

A worked APS5 pitch, with notes

A complete fictional 500-word pitch showing structure, level and tone, plus a quick STAR planner you can use today.

Before you read

This pitch is fictional. The agency, program and figures were invented to illustrate the approach. Use it to see what a finished pitch looks like; do not copy it. Your pitch must describe your own real experience.

Always follow the job ad and candidate pack: they set the format, word limit and any rules on AI use.

The role

Role: Program Officer (APS5)

Agency: Bureau of Community Grants (fictional)

Word limit: 500 words. **This pitch:** 414 words (excluding headings).

Criteria in the ad:

- Deliver program activities accurately and on time
- Identify and implement improvements to processes
- Engage effectively with internal and external stakeholders
- Communicate clearly in writing and in person

The pitch

I am an APS4 Program Support Officer with three years' experience in grants administration. I am applying for the Program Officer (APS5) role because I am ready to take responsibility for a program's day-to-day delivery, and I have a track record of improving processes and working well with people inside and outside my agency. The two examples below show how I do this.

Fixing a slow, error-prone monthly report

Each month our team spent about three days compiling a performance report on 40 active grants from separate spreadsheets, and errors were common. With my team leader's agreement, I offered to fix it. I mapped where each data item came from, agreed a single set of definitions with the finance and program teams, and built a workbook that pulled the data together with formulas and checks that flagged missing or inconsistent entries. I tested the workbook alongside the old process for two months to confirm the figures matched, then wrote a short user guide and trained two colleagues so the process did not depend on me. Preparation time fell from three days to half a day, the reports to our director had no errors over the next six months, and the branch has adopted the workbook for two other programs.

Running a consultation that small groups could join

In 2025 I coordinated consultation with 30 community organisations about proposed changes to grant reporting, after many had told us our forms were too complex. I organised four online sessions at different times to suit small, volunteer-run groups, and sent a two-page plain-English summary beforehand. I also offered a phone option for two groups without reliable internet access. In each session I kept to time, made sure quieter participants were heard and recorded issues in a shared table. I then grouped the feedback into themes and drafted a summary paper with recommendations

for my director. Before sending the paper, I checked the themes with two participants to make sure I had represented their views fairly. Twenty-six organisations took part, and the reporting template was cut from eleven pages to four for the next round. I also wrote a one-page guide to the new template, which our team now sends to every new grant recipient.

Both examples reflect how I like to work: understand the problem properly, involve the people affected and leave behind something others can use. I would bring a practical, organised approach to the Program Officer role and a genuine interest in making programs work for the people they serve. I would welcome the opportunity to discuss my application.

Why this works

- Two examples for 500 words, each covering two or three criteria.
- Most of the words go on what the applicant did; the situation is set up in one or two sentences.
- Results are measurable and show impact beyond the applicant's own desk.
- APS5 signals: independent improvement work, coordinating others and drafting advice for a director.

Quick STAR planner

Sketch one of your own examples before you start writing. Aim for roughly 10% situation, 10% task, 60% action and 20% result.

Example title	
Situation (1-2 sentences)	
Task (1 sentence)	
Action (what I did, step by step)	
Result (numbers, feedback, lasting change)	

Want the full kit?

The APS Pitch Kit adds a spreadsheet example bank, a criteria matcher that flags gaps and counts words against 300, 500, 750 and 1000-word limits, an application tracker, a step-by-step guide, four templates (pitch, statement of claims, selection criteria and APS-style resume), and worked pitches at APS4, APS6 and EL1.

Get the full kit for A\$24 (instant download): <https://whop.com/mint-de8e/aps-pitch-kit/>

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