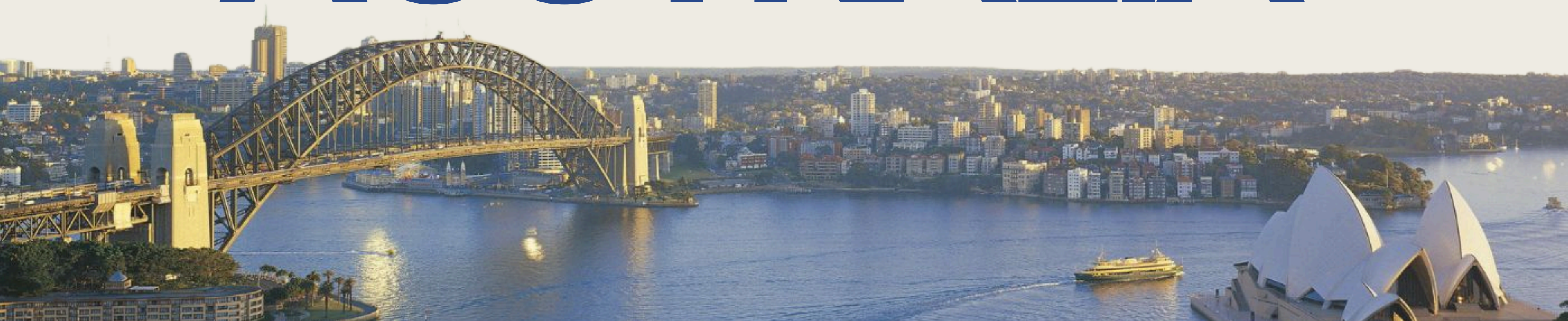


EXPANDING TO AUSTRALIA



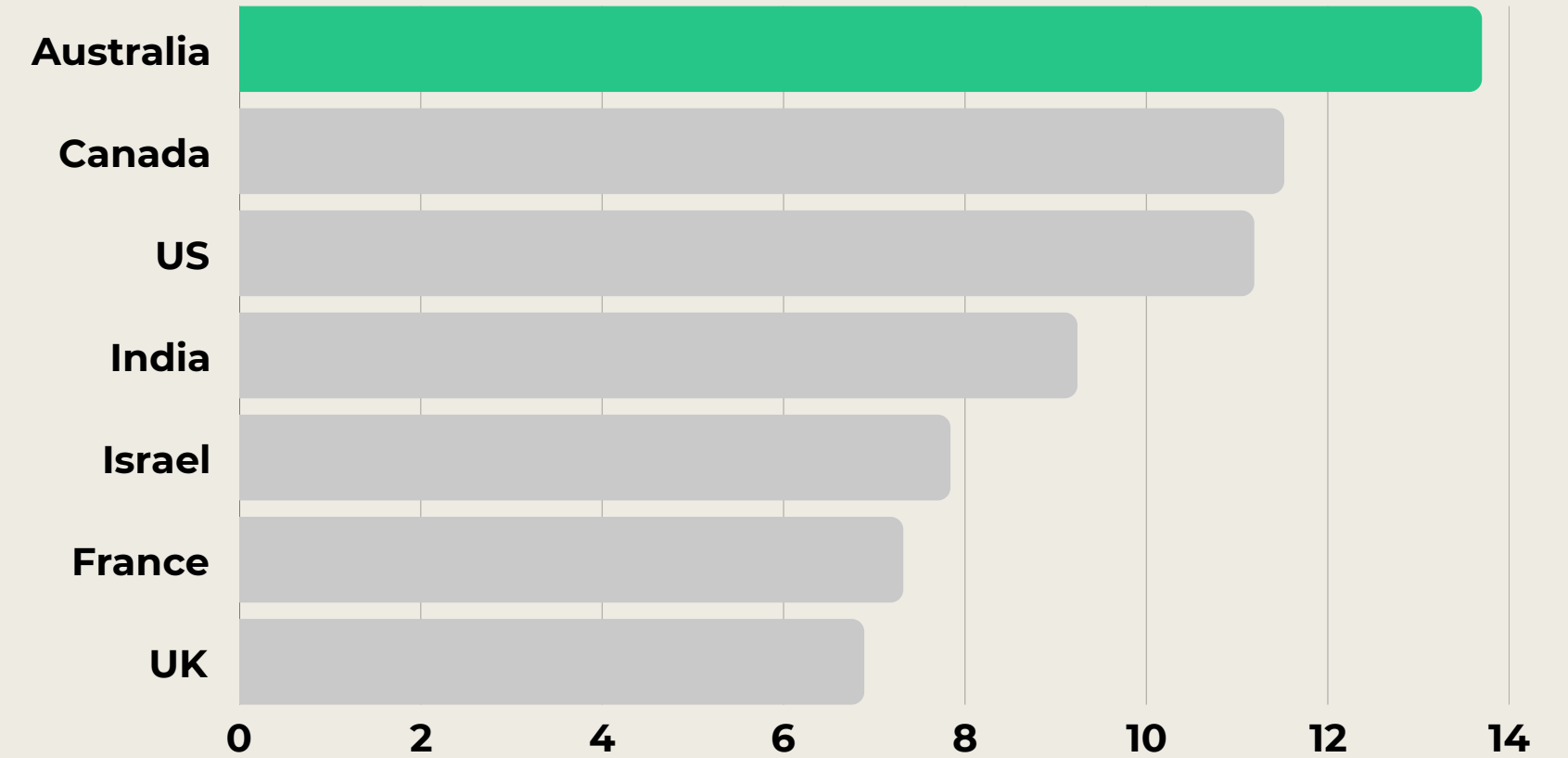
OVERVIEW

Australia is the premier entry point to the broader Asia-Pacific region. Launching successfully requires more than just repeating your domestic strategy. While getting your administration right is expected, gaining rapid market traction demands a deep understanding of local business psychology and securing an exceptional first local leader. **Here is your guide for a successful foundational build in Australia.**

THE AUSTRALIAN ADVANTAGE

CULTURAL & STRATEGIC PILLAR	THE REGIONAL ADVANTAGE
Regional Gateway	Stable, transparent, and aligned with Asian timezones. It serves as a low-risk operational base for broader regional expansion.
Hardworking & Collaborative	Highly collaborative, low-ego environments focused on output and team success rather than self-promotion.
Flat Hierarchies	Flat organizational structures foster transparent communication and rapid problem-solving without corporate bottlenecks.
Remote Flexibility	Top talent is spread nationwide. Embracing hybrid or remote models unlocks the full market, whereas mandating five days in the office severely limits candidate access.

GROWTH OF VC-BACKED ECOSYSTEM



Growth Multiplier (x)

(01)

KEY MISSTEPS TO AVOID

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.

The Copy-Paste Trap

The most common point of failure for international companies is treating Australia as a mere extension of their home market.

Australian enterprise buyers are highly skeptical of generic, hyper-polished global marketing and rigid outbound sales campaigns.

They rely heavily on peer references, localized use cases, and established regional relationships. Forcing your headquarters' playbook without localization will rapidly exhaust your target market.

Operational Challenge	The Playbook Solution
The Timezone Overlap	The overlap between your global headquarters and the Australian East Coast may be narrow. This window must be fiercely prioritized for critical alignments.
Remote Discipline	Because real-time communication is limited, global founders must build strong written communication habits. Briefs must be detailed, and local leaders must be empowered to make autonomous decisions.
The Headquarters Flight Mandate	Mandating that a candidate take a long-haul international flight to your headquarters to meet founders before an offer is extended kills the interview process. In a fast-moving market, this friction causes top candidates to accept competing local offers. Utilise strategic local partners to run final executive interviews seamlessly.

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 are highly regulated compared to many other global regions.

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

Four weeks standard and up to three months for leadership. You must factor a one to three-month buffer into onboarding timelines. Immediate starts are extremely rare.

● RETIREMENT / SUPERANNUATION

12% Superannuation is mandatory. Offers are structured as a package of base salary plus superannuation. Failing to articulate this correctly makes offers look uncompetitive.

● ANNUAL LEAVE

Four weeks of paid leave is mandatory. This is a statutory right, not a perk. Leave balances carry over and must be paid out upon termination.

● TERMINATION & DISMISSAL

Strict unfair dismissal laws apply. Terminations require documented performance management or genuine redundancy processes to avoid legal exposure.

WHO TO HIRE FIRST

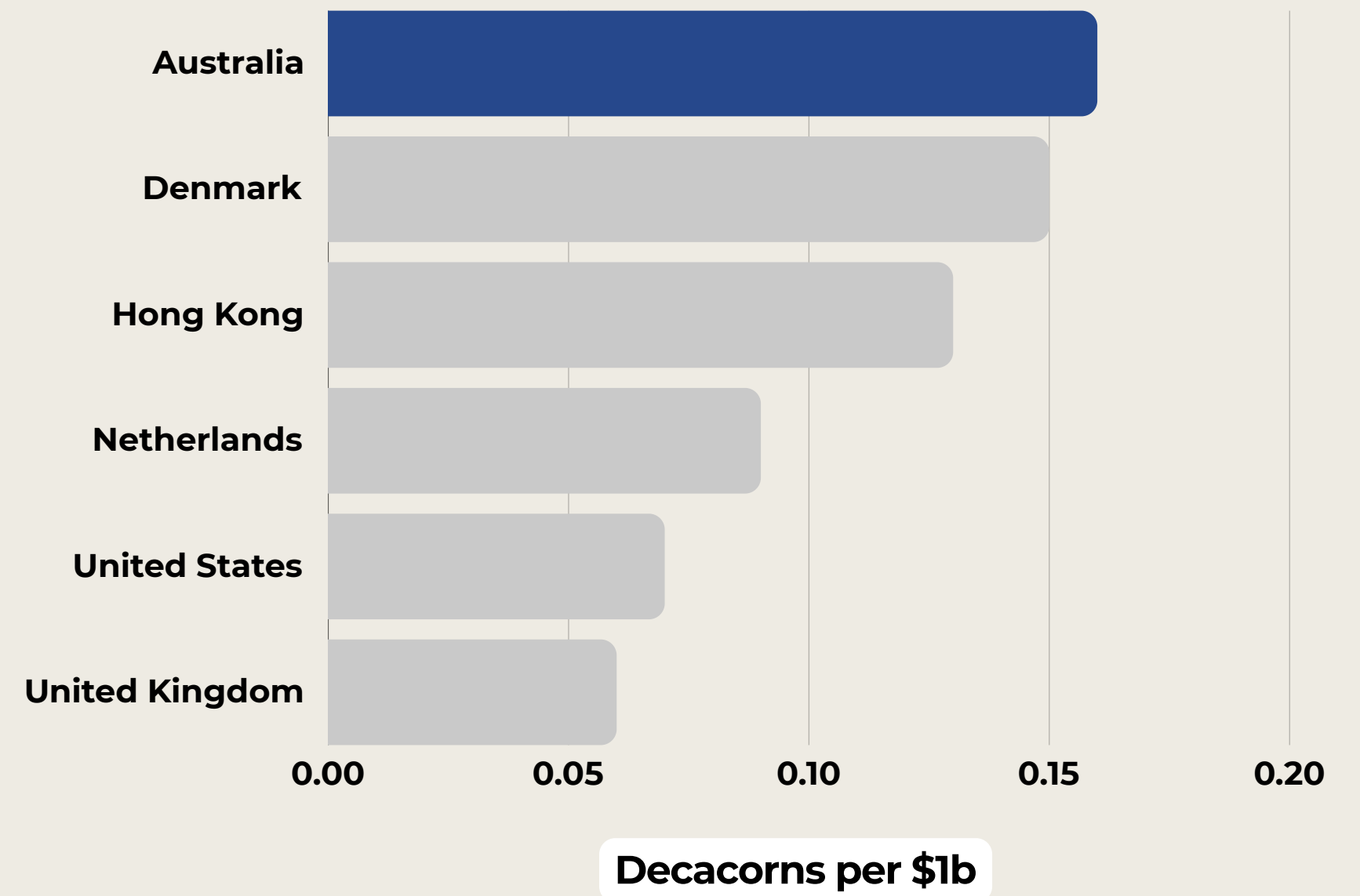
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In a concentrated market, your **foundational hire is your "Beacon."**

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 top talent pool. Furthermore, firms that bundle global payroll, tax compliance, and recruitment into a single package are excellent for administrative efficiency, but they are rarely equipped to execute a true executive-level strategic search.
- **The Fix:** Invest heavily in a recognised industry heavyweight using dedicated strategic search. This foundational placement immediately establishes brand credibility in the region, allowing you to attract top-tier talent seamlessly for the rest of your team.

DECACORN CREATION PER \$1B VC INVESTED



INTERVIEWING AU TALENT

(05)

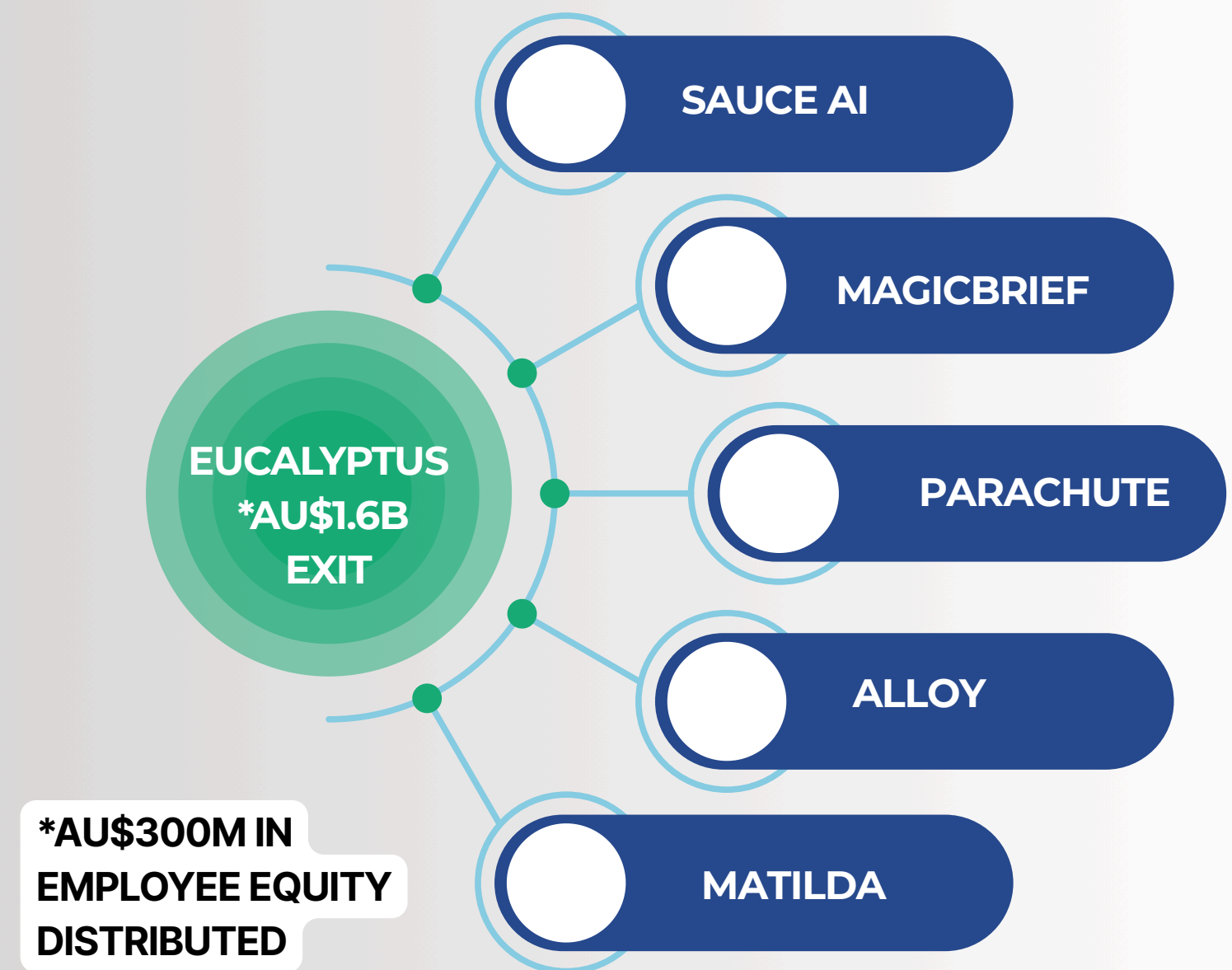
The pool of candidates capable of **executing a true initial market entry** in Australia is **critically low**. According to recent market data, Australia ranks first globally for creating billion-dollar startups per venture dollar invested, meaning the **elite operators driving these outcomes are highly targeted**.

Furthermore, Australia is currently experiencing a **massive talent recycling effect**. Alumni from major local exits, like the \$1.6 billion Eucalyptus acquisition or Canva, are actively recruiting the best initial operators into their own new ventures.

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

Real Time specialises in translating your global success into local authority. We manage the cross-border friction, provide the cultural translation, and **leverage our passive talent networks** to ensure your expansion is seamless, compliant, and highly successful.

THE AUSTRALIAN TALENT FLYWHEEL: EUCALYPTUS CASE STUDY



Source: Australia Venture &
Startup Report 2026

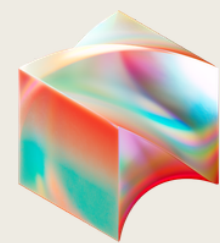
WHO WE ARE

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



BLOCK

ORACLE®

WHO WE HAVE HELPED EXPAND TO AUSTRALIA



NETFLIX

servicenow

INTUIT



mailchimp