



mccrindle

State of society; The new world of work

Ashley Fell
CaSPAQ Conference
02 September 2019

T +61 2 8824 3422

E info@mccrindle.com.au

W mccrindle.com.au

HELLO
my name is

SOCIAL RESEARCHER





2020



2010

Photobombing



Photobombing



Planking



Planking




Gangnam Style



PSY - GANGNAM STYLE(강남스타일) M/V



officialpsy ✓

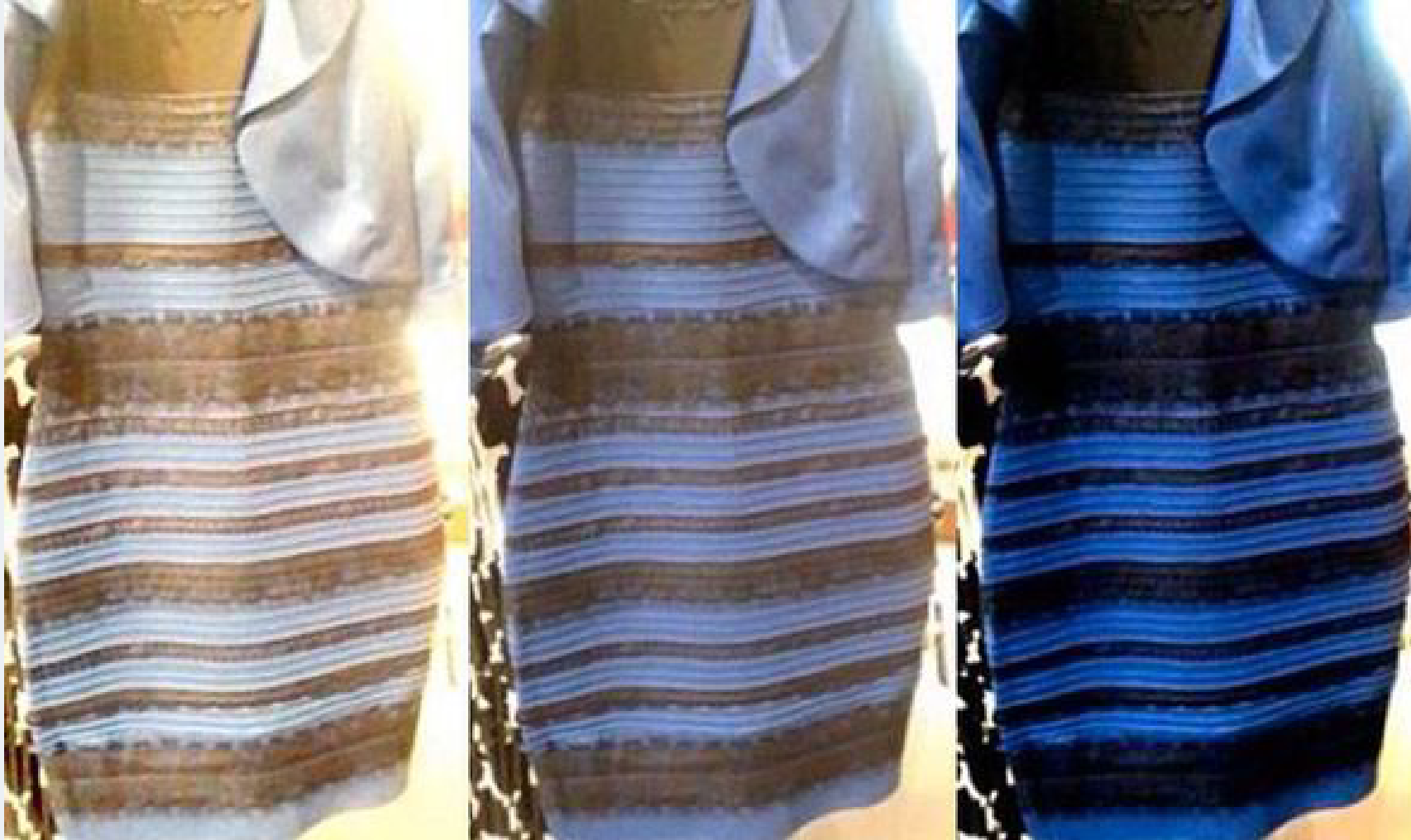
 **Subscribe** 9,033,526

2,575,289,926 views

Ice bucket challenge



That dress



Viral app of this decade ...

Viral app of this decade ...



Floss dance



Floss dance

Google

floss dance

All Videos Images News Shopping More Settings Tools

About 10,300,000 results (0.34 seconds)



How to Do THE FLOSS DANCE - A Parent's Guide - YouTube

YouTube · Baby Gizmo



Change





Change.



Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.

Change fatigue

Change fatigue



Change apathy



Change apathy



ONLY OCCASIONALLY IN HISTORY DO
massive demographic shifts

COMBINE WITH
rapid social change

AND
huge generational transitions

AND
ongoing technology trends

AND
society altogether alters.



Demographically transformed





Australia, 2011 Census







Australia,
today





Australia, 2030



1 NEW PERSON EVERY 83 SECONDS










> [By Release Date](#)

3222.0 - Population Projections, Australia, 1997 to 2051

PREVIOUS ISSUE Released at 11:30 AM (CANBERRA TIME) 14/07/1998

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[About this Release](#)[Australia's population reaches 19 million
\(Media Release\)](#)[Labour force ageing, growth likely to
slow \(Media Release\)](#)[Where our population is headed by 2051
- ABS \(Media Release\)](#)

MEDIA RELEASE

July 14, 1998

Embargoed: 11:30 AM (AEST)

Where our population is headed by 2051 - ABS

Australia's 1997 population of 18.5 million could grow to between 23.5 and 26.4 million by the year 2051, according to various projections released today by the Australian Bureau of Statistics. The projections are based on a combination of assumptions about levels of births, deaths and migration to arrive at the size, structure and distribution of Australia's population into the next 50 years.

Australia's total fertility rate dropped below 1.8 births per woman in 1996. The ABS has assumed that fertility will continue to decline between 1.6 and 1.75 births per woman. Each shift in the total fertility rate of 0.1 births per woman changes the projected population by about 1 million persons.

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A wide-angle photograph of the Melbourne skyline at sunset. The sky is filled with dramatic, orange and blue clouds. The city's skyscrapers are silhouetted against the bright horizon. In the foreground, a body of water reflects the sky, and a line of green trees separates the water from the city.

MELBOURNE

The world's most liveable city

7 YEARS IN A ROW

“

***Waking up each day
knowing I don't live in
Melbourne lifts my mood
on an almost daily basis.***

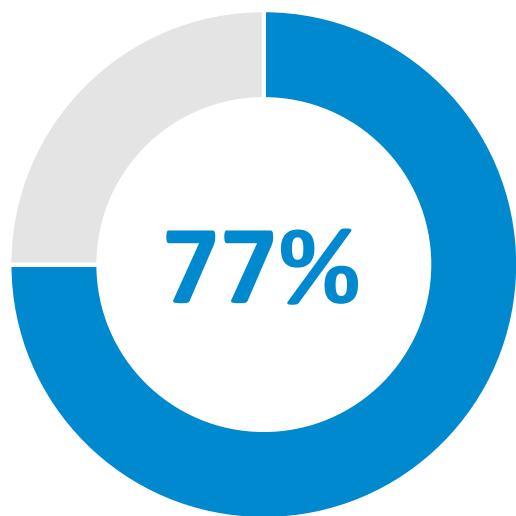
Peter, Western Sydney

”

% of state living in capital city

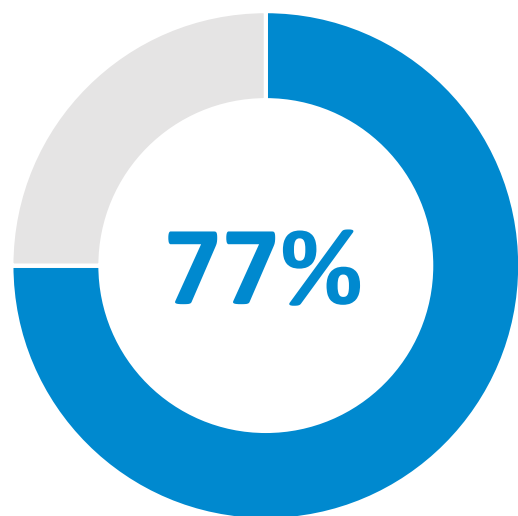
% of state living in capital city

Perth

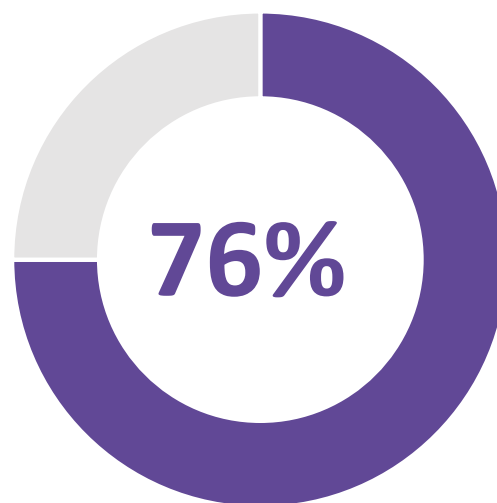


% of state living in capital city

Perth

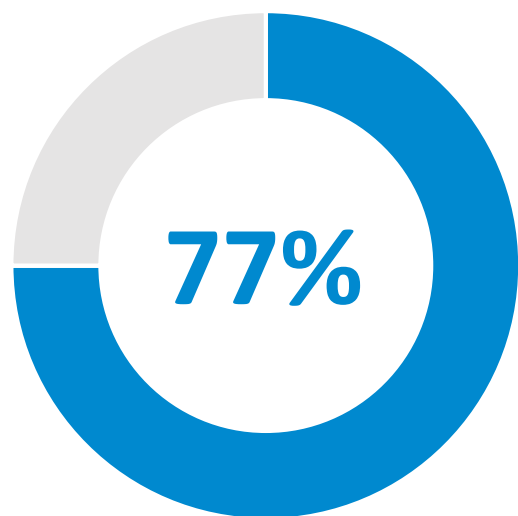


Melbourne

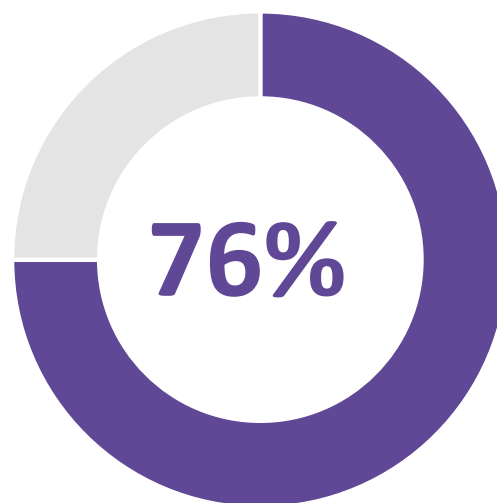


% of state living in capital city

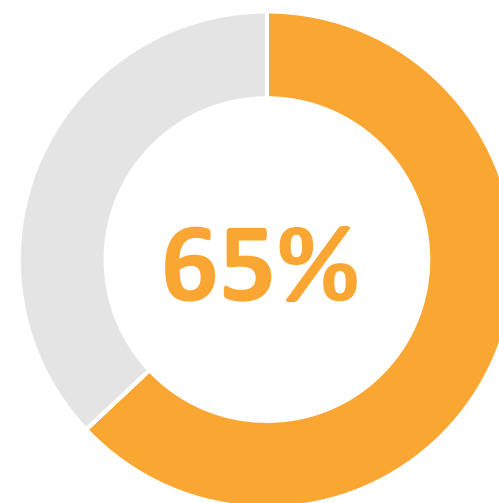
Perth



Melbourne

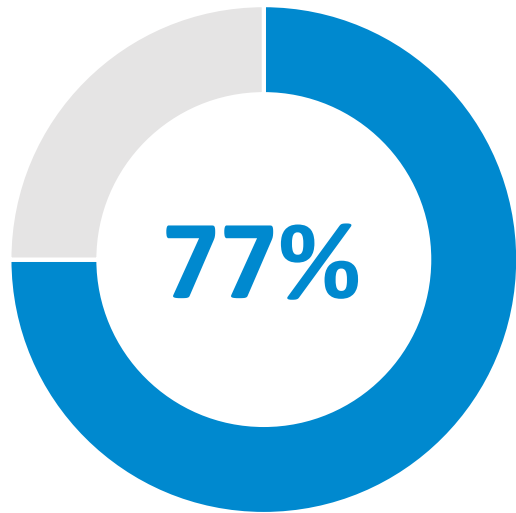


Sydney

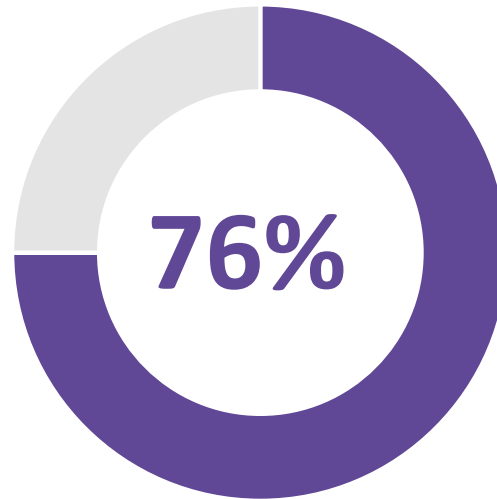


% of state living in capital city

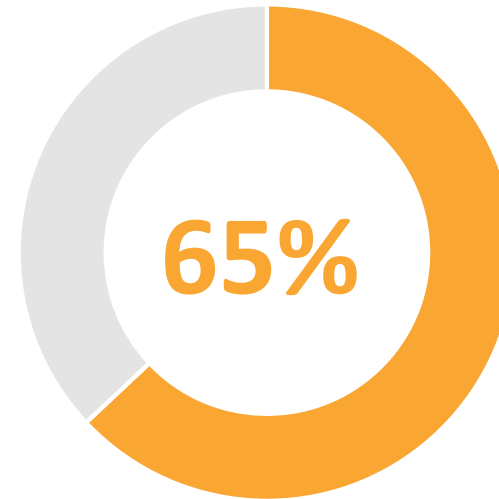
Perth



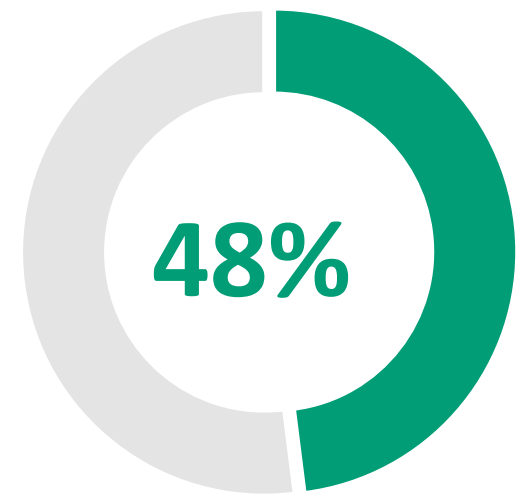
Melbourne



Sydney



Brisbane



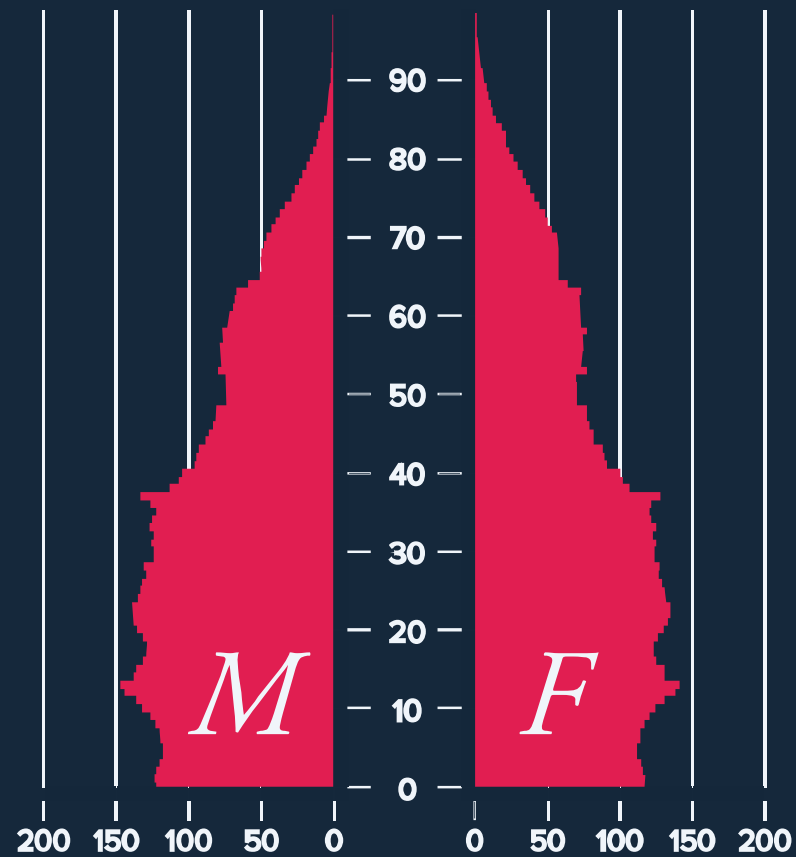


Population Ageing



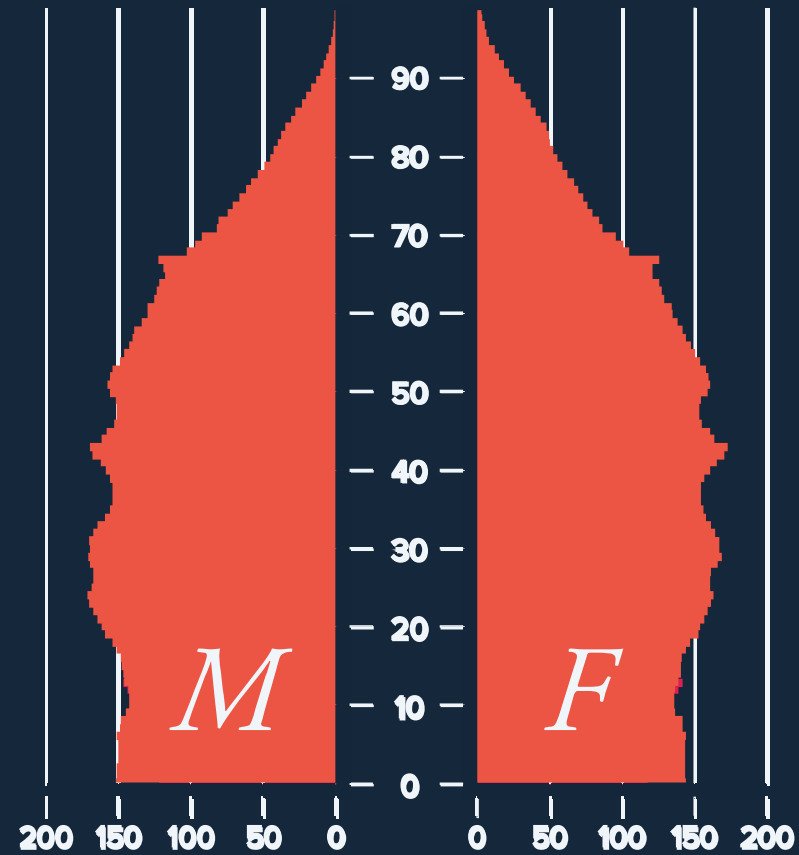


1987



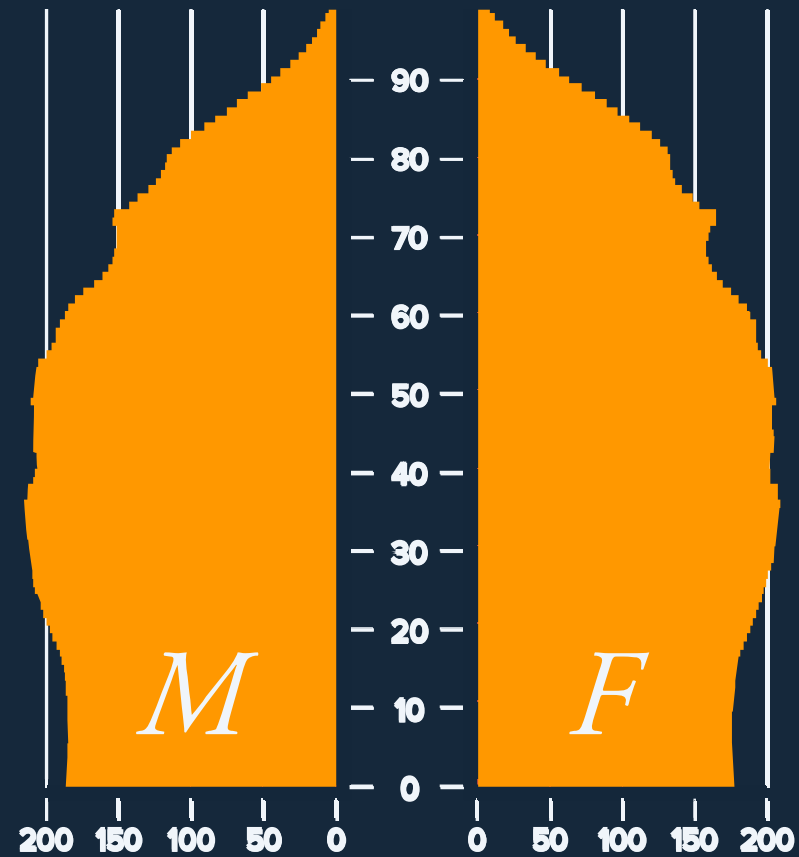


2017





2047



Growing population

Australian | 65+ Population



1987

16.3m | 1.7m

11% of population
1 in 9



TODAY

25.4m | 3.8m

15% of population
1 in 7



2027

28.9m | 5.2m

18% of population
1 in 6



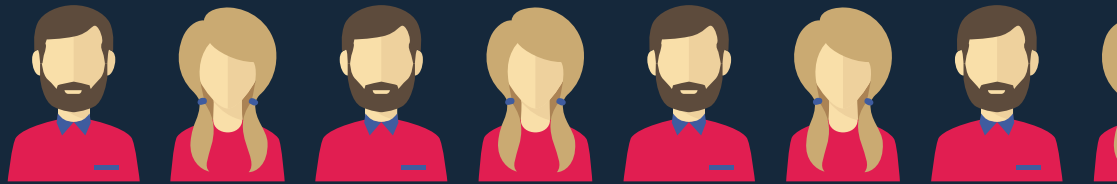
2047

36.5m | 7.5m

19% of population
1 in 5

Declining workforce ratio

1975



per

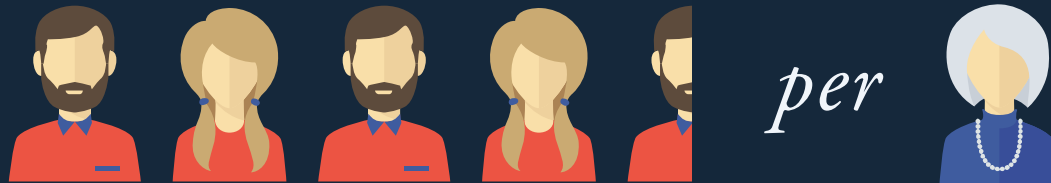


Declining workforce ratio

1975



2015

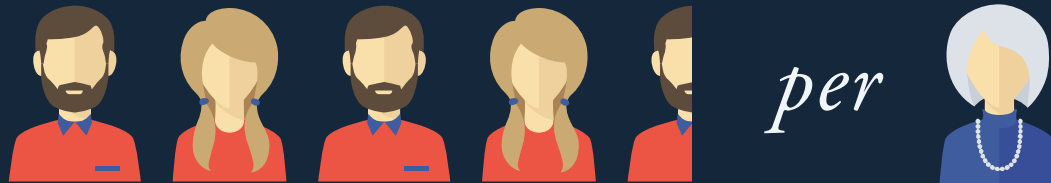


Declining workforce ratio

1975



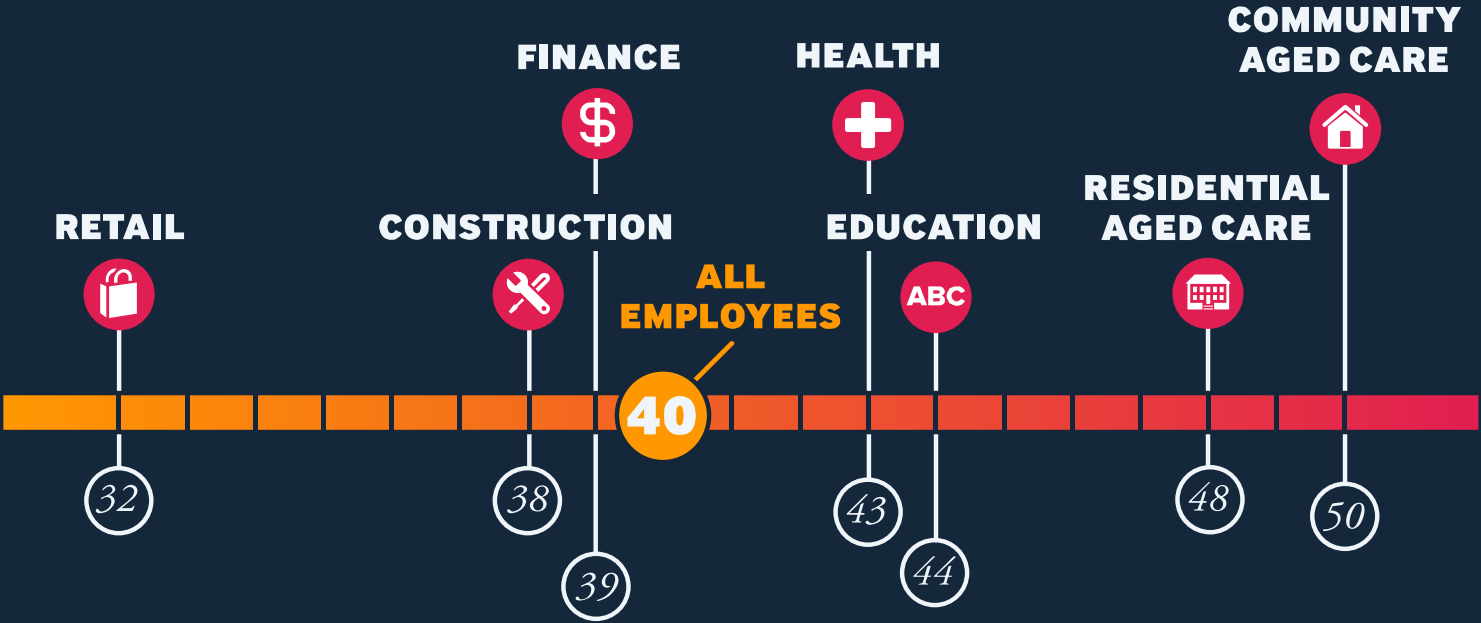
2015



2055



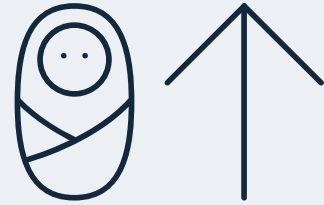
Ageing workers





Culturally Diverse



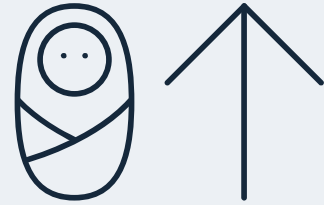


Natural
increase

38%



Total population growth
388,100 people/year



Natural
increase

38%



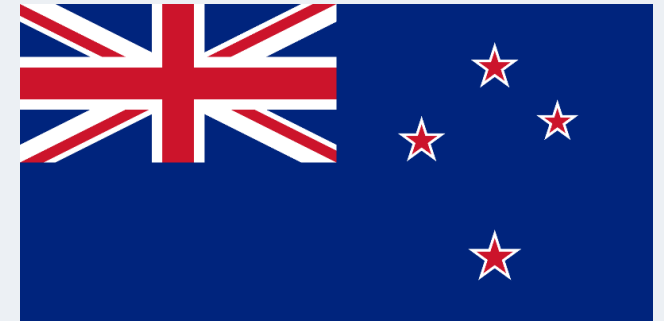
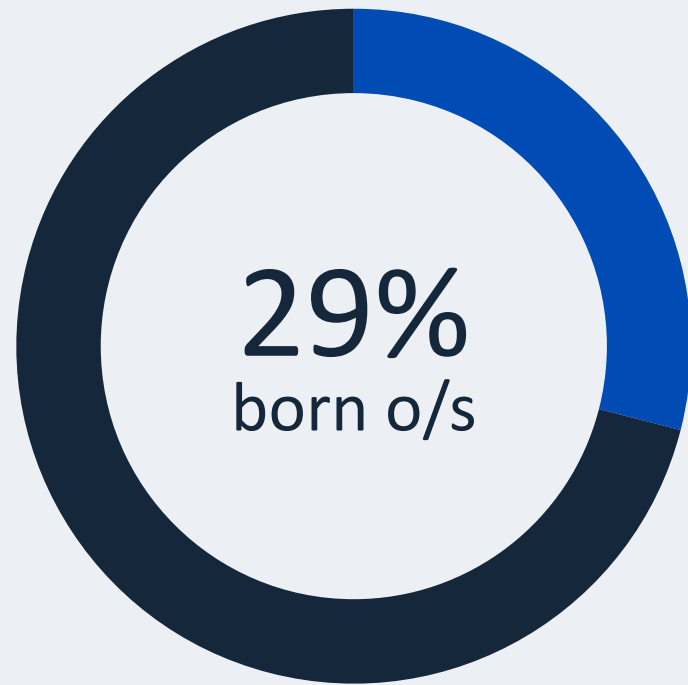
Net overseas
migration

62%

Total population growth
388,100 people/year



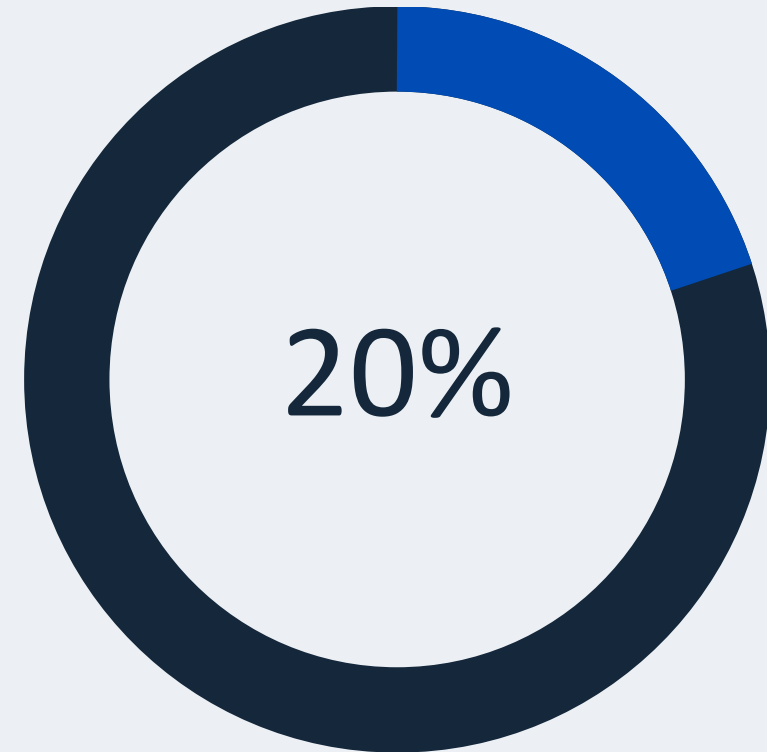
Australia has a greater % of migrants than...





Migration nation

- 1 in 5 of Australia's migrants arrived since 2012
- 86% in capital cities
- More Australians born in Asia than Europe

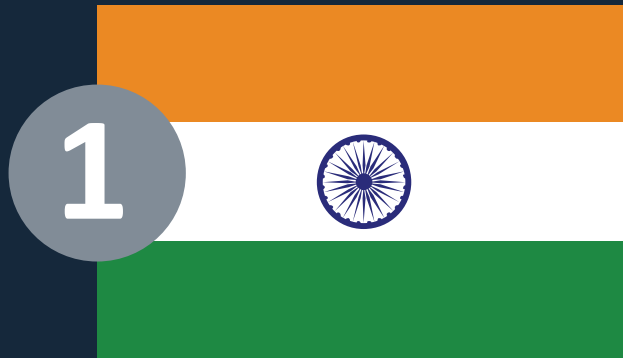




Top 3 countries of Gen Z

2,000,000,000 2 billion Gen Zs

Countries with largest numbers





3 BIGGEST FEARS OF OUR GENERATION

3 BIGGEST FEARS OF OUR GENERATION



3 BIGGEST FEARS OF OUR GENERATION



3 BIGGEST FEARS OF OUR GENERATION





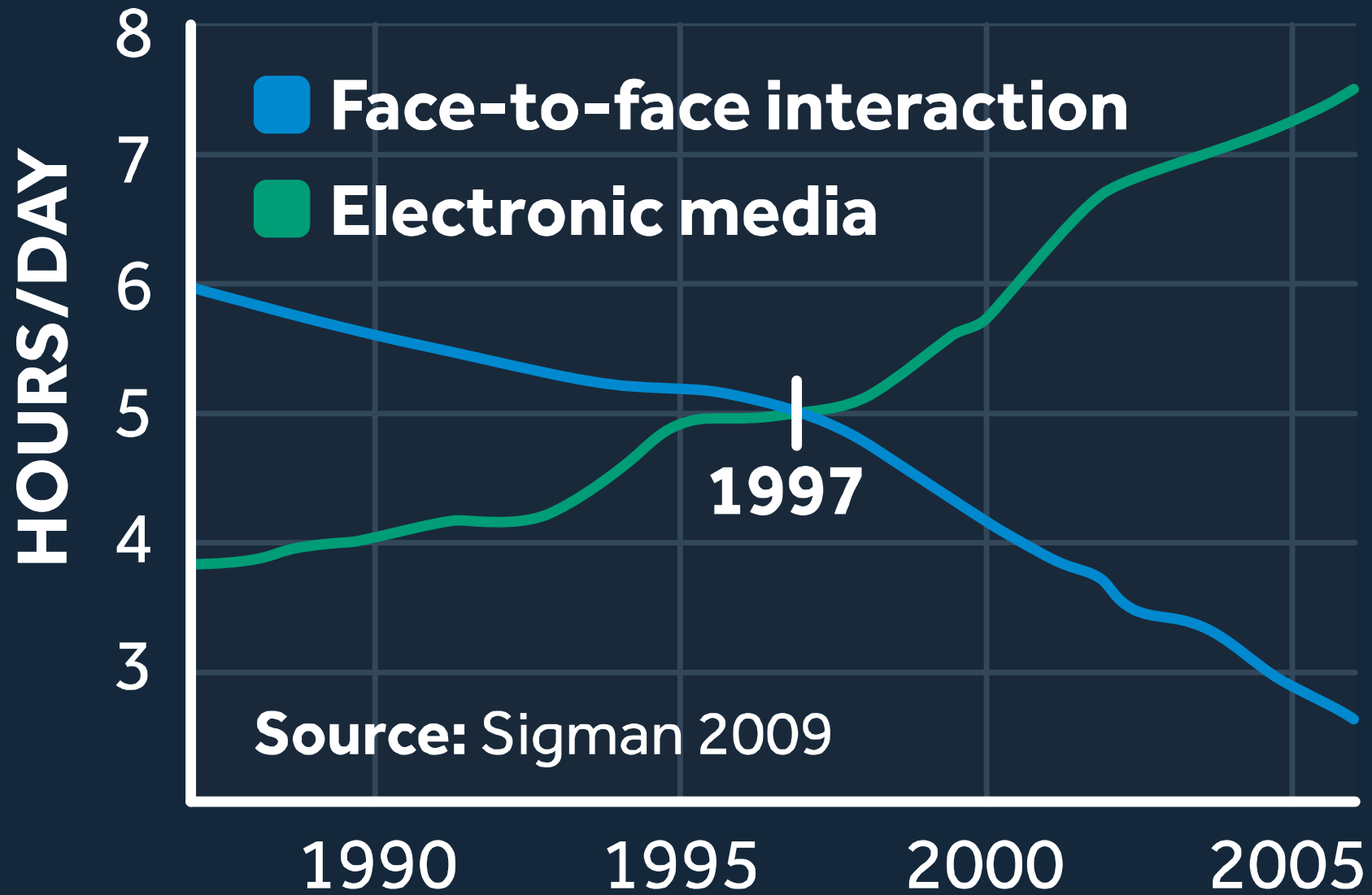
Technologically Integrated





THE GREAT SCREENAGE





“

*The **internet** is either the greatest blessing
or the greatest curse of modern times-
sometimes one forgets which it is.*

*The **printing press** is either the greatest blessing
or the greatest curse of modern times-
sometimes one forgets which it is.*

Ernst F. Schumacher

”



The future of work

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DIGITAL DISRUPTION



ARTIFICIAL INTELLIGENCE
ROBOTICS AUTOMATION
BIG DATA DIGITAL ECONOMY
PREDICTIVE ANALYTICS
MACHINE LEARNING
QUANTUM COMPUTING



Digital Disruption

65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist.

Source: The Future of Jobs, World Economic Forum 2016

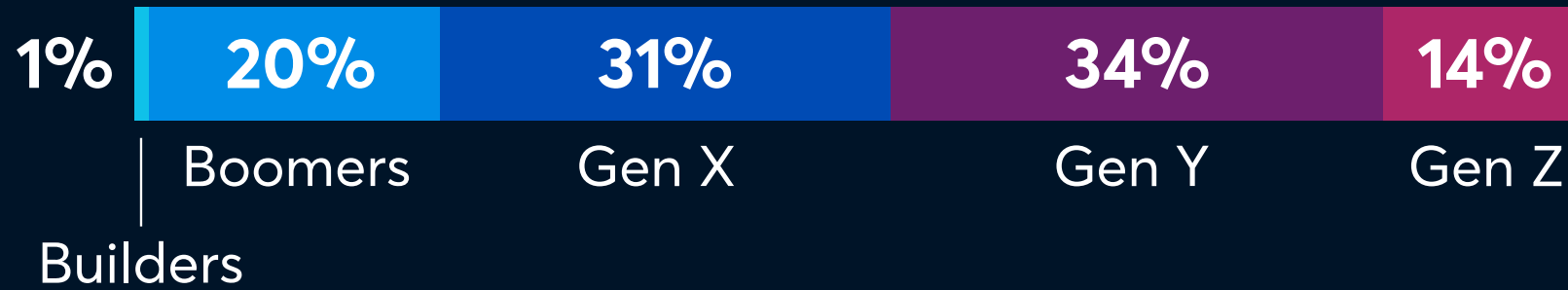
Big data
Internet of Things
Lifelong learning
Ageing population
Generational diversity
Cultural diversity
Robotics
Teleworking
**21st Century
workplaces**
Predictive
analytics
Growing
population
Gig economy
Artificial intelligence
Digital economy

With all the disruption in today's workforce, the most successful companies know that the secret to unlocking world-class performance lies in maximizing the potential of every single team member.

GALLUP

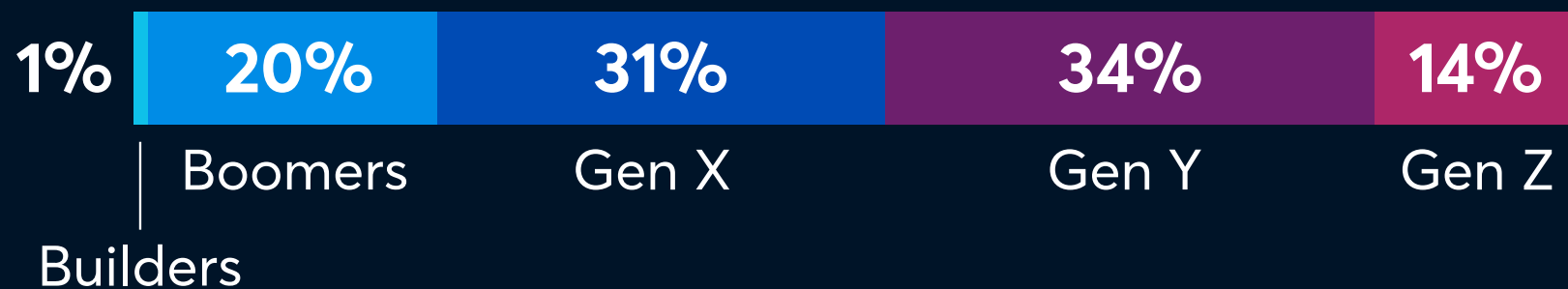


TODAY





TODAY



2030



**Gen Y: Born
1980 -1994**

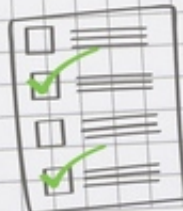


**Gen Z: Born
1995 -2009**



**2019 MARKS THE YEAR THAT GENERATIONS Y & Z
COMPRISE MORE THAN HALF OF AUSTRALIA'S WORKFORCE**

GIG ECONOMY





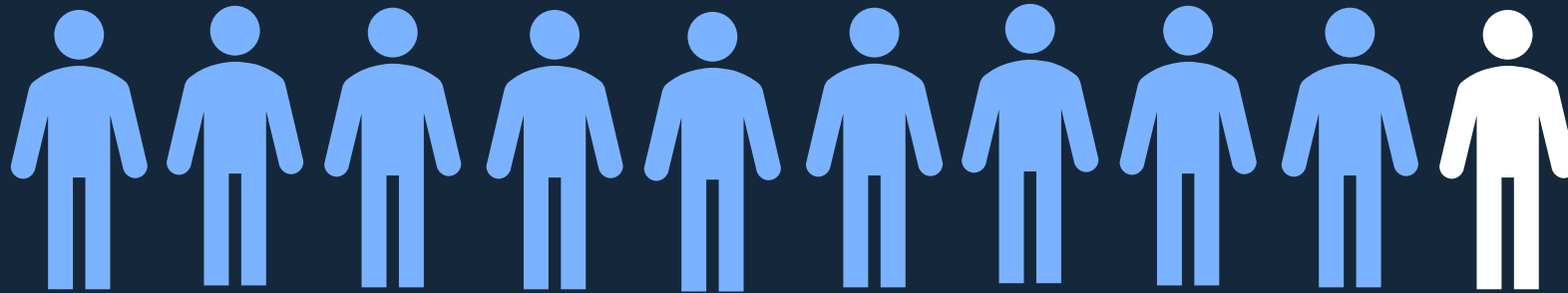
HAVE A SIDE HUSTLE OUTSIDE THEIR NORMAL JOB

Source: triple j Census
for young people, 2018

mccrindle.com.au

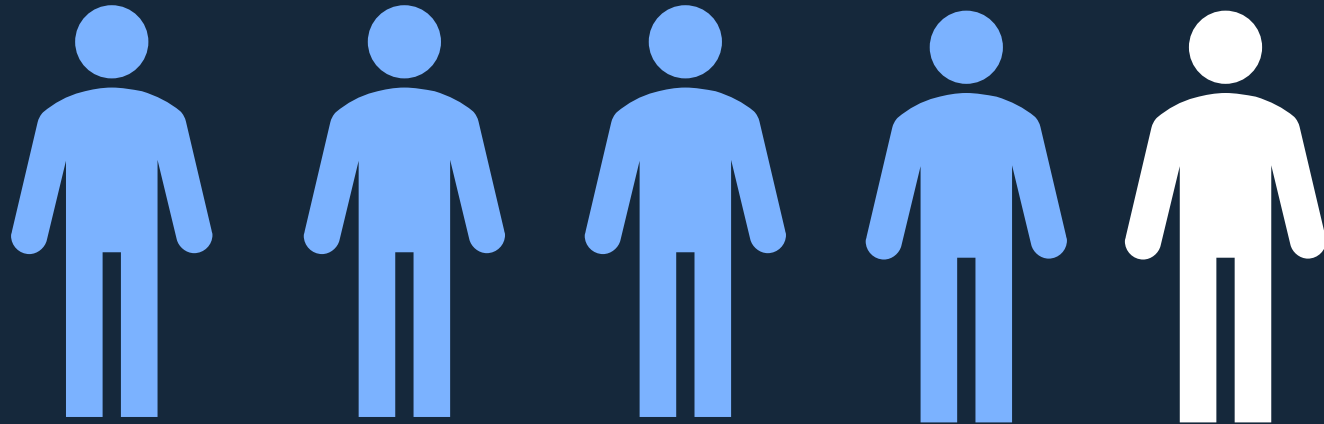
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The future of work



Nine in ten Year 10, 11 and 12 students (90%) say career planning is quite or very important to them at the time of their schooling.

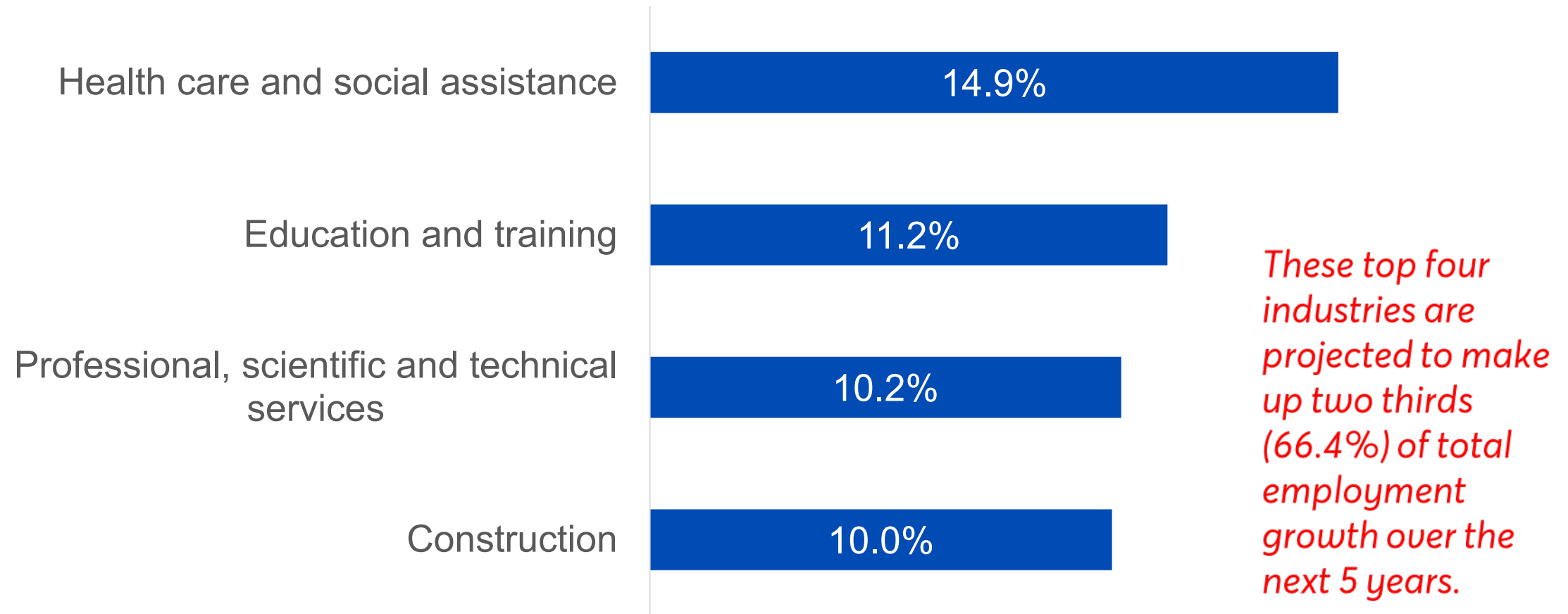
The future of work



4 in 5 parents
want their
children to go
to university.



Employment growth to 2023, by industry



Skills needed for the future of work



Growing demand for enterprising skills

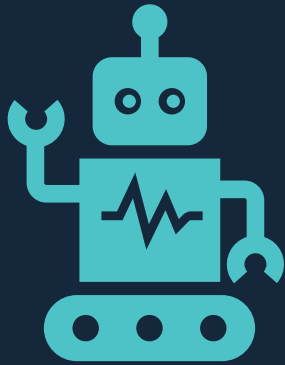
Digital skills	↑ 212%
Critical thinking	↑ 158%
Creativity	↑ 65%
Presentation skills	↑ 25%



Lifelong learning



Lifelong learning being driven by:



AUTOMATION

(robotics,
data analytics, smarter
software)




GLOBALISATION

(outsourcing,
digital platforms)



DEMOGRAPHICS

(ageing population,
living longer)



To remain employable workers will need to develop a habit of refreshing existing skills and adding new ones.

21st Century skills for lifelong learning





Foundational literacies

How students apply core skills to everyday tasks

-  1. Literacy
-  2. Numeracy
-  3. Scientific literacy
-  4. ICT literacy
-  5. Financial literacy
-  6. Cultural/civic literacy

Competencies

How students approach complex challenges

-  7. Critical thinking / problem solving
-  8. Creativity
-  9. Communication
-  10. Collaboration

Character qualities

How students approach their changing environment

-  11. Curiosity
-  12. Initiative
-  13. Persistence / grit
-  14. Adaptability
-  15. Leadership
-  16. Social/cultural awareness



WHEN WE LEARN


Growth in skills will be driven by three groups of workers:

- | | |
|--------------------------|-----------------------|
| 1. Reskill-ers | (job changers) |
| 2. Upskill-ers | (refreshing) |
| 3. Future workers | (Gen Z) |

HOW WE LEARN

- **Short courses and on-the-job training**
- **Flexible-bite sized courses**

Many of these uniquely human skills are developed outside of the formal education environment, which means broader society will need to be mobilised. Parents and other family members, community organisations, sports clubs and social media role models should understand and embrace their roles in teaching children skills that make us uniquely human: empathy, ingenuity, cooperation, resilience, ethics and integrity. Having these skills will allow future Australians to succeed in a world where human work will continue to be as indispensable as the machines that enable our society to function.

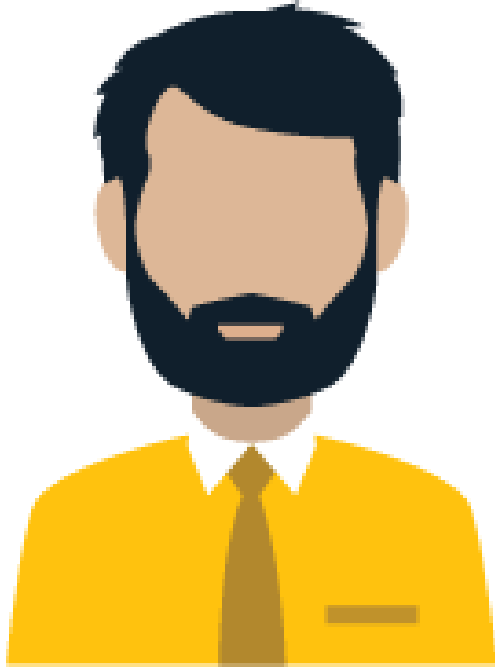


***“The most valuable skills will
be distinctively human
characteristics.”***



“By 2040, Australians will need to invest significantly more time in education and training, as skills become a worker’s greatest asset in more complex, machine-assisted workplaces.”

Educators believe

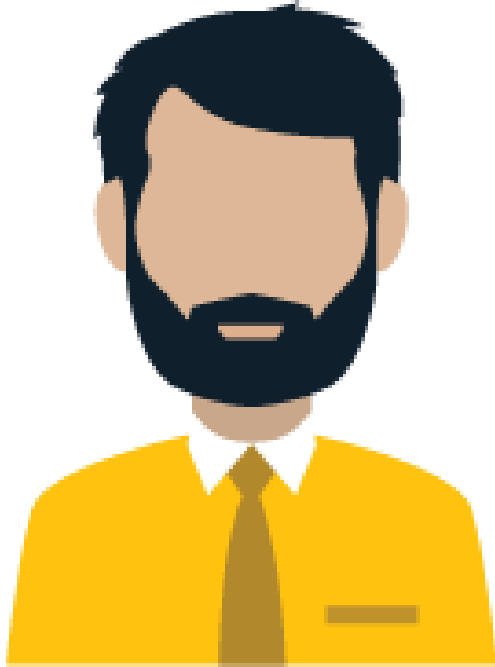


Many jobs are at high risk of digital disruption, so schools should future proof careers and student learning

62% educators

% strongly/somewhat agree

Educators believe



Creative, people-focused,
leadership oriented or high-
level communication roles
can be effectively future
proofed

78% educators

The most important function of high school



1.9x



Providing students with
life-long learning skills
they can apply to all
situations

71% educators
38% parents



**For more info on
the future of education:**



Download at:
educationfuture.com.au

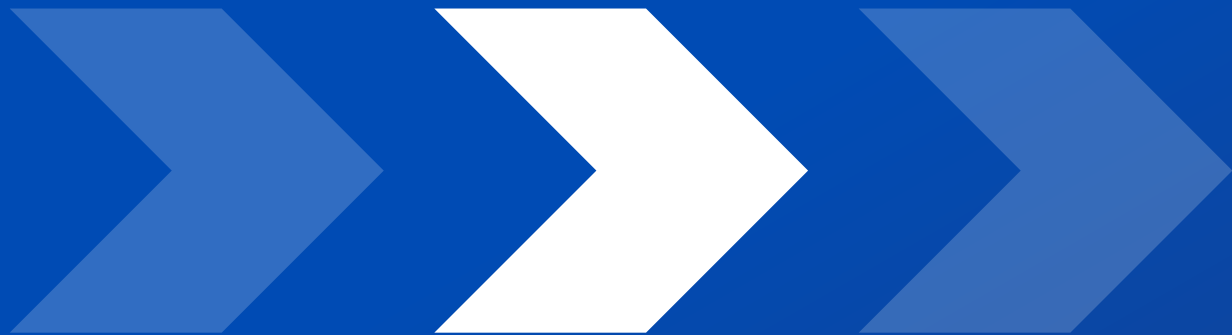


OUR
WORLD
IS CHANGING





OUR WORK IS CHANGING





OUR APPROACH NEEDS CHANGING



The engagement equation

=CPI

The engagement equation



Culture

CULTURE;

The character and personality of your organisation. It's what makes your organisation unique and is the sum of its values, traditions, beliefs, interactions, behaviours and attitudes.

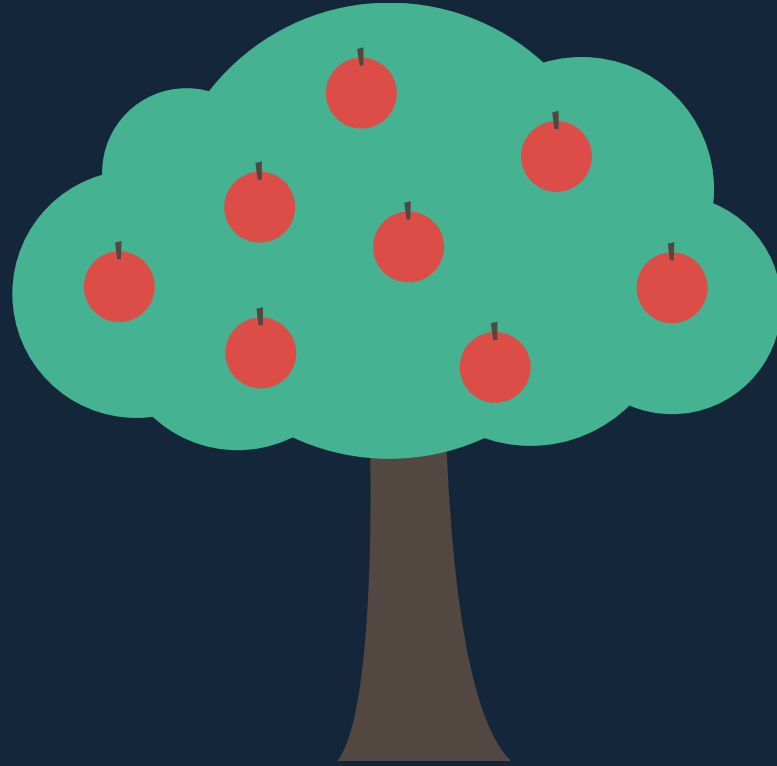
CULTURE SHAPING



COMPETENCE

what we do

CULTURE SHAPING



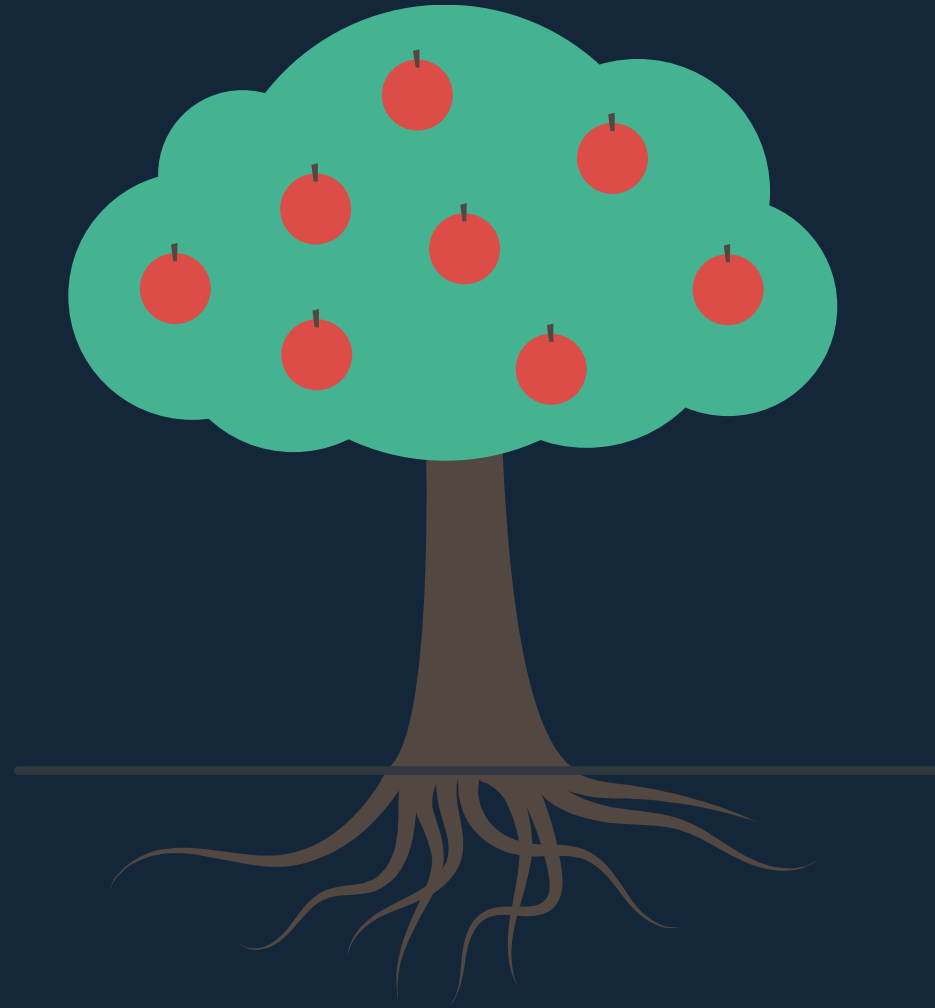
COMPETENCE

what we do

CAUSE

why we exist

CULTURE SHAPING



COMPETENCE

what we do

CAUSE

why we exist

CULTURE

how we do it



Management

Leadership

Team practises

Communications

CULTURE

Physical environment

Policies & philosophies

Mission, vision & values

People



Culture



Gen Z

10-24

5. Training

(employability)



Culture

*Train people well enough so that they
can leave.*

*Treat them well enough so they
don't want to.*

-Richard Branson

Culture



Gen Z

10-24

5. Training

4. Job content

(employability)

(variety)

*Gen Z don't seek a job as
much as they seek an
opportunity.*

Culture



Gen Z

10-24

5. Training

(employability)

4. Job content

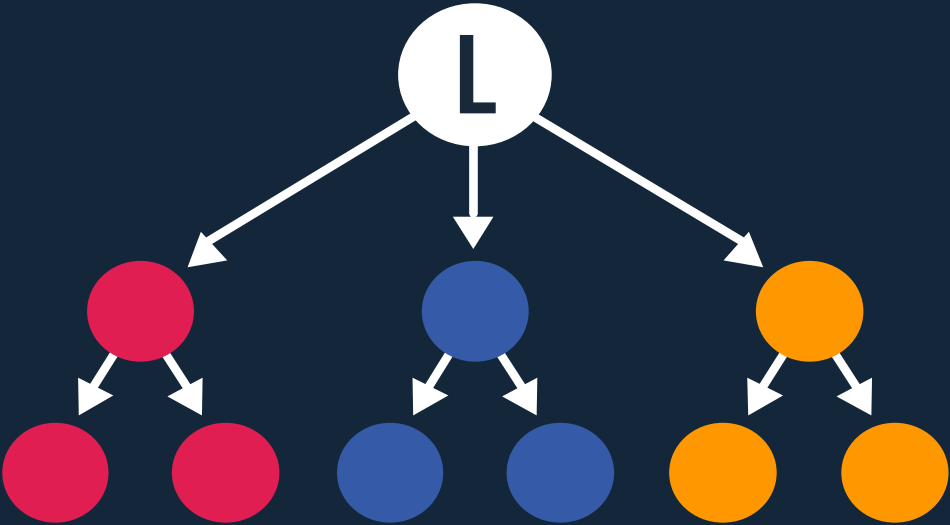
(variety)

3. Leadership style

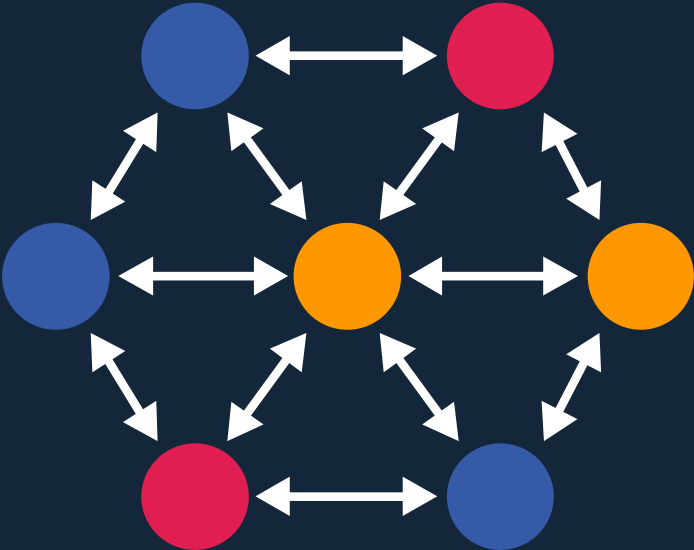
(accessibility)



Culture



**Command
& Control**



**Collaboration
& Contribution**

*Management is about persuading people to
do things they do not want to do.
Leadership is about inspiring people to do
things they never thought they could.*

STEVE JOBS

Culture



Gen Z

10-24

- 5. Training (employability)
- 4. Job content (variety)
- 3. Leadership style (accessibility)
- 2. Work/life balance (flexibility)



Culture



Gen Z

10-24

- 5. Training (employability)
- 4. Job content (variety)
- 3. Leadership style (accessibility)
- 2. Work/life balance (flexibility)
- 1. Workplace culture (community)



Purpose

Many young people leave jobs not because there is a compelling reason to leave, but because there is no compelling reason to stay.



Purpose





Purpose





Purpose



Purpose





Purpose





Impact

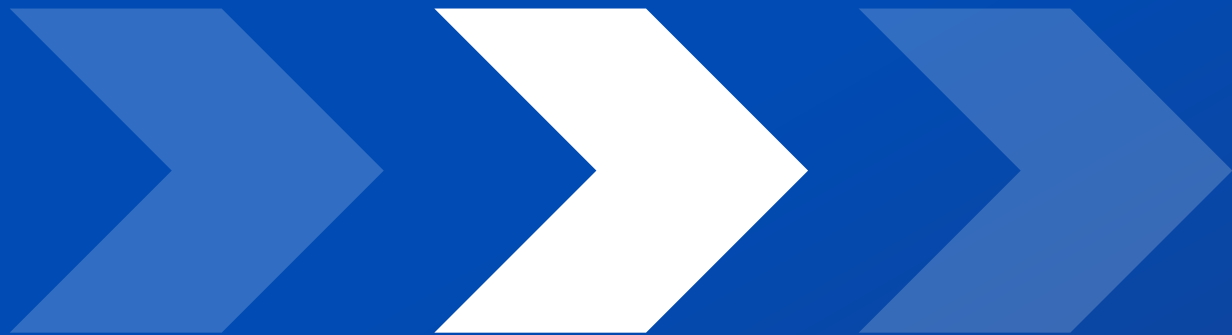


OUR WORLD IS CHANGING





OUR WORK IS CHANGING





OUR APPROACH NEEDS CHANGING





Real



Products

**Think
Safety
First!**



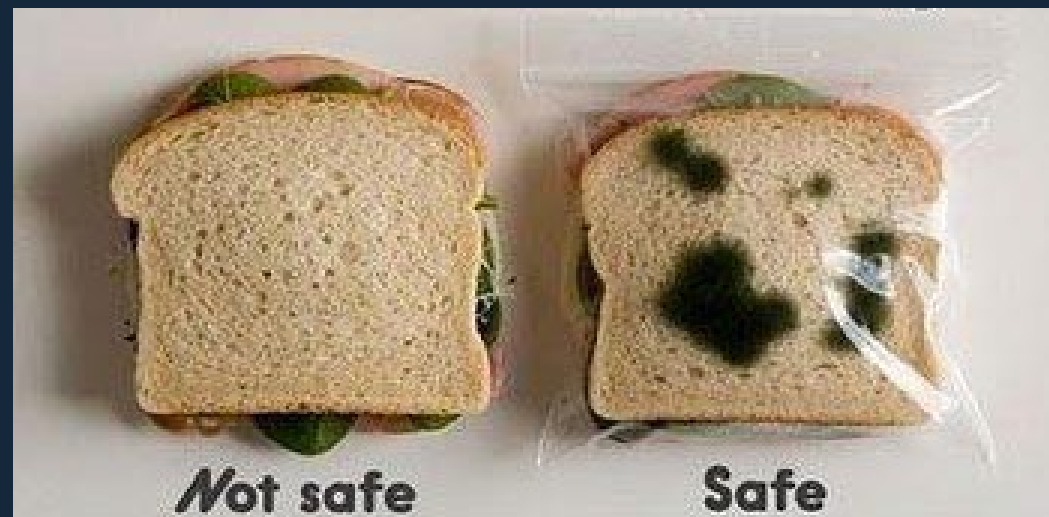
Relevant





Responsive





Relational





*Across the private and public sector, in schools and in our communities, we are hungry for authentic leadership – we want to show up, we want to learn, and we want to be inspired.
We are hardwired for connection, curiosity and engagement.*

BRENE BROWN

Ashley Fell

Phone +612 8824 3422

Email info@mccrindle.com.au

Website mccrindle.com.au

Address Suite 105, 29 Solent Circuit,
Baulkham Hills, NSW 2153



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