



# MELBOURNE CAREER EXPO

**14 - 16 July 2023**

**FREE ENTRY**

Online Registration Essential

[www.CareerExpo.com.au](http://www.CareerExpo.com.au)

## Over 50 and Fabulous

Sue Ellson GK BBus MPC PCDAА ASA MPC WV SPN MEdPlus

1:30pm 15 July 2023

### **Melbourne Career Expo**

Melbourne Convention and Exhibition Centre  
1 Convention Centre Place, South Wharf, Victoria 3006



[sueellson.com](http://sueellson.com)

# Sue Ellson GK BBus MPC PCDAAs ASA WV SPN MEdPlus

## Professional Experience

- 1982 Started work at Westpac in Adelaide until 1994
- 1987 Started acquiring digital skills and training people
- 1994 Moved to Melbourne from Adelaide
- 1994 Started consulting – careers, business, marketing, training (still completing)
- 2001 Founder and first website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management (now Institute of Managers and Leaders) until 2022
- 2003 Joined LinkedIn member number 77,832
- 2005 Member of the Australian Human Resources Institute until 2021
- 2008 Independent LinkedIn Specialist and Member of Melbourne Press Club
- 2012 Founder CamberwellNetwork.com until 2022 and SueEllson.com
- 2014 Teaching at the Centre for Adult Education and created 120 Ways Publishing
- 2015 Associate Member of Career Development Association of Australia CDAA and Member of Australian Society of Authors
- 2016 Wrote and published three 80,000 word 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
- 2018 Professional Member of CDAA, Quora Top Writer, Top 10 LinkedIn Expert in the Asia Pacific Region, Member of Writers Victoria
- 2019 Wrote and Published 45,000 word book 'Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs' – finalist in The Australian Career Book Award, member of the Small Press Network, Top 10 LinkedIn Expert in the Asia Pacific Region
- 2020 Released 'LinkedIn for me and my career or business' online edition
- 2021 Teaching for the Social Media College at the Australian Institute of Management
- 2022 International List of LinkedIn Experts
- 2023 Launched print edition of 'LinkedIn for me and my career or business' finalist in the Australian Career Book Award



# 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
- 2012 – 2022 Founder and Director, Camberwell Network
- 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 Network



# #1

## Records - Update your LinkedIn Profile and Resume or CV to now

- you need to have a record everything you have done so far
  - reflect on what you have enjoyed – tasks, industry, people
- have all of your records accessible to Applicant Tracking Systems
- update LinkedIn and Seek and any other recruitment platform records
- if not working now, list your current role as ‘Career Research – Job Title and Keywords’

[linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson](https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson)

## #2

# Focus - Reflect on your Values, Strengths and Context

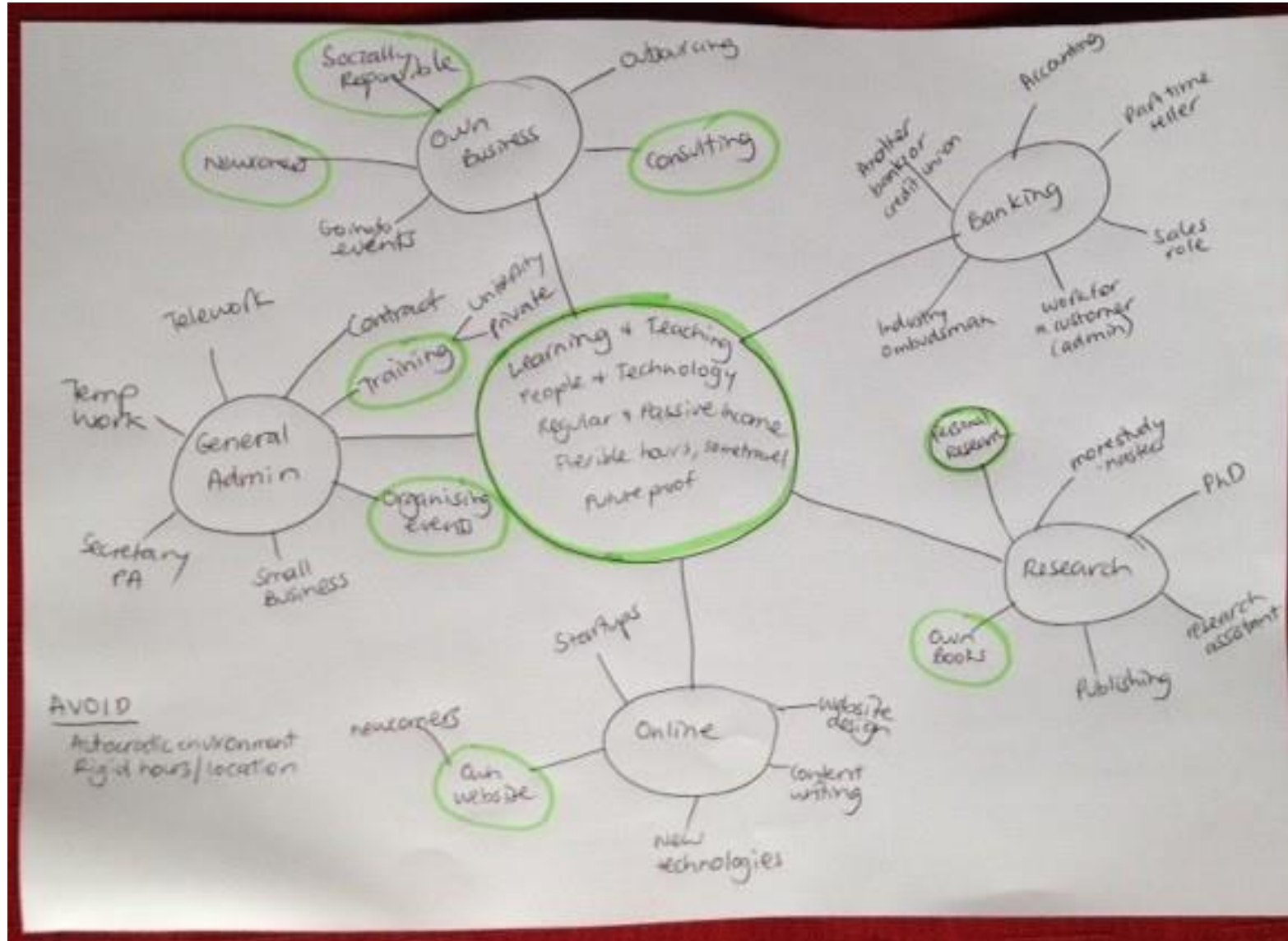
- Values – your beliefs and the exchange you offer
  - Strengths – natural and learned
- Context – internal and external personal circumstances
- Review – the process for securing work up until now
  - Access and availability – brain surgeon unlikely

[sueellson.medium.com/context-the-critical-decider-of-your-career-right-now-a2abb438e8f2](https://sueellson.medium.com/context-the-critical-decider-of-your-career-right-now-a2abb438e8f2)

[sueellson.com/blog/mature-age-workers-and-ageism-in-the-workplace](https://sueellson.com/blog/mature-age-workers-and-ageism-in-the-workplace)

[sueellson.com/blog/the-ageing-workplace](https://sueellson.com/blog/the-ageing-workplace)

[thewhynetwork.com/271490/10843100](https://thewhynetwork.com/271490/10843100) (Why I became a Gigster)





# #3

## Network – Your Network = Your Net Worth

- who can you network with and get a referral - professional peers, friends, work colleagues, team mates, fellow students or alumni – 10 years older or younger than you
- are you a member of a professional association or industry group?  
(they may list roles or offer mentoring / reverse mentoring opportunities)
  - have you sought professional career assistance?
    - what is available close-to-home?

[linkedin.com/pulse/career-changers-top-20-tips-reinvent-your-life-expos-sue-ellson](https://www.linkedin.com/pulse/career-changers-top-20-tips-reinvent-your-life-expos-sue-ellson)

[linkedin.com/pulse/career-advice-my-younger-self-sue-ellson](https://www.linkedin.com/pulse/career-advice-my-younger-self-sue-ellson)

[linkedin.com/pulse/working-close-home-sue-ellson](https://www.linkedin.com/pulse/working-close-home-sue-ellson)

# #4

## Resources - where you can get help

- **Mature Age Workers Hub**  
[dewr.gov.au/mature-age-hub/employing-mature-age-workers](http://dewr.gov.au/mature-age-hub/employing-mature-age-workers)
- **Workforce Australia Services Wage Subsidy** is a financial incentive (up to \$10,000) to encourage businesses to hire and retain mature age employees who are 50 years and over  
[dewr.gov.au/wage-subsidies](http://dewr.gov.au/wage-subsidies)
- **The Skills and Training Incentive** provides up to \$2,200 to jointly fund training to help an employee build skills to remain in the workforce longer [dewr.gov.au/skills-and-training-incentive](http://dewr.gov.au/skills-and-training-incentive)
- **Free careers quiz and job descriptions** [myfuture.edu.au/get-started](http://myfuture.edu.au/get-started)
- **Finding a job guide** [vic.gov.au/finding-job](http://vic.gov.au/finding-job)
- **Jobs Victoria Career Counsellor**  
[jobs.vic.gov.au/help-for-jobseekers/personalised-support/jobs-victoria-career-counsellors](http://jobs.vic.gov.au/help-for-jobseekers/personalised-support/jobs-victoria-career-counsellors)
- **Career Development Association of Australia** [cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx](http://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx)
- **Employee Assistance Programs, Outplacement Services, Recruiters, Education, Local Community or Council**
- **Be discerning with the advice from well-meaning friends, family and colleagues**



# #5

## Training - Competency Development

- consider free and low cost micro credentials
- consider temporary offer to local enterprises (own ABN)
  - consider two or more part time opportunities
- consider a job for now and from a job or work to a new job

\* LinkedIn Learning Courses – free with a current Local Library membership

[linkedin.com/pulse/can-unemployment-good-you-sue-ellson](https://www.linkedin.com/pulse/can-unemployment-good-you-sue-ellson)

[linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson](https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson)

## #6

# Courage – 60% is good enough

- anything you can do that is difficult but not dangerous
- celebrate your achievements and record them in detail
  - no regrets, just from now on

[sueellson.com/blog/difficult-not-dangerous](https://sueellson.com/blog/difficult-not-dangerous)

# #7

## Voluntary Work

- get out of the house and do something new
- meet people, gain skills, ask questions, get referrals
- add achievements to your resume and LinkedIn Profile  
(can even include in Experience Section rather than Voluntary Section)

[linkedin.com/pulse/how-help-someone-career-when-wont-listen-your-advice-sue-ellson](https://www.linkedin.com/pulse/how-help-someone-career-when-wont-listen-your-advice-sue-ellson)

[sueellson.com/blog/is-any-job-better-than-no-job](https://sueellson.com/blog/is-any-job-better-than-no-job)

# #8

## Persistence - broaden your view

- Two hours per day, five days per week
  - Can you improve where you are?
    - Can you have a 'job for now'?
  - Can you fix another aspect of your life?
- Could further education or training give you a spark?
- Do you need counselling to overcome past trauma?
  - Could you add more joy in your life?

[sueellson.medium.com/self-love-beliefs-scripts-feelings-and-recovery-33cccf1b9d33](https://sueellson.medium.com/self-love-beliefs-scripts-feelings-and-recovery-33cccf1b9d33)

[sueellson.medium.com/a-job-for-now-rather-than-a-career-for-life-1f25becae610](https://sueellson.medium.com/a-job-for-now-rather-than-a-career-for-life-1f25becae610)

[linkedin.com/pulse/how-change-your-life-10-years-less-sue-ellson](https://linkedin.com/pulse/how-change-your-life-10-years-less-sue-ellson)

# #9

## Start small

- research your options and consider international!
- can you reflect on what is really important to you in your life?
- can you move beyond racism, ageism, experience level, anecdotes?
  - consider paid networking – Airtasker, Weploy

[linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson](https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson)

[russellallert.com.au/still-relevant-mentors](https://russellallert.com.au/still-relevant-mentors)

[sueellson.medium.com/choosing-your-new-years-resolutions-new-month-resolutions-and-new-you-resolutions-e256444205bb](https://sueellson.medium.com/choosing-your-new-years-resolutions-new-month-resolutions-and-new-you-resolutions-e256444205bb)

[sueellson.medium.com/surviving-the-gig-economy-new-ways-to-work-edc3860cdaba](https://sueellson.medium.com/surviving-the-gig-economy-new-ways-to-work-edc3860cdaba)

[sueellson.medium.com/work-from-home-wfh-hero-hacks-93f8042dbdfe](https://sueellson.medium.com/work-from-home-wfh-hero-hacks-93f8042dbdfe)

[sueellson.medium.com/do-you-play-the-cards-of-illness-707ee0c83598](https://sueellson.medium.com/do-you-play-the-cards-of-illness-707ee0c83598)

[linkedin.com/pulse/partners-business-life-sue-ellson](https://www.linkedin.com/pulse/partners-business-life-sue-ellson)

# #10

## Say Thank You

- acknowledge what you have achieved up until now, pat yourself on the back
  - give descriptive written thank you's to everyone on your journey
- listen but choose what you will act on – consider the agenda of the adviser
  - say thank you to the people who support you regardless of your choices

[sueellson.com/blog/my-other-family](https://sueellson.com/blog/my-other-family)



# Summary

- Records
- Focus
- Network
- Resources
- Training
- Courage
- Voluntary Work
- Persistence
- Start Small
- Say Thank You



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### Email QR Code

Email:

sueellson@sueellson.com

Subject:

Melbourne Career Expo Attendee

Message:

I would like the slides and recording link please

[sueellson@sueellson.com](mailto:sueellson@sueellson.com) or 0402 243 271

[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)