



## Media Release

### **MILLENNIALS INVITED TO SNAP UP THEIR FUTURE Macca's partners with social media giant to create unique route into the workforce**

**7th April, Australia:** In a world-first, McDonald's is launching Snaplications – a one-of-a-kind Snapchat lens that allows Aussies to apply for a job quicker than it takes to order a cup of coffee.

From Friday 7<sup>th</sup> April, Snapchat users will be able to utilise a unique lens that depicts them in uniform as a McDonald's crew member, and then send a 10-second video submission to the McDonald's Snapchat account.

Once the application is reviewed, McDonald's will send users back a link to the digital careers hub and application form - within minutes Aussies could be on their way to the start of an exciting career at McDonald's.

In Australia, Snapchat has over 4 million daily users and more than 82% are young Aussies (aged under 17 – 34 years)<sup>1</sup>, highlighting the importance for McDonald's - as the biggest employer of millennials in Australia - to tap into the latest technology trends.

Shaun Ruming, COO of McDonald's Australia says, "As a business, McDonald's is constantly evolving its approach to digital technology, for both the customer and employees. Snaplications was born out of the growing desire to enable people to interact with the brand on their own terms, in their own time and in an enjoyable way.

"For most young people who apply for a role with Macca's, this is their first entry into the workforce. As such, their personality, positive attitude and enthusiasm are characteristics that are focused on and traits that this tech innovation captures in a simple, yet effective manner."

McDonald's employs over 100,000 people across the country. Continuing to create on average more than 6,000 new jobs a year, McDonald's is always looking at innovative ways to develop the workforce of tomorrow.

For those not on Snapchat, information on a career at McDonald's can be found at <https://mcdonalds.com.au/learn/careers#/>.

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<sup>1</sup> <http://landing.deloitte.com.au/rs/761-IBL-328/images/deloitte-au-tmt-mobile-consumer-survey-2015-291015.pdf>

### **About McDonald's Australia**

Australia's first McDonald's restaurant opened in Yagoona, Sydney, in 1971. Today there are over 950 McDonald's restaurants across Australia, 80 per cent of which are franchised and run by local businessmen and women. The organisation employs more than 100,000 people in restaurants and corporate offices Australia-wide, and is the largest employer of youth in the country. McDonald's creates more than 6,000 new jobs each year and spends over \$40 million per annum on training and people development. McDonald's suppliers export \$175 million worth of Australian products annually and its restaurants spend more than \$1.6 billion on food, packaging and other Australian goods and services each year. For more information visit [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or <https://www.facebook.com/McDonaldsAU>. McDonald's is also on Twitter – check us out at <https://twitter.com/maccas>.