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Organisation:	SEEK
Product URL (if applicable):	https://seekpass.co

All questions below are optional. Please label any commercial in confidence information as such.

Current solution		<i>Is this response commercially sensitive?</i>
1. What products and/or services do you currently provide?	<p>SEEK Pass is a free verified credential passport for individuals to securely verify, manage and share their identity and credentials. We have unique integrations into the SEEK employment marketplace that help individuals to stand out with this verified and trusted information when applying for job opportunities.</p> <p>SEEK Pass verifies over 20 credentials in AU and NZ, as shown on our website at https://seekpass.co/au/credentials. These include:</p> <ul style="list-style-type: none"> • Digital identity (i.e. verified photo ID + liveness + biometrics) • Higher education and vocational education and training in AU (i.e. AQF recognised qualifications) • Working rights as a citizen or visa holder • Drivers and forklift licences • Occupational licences & professional registrations • Work history (i.e. current employer) • Immunisation (e.g. COVID vaccination) <p>These verified credentials are integrated into the recruitment and selection workflows of employers using SEEK, such as reviewing job applications in the SEEK Advertiser Centre or when searching candidate profiles in SEEK Talent Search. SEEK Pass integrations are also free for employers.</p> <p>SEEK Pass offers its services to individuals through iOS and Android mobile apps, as well as a mobile-friendly website experience.</p>	Yes/ No

Current solution		Is this response commercially sensitive?
2. What products and/or services are in your roadmap?	<p>We have an extensive roadmap planned for the year ahead, including:</p> <ul style="list-style-type: none"> • Launching SEEK Pass in six Asian markets • Expanding the range of credentials available for users to verify • Strengthening the use and value of verified information on SEEK • Extending SEEK Pass integrations across the wider HR ecosystem 	Yes/ No
3. With which cohorts, sectors, industries, or geographies do your products / services currently have high penetration / usage? Please describe this.	<p>SEEK Pass enjoys wide and deep uptake across sectors and market segments in Australia and New Zealand, in line with the broad workforce coverage and diverse range of job advertisements available on SEEK's employment site.</p> <p>Our credential range in Australia has deep coverage of licences and registrations for healthcare, education, construction, and trades and services specifically, in addition to many others that are relevant broadly across the workforce.</p>	Yes/ No
4. What local or international standards does your product currently incorporate?	We have not currently focused on incorporating any particular standards for credentials but we continue to monitor their development and adoption and to consider what incremental value it may offer individuals & organisations.	Yes/ No
5. What platform is your solution (and server) built on? Any technical standards or proprietary software do you currently incorporate?	<p>SEEK Pass is a purpose-built platform created in Australia by SEEK employees using modern software technology and is hosted on AWS infrastructure.</p> <p>See https://seekpass.co/au/security for details.</p>	Yes/ No

Current solution		Is this response commercially sensitive?
6. How do you manage the identity of users? For example: Do you use USI or email?	<p>Users authenticate with a passwordless process using their email address and one-time codes. Multi-factor authentication (MFA) is also available.</p> <p>Users can also choose to verify their real-world identity through SEEK Pass, which involves verification of a government-issued photo identity document, liveness detection of the individual, and biometric linkage via facial matching.</p> <p>Many of the credentials we verify are also closely tied to identity, such as using USI to verify vocational educational qualifications, or verifying a user's driving licence.</p>	Yes/ No
7. What third party data do you consume?	We do not consume third party data, except when asked by an individual to verify a specific credential claim with the relevant authority.	Yes/ No

Current solution		<i>Is this response commercially sensitive?</i>
<p>8. What systems or platforms do you integrate with? And/or how?</p>	<p>Integrations for the sharing of verified credentials from SEEK Pass include:</p> <ul style="list-style-type: none"> • SEEK employment marketplace (including with the SEEK Profile, SEEK Advertiser Centre, SEEK Talent Search, etc). • Sidekicker contingent jobs platform <p>Integrations for verification of credentials with relevant authorities include:</p> <ul style="list-style-type: none"> • AU Document Verification Service (DVS) • NZ Department of Internal Affairs (DIA) • Visa Entitlement Verification Online (VEVO) • My eQuals • USI • Various state & territory public registers and portals <p>We have deep in-house engineering capabilities including the use of AI/ML technology, as well as internal tooling to support our local operations team in completing manual verification steps efficiently at scale when required.</p> <p>This gives us the ability to verify the credentials that matter irrespective of what specific systems are available, however it would be simpler and more efficient if government could help digitize and standardize the credential ecosystem.</p>	<p>Yes/No</p>

Current solution		<i>Is this response commercially sensitive?</i>
<p>9. How do you currently manage privacy and consent?</p>	<p>SEEK Pass has a privacy-centric design with verification and sharing flows based on individuals providing us directly with the information needed to verify their credentials together with express consent to check with relevant authorities.</p> <p>For each credential, users can see what information they will need to provide and what information is available to share with partners from the result. As an example, see the section called “What employers will see when sharing with SEEK” on https://seekpass.co/au/credentials/heavy-vehicle-licence.</p> <p>Individuals control what they share from SEEK Pass to other partners – including their SEEK Profile (essentially a digital CV with education, experience, credentials, skills, etc) and can change these sharing preferences at any time.</p> <p>See https://seekpass.co/au/protecting-your-privacy</p> <p>As part of SEEK, we adhere to SEEK’s overall organizational policies and standards on privacy, and benefit from leveraging SEEK’s privacy related capabilities and expertise for ongoing assurance and continual improvement.</p>	<p>Yes/No</p>
<p>10. In countries with higher levels of credential fraud, is there is a demand for your platform?</p>	<p>We see strong demand for our platform across the Asia-Pacific region. The six Asian markets that we will be launching SEEK Pass in FY25 are: Singapore, Indonesia, Malaysia, Thailand, the Philippines and Hong Kong.</p>	<p>Yes/No</p>

Clients		Is this response commercially sensitive?
11. What is the process for an individual or organisation to participate?	<p>Individuals use SEEK Pass for free:</p> <ul style="list-style-type: none"> • Sign up for SEEK Pass on website with email address and authenticate via a one-time code. Optionally download mobile app or use MFA. • Request verification of any supported credential by providing the necessary information/evidence and informed consent. • View and manage the credentials in their passport • Choose to share credential results with the SEEK Profile and other partners (with ongoing granular control of what is shared with whom) <p>Employers using SEEK's employment marketplace get verified credentials integrated into those offerings at no extra cost:</p> <ul style="list-style-type: none"> • Post job ads on SEEK and add screening questions • Applicants get invited to verify via SEEK Pass • Hirers see verified answers to screening questions during shortlisting • Hirers see verified credentials on SEEK Profiles of job applicants • Hirers can use Talent Search to pro-actively search for relevant candidates and see verified credentials on their SEEK Profiles. 	Yes/ No
12. What is the cost to customers associated with using your platform? How do you structure your fees?	<p>SEEK Pass is optional and free for jobseekers to use.</p> <p>There is no cost to employers to access verified credentials – this is included in SEEK offerings (e.g. job advertisements).</p>	Yes/ No

Clients		Is this response commercially sensitive?
13. Can you share any data on the number of individuals or organisations using your solution? Do you have a breakdown on domestic users compared to international users?	<p>Around three million individuals have verified six million credentials with SEEK Pass, with over 17% of the Australian workforce having used our product.</p> <p>Over 200,000 employers have had access to verified candidate information when reviewing applicants to their job advertisements on SEEK.</p> <p>Geographically, this usage is primarily in Australia where we launched over five years ago, with New Zealand usage growing rapidly the past 1-2 years. After we launch in Asia (coming soon), we expect international users from SEEK's Asian markets (Singapore, Malaysia, Philippines, Thailand, Hong Kong & Indonesia) will eventually become a significant proportion of our total user base.</p>	Yes/ No
14. Who are your customers?		Yes/ No
a. Education providers, employers, individuals seeking access to their data, or other?	<p>Employers looking for skills and talent and individuals seeking or open to new employment are the primary users of SEEK Pass at present. We see the entire workforce as our target market.</p> <p>The credentials that individuals verify and choose to share with their SEEK Profile are then visible to SEEK customers (i.e. employers) on the SEEK employment marketplaces (e.g. job ads, talent search).</p> <p>Over time we anticipate expanding the range of partners and use cases across the HR ecosystem that SEEK Pass supports and integrates with.</p>	
b. Are you able to share a list of organisations that have been onboarded to date and what is planned?	<p>No. But you can look at job advertisements on https://www.seek.com.au/ to see companies that are using SEEK and can therefore get access to verified credentials shared by job seekers. A list of company profiles of employers who advertise on SEEK can be found at https://www.seek.com.au/companies.</p>	

Clients		Is this response commercially sensitive?
15. Are there any groups of organisations or individuals that experience barriers to participating?	<p>SEEK Pass is free and optional, with a modern responsive website and mobile apps that are designed to be accessible by anyone in the workforce. We invest significant effort in user experience and guided workflows to facilitate this and have robust feedback loops in place for continuous improvement over time.</p> <p>Currently around 40% of the applications each month on SEEK in Australia have verified credentials from SEEK Pass available on their profile.</p> <p>We think that the main barriers to further participation are less about the product itself and more about the individuals having access to the relevant documents and evidence in convenient digital formats, and us being able to easily access authoritative APIs and systems from the credential issuer.</p> <p>As we expand the use cases that accept SEEK Pass, we expect to see user adoption further accelerate due to increased motivation and re-use value.</p>	Yes/ No

Verified Credentials (VCs)		Is this response commercially sensitive?
16. Do you or do you intend to use VCs?	Yes, we have over six million verified credentials that individuals have chosen to share with their SEEK Profile and job applications to help them stand out when looking for employment.	Yes/ No

Verified Credentials (VCs)		Is this response commercially sensitive?
a. If so, what role does your organisation (intend) to play in the ecosystem?	<p>SEEK operates the leading employment marketplace in Australia and in other markets across APAC. This provides a critically important and large scale use case for verified credentials to deliver value to individuals and employers.</p> <p>With substantial and continued investment over the past five years, this important use case has enabled us to scale SEEK Pass to a decent proportion (17%) of the Australian labour market and deliver immediate value to users.</p> <p>Our vision for SEEK Pass is to become the most trusted and useful credential passport that connects across the entire HR ecosystem.</p>	Yes/ No
b. Are there any blockers, and is there a place for government to help drive transformation? @	<p>We see the primary role for government as an enabler of the ecosystem, not as a provider of user-facing or customer-facing passport solution. It distorts markets and is not a good user of taxpayer money for governments to play directly when specialist credential passports are capable and advanced in solving needs.</p> <p>Government is uniquely positioned to establish good enabling infrastructure, policies and guardrails to support a healthy ecosystem. This includes by establishing and supporting principles of user choice of credential passport, interoperability, etc, as well as facilitating the digitisation of relevant documents and credentials and setting up systems and APIs to enable instant zero/low cost verification.</p> <p>The benefits of trusted and verified information (if ubiquitously available) show up in a more efficient and effective labour market, so it is vital that government encourage maximum adoption without putting cost barriers in place.</p>	Yes/ No

Verified Credentials (VCs)		Is this response commercially sensitive?
17. If using VCs, what are the data standards you follow currently or intend to follow? What benefits do you see in each of the VC standards?	<p>So far SEEK Pass has used its own proprietary data standard for maximum flexibility and speed within the SEEK employment use case.</p> <p>However, it would be very helpful for the ecosystem if government agencies that issue licences and credentials could adopt a standard and support users in adding these credentials to their digital passport or wallet of choice. For example, Service NSW digital drivers licences and occupational licences show up in that agency's own app, but should be shareable to other specialist credential passports which likely have deeper integrations into particular contexts and use cases.</p>	Yes/ No
18. What gaps do you see in the current standards or legislation/policy that could support you as a provider of VCs?	Clearer guidelines and principles to ensure all parts of government focus on their unique ability to enable the ecosystem, rather than unnecessarily competing with new and existing specialist passports in building its own user-facing passport solutions.	Yes/ No
a. Domestically		
b. Internationally	Develop and publish a definitive mapping of overseas qualifications to the AQF levels.	

Opinions around future state		Is this response commercially sensitive?
19. What research / insights do you have that could be relevant to the design of a National Skills Passport?	Primary insight is to recognise that government does not need to design and build a "National Skills Passport" – i.e. specialist credential passports are already solving this. There will likely be a range of different solutions that compete on the basis of the depth and convenience of their integration into valuable use cases – and these are all valuable to an effective and efficient labour market.	Yes/ No

<p>20. How do envisage the role for government in managing or connecting an effective data eco-system to facilitate a National Skills Passport?</p>	<p>Government is the only player in the system that can set standards, ensure data consistency and build the underpinning infrastructure for the credential passport system.</p> <p>The value that government can add to the system is by undertaking policy development work and IT infrastructure development that underpins future innovations and improvements in specialist credential passports. The role for government is therefore to act as an enabler of the system by setting standards, policy and allowing all other players in the system – from education and training providers, specialist credential passports, employers and jobseekers / learners – to interact effectively and efficiently.</p> <p>Our view is that there is no need for a ‘National Skills Passport’ – that is, a government developed and maintained passport – because this role is already being delivered well by existing specialist credential passports. It would be more useful instead to start to refer to a high functioning credential passport system, in which rather than trying to duplicate specialist credential passports, government should instead leverage and further enable.</p> <p>This would allow the finite resources of government to be directed away from the area of the system that is well served by specialist credential passports (the user experience that is embedded in employers’ and institutions’ workflows), towards the underpinning elements that enable the education and training system and the labour market to work most efficiently. Some of the enabling infrastructure underpinning the credential passport system already exists, however more needs to be done in this space.</p> <p>For example:</p> <ul style="list-style-type: none"> • Digitising credentials and documents issued by government bodies • Improving access mechanisms and APIs for verification at source • Implementing cryptographically verifiable credential formats • Setting principles and standards for user choice, interoperability, etc 	<p>Yes/No</p>
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	<p>The following section presents suggestions for how government should focus its efforts to underpin a high functioning credential passport system.</p> <p>1. Formal qualifications from a Higher Education Provider (HEP) The My e-Equals platform (https://www.myequals.edu.au/) provides sound enabling infrastructure for Australian Qualifications Framework (AQF) accredited qualifications awarded by universities. However, government could work with My e-Equals to:</p> <ul style="list-style-type: none"> • Digitise all credentials, not just those conferred after 2017 when it commenced operating. • Expand the platform to include non-university HEPs • Support a process to standardise and structure the data in a common and API-friendly way – to make it more easily understood and comparable across different institutions, rather than just providing access to PDF documents. This should be freely available to give graduates maximum value from their qualification, not monetised like the new Graduate Verification Service from My eEquals. • Set standardised data arrangements to break down transcripts and course titles to the constitute skills a learner has gained through their studies. <p>2. Formal qualifications from a Registered Training Organisation (RTO) The Unique Student Identifier (USI) platform (https://www.usi.gov.au/) also provides solid underpinning infrastructure for AQF qualifications awarded by RTOs. However, government could improve the utility of the platform by:</p> <ul style="list-style-type: none"> • Digitising all VET qualifications, not just those awarded after 2015 • Reduce delays in reporting new qualifications from some providers. This ensures newly qualified people who want to stand out with these skills can be verified at the most relevant time. • Build an API to the USI site so organisations do not have to manually query the portal. This would greatly improve efficiency. 	
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	<p>3. Micro credentials</p> <p>The key challenge with micro credentials in the labour market, and in education and training settings, is employers and jobseekers / learners being able to understand what the micro credential means and trust its bona fides. Employers and jobseekers / learners alike want credential passports to include micro credentials and other work-related credentials.</p> <p>SEEK sees the role for government as enabling a more structured market for micro credentials. This means setting the policy, standards and protocols that help underpin trust in micro credentials. Government is the only organisation that can play this role.</p> <p>A number of previous reviews, reports and initiatives highlight some of the policy work to be done by government in this space – and the National Micro Credential Framework provides a solid foundation on which to build. For all micro credentials, some of this work includes communicating and gaining broad agreement and buy-in from stakeholders on the following:</p> <ul style="list-style-type: none"> • A definition of a micro credential that can be applied across micro credentials awarded by a HEP, RTO and a non-HEP / non-RTO • An agreed framework for levels of mastery of micro credentials, e.g. the Dreyfus Model • An agreed framework of ‘volume of learning’, e.g. bands of hours <p>For non-HEP / non-RTO micro credentials, additional work needs to be progressed regarding:</p> <ul style="list-style-type: none"> • Setting up the frameworks, standards and systems for a structured (not regulated) market for credentials awarded by these organisations. This could be via a registration process that is responsive so as not to dampen the innovation and dynamism of this part of the system. 	
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4. Other employment-related credentials

There are a range of other employment-related credentials that support the efficient matching of labour supply with demand. These include:

- Working rights
- General purpose credentials, e.g. identity, driver's licence, access to a vehicle
- Industry or occupational licences, e.g. heavy vehicle, construction induction, high risk work, responsible service of alcohol, responsible conduct of gambling, electrical, plumbing, carpentry
- Occupational registrations and screening, e.g. NDIS worker check, working with children / vulnerable people, AHPRA, engineering, legal, teachers, nationally coordinated criminal history check (NCCHC)
- Professional associations, e.g. Chartered Accountants, CPA, Institute of Public Accountants, Australian Computer Society, Engineers Australia, Australian Institute of Architects.

These credentials are largely provided by government agencies, including regulators, but also by professional associations. All have slightly different problems to be solved. **Attachment B** of SEEK's submission in February outlines these issues and suggests actions government can take to improve their utility in the labour market. For example:

- by adding historical VET qualifications into USI (i.e. issued prior to 2015), moving to real-time reporting of qualifications and providing an API link to the USI platform so users don't have to manually interrogate the portal.
- Expand access to the NDIS Worker Screening Database to allow non-NDIS-providers access via the existing API.
- For professional and trade licences (administered by state and territories and professional bodies) to increase the interoperability and consistency of the credential life cycle – that is how a credential gets issued, is maintained, is renewed, when it's suspended and / or expires – across states and territories.

Opinions around future state		Is this response commercially sensitive?
	<p>5. Skills acquired on the job</p> <p>Government should give consideration to developing a framework, standards and system that allows for employees and/or jobseekers to highlight the skills they acquire on the job beyond formal requirements of training (e.g. as part of a traineeship or apprenticeship).</p> <p>A similar approach could be adopted where an employer endorses a trainee or apprentice is competent in a particular skill. Providers of platforms that capture and report workplace evidence already exist in this space for formal vocational training, e.g. Exemplar Profiling, My Profiling and Skills Tracker.</p> <p>6. Other credentials</p> <p>There are three other credentials that could also be considered in this context.</p> <p>First, the Australian Tertiary Admission Rank (ATAR), subject grades, and other aspects of Senior Secondary Certificate of Education qualifications. Second, a jobseekers' prior experience, where relevant skills have been applied. Finally, in an education and training context, an individual's prior learning.</p> <p>There are ways that these skills, credentials and experience could be verified for future career and employment or education admission purposes, however, for this stage in the initiative SEEK has chosen to focus on post-secondary and work-related credentials.</p>	
21. What standards, policy or legislation would you like government to implement to support the establishment of a National Skills Passport?	See above.	Yes/ No

Opinions around future state		Is this response commercially sensitive?
22. Do you see a role for government with regards to individual identity and privacy management? Do you see a role for government in managing identity or authentication?	<p>Other than setting up the enabling legislation and standards, we do not see any particular role for government to have to directly solve identity and privacy.</p> <p>The new Digital Identity legislation enables the private sector to consider solutions from accredited providers (although unfortunately just government providers for the next few years) while still retaining the flexibility to innovate and solve identity and privacy in other ways outside of that framework.</p>	Yes/ No
23. Would access to aggregated skills, employment, or education data from government be useful to you or your users?	Yes.	Yes/ No

A National Skills Passport		Is this response commercially sensitive?
24. Is there anything about your vision for a National Skills Passport that you have not previously told us?	<p>We suggest changing the frame for this initiative from a ‘national skills passport’ to ‘a verified credentials ecosystem’. This would better reflect that the uniquely valuable role for government is enabling the ecosystem.</p> <p>The idea of a “national skills passport” is inherently country-specific, whereas we are increasingly taking a regional view across Asia Pacific. Given the movement of people across the region for education and employment purposes, it is limiting to just view this opportunity from a national lens.</p> <p>Also worth noting that even in markets like Singapore where the government already has a widely used digital passport (Singpass) they are not excluding other specialist credential passports – on the contrary, they are actively seeking to use their systems and infrastructure to enable those organisations to innovate on passports and other products, and to connect into context-specific use cases in ways that improve social and economic outcomes for their citizens.</p>	Yes/ No