

### Context

SEEK welcomes the opportunity to contribute to the Productivity Commission's analysis of occupational licensing reform. Our position as Australia's leading employment marketplace – responsible for ~35% of job placements – gives us a unique perspective on the challenges and potential benefits relating to occupational licensing and labour mobility across the country.

In our view, digital credential verification offers a practical implementation pathway to unlock many of the benefits of national licensing more quickly, while the longer-term work on regulatory standardisation across jurisdictions and the harmonisation of existing government systems continues. In the short, and longer term, this would significantly reduce administrative burden to both jobseekers and employers, expedite labour mobility, and support potential GDP growth.

SEEK Pass – our digital career passport and credential verification platform – offers a technological path to facilitate mutual recognition and verification across borders. SEEK Pass – and other specialist credential passport platforms – allow jobseekers and workers to have a range of credentials independently verified and displayed in a virtual 'wallet'. In the case of SEEK Pass, this then allows jobseekers to easily display these verified credentials for prospective employers on their SEEK Profile (their online CV) and on any job applications on our platform. Our data shows that candidates with verified credentials on SEEK Pass are 15% more likely to be shortlisted for a role by employers.

To date, 20% of the Australian workforce has verified 8 million credentials through SEEK Pass. This includes a range of occupational licences, accreditations and registrations across all states and territories. For example, high risk work licences, construction induction cards, food safety accreditation, responsible service of alcohol, heavy vehicle licence, AHPRA registration, working with children checks, and more. These verified credentials already help the 200,000+ employers that place ads on SEEK to improve the efficiency and confidence of hiring decisions. We are also currently exploring how to better support downstream use cases such as onboarding and compliance.

### SEEK's proposal

SEEK's "Add to SEEK Pass" integration pattern (currently an API but may be extended to other methods too) provides a ready-made infrastructure that occupational licensing bodies can connect with immediately, minimising government implementation costs while maximising labour market impact. This market-led solution creates a practical bridge between jurisdictions' existing systems, allowing workers to carry verified credentials across borders while state and territory governments continue to develop longer-term digitisation and harmonisation solutions.

The recommendation from the Productivity Commission that would unlock this opportunity is that state and territory licensing bodies, professional associations, and other relevant authorities should implement digital credential integration with leading employment-related credential passport platforms. Some already integrate with Apple or Google digital wallets, although these lack the deep labour market integrations available via SEEK Pass and other employment-focussed platforms. Government may have to fund the digital integrations by these bodies, although we believe this would be a relatively small investment for a significant and swift return.

### Related information

- SEEK Pass verified credential range in Australia: <https://seekpass.co/au/credentials>
- Add to SEEK Pass documentation: <https://business.seekpass.co/>
- SEEK submissions to the Department of Education on the National Skills Passport – two PDF attached to this submission