

# MELBOURNE CAREER EXPO

## FREE ENTRY

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

## To Use AI or Not To Use AI

Sue Ellson GK BBus MPC PCDAASASA WV MEdPlus SWWV

11:30am Saturday 18 July 2025

### Melbourne Career Expo

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



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



# Fast Facts – more at sueellson.com

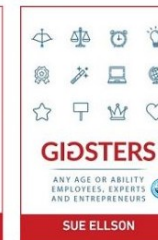
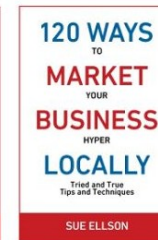
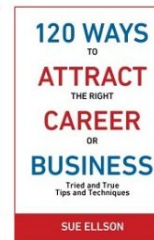
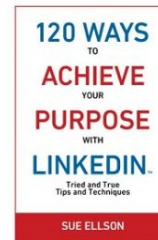
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## Founder



## Author



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>



# Follow on Social Media



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson>  
27,136 Connections, 32,222 Followers
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson>  
1,191 Followers
- ✓ Facebook <https://www.facebook.com/sueellson2> 299 Followers
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems)  
547 Followers
- ✓ Pinterest <https://au.pinterest.com/sueellson> 23 Followers
- ✓ Reddit <https://www.reddit.com/user/sueellson> 7 Achievements
- ✓ Substack <https://substack.com/@sueellson> 45 Followers
- ✓ TikTok <https://www.tiktok.com/@sueellson> 170 Followers
- ✓ Twitter / X <https://x.com/sueellson> 437 Followers
- ✓ YouTube <https://www.youtube.com/@sueellson>  
776 Subscribers, 242 Videos – goal is 1,000+ Subscribers
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<https://www.linkedin.com/newsletters/7011478630589497344>
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**<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>**

# Discussion Session

1. Online Ecosystem
2. Brand Ecosystem
3. Content Ecosystem
4. Recruitment Ecosystem
5. Where could AI be helpful?
6. Specific Concerns
7. Practical Uses of Generative AI
8. Discussion and Use Cases

**Getting Interviews = Your application is aligned**

**Getting interviews but not getting a job = Not a fit, ignore reason, continue looking and/or revise strategy**



# Online Ecosystem

## Online Search Results

- Google, Bing, Yahoo
- Algorithm Based
- Qualified Included
- Weighted Database
- Duration of Past Views
- Other Online Qualifiers
- Multiple Quality References
- Author Identity (ISBN Book)
- Age, Recency, Relevancy
- Few Words Search Query

## Social Media Results

- Closed Environment
- Megalomaniac
- Addictive
- Selective Shares
- Pay to Play
- Organic Reach Difficult
- Not always indexed
- Quality deteriorating
- Click bait increasing
- Variable time spent online

## Generative AI Results

- Gemini, Chat GPT, MS Copilot
- Comprehensive Data Scrape
- Enormous Dataset from Websites
- Probability or Mined Data Result
- Large Language Models
- Natural Language Processing
- Some Easily Located References
- Creates Narrative Answers
- Requires keyword+ content
- More Words Prompt Query



# Brand Ecosystem

## **Selected Websites**

Related or Specific  
High Domain Authority  
Media and Reviews

## **Reviews**

Google  
Facebook  
On your website

## **Essential Social Media**

LinkedIn  
Facebook  
YouTube

## **Your Website**

(Only thing you own  
and read by AI)

## **Directory Websites**

Google Business  
Bing Places

## **Optional Social Media**

Instagram  
Pinterest  
TikTok etc

## **Archive**

To keep a permanent  
record online  
<https://web.archive.org>



# Content Ecosystem

## In Platform Tools

- Designed for Platform Goals
- Encourage Engagement
- Generic Solutions
- Not Optimised Your Goals
- Regularly Changing
- Topic (Not Relationship) Focused

## Generative AI Tools

- Not Australian Centric
- Generic Solutions
- Often Verbose
- Non-Distinctive
- Non-Memorable
- Non-Narrative (Story Driven)

## AI Developed Tools

- Many still in 'Learning' Mode
- Not Aligned Legacy Systems
- Still Need Accuracy Checks
- Can Exclude Non-Gamers
- Pay to Play
- Small Database Sizes



# Recruitment Ecosystem

1. Swamped with AI generated 'slop'
2. Recruiters and decision-makers overwhelmed by application numbers
3. AI generated content easily identifiable (and often excluded)
4. Lacking Australian personality and memorability
5. 'Matches' Job Description but not always accurate
6. Doesn't consider career development principles:  
e.g. Do you speak any other languages?  
(No, but can lip read which would be useful in the role)
7. Reduction in advertised roles to avoid being inundated
8. Reliance on tools like LinkedIn to avoid assessing multiple AI generated applications – you'll need a profile



# Where Could AI Be Helpful?

1. **First Draft Ideation** – if you don't know where to start
  2. **Research** – to explore career goals, new industries or roles
  3. **Proofing** – to see if there is anything that could be corrected
  4. **Testing** – to check your thoughts before proceeding
  5. **Assessment** – to see if there is anything that has been missed
  6. **Review** – to compare, clarify, tweak according to other content
  7. **Prepare** – to guide you through possible interview questions
  8. **Follow Up** – to create a relevant thank you message
  9. **Support** – provide next steps as needed
  10. **To Connect** – you with a qualified person
- \* Remember to ALWAYS fact check and review**



# Specific Concerns

1. **Provides incorrect information** (despite citations – lawyer example)
2. **Can create doubt in your abilities** (bamboozles you with too much info)
3. **Provides same information** (for either version of a question)
4. **Potential to reduce own self efficacy** (avoids ‘getting to the point’)
5. **Defers learning process** (writing can sort your thoughts and prepare you for live behavioural interview questions)
6. **Decision-maker could use it the same way you do and not know what they are doing either!** (wasting time and money when lived experience could have delivered a quicker and better result)



# Specific Concerns

7. **Not based on the specific situation** (internal research that AI does not have access to and based on what has already been published online)
8. **Ultimately, a decision-maker often makes an emotional decision** (not a logical solution so AI cannot overcome this issue)
9. **Can exclude people with diverse backgrounds** (that could be a good fit for other reasons)
10. **Many decision-makers do not have formal recruitment training but make recruitment decisions** (e.g. interview more than three final candidates when their recruitment process should have sorted people in or out much earlier)



# Practical Uses of Generative AI

Think Claude, Chat GPT, Gemini, MS Copilot etc as a Job Seeker

1. A first step option if you want an instant start on a very different topic to a topic you already know something about
2. A review and analysis of what you upload or direct it to (beware of privacy and ensure a comprehensive prompt query to meet all of your job seeker needs)
3. As a tool for converting a PDF or image to text
4. As an assistant to you if you are very clear with comprehensive prompt queries aligned to career development and recruitment principles



# Discussion and Use Cases

Let's share some stories and use cases that could be helpful to others...

Think for yourself,  
or others will think for you  
without thinking of you.  
Henry David Thoreau



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# Professional Support

- CDAA Member  
<https://www.cdaa.org.au/CDAAWebsite/Web/About-Career-Development/Find-a-Career-Specialist-Landing.aspx>
- Pay by the Hour / Package
- Work Skills different to Work Search Skills
- Secure a more aligned and better paying role faster and reuse work search skills in the future



# Additional Resources

*Skills to get a job not the same as the skills to do a job*

- Free careers quiz and job descriptions <https://myfuture.edu.au/get-started>
- Finding a job guide <https://www.vic.gov.au/finding-job>
- Career Development Association of Australia  
<https://cdaa.org.au/CDAASite/Web/About-Career-Development/Why-Seek-Career-Support.aspx>
- Employee Assistance Programs, Outplacement Services, Selected Recruiters, Education Providers, Local Community or Council Programs
- Beware of advice from well-meaning friends, family and colleagues
- <https://sueellson.com/webinars-and-recordings>



# Melbourne Career Expo 2023, 2024, 2025, 2026

## 2026

LinkedIn Job Hunting Hacks 10:30am CDAA Workshop Area  
To Use AI or Not to Use AI 11:30am CDAA Workshop Area

## 2025

Maximising Your LinkedIn Profile 12:30pm CDAA Workshop Area  
LinkedIn for Over 40's 2:30pm CDAA Workshop Area

## 2024

Top 10 LinkedIn Career Tools 10:30 am CDAA Workshop Area  
Top 10 Return to Work Strategies 12:30pm CDAA Workshop Area  
How to ask for a promotion or a pay rise 2:00pm Main Stage

## 2023

Top Ten Tools for Job Seekers 10:30am CDAA Workshop Area  
Over 50 and Fabulous 1:30pm CDAA Workshop Area  
Using AI for finding work 2:30pm Main Stage



<https://sueellson.com/melbourne-career-expo-workshops-and-presentations>

# Upcoming Workshop

## LINKEDIN FOR ME AND MY CAREER OR BUSINESS

Saturday 25 July 2026  
11am - 1:00pm  
Melbourne City Library  
253 Flinders Lane  
\$29 - \$59

**BOOK NOW**

## MELBOURNE



With LinkedIn Specialist  
and Author Sue Ellson



Includes digital &/or  
paperback book



<https://linkedinforme.eventbrite.com.au>

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## ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>

## ✓ Questions and Answers



Google Review



Facebook Review



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