



## **Digital Competency for Careers and Business in Australia**

Sue Ellson, Founder and Director, Newcomers Network

9 October 2017 11:25am – 11:45am

Darwin Convention Centre, Darwin, Northern Territory, Australia - OR11





University of South Australia  
Research Report  
31 July 2000



NewcomersNetwork.com  
Launched  
22 May 2001



Newcomers Forum  
International Research  
8 September 2004



Newcomers & Technology  
International Research  
21 February 2018



# Information, Events, Advocacy

- Online live website free access since 2001
- Free Newcomers Kit, Pre Departure Jobs Kit, Savvy Settlement Kit and Living in Australia Guide (also in Portuguese)
- Monthly email Newsletter
- Multiple articles and publications on international websites
- Free Monthly Living, Working and Networking in Melbourne events 11+ years
- Free Annual BYO Christmas Day Picnic Lunch in Melbourne events 11 years (additional events Sydney, Adelaide, Brisbane and Perth)
- Free additional monthly events in Adelaide, Sydney, Brisbane and Perth
- Major events on specific issues
- Support for Living in Harmony and Australian Citizenship Campaigns
- Submissions to government enquiries, senate committees and reports and forums for international students, women migrants and expatriates and repatriates
- Social media sharing



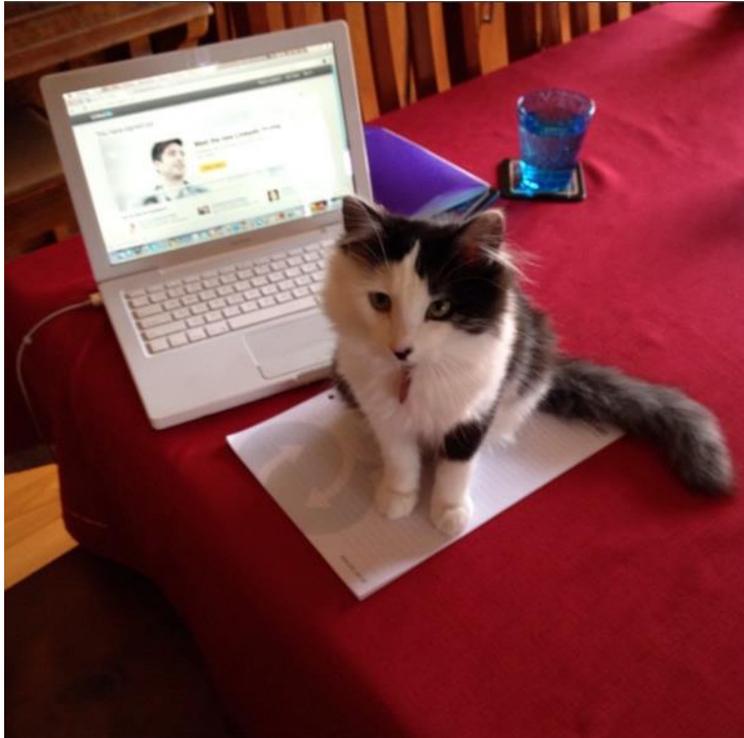
# Digital Competency



Highly Commended Mentor Category  
Go Digi 2016 National Year of  
Digital Inclusion Awards

- Beyond digital literacy
  - towards digital competency
- Can teach a wise person to be digital
  - but a digital person may not be wise
- Can teach an old dog new tricks
  - only one trick at a time
- Google cannot answer everything
  - even introverted people need to be with people

# Digital Competency



- Quality Digital Presence (LinkedIn essential)
- Algorithms (make them work for you)
- Databases (pick the best ones for your purpose)
- Signals (your behaviours predict your experience)
- Search Queries (keyword focused - Boolean)
- Network Size (quality relationships)
- Due Diligence (recommendations and reviews)

# Career Competency

- Skills to get a job different to skills to do a job
- Not what you know or who you know but who refers you
- Referrals from existing employees are best ongoing employees (some organisations pay for referrals)
- Best job search techniques are networking, referrals and voluntary work
- Essential to have a verifiable digital record of skills, experience and achievements (LinkedIn)



# Career Competency



- Network security – personal, professional, social
- Job for now and job for the future
- Resilience for alignment and ultimate ‘right fit’
- Willingness to adapt to Australian culture
- Commitment to lifelong learning
- Desire to improve English skills (written and verbal)
- Further support once employed (mentoring and cultural intelligence)

# Business Competency



- Gain local experience first and abide by local laws
- Start small with good quality advice (proof of concept)
- Utilise online and local information from government, councils, experienced advisers
- Go local as much as possible and pay people per hour to assess competency, loyalty and reliability
- Do not be seduced by ‘measurable’ online opportunities – build digital content evergreen and archived asset (including video – up to 2/3 of new content in 2018 - Cisco)

# Business Competency



- **Referrals** – need to have a quality online presence for your name, your business name and your keywords
- **Follow up** – system for following up to all enquiries and leads immediately (especially on social media)
- **Reviews** – essential to have a Google Business Brand Account, Bingplaces, Yelp, True Local Listings
- **Consistency across Social Media** – recommend LinkedIn, Facebook, Google+ possibly Twitter, Instagram, Snapchat

# Goodie Bag



## KISS – Keep It Simple & Smile

Email [info@newcomersnetwork.com](mailto:info@newcomersnetwork.com) with FECCA in the subject line to receive

1. Copy of slides
2. Top 20 tips all three books by Sue Ellson
3. Invitation to participate in newcomers research
4. Invitation to connect on LinkedIn