

## What Lies Ahead in Our Fast, Flat and Free World – Additional Notes and Resources



The world's economic centre is shifting from west to east and north to south.

- CSIRO Futures 2012 Revision  
<http://newwealth.com.au/docs/2012-09-17-CSIRO-Our%20Future%20World.pdf>

By 2030 the purchasing power of the E7 emerging economies (Brazil, China, India, Indonesia, Mexico, Russia and Turkey) will surpass that of the G7 economies. Today's 'F7' frontier markets – Bangladesh, Colombia, Morocco, Nigeria, Peru, Philippines and Vietnam – will become tomorrow's growth markets.

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- PwC Global Annual Review 2014  
<http://www.pwc.com/gx/en/issues/megatrends/shift-in-global-economic-power-silas-yang.jhtml>

Despite improvements in many markets there is still economic uncertainty. This drives the need to identify and form solid relationships with countries and markets with the potential to support growth.

- EDENGENE  
<http://www.edengene.co.uk/article/megatrend-of-the-quarter-distrust/>
- Reserve Bank of Australia *Economic Outlook*  
<http://www.rba.gov.au/publications/smp/2014/aug/pdf/eco-outlook.pdf>
- PwC Global Annual Review 2014  
<http://www.pwc.com/gx/en/issues/megatrends/shift-in-global-economic-power-silas-yang.jhtml>



Adaptable industries are key, the industrial landscape is changing. Sectors such as gas, tourism, agribusiness and international education are predicted to power ahead growing at least 10% faster than Global Gross Domestic Product over the next 20 years (2013-2033). Industries need to be prepared to adapt to the ever changing market circumstances.

Growth of cities in the Asian market improves international trade opportunities.

An increase in the volume of goods and services traded, will be underpinned by the further industrialisation and urbanisation of emerging Asian economies.

- Deloitte. *Building the Lucky Country*  
[https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Building%20Lucky%20Country/Deloitte\\_au\\_business\\_positioning\\_for\\_prosperity\\_2014.pdf](https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Building%20Lucky%20Country/Deloitte_au_business_positioning_for_prosperity_2014.pdf)

From basic communication, to transactions and outsourcing of labour. Technology allows us to connect to the world and expands our horizons.

- PwC Global Annual Review 2014  
<http://www.pwc.com/gx/en/issues/megatrends/technological-breakthroughs-bob-moritz.jhtml>
- CSIRO 2012  
<http://newwealth.com.au/docs/2012-09-17-CSIRO-Our%20Future%20World.pdf>

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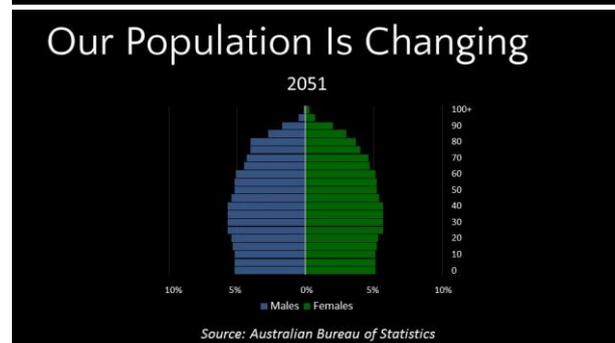
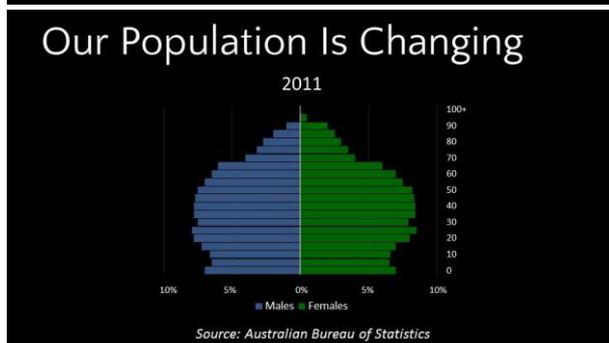
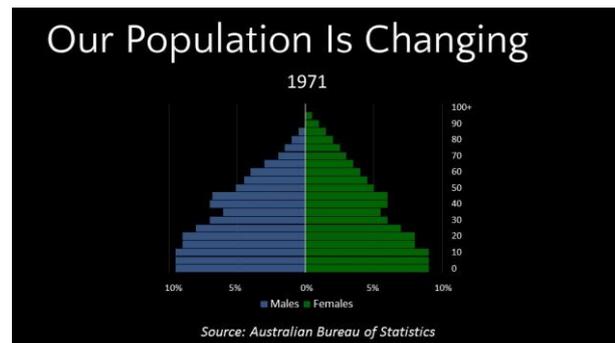
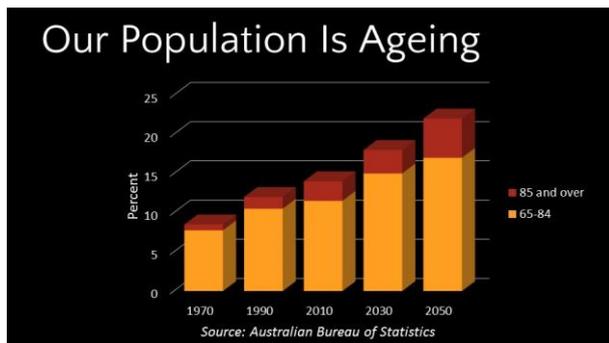
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Urbanisation allows for the targeting of high disposable income areas for sales of luxury goods and premium products.

Rapid urbanisation means that businesses will need to refocus the goods and services they offer as well as their marketing and distribution towards a consumer base that is becoming more and more urban.

- PwC Global Annual Review 2014

<http://www.pwc.com/gx/en/issues/megatrends/rapid-urbanisation-ian-powell.jhtml>



Changing social demographics, people are living longer.

Percentage of Australian population over 65 will grow from 14% in 2011 to 23-25% in 2056. Life expectancy is projected to increase to 87.7 years for men and 90.5 years for women by 2050 from 77 years for men and 82 years for women at the turn of the century.

- Australian Bureau of Statistics 2008 –*Population Projections*  
[http://www.ausstats.abs.gov.au/Ausstats/subscriber.nsf/0/0E09CCC14E4C94F6CA2574B9001626FE/\\$File/32220\\_2006%20to%202101.pdf](http://www.ausstats.abs.gov.au/Ausstats/subscriber.nsf/0/0E09CCC14E4C94F6CA2574B9001626FE/$File/32220_2006%20to%202101.pdf)
- Australian Treasury 2010 –*Intergenerational Report*  
[http://archive.treasury.gov.au/igr/igr2010/report/pdf/IGR\\_2010.pdf](http://archive.treasury.gov.au/igr/igr2010/report/pdf/IGR_2010.pdf)

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An ageing population is both a cost and an opportunity.

- <http://www.springwise.com/qr-code-badges-lost-seniors-find-home/>
- <http://www.springwise.com/community-knit-sessions-combine-creativity-young-skills-elderly/>

Older people provide a wealth of valuable skills, knowledge and wisdom which may be under-utilised thus far. However, an older population means an increase in age related illnesses and increased expenditure on health care.

- CSIRO Futures 2012 Revision  
<http://newwealth.com.au/docs/2012-09-17-CSIRO-Our%20Future%20World.pdf>

**Gallup Research**

1. superannuation and other benefits
2. interesting work
3. job security
4. learn new skills
5. good holidays
6. work independently

**1991**

1. Let Me Be Myself
2. Tell Me What's Really Going On
3. Discover and Magnify My Strengths
4. Make Me Proud I Work Here
5. Make My Work Meaningful
6. Don't Hinder Me With Stupid Rules

What workers want now has changed:

- Gallup 1991 – What do Workers Want?  
<http://www.inc.com/magazine/19921101/4386.html>
- Harvard 2013 – Creating The Best Workplace on Earth  
<https://hbr.org/2013/05/creating-the-best-workplace-on-earth/>

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Digital technology has transformed the way we work. We are able to distribute goods and services through digital channels. We have access to vast amounts of information and in many sectors of the workforce employees will no longer be bound by location and time, thanks to technology that provides them with opportunity to connect to work from anywhere on any device creating virtual workforces.

- EY *Building a Better Working World*  
[http://www.ey.com/Publication/vwLUAssets/ey-megatrends-report-2015/\\$FILE/ey-megatrends-report-2015.pdf](http://www.ey.com/Publication/vwLUAssets/ey-megatrends-report-2015/$FILE/ey-megatrends-report-2015.pdf)



Massive Open Online Courses give us access to a world-class education from anywhere.

## Additional Resources

- Australian Government, *Australia in the Asian Century*  
<http://www.murdoch.edu.au/ALTC-Fellowship/document/Resources/australia-in-the-asian-century-white-paper.pdf>
- Boston Consulting Group, *Imagining Australia in the Asian Century*  
<http://www.bostonconsulting.com.au/documents/file115487.pdf>

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