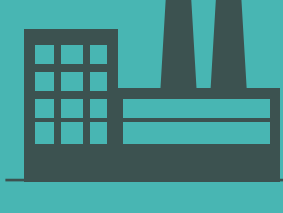




What is the Future of Work in Australia?

The world around us is **changing**



Just as the **Industrial Revolution** changed the world way back then, so too is our very own **Information Revolution** changing things for all time.



In the 1960s, smoking in the workplace was the norm and the standard working week was Monday to Friday, nine to five. The internet had only just come about at the end of era and



46% of the population worked in production related industries.

Fast forward to today and we are about to hit



work has shift from a place you go to a thing you do.

According to research from elance over 3.7 million Australians are now freelancing in some capacity, roughly 30% of the Australian workforce.

almost 40%

According to a new report from the Committee for Economic Development of Australia (CEDA) **of Australian jobs, including highly skilled roles, will be redundant in 10 to 15 years**



Couple this with the fact that Millennials are expected to account for

75% of the workforce

in 2025 companies are operating in a very different environment.



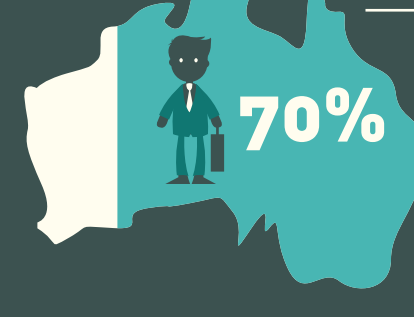
Disruption to Industries is happening everywhere

All these changes have already started to disrupt industries and normal business practices across the globe.

Uber has 3x the revenue of the entire prior taxi and limousine industry in San Francisco and doesn't own a single car. Without owning a single room, Airbnb has more rooms on offer than some of the largest hotel groups in the world.



The cycle of growth for these companies is also dramatically shortened. Whilst it took GM 100 years to become the largest manufacturer of cars in the world, it has taken Uber less than 5 years to become a global force in the taxi industry.



70%

The disruption that has taken place to date has been most prevalent in service related industries. Since **70% of Australia's workforce** is made up of roles in those type of industries, we are likely to continue to be affected.

The way people want to work is changing



20%

of the world's workforce are self employed today, whilst most of these workers may maintain a full time role they are also looking for ways to diversify their revenue streams.



Whilst recent data from the ABS suggests that the number of self employed people is on the decline, it also shows a spike in the number of 'Independent Contractors' or 'Freelancers'.

You may immediately think that this is the tech savvy Gen Y start up founders, but in fact its actually the opposite.

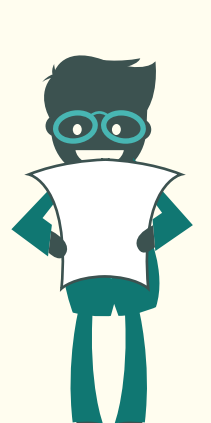
Research shows that the average profile of someone who is self employed is:

- **Older** (i.e. not young highflyers)
- **Highly experienced in business**
- **White-collar and professional** (i.e. not all trades)
- **Active seekers of information and analytical** (i.e. not needing to be mollycoddled by government)
- **Above-average income earners.**

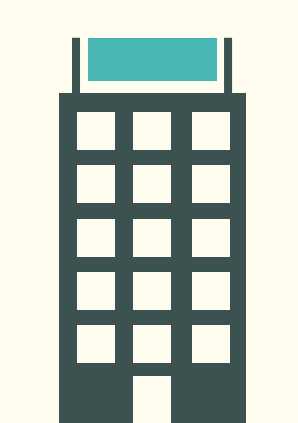
Hands up if that fits the bill of someone in your organisation? The real challenge that companies will face in the future is how to attract and retain talent like this.

So what should you be doing to prepare for this change?

Here are **4 tips** to get your company in tip top shape for the future



1. Start with reviewing your business process - Over the past fifteen years the average amount of business processes has increased by anywhere from 50-350%. Disruptive start ups have been successful because they don't just accept the status quo but rather challenge the way things are done. If anything is going to hold you back it's your business processes.



2. Create an organisation that people want to work for - Its true people need jobs and should want to work for you, but the best talent, the kind you want to keep will have a choice. Consider flexible working arrangements, activity based working and empowering your employees to make the right decisions.



3. Foster a culture of innovation - Talking to Dean Willemsen one of the founding members of Prime Build a company rapidly growing in the construction sector he said "our biggest challenge as we continue to grow is going to be fostering the culture of innovation that got them started." As innovations grow it is important to never lose sight of what made you great in the beginning.



4. Become the disruptor - Take a look over the fence at what disruptive start ups and large enterprises are doing. If you have a clear business plan if you need to solve, perhaps run a start up competition at a top university aimed at your industry and see if they can't help you solve it. The solution you discover could end up disrupting the industry.

What does the CIO play in future working organisation?

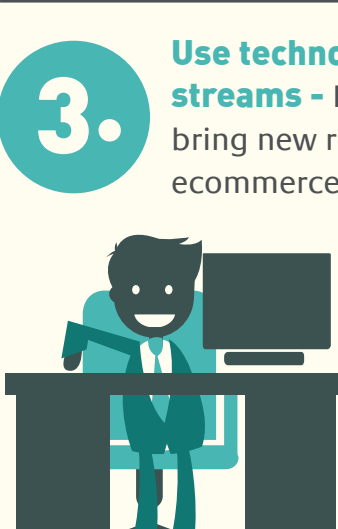
For the last couple of decades, the CIO's job has been to build and manage the internal technology infrastructure that a business requires to operate. That world is rapidly vanishing and the below are some key ways the CIO of tomorrow can help:



1. SaaS first policy for all new applications - No one, particularly in the mid market sector should be building and maintaining internal apps. Where you can, take a saas first approach to new application deployment.



2. Mobility is key - In a connected world, the CIO needs to make sure employees have the flexibility to work anywhere, anytime, and on any device. Work will no longer be a place you go but a thing you do. Truly enabling mobility will also allow organisations to take advantage of a global labour market.



3. Use technology to open new revenue streams - Focus on the projects that will help bring new revenue into the business such as ecommerce & crm applications. This will enable you to get a seat back at the executive table by adding value and not just being a cost centre.



4. Reward don't punish shadow IT - Instead of punishing staff and telling them to shut it down! Ask them what that application offers that they couldn't get from existing tools. You could find out that this applications has all the features your company needs and does it better than an existing application. It could also end up being more cost effective in the long run.

We think the **future of work in Australia** is going to be an exciting place and look forward to joining you on this exciting journey.

[Click Here to learn more](#)

