



Australian Government



ABORIGINAL  
HOSTELS LIMITED

# How to develop your pitch



## Key factors when writing your pitch

### Why do I need to include a pitch in my application?

We have implemented a pitch process to make it easier for you to apply for positions and showcase why your experience and personal attributes make you suitable for the vacancy.

### Why limit responses?

Limiting responses makes it easier for you to focus on key facets of your work history and experience. When reviewing the responses of all applicants, the selection panel can focus on areas of greatest importance in the pitch.

### How do I develop my pitch?

Before you begin to plan and develop your response, you need to ensure that you review the position requirements and responsibilities and the selection criteria in the job advertisement or candidate information package. Reach out to the contact person for the position if you require more specific details.

### What to include in your pitch

It is important to focus on not only telling what you have done but also to provide insight into how you did what you did and why you did it that way. Don't be tempted to only highlight what you have done to limit the size of your response. This may result in underselling yourself and your achievements.

### Practice

Consider feedback from previous recruitment processes when developing and refining your future pitches. Strive to always improve and highlight and present your claims in a logical order that relates to the position vacancy.





## Suggested approach

Use the following format:

- why you are attracted to the role or organisation
- the skills, experience and personal attributes you will bring to the role. Link these to your resume which can then outline other skills and experience that you have
- focus on a key example or work situation that relates to the selection criteria required for the position.
- use examples that highlight criteria and reinforce your suitability
- highlight the difference you will make and any ideas that you may have if you were appointed to the vacancy
- close with a strong statement about why the employer should hire you

## Developing your pitch

When developing your pitch, remember the following:

- know the 2 or 3 messages you want to share to ensure that you stay on message and highlight your claims against the selection criteria
- you might prefer to use 1 or 2 work examples that showcase all criteria rather than a separate example for each criteria. All examples must be relevant and easy for the reader to link back to your resume
- document design is important so ensure you use a readable font size
- use bullet points to create breaks in your response
- proofread and check your response for relevance, typos and flow before submitting
- don't submit a pitch longer than the requested length
- don't include standard resume inclusions such as your personal and contact details, or details of your referees
- you can encourage the reader to refer to your resume in your pitch to find more detailed information about the nature of your work or information about the organisation you worked for.







If you have any questions concerning employment in AHL, please contact the  
AHL Recruitment Team on (02) 6212 2001 or [applications@ahl.gov.au](mailto:applications@ahl.gov.au)



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