

MEDIA RELEASE



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VICTORIANS ENCOURAGED TO PARTICIPATE IN THE SCALEUP JOB BOOM

LaunchVic, the state government agency charged with growing the Victorian startup ecosystem, has announced a new campaign to encourage participation in Melbourne's booming scaleup sector.

The Scale Up Your Career campaign aims to connect top Victorian talent with a growing pool of jobs at local scaleups. Scaleups are defined as startups that have identified a repeatable, scalable business model and demonstrated 20% compound growth over the past three years.

Locally-based scaleups present a significant opportunity for the Victorian economy, with global benchmarking organisation, Startup Genome, predicting that the startup sector has the potential to contribute up to \$4 billion to the Victorian economy.

The campaign comes as new research commissioned by LaunchVic revealed that difficulties attracting the right talent has the potential to impede the growth of Victoria's scaleup companies. With many local scaleups seeking to grow their headcount in the next 12 months, LaunchVic is aiming to draw attention to these opportunities.

In the survey of 500 Victorian workers, despite a significant appetite to work in a startup ecosystem, only 1 in 4 respondents were aware that scaleup companies existed in the state. The research also uncovered an apparent misunderstanding of the types of job scaleups offer, with few considering in-demand roles such as Human Resources (35%) and Legal (33%).

Dr Kate Cornick, CEO of LaunchVic said, "Melbourne has a rich and diverse talent pool who are motivated to make a difference, but unaware of the opportunities that exist in the scaleup economy. As the startup agency for Victoria, we're looking forward to connecting talented Victorians with the job opportunities available at scaleups."

Scaleups consulted as part of the campaign identified a limited availability of local talent, with many Victorians not considering a scaleup for their next job due to concerns around financial insecurity (50%) and risks around the longevity of the business (47%).

However, contrary to these beliefs, these high-growth companies have proven success in Victoria, have established global market share and are continuing to grow year-on-year.

The Scale Up Your Career campaign, developed in partnership with local and international Victorian based scaleups, is designed to address these misconceptions, remove potential barriers and scaleups realise their growth ambitions.

Michael Kyle, Director of Talent at Victorian-founded Scaleup Redbubble, commented: "We're hiring for roles at all levels across all disciplines including engineering leaders, product managers, data scientists,

finance executives, and everything in between. We're looking for people from all backgrounds passionate about achieving incredible business results while making a positive social impact."

The Scale Up Your Career campaign will run across outdoor, transit, social and digital including a microsite purpose-built to connect Victorian talent to scaleup career opportunities. The microsite features behind the scenes insight into life at a scaleup and practical advice for people looking to secure a new role.

To learn more about the Scale Up Your Career campaign, visit scaleup.launchvic.org

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NOTES TO EDITORS

Participating Companies

CultureAmp
Envato
Eventbrite
Redbubble
Rome2rio
Square
Xero
Zendesk

About LaunchVic

LaunchVic is Victoria's lead startup ecosystem development agency. We invest in organisations and projects that empower entrepreneurs to scale innovative companies and deliver new industry benefits to the Victorian economy.

At LaunchVic, we're fuelling the startup ecosystem by supporting entrepreneurs and investors to sustainably grow and deliver economic and cultural benefits for Victoria.

To find our more, visit www.launchvic.org