



AUSTRALIAN

PRODUCT

LAUNCH

26 September 2025



INTRODUCING BELINDA AND STUART GRIFFIN

Dairy Farmers from Victoria, Australia

Who they are

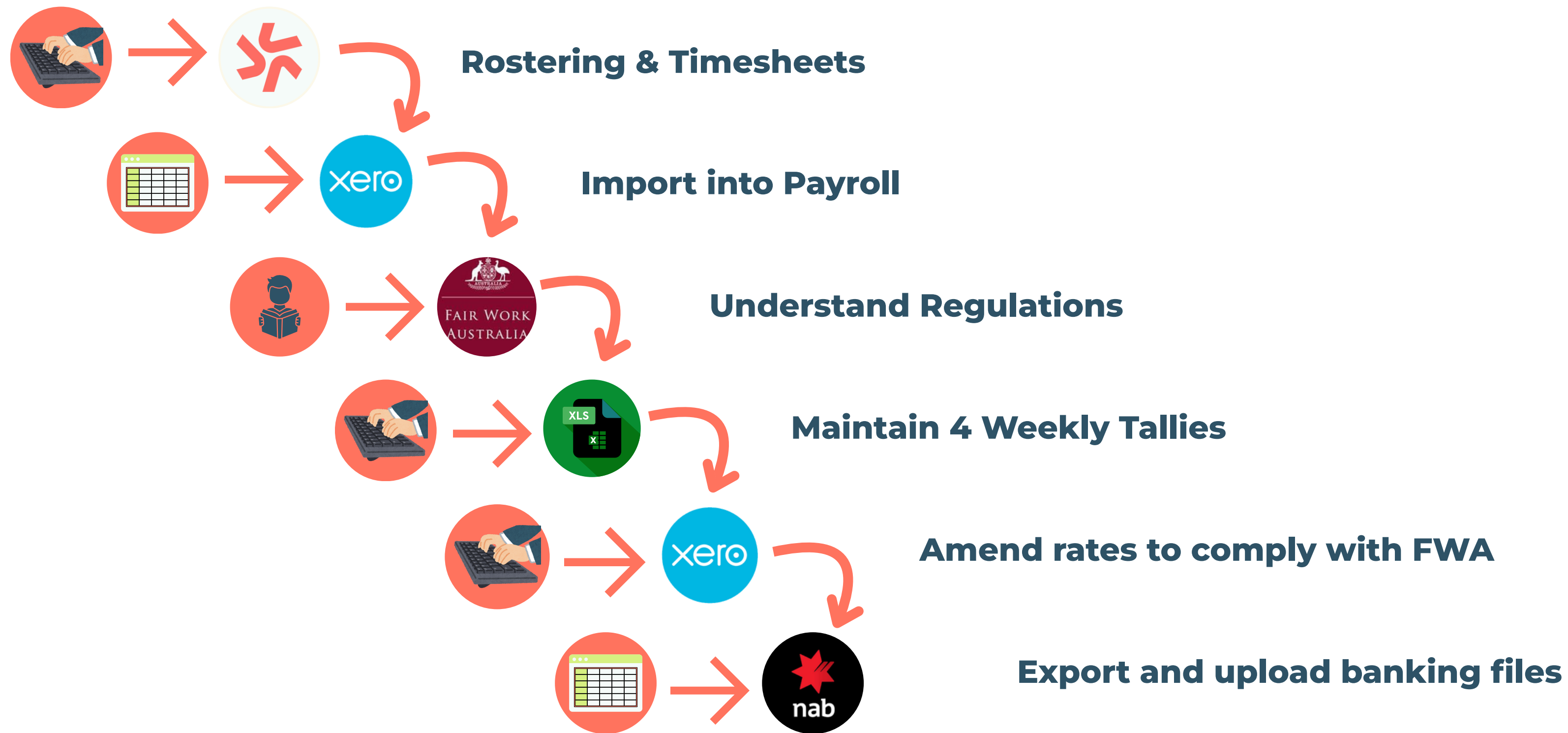
- Hands-on dairy farmers
- Trusting employers
- Business people
- Self-starters
- Industry leaders

The roles they play

- Parents
- Lifelong learners
- Decision makers
- Purse-holders
- Risk managers



THEY NEED MULTIPLE APPS TO PAY THEIR STAFF



THEY'RE NOT ALONE.

There are over **2,500**¹ dairy farms in Victoria, Australia, and more than **4,400** across the whole of Australia, employing **46,000** people. The Fair Work Pastoral Award is prescribed and highly complex, and is a problem that all dairy farms grapple with regularly. Examples include:

- A farm hand must be paid time and a half for every hour worked in excess of 152 hours in any four-week period, but most staff are paid fortnightly.
- If any overtime is worked on a Sunday, farm hands get paid double-time, unless they are feeding and watering stock, in which case they are paid time and a half.



1. Source: Dairy Australia Report: In Focus 2024

2. <https://explorecareers.com.au/employers/australian-dairy/>

3. <https://www.asbfeo.gov.au/small-business-data-portal/number-small-businesses-australia>

BEYOND THE PASTORAL AWARD

Fair Work Payroll Awards apply to all **700,000**¹ micro-businesses (1-5 employees) in Australia. Compliance challenges apply to these businesses as they do to large incorporations:

- Superannuation reconciliation and fraud are rising concerns
- Manual processes such as offline tallies, .csv transfers, and manual payments are prevalent
- There is no single solution for managing employment for micro-businesses
- The time, cost and stress of non-compliance is significant

Starting July 1, 2026, superannuation payments must align with wage payments, instead of being made 1-4 times a year

The business is defined by the people running it

¹. <https://www.asbfeo.gov.au/small-business-data-portal/number-small-businesses-australia>

CONSEQUENCES OF BREACHING THE REGULATIONS ARE SIGNIFICANT...

“

With 994 different pay rates across almost 100 pages, the GRIA is incredibly difficult for employers to understand. It is clearly not fit-for-purpose for larger employers. The expectation that smaller mum-and-dad operated businesses, who lack legal and HR resources, can use the award appropriately is entirely unreasonable.

”

Australian Retailers Association (ARA) CEO Chris Rodwell (2025)



Fair Work Ombudsman
www.fairwork.gov.au

Media releases - Fair Work Ombudsman

Media Releases | 02 Sep 2025. The Fair Work Ombudsman has secured \$28,195 in penalties in court against the operators of a cosmetics clinic in Melbourne.



Fair Work Ombudsman
www.fairwork.gov.au

Furniture delivery business operators penalised - Fair Work Ombudsman

A Fair Work Inspector issued a Compliance Notice to the company in April 2022 after forming a belief the worker had been underpaid overtime and Saturday ...



Fair Work Ombudsman
www.fairwork.gov.au

Glass repair business operators penalised \$116,550 - Fair Work Ombudsman

The Fair Work Ombudsman has secured a penalty for a second time against the operator of a Queensland glass glazing company, including this time for failing to ...

Qantas receives record \$90M Fair Work penalty with key lessons for employers

August 2025

“INSPECTORS VISITED 360 FARMS, INVESTIGATED 521 BUSINESSES DURING CROP SEASONS AND ISSUED \$760,405 IN FINES TO EMPLOYERS WHO FAILED TO MEET THEIR PAYSLIP AND RECORD KEEPING OBLIGATIONS”

Source: <https://www.abc.net.au/news/rural/2025-06-25/horticulture-businesses-breach-workplace-laws/105348956>



Australian Broadcasting Corporation

<https://www.abc.net.au/news/rural/horticulture-bus...>

Fair Work inspectors report rampant workplace breaches in ..

25 Jun 2025 — More than 80 per cent of horticulture businesses in some of Victor growing regions were in breach of laws to protect workers, inspectors have found.



www.hrleader.com.au

'Disgraceful' husband-and-wife employers fined \$802k for contraventions - HR Leader

Mai was ordered to back pay \$407,546, plus interest and superannuation, owed to the 36 workers he underpaid as the operator of a “Mr Viet” restaurant, as well ...



Fair Work Ombudsman
www.fairwork.gov.au

Bar operator penalised - Fair Work Ombudsman

The Federal Circuit and Family Court has imposed the penalty against sole trader Tamer Yesilbas, who owned and operated The Dock Lounge at the Docklands, ...



Fair Work Ombudsman
www.fairwork.gov.au

Media releases - Fair Work Ombudsman

The Fair Work Ombudsman has secured \$14,145 in penalties in court against a weekend community Chinese language school in Melbourne and its

SOLVING THE COMPLEXITY

One solution for micro-businesses that delivers end-to-end payroll:

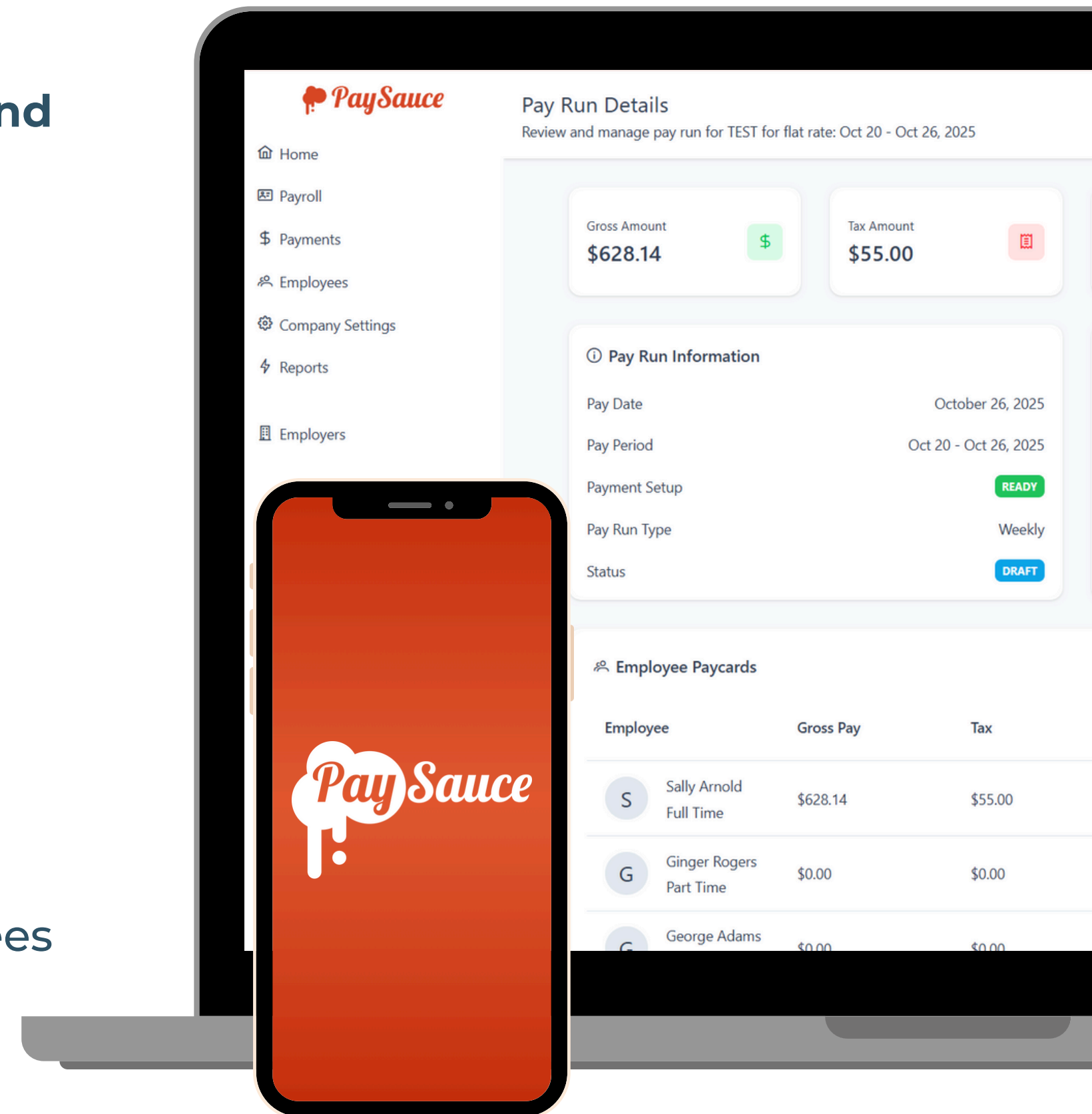
- Banking integration for staff payments
- Integrated Superannuation payments and filing
- Single Touch Payroll Phase 2 (STP 2) compliant with integrated ATO payments and filing
- Fair Work Australia Pastoral Award interpretation and comparison checks - rules for other industry Awards to follow
- Mobile-enabled technology for employers and employees on the go

STP: Single Touch Payroll STP is the way DSPs report your their customers' employees' tax and super information to the ATO.

STP 2: Single Touch Payroll Phase 2 includes additional reporting with remuneration, PAYG and superannuation liability.

DSP: A Digital Service Provider develops digital services that help the community (and business) meet their tax and super obligations.

ATO: Australian Tax Office collects tax so that government can deliver services for the Australian community.

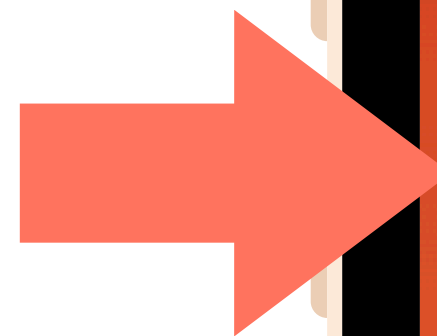


THE TECHNOLOGY

- Mobile-friendly product that's simple and easy to understand. It has everything that micro businesses need, and nothing they don't
- Our Gen 2.0 payroll engine is highly configurable for new awards and jurisdictions beyond Australia. Its layered design gives us the ability to plug-in new payroll rules without impacting other parts of the code base
- The essential Pastoral Award rules are already incorporated
- Leveraging payments technology in Australia, using NPP (New Payments Platform) for near real-time payments



**Click to hear
what Belinda
and Stuart
have to say**



COMPETITOR LANDSCAPE

The competition in Australia is either focused on larger businesses or underserves the micro-business payroll landscape.

Current solutions are fragmented, and there is no end-to-end payroll solution that solves all of their needs.

Only a few existing solutions have built-in functionality to manage the complex Fair Work Payroll Awards.



MARKET OPPORTUNITY

Victoria, Australia, and Beyond:

- **2,500** Dairy Farms in Victoria
- **4,400** Dairy Farms in Australia, employing **46,000** staff
- **700,000** micro-businesses in Australia, with **80,000** established in 2024-25
- SMEs represent over **90%**¹ of businesses in OECD countries

Many of the micro-businesses share similar pain points that are already solved by PaySauce. The PaySauce technology stack then enables easy configuration of industry-specific challenges:

- Trades/construction (Workforce management → Timesheet → Job costing)
- Hospitality (High staff turnover → More part time employees → Employee maintenance)
- Professional services (Salaried staff → Job costing → Client billing)

ROLLOUT STRATEGY & TIMELINE

2025 Q3

- First customer completed calculation, filing and payment of staff in Australia
- Build customer-driven key features for a known industry in a new geography (Dairy farmers in VIC)

2025 Q4

- First hire in Australia
- Support Dairy Australia's Women in Dairy networking event in Gippsland, Victoria

2026 H1

- Targeted digital marketing campaign
- Public launch at an industry event
- Key growth stage for start of AU Tax Year

2026 H2

- Test and learn in identified new markets



SUMMARY & OUTLOOK

- NZ business is achieving sustained growth
- Cash generated is being reinvested into the Gen 2.0 payroll engine
- The engine will enable us to deliver our long-term strategy of being the optimal global micro-business payroll solution
- The first market entry solves Belinda and Stuart's payroll problems, typical of all dairy farmers, in a new territory (VIC, Australia)
- Expand the testing further to understand the broader payroll problems shared by hundreds of thousands of micro-businesses in Australia
- Making payroll, payments and compliance effortless saves hours each pay - being a scalable solution in Australia
- Australia is a blueprint for the next global jurisdiction



THANK YOU!

