



NAVIGATING THE PEAK: TRENDS SHAPING THE FUTURE OF THE AUSTRALIAN SNOW INDUSTRY

ASHLEY FELL



Census

Every stat tells a story.

2021

DEMOGRAPHERS WHEN NEW CENSUS DATA COMES OUT ...



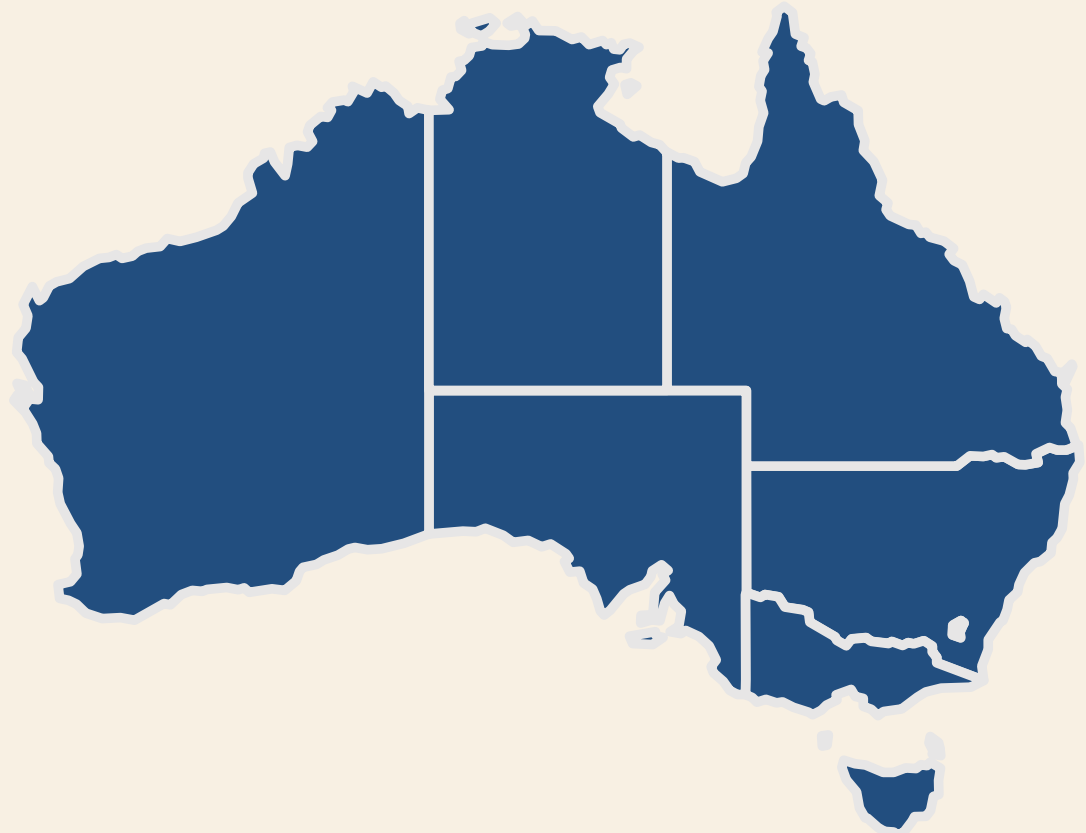


DEMOGRAPHIC SHIFTS

POPULATION: GROWING

2015
23.9 million

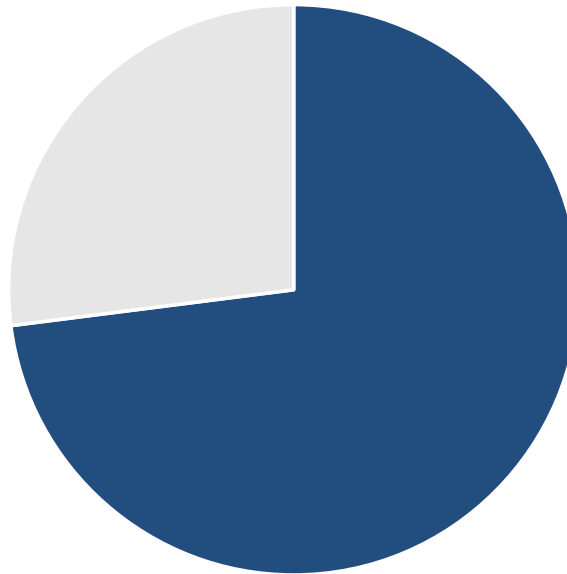
2025
27.6 million



Source: Australian Bureau of Statistics

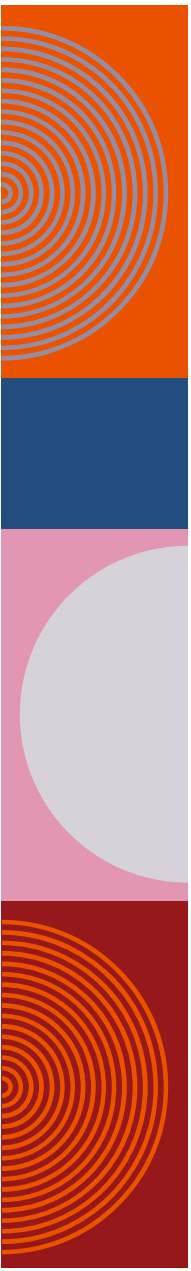
POPULATION GROWTH

27%
NATURAL
INCREASE



73%
NET OVERSEAS
MIGRATION

Source: Australian Bureau of Statistics



POPULATION: MORE DIVERSE

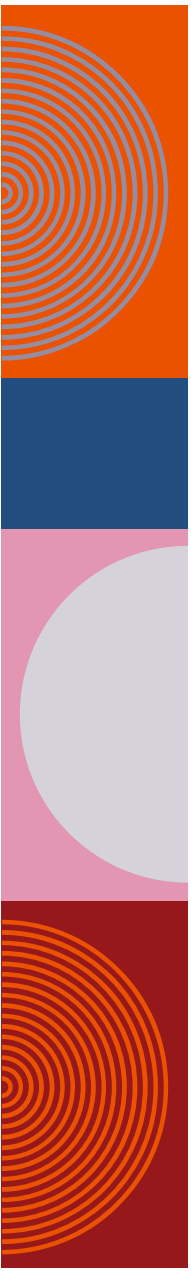
27.7%

BORN O/S

48.2%

**HAVE AT LEAST
ONE PARENT
BORN O/S**

Source: Australian Bureau of Statistics



POPULATION: MORE DIVERSE

8.8M RESIDENTS BORN O/S (32%)

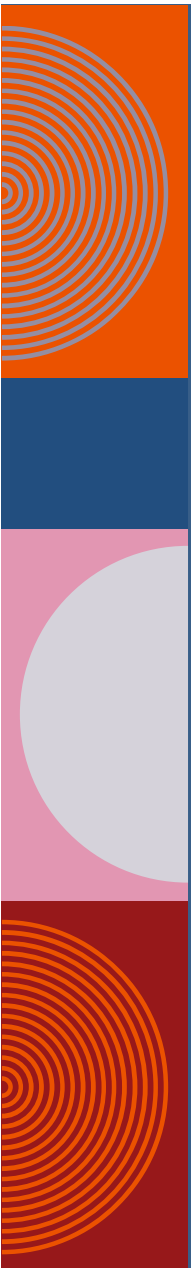
**INDIA, ENGLAND, CHINA, & NEW ZEALAND ARE
THE TOP SOURCE COUNTRIES**

THE VISITOR ECONOMY

China is expected to be the fastest growing market over the full period to 2030, while Hong Kong and India show strong growth prospects.

Both Chinese and Indian Australian segments are moving away from "checklist" sightseeing toward **passion-led, lifestyle travel**, with a specific surge in multi-generational family trips and "luxury-educational" experiences.

For the snow industry, this means shifting from marketing pure sport to selling **immersive winter aesthetics and accessible "snow-play"**, as these audiences increasingly value high-end service, local food culture, and shareable, first-time alpine memories.



Driving demand
for different
industries

Greater cultural
intelligence required

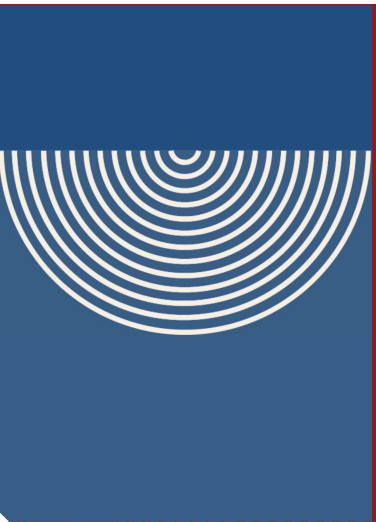
IMPACTS ON THE FUTURE

Redefined
retirement

Ratio of workers to
retirees shrinks

Increased competition
for skilled labour

More diverse workforce,
and customers

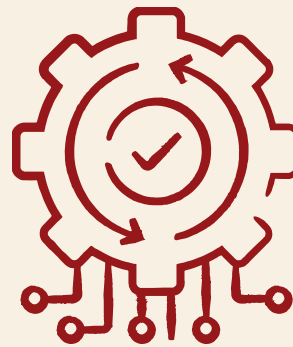


TECHNOGLOGICAL ADVANCEMENTS

AI'S IMPACT ON THE WORKPLACE



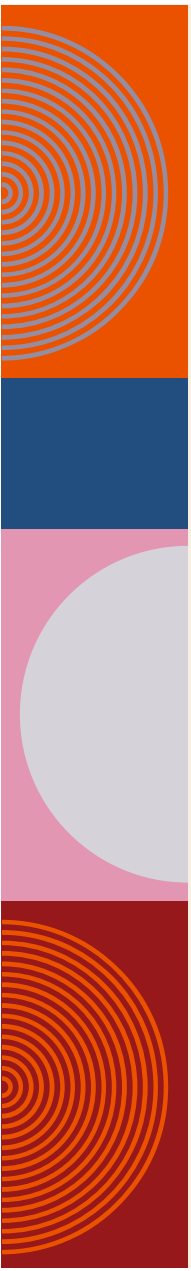
Personalisation



Automation



Productivity



SKILL EVOLUTION

20th Century

21st Century

Technical skills	Basic computer skills	Advanced digital skills
Communication	Written and verbal	Inspiring and motivating
Problem solving	Logical thinking	Critical thinking
Adaptability	Following instructions	Openness to change
Teamwork	In-person	Hybrid
Leadership	Hierarchical	Collaborative
Knowledge	Retention	Application

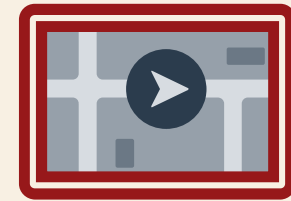
OUTGOING FOR THE EMERGING GENERATIONS



Fax machine



Landline phone



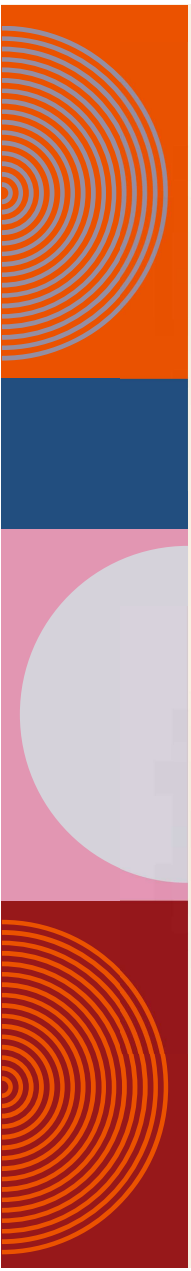
GPS



Credit card



Wallet

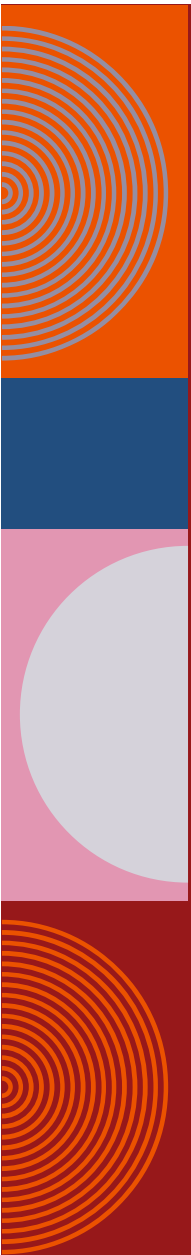


Could you fax over a copy?

No, I can't fax because of where I live

Where do you live?

The 21st century



Automation/AI to offset
labour shortages

Changing jobs and
creating new ones

Increased investment in
training and upskilling

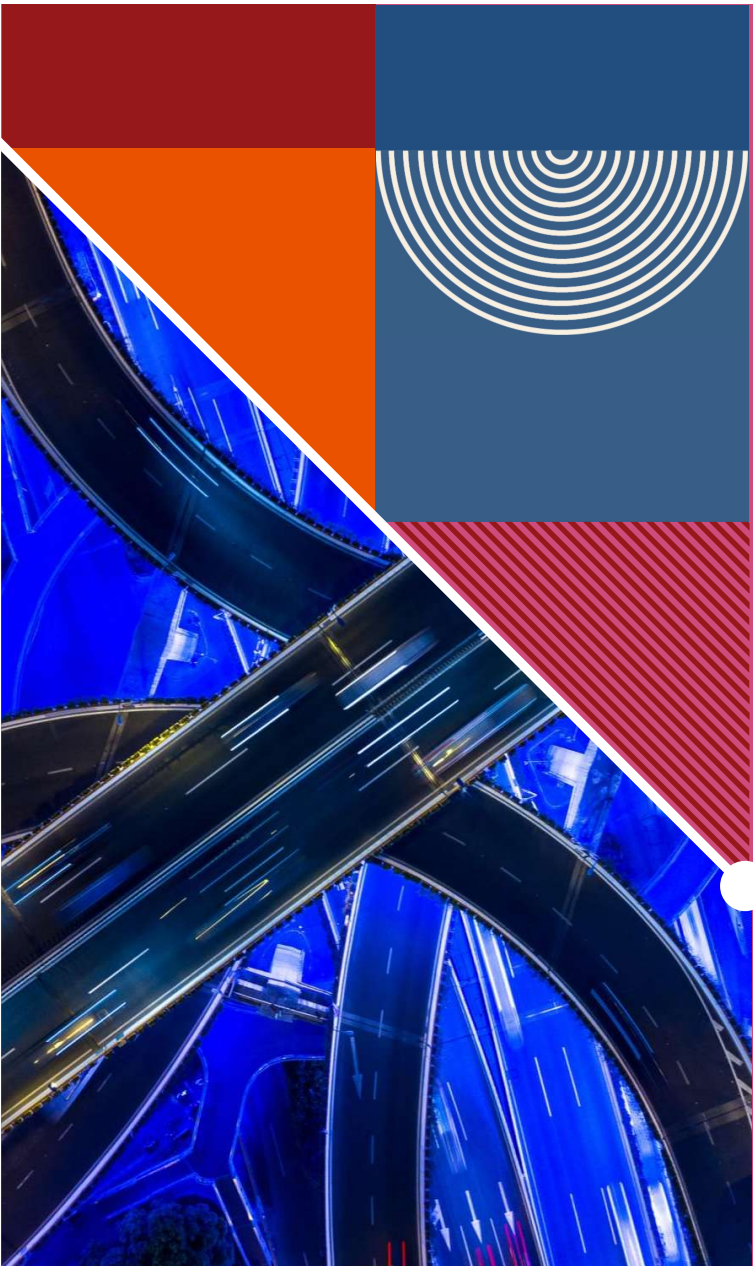
IMPACTS ON THE FUTURE

Creation of “the
agentic
workforce”

Redefining what skills
are needed

Work moves from doing
the task to governing the
machine

Orgs needing to
coordinate strategic
response and risk
mitigation

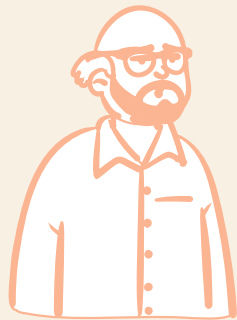


GENERATIONAL CHANGE

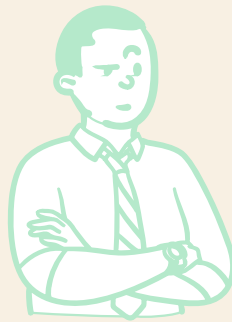
THE SEVEN GENERATIONS



Builders
1925-1945
81+



Boomers
1945-1964
62-80



Gen X
1965-1979
47-61



Gen Y
1980-1994
32-46



Gen Z
1995-2009
17-31



Gen Alpha
2010-2024
2-16



Gen Beta
2025-2039
Under 2

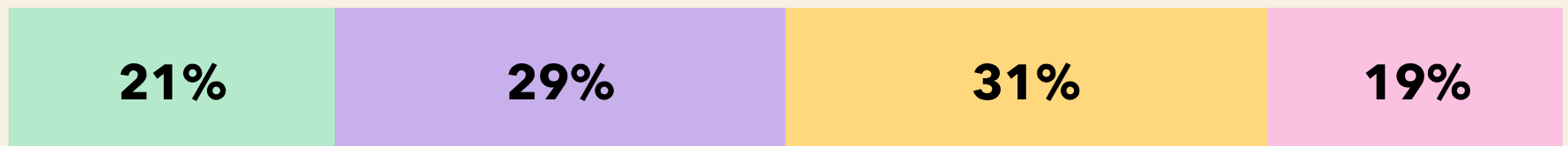
WORKFORCE COMPOSITION

● Boomer ● Gen X ● Gen Y ● Gen Z ● Gen Alpha

Current (aged 18-67)



2035 (aged 18-70)



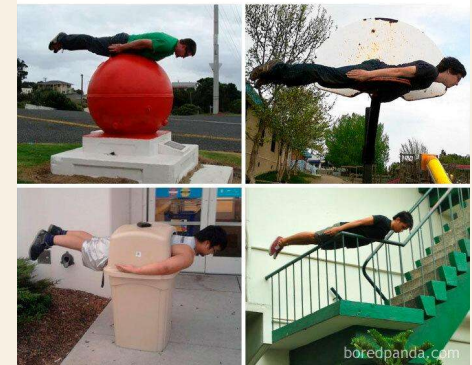
Source: UN Population Division estimate



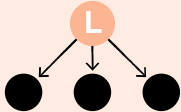
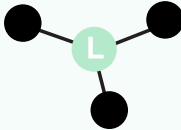
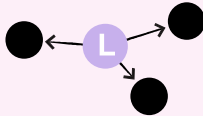
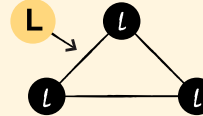
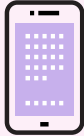
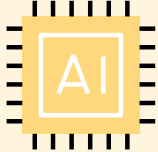
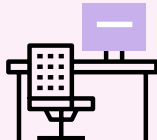
Millennials
1980-1994
32-46



Millennials: Wow these TikTok trends are so cringey
Also Millennials in 2011:



CONTEXT

	Baby Boomers	Gen X	Gen Y	Gen Z
Leadership style	 Directing	 Co-ordinating	 Guiding	 Empowering
Emerging technologies	 Fax machine	 Desktop computer	 Smart phone	 Artificial Intelligence
Work location	 Place bound	 Place bound	 Place flexibility	 Work from anywhere

Source: McCrindle, Generations Defined Report



Gen Alpha
2010-2024

Yo, see Liam's swag today? Brah's always mewing. Straight sigma with it.

Mad lit, ultimate aura.



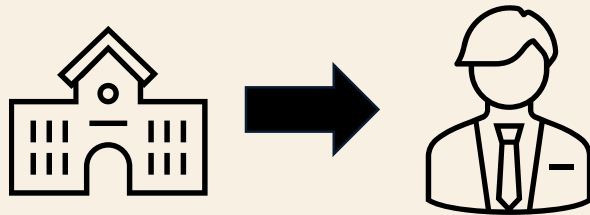
Gen Alpha
2010-2024

Liam looks good.

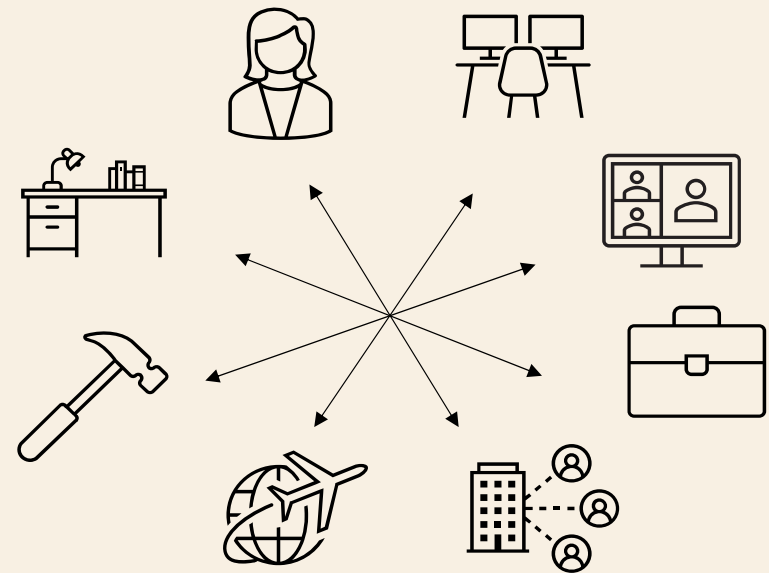
Great.

CAREER MOBILE

The old way



The new way



CAREER MOBILE



Gen Z
1995-2009

79%

**SAY THEIR IDEAL
WAY OF WORKING
IS TO BE SELF-
EMPLOYED OR
IN A SIDE HUSTLE**

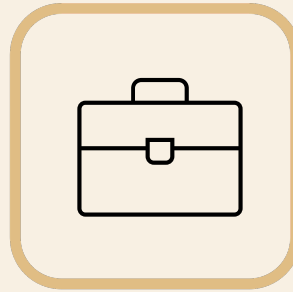
Source: McCrindle Trends of 2024 Report

www.ashleyfell.com.au

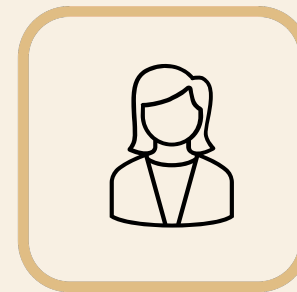
CAREER MOBILE



Gen Z
1995-2009

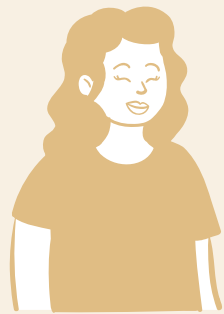


18 jobs



6 careers

In their lifetime



Gen Z
1995-2009

Kids
In
Parents
Pockets
Eroding
Retirement
Savings

Gen Z	Gen Y	Gen X	Boomers
 75% Accessible and approachable leadership	 73% Flexible working hours	 71% Remuneration	 74% Convenient location
 69% Learning and development opportunities	 73% Convenient location	 70% Accessible and approachable leadership	 73% Remuneration
 67% Career progression opportunities	 72% Accessible and approachable leadership	 69% Convenient location	 69% Accessible and approachable leadership
 65% Flexible working hours	 71% Career progression opportunities	 63% Flexible working hours	 64% Authentic organisational values
 64% Inspiring vision/mission	 70% Learning and development opportunities	 57% Learning and development opportunities	 54% Flexible working hours

HOW IMPORTANT ARE THE FOLLOWING TO THE FUTURE OF WORK?

Extremely/very important



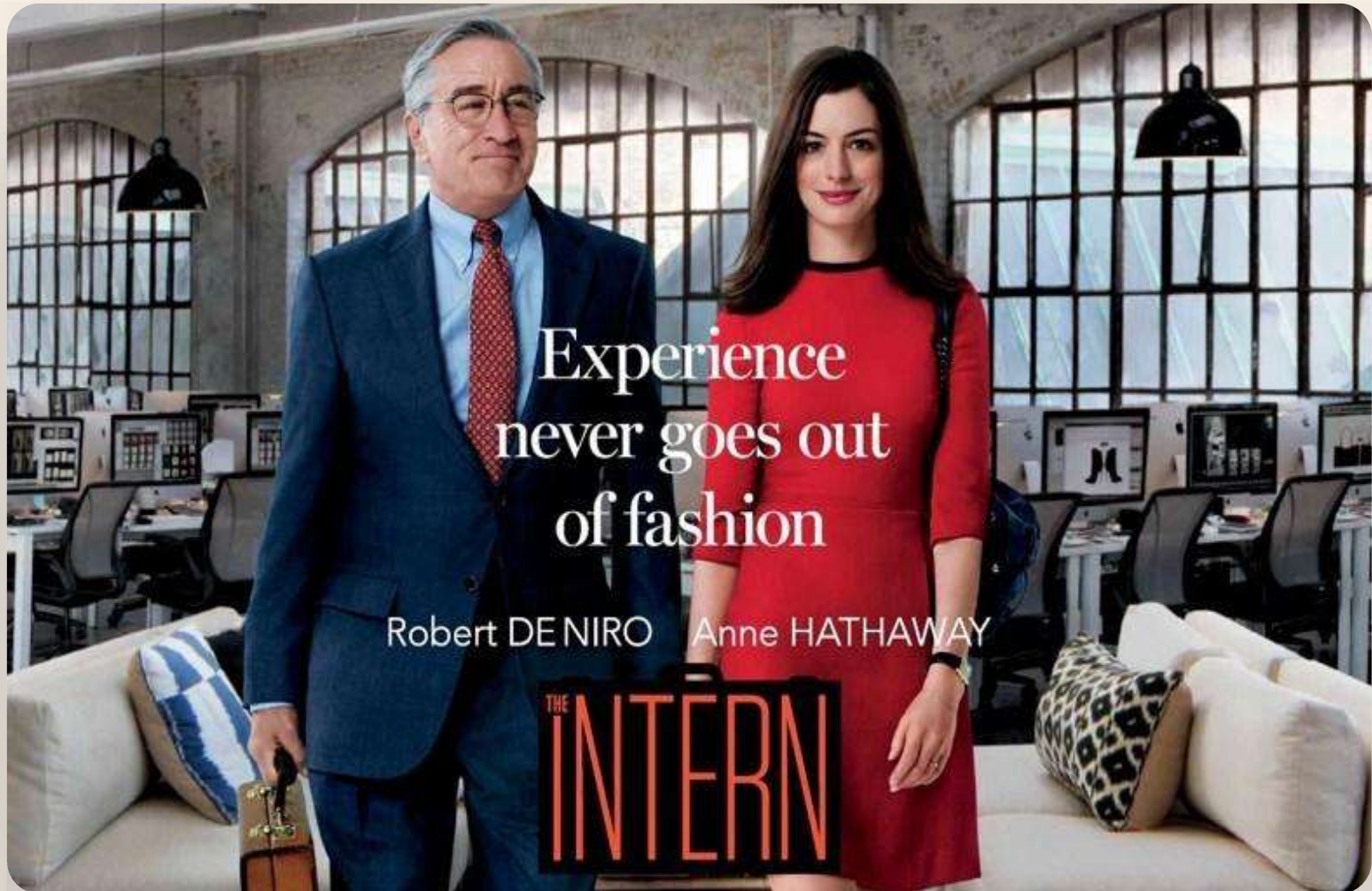
1. Learning to work effectively with people of different generations (79%)

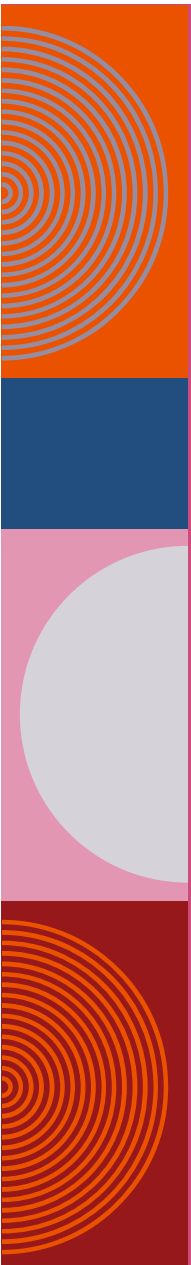


2. Leaders who exemplify the organisation's culture and values (76%)



3. Individual adaptability to navigate the changing world of work (76%)





Five generations working
side-by-side

Different expectations
around flexibility, loyalty
and leadership

Focus on knowledge
transfer across generations

IMPACTS ON THE FUTURE

Redefined career
pathways

Increased need for
age-inclusive
workplace design

Strategy on how to attract
and retain great people

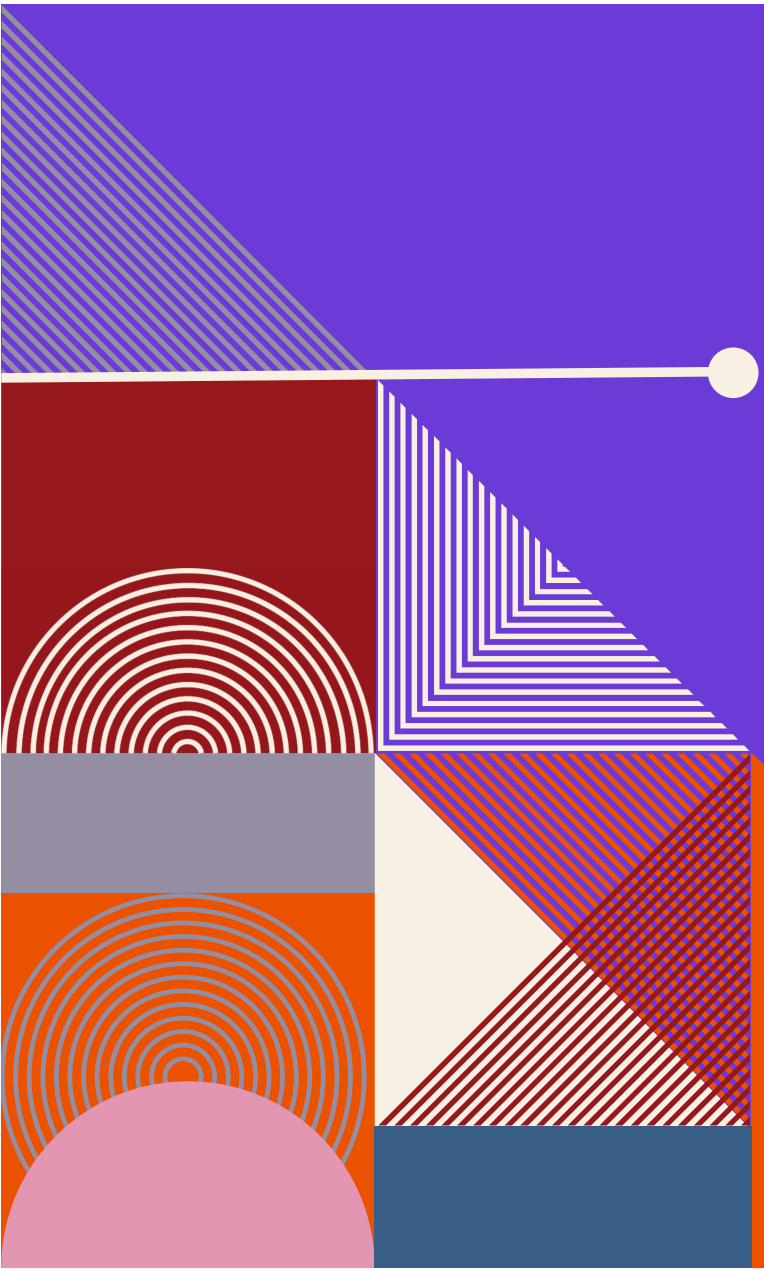
More diverse workforce,
and customers



Generations Cheat Sheet

In today's workforce, age diversity is your greatest competitive advantage - if you know how to navigate it. Use this to better understand the generations at work, and as a starting point to foster deeper connection, reduce friction, and lead your team well.

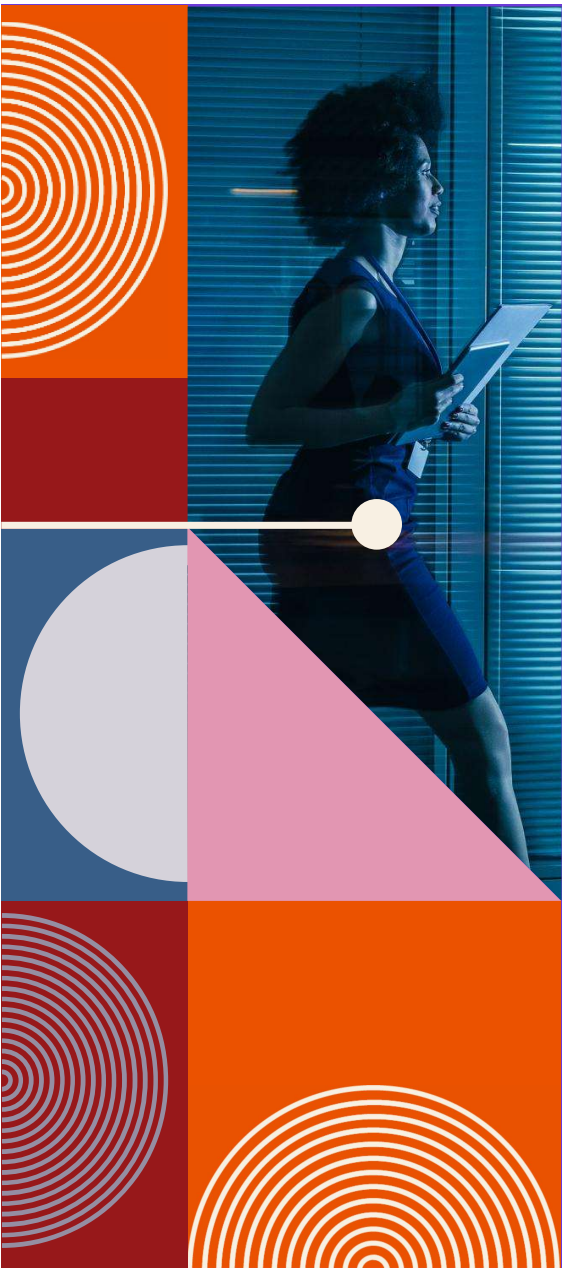
Who?	Baby Boomers	Gen X	Gen Y	Gen Z	Gen Alpha
					
Birth years	1945-1964	1965-1979	1980-1994	1995-2009	2010-2024
Slang	<i>Clock-in, Workhorse</i>	<i>Whatever, Rad</i>	<i>Side hustle, YOLO</i>	<i>Slay, Delulu</i>	<i>67, Skibidi Ohio Rizz</i>
Formative	TV, landline	PC,	Internet,	Social media,	Robotics,



HOW TO RESPOND



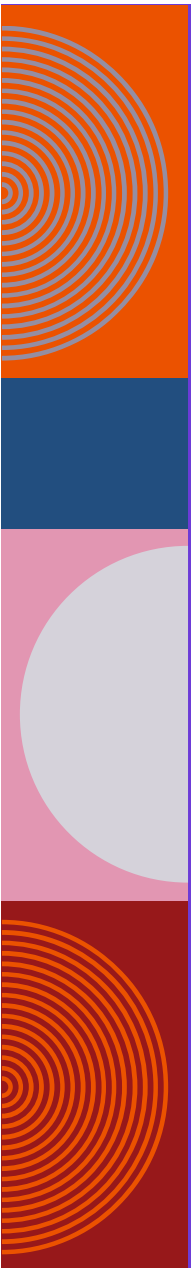
REMAIN CURIOUS ABOUT DIFFERENCE



REMEMBER THE TIMELESS



**BE
REALISTIC,
YET POSITIVE**

A vertical decorative bar on the left side of the slide, composed of four colored rectangular sections: orange at the top, dark blue, light pink, and dark red at the bottom. The orange and dark red sections contain white concentric circular patterns, while the dark blue and light pink sections are solid colors.

**"THE STRENGTH OF AN
ORGANISATION COMES FROM
ITS STORIES AND TRADITIONS...
BUT THE FUTURE OF AN
ORGANISATION RESTS IN ITS
RELEVANCE AND INNOVATION."**

- Work Wellbeing book

THANK YOU

E: ashley@ashleyfell.com.au

W: www.ashleyfell.com.au



Ashley Fell

Social Researcher

Trends Expert

Futurist

