Your Job Search Is Like a Marketing Plan

Today – Job Search and Networking

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Graphic from: https://www.targetmarketingmag.com/post/6-ways-job-search-like-marketing-plan/all/ (bevipro.com)
TODAY: Job Search & Networking

1. How to find the right job and develop your Job Search Skills
   – What do you want?
   – Where do you look?
   – How do you target?

2. Networking:
   – Why network?
   – Networking Strategies and approaches

Workshop series – Encourage you to leverage your research skills and grant/publication writing skills to identify target roles/organisations/research groups; write a compelling job applications; and land the role via a successful Interview

Other workshops -
• Resume & Cover letters:
• Selection Criteria & Interviews:

Tuesday 13th November
Wednesday 14th November

Your Job Search Is Like a Marketing Plan

Graphic from: [https://www.targetmarketingmag.com/post/6-ways-job-search-like-marketing-plan/all/](https://www.targetmarketingmag.com/post/6-ways-job-search-like-marketing-plan/all/) (beviepro.com)
Future for Young Australians - New Work Mindset (2016)

- 4,600 unique skills requested by employers across 2.7 million online job advertisements were analysed. Using a clustering algorithm, over 1000 occupations were grouped based on whether employers demanded similar skills from candidates.

- 7 New Job clusters in Australia.

- Most young people are skilled for more jobs than they or potential employers, actually realise.


7 Job Clusters – in more detail

- The Generators cluster comprises jobs that require a high level of interpersonal interaction in retail, sales, hospitality and entertainment.

- The Coordinators cluster comprises jobs that involve repetitive administrative and behind-the-scenes process or service tasks.

- The Informers cluster comprises jobs that require professionals providing information, education or business services.

- The Carers cluster comprises jobs that seek to improve the mental or physical health or well-being of others, including medical, care and personal support services.

- The Technologists cluster comprises jobs that require skilled understanding and manipulation of digital technology.

- The Designers cluster comprises jobs that involve deploying skills and knowledge of science, mathematics and designs to construct or engineer products or buildings.

- The Artisans cluster comprises jobs that require skill in manual tasks related to construction, production, maintenance or technical customer service.

- Research/Analysis /Technology
ACTIVITY 1:

Consider and Discuss the 13 possible jobs for the Environmental Research Scientist:

- **Job skills** (inner circle)—
  How many of these would you have thought of? What extra skills could you include that you have?

- **Job options** (outer circle) —
  Are you surprised / not surprise re the options? How could this approach be used for you?

Think/Pair/Share

Personal Action Plan

<table>
<thead>
<tr>
<th>Goal:</th>
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<table>
<thead>
<tr>
<th>What do I need to do?</th>
<th>By when?</th>
<th>Resources / Assistance Required</th>
<th>How will I know I have achieved this goal?</th>
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</tbody>
</table>

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**Personal Action Plan Example**

**Decision: To apply for work in Sydney!**

<table>
<thead>
<tr>
<th>What do I need to do?</th>
<th>By when?</th>
<th>Resources required</th>
<th>How will I know if I have achieved this?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research graduate marketing jobs in Sydney</td>
<td>Today</td>
<td>Time, computer</td>
<td>I will create a spreadsheet outlining graduate marketing jobs available in Sydney</td>
</tr>
<tr>
<td>Speak to friends that are working in marketing in Sydney</td>
<td>This week</td>
<td>Time, phone conversations with friends</td>
<td>I will get a sense for the market in Sydney at the moment</td>
</tr>
<tr>
<td>Work out the total cost of relocating</td>
<td>This week</td>
<td>Funds, time</td>
<td>I will prepare a budget</td>
</tr>
<tr>
<td>Update my resume and get it reviewed by Curtin Careers Employment &amp; Leadership</td>
<td>Friday</td>
<td>Time, computer, Curtin Careers</td>
<td>My resume will be updated and ready to be tailored to each position I apply for</td>
</tr>
</tbody>
</table>

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Career Pathways – What are your choices?

- What is your Job Search Marketing strategy?
- How can you showcase your skills and experience to meet the EMPLOYERS needs.
  - How does the way you write and talk about your skill set change?

**RESOURCE/READING: 10 Career Paths for PhDs**
https://www.jobs.ac.uk/media/pdf/careers/resources/10‐career‐paths‐for‐phds.pdf

**ACTIVITY 2: Career Pathways**

- What career path are you considering?
- How do you think the way you write and talk about your skill set will change, depending on goal?
  - Research and/or Teaching
  - Professional Researcher
  - Complete Career Change
  - Action Plan –
    - What are you going to do now?
    - By mid-year...

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Think/Pair/Share
What employers look for:
An equation for your success

Qualification(s)

+ Employability Skills (communication, leadership, problem solving, collaboration & teamwork etc)

+ Career Management Skills (career direction, resume writing, interview skills etc)

+ Industry Experience (fieldwork, placements, labs, work experience, employment)

+ Enterprise and Technology Skills & Commercial Awareness

Belief in yourself, ability to articulate all this + BAGS OF PASSION

Where to find jobs: VISIBLE vs HIDDEN MARKET

Visible Market

- Advertisements & Job boards
- Recruitment Agencies

Hidden Market

- Networking / Word of Mouth
- Contacts from existing staff
- Internal promotion / lateral move / temps / consultants

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Identify the top 3 methods you use to find jobs:

- Online jobs on company website
- Online search engines e.g. Google, Seek, Unijobs
- Job specific publications e.g. New Scientist
- Local and regional newspapers
- Networking using informal contacts e.g. family/friends
- Networking using formal contacts e.g. academic conferences, business events
- Professional Associations
- Recruitment Fairs
- Facebook
- LinkedIn
- Twitter
- Online recruitment companies e.g. Hays, Michael Page

Mostly Reds: Information focussed

<table>
<thead>
<tr>
<th>Your main focus</th>
<th>Locating advertised job applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Actions</td>
<td>Finding the information and sending an application</td>
</tr>
<tr>
<td>Resources you might use</td>
<td>Local and regional newspapers, job specific publications such as New Scientist, online search engines such as Google; SEEK.com; Unijobs etc</td>
</tr>
</tbody>
</table>
| Advantages | Saves times as you can apply for jobs anywhere
Less people interaction |
| Disadvantages | You rely only on your application to make a positive impression on the employer.
You may not stand out from the other applicants.
Positions are competitive as they are publically advertised |
### Mostly Purples: People focussed

<table>
<thead>
<tr>
<th>Your main focus</th>
<th>Opportunities to network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Actions</td>
<td>Building contacts</td>
</tr>
<tr>
<td>Resources you might use</td>
<td>Networking:</td>
</tr>
<tr>
<td></td>
<td>e.g. conferences linked to your PhD, business events, placements for your degree or after your PhD e.g. iPREP <a href="http://www.waresearch.com/i/igrepwa/c1ou">http://www.waresearch.com/i/igrepwa/c1ou</a></td>
</tr>
<tr>
<td></td>
<td>e.g. family and friends, recruitment fairs, members of professional associations e.g Engineers Australia</td>
</tr>
<tr>
<td>Advantages</td>
<td>It’s a great way to make a positive lasting impression – especially on placements / at conferences</td>
</tr>
<tr>
<td></td>
<td>You discover information first-hand about an organisation</td>
</tr>
<tr>
<td></td>
<td>You discover hidden job opportunities that might not be advertised</td>
</tr>
<tr>
<td></td>
<td>You start building your network</td>
</tr>
<tr>
<td>Disadvantages</td>
<td>Can be time consuming as you will be meeting many people who may not have opportunities available at that particular time</td>
</tr>
<tr>
<td></td>
<td>Challenging if you have no informal networks</td>
</tr>
<tr>
<td></td>
<td>Challenging for some people who aren’t comfortable networking face to face</td>
</tr>
<tr>
<td></td>
<td>If you make a negative impression e.g. conferences - people will remember!</td>
</tr>
</tbody>
</table>

### Mostly Greens: Profile focussed

<table>
<thead>
<tr>
<th>Your main focus</th>
<th>Getting yourself out there</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical Actions</td>
<td>Building an online profile</td>
</tr>
<tr>
<td>Resources you might use</td>
<td>Online recruitment agencies e.g having your profile on SEEK</td>
</tr>
<tr>
<td></td>
<td>Social media i.e. LinkedIn, Twitter, Academia.edu, ResearchGate, your own website/blog</td>
</tr>
<tr>
<td>Advantages</td>
<td>Free marketing tool that reaches many people, including potential employers</td>
</tr>
<tr>
<td></td>
<td>You can sell and promote what you want. You are in control</td>
</tr>
<tr>
<td></td>
<td>Find potential hidden jobs through engaging with people on LinkedIn, or joining companies’ Facebook pages</td>
</tr>
<tr>
<td></td>
<td>Great for people who aren’t as confident at networking face to face</td>
</tr>
<tr>
<td>Disadvantages</td>
<td>Remember, whatever you put online has the potential to be seen by anyone!</td>
</tr>
<tr>
<td></td>
<td>Many employers perform an internet search of potential candidates to see what their online profile is like before asking for an interview</td>
</tr>
</tbody>
</table>
Future Job Search ... Use a Combination Approach

- **Reds**: Information focussed
- **Purples**: People focussed
- **Greens**: Profile focussed

Think about how can you use these insights to leverage the Visible/Advertised market and the Hidden market?

**JOB SEARCH**: Identify targets, create job search strategy, and monitor relevant sites

**EXAMPLE:**

<table>
<thead>
<tr>
<th>Academic Career – Research &amp; Teaching</th>
<th>Options Using Professional Experience and skills</th>
<th>Career change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other sites: Resources(USA) <a href="https://www.highered360.com/">https://www.highered360.com/</a></td>
<td></td>
<td>Advice and information re transitioning to industry: <a href="https://cheekyscientist.com/">https://cheekyscientist.com/</a></td>
</tr>
</tbody>
</table>

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6 Job Search Tips that are so Basic people forget them....
https://www.themuse.com/advice/6-job-search-tips-that-are-so-basic-people-forget-them

1. Make Yourself a “Smack-in-the-Forehead” Obvious Fit
Study the job description and any available information you have on the position. Are you mirroring the words and phrases in the job description? Are you showcasing your strengths in the areas that seem to be of paramount importance to this role? Line it up. Line it up.

2. Don’t Limit Yourself to Online Applications During Your Job Search
Start finding and then endearing yourself to people working at that company of interest. Schedule informational interviews with would-be peers. Approach an internal recruiter & ask questions.

3. Remember That Your Resume (and LinkedIn Profile) Is Not a Tattoo
Treat them as living, breathing documents throughout your job search (and career). Adjust strategically.

4. Accept That You Will Never Bore Anyone Into Hiring You
Give yourself permission to be both polished and endearing. Memorable, likable candidates are almost always the ones who go the distance.

5. If You’re Not on LinkedIn, You Very Nearly Don’t Exist
It’s (by far) the best resource we have available today for career and job search networking, for finding people working at companies of interest, and for positioning yourself to be found by a recruiter who has a relevant job opening.

6. Thank You Matters
Speed with which you send a thank you note, and the quality, will make an impact.
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[Image from: https://www.targetmarketingmag.com/post/6‐ways‐job‐search‐like‐marketing‐plan/all/ (beviepro.com)]

Networking

What is Networking?

networking

1. a supportive system of sharing information and services among individuals and groups having a common interest:

- Networking can help you gather information about something; find a job or help get a promotion at work.
- Everyone you know can be in your network, and their networks can be yours.
- Networking can be formal i.e. at professional events, or informal i.e. through a family friend

[Image from: https://www.dictionary.com/browse/networking]
Network towards an Academic Career

"Networking is crucial in academia before and after you get a job – you need to be active in your field, attend conferences, participate and find collaborators – so you might as well start as early as possible.

Get used to sharing your research interests and being curious about other people’s, both at events and online.

Ask your supervisor and external examiner for introductions. Look into which social media tools are well-used in your field – would it be worth joining Twitter, Academia.edu, ResearchGate, commenting on other academics’ blogs or even starting your own?"

Rachel Wells, Guardian Careers Blog 23rd Oct 2012

The Research Whisperer – Blog post
Networking that works; By Tseen Khoo (25 September 2018)

Short List of Reasons – why she’d recommend someone:

Authentic manner
Their manner counts for all – do I feel they’re trying to ‘sell’ me something? Do they really get what our work is about? Can they see why we might be sceptical of their offerings (and how do they deal with that)? Don’t pretend to be something or someone you’re not. Approach honestly. Be genuine. Don’t over-promise. It counts when you’re dealing with someone like me. A lot.

Smart, not smug
There’s confidence and there’s arrogance. They aren’t the same thing. I love confident, smart people who listen well, are willing to learn, and admit mistakes.

Get things done
A big part of why I’d recommend someone for a role or project is because I know they are doers. - follow through, or keep in touch and communicate about delays or derailments….. It’s that they take things on, are accountable for that task’s responsibilities, and create good outcomes from whatever it is. Subscribe to: https://theresearchwhisperer.wordpress.com/

Make tomorrow better.
Networking works – LinkedIn

I used to be skeptical about the power of #networking and if #linkedin really worked for getting a job. Nevertheless, this year I took a deep dive on it and I realize how wrong I was.

Networking WORKS!!! And LinkedIn works marvels as a platform for linking professionals. I less than a year I found out what #datascience was, took some courses to readapt my knowledge from academic research to this field, qualified my Ph.D. project, wrote a review article for my Ph.D., got married, networked and, finally, this September got several job offers through networking. 2018 was my year ;) I went from being anxious for not getting offers to actually declining offers in a matter of a couple of weeks! Now I can feel proud of my accomplishments. I got an amazing position as a data scientist, per project basis, at Data Minders and I'm also starting next week at a full-time position as a statistical modeling analyst at Flex Relacionamentos Inteligentes.

So, for everyone in my network in the same boat, never give up! Always take the first step. Engage in conversations. Nourish your connections. Discuss relevant topics. LinkedIn isn't the place for being shy, go for it! And then, after your network has ripened, all doors will begin to open.

Networking Techniques – Group Activity (#3)

1. Conversation starters including examples of open ended and closed questions.

2. What are the personal qualities and skills of a good networker?

3. What are the actions of a good networker – before, during and after the networking activity?
Question Master – your weapon for successful networking

Open ended examples include:
• Who do you work for?
• What do you like most about your job?
• What is your research about?
• What are your results like so far?
• What were the toughest moments in your PhD?
• Where do you want to be in three years’ time?
• When did you start working there?
• Which is the best paper you have seen so far?
• Why did you pick that company / research group?
• How do you find undertaking research in your group? Pro’s and con’s?
• How did you get the job?
• How is it to live in your city?

BODY LANGUAGE, TONE & EXPRESSION

First Impressions Count: It takes just one-tenth of a second for us to judge someone and make a first impression. Once formed, first impressions tend to be stable and are difficult to change.

Posture, Eye Contact and Stance
Smiling (raises Tone) and Energy
Demonstrating Interest and Active Listening
Mirroring / body language
Networking Scenarios – Group Activity

Brainstorm in your group what actions you would take in the scenarios to be an effective networker.

You are at an evening event titled Meet the Geologists organised by the Australian Institute of Geoscientists. The event is a panel discussion with four industry guest speakers and a facilitator. The panel discussion has finished and guests have been invited to enjoy drinks and nibbles whilst networking in the main conference room.

• Scenario 1
You have just arrived in the room where the networking is being held and have got yourself a drink and something to eat. You don’t know anyone. What is your next move?

• Scenario 2
One of the panel members is Jo Reid, a well-known structural geologist that you would love to have the opportunity to talk to. Jo is currently engaged in a conversation with a small group of other guests. You would like to join that group. What should you do?

• Scenario 3
You have been speaking to another guest for about 15 minutes. You feel like you have run out of things to say and you would like to chat with someone new to make the most of this networking opportunity. What do you do?

Scenario 4
You’re almost a year into your PhD in Perth and a fellow PhD candidate in your department mentioned the existence of a research team based at the University of Exeter in the UK, which you are very interested in finding out more about. You don’t know any of the team members based there but would love to connect with them. What steps could you take to connect with them?

Scenario 5
You’re part way through your PhD in Environmental Science and are enjoying the challenge but realise that an academic career pathway is not for you. You are interested in exploring what it might be like to work in industry as an Environmental Consultant.

One of the Lecturers in your department, who you don’t know very well, also works as an Environmental Consultant. You’re interested in exploring this sector and would love to get some work experience. What will you do next?
Groups / Events / Conferences

Tips for successful networking:

• Arrive early to an event, so as not to be overwhelmed by a large crowd
• Volunteer to help out at the event. Present at the event if possible.
• Find the person who knows everyone and ask them who’s who
• Go to an event with a networking friend or acquaintance
• Prepare a short statement about yourself *(30-60 second summary)*
• Pick a group that has spaces for you to slot into – within 30 seconds someone should notice you, if not, move on!
• Focus your attention on one-on-one conversations if you’re uncomfortable chatting in groups – look for people who look lost
• Start a conversation with a simple “hi, how are you?”
• Sit next to strangers at events *(not alone or with people you already know!)*
• Connect with people before the event – LinkedIn etc
• Facilitate, rather than dominate conversation
• Take names and contact details

What is the most successful technique to make contact?

Never ask for a job!
Instead, ask for an informational interview:
  – Over coffee
  – Via email
  – Via phone

Map out key questions, ask open questions, take notes & thank them
People love to talk about themselves & will be much more receptive to this type of request than “do you have any jobs”

How to make contact?

• Peer Groups, PostGrad Student clubs (shared experience)
• Supervisor – introductions to key researchers/industry
• Local Society – student member, active roles
• 3M Thesis
• iPrep
• LinkedIn !!!!!
Develop your 30 second Intro - Personal Branding

- Think of 3 Unique Selling Points (USPs) which describe you and put them into a short paragraph that you could learn and reel off naturally when asked about yourself
- Add a sentence to explain what you’re looking for

“My name is Kathleen. I’m an experienced Career Consultant, and currently specialise in working with research and tertiary students to establish their careers. Having successfully transitioned through 3 major careers: Research Scientist, Pharmaceutical Industry Professional, Career/Talent Management, I understand the challenges and rewards to pursuing your career goals, and developing and broadening your skill set along the way. I’m looking for some insights on three top challenges research students are currently experiencing early in their career...

Or

“My name is…..I’m a Business PhD student from Curtin University. My area of specialisation is business analytics and I also have experience in health informatics and healthcare finance. Helping organisations to plan, analyse, and report management outcomes by using sophisticated technology is my passion. I’m looking for some tips on how to make the transition from research degree into a health service”

Additional Networking articles:

5 Tips for Non-Awkward Informational Interviews
- **Prepare your questions** – a couple of questions (standard and abstract) to get the conversation flowing that this is a request most people would feel flattered to accommodate – most people like helping people. Send the person a friendly, concise email that gets right to the point.
- **Do your research** – be well prepared, find out relevant information regarding the person, the company, the role. Plan a good conversation and key elements to discuss.
- **Prepare your questions** – a couple of questions (standard and abstract) to get the conversation flowing.
- **Keep it short** – be respectful of their time, and acknowledge and keep to time.
- **Cement the Connection** – follow up! Thank you! Acknowledge action plans, and/or cement the relationship with follow articles of relevance.

• [https://www.themuse.com/advice/5-tips-for-nonawkward-informational-interviews](https://www.themuse.com/advice/5-tips-for-nonawkward-informational-interviews)
Develop a plan:

10 tips for job search success

- Identify jobs that are suitable for your skill level – gain career clarity
- Research your target industry – don’t forget smaller organisations
- Plug any potential skills gaps
- Use a variety of methods to search for jobs (Red, Purple, Green)
- Work your network; follow leads
- If a research student, become indispensable in your department – the ‘go to’ person
- Have expectations that are reasonable / realistic
- Be flexible and have back-up plans (plan A, plan B, plan C…..)
- Tailor your resume/letter to each position and practice interviewing skills (quality; not quantity)
- Set aside enough TIME for your job search
Further help:

- Curtin Careers & Employment Centre website: Faculty specific resources  
- Careers ‘drop in’ Monday-Friday 8.45am-5.00pm @ Curtin Careers & Employment Centre, Building 101, Level 2
- Careers appointments for HDRs available with Dr Kathleen Franklyn
- Speculative applications  http://www.theguardian.com/careers/speculative-applications
- The Thesis Whisperer blog: http://thesiswhisperer.com/
- The Research Whisperer blog: https://theresearchwhisperer.wordpress.com/
- Graduate Destinations data for Australia -  
- E-Grad School (Australia)  
  https://www.atn.edu.au/industry-collaboration/e-grad-school/
- Vitae website (career planning in academia)  
  www.vitae.ac.uk
- An Academic Career (University of Manchester)  
  http://www.academiccareer.manchester.ac.uk/
- How to raise your international academic profile:  
  http://www.jobs.ac.uk/careers-advice/working-in-higher-education/1933/how-to-raise-your-international-academic-profile/
- Developing as a researcher: https://www.vitae.ac.uk/doing-research/doing-a-doctorate/during-your-doctorate-the-middle-phase/developing-as-a-researcher?searchterm=developing+as+a+researcher
- Charting a course for a successful research career - an interview with Prof. Alan Johnson YouTube Video:  
  https://www.youtube.com/watch?v=EeQ9HexYfMs
In Between - iPREP WA

With less than 40% of PhD graduates securing employment in academia, graduates need to be equipped with the skills to give them a competitive advantage when seeking jobs in industry and government.

iPREP WA is helping PhD graduates to recognise that skills they developed in the PhD, such as problem-solving and critical thinking skills, are applicable across a range of disciplines, providing them with the confidence and experience to apply for jobs outside of academia.

- collaboration between the five WA universities and has been established for PhD candidates who may not have had previous industry experience.
- program involves interdisciplinary teams, working on a six week project (with scholarship) for an industry partner during their thesis examination period.
- Industry partners range from start-up’s and SME’s through to large corporations and government departments and their projects focus on solving authentic workplace problems.

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8 Online Resources For PhDs Interested In Alternative Careers (*Cheeky Scientist*)

1. Naturejobs and AAAS.
   - Naturejobs (http://blogs.nature.com/naturejobs)
   - AAAS (http://www.sciencemag.org/careers)
2. Inside Higher Ed.
   - https://www.insidehighered.com/
   - http://www.phdcareerguide.com/
4. The Versatile PhD
   - https://versatilephd.com/
5. From PhD To Life (Blog - Career advice by Jennifer Polk)
   - https://fromphdtolife.com/
6. The Aspiring Professionals Hub.
   - https://aspiringprofessionalshub.com/
7. The Muse. (general career advice)
   - https://www.themuse.com/
8. The Cheeky Scientist
   - https://www.themuse.com/

[Source: Top 10 Online Resources For PhDs Interested In Alternative Careers.](https://cheekyscientist.com/top-reference-websites-for-phds-leaving-academia/)
Interesting Networking articles

- Cheeky Scientist website
  - Networking Tips for Scientists – The Psychology Behind Connecting
    [Your Network is Your Net Worth (contains 16 tips)]
    https://cheekyscientist.com/networking-tips/
- 5 Easy Ways for PhD Students to Start Networking (15 May 2018)
  https://academicpositions.com/career-advice/how-to-start-academic-networking
- The Importance of Networking in Science (9 August, 2018)
  https://www.northeastern.edu/graduate/blog/biotechnology-networking-tips/
- Networking for Young Scientists – how to do it and why you should (17 July, 2014)

Any questions?
DROP IN
Career Advice & Job Application Support
No appointment necessary
Building 101 Curtin Connect
Bentley Campus
8:30am - 5pm
Mon - Fri

CONTACT
ph. (08) 9266 7802
e. careers@curtin.edu.au

SEARCH
Find jobs, news and events exclusive to Curtin students
unithub.curtin.edu.au

CONNECT
Stay in touch online:

www.careersfortomorrow.com.au

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