

PRESS RELEASE

Jobs Start-Up OneShift Eyes Capital For Expansion

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Australian online recruitment start-up OneShift is in talks with potential equity partners as it seeks to grow its footprint, managing director Genevieve George told Deal Journal Australia.

Ms. George founded the business in June last year after returning from a working holiday year abroad where she discovered the lack of flexibility and availability of short-term work.

"I made a deal with cafes who would give me shifts and I'd assure them that if I didn't turn up because I was traveling, someone else would," explained Ms. George.

In just eight months since its inception in Sydney, OneShift now has 70,000 registered users and more than 2,000 businesses or households across every Australian state and territory, and has recorded 2 million page views in the past three months.

Though the website initially targeted 18 to 24 year-olds in the hospitality industry and offers roles as diverse as nude modelling, 38% of its users are skilled radiographers, dental assistants, paralegals and engineers, among others.

"Our oldest user is a 78 year-old retiree who accepts project management opportunities when he wants to, while our youngest is 15 years-old," Ms. George said, noting that the site also offers job-sharing opportunities which is often seized by mothers.

Based on performance, users are rated by employers, who in turn, are verified by OneShift once they have paid their employee. While it doesn't charge companies for posting job ads, the start-up's revenue is derived from a business' decision to engage with members; it charges A\$22.00 for three introductions and A\$5.50 for every one thereafter. Companies can speak to potential staff via instant or video chat within the site or via telephone, though each member is responsible for providing their personal contact details directly.

Staff are matched on location, skills, and availability and a smartphone app will soon allow users to update their profiles based on geographic changes, for example, if they arrive in Melbourne from Sydney. Another feature which will be added is the inclusion of a calendar which allows members to block out dates like birthdays or university commitments so that employers can access exact availabilities.

OneShift will be launching in New Zealand in the first half of calendar 2013, and has ambitions to expand into Southeast Asia and the northern hemisphere, only after solidifying its Australian position.

Sydney-based Oaktower Partnership is advising OneShift on a potential transaction, which is in response to unsolicited approaches.

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