



MEDIA RELEASE

Santa launches biggest ever recruitment drive across Australia

Thousands of Christmas roles now open – from Santa to cheeky elves and jolly helpers

Santa's sleigh is going full throttle this year and he's calling on Western Australians to help bring the Christmas magic to life.

In a festive first, talent agency Scene to Believe is launching Australia's largest-ever Santa recruitment drive, with thousands of paid seasonal roles to fill across the country. From Santas and Mrs Clauses to elves, photographers and set managers – the call is out for people of all ages and walks of life to join Santa's growing crew.

Scene to Believe Managing Director, Stefan Hutton, says being part of the Santa set in any one of Australia's shopping centres is the perfect casual job for anyone looking to earn some extra cash ahead of Christmas while spreading joy.

"Christmas 2025 is shaping up to be our biggest ever. To meet the demand and help Western Australians looking for extra income ahead of the holidays, we're kicking off the recruitment campaign earlier than ever and opening the doors to thousands of joyful Christmas jobs.

"With flexible hours, great pay and a guaranteed dose of festive spirit, these roles are ideal for retirees, students, parents and even travellers looking for something fun and meaningful over the holiday season.

"There's no age limit, no experience required and no tick boxes," says Hutton. "We're hiring Santas, Mrs Clauses, elves, photographers and more – whether you've got a beard, a big smile, or just love Christmas, we'll get you sleigh-ready."

Seasoned Scene to Believe Santa Raymond Sorensen, says that being Santa is an incredibly worthwhile thing to do.

"I'm a bit old-fashioned and consider myself to be Santa 24/7 - it's been a pleasure for over eight years to build up my knowledge, lore and own philosophy of Santa, which is a true vocation for me. Even my licence plate is Santa-themed!"

"There is nothing more wonderful in the world than seeing the joy in a child's eyes when they meet Santa - it radiates from them, engulfs you and inspires you," he says.

To help get new recruits sleigh-ready, Scene to Believe is hosting a series of Jingle and Mingle events across Australia in July to help the nation's army of Santas share tips, learn new Santa skills and hone their ho-ho-hos.

In a new partnership, this year's Jingle and Mingle events will also include sessions led by Ronald McDonald House Charities, which supports seriously ill children and their families.

"We're proud to be partnering with Scene to Believe to help bring even more joy to children this Christmas," says Melissa Monkhouse, CEO of Ronald McDonald House Central and South Australia.

"Our team will be sharing ways Santa and his helpers can create meaningful moments for children who might be going through a tough time. Every child deserves to experience Christmas magic, and we're excited to help make that possible."



The Jingle and Mingle events kicked off in Adelaide on Friday 4 July and will host events in Perth, Melbourne, Sydney, Brisbane, Auckland and Christchurch.

To find out more information and to register your interest as Santa or another character, visit scenetobelieve.com.au for more information.

ENDS

Notes to Editor:

Who can apply to help Santa this year?

- Santas come in all shapes, sizes, and ages.
- All you need is a love of Christmas and a positive, friendly personality.
- You will be taken to Santa's workshop to learn the magical ways.
- You will be gifted with Santa's full outfit that has been prepared specially from Santa!
- Need to be jolly, have a great HOHOHO and enjoy working with children

The Scene to Believe Annual Santa School:

- Scene to Believe's Annual Santa School is a great way for our Santas to get all the information they need to feel confident for the Christmas season.
- Interact with other new and experienced Santas to learn their tips and tricks.
- School also covers information about special Santa sessions like Sensitive Santa and Pet Sessions.

How Aussies can apply for Santa:

- Call the Scene to Believe Santa Hotline: (02) 9054 2633
- Email your Santa application: santajobs@scenetobelieve.com
- Visit the Scene to Believe website: www.scenetobelieve.com.au/santa-jobs

About Scene to Believe:

Since launching in 1997, Scene to Believe have provided a diverse range of innovative, professional, and fun photography and video experiences Australia wide. With a wide portfolio of clients, Scene to Believe cater for all markets, private and corporate. Scene to Believe pride themselves on helping brands build a consumer experience and connection at events that not only drives awareness but also helps make their event one that attendees will talk about for months after.

For more information please contact:

Alice Proud – Porter Novelli

+61 421 529 684

aproud@porternovelli.com.au