

MELBOURNE CAREER EXPO

14 - 16 July 2023

FREE ENTRY

Online Registration Essential

www.CareerExpo.com.au

Top Ten Tools for Job Seekers

Sue Ellson GK BBus MPC PCDA ASA MPC WV SPN MEDPlus

10:30am 15 July 2023

Melbourne Career Expo

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



Career Development
Association Australia

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 of 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

[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

sueellson.medium.com/context-the-critical-decider-of-your-career-right-now-a2abb438e8f2

thewhynetwork.com/271490/10843100 (Why I became a Gigster)



#3

Network – Your Network = Your Net Worth

- who can you network with - parents, professional peers, friends, work colleagues, team mates, fellow students or alumni
- are you a member of a professional association or industry group?
(they may offer positions or mentoring support)
 - have you sought professional career assistance?

[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)

#4

Resources - where you can get help

- myfuture.edu.au/get-started - free careers quiz and job descriptions
- vic.gov.au/finding-job - finding a job guide
- jobs.vic.gov.au/help-for-jobseekers/personalised-support/jobs-victoria-career-counsellors - Jobs Victoria Career Counsellor
- cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx - Career Development Association of Australia
- Employee Assistance Programs, Outplacement Services, Recruiters, Education
- Be discerning with the advice from well-meaning friends, family and colleagues

#5

Training - Competency Development

- consider free and low cost micro credentials
 - consider work experience
 - consider several part time opportunities
- reflect on your personal struggles and motivations (is healing needed?)

* 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-under-30-years-age-sue-ellson](https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson)

[linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-sue-ellson](https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-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

#7

Voluntary Work

- get out of the house and do something new
 - meet people, gain skills, get referrals
- add achievements to your resume and LinkedIn Profile

[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)

#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

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://www.linkedin.com/pulse/how-change-your-life-10-years-less-sue-ellson)

#9

Start small

- research and plan to ‘change within two years’
- can you manage your finances more effectively?
- 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

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

sueellson.medium.com/work-from-home-wfh-hero-hacks-93f8042dbdfe

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

Summary

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



@sueellson



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 or 0402 243 271

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