

FOR AUSTRALIAN SMES IN GROWTH MODE

THE *SCALE-UP* PLAYBOOK

How fast-growing Australian businesses are building bigger, leaner teams, without the payroll bill that stalls them.

WELCOME

Why we wrote this guide.

Most business owners I talk to are stuck in the same spot: they need more people to grow, but every time they run the numbers on another local hire, the margin evaporates.

This guide is my attempt to answer that problem honestly. Not a sales pitch, the actual numbers, the roles that work, and a straight answer on whether this model makes sense for your specific business.

If offshore staffing is the right fit, this will show you exactly how it works. If it isn't, and that happens, I'll tell you that directly. We've had that conversation many times.

Either way, you'll finish this with a clearer picture than you started with.

Rhys Gordon

Director of Sales · Premier Outsourcing

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The Growth Trap

Why the next hire might be the one that stalls your growth, and what smart businesses are doing instead

Here's a conversation I have more than any other. A business owner is growing, clients are coming in, the pipeline is strong. And they need more people. But every time they run the numbers on another local hire, the growth they just won disappears into payroll. The maths is brutal. An intermediate in-office admin hire, someone you'd advertise around \$68,000, lands closer to \$82,000 a year once you add compulsory super, leave entitlements, workers' comp, and the cost to recruit them. That's before the laptop, the software seat, or the square metre of office space they'll occupy.

For a business turning \$2–10M, two or three hires at that rate can consume an entire year of net profit. And unlike revenue, payroll doesn't flex. If a client walks, if growth stalls, that fixed cost stays, and it stays until you do something deliberate about it.

“The businesses growing fastest right now aren't solving this by spending more on payroll. They're solving it by being very clear about which roles actually need to sit in Australia, and building the rest of their team somewhere else.”

The businesses getting this right run a clean split: a tight local team for the things that genuinely require an Australian address, client relationships, face-to-face work, regulated advice, and an offshore team in the Philippines for everything else. Admin, bookkeeping, strata administration, customer service, marketing support, the functions that eat time and payroll without needing a Sydney or Melbourne postcode.

The Philippines isn't a new idea. Australia's major banks, accounting networks, and insurance firms have been running operations there for decades. The difference is that model has historically required corporate-scale infrastructure. Premier exists to make exactly that model available to businesses with five staff or fifty.

1.5M+

Filipinos working in business process outsourcing roles globally

95%

English literacy rate in the Philippines, one of the highest in Asia

AU-3

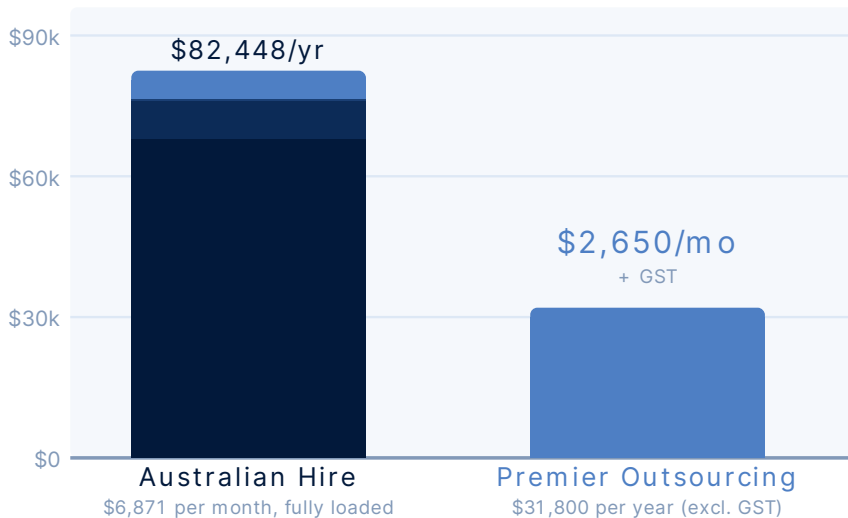
Philippine Standard Time offset from AEST, significant business-hours overlap

The Cost Reality

An intermediate in-office admin hire at \$68,000 costs \$82,000+ all-in. Here's every dollar in that gap, and what Premier changes.

Advertise a role at \$68,000 and you'll spend \$82,400. That gap, over \$14,000 that never appears in the job ad, is what most business owners either underestimate or quietly ignore. It's also the number that makes Premier's \$2,650/month model so hard to argue with once you see it laid out properly.

ANNUAL COST — INTERMEDIATE IN-OFFICE ADMIN (AUD, APPROX.)



AU HIRE — FULL COST BREAKDOWN

Base salary	~\$68,000
Superannuation (12%)	\$8,160
Leave entitlements	\$2,268
Workers' comp / insurance	\$1,020
Recruitment (annualised)	\$3,000
Total	~\$82,448/yr

PREMIER — ALL INCLUDED

- ✓ No super liability
- ✓ No leave accruals
- ✓ No workers' comp
- ✓ Recruitment handled
- ✓ HR managed by Premier

\$2,650/month + GST

ANNUAL SAVING PER ROLE

\$50,648

61%

\$4,221/month saving · approx. figures

Scale it up: Replace three local hires with Premier equivalents and you free up roughly \$151,900 a year. That's enough to bring on a genuinely senior person in Australia, a business development manager, a senior account manager, or a specialist you couldn't otherwise justify, with money left over. Most of our clients put it straight back into growth.

One monthly service fee of \$2,650 + GST covers everything: recruitment, employment contracts, local payroll, HR management, and ongoing support. No setup fees. No hidden on-costs. No year-end surprises. You scale up or down as your business needs, without the fixed cost exposure that comes with direct employment.

Cost figures are indicative. AU base salary sourced from Indeed Australia (avg. \$68,939, rounded to \$68,000). On-costs include super at the current legislated rate of 12%, leave entitlements, workers' comp, and annualised recruitment costs. Premier fee is \$2,650/month + GST; GST is claimable as an input tax credit by registered businesses. Individual costs vary by role, seniority, and state.

Roles to Offshore First

Ask this about any role: does this person need to physically be somewhere? If the answer is no, it can almost certainly be done offshore, and done well.

The list of roles that genuinely need a local address is shorter than most owners assume. Physical site visits, face-to-face client work, and roles with local regulatory authority, yes. Everything else is a candidate. Here are the six categories where we consistently see the strongest results.



Administration & Operations

Your most immediate capacity lever, high-volume, process-driven tasks.

- Executive & Personal Assistants
- Operations Coordinators
- Data Entry & Database Management
- Scheduling & Calendar Management
- Document Preparation & Processing



Finance & Accounting

Qualified, experienced finance professionals at dramatically lower cost.

- Bookkeepers & Accounts Officers
- Accounts Payable / Receivable
- Payroll Processing
- Reconciliations & Reporting
- XERO / MYOB Operators



Customer Service & Sales Support

English-fluent teams that handle your client-facing admin with care.

- Customer Service Representatives
- Inbound Inquiry Management
- CRM Management & Data Entry
- Sales Support & Coordination
- Quotation & Proposal Preparation



Property & Strata

One of our highest-demand categories, strata and PM admin is an ideal fit.

- Strata Administration Officers
- Property Management Assistants
- Maintenance Coordination
- Owner & Tenant Correspondence
- Trust Accounting Support



Marketing & Digital

Creative and digital professionals at a price that makes sense for SMEs.

- Social Media Managers
- Content Writers & Editors
- Graphic Designers
- Email Campaign Coordinators
- SEO & Website Support



Professional Services Support

Compliance, admin, and research for law, finance, and insurance businesses.

- Legal Document Preparation
- Mortgage & Finance
- Administration
- Insurance Processing & Claims
- Compliance Documentation
- Research & Reporting Support

Not sure if your role fits? The Blueprint Call is built for exactly this question. We'll give you a straight answer, and if it doesn't work for offshore, we'll tell you that too.

How Premier Works

Most clients have their first offshore team member placed and working within four weeks of the initial call

1

Blueprint Call — We Map Your Operation

Twenty minutes. We cover your team structure, the roles consuming the most time, and which positions would deliver the highest immediate impact offshore. No pitch to push through, if it's not the right fit, we'll say so and save us both the time.

2

Recruitment — We Do the Work

Our Philippines-based team sources, screens, and interviews candidates against your brief. You see a shortlist of people who've already been assessed for skills, English communication, and work style, you choose who you want. No job boards, no CV piles, no agency fee on top.

3

Placement — Exclusively Yours

Your offshore team member works solely for your business, your systems, your processes, your direction. Not a shared resource, not a contractor pool. We hold the employment relationship on the ground: contracts, payroll, statutory obligations, all managed by Premier.

4

Ongoing Support — We Don't Disappear

Most staffing arrangements end at placement. Ours doesn't. Our team stays involved, managing HR matters, available when something needs handling, and monitoring that the arrangement is working. You get a dedicated team member without the administrative burden of being their employer.

IMPLEMENTATION TIMELINE

WEEK 1

Discovery & Brief

- Blueprint Call
- Role brief confirmed
- Candidate profile agreed

WEEKS 2-3

Sourcing & Shortlist

- Candidates sourced
- Screening interviews
- Shortlist presented

WEEK 3-4

Selection & Setup

- Client interviews
- Offer made & accepted
- Employment paperwork

WEEK 4+

Live & Onboarding

- Staff member starts
- Systems access set up
- Premier support begins

Common Questions

The questions that come up on almost every Blueprint Call, answered straight, without the sales spin.

Q Will the quality actually be as good as a local hire?

The Philippines produces over 500,000 university graduates per year, a significant proportion with degrees in business, accounting, IT, and communications, fields that map directly to the roles we place. Our screening evaluates role-specific competency, written and verbal English, and work style before you see a single candidate. The quality question comes up on almost every first call. It generally stops coming up after the first month.

Q What about time zones — will there be enough overlap?

Philippine Standard Time is 2–3 hours behind Australian Eastern (depending on daylight saving). Most of our clients run their offshore team on standard Manila hours, 8am to 5pm PHT sits at 10am to 7pm AEST, giving a full working day of overlap for briefings, check-ins, and same-day turnarounds. The businesses who find it most seamless are already set up for remote work: Slack, Teams, and a solid project management system. If you're not there yet, we'll help you build the framework.

Q What happens if a placement doesn't workout?

Premier manages the employment relationship, which includes performance management and, if necessary, a replacement process. The critical difference from a direct hire: because Premier is the employer of record in the Philippines, you carry no unfair dismissal exposure and no termination complexity on the Australian side. If a placement isn't working, for any reason, we handle it. If a replacement is needed, we run the process.

Q Is the legal and employment structure legitimate?

Yes, and it's worth being precise. You engage Premier as a service provider under a commercial agreement. We are the employer of record in the Philippines: we employ the staff member under Philippine labour law, manage payroll, and handle all statutory obligations. On your side, it's a clean B2B services arrangement. No overseas employment liability, no cross-border tax complexity, and no HR obligations outside your existing setup.

Q How do I manage someone who's on the other side of the world?

Exactly the same way you'd manage any remote team member, clear expectations, documented processes, and regular check-ins. Most clients use Slack or Teams daily, Zoom for weekly check-ins, and whatever project management system they already use. The first four to six weeks are where the foundation for your working relationship is set, including aligning expectations, establishing workflows, and ensuring clear communication channels.

Is This Right for You?

After working with businesses from 5-person strata firms to 80-person accounting practices, the indicators of a strong fit are onistent

There's no universal answer, but after placing offshore teams with businesses across a wide range of sizes and sectors, the patterns are clear. Here's what the businesses that get the most from this model typically look like.

INDUSTRIES WE WORK WITH

Strata Management

Real Estate

Accounting & Bookkeeping

Mortgage & Finance Broking

Trades & Construction

E-Commerce & Retail

Law Firms

Insurance

Allied Health Administration

IT & Technology

SELF-ASSESSMENT

Tick most of these and this is probably worth a conversation.

☐

You or your senior team are spending time on admin and tasks that are genuinely below your pay grade

☐

You've priced out a local hire and either couldn't justify the cost or weren't confident in the outcome

☐

At least some of your business runs on repeatable, documented (or documentable) workflows

☐

Your team already uses cloud-based tools, email, CRM, accounting software, that work remotely.

☐

You're planning to grow headcount in the next 6–12 months and want to do it without a proportional jump in fixed costs

☐

You have at least one role where the work doesn't require the person to be on-site or client-facing in person

One or two ticks is still worth 20 minutes. Most of our clients weren't certain this was right for them until we walked through the numbers together. The Blueprint Call is free, and if it's not a fit, we'll tell you in the first five minutes.

THE NEXT STEP

Find out what this looks like for *your business.*

The Blueprint Call is 20 minutes. We'll look at your operation, identify the roles that would deliver the most immediate impact, and give you a straight answer on the cost, and whether it actually makes sense for you.

No pitch. No pressure.
If it's not the right fit,
we'll tell you in the first five minutes.

[BOOK YOUR BLUEPRINT CALL →](#)

premieroutsourcing.com.au