



How to Australian-ise your Resume

SpotJobs Career Expo

Sue Ellson BBus MIML MAHRI CDAA ASA MPC

1:30pm

Melbourne Convention and Exhibition Centre

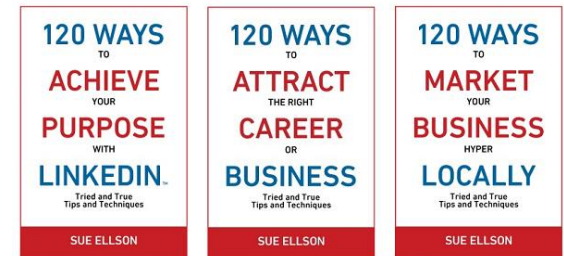
22 July 2018

<https://www.cdada.org.au/find-a-practitioner/search/?command=viewEntityContact&entityType=0&entitySerial=8293&membershipSerial=8293>

Sue Ellson BBus MIML MAHRI CDAA ASA MPC - Professional



- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 13,900+ Connections, 1,100+ profile views last 90 days, 220+ search appearances 7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development
- 2018 Answering questions on Quora.com – Top Writer 2018
- 2018 Member of Career Development Association of Australia



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



#1

Are you getting interviews?

- if you aren't getting interviews, your resume isn't working for you
- if you are getting interviews but you are but are not getting a job, then it is a question of 'fit' for the role and the organisation

#2

Is it easy to pronounce your name and identify if you are male or female?

- consider adding Ms or Mr to clarify
- consider an 'Anglo' name for the job search process
 - generally, do not include a photo

#3

Is your resume tailored for each specific role?

- the skills need to match the job description in a similar order
- everything needs to be in the resume (not just the cover letter) as some Applicant Tracking Systems do not include the cover letter

#4

How long is your resume?

- opinion varies on length (but keyword opinion doesn't)
- describe achievements, particularly for senior roles, next to each specific job
 - consider a one page version if you receive a referral

#5

Don't start with foreign information

- not education from foreign countries
- not experience only from foreign countries (start with skills and recognisable information)
- put this information on page 2 or beyond

#6

Don't include a passport photo

- especially a photo where you are not smiling
- most resumes in Australia do not have a photo
- most resumes in Australia do have a LinkedIn Profile link

#7

Don't include unnecessary personal information

- no need to include marital status, age, date of birth, details of referees, other languages before English

#8

Make it scan friendly

- does it look good on a mobile device?
- is it easy to read, particularly the first page (short bullet points)
- keep the formatting simple – plain and bold text – no underlining, text boxes, fancy fonts or images especially if going into an Applicant Tracking System

#9

Does it include a career summary?

- **this can help make it easy to review quickly, particularly if it is on the front page of the resume**
- **whilst functional resumes are suggested for career changers, most people prefer chronological resumes where they do not have to interpret information**

#10

Consistent Formatting

- write your mobile phone number as +61 402 123 456 so that it can be clicked and called or messaged
- do not have use an unprofessional email address
 - your address details are optional
- do not include a landline number as you will appear 'unemployed'

#11

Never lie

- do not, under any circumstances, provide false information
- you can massage the message, to help explain gaps or personal circumstances – it is better to go from a job than from no job

#12

No spelling mistakes

- if you need a proof reader, get one
- keep formatting consistent – tabs, bullet points, no need to have full stops on the end of bullet points (stops the eye)
 - use both full name and acronyms to appear in more search results

#13

What are the standards in your industry?

- find out from people or experts in the industry (for example, medical is very different to graphic design)
- don't forget to include professional memberships and certifications and possibly secure the Australian equivalent

#14

Explain your Qualifications

- you may need to have them 'converted' to an Australian equivalent and be professionally translated

<https://liveinmelbourne.vic.gov.au/work/overseas-qualification-unit>

#15

Make it Memorable

- what can you do to make it stick in the minds of the reader
(not a Poker playing Accountant)
- include something about your interests to help humanise your resume

#16

Include your LinkedIn URL

- make sure you have already personalised it to your own name

<https://www.linkedin.com/public-profile/settings>

#17

Put like information together

- all of the individual items can be added at the end for easy reference
(ie Education, Certifications, Interests, Work Rights, Multiple Languages, LinkedIn URL, Mobile Phone, Email, Referees Available on Request)

#18

Provide brief descriptions for all companies

- established in XXXX year, XYZ Company provides.....
 - also include website URL for reference

#19

**Remember, it MUST match the
job description or organisation
requirements**

- **If you are looking for a role within an organisation,
make sure you include additional
information suitable for other roles
if you are going to be 'kept on file'**

#20

Triple CHECK everything

- Including clickable links that they actually work, spelling, grammar (be consistent) – don't cram too much onto one page

<https://www.cdaa.org.au/find-a-practitioner>

120 WAYS

TO

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YOUR

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WITH

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THE RIGHT

CAREER

OR

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120 WAYS

TO

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YOUR

BUSINESS

HYPER

LOCALLY

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Action Steps

Email sueellson@sueellson.com or
SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from all three books
120 Ways To Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways To Market Your Business Hyper Locally
4. Two Sample Resumes (ATS and One Page Referral)

<https://www.cdaa.org.au/find-a-practitioner/search/?command=viewEntityContact&entityType=0&entitySerial=8293&membershipSerial=8293>