

## A Workforce Fit for the Future

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### **Biography:**

Doug Blue is a digital media professional with over 15 years of experience leading product management and development teams for some of Australia's largest online brands, including REA Group, Trading Post, Yellow Pages and SEEK. Doug is currently SEEK's Director of Learning and Career Services, which is building products and services to help assist more informed career and education decisions using SEEK's real-time data and information.

### **Abstract:**

Australia's economy and future require a workforce fit for purpose. With over 11 million profiles and having placed 36 per cent of employees nationally into roles, SEEK has significant real-time data on workforce trends and the aspirations and skilling of Australians. Hear how Australians will participate in the workforce of the future and what this means to those educating, skilling, providing career advice and employing these people.

- How work is changing
- What this will mean for peoples' roles
- What this means for education, skilling & recruitment

Ten years ago, Twitter was in its infancy, iPads hadn't been invented yet and you couldn't order an Uber on your phone. Many jobs that today are considered integral within organisations didn't even exist. There are multiple factors impacting how work is going to change into the future.

- There will be a hollowing out of mid-market roles, which are evolving to work more "with the machines"
- Higher skilled roles will continue to be highly competitive
- Personality traits and behaviours will continue to become more important
- Data is starting to show some of this playing out

What does this mean for career practitioners and how can they best prepare?