



Work In Australia Agency Pty Ltd
Level 10 418A Elizabeth Street
Surry Hills NSW 2010 Australia

PRESS RELEASE

For immediate release

August 11, 2022

Aussie Entrepreneurs' Launch A Cheeky Campaign To Solve Australia's Labour Shortages

What started as a conversation over a beer between two mates in a pub last September, has evolved into a major start-up helping to solve Australia's labour shortages.

Work In Australia Agency is the brainchild of serial entrepreneurs Matt Paff and Mark Wood, both from Sydney. The business encourages people from around the world, to come to Australia on a working holiday, connecting them direct to Australian employers in desperate need of staff.

This week the company has launched in the UK, with a cheeky campaign trying to entice the British to come work and play down-under. As part of the launch, the company has hired a mobile billboard that will be doing the rounds of London this Thursday and Friday (August 11 and 12 across the day, London time), poking fun at the departing Prime Minister Boris Johnson.

Among a number of rotating billboards are:

**G'DAY BORIS,
IT'S TIME FOR A
NEW JOB.**

Guaranteed jobs in Australia.  **WORK IN AUSTRALIA.co.uk**

AND

**HEY BORIS,
FIND A JOB THAT
LET'S YOU PARTY.**

Guaranteed jobs in Australia.  **IN AUSTRALIA.co.uk**

AND

**HEY BORIS,
WE'LL FIND YOU A NEW
JOB IN AUSTRALIA.**

Guaranteed jobs in Australia.  **IN AUSTRALIA.co.uk**

The truck displaying the billboards will be doing the rounds of the major landmarks of London with route schedules available to allow for film and photography crews to capture.

Mark and Matt are available for interviews in person in Sydney or via arranged video conference or phone calls.

Photos and video footage available by request

Photos of the truck passing major landmarks such as Downing Street, London Bridge, Winchester Castle, Big Ben and Westminster Abbey will be available by request from Friday morning Australia time.

About Work In Australia Agency

There are significant labour shortages in Australia right now, largely the result of COVID related border closures and an absence of Working Holiday Makers (WHM) and Students among other visa classes. According to the [Department of Home Affairs statistics](#), there were 141,142, 417 and 462 (Working Holiday) visa holders in Australia pre-COVID border closures (as at 31 December 2019). As at June 30 2022, that number was only 40,912, this equates to more than 100,000 potential workers in industries such as agriculture, hospitality and retail, missing from the talent pool.

This is the problem Work In Australia Agency is trying to help Australian employers solve. We do this by:

- Encouraging travelers to come to Australia and helping them get Job Ready with Tax File numbers, bank accounts etc
- Then connecting Australian employers to this global talent pool of enthusiastic, young travelers wanting to come work and play down-under'

Our clients include major employers such as ICC Sydney, The Solotel Group (Aria Restaurant, The Opera Bar etc) and Baiada (Steggles, Lilydale and other brands).

About The Founders

Matt Paff is a serial entrepreneur has founded and run multiple businesses over the last 20 years. With primarily a technology background, one of Matt's current businesses, [vSure](#), is the leading work rights compliance software in Australia boasting major clients such as Kmart, H&M, Milkrun, HelloFresh, Pacific Hunter Group, AusVenueCo, Atlassian, Baiada, Inghams and many more major brands. vSure helps clients manage their compliance related to visa holder staff and it is this deep experience in working with Australia's largest employers of foreign workers that Matt brings to the Work In Australia business.

Mark Wood is similarly a serial entrepreneur having founded and run multiple businesses, mostly focused on international travel and accommodation, over the last two decades. Starting with one backpackers in Sydney corresponding with the Sydney Olympics, Mark brings to the business deep experience in the Working Holiday market, having previously founded one of Australia's most successful multi-venue backpacker hostel companies and working holiday programs.

Media Contact

Matt Paff

Co-founder

Mob: +61 (0) 404 485 269

matt@workinaustralia.com