

# iWork

Australia's Number 1 Indigenous Jobsite





# OUR VALUE

iWork

## ABOUT iWork

iWork Jobsite is Australia's largest online Aboriginal jobs market. iWork connects employers to Aboriginal job hunters who are keen to work, change careers or upskill with new qualifications.

iWork Jobsite has an affiliation with Ochre Workforce Solutions - a well established Aboriginal labour hire company and Registered Training Organisation.



## OUR VISION

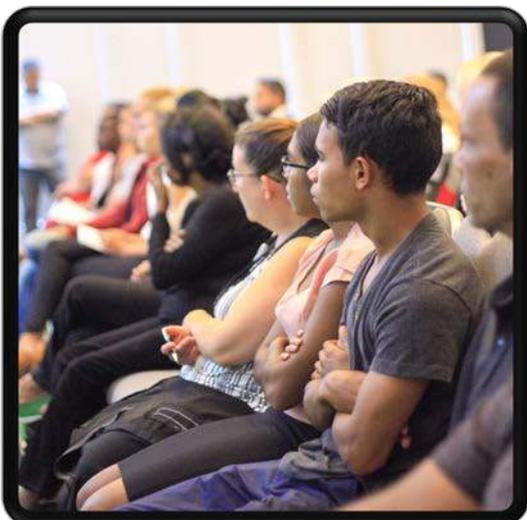
We aim to establish a direct relationship between Aboriginal job hunters and their future employers, to give organisations access to a deep pool of talent in all regions across Australia.

## OUR JOBS PLATFORMS

iWork has established a network of online platforms including the iWork Jobsite, iWork app. (in development), SMS alerts and social media channels. Every position is advertised on multiple platforms, to maximise engagement with active job hunters.

## EMPLOYERS

We give employers direct access to Aboriginal job hunters who are motivated and enthusiastic about finding a job or changing careers. We cater for all industries and all skill levels from trainees through to degree-educated positions.



## JOB SEEKERS

We have access to more than 20,000 highly engaged Aboriginal job hunters, who have come to trust that we will do everything possible to find them employment.

## SUCCESS RATE

We excel at connecting suitable candidates with employers who are searching for highly motivated Aboriginal staff.

Aboriginal people live in cities, regional and remote communities across Australia. Many in regional areas don't have access to the internet, in addition to patchy telephone network coverage.

iWork has been designed to overcome communications challenges, by developing an innovative system that connects with job hunters via SMS.

## Where we are

- All regions of Australia.
- Access to remote Aboriginal communities where job and training notifications are received via SMS.
- Secure and direct communication conduit to communities.
- Trusted source of information relating to training and real job opportunities.



## Industry Sectors

- Mining
- Oil and gas
- Hospitality
- Professional services
- Manufacturing
- Agriculture
- Health
- Education
- Electricity, Gas, Water and Waste Services
- Construction
- Retail
- Transport
- Administration

# OUR SUCCESS

iWork

iWork is an online jobs marketplace, created by industry leading Aboriginal people to ensure employers have a direct relationship with Aboriginal job hunters.

iWork overcomes the complexity of Government-funded employment schemes that insert an intermediary between the job seeker and the employer.

Our direct engagement approach is delivering successful outcomes for employers.



### **22,000 job hunters**

One of the largest databases of Aboriginal job hunters in Australia and continually growing.



### **Australia's largest online Aboriginal job site**

Access to a deep pool of talent across Australia.



### **FREE social media advertisements**

Integration with social media channels for additional reach.



### **Largest geographical reach**

Job adverts accessible in remote communities across the country.



### **Used by Government service providers**

Jobactive providers use iWork to connect job hunters with employers.



### **[On-boarding system for case managers](#)**

Simplified on-boarding process for service providers and case managers.



### **Most engaged network of job hunters**

Job hunters frequently interact with job adverts on social media.



### **Aboriginal-owned and managed**

iWork is designed to maximise employment opportunities for Aboriginal people.



### **Most innovative Aboriginal jobs platform**

Overcomes challenges such as distance and internet connectivity.



### **Technology driven connections**

Integrated technology to optimise reach into Aboriginal communities.

# OUR PLATFORMS

iWork

Every job is posted across our network of online job platforms which includes our responsive website, Facebook, Twitter, LinkedIn and Instagram channels.

Jobs are also sent to job hunters via SMS, which means they don't need phone or data credit to receive notifications or apply for a suitable job.

Job adverts will soon be displayed on our mobile app, which is currently in development.



**16,000**  
**page views**  
**per month**

iWork Jobsite - website

## SMS Notifications

Job hunters register to receive SMS alerts about suitable jobs.

They reply Y/N to automatically apply for the job.



SMS notifications

## iWork App Launching Soon

- Simplifies job registration process to make it fun to apply for a job.
- Culturally appropriate visual elements.
- Push notifications.
- Future proofed as leading job search tool.



iWork Mobile App

## Engaging with job hunters via social media

We advertise every position **FREE** across our range of social media platforms, which combined have a total audience of 20,000 people.

Social media networking sites are a particularly powerful tool for reaching Aboriginal job hunters.



iWork Facebook page

**9,872 likes**

Ochre Workforce Solutions  
Facebook page

**7,455 likes**



iWork Instagram page

**1,113 followers**

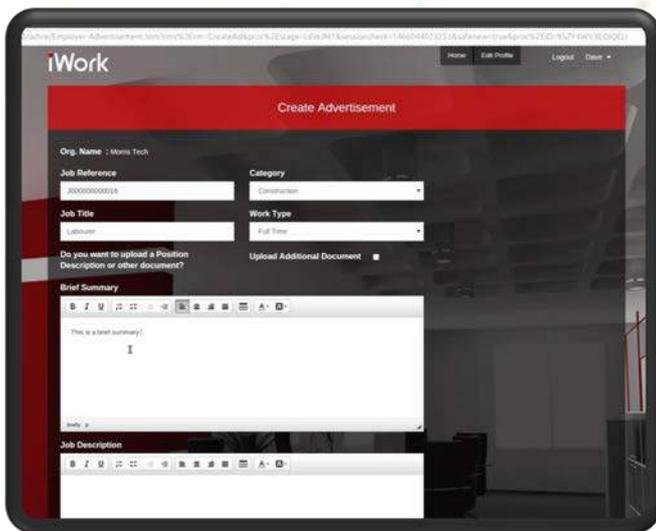


**Linked in**

The [iWork Jobsite](#) functions in a similar way to other online job sites, with the exception that it specifically targets Aboriginal people.

iWork is compatible with most job posting software including Broadbean, eQuest and JobAdder.

iWork improves on the functionality of other job sites as it is the only job board where an employer can advertise a job nationally in a single step.

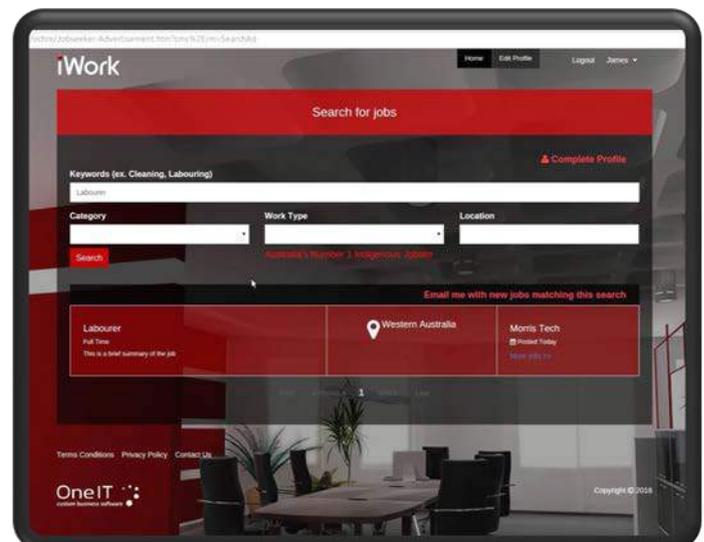


## EMPLOYERS

- Log onto the iWork Jobsite and follow the prompts.
- Payment via credit card or account.
- Jobs posted immediately.
- Job applications received via email.

## JOB HUNTERS

- Receive alerts via SMS about job adverts that include their keywords.
- SMS response “yes” triggers automated application sent to employer via email.
- PDF job activity report to demonstrate active job searching.



## TRAINING ORGANISATIONS

- Designated page for RTOs and other training organisations.
- Site facilitates access to Government funding for Indigenous training initiatives.

## Advertising rate card

iWork has developed a credit system, which rewards our clients with significant discounts for taking advantage of our credit packs. Credits are \$50 each.

	Standard ad	Premium ad	National ad
Priced from (+GST)	6 credits - \$300	8 credits - \$400	40 credits - \$1,700
30 day listing on iWork Jobsite	✓	✓	✓
SMS alert to job hunters	✓	✓	✓
FREE post on iWork Facebook page	✓	✓	✓
FREE post on iWork Instagram page	✓	✓	✓
FREE post on LinkedIn	✓	✓	✓
FREE post on iWork Twitter page	✓	✓	✓
FREE post on Ochre Facebook, Twitter and LinkedIn pages	✓	✓	✓
Logo to promote brand	✓	✓	✓
Highlighted at the top of the search page		✓	
<b>Optional extras</b>			
Additional 30 day listing	2 credits	2 credits	2 credits
Additional location within the same state	2 credits	2 credits	0 credits
Screening and shortlisting candidates	10 credits	10 credits	10 credits

Credit Pack (\$50 per credit value)	Discount Applied	Cost
5 credits	No discount	\$250
10 credits	No discount	\$500
20 credits	5% discount	\$950
30 credits	10% discount	\$1,350
40 credits	15% discount	\$1,700
50 credits	20% discount	\$2,000
60 credits	25% discount	\$2,250



# iWork

The Game Changer- using technology to advance Aboriginal Australia

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**Linked in**

