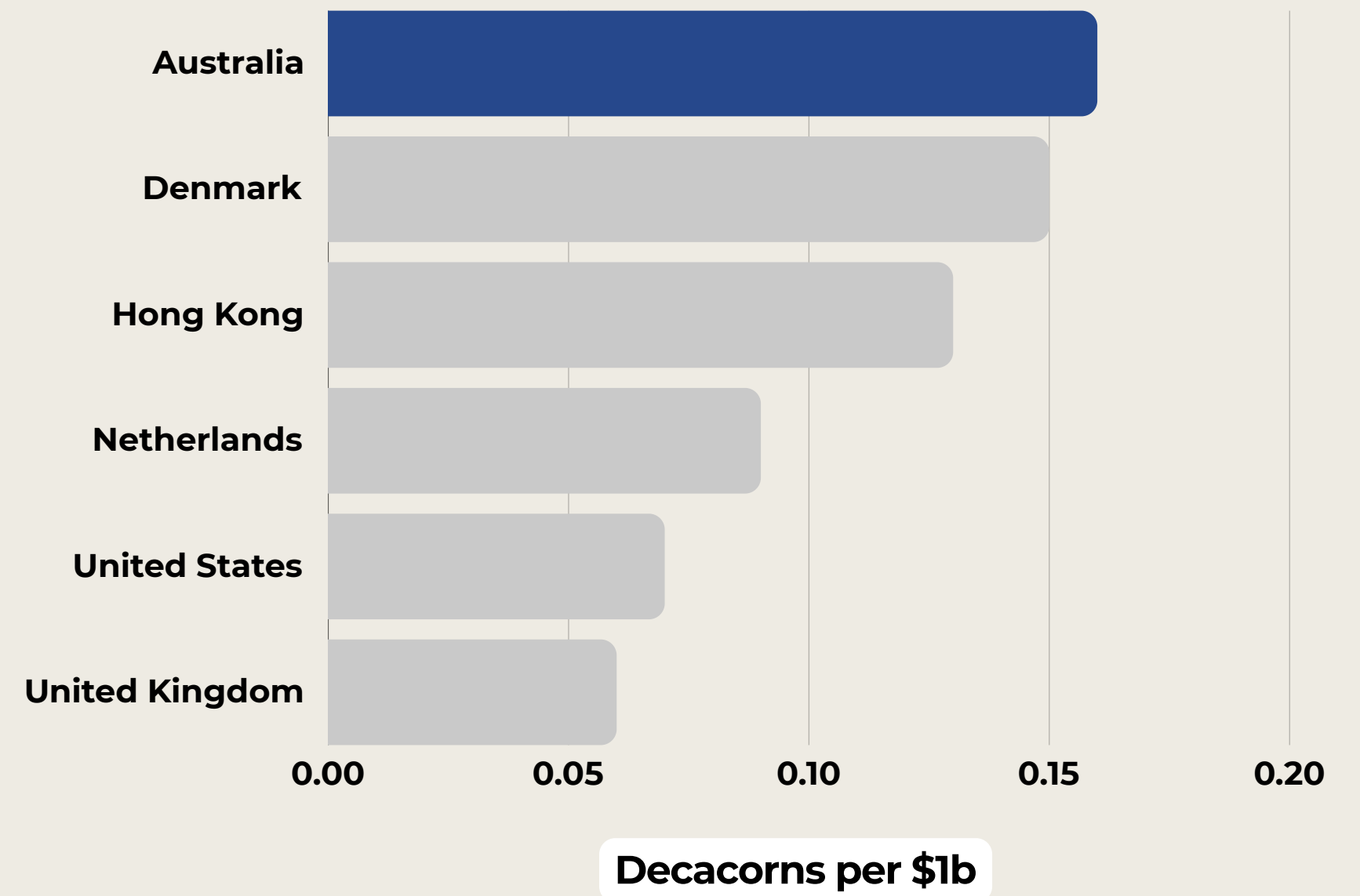
(04)

In a concentrated market, your foundational hire is your "Beacon."

This first hire sets the absolute ceiling for the quality of talent you can attract subsequently. Top-tier Australian talent talk to each other; they will heavily scrutinize the caliber of the person leading the local pod.

- **The Risk:** Compromising on your first hire permanently locks you out of the "A-player" talent pool. Furthermore, firms that bundle payroll, tax compliance, and recruitment into a single "Talent Solution" package are excellent for administrative efficiency, but they are rarely equipped to execute a true executive-level strategic search. Do not outsource your most critical foundational hire to an administrative generalist.
- **The Fix:** Invest heavily in a recognized industry heavyweight using dedicated strategic search. Case in Point: When partnering with a high-growth US scaleup for their APAC expansion, Real Time focused entirely on securing a highly-connected local leader. This foundational placement immediately established brand credibility in the region, allowing them to attract top-tier engineering talent seamlessly for the rest of their pod.

DECACORN CREATION PER \$1B VC INVESTED



INTERVIEWING AU TALENT

(05)

The pool of candidates capable of executing a true 0-to-1 market entry in Australia is critically low. According to recent market data, **Australia ranks #1 globally for decacorn creation efficiency**, meaning the elite operators driving these outcomes are highly targeted.

Furthermore, Australia is currently experiencing a massive "Talent Flywheel." Alumni from major local exits (like Canva and Eucalyptus) are actively recruiting the best 0-to-1 operators into their own new ventures.

Because this talent is so heavily contested by well-funded local networks, they move with extreme velocity. **A top 10% candidate in Australia is typically active on the market for just 11 days.**

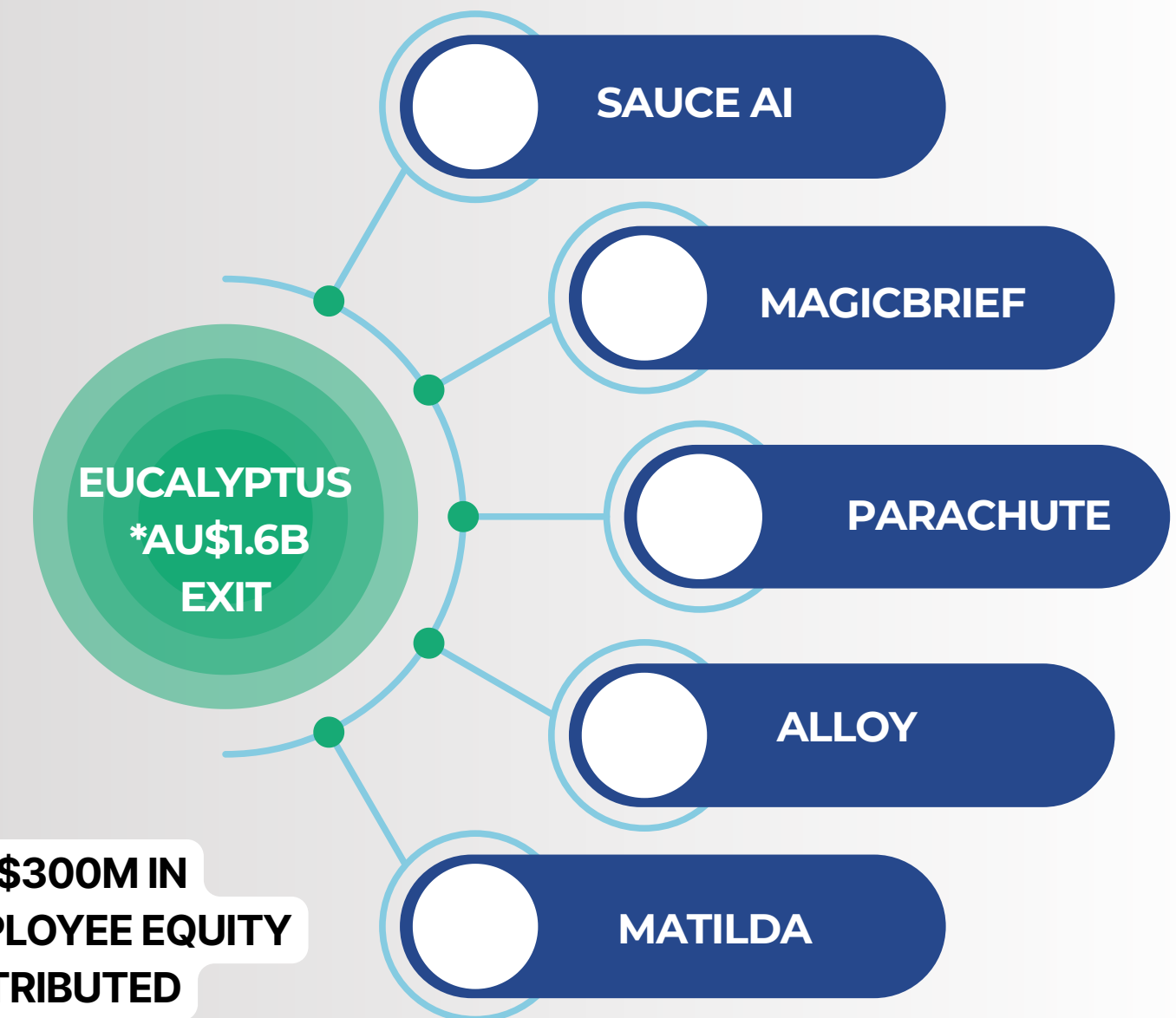
The Final Interview Killer:

Many US scale-ups lose their top choice candidate at the finish line because they enforce US-style hiring friction:

- **Interview Marathons:** Mandating 6-8 rounds of interviews spanning multiple weeks.
- **The Flight Mandate:** Requiring the candidate to take a long-haul flight to the US headquarters to meet the founders before an offer is extended.

If you introduce unnecessary friction or delay decisions for HQ approvals, top Australian talent will simply accept a competing offer from a fast-moving, agile local competitor.

THE AUSTRALIAN TALENT FLYWHEEL: EUCALYPTUS CASE STUDY



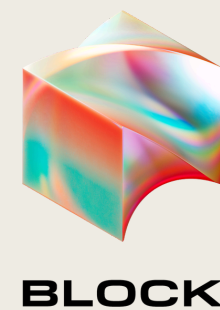
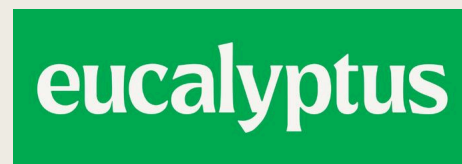
WHO WE ARE

AUSTRALIA'S LEADING RECRUITMENT CONSULTANCY

10,000 PLACEMENTS
1,000 TECH COMPANIES
35 YEARS OF FAMILY LED BUSINESS

3,000 CANDIDATE CONVERSATIONS PER WEEK
EXCLUSIVE AI PLATFORM INTEGRATION
15 WONDERFULLY HUMAN HUMANS

WHO WE PARTNER WITH



WHO WE HAVE HELPED EXPAND TO AUSTRALIA

