

## **ApplyDirect engaged to develop iwork.for.nsw mobile App**

**Melbourne, Australia, 8 January 2018:** ApplyDirect Limited (ASX: AD1) (**ApplyDirect** or the **Company**) today announced that it has been engaged by the NSW Government to develop a mobile app to support its whole of government careers portal, [iworkfor.nsw.gov.au](http://iworkfor.nsw.gov.au). ApplyDirect designed, developed and implemented the [iworkfor.nsw.gov.au](http://iworkfor.nsw.gov.au) platform and since July 2017 has been hosting, maintaining and providing digital marketing services to the NSW Government under a three-year Managed Services Agreement.

The new app will be available for both iOS and android devices and is expected to be launched by 31 March 2018.

Commenting on the engagement, ApplyDirect CEO, Lorcan Barden said: "The iworkfor.nsw app represents the second significant project undertaken for the NSW Government in recent months as we continue to work with them on implementing their innovation roadmap.

"The app design will extend the [iworkfor.nsw.gov.au](http://iworkfor.nsw.gov.au) careers portal's mobile first design philosophy to further enhance the user experience, and will be informed by the insights gained from the user preferences since it was launched.

"The innovation roadmap will deliver ongoing enhancements and upgrades to [iworkfor.nsw.gov.au](http://iworkfor.nsw.gov.au) and ApplyDirect's role in implementing these projects is expected to deliver a significant source of future revenue above and beyond the revenue from our three-year managed services agreement with the NSW Government."

**END**

**Lorcan Barden**

CEO

ApplyDirect

03 8199 0455

**Chris Knorr**

Market Eye

+61 417 033 623



## **About ApplyDirect**

ApplyDirect is a recruitment technology and digital marketing business that brings employers and candidates together without the need for intermediaries, such as external recruiters and job boards.

We aim to provide employers with fast, direct access to high quality talent at a lower cost, with less hassle and in a way which cuts out the middle man.

Jobseekers discover the job they've always wanted but could never find, or access. We connect them with companies actually looking for candidates – organisations for which they want to work. We give candidates the platform and tools to develop their careers and secure the job that is right for them.

We aim to end the inefficiencies that exist in the market today, providing candidates and employers with a better experience. Our search engine assesses, consolidates and catalogues job listings and makes them easily available to the right candidates. Our platform takes the stress out of looking for the right job, and brings strong talent straight to an employer's door.

In October 2016, ApplyDirect entered into a strategic alliance with Mercury Group of Companies Pty Ltd (Mercury), the largest supplier of workforce management software to the healthcare sector.

The alliance connects ApplyDirect's industry first platform, HealthBuzz, with Mercury's workforce management software, bringing together employers and candidates directly – without the need for recruitment agents and job boards.