



Casual Employees

A guide to writing an advert that gets you the applicants you need

Before you begin

PLAN

Know Your role:

How long will the role be available?
How many days per week?
How many hours per day?
How many employees would be ideal to perform the role(s)?
What will the core duties of the role be?
Who will this role report to, and is the structure ready to support a new hire?

RESEARCH

Check the Award for your industry:

<https://calculate.fairwork.gov.au/FindYourAward>

Remember: while you are not liable for paid leave, casual wages are at least **25% higher** than that of full-time or part-time employees to allow for unpaid leave and lessened job security.

INCENTIVISE

Determine what you can pay and provide:

Paying **above the award** will entice more applicants to apply, but ensure you have costed the rate you advertise and are **prepared to pay it**. Remember, incentives do not only have to be wage related, maybe your business can offer staff discounts, bonuses or other benefits such as accommodation or meals.

SELLING POINTS

Consider what the unique selling points of your business are:

What makes your business special and why would a potential employee like working there? Think about location, culture, people and incentives.

How to write your advert

Using simple language and a clear structure tell job seekers why they would like working for your business.

Subheadings are a great way to display your content - allowing applicants to scan your advert for the information they find most important. Consider using the below points:

1. A clear, concise appealing job title - for example "kitchenhand" instead of "food and beverage preparation and delivery assistant."
2. About the company - who you are and what you do differently (and well).
3. Describe the role and the benefits - will people be working in the great outdoors? Will they develop transferrable skills? Will they meet new and exciting people?
4. Summarise the benefits of the role - remember the 'above award wage'? Also the flexibility of your casual arrangement and add in any other unique points.
5. Describe what you are looking for in an applicant - prior skills and knowledge required, any particular personality traits? If none, ensure you mention this, some applicants may be looking for their first role, or to re-enter the workforce.
6. How to apply - ensure applicants know how to apply for this great role, when the application deadline is and when you expect staff to start.

Above all else, be realistic about the scope and potential of the role.

This guide has been provided by:

