

# LEVEL UP+

your professional skills  
and workplace impact

International Student Industry Engagement Program  
LinkedIn Masterclass — 1 April 2026



The International Student Industry Engagement Program is supported by the National Foundation for Australia-China Relations. Australian Industry Group is proud to be a National Foundation for Australia-China Relations grant recipient.



Australian Industry Group acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to their Cultures, Country and Elders past and present.



# Introduction and Housekeeping

# Introduction



# Australian Industry Group

**Australian Industry Group is the nation's largest and most experienced employer organisation representing traditional, innovative and emerging industry sectors.**



# Housekeeping

---

## Chatham House Rule

Discussions will take place under the Chatham House Rule, and the event will be recorded.

## Zoom chat

Use Zoom chat – to ask questions or interact with the Trainers/Facilitators.

## Zoom Q & A

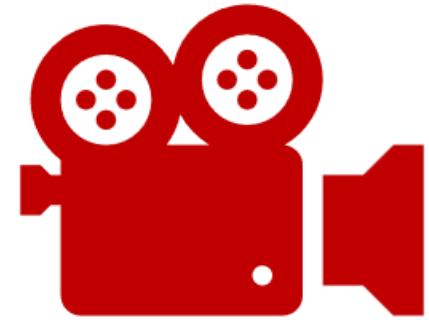
You can use the Q&A to ask questions, and we will try to answer them during the session.

## Zoom screen sharing (including phone)

Occasionally we will use the screen sharing function in Zoom with our computers or phones. This will not require you to do anything but be attentive.

## Slide Deck

A copy of the slide deck will be shared with those who registered.



**This session is  
being recorded**





# International Student Industry Engagement Program (FY2026 to 2028)

---

## Building Meaningful Connections

- A dynamic mix of hands-on learning, cultural exchange, business networking, industry visits, and alumni programs available both online and in person.
- Foster long-term relationships and strengthen connections between Australia and the vibrant regions of mainland China, Hong Kong, and Taiwan.

## Gain Recognition. Advance Your Career

- Students receive a **Statement of Attendance** for each activity they complete.
- This serves as important evidence of industry involvement and professional growth.
- These certificates boost resumes and LinkedIn profiles, aid in securing internships and jobs, and demonstrate to employers **your readiness for the workplace.**





**National Foundation for  
Australia-China Relations**

<https://www.youtube.com/watch?v=4yOuqpbWJQU>



# Please Introduce Yourself (Use Chat)

---

## **Name Introduction**

Start by stating your name to create a personal connection with your peers.

## **Origin Sharing**

Share your city and country to foster cultural exchange and mutual appreciation.

## **Academic Background**

Mention your course or major and the university to provide academic context.

## **Personal Reflection and Fun Fact**

Choose a word describing yourself and share a unique fact to add personality and memorability.



LUCY BINGLE

• AMPLIFY YOUR BRAND •



LinkedIn Masterclass for International Students

# About Me

- CEO, Australia's leading LinkedIn agency
- Advises organisations and industry leaders globally
  - LinkedIn training (Masterclasses), LinkedIn Consulting, Digital Advertising, LinkedIn Brand Ambassador Program
- Team: Strategists, Account Managers, Marketers, Advertising Experts – we bring brands to life on LinkedIn



# Today's Session - Your LinkedIn Advantage

## 1. Why LinkedIn matters for your career

→ How recruiters and employers actually use the platform

## 2. Optimising your profile to stand out

→ Turning your profile into a strong first impression

## 3. Using LinkedIn to find job opportunities

→ Practical steps to connect, apply and get noticed

## 4. Building visibility and credibility

→ How to show up, share and stay top of mind

## 5. Going the extra mile

→ What separates successful candidates from the rest

### Outcome:

Walk away with practical actions to help you **build connections, increase visibility and land opportunities**

# WHY LinkedIn matters (for YOU)

- 1.3 billion+ professionals on LinkedIn globally | 17+M members in Australia
- 90%+ of recruiters use LinkedIn to find candidates
- **Hidden job market = up to 70% of roles** (never advertised)
- Employers search BEFORE interviews → your profile = your first impression
- LinkedIn helps bridge:
  - **Experience gap**
  - **Local network gap**
  - **Confidence gap**

## **For international students:**

You are building **connections, credibility + cultural understanding** at the same time

LinkedIn = your shortcut into Australian industry

# Why do LinkedIn Activity?

## BE Visible & Active

Builds  
visibility  
around you

Allows you  
to show  
your skills

Helps you  
find jobs

Allows you  
to build  
relationships

HELPS YOU  
FIND A JOB

# LinkedIn App – Tips & Tricks



1. Engage with content
2. Research before a meeting
3. Check recent activity
4. QR function – for events AND networking
5. Search for potential key decision makers
6. Ring 'Bell' 🛎 on profile pages
7. Connect and personalise an invitation to suggested 'People you may know'
8. Name Pronunciation Feature

# OPTIMISE your profile (get found)

Your profile = your personal landing page

Profiles with a photo = **14x more views**

Strong headline = NOT “Student at...”

👉 Instead: **“Marketing Student | Data Analytics | Seeking Internship”**

**About section:**

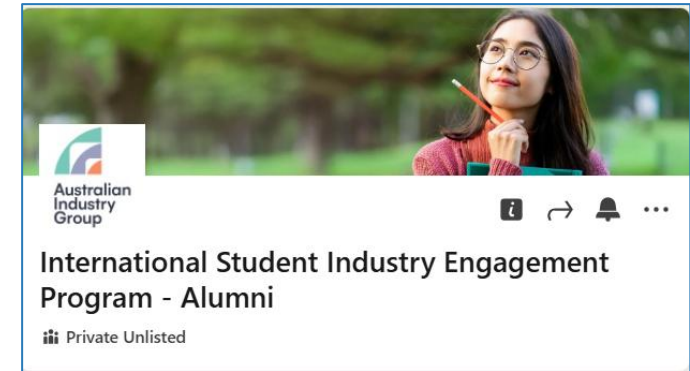
- Who you are
- What you’re studying
- What you’re looking for

**Add:**

- Projects (VERY important if no experience)
- Internships / volunteer work
- Paid work – part time or full time
- Certifications

👉 Key tip: Think: **“Would I hire me based on this page?”**

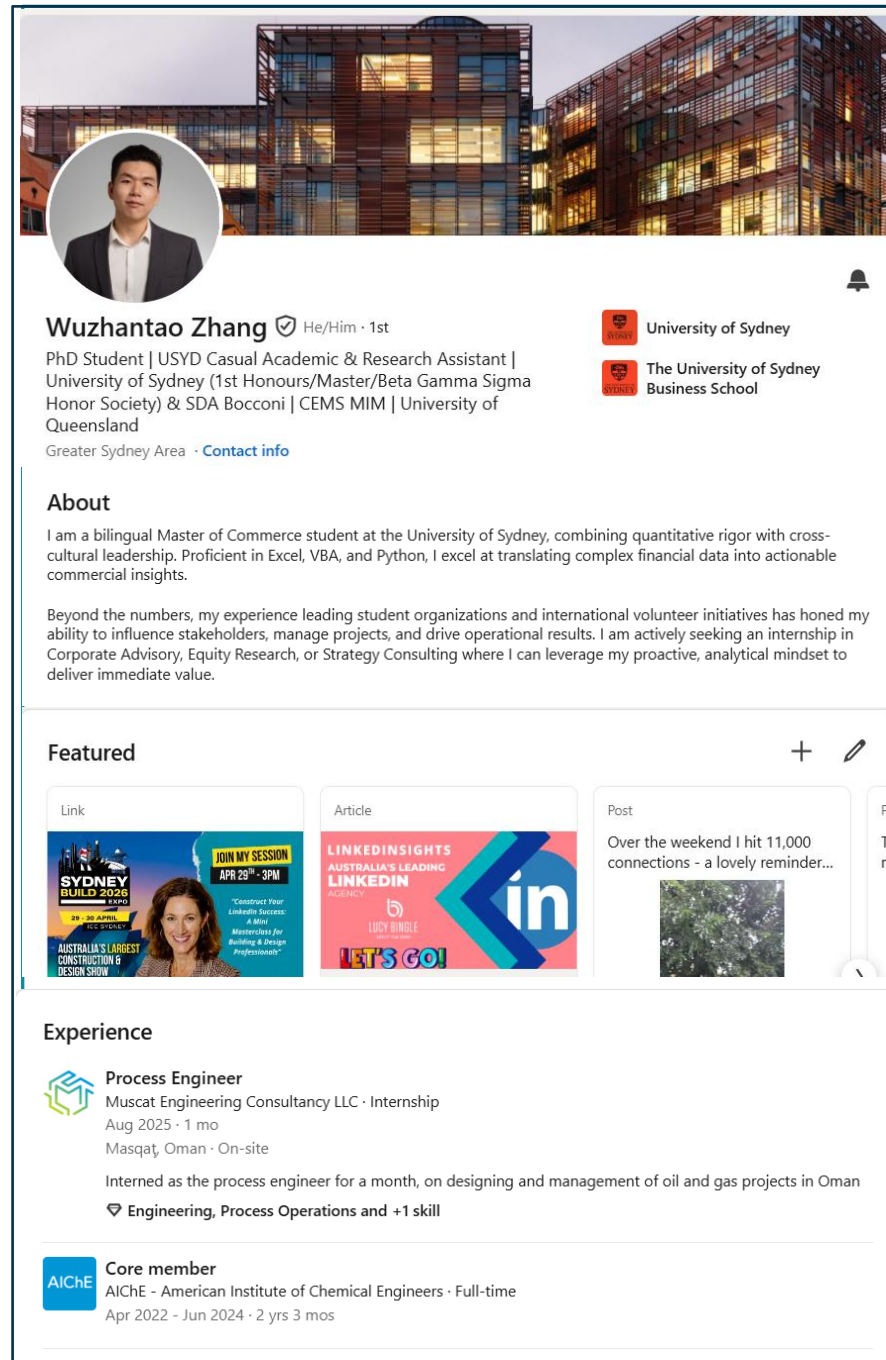
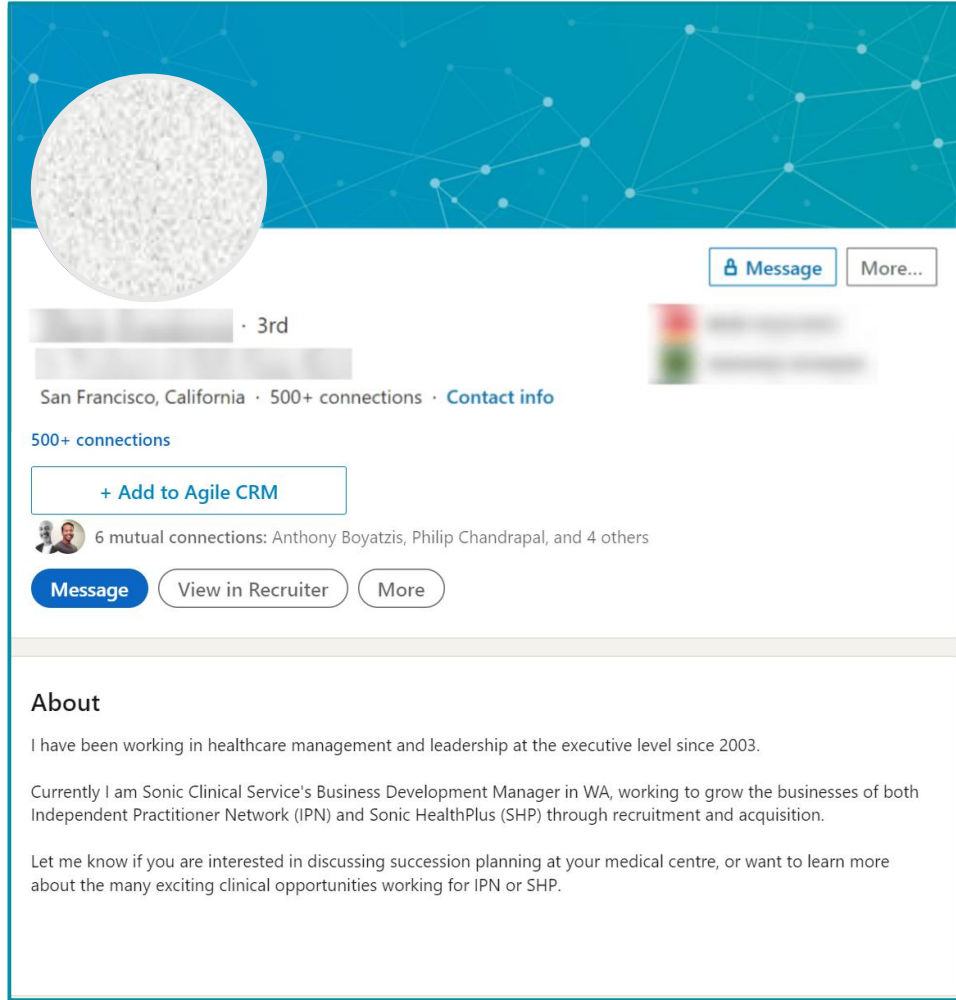
Join this Group today!!



www.lucybingle.com

# Optimise

Good Headshot



Banner

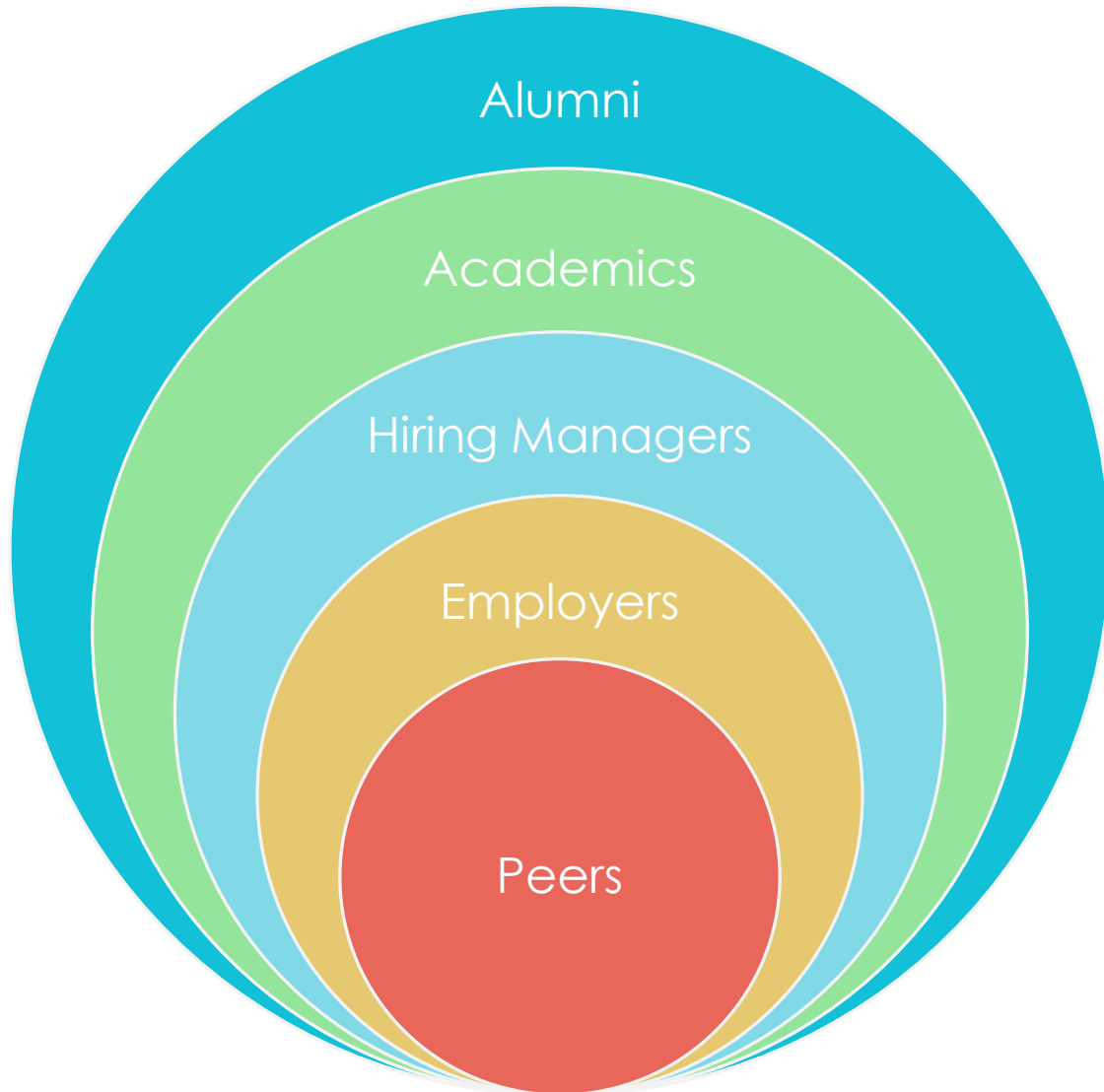
Headline

“ABOUT ME”  
- easy to read!  
- Add a Call to Action

Top Skills

Featured Section

# HOW to use LinkedIn to find a job



**Turn on “Open to Work”** (recruiters search this filter)

## **Use LinkedIn Jobs daily:**

- Set alerts
- Apply early (first 48 hours matters most)

**Search companies → follow them → engage**

Connect with:

- Hiring managers
- Alumni
- People in your target role

# Connect with Others

**Personalise** your request to connect (*300 character message*).

👉 Message example:

Short, polite, specific:

“Hi Sarah, I’m a student at University of Sydney interested in marketing roles. I’d love to connect and learn from your journey.”

👉 Remember:

Opportunities come through conversations, not just applications

# GROW your visibility (stand out)

## Post 1–2 times per week:

- What you're learning
- Industry insights
- Internship experiences

## Comment on posts (this is HUGE for reach)

## Share:

- Projects
- Case studies
- Events you attend (like this program 🙌)

## 📊 Stats:

- Content from individuals gets **8–14x more engagement** than company pages
- Consistent posters are **far more discoverable by recruiters**

## 👉 Simple rule:

If people don't see you, they can't hire you



# Be You

- Be human – genuine and authentic
- Share stories / case studies / insights
- Images and video are powerful
- Tag people and organisations
- Use hashtags (3 – 5)

**Bonnie Bingle** • 1st  
UTS Bachelor of Comms - Writing and Publishing/Journalism  
6h • 📍


Six months behind the scenes 📸

I recently wrapped up my internship at **Vogue Australia** at **News Corp**, where I spent four months in the fashion department as an intern styling assistant and six weeks in digital content! Sorting clothing racks, logging fashion shows, running around the CBD with giant bags of clothes, and then packing and unpacking more designer pieces than I can count. I now know what it takes to produce content at scale for one of Australia's most iconic media brands.

What I learnt goes far beyond the glamour:  
- The reality of fashion editorials: logging samples, coordinating with showrooms, and making sure every piece was exactly where it needed to be  
- Assisting on fitting days, helping models prep before shoots and Ultimate Edits  
- How a large intern team operates and what it really takes to pull off a production  
- What makes digital content actually perform, and the strategy behind it

I'm now in my final year of a Communications & Journalism degree, graduating in November, and I'm actively looking for opportunities in PR, communications or content.

If you work in this space, I'd love to connect! 🤝



**Daniyal Siddiqui** • 3rd+  
Computer Science & Data Science Enthusiast | Always Learning...  
3w • 📍

In June 2025, I graduated with a BS in Computer Science (Minor in Data Science) from the **American University of Sharjah**, and in February 2026, I started my Master's in Data Science and Innovation at the **University of Technology Sydney**.

Honestly, I don't even know why I waited so long to post about my graduation. I just kept putting it off, and before I knew it, days turned into weeks and weeks turned into months. LinkedIn has this strange ability to intimidate me by bombarding my feed with hundreds of impressive accomplishments and making me wonder whether I'm falling behind.

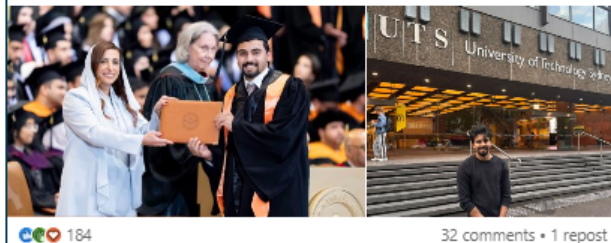
That said, an impressive accomplishment of mine is that I have a 227-day streak on one of the LinkedIn puzzle games. So, we're all doing big things.

Another big thing is that life has changed quite a bit recently. Moving from Dubai to Sydney has surely been an experience of its own. I'm also back to being a new student in a big university again, so getting familiar with the campus, the systems, and everything in between has been its own journey. I've been taking some really interesting courses this semester, and I'm excited to dive deeper into the field and continue building a stronger understanding of data science and the problems it can help solve.

It has also been great getting to know people and making new friends and connections. That process is still ongoing, but I am starting to see a positive trend compared to when I first arrived here. I'm in a new chapter of my life now, with a different rhythm and atmosphere, and I'm still finding my footing here. Maybe I will share something more meaningful about this experience someday soon, or maybe I will put that off too. Who knows?

I have always heard that if you get the opportunity to move abroad, especially in your twenties, you should take it. Right now, it feels like the right decision. I am excited to continue this chapter and see what life has in store. Until next time, hopefully soon.

#DataScience #AI #Sydney #UTS #NewKidInTheCBD



👍❤️ 184      32 comments • 1 repost

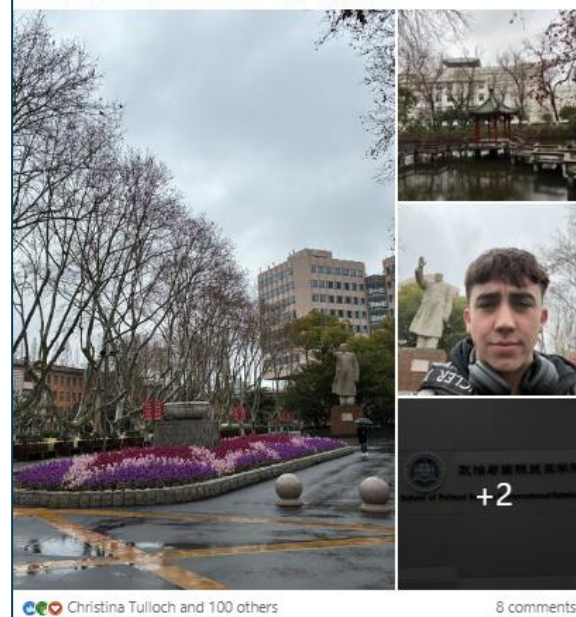
**Hadi Mrabet** • 1st  
Student/Ambassador at UTS  
3w • Edited • 📍

📍 Last week I arrived in Shanghai for my 6-month exchange program. As a recipient of the **New Colombo Plan** Mobility Grant I'm truly looking forward to making the best out of this experience. It's been 6 years since I last came to China, just before covid changed the world. Now after my first week back, I've realised everything has changed again in unimaginable ways. I look forward to updating you all on my experiences!

📍 I will be studying at **Tongji University** this semester. I'm really looking forward to starting my Chinese classes and improving my rusty reading and writing skills. I'm enrolled this semester in the Tongji University Political Science and International Relations faculty. With the aim of broadening my perspectives on international relations, I will be studying Global Security Governance, Policy Science, and Contemporary Chinese Politics. I'm looking forward to seeing the difference in teaching methodologies.

📍 I am grateful to the **Australian Department of Foreign Affairs and Trade** (DFAT) and **University of Technology Sydney** who awarded me the New Colombo Plan Mobility Grant. An initiative from the Australian Government which aims to deepen connections to countries in the Indo-Pacific region by supporting Australians to study abroad.

#shanghai #exchange #DFAT #UTS #Tongji #同济大学



👍❤️ Christina Tulloch and 100 others      8 comments

**Anuj Chandak** • 2nd  
Job Smart Ambassador @USYD | Marketing, Analytics, Branding.  
1w • 📍

From student to ambassador. Here's my JobSmart story. 🌟

Not too long ago, I walked into the JobSmart Edge Employability Program as just another international student, unsure of how to navigate the Australian job market, build my professional network, and translate my skills into real opportunities.

What followed was one of the most transformative experiences of my postgraduate journey.

The program didn't just teach me how to write a resume or ace an interview. It helped me find my voice, build confidence, and connect with a community of people who genuinely wanted to see each other succeed.

So when I was offered the role of JobSmart Ambassador at the **The University of Sydney Business School**, I didn't hesitate for a second. 📍

I'm now proud to be the bridge between the program and my fellow students, promoting JobSmart to international students across the Business School, supporting peers at workshops and events, being a first point of contact in the Careers Lounge, and helping shape the future of the program itself.


And the best part? Getting to do it all alongside this incredible team. ❤️

The orange shirts, the smiles, the shared mission. This is what it looks like when students show up for each other.

This full circle moment wouldn't have been possible without two incredible people: **Ethelyn Zheng** & **Sharon Mose**. Thank you for believing in me and giving me this opportunity. Your trust means everything.

If you're an international student at USyd Business School and haven't explored JobSmart yet, come find me. I'm here for you. 🤝

#JobSmart #UniversityOfSydney #usyd #JobSmartAmbassador #InternationalStudents #CareerDevelopment #Grateful #NewRole #TeamWork



# GO the extra mile (be extraordinary)

This is where most people miss out 🙌

## 80% of students:

Apply → wait → repeat

## Top 20%:

- Engage
- Network
- Follow up
- Show initiative

## 🙌 Examples of “extra mile”:

- Message after applying
- Share a relevant idea with a company
- Attend events + post about them
- Create content (not just consume)

## 🙌 Reality:

- Employers hire **attitude + effort + communication**
- Not just grades

# LinkedIn Features To Use

1. Ring the 🛎️ on important pages
2. Highlight featured posts on your profile page
3. Schedule your posts on the LinkedIn platform 🕒
4. Do a “voice OR video message” via LinkedIn
5. Use the analytics tools on your profile page to review post performance – measure your success



# LINKEDIN FOR BREAKFAST

30 minutes - 4 times per week

1. Expand your network, connect with professionals – Add a personalised message  
**20x each week**
2. Engage, like, share & comment on companies and key contacts posts  
**3x week**
3. Create a post
  - What you're learning
  - Industry insights
  - Internship experiences



**TIP: LinkedIn marketing is all about rhythm and consistency – Schedule your LinkedIn for Breakfast**

# FINAL MESSAGE (confidence + mindset)

## You DON'T need:

- Perfect English
- Perfect experience

## You DO need:

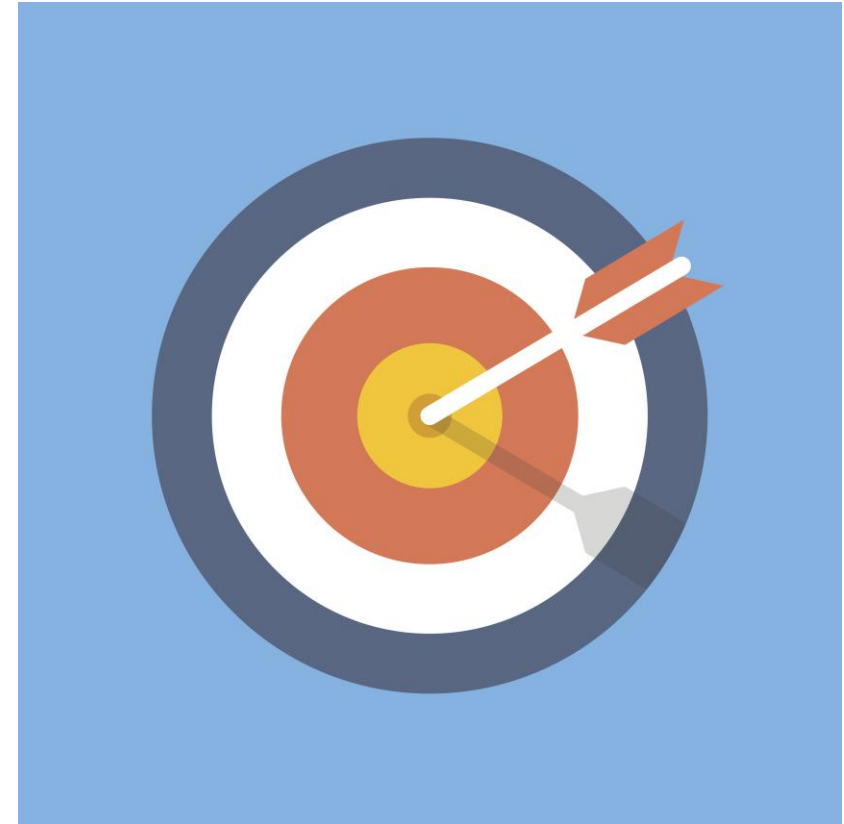
1. Visibility
2. Consistency
3. Courage

## 👉 Your advantage:

- Global perspective
- Cultural awareness
- Fresh thinking

## 👉 Your opportunity through this program:

- Networking
- Industry exposure
- Real pathways into internships + jobs





# LUCY BINGLE

• AMPLIFY YOUR BRAND •

LinkedIn  
Training

Brand  
Ambassador  
Program

LinkedIn  
Consulting

Digital  
Advertising

[www.lucybingle.com](http://www.lucybingle.com) | [lucy@lucybingle.com](mailto:lucy@lucybingle.com) | +61 410 904 777



# Next Steps

**Join the International Student  
Industry Engagement Program —  
Alumni Network on LinkedIn**



# Alumni Network — LinkedIn Closed Group — By Invitation Only

The screenshot shows the LinkedIn interface for a closed group. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, and Notifications. The group profile is owned by Shirley Ng, created in August 2025. The group name is 'International Student Industry Engagement Program - Alumni', which is private and unlisted. Below the group name, there are options to manage or edit the group. A 'Recent' list shows other groups like 'Student Experience, Engagem...' and 'South Australia Export Funda...'. A 'Groups' section also lists similar groups. A 'Start a post in this group' section offers options for Video, Photo, and Poll. At the bottom, there is a notification about comments.

## CONNECT WITH US

The profile card features a circular profile picture of Shirley Ng. Below the photo, her name 'Shirley Ng' is displayed in a large font. Underneath, her professional roles are listed: 'Coach | Mentor | Trainer | Adviser | Consultant – International Business...'. A large QR code is centered on the card, intended for scanning to access the group.

<https://www.linkedin.com/groups/14784542/>



# International Student Industry Engagement Program

---

Alumni Network

Join Us Today



<https://www.linkedin.com/groups/14784542/>



# Questions & Next Steps

## Stay Updated

- Register to receive updates on future events and activities related to the International Student Industry Engagement Program.

<https://www.australianindustrygroup.com.au/services-and-advice/business-improvement/ai-group-international-student-industry-engagement-program/#block-48828>

## Share Your Feedback

- We'd love to hear your thoughts to help us improve. Complete the survey here: <https://www.surveymonkey.com/r/ISIEP01Apr26>

## Contact Us:

Australian Industry Group

Tel: 1300 776 063

Email: [big@australianindustrygroup.com.au](mailto:big@australianindustrygroup.com.au)

Share Your Feedback



# LEVEL UP+

your professional skills  
and workplace impact

**THANK YOU FOR YOUR PARTICIPATION TODAY**



The International Student Industry Engagement Program is supported by the National Foundation for Australia-China Relations. Australian Industry Group is proud to be a National Foundation for Australia-China Relations grant recipient.

