

# The future of education

Geoff Brailey

18<sup>th</sup> July 2023



**Hello, my name is**

**SOCIAL RESEARCHER**









‘Comprehensive, bold and packed with practical tips to inspire optimism in the parents of Australia’s rising generation’ HUGH MACKAY

MARK McCRINDLE & ASHLEY FELL  
WITH SAM BUCKERFIELD

# GENERATION ALPHA

UNDERSTANDING OUR CHILDREN  
AND HELPING THEM THRIVE



From the renowned social researchers  
**mccrindle**  
who coined the term Generation Alpha

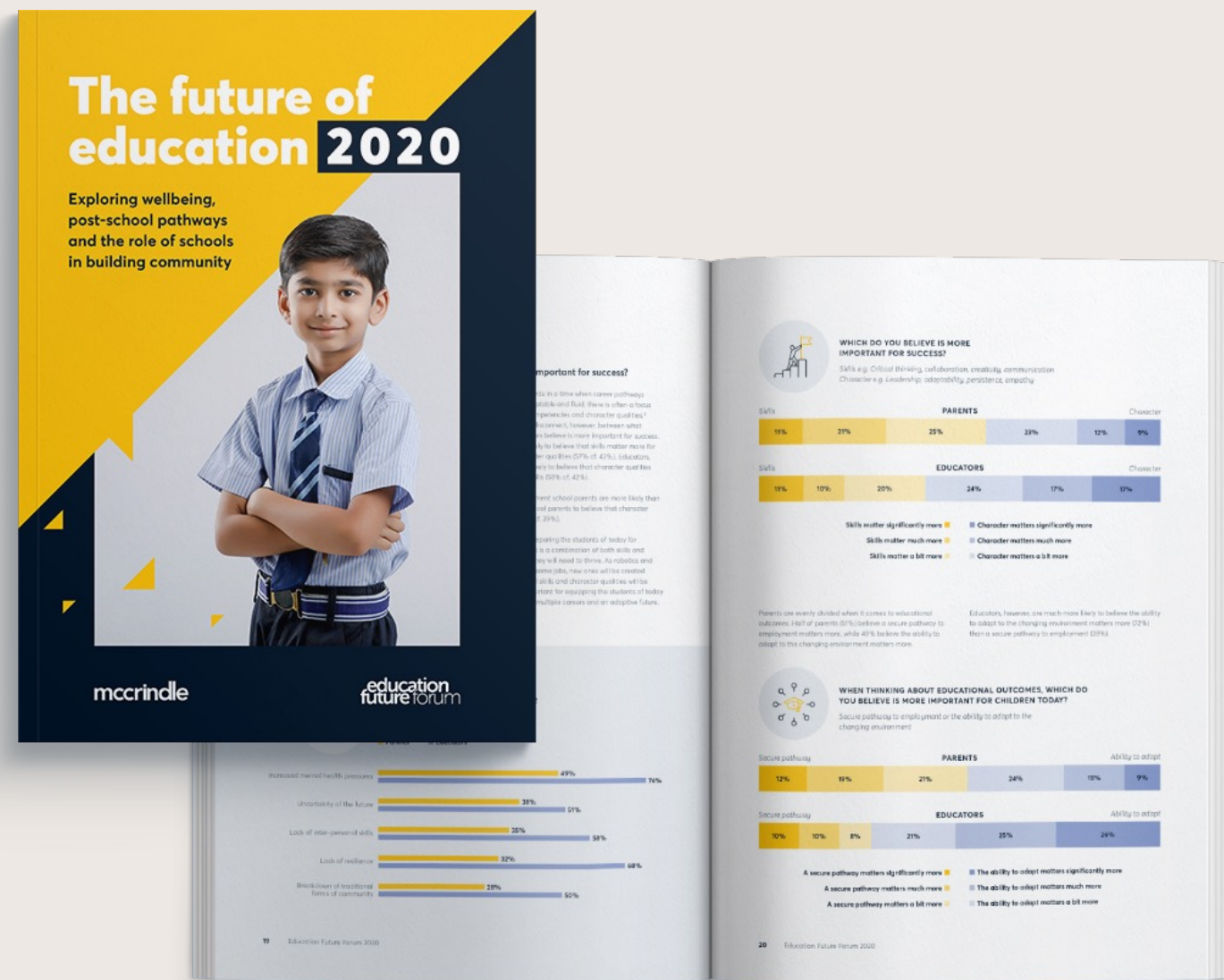


“

**Education is the most powerful  
weapon which you can use to change  
the world.**

Nelson Mandela







“

**When I finish school, I'm going to travel and go to university. And then when I finish university, I'll get a job as a cook and a doctor.**

Olivia – 8 years old

“

**I'll go to university, travel, find someone to marry and have kids and then get a job.** I want to be a race car driver. And I wanted to be Spiderman, but I can't.

Jaden – 8 years old



“

I'll go to university, travel, find someone to marry and have kids and then get a job. **I want to be a race car driver. And I wanted to be Spiderman, but I can't.**

Jaden – 8 years old



# 2011 APP





**2012**

# Cloud



# 2013 Hashtag





# 2014 Selfie





2015



2016

# POST-TRUTH

*Adjective*

*Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief*



# 2017 Fake news





# 2018 Toxic





# 2019 Climate emergency







Bushfire  
Impeachment



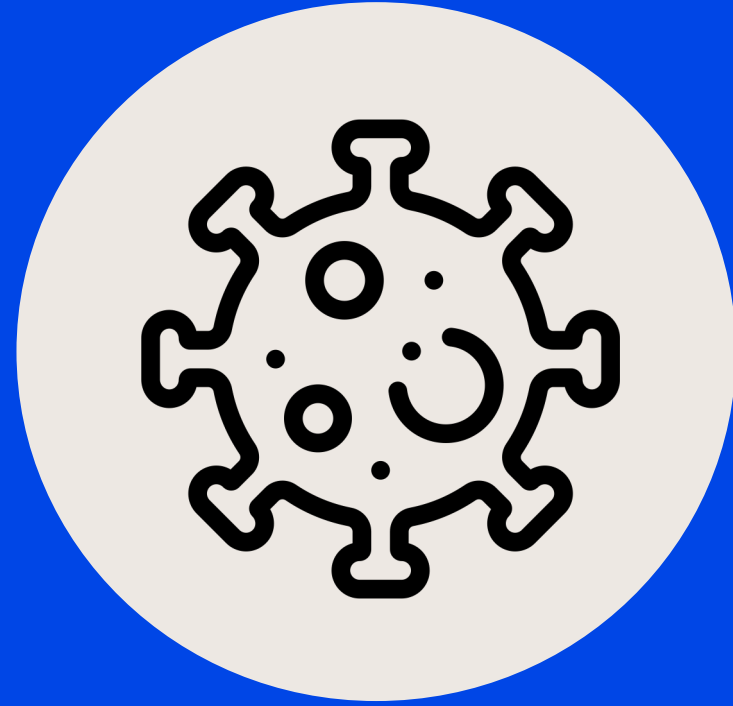
**January**



Bushfire  
Impeachment



**January**



Coronavirus

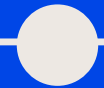


**March**

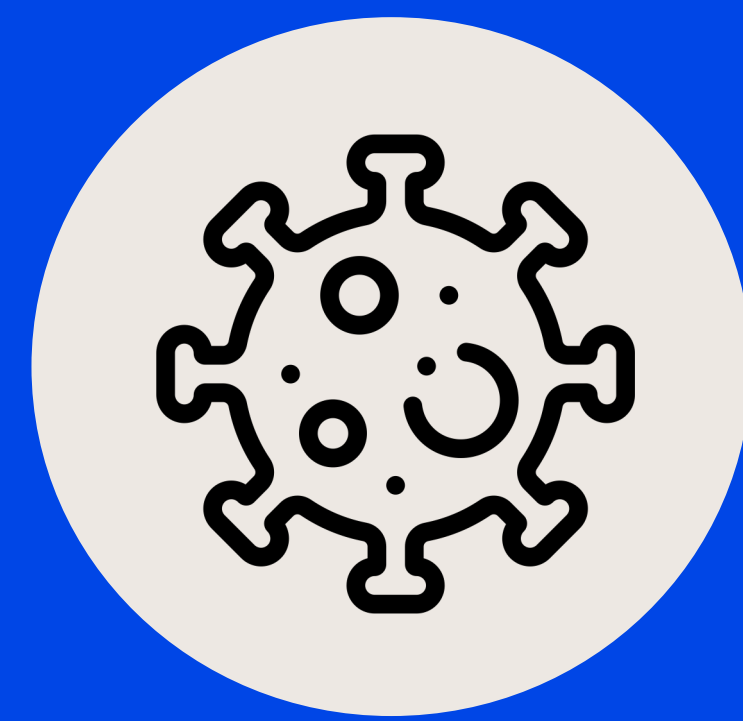




Bushfire  
Impeachment



January



Coronavirus



March



COVID-19  
Lockdown



April



Bushfire  
Impeachment



January



Coronavirus



March



COVID-19  
Lockdown



April



Black Lives  
Matter



June





Bushfire  
Impeachment



January



Coronavirus



March



COVID-19  
Lockdown



April



Black Lives  
Matter



June



Cancel  
Culture



July

# 2021 Vax





# 2022 Goblin mode







***“Pretty sure Goblin Mode is just a new term to describe what teenagers have always been in.”***



**What do you think the word  
of the year will be for 2023?**  
*(2-min discussion with the person next to you)*

# Change







**Simon Holland**   
@simoncholland



Don't know about y'all but I could  
really go for some precedented  
times.

# Change fatigue



# Change fatigue



Helping grandma  
with the controller

# Change apathy



# Change apathy



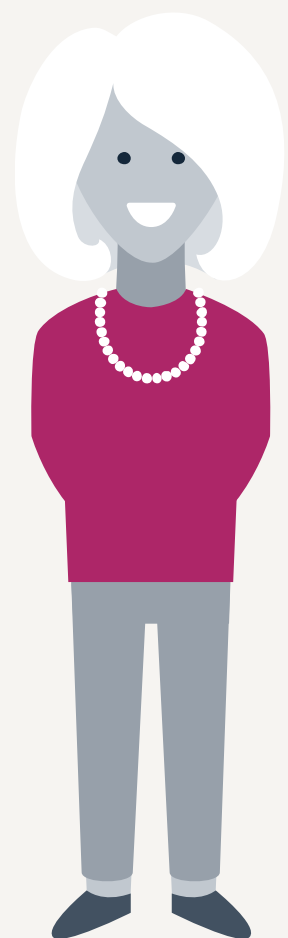


# Generations





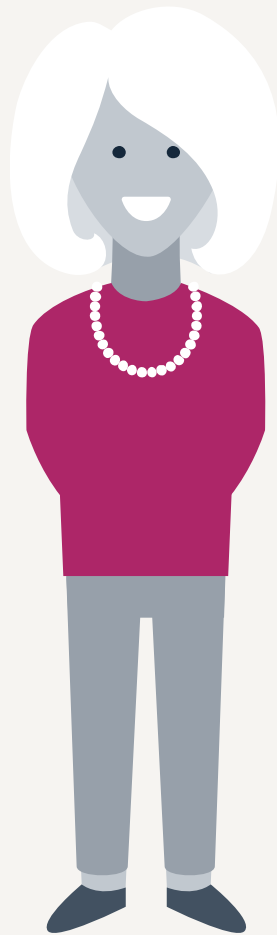
# Six generations in 2023



**Builders**

**Age: 78+**

# Six generations in 2023



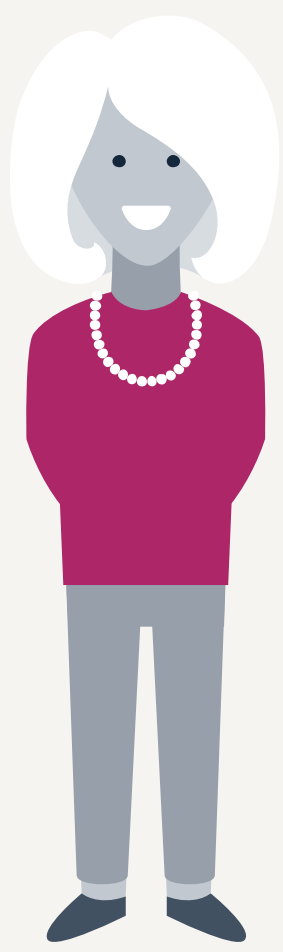
**Builders**  
Age: 78+



**Boomers**  
Age: 59-77



# Six generations in 2023



**Builders**  
Age: 78+

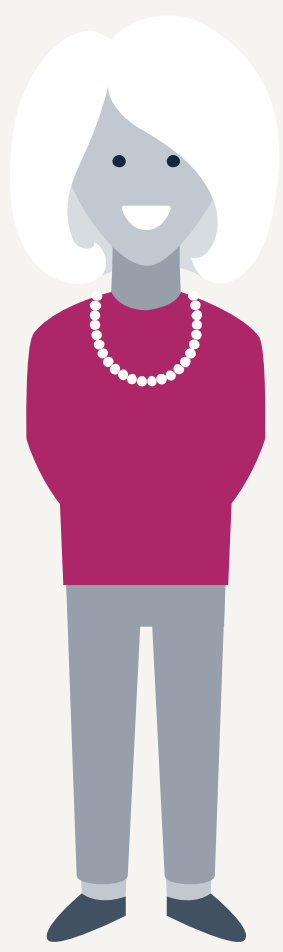


**Boomers**  
Age: 59-77



**Gen X**  
Age: 44-58

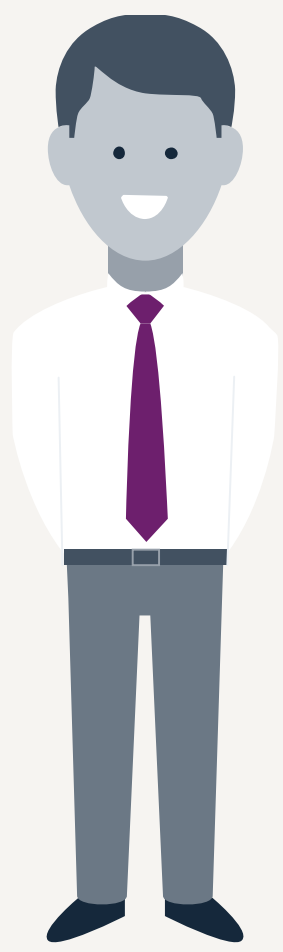
# Six generations in 2023



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Age: 78+



**Boomers**  
Age: 59-77



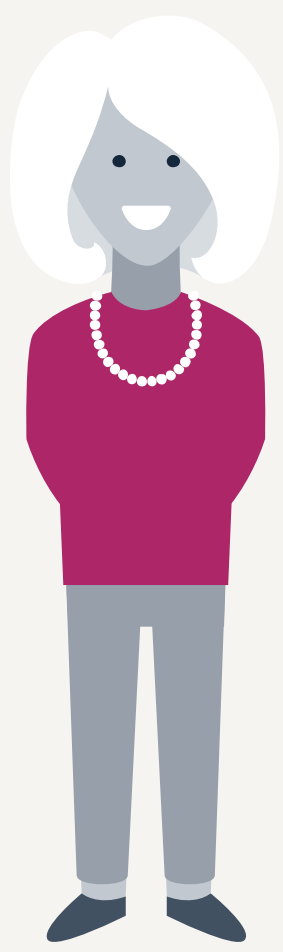
**Gen X**  
Age: 44-58



**Gen Y**  
Age: 29-43



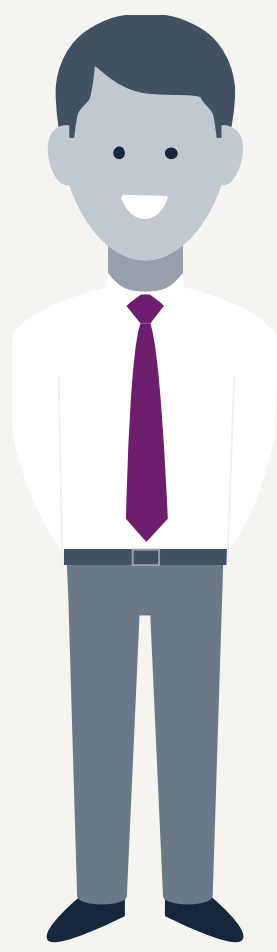
# Six generations in 2023



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Age: 78+



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Age: 59-77



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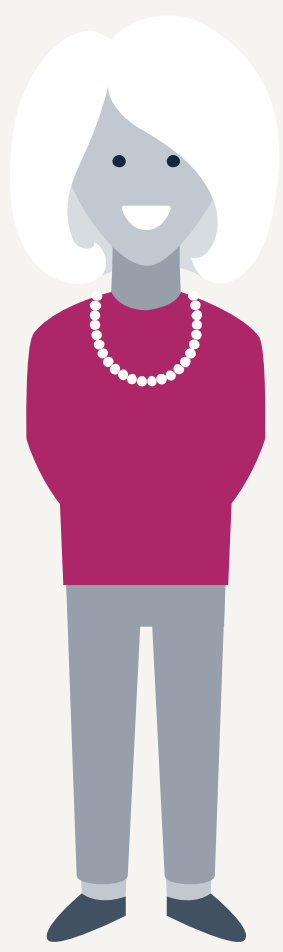


**Gen Y**  
Age: 29-43



**Gen Z**  
Age: 14-28

# Six generations in 2023



**Builders**  
Age: 78+



**Boomers**  
Age: 59-77



**Gen X**  
Age: 44-58



**Gen Y**  
Age: 29-43



**Gen Z**  
Age: 14-28



**Gen Alpha**  
Age: 13 and under



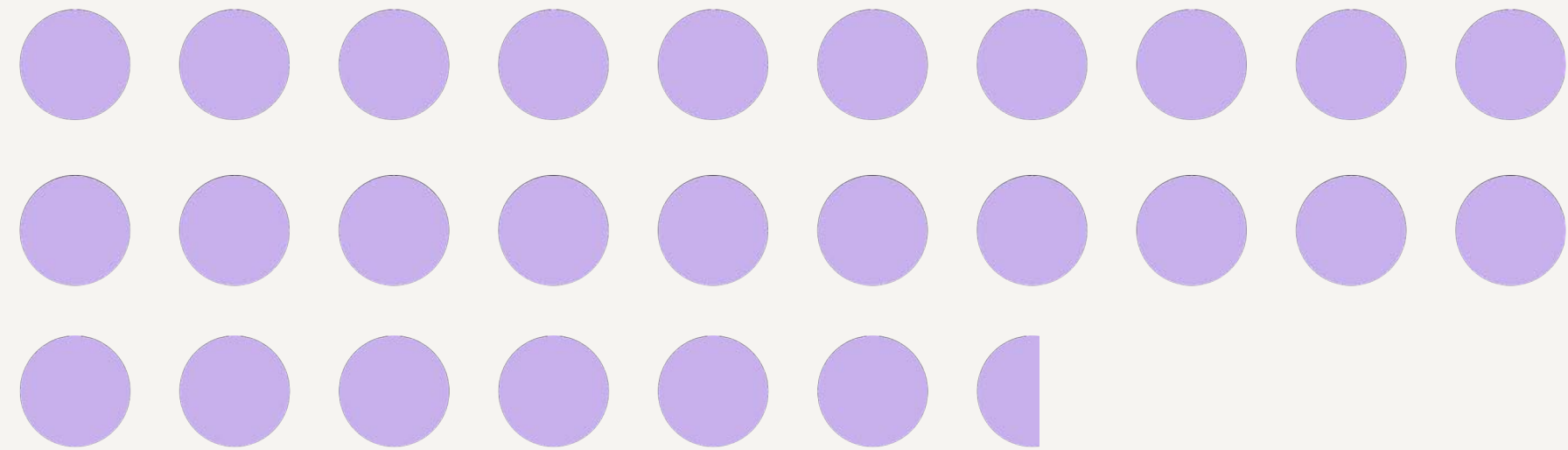
# Population





# 2023 population

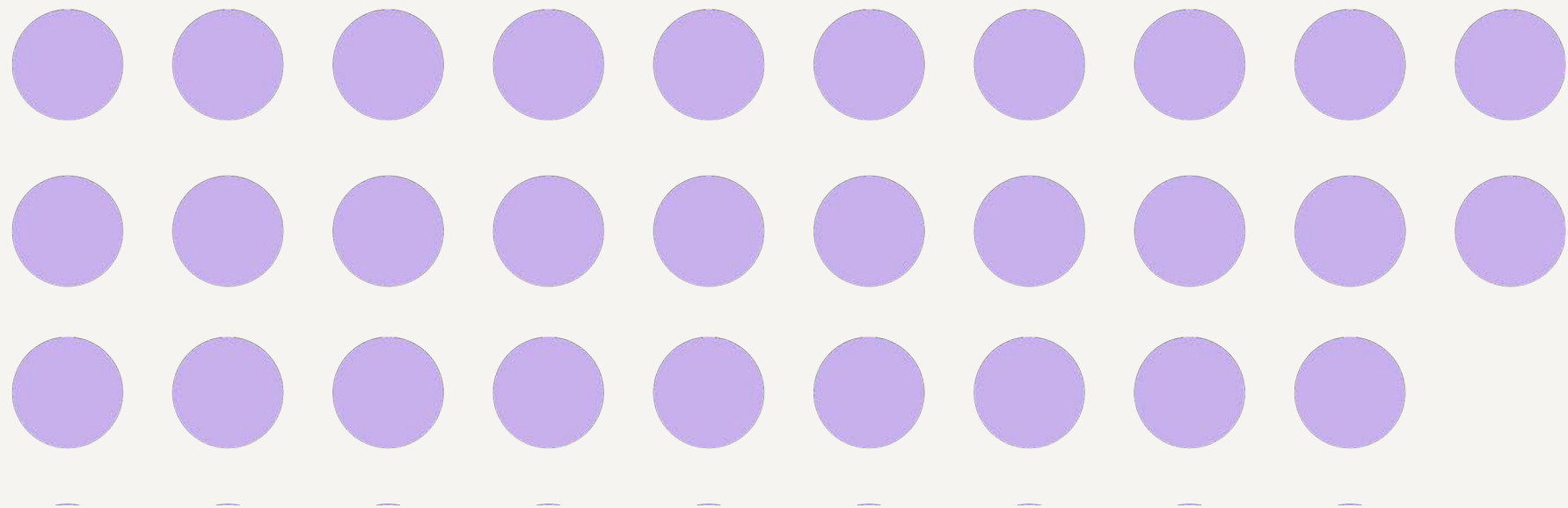
# 26.5m





2030 population

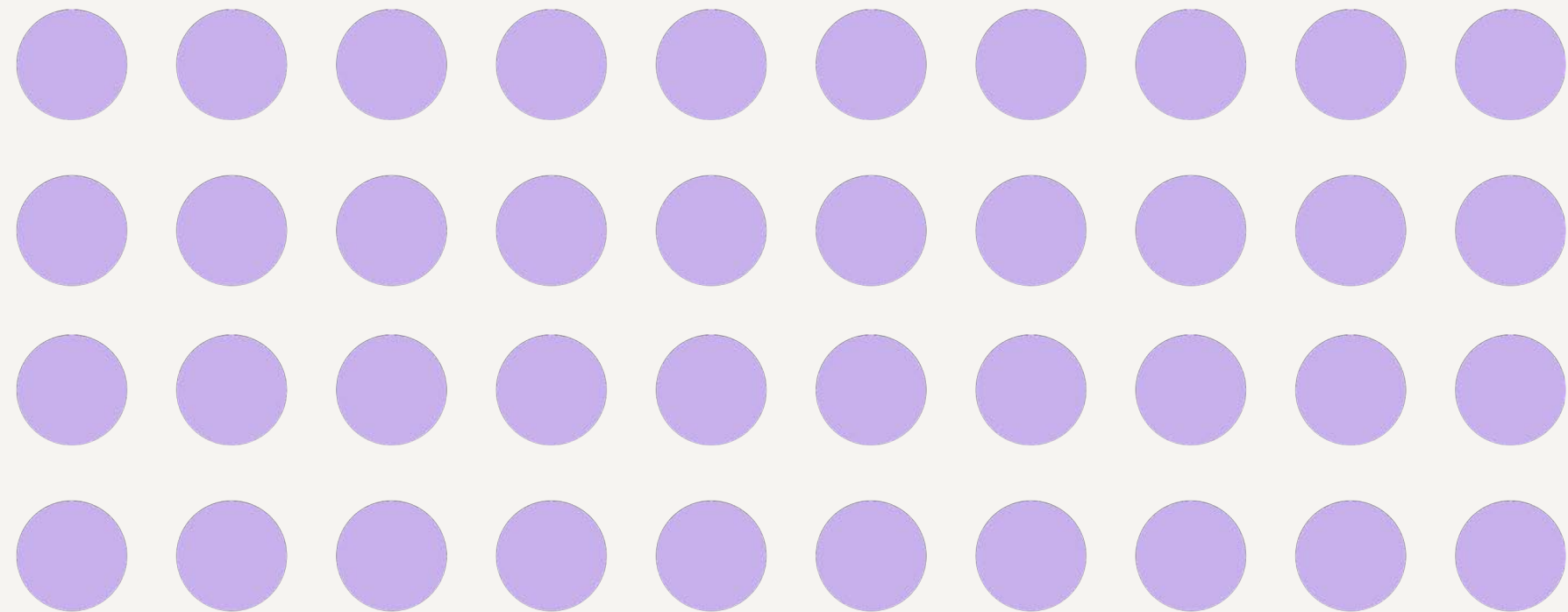
29m





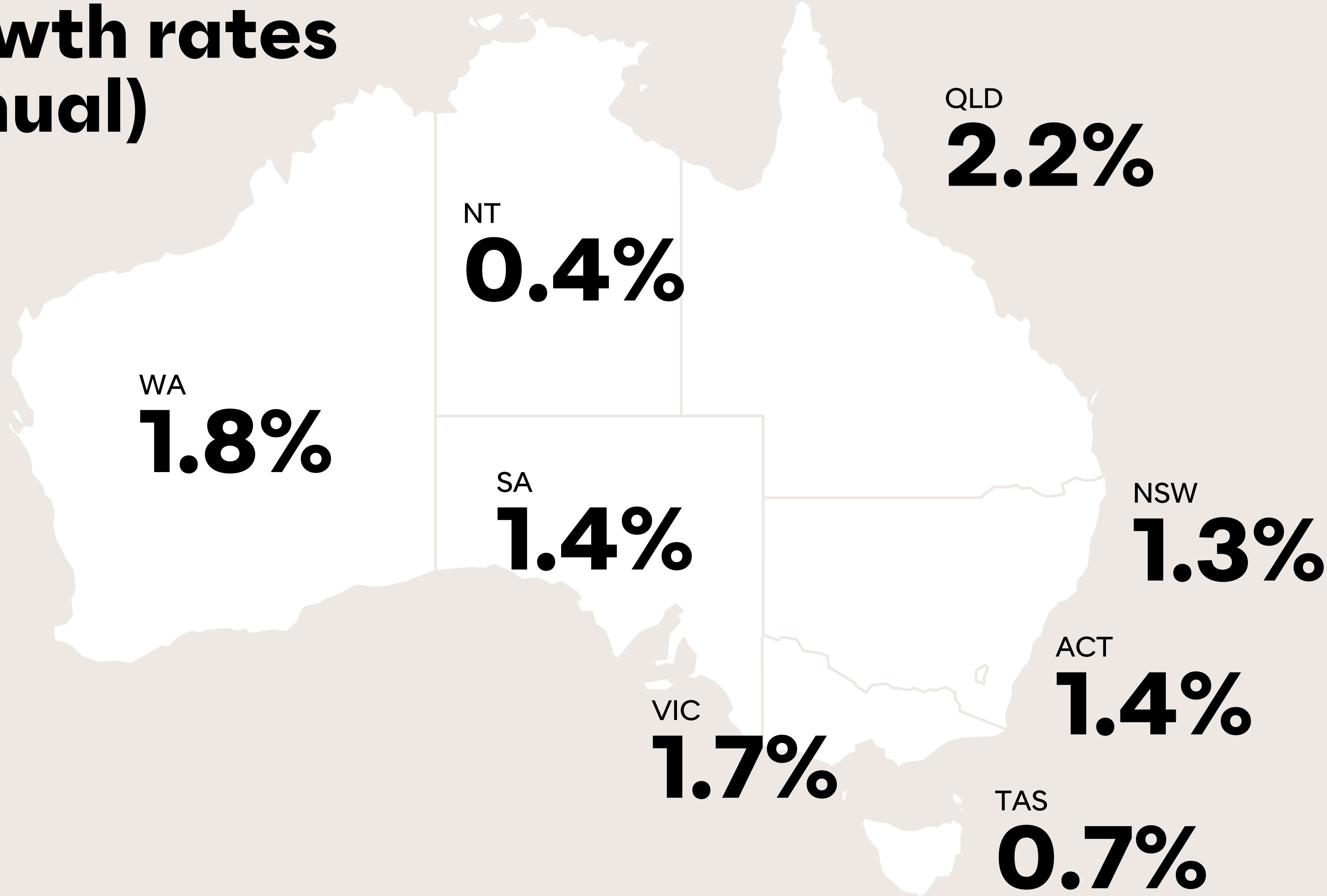
# 2050 population

# 40m

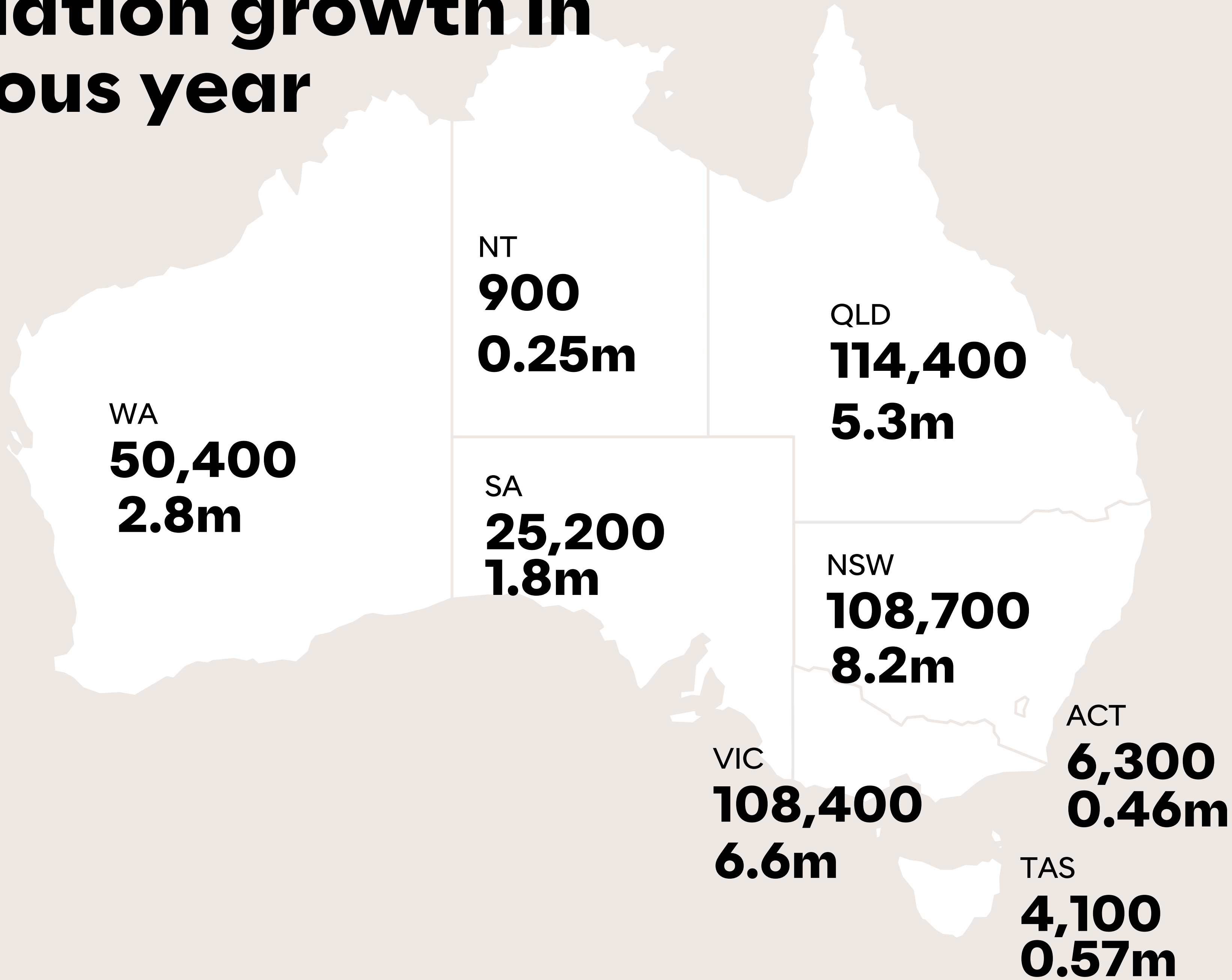




# Growth rates (annual)



# Population growth in previous year

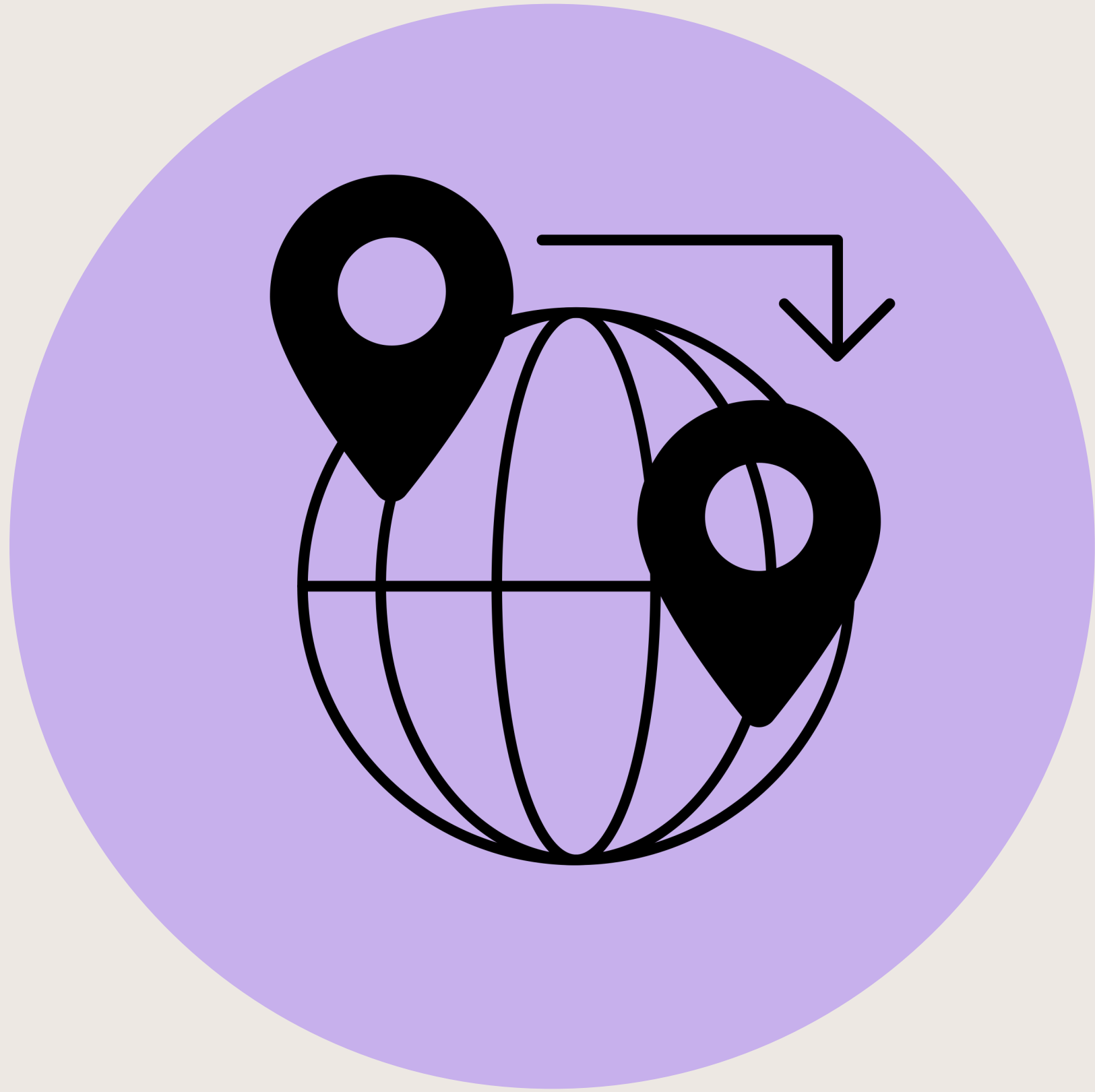




# Cultural diversity





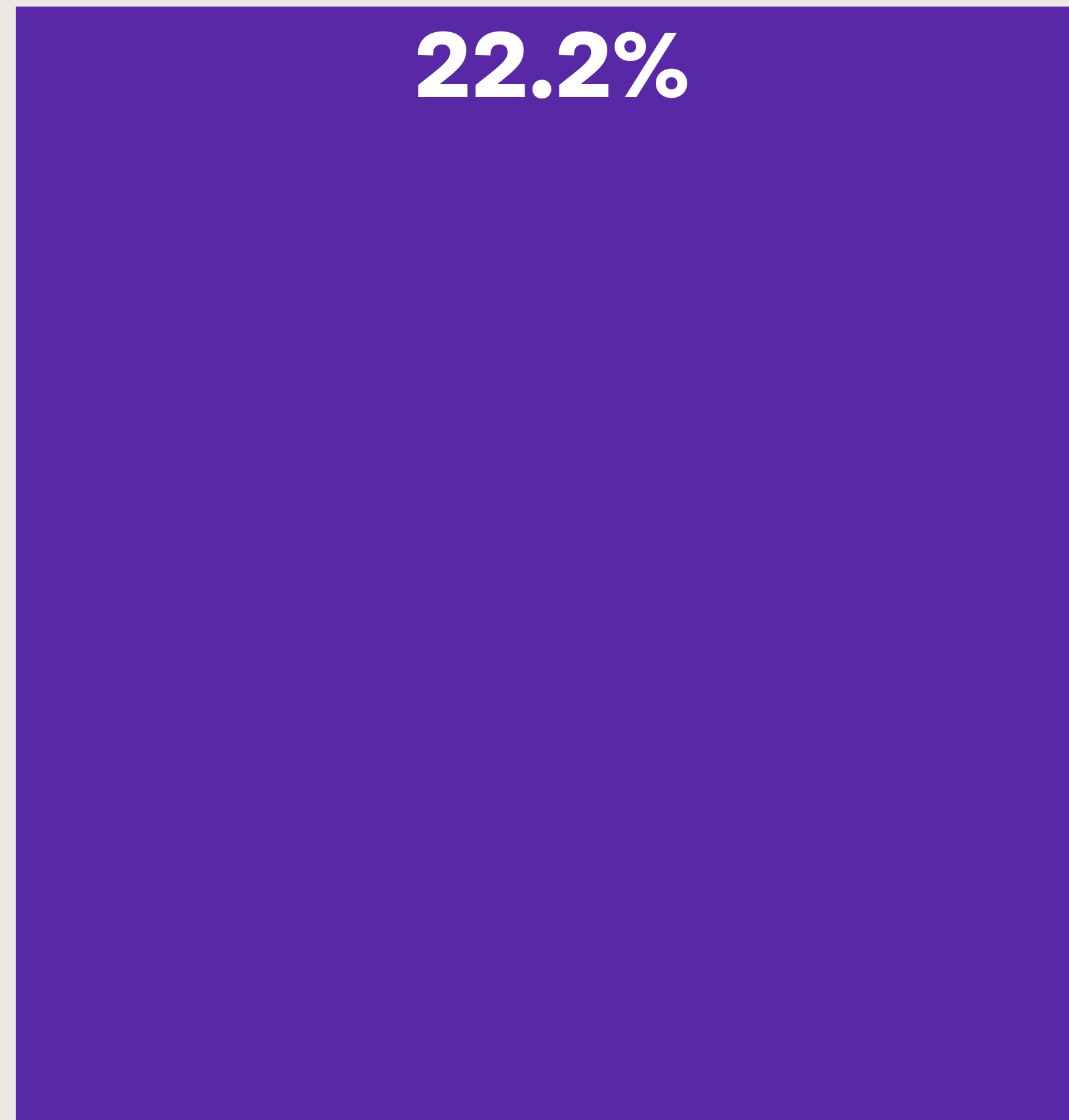


27.7%

Australians are born overseas

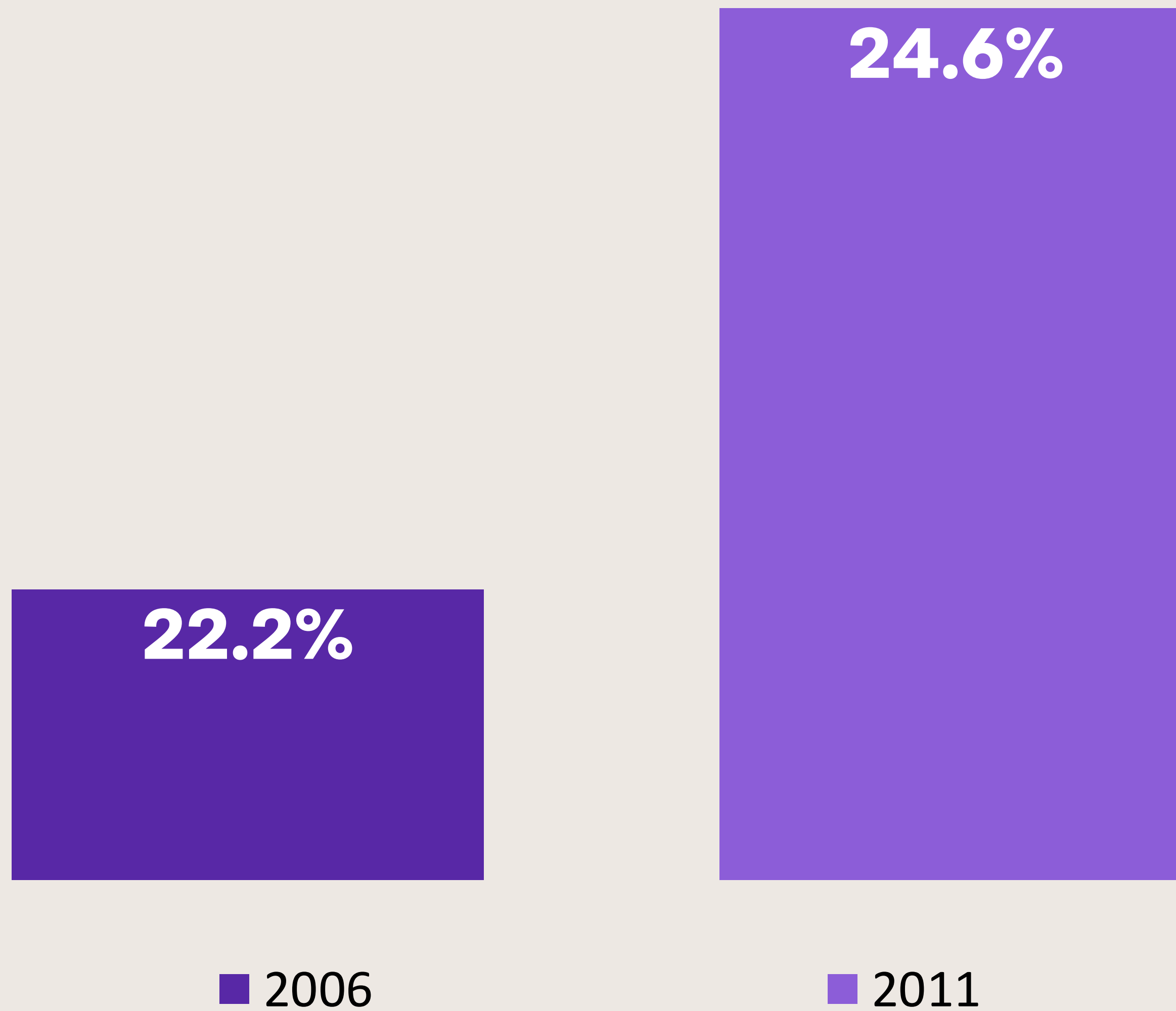


# % born overseas



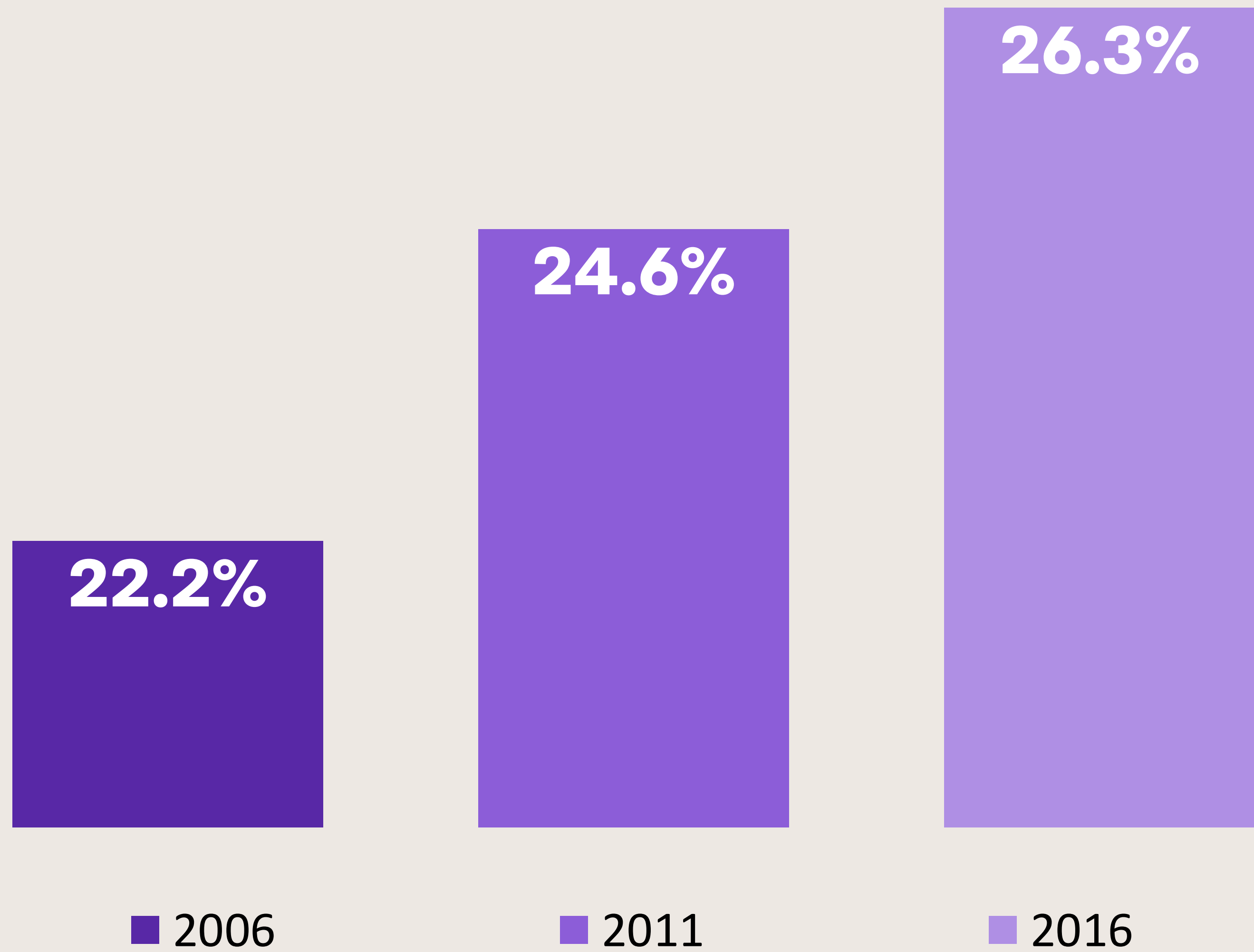
■ 2006

# % born overseas

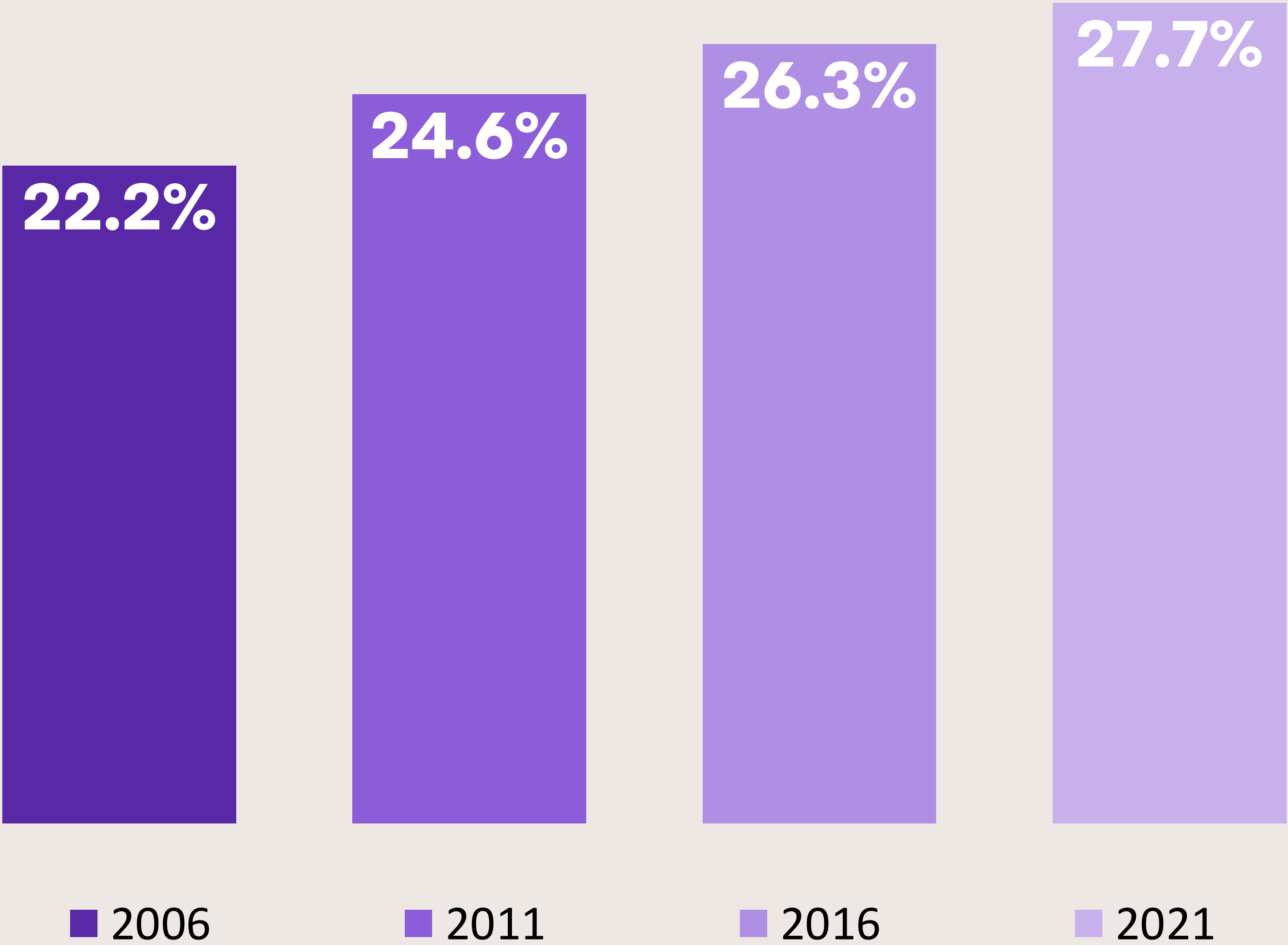




# % born overseas



# % born overseas





# Top 5 countries of birth

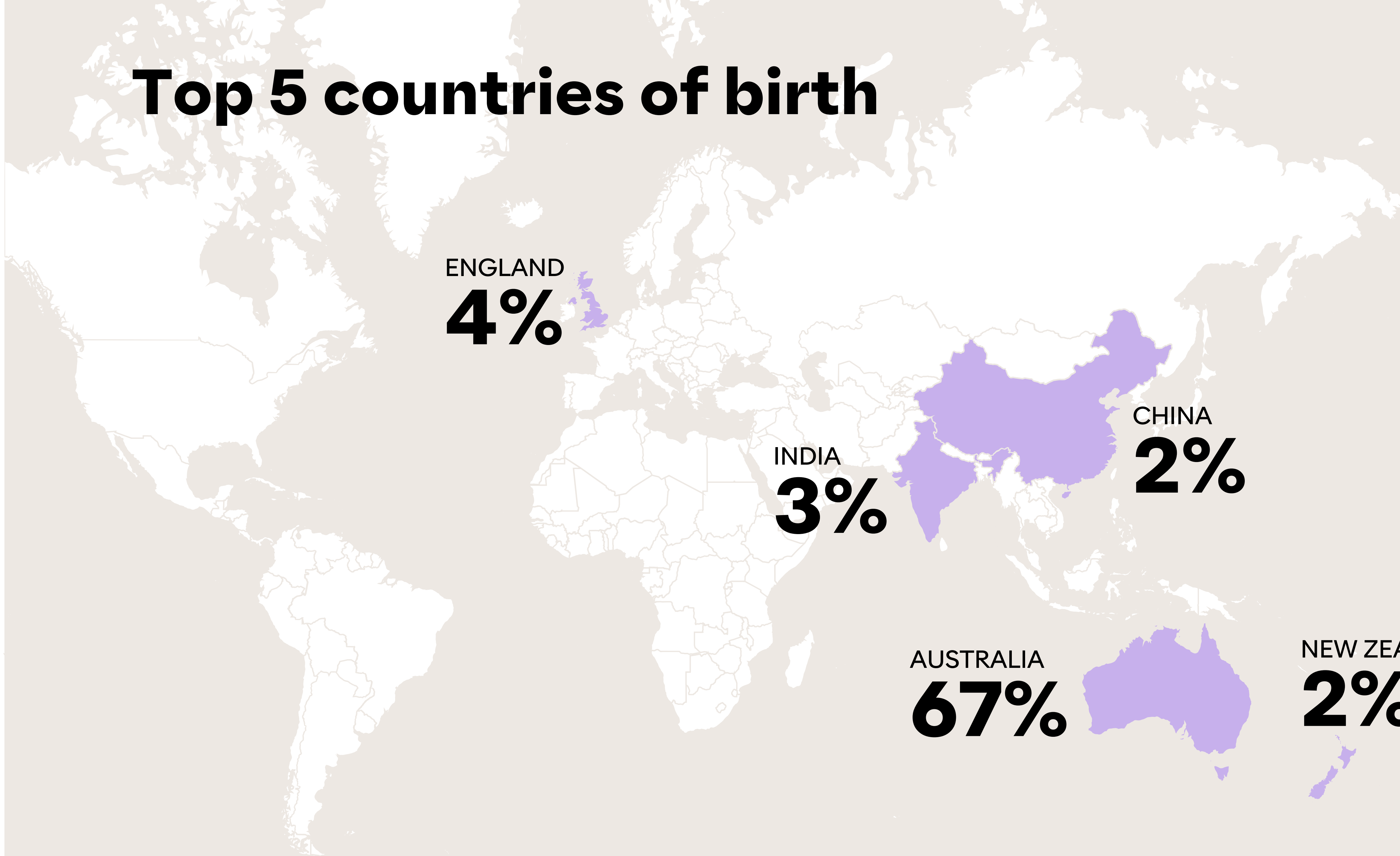
ENGLAND  
**4%**

INDIA  
**3%**

CHINA  
**2%**

AUSTRALIA  
**67%**

NEW ZEALAND  
**2%**



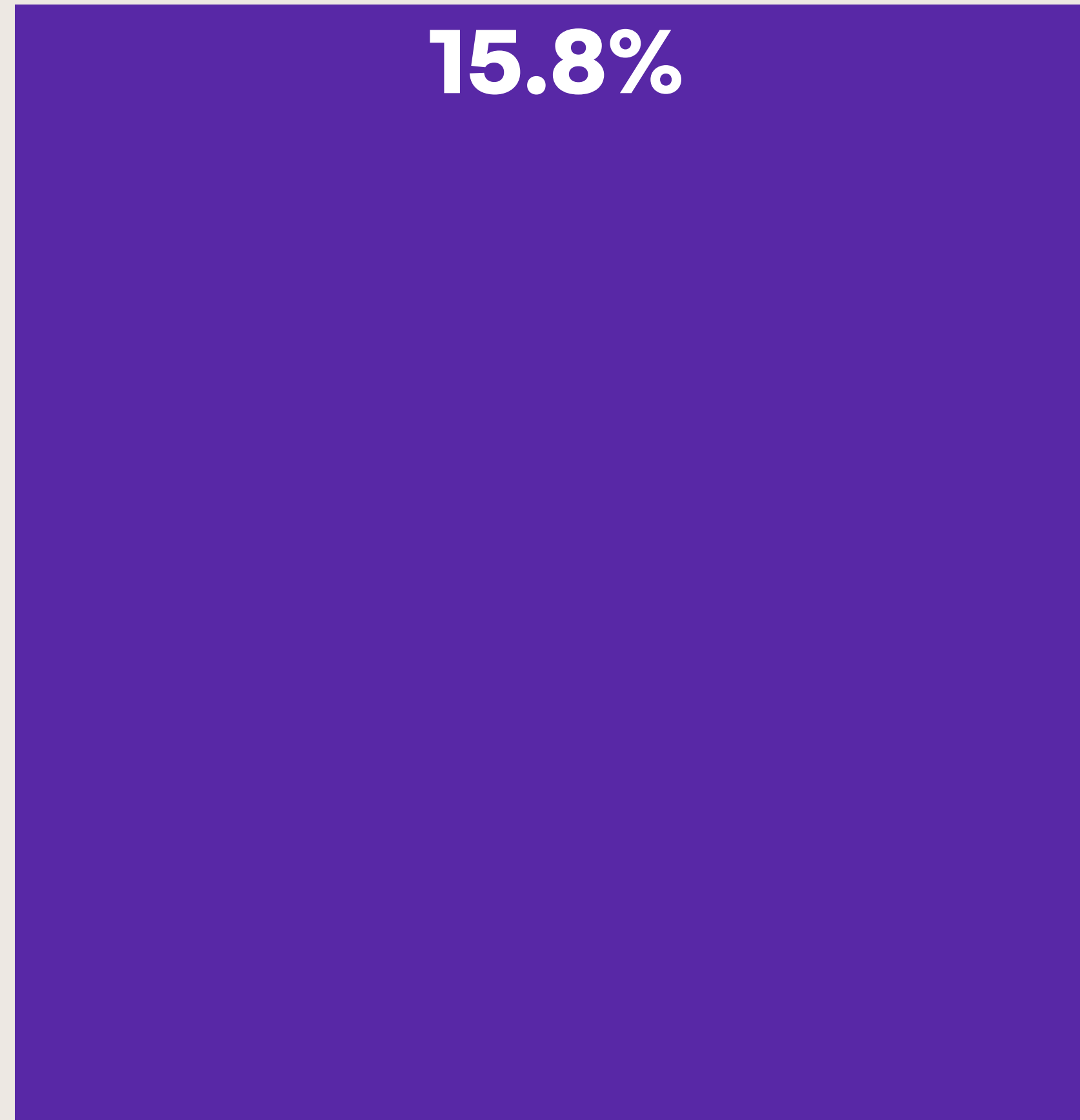


22.3%

of Australians use a non-English  
language when at home

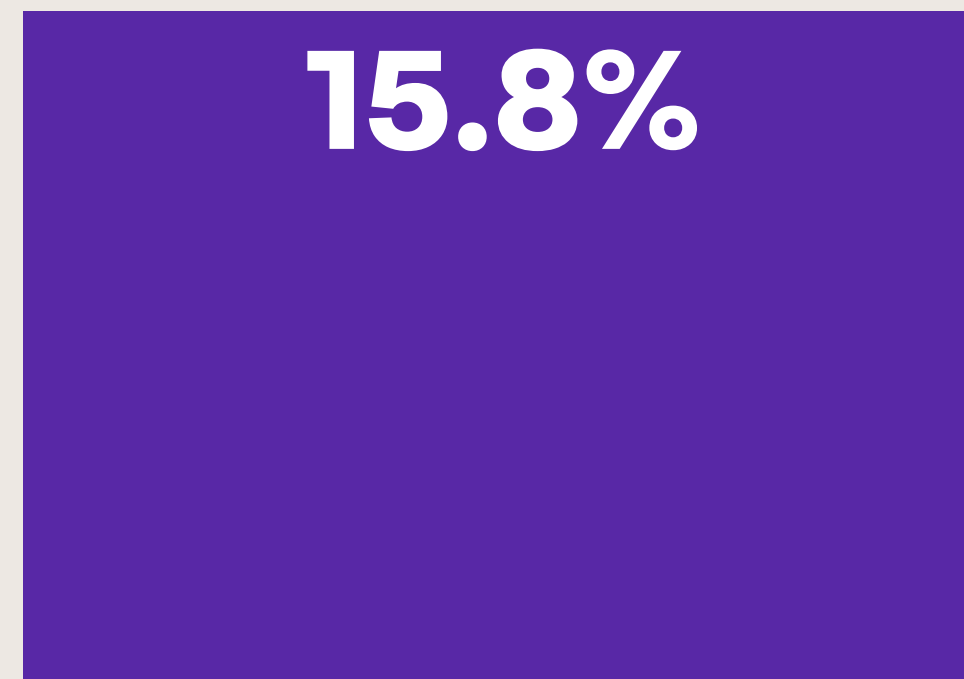


# % use a non-English language when at home



■ 2006

# % use a non-English language when at home



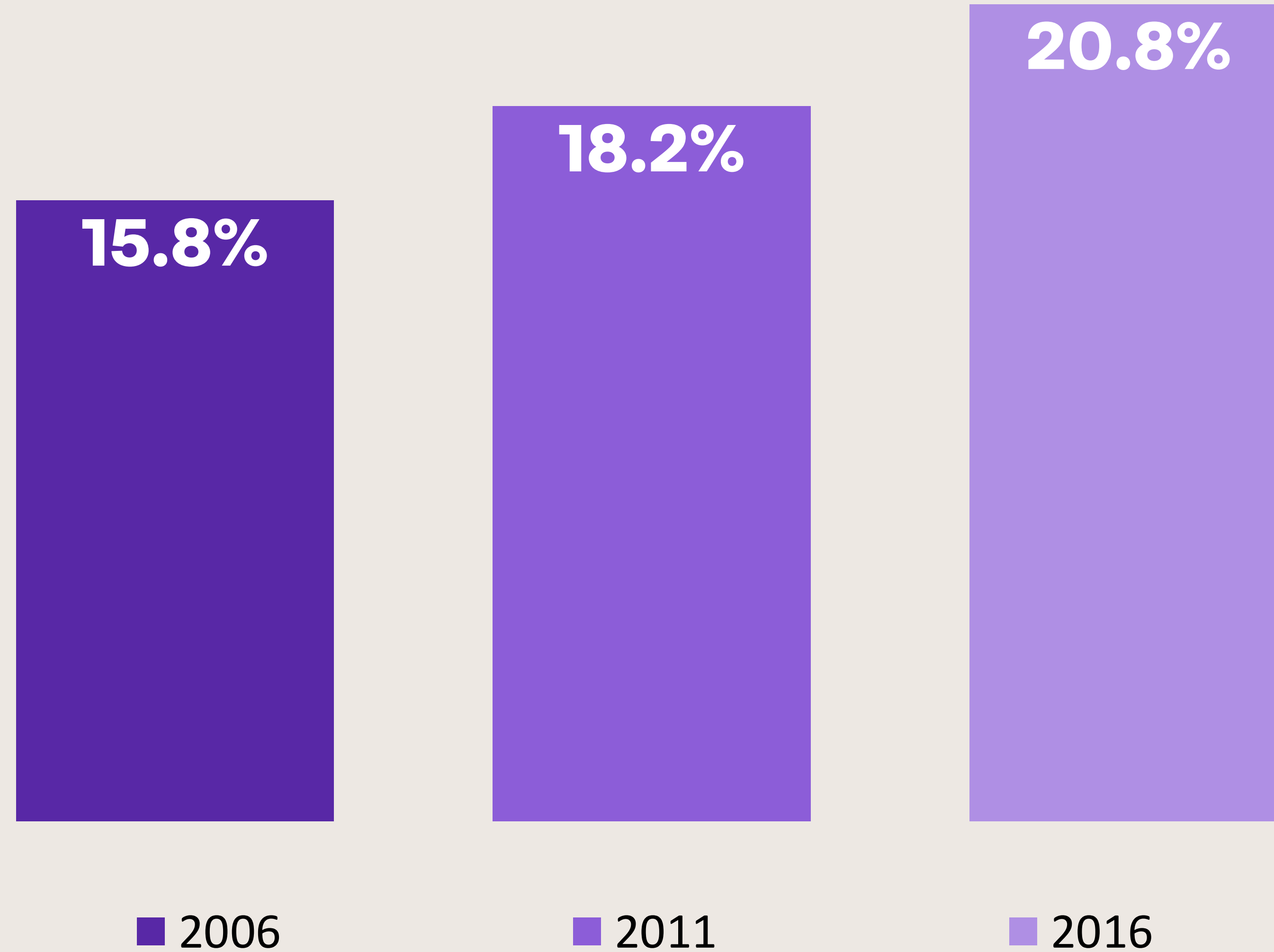
■ 2006



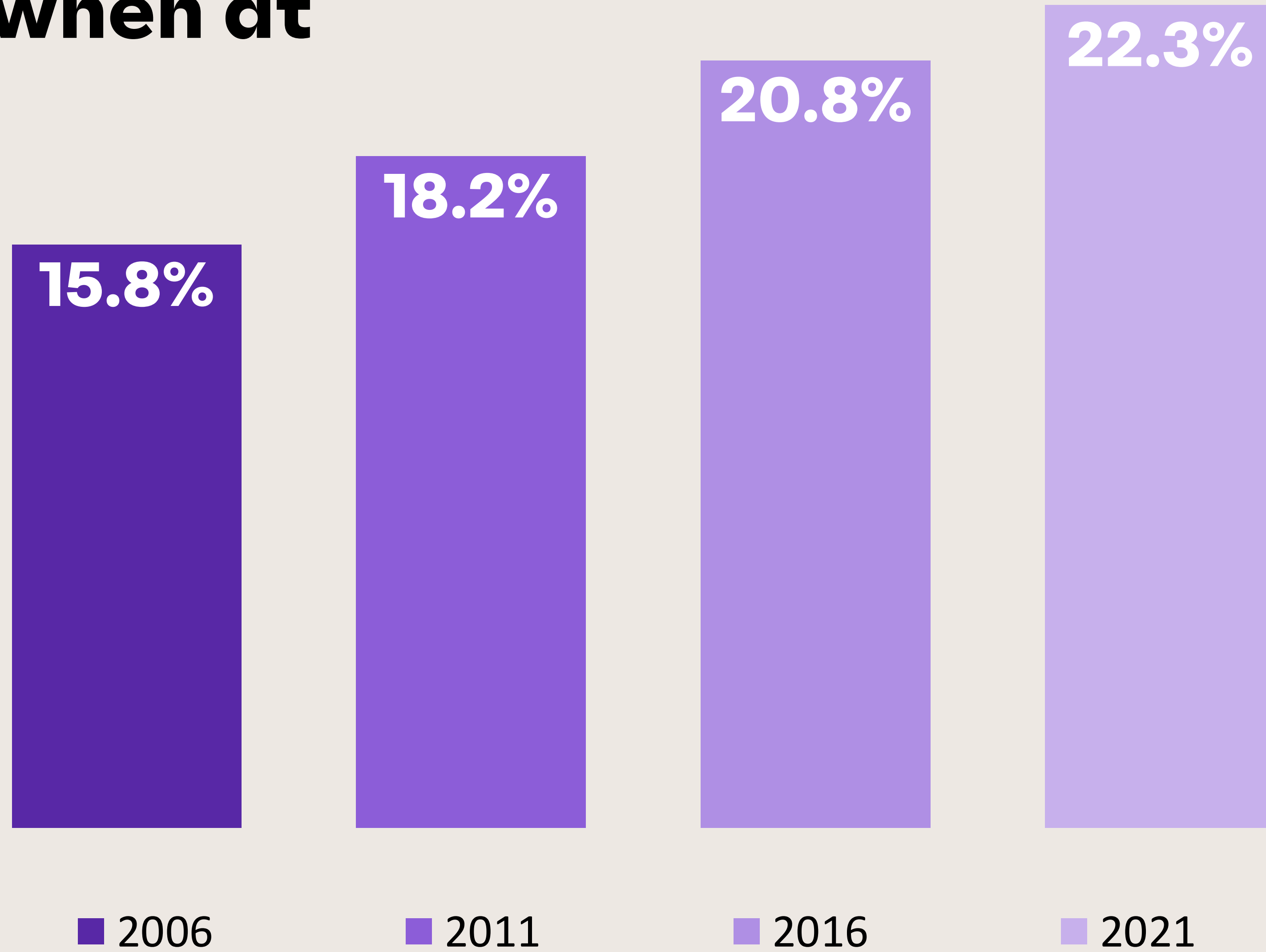
■ 2011



# % use a non-English language when at home



# % use a non-English language when at home





# Long-term illness



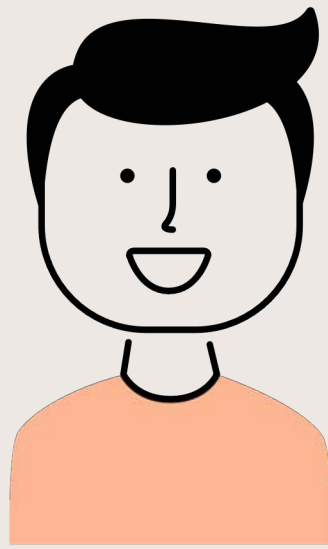


8M

**One in three** Australians have at least one long term health condition



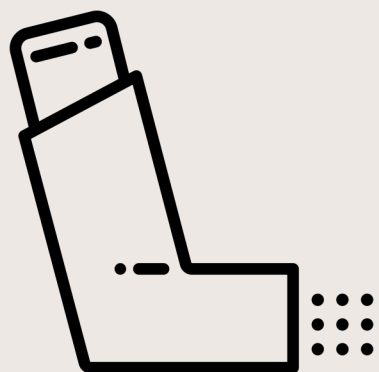
# Top long-term health conditions by age



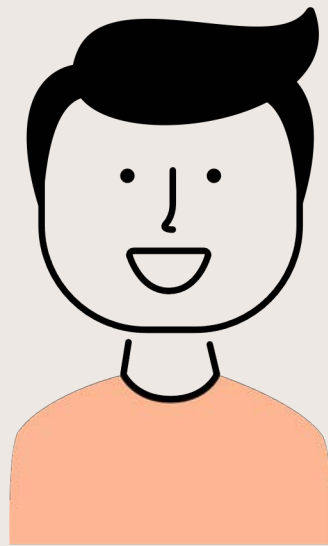
0-14 year olds

300,000

**Asthma**



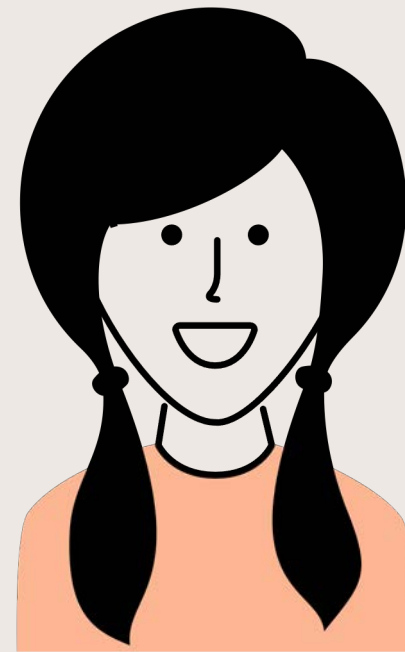
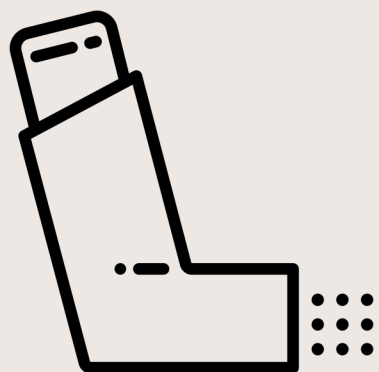
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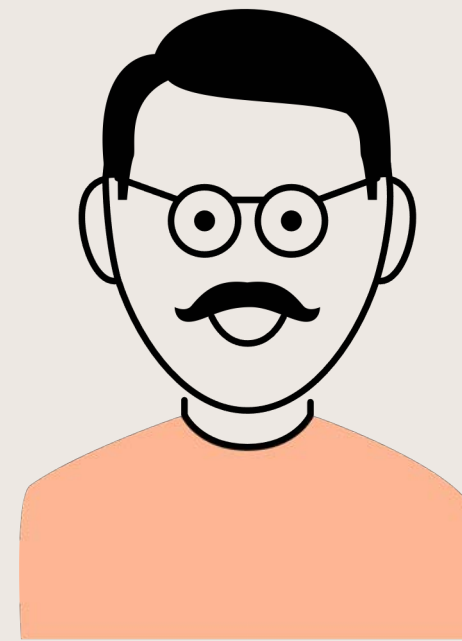
**Asthma**



15-34 year olds

740,000

**Mental health  
conditions**



35-64 year olds

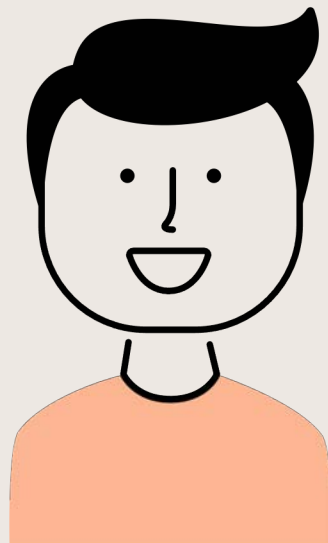
1m

**Mental health  
conditions**





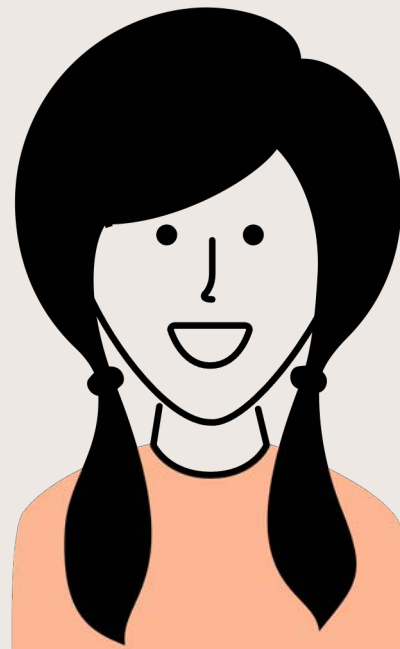
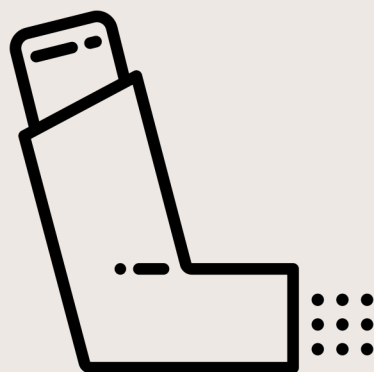
# Top long-term health conditions by age



0-14 year olds

300,000

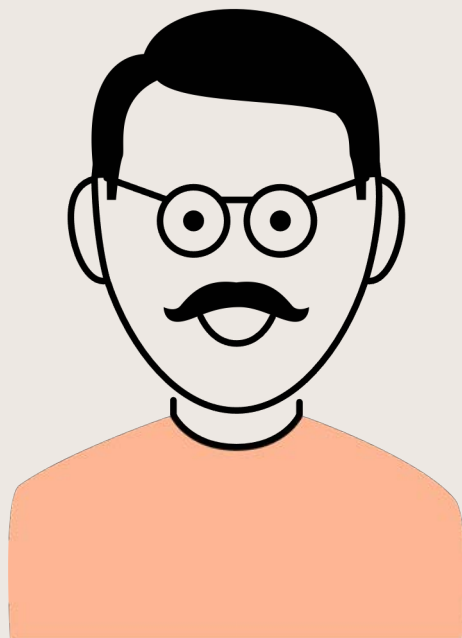
Asthma



15-34 year olds

740,000

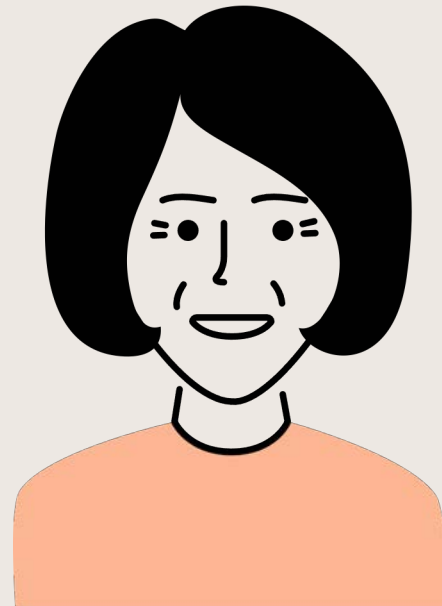
Mental health conditions



35-64 year olds

1m

Mental health conditions



65+ year olds

1.3m

Arthritis





# The learner of the future

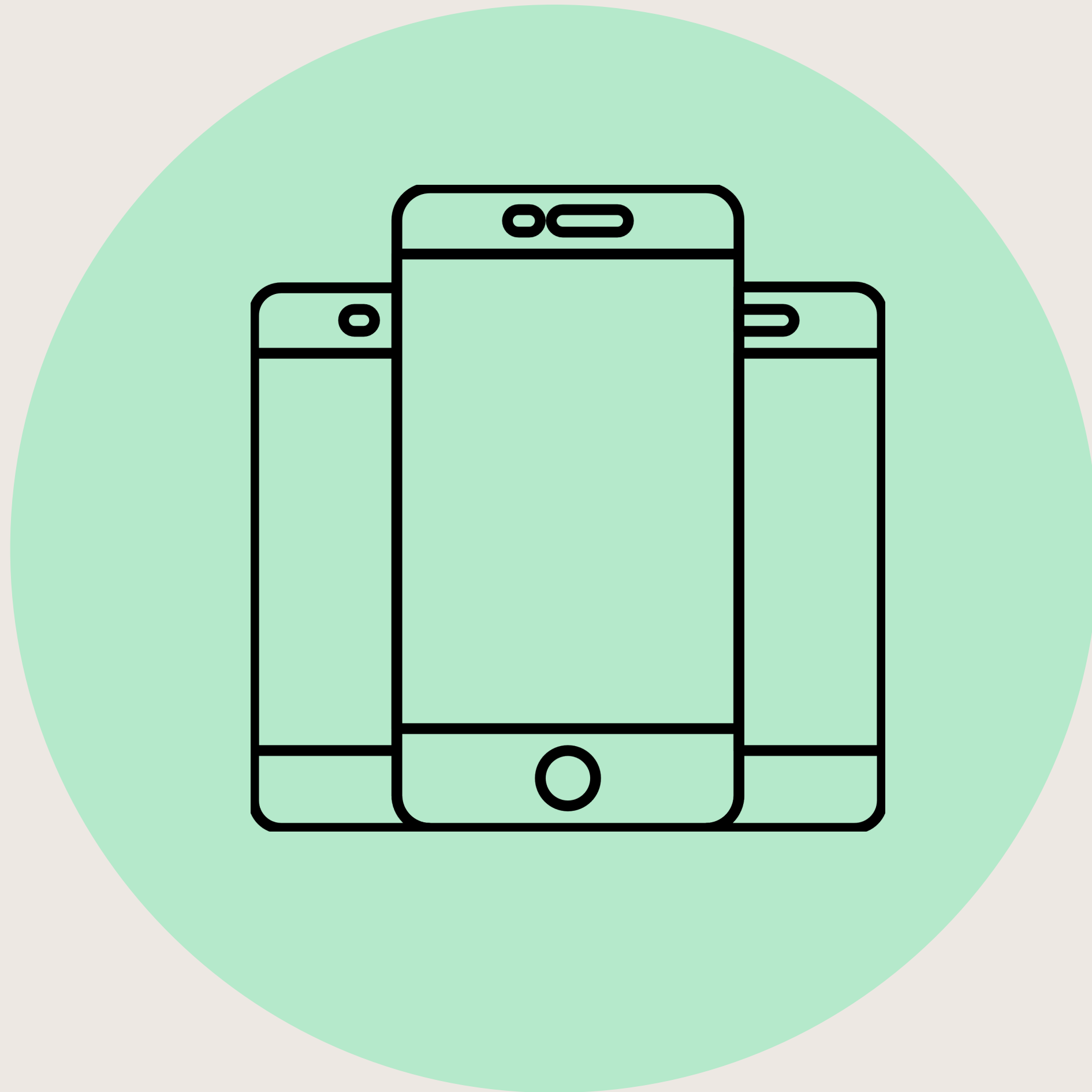




# Digitally integrated







# 75%

of Gen Z check their device  
within 3 minutes of waking up



“

**The age at which we're exposed to a new technology or transformative event determines how embedded it will be in our psyche and lifestyle.**

— Generation Alpha, Pg 109



MakeAGIF.com



# Globally connected





# A global mindset



# 74%

of Gen Z agree the pandemic has highlighted new issues for them and made them more sympathetic towards the needs of different people around the world

Source: Deloitte, Global Millennial Survey, 2020





# 80%

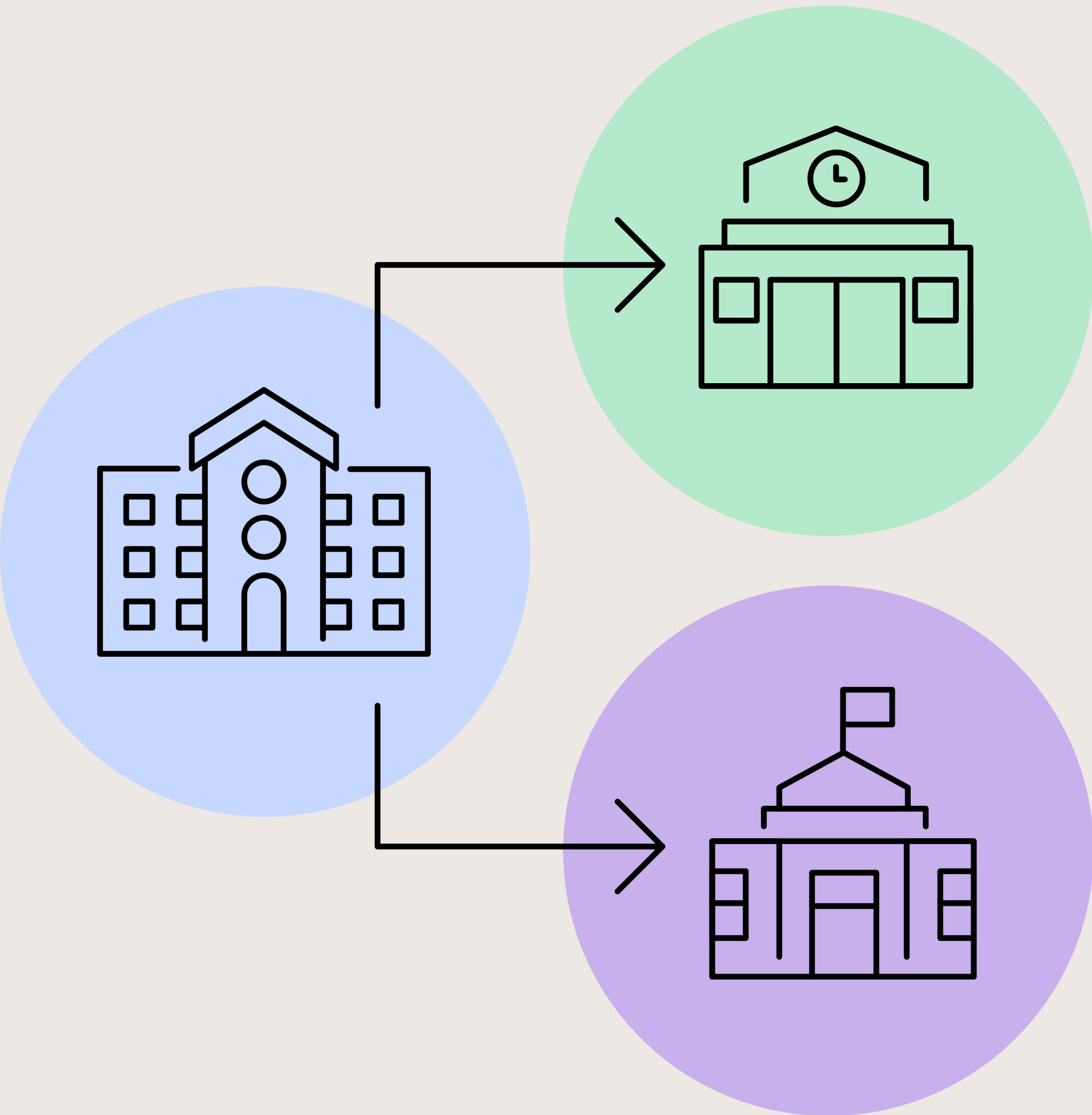
of parents have had their actions or consumption decisions influenced to be more environmentally aware by their Generation Alpha children.

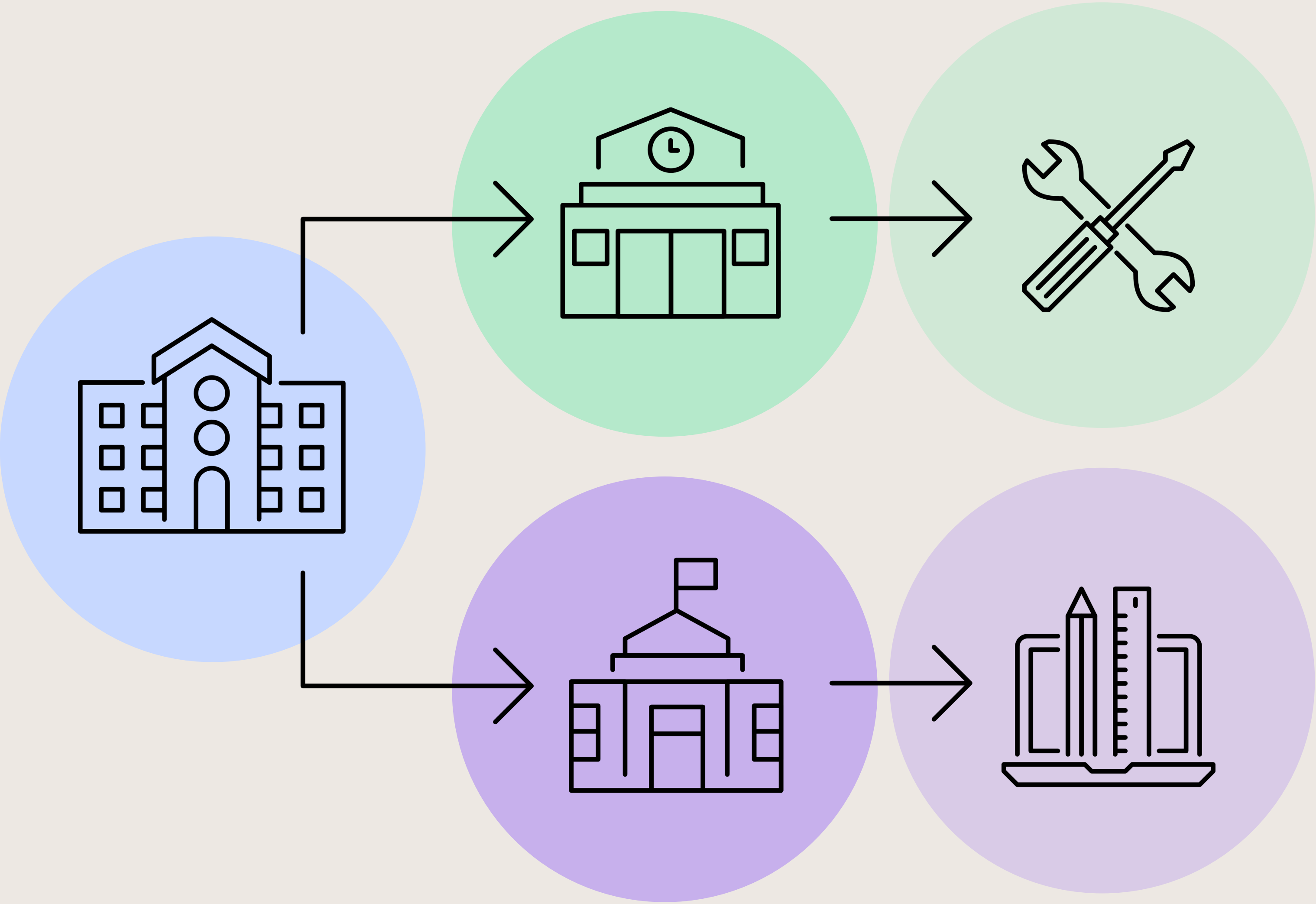


# Mobility expected

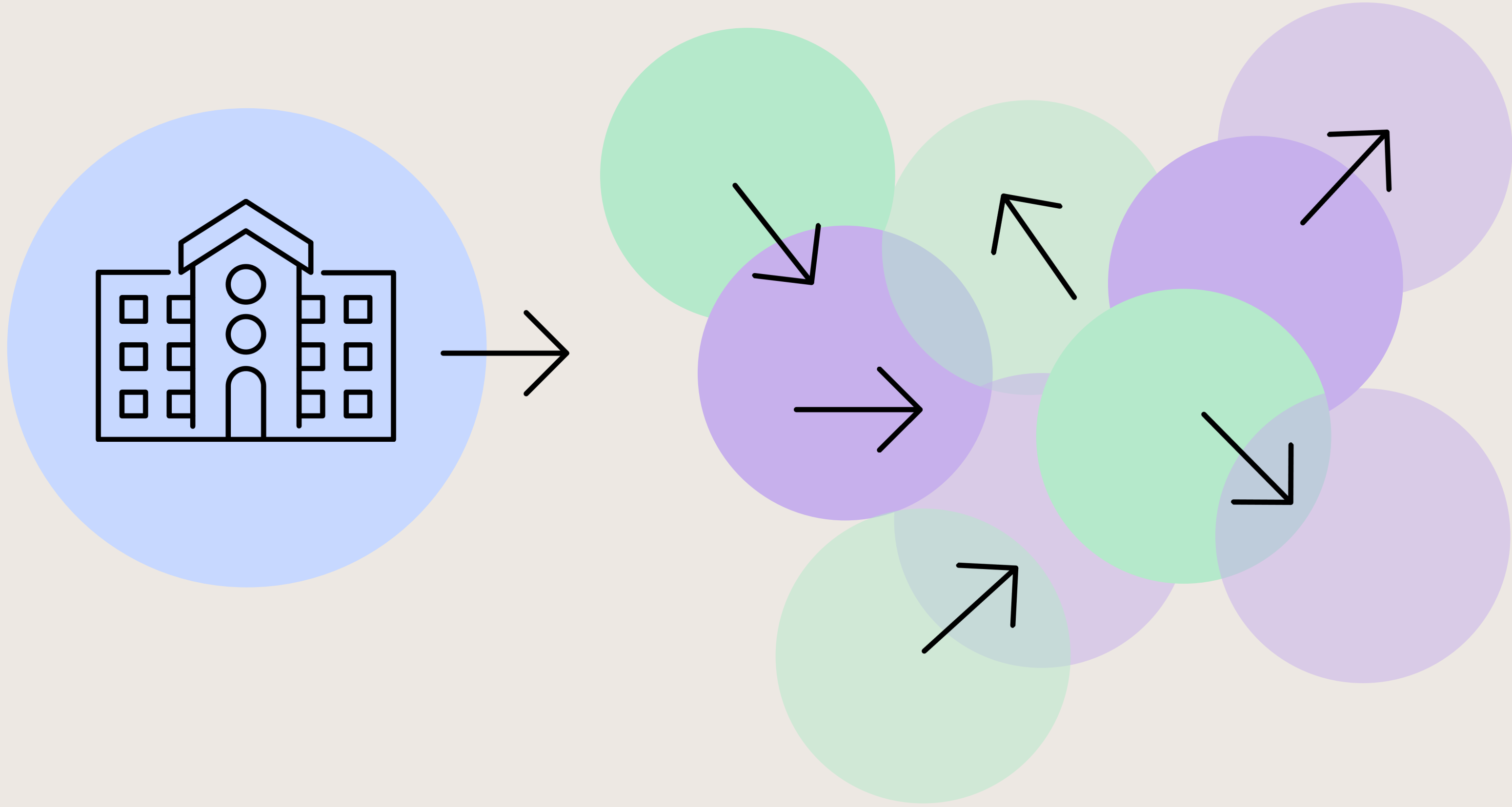


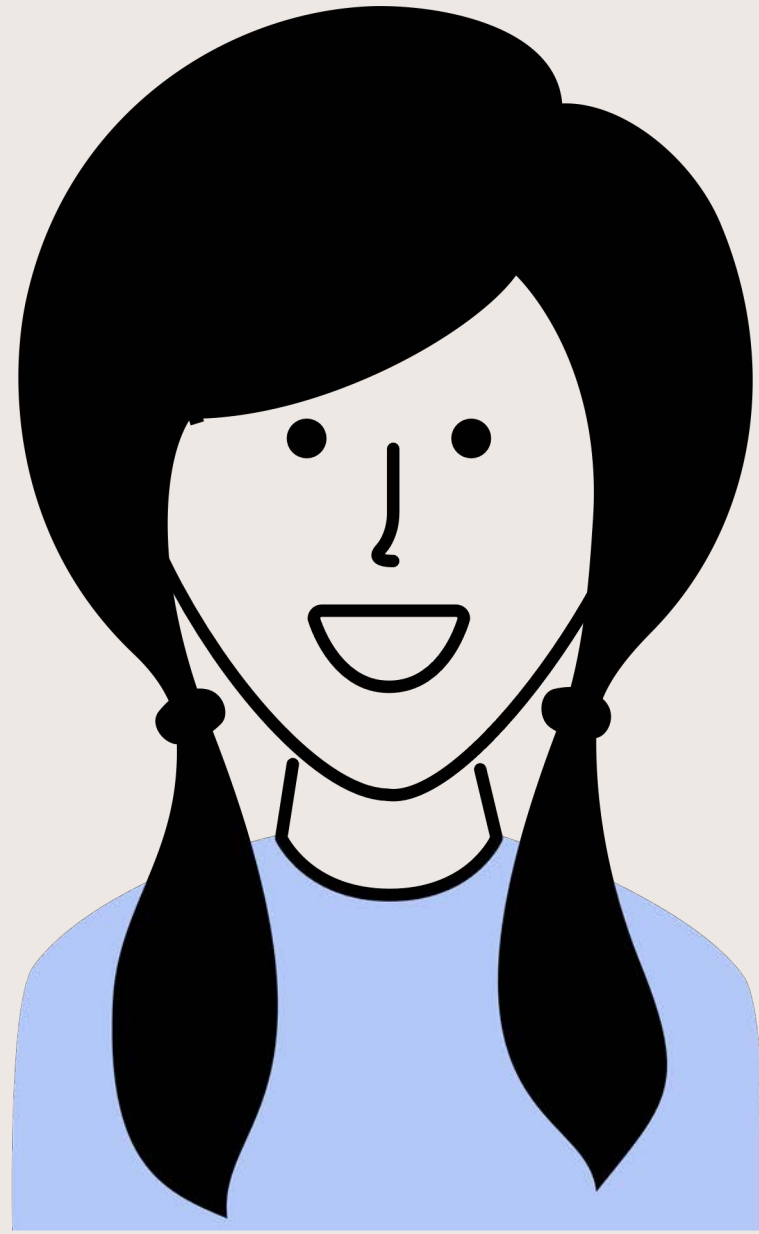




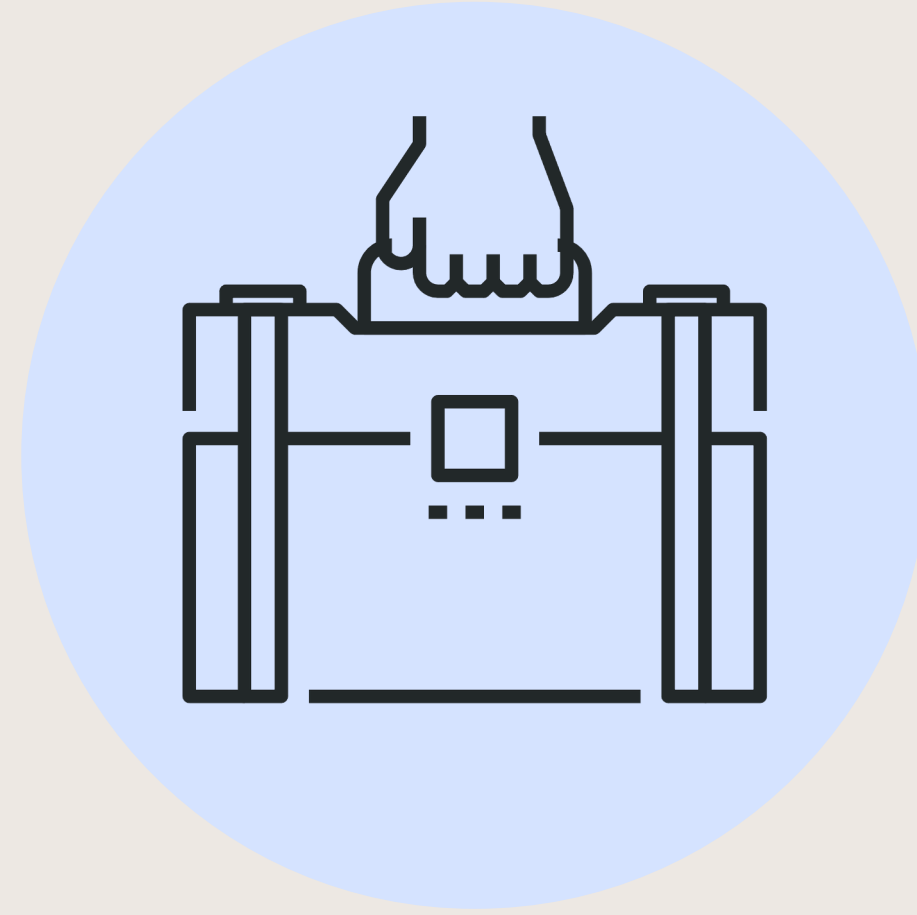








**Gen Z**



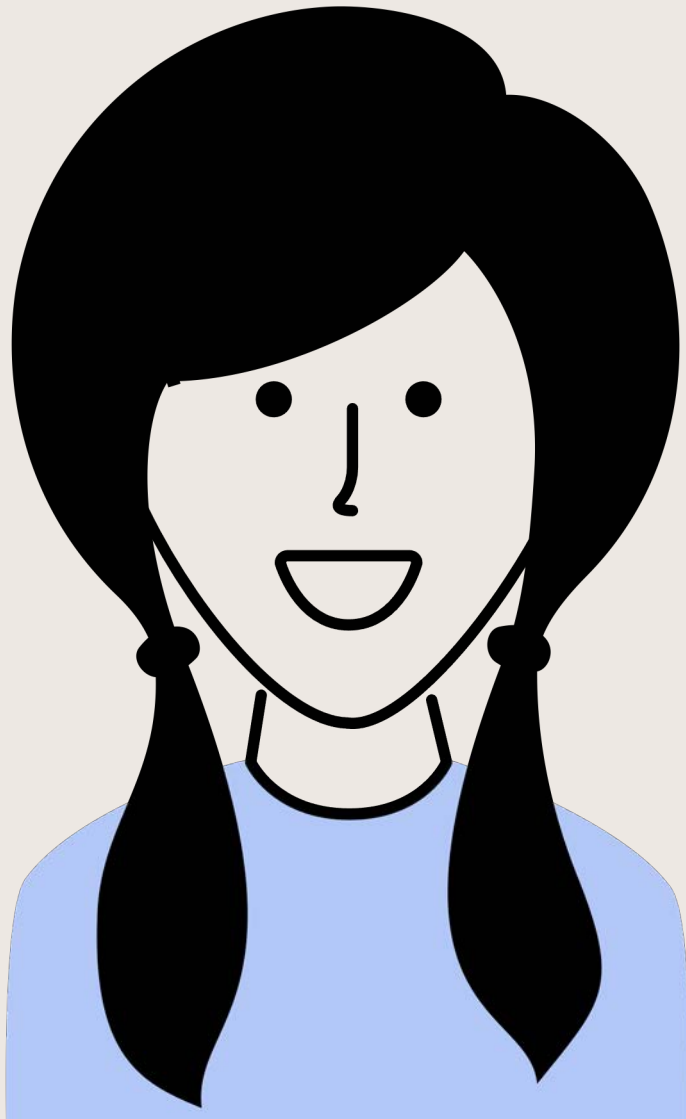
**18 jobs**



**6 careers**

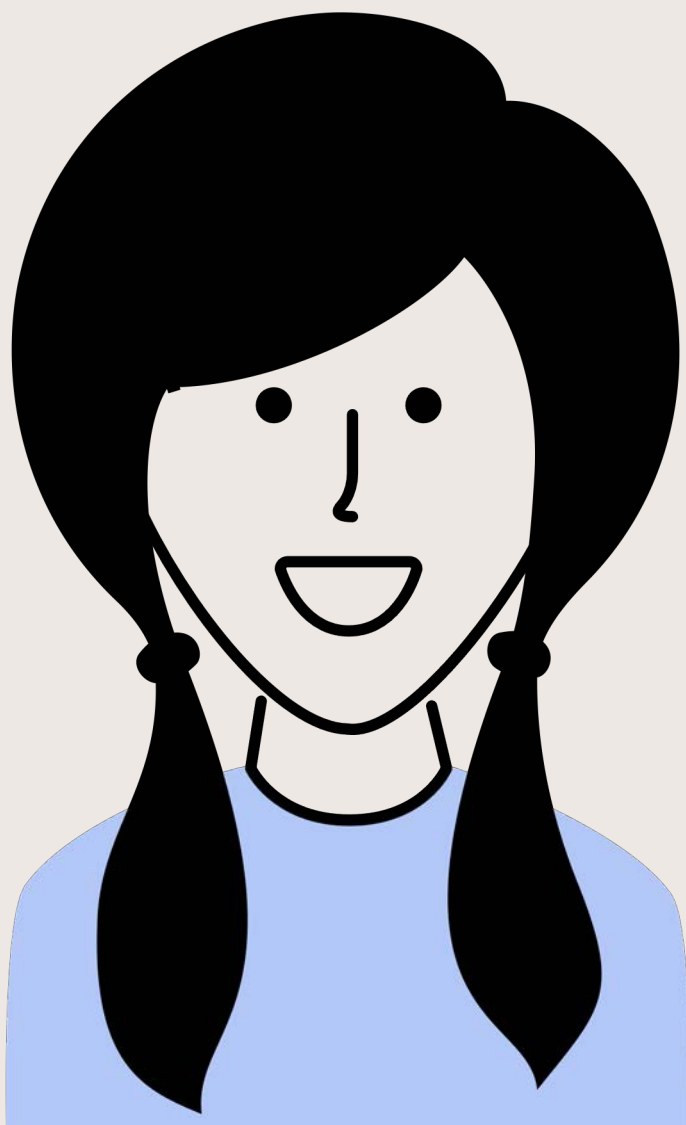
**In a lifetime**





**Gen Z**

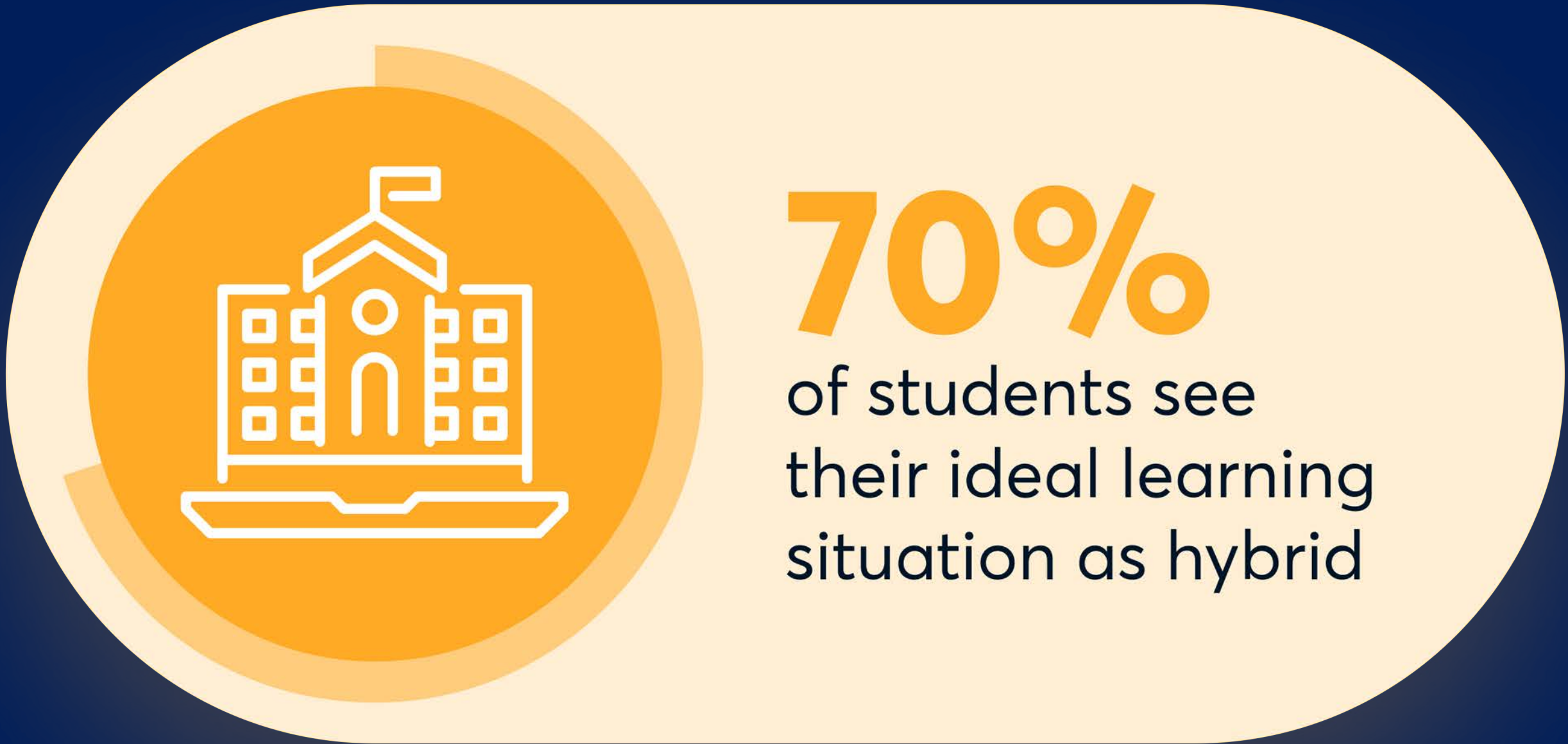
**K  
I  
P  
P  
E  
R  
S**



**Gen Z**

**Kids  
In  
Parents  
Pockets  
Eroding  
Retirement  
Savings**





Source: McCrindle, The future of education, 2021



# Changing educational landscape





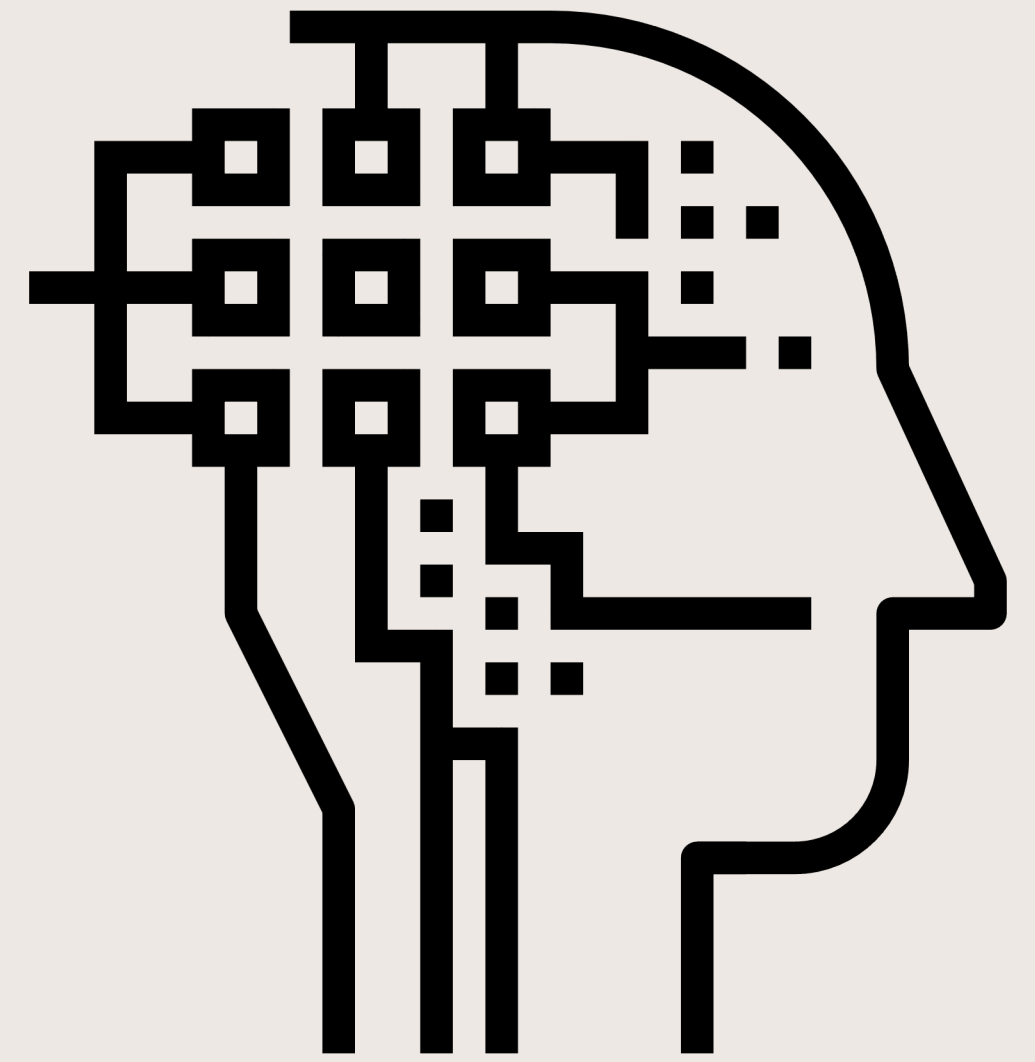
“

**Never, in the history of the world, has education been more accessible, more flexible and more vulnerable to disruption.**

— McCrindle

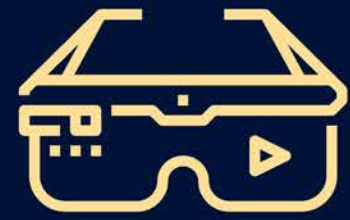
1

# Artificial intelligence and technological change





# Which of the following best describes your thoughts about AI technologies?



**TOOL**

**59%**

I am more likely to see AI as a **tool** that can be used to enhance students' learning and development

**41%**

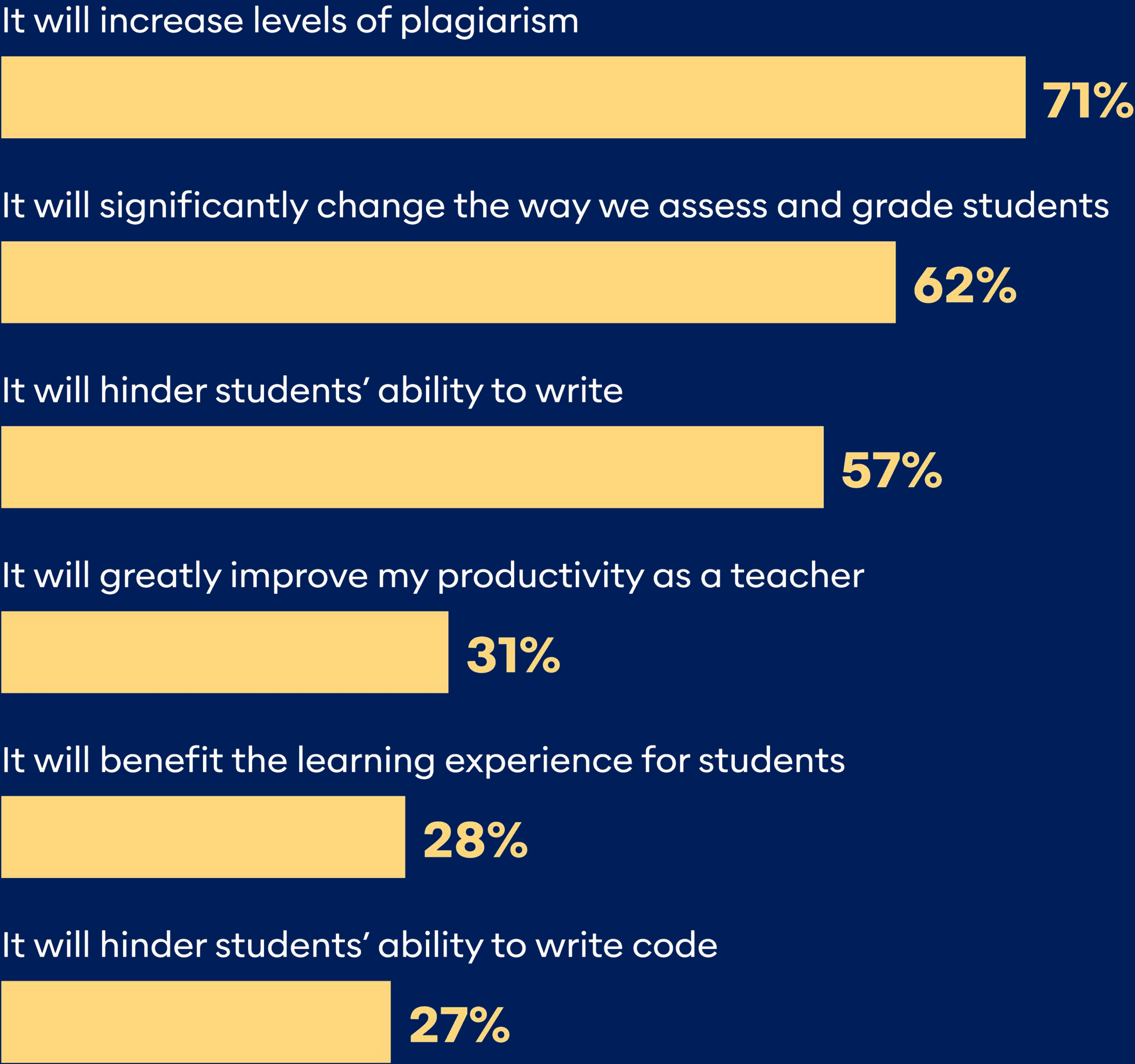
I am more likely to see AI as a **threat** to students' learning and development



**THREAT**

# ChatGPT and other AI technologies

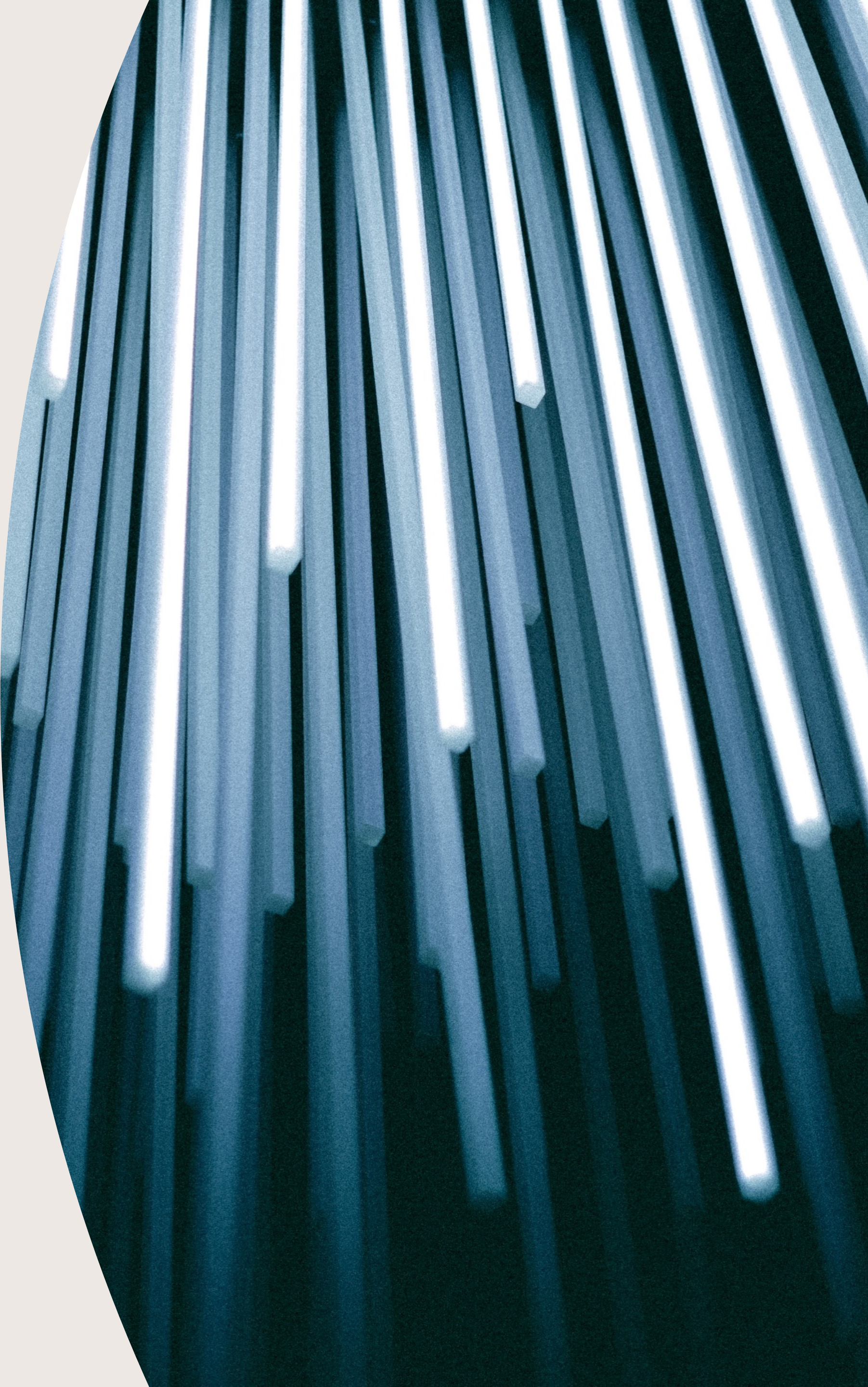
*% of teachers who  
strongly/somewhat agree*



Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023



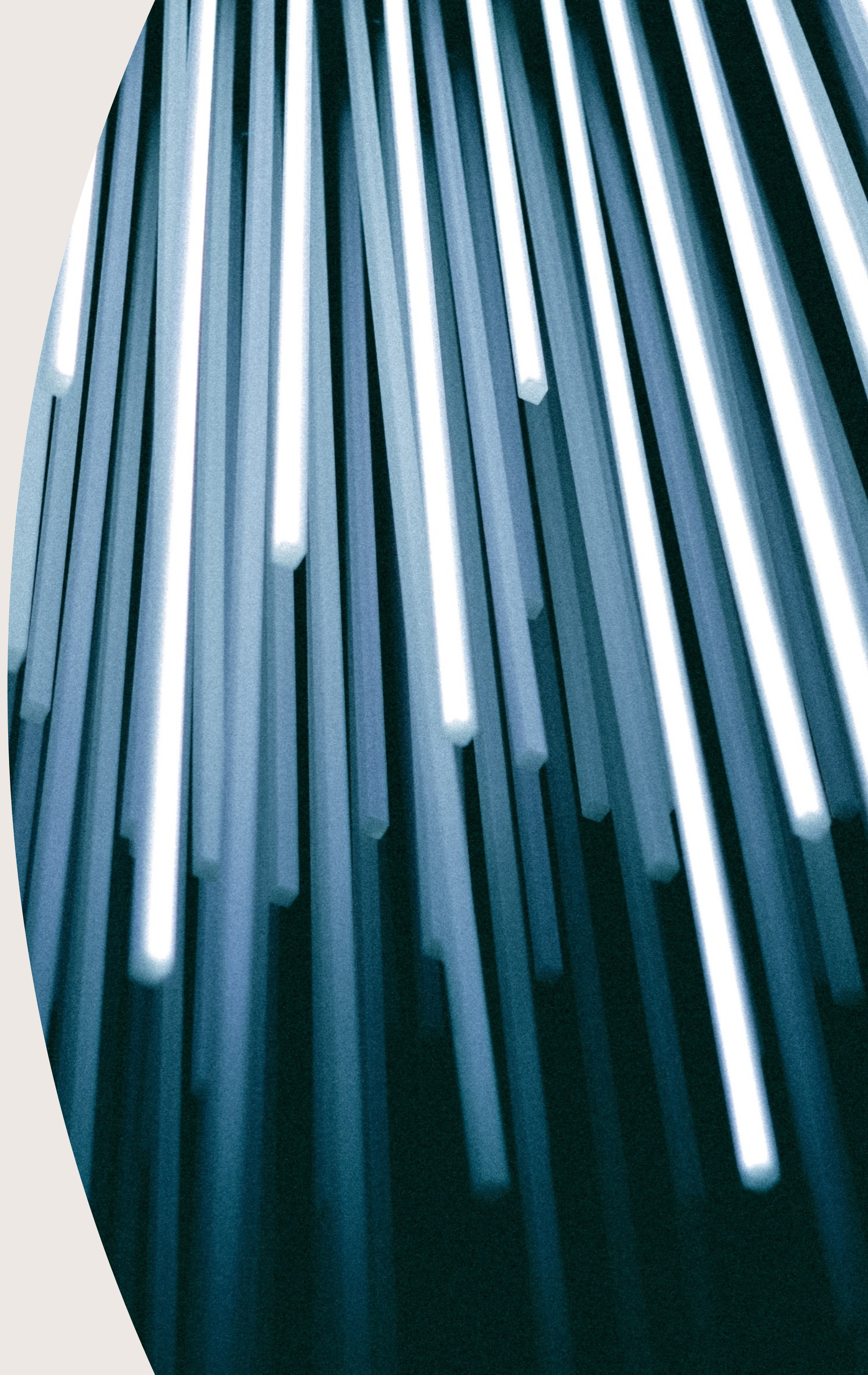
# ChatGPT





# ChatGPT

What is the role of the teacher?

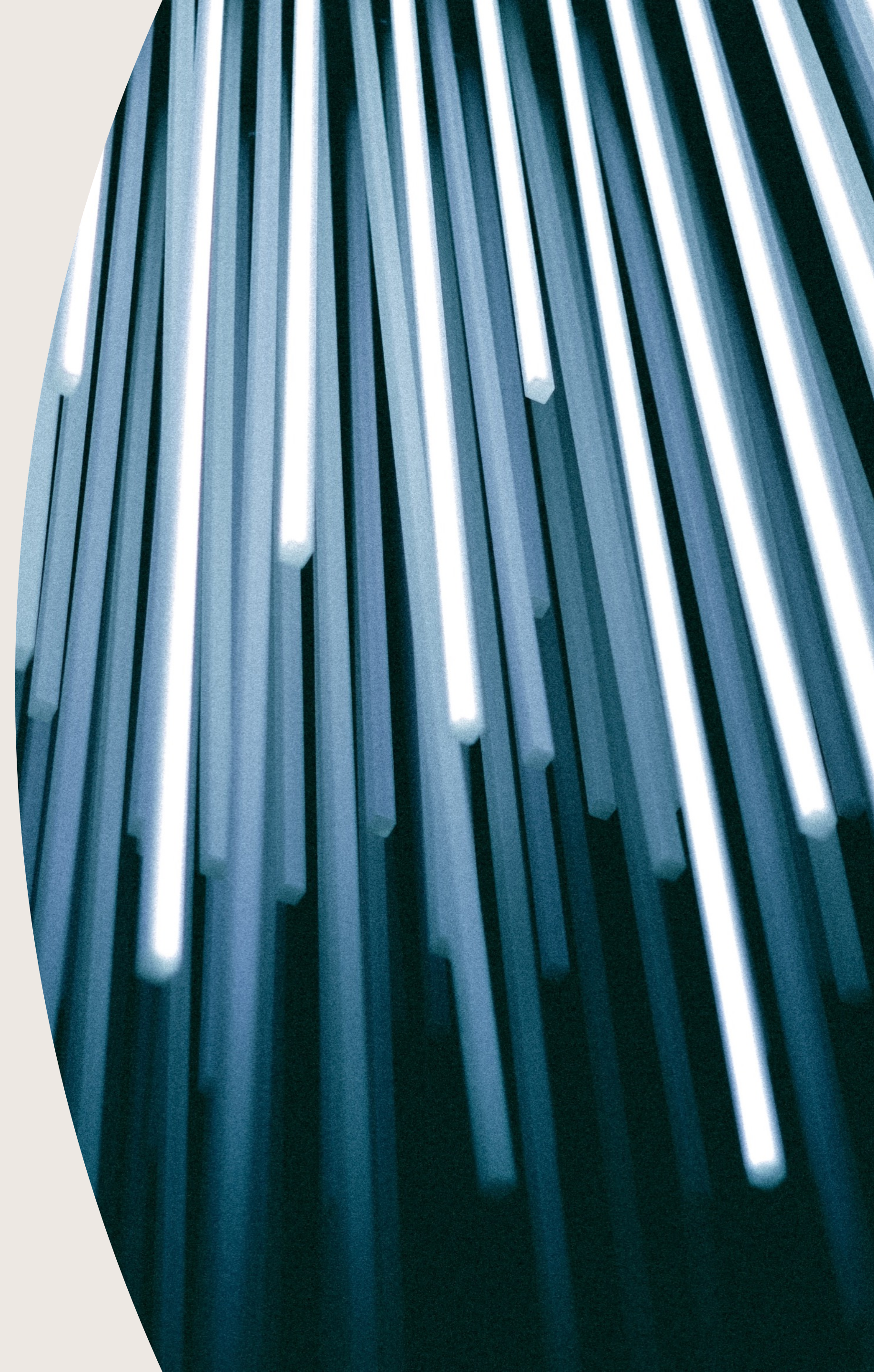




# ChatGPT

What is the role of the teacher?

What is the role of technology?



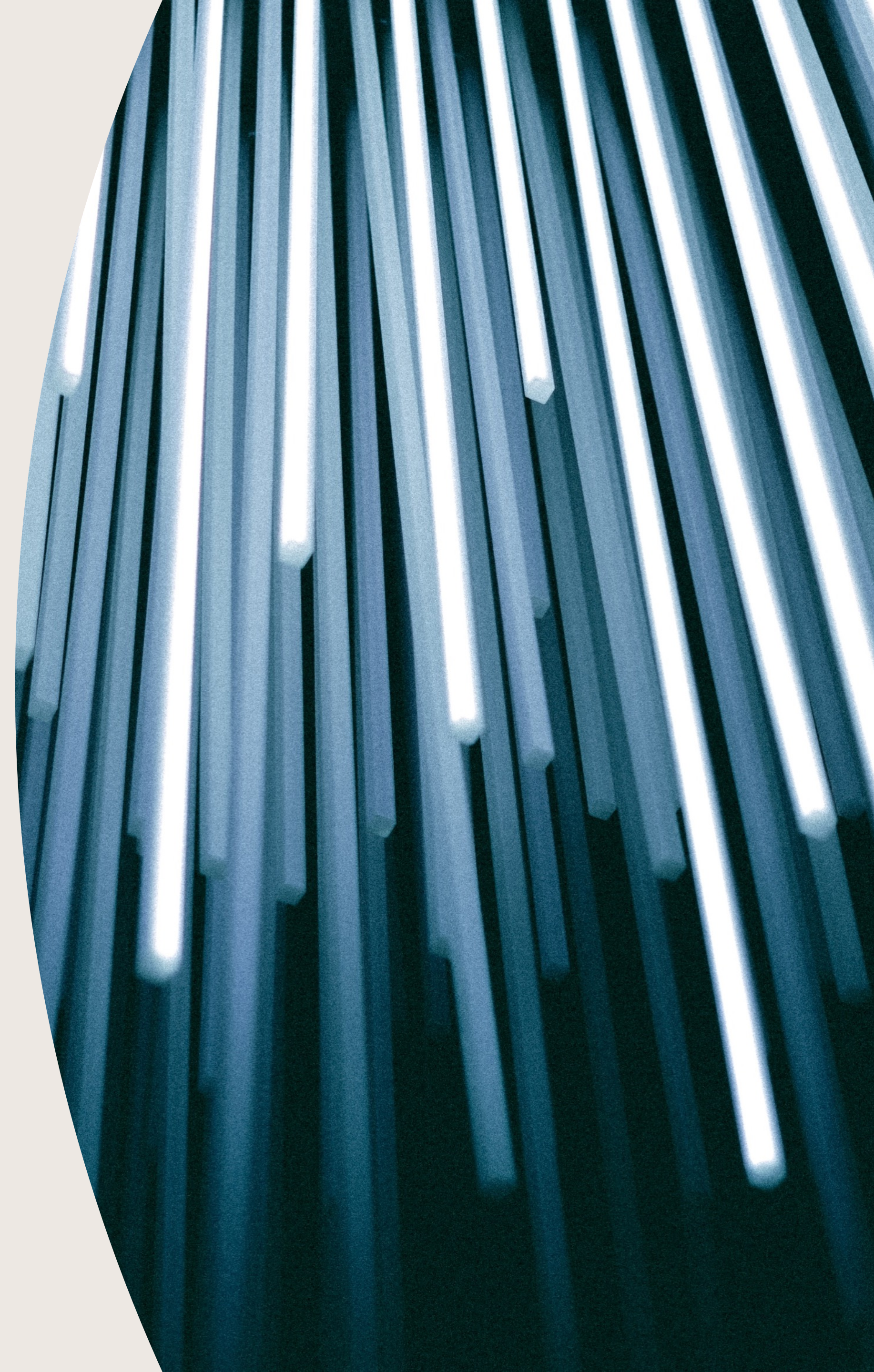


# ChatGPT

What is the role of the teacher?

What is the role of technology?

What is the role of assessment?





“

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

# Explore how AI can be a tool instead of a threat to learning and development







The  
Future  
Report



SEASON 6, EPISODE 2

ChatGPT and how AI will  
impact the future of education

WITH MIKE ABECINA



*Strongly/somewhat/slightly agree*



*Strongly/somewhat/slightly agree*

**“I am excited to see  
how AI will save me  
time on domestic tasks  
in the next year.”**

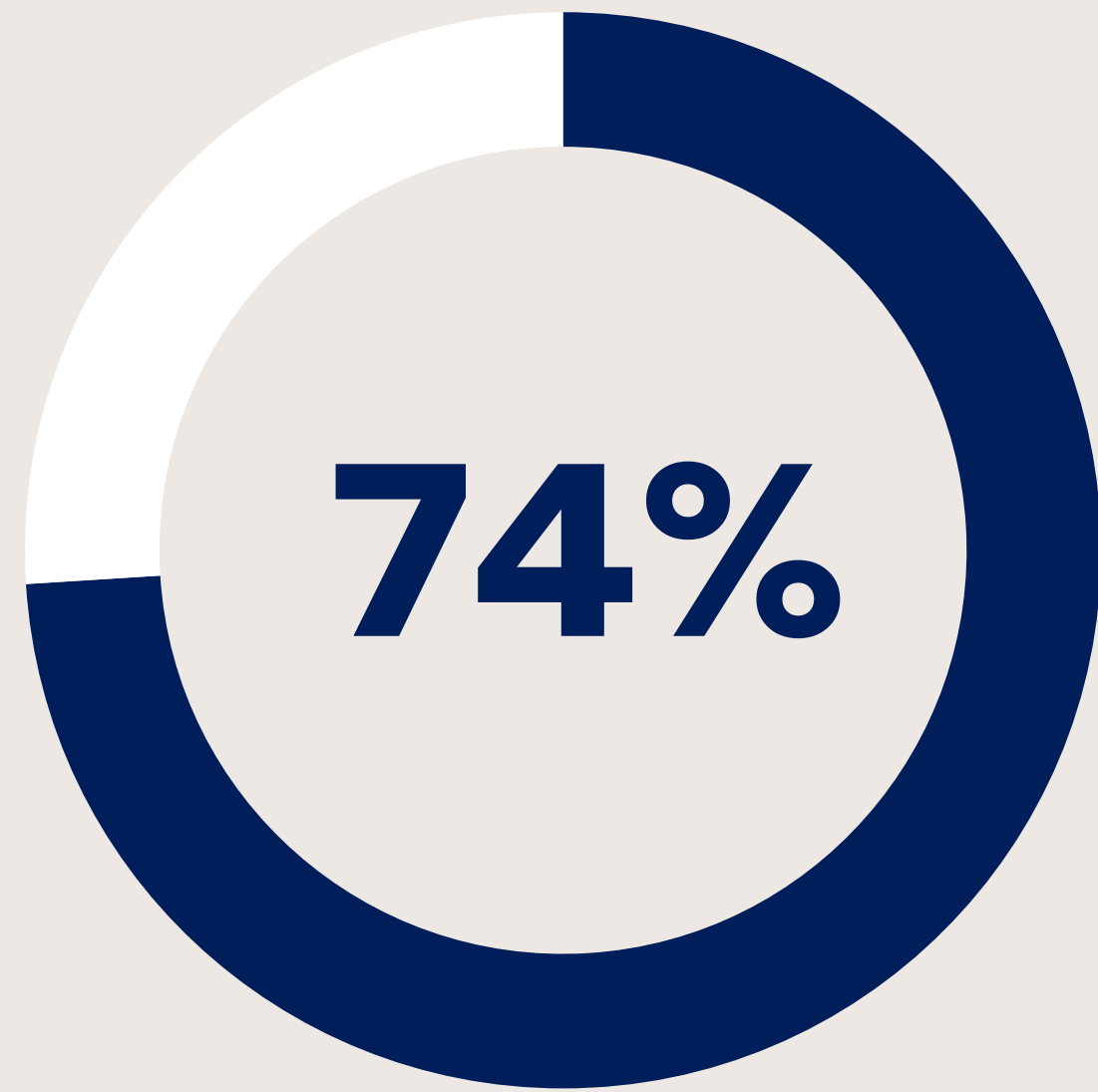


*Strongly/somewhat/slightly agree*

**“I am excited to see how AI will save me time on domestic tasks in the next year.”**



**“I am nervous AI will replace human jobs.”**



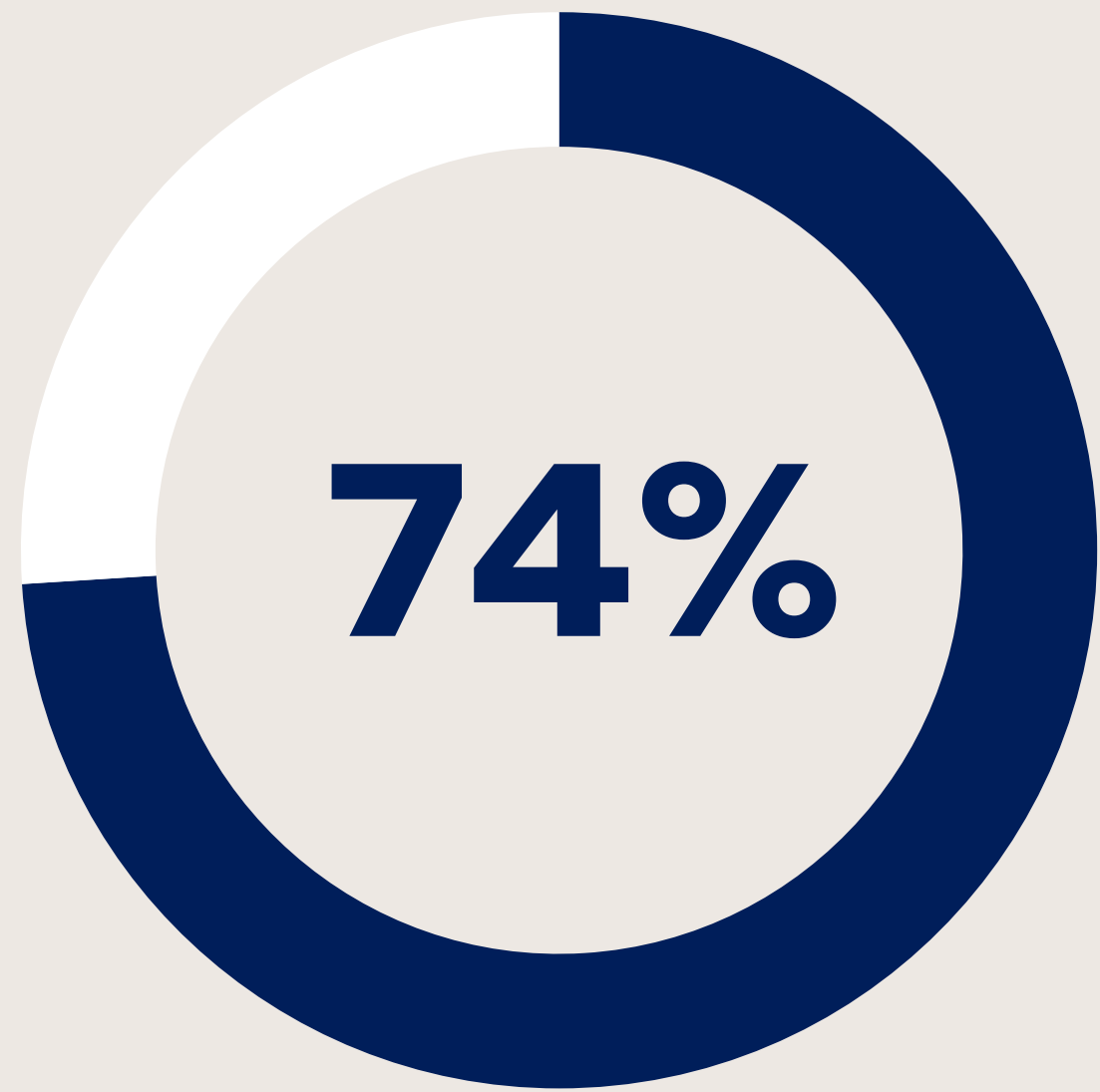


*Strongly/somewhat/slightly agree*

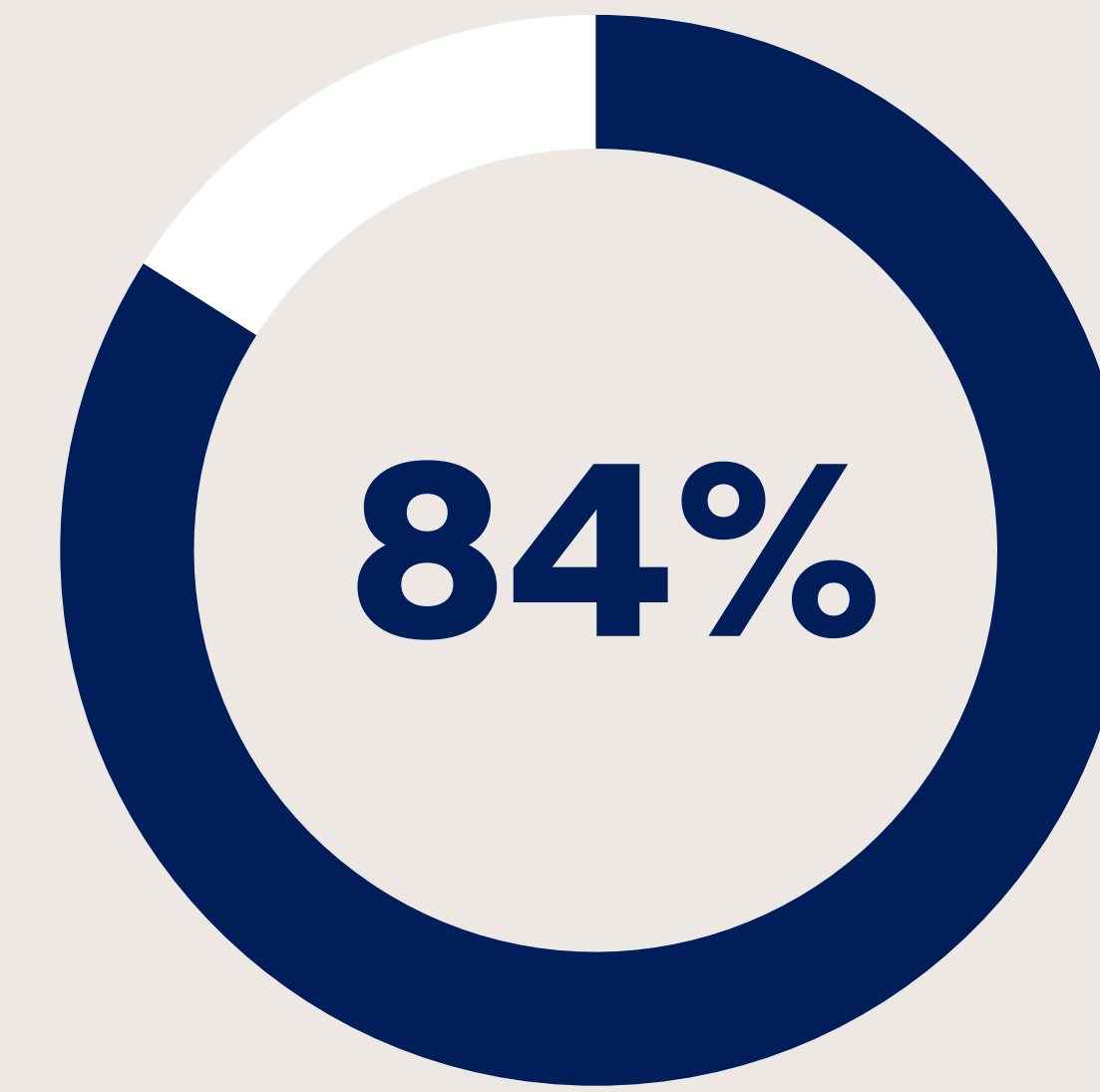
**“I am excited to see how AI will save me time on domestic tasks in the next year.”**

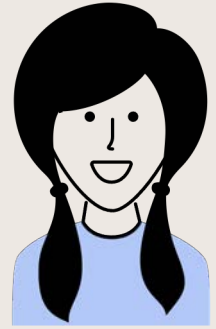


**“I am nervous AI will replace human jobs.”**



**“I think it is important that people disclose if they have used AI when writing an article.”**

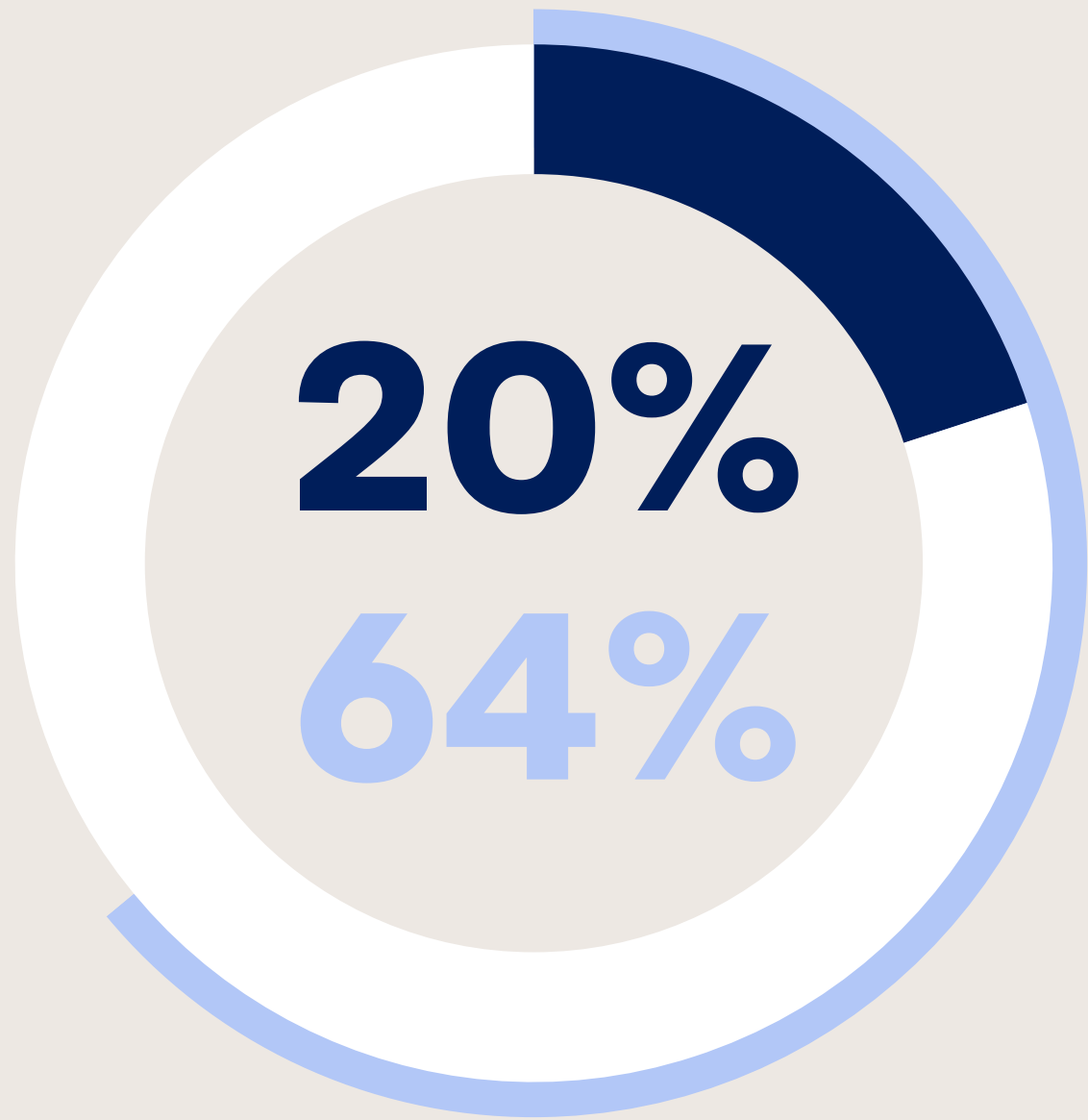




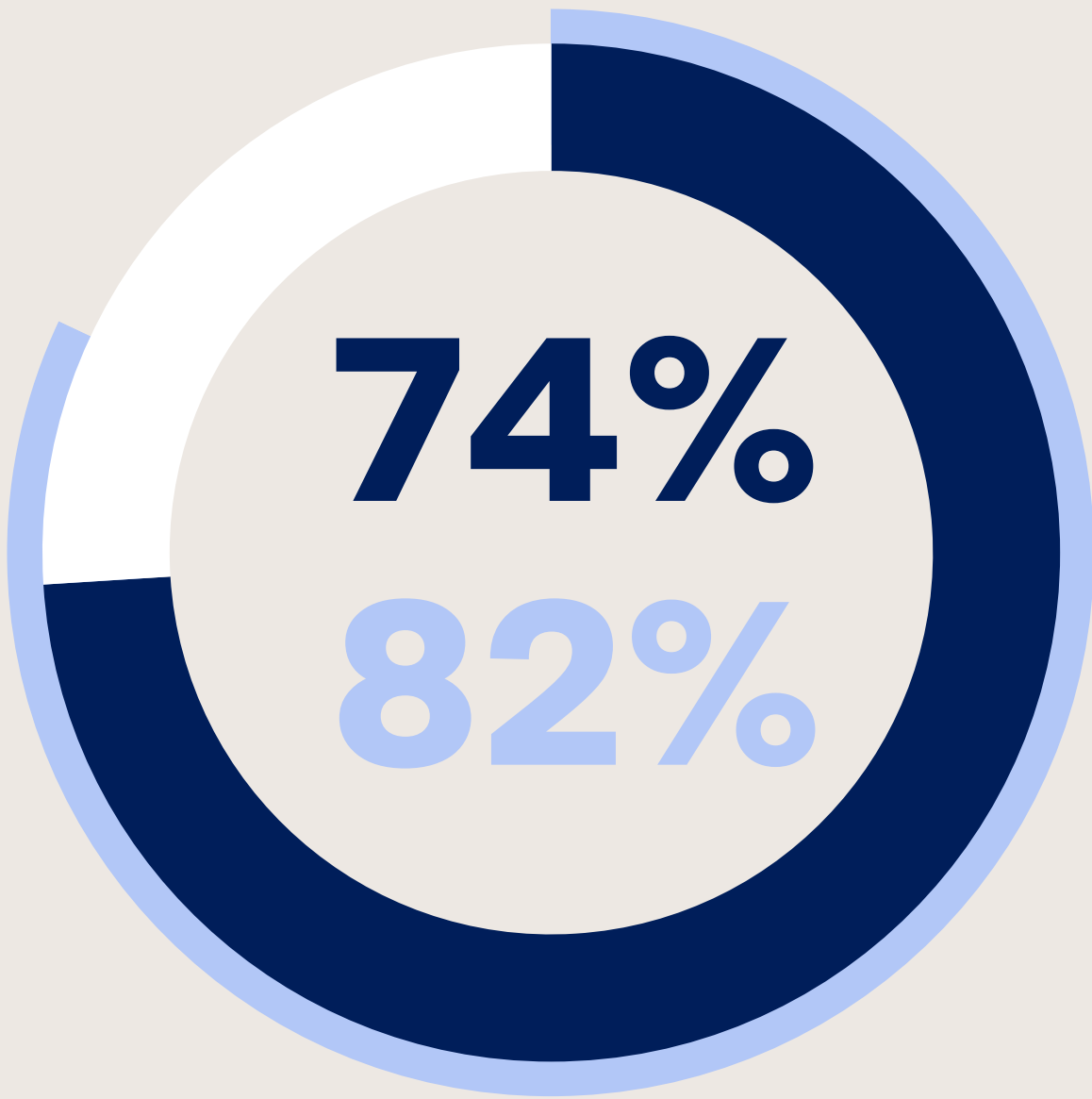
# Gen Z

*Strongly/somewhat/slightly agree*

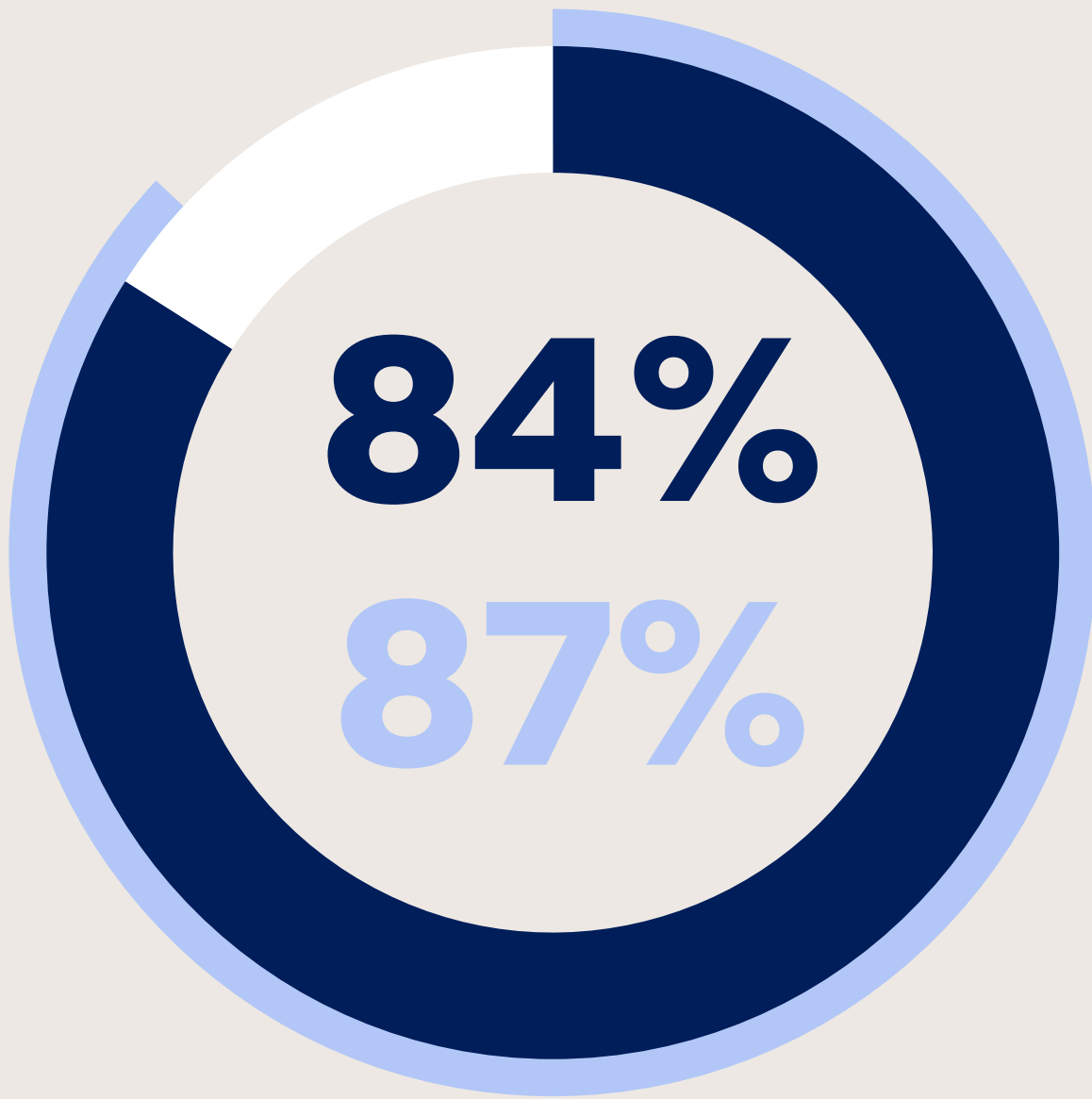
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**“I am nervous AI will replace human jobs.”**



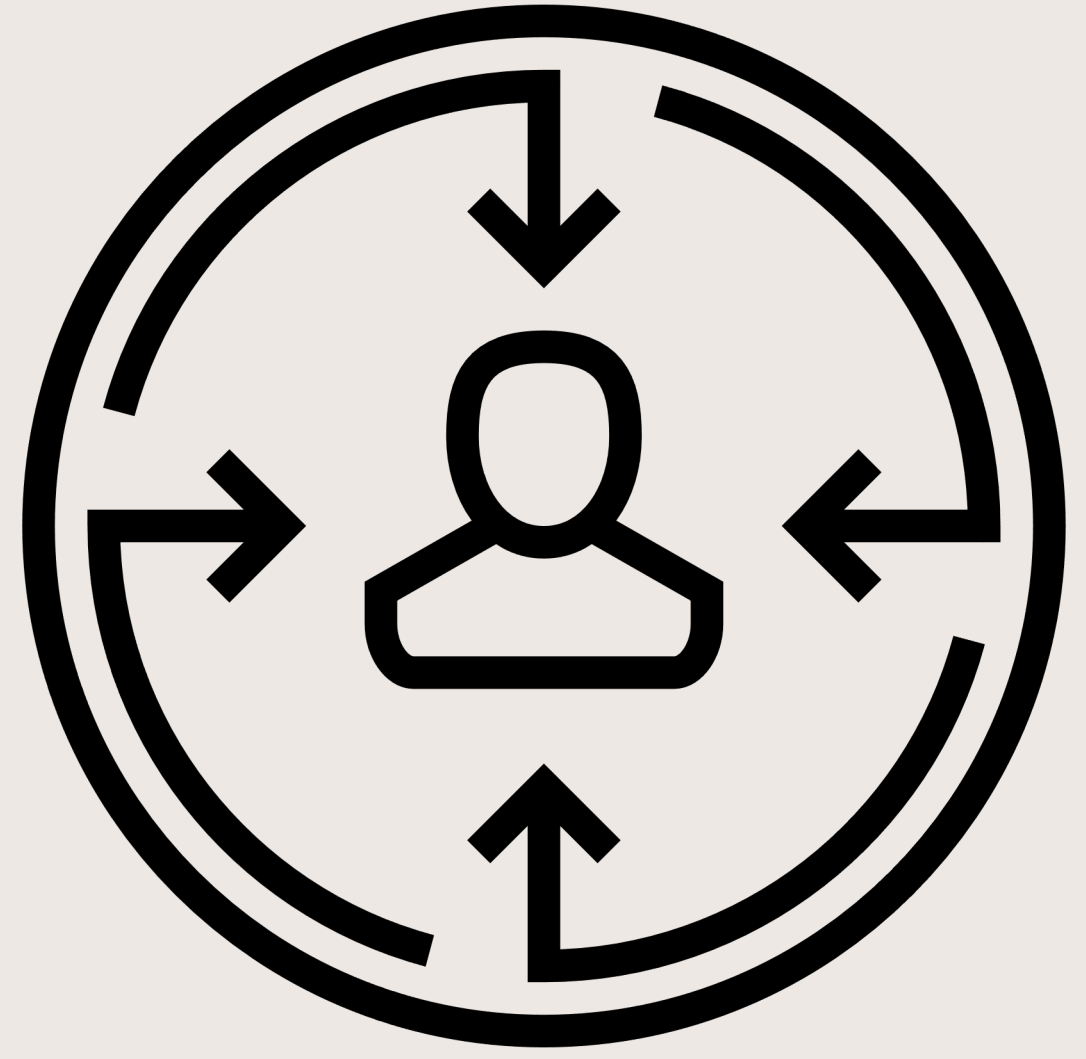
**“I think it is important that people disclose if they have used AI when writing an article.”**





2

# Individualisation of learning



# Individualised education

Educators

96%

Parents

94%

Believe schools **should** provide individualised education to some extent.

Source: McCrindle, The Future of Education Report, 2020



# Individualised education

Educators

96%

Parents

94%

Believe schools **should** provide individualised education to some extent.

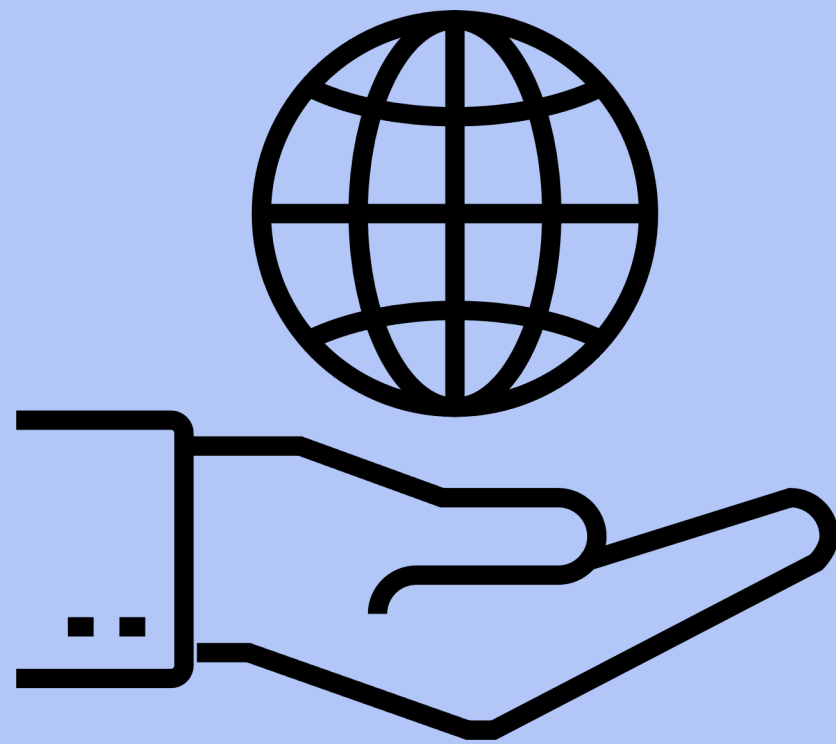
Educators

55%

Parents

71%

Believe it is **realistic** for schools to provide individualised education to all students.

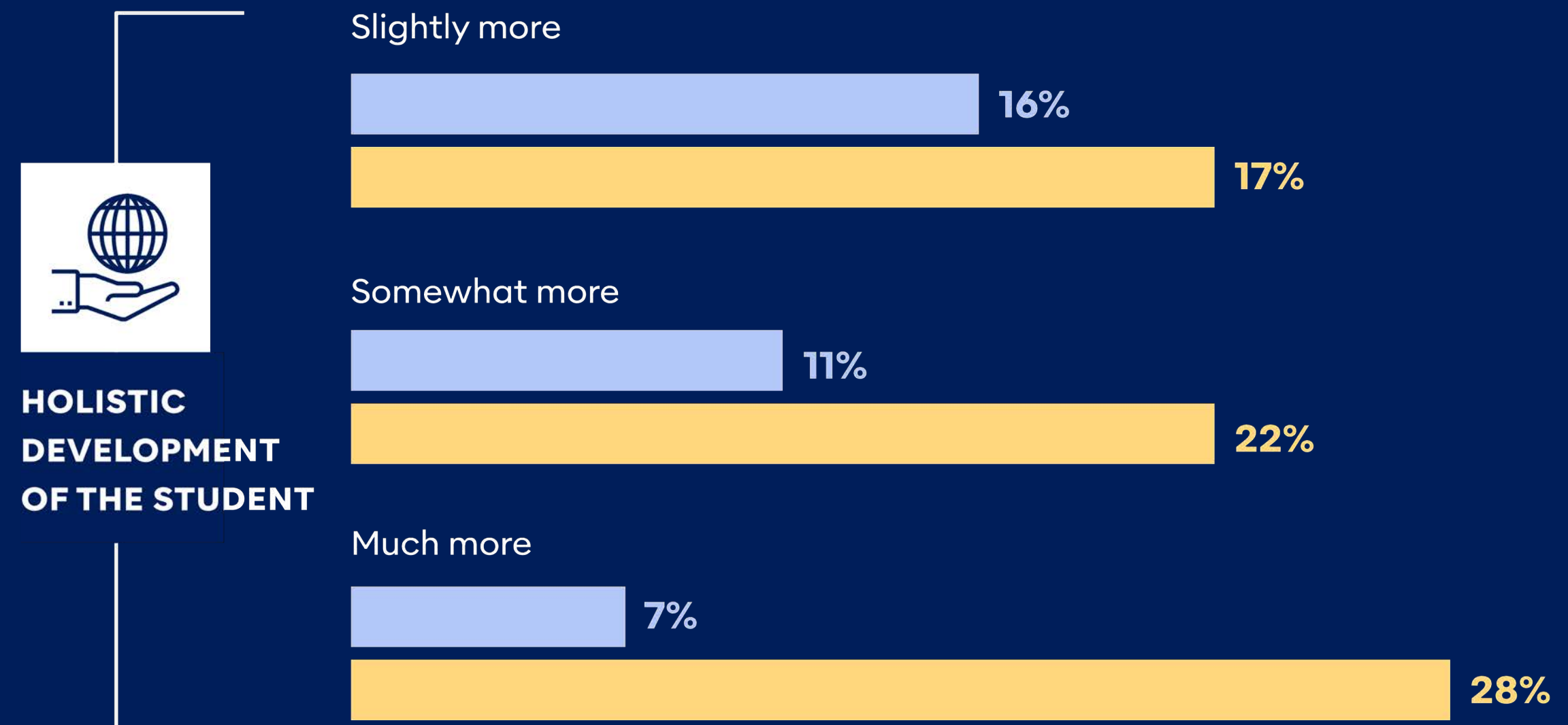


*Teachers believe it is more important to teach for the holistic development of students, yet they feel school leadership is more focused on academic development.*



# The tension of teaching for academic or holistic development

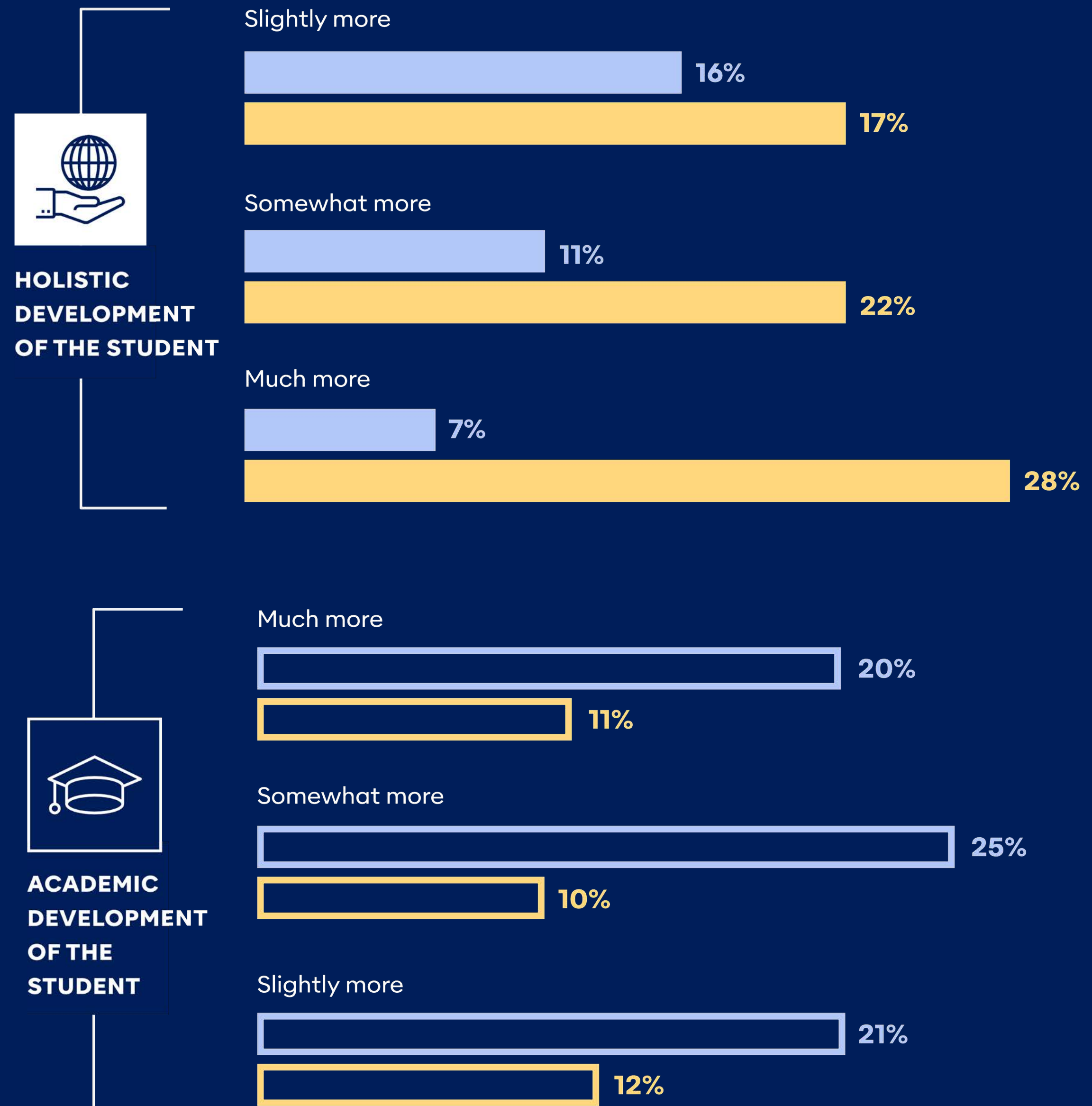
- Teachers feel more supported by their school leadership to teach for...
- Teachers believe it is more important to teach for the...



Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023

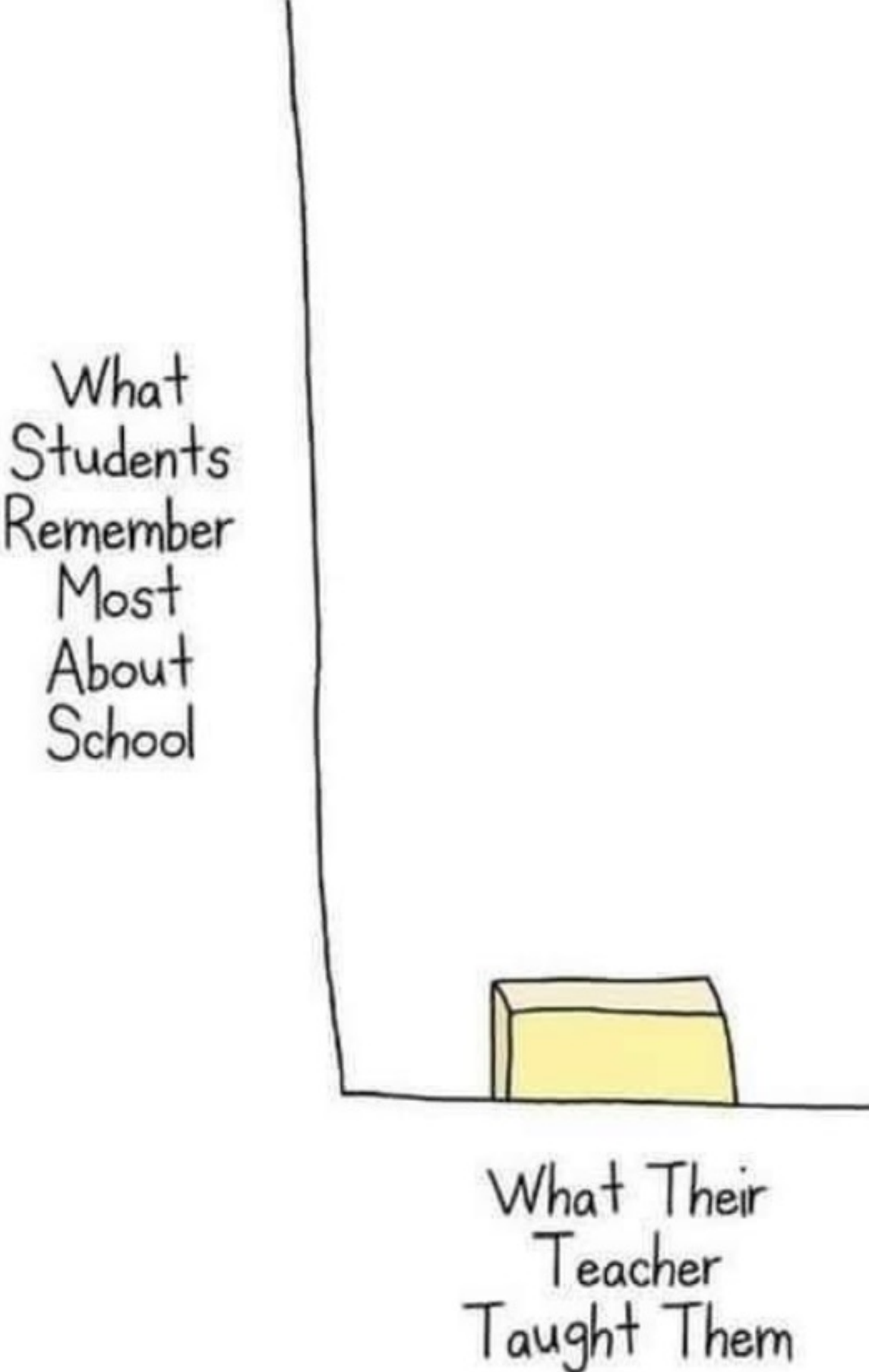
# The tension of teaching for academic or holistic development

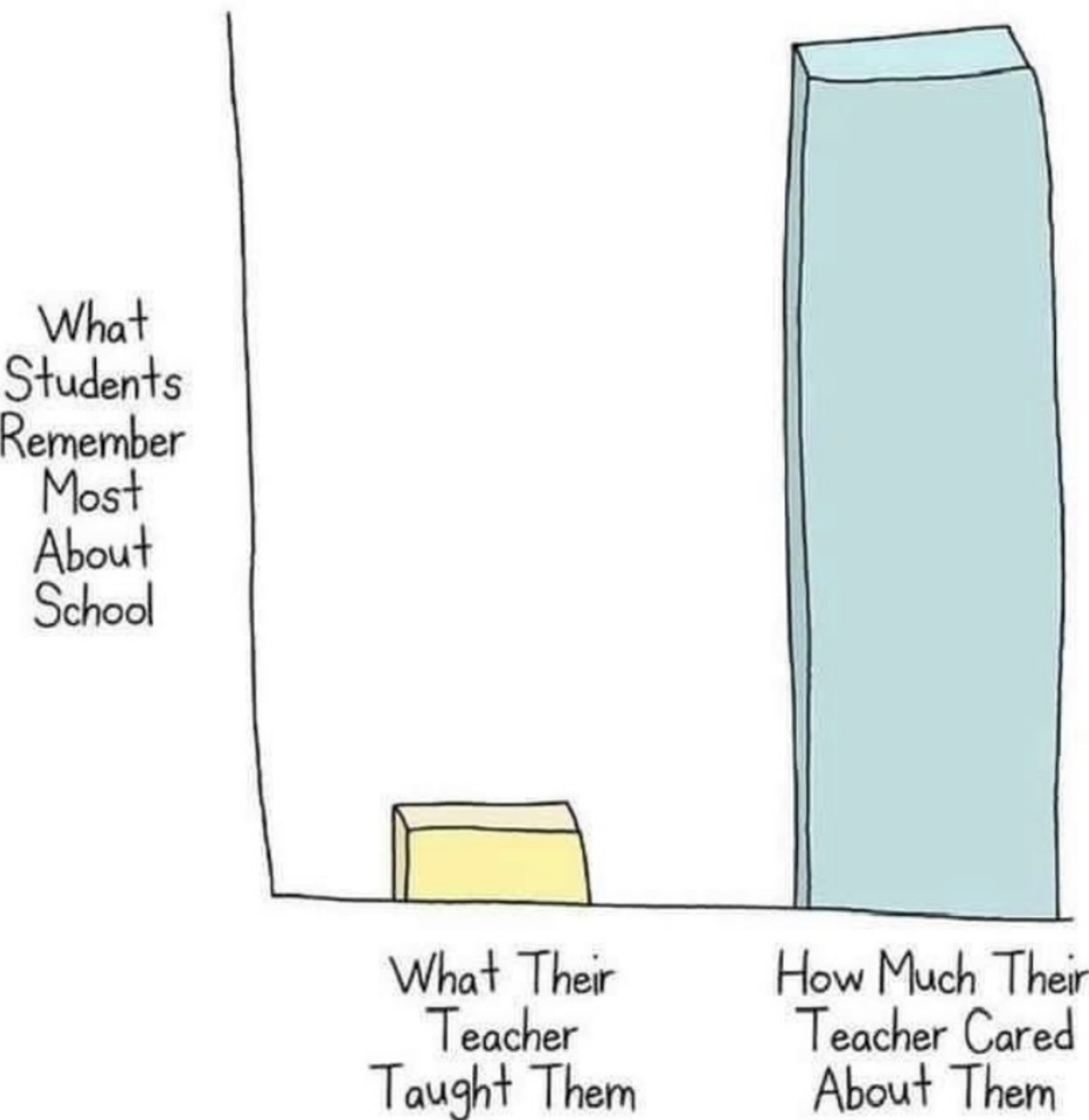
- Teachers feel more supported by their school leadership to teach for...
- Teachers believe it is more important to teach for the...



Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023









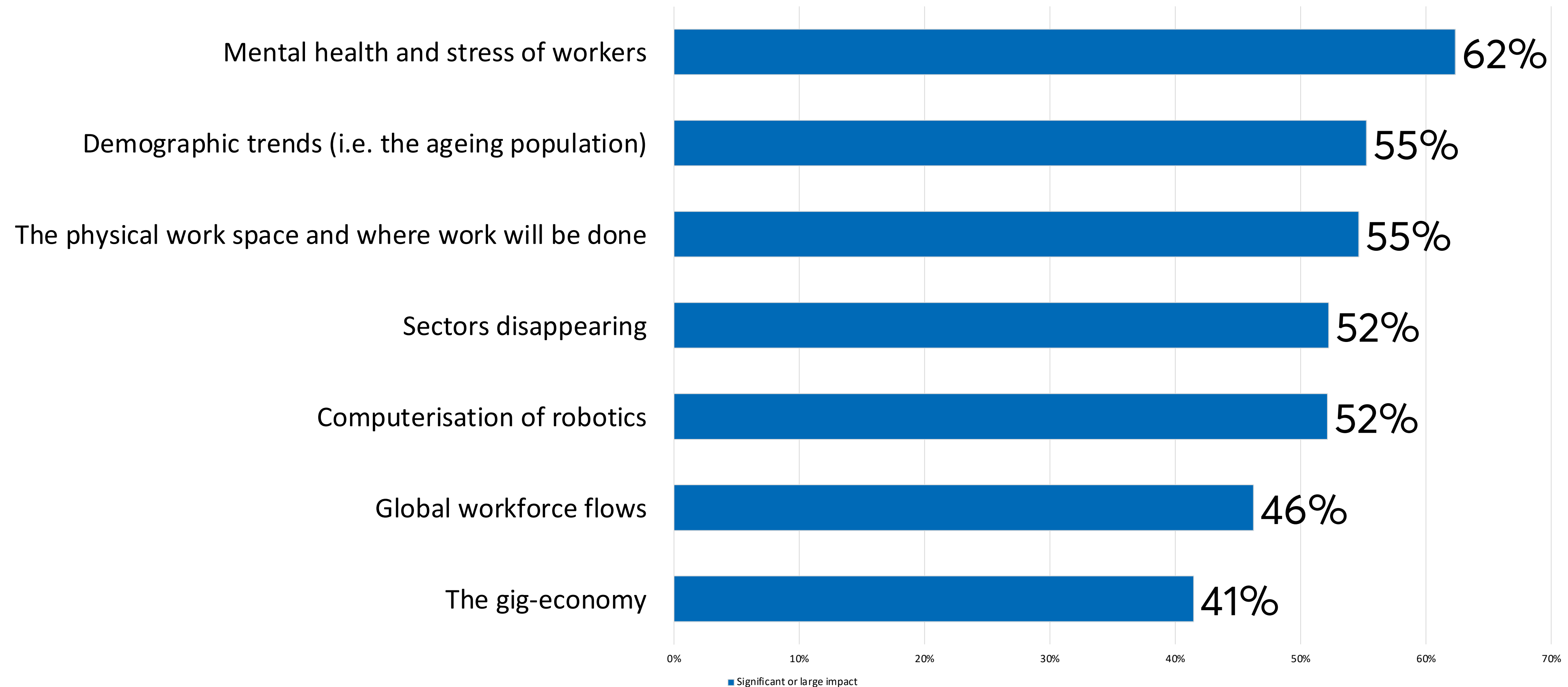
3

# Mental health and wellbeing



# The future of work

How big of an impact do you think the following will have on the future of work?





***“From demographic shifts to technological advancements the future of work is changing. Yet it is already being recognised that the health and stress of workers – wellbeing – is an essential factor that will impact and define the future of work.”***

WORK WELLBEING

In your workplace,  
which of the following  
are blockers to you  
thriving at work?

*Please select all that apply*



In your workplace,  
which of the following  
are blockers to you  
thriving at work?

*Please select all that apply*

Overworked and stressed



In your workplace,  
which of the following  
are blockers to you  
thriving at work?

*Please select all that apply*

Overworked and stressed



Limited flexibility





In your workplace,  
which of the following  
are blockers to you  
thriving at work?

*Please select all that apply*

Overworked and stressed



Limited flexibility



Management structures / hierarchy



In your workplace,  
which of the following  
are blockers to you  
thriving at work?

*Please select all that apply*

Overworked and stressed



Limited flexibility



Management structures / hierarchy



Lack of resources and training





In your workplace,  
which of the following  
are blockers to you  
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*Please select all that apply*

Overworked and stressed



Limited flexibility



Management structures / hierarchy



Lack of resources and training



Leadership



In your workplace,  
which of the following  
are blockers to you  
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*Please select all that apply*

Overworked and stressed



Limited flexibility



Management structures / hierarchy



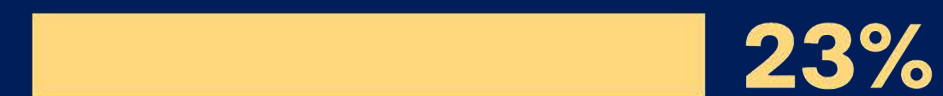
Lack of resources and training



Leadership



Resistance to change





# In your workplace, which of the following are blockers to you thriving at work?

*Please select all that apply*

Overworked and stressed



Limited flexibility



Management structures / hierarchy



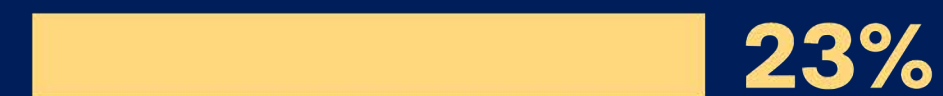
Lack of resources and training



Leadership



Resistance to change



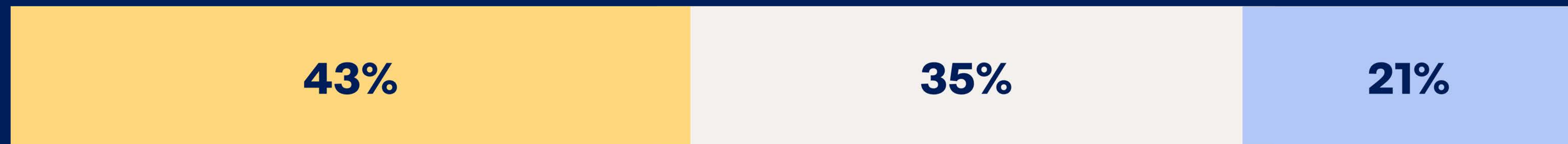
Lack of clear direction and vision



# Thinking about the next five years, how optimistic are you about the education sector in Australia compared to today?

 Better     The same     Worse

The school I work in

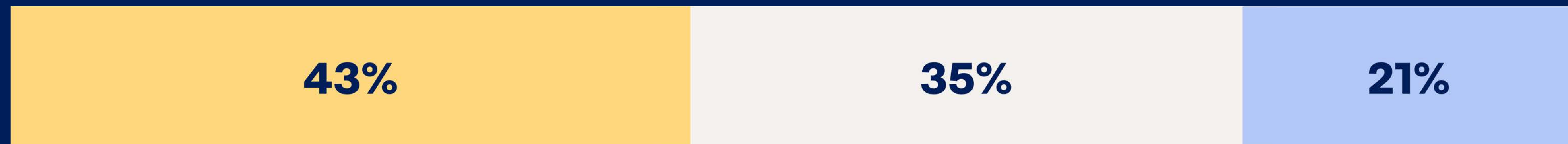




# Thinking about the next five years, how optimistic are you about the education sector in Australia compared to today?

 Better     The same     Worse

The school I work in



The education sector as a whole



A series of concentric circles in a light blue color, centered on the page, creating a target-like background for the title.

# THE WELLBEING EQUATION



# The wellbeing equation

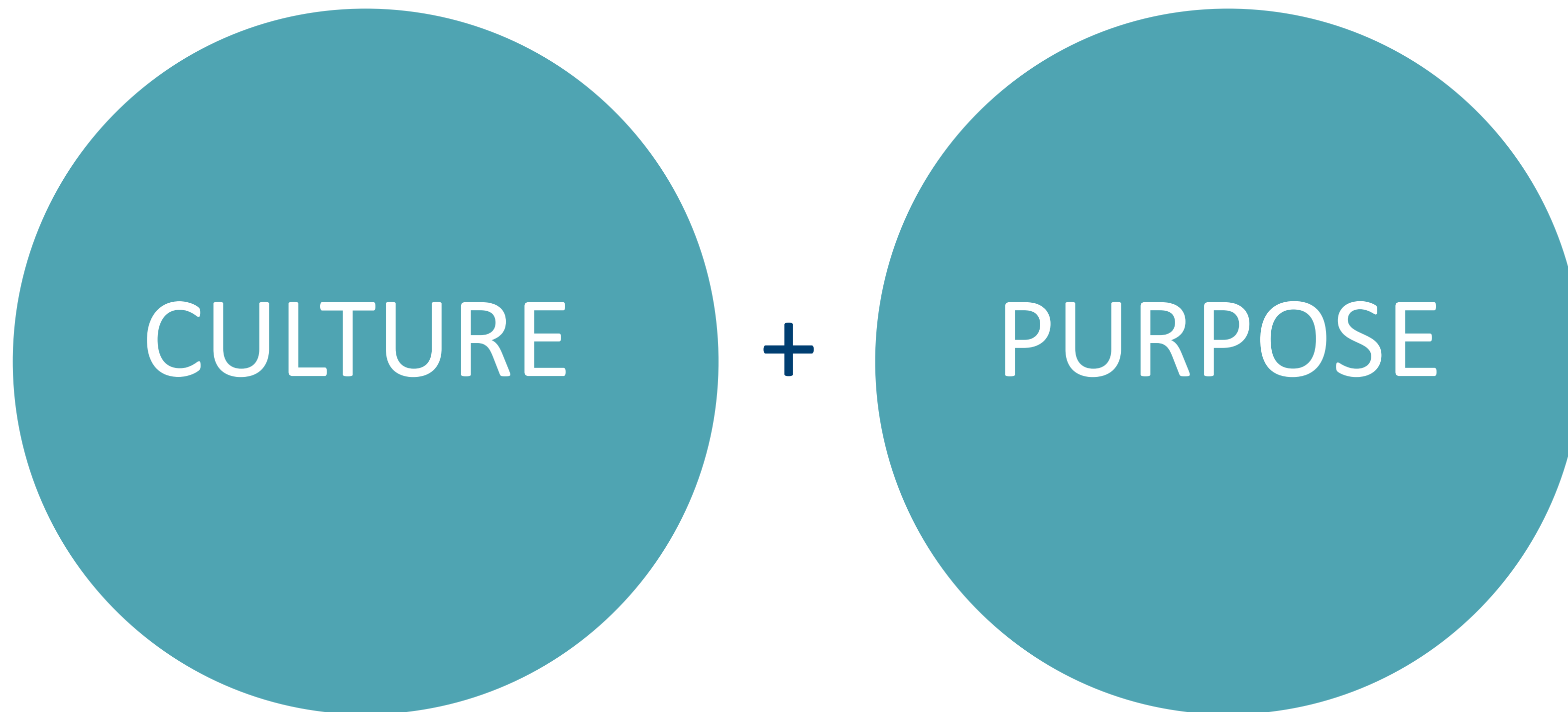
# The wellbeing equation



CULTURE



# The wellbeing equation



# The wellbeing equation





A series of concentric circles in a light teal color, centered on the page, creating a subtle background pattern.

*Train people well enough so they  
can leave. Treat them well enough  
so they don't want to.*

SIR RICHARD BRANSON

# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks





# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks



**82%**



Navigating their own mental wellbeing



**75%**

# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks



**82%**



Navigating their own mental wellbeing



**75%**



High pressure to do well in exams and assessments



**63%**



# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks

**82%**



Navigating their own mental wellbeing

**75%**



High pressure to do well in exams and assessments

**63%**



The pressure to grow up faster

**61%**

# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks

**82%**



Navigating their own mental wellbeing

**75%**



High pressure to do well in exams and assessments

**63%**



The pressure to grow up faster

**61%**



Navigating loneliness and social isolation

**60%**



# How challenging do you perceive the following to be for today's students?

*Extremely/very challenging*



Online bullying through social networks

**82%**



Navigating their own mental wellbeing

**75%**



High pressure to do well in exams and assessments

**63%**



The pressure to grow up faster

**61%**



Navigating loneliness and social isolation

**60%**



Supporting friends with their mental wellbeing

**57%**



# Build resilience and provide permission to fail





4

# Consumer approach to education



prime video

apple tv+

**BINGE**

hulu

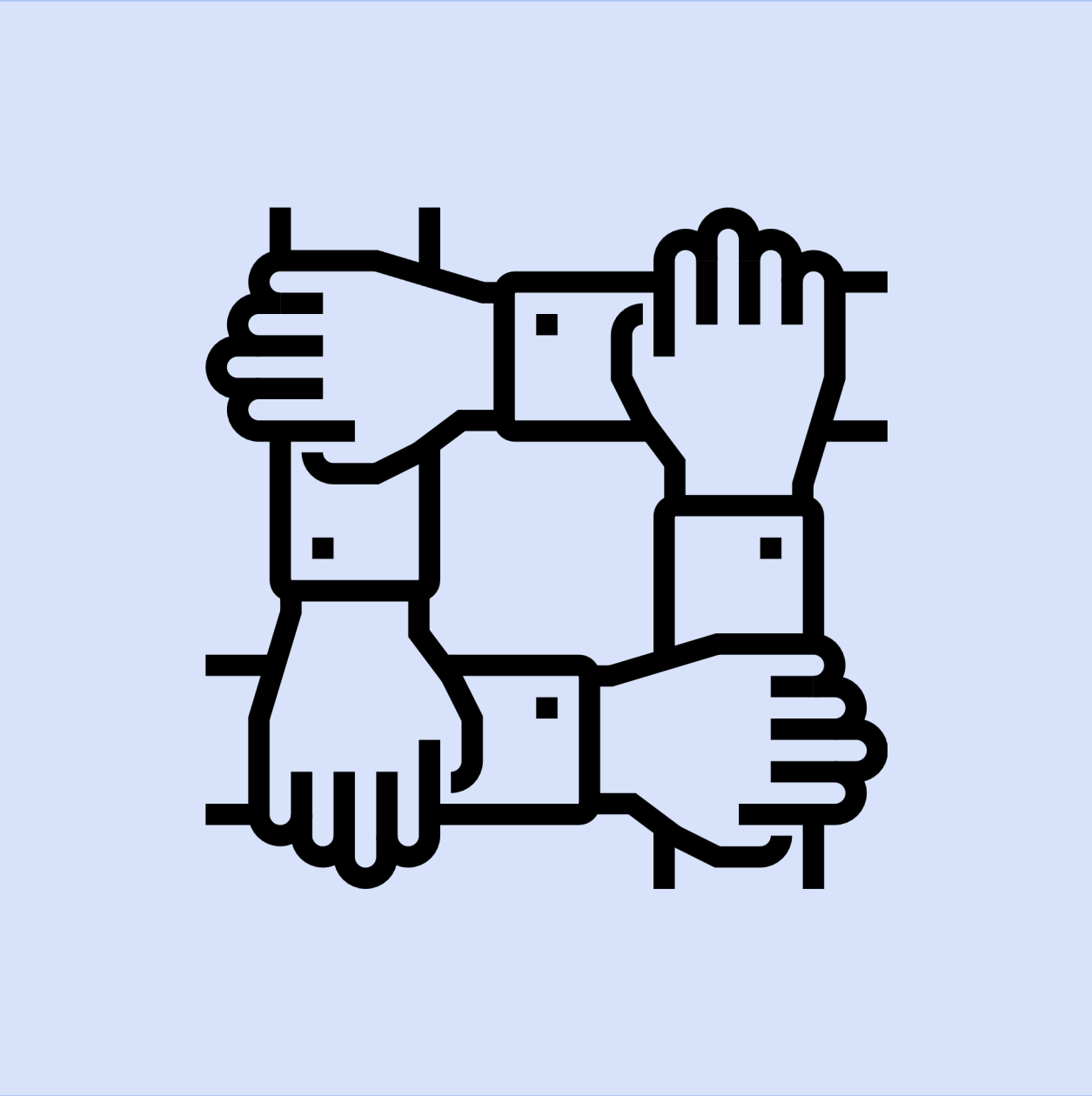
NETFLIX

Disney+

*Paramount+*

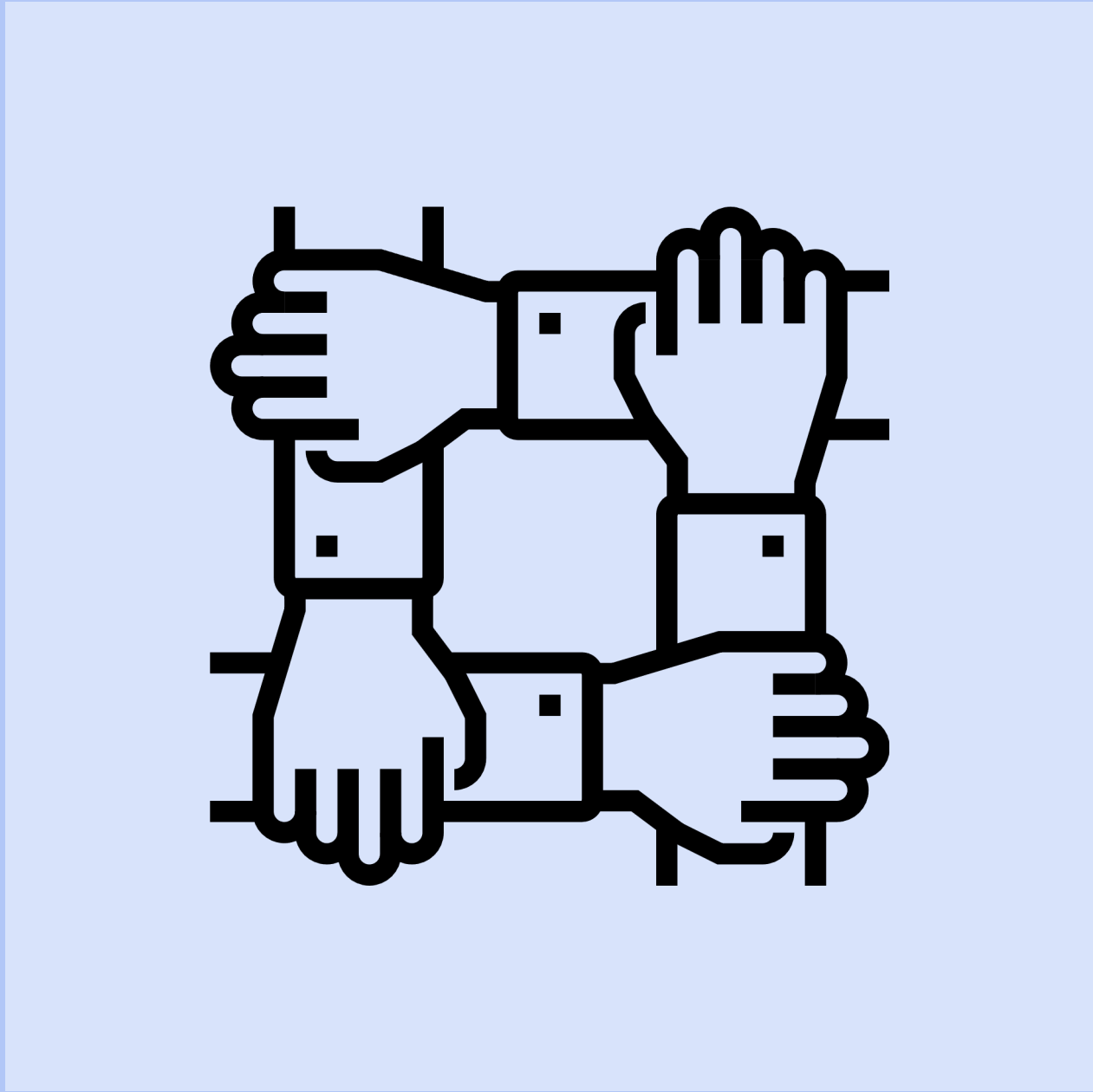
Hayu

HBO max

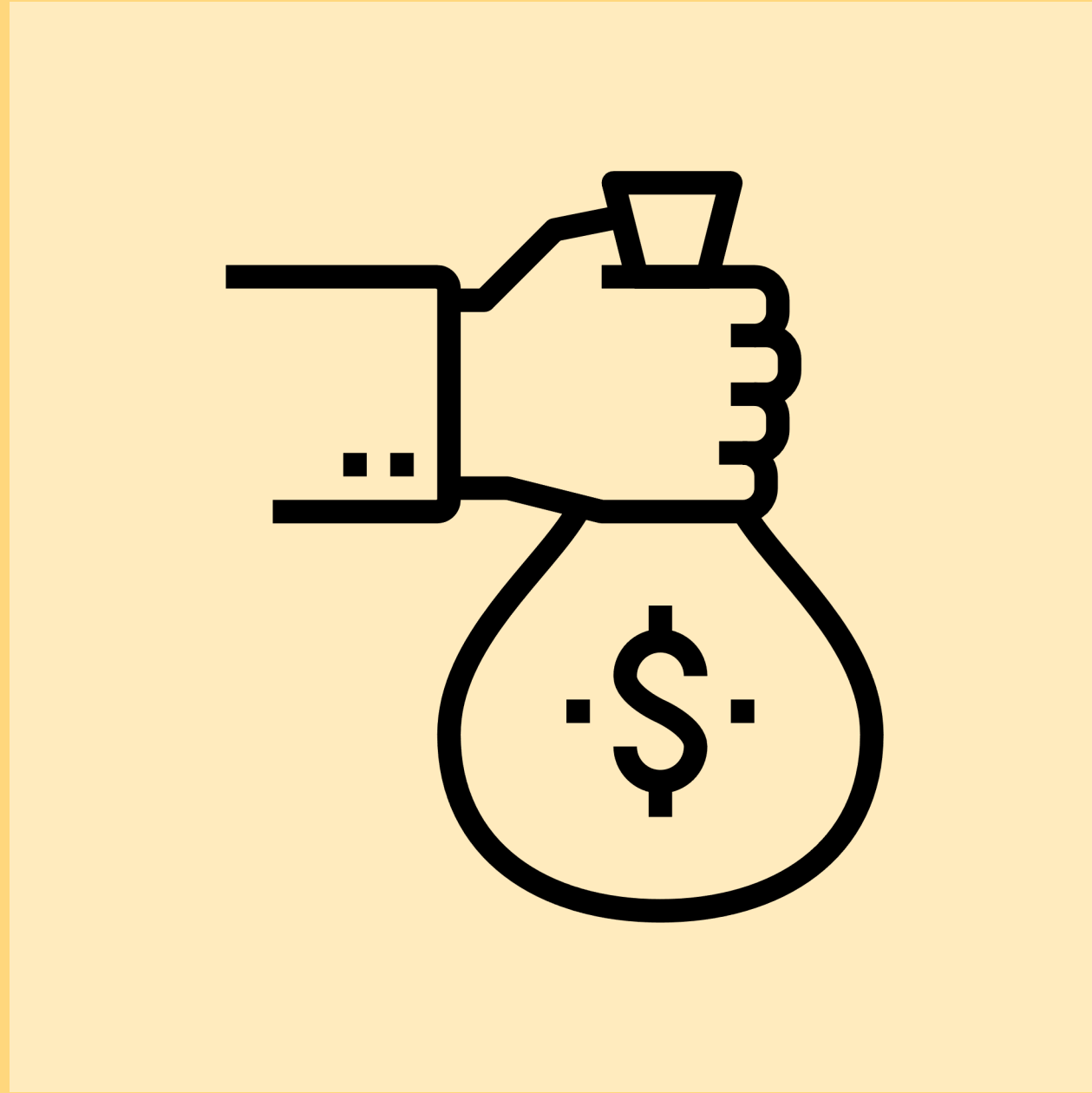


# Contributor mindset





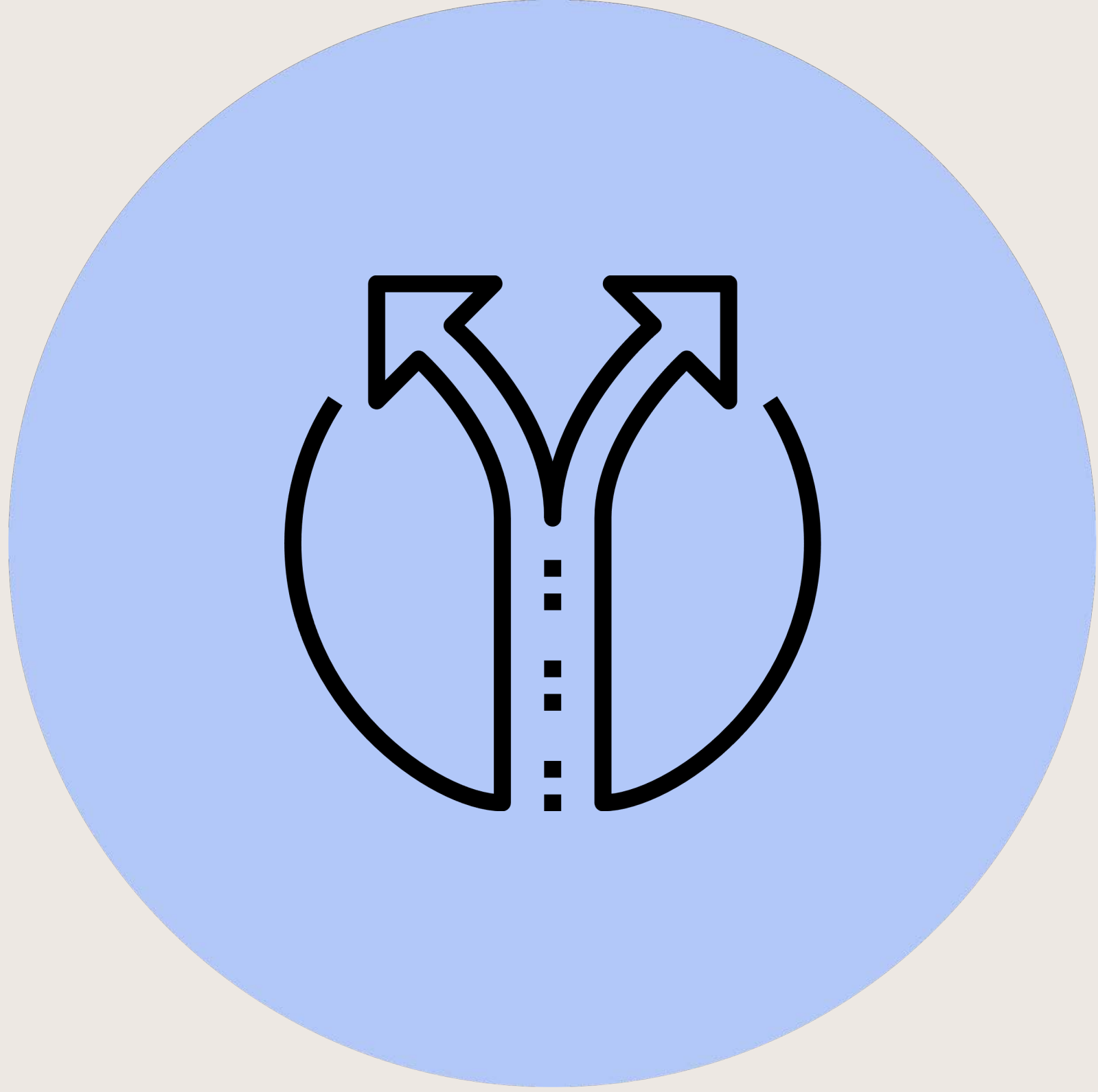
**Contributor  
mindset**



**Fee for service  
mindset**

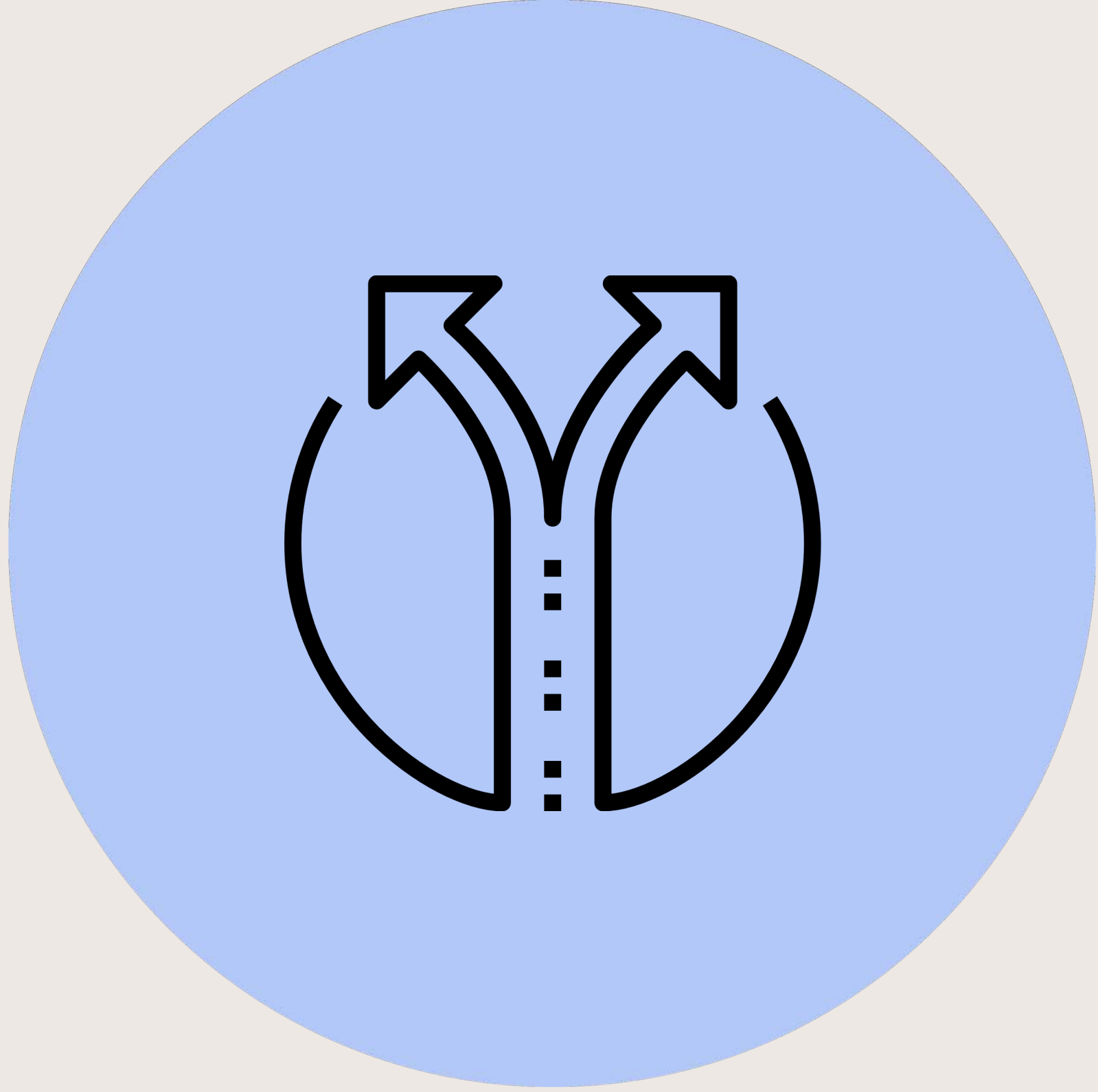
# Focus on character and community





**Diversity**

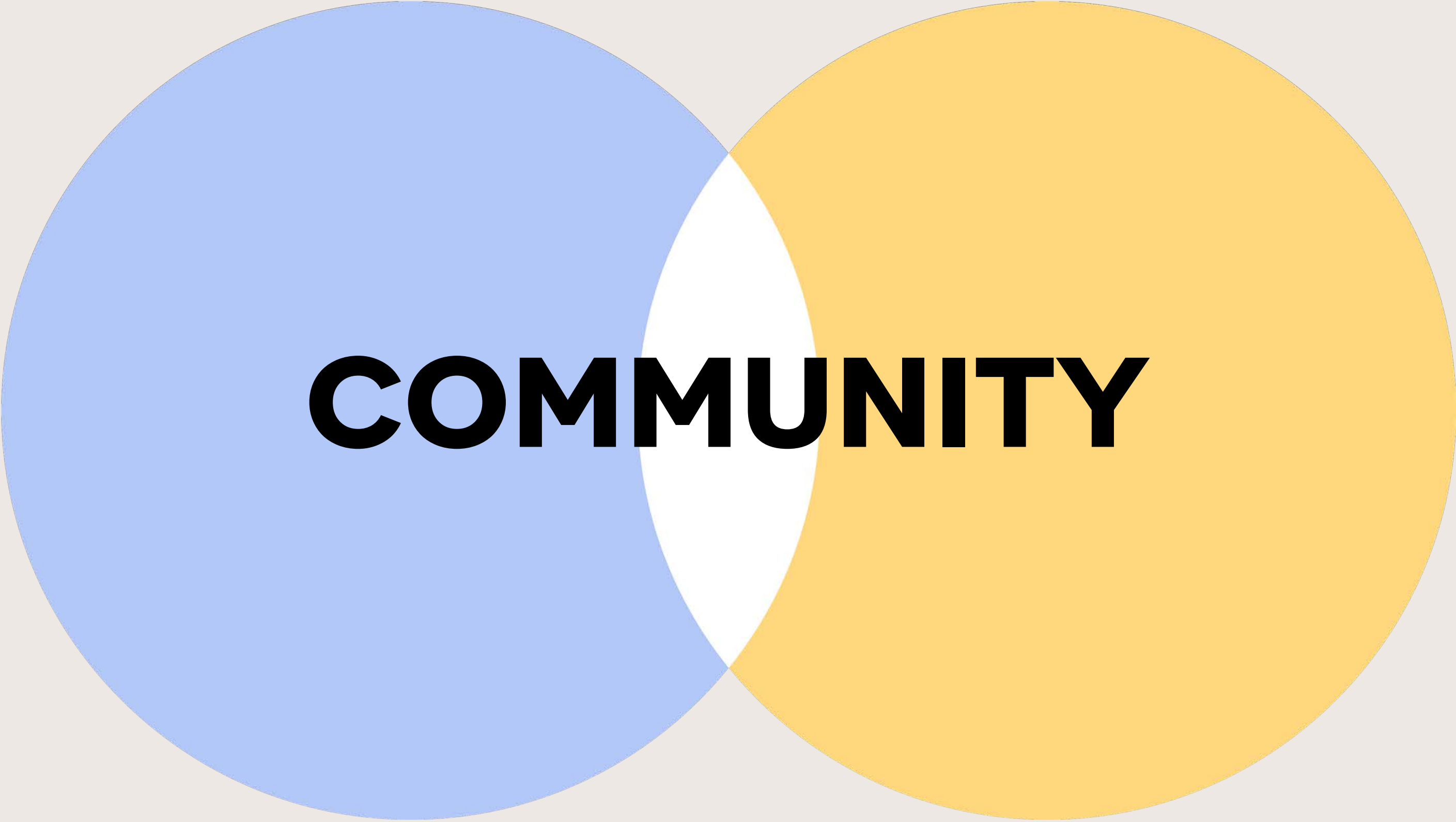




**Diversity**



**Unity**



**Diversity**

**Unity**

**COMMUNITY**

“

**There are not too many places where this connection point still exists, school is one of those. When we're talking about our values, we celebrate the things that make us different, but we also celebrate the things that bind us together. And those things work in a dual relationship.**

Wade Hayne – Executive Principal, Brisbane State High School, QLD



# The worker of the future





# Key desires for careers

1

Having purpose and meaning in their work



# Key desires for careers

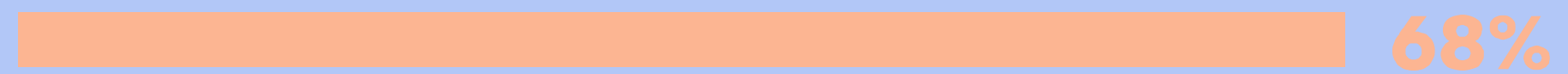
1

Having purpose and meaning in their work



2

Work aligns with their core values





# Key desires for careers

1

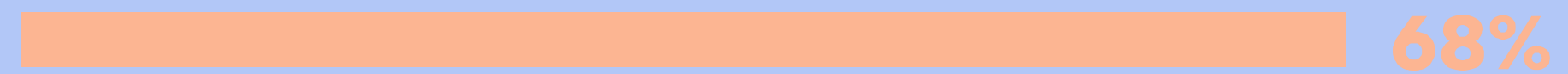
Having purpose and meaning in their work



72%

2

Work aligns with their core values



68%

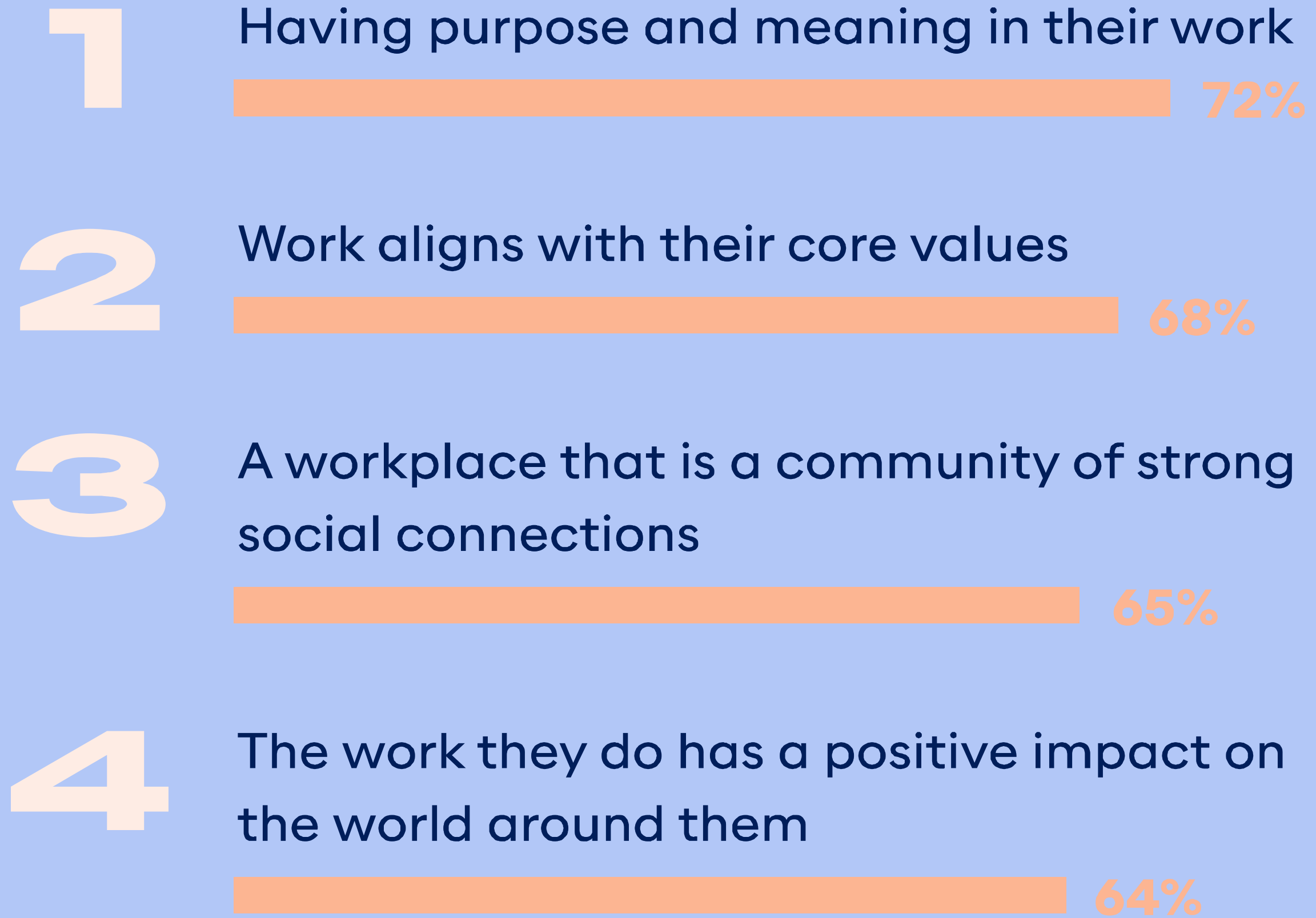
3

A workplace that is a community of strong social connections



65%

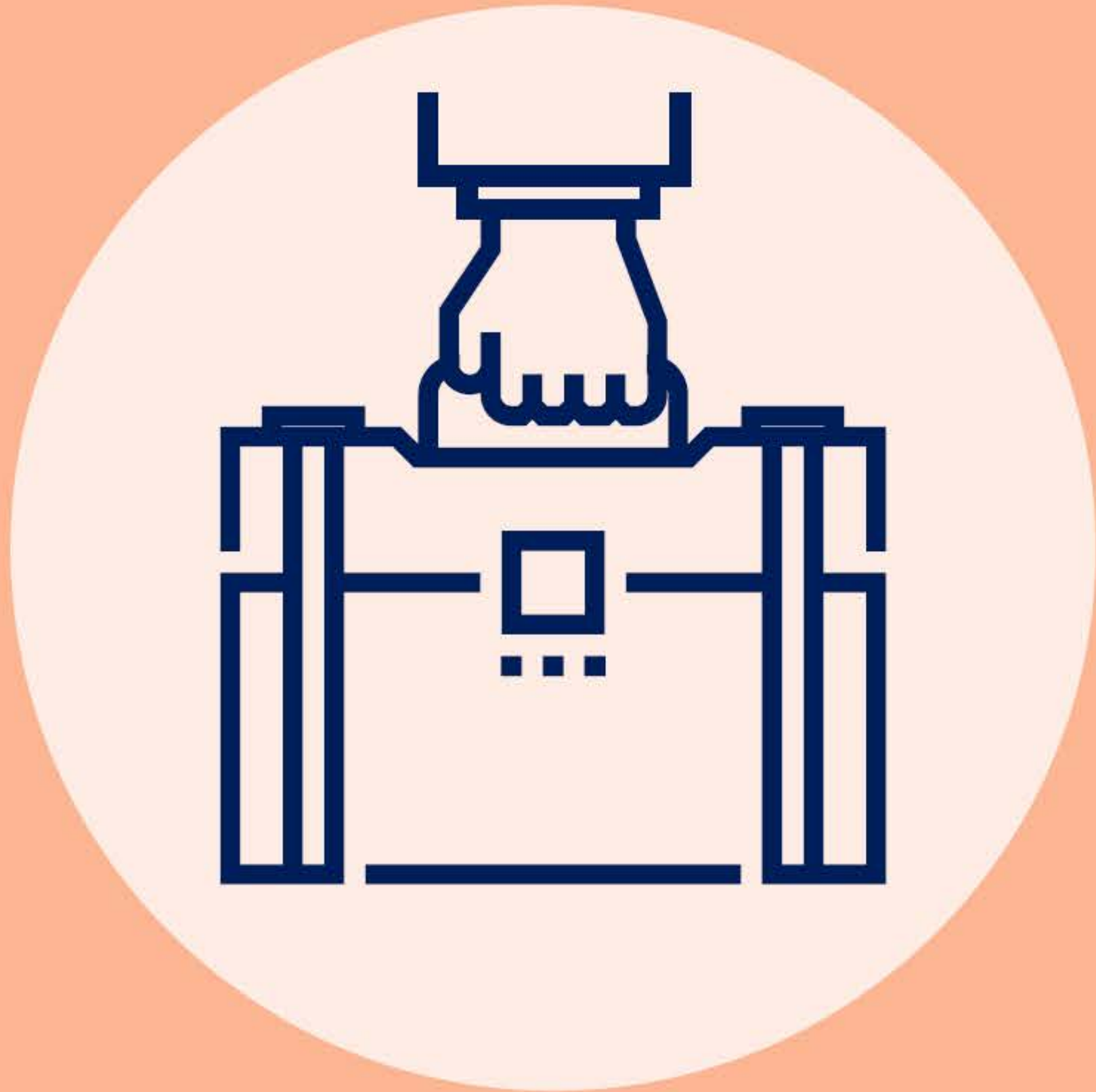
# Key desires for careers



# Key desires for careers



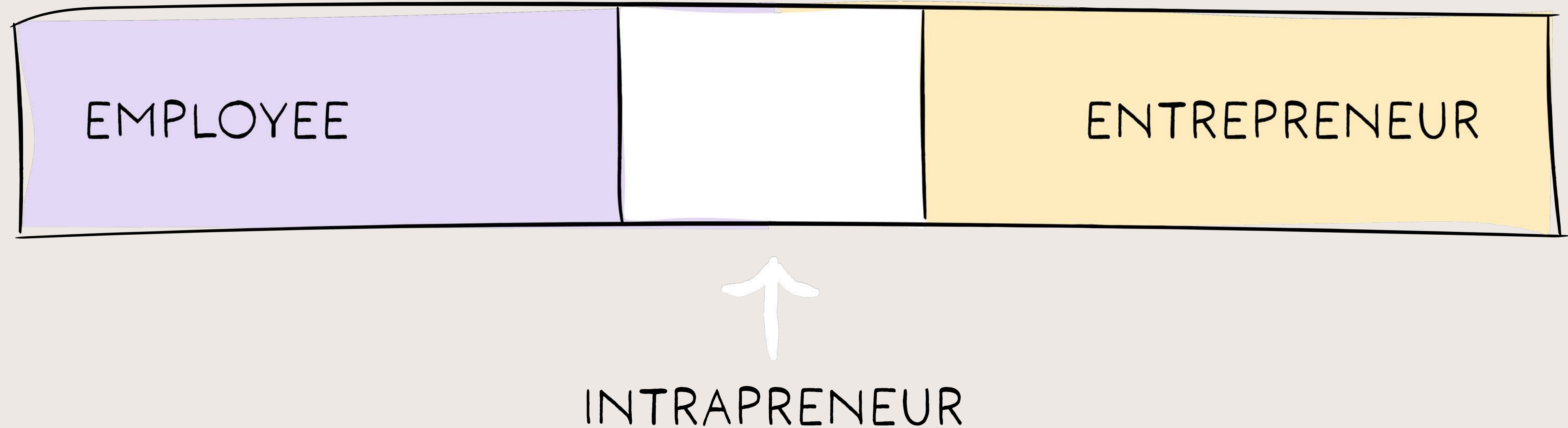




Just 14% of  
students  
are looking  
for traditional  
employment

Source: McCrindle, Equipping students to thrive in the new world of work, 2022

# Rise of the intrapreneur



**The new reality**

**Paying a premium  
for  
undivided attention**



# Leadership shift

From  
managing  
to  
mentoring



# The changing educational workforce





5

# **Teacher burnout and engagement with the sector**





# What do you see as the greatest disruptors in education for the next ten years?

Top 5



Teacher burnout



86%

# What do you see as the greatest disruptors in education for the next ten years?

Top 5



Teacher burnout



86%



Attracting and retaining teachers



72%

# What do you see as the greatest disruptors in education for the next ten years?

Top 5



Teacher burnout **86%**



Attracting and retaining teachers **72%**



Growing role of schools in supporting student mental health **47%**



# What do you see as the greatest disruptors in education for the next ten years?

Top 5



Teacher burnout



Attracting and retaining teachers



Growing role of schools in supporting student mental health

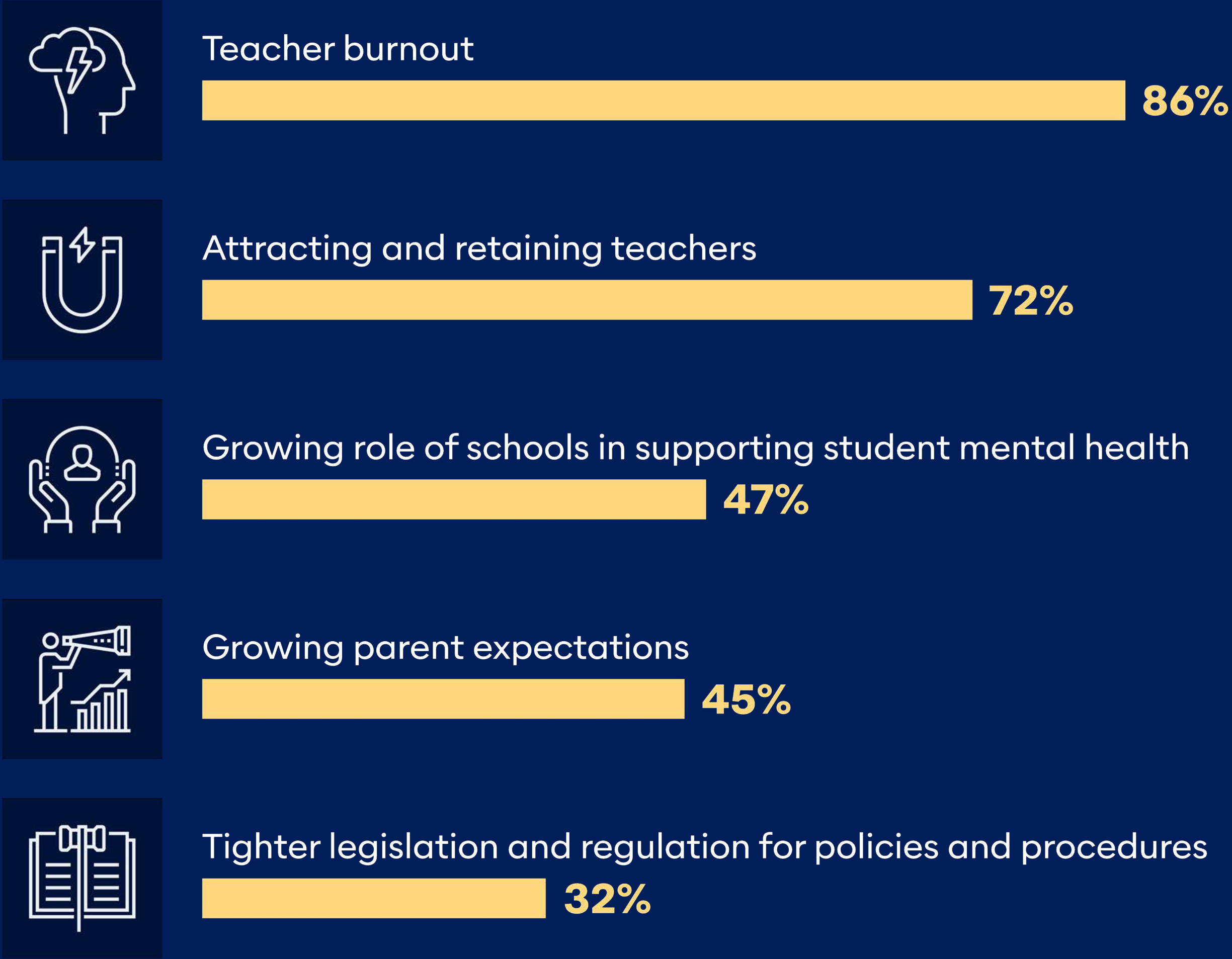


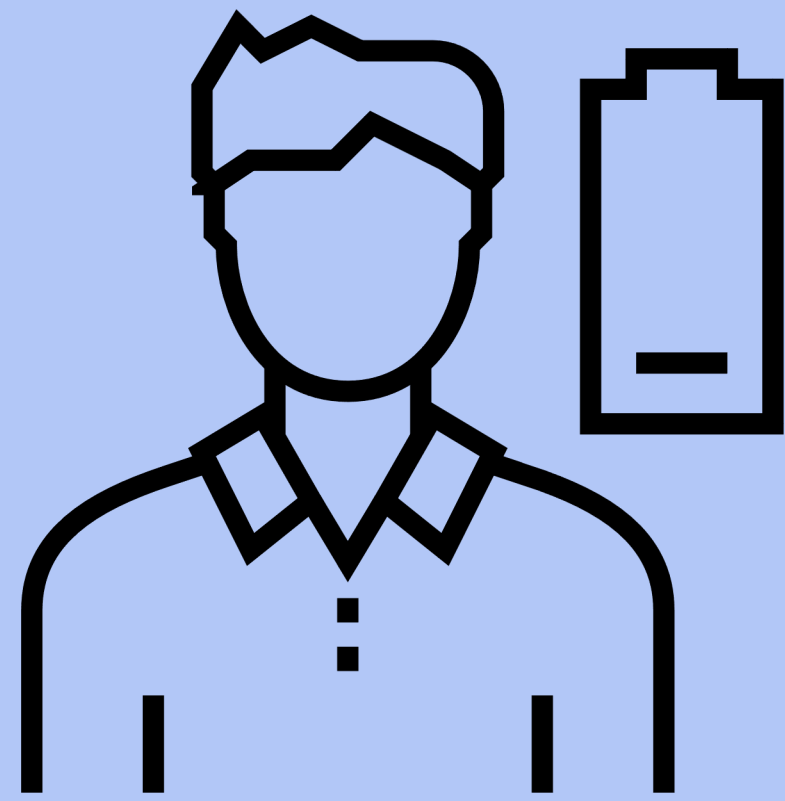
Growing parent expectations



# What do you see as the greatest disruptors in education for the next ten years?

Top 5





# 78%

*of teachers feel burnt out after the experience of adapting to changes throughout the pandemic.*



# Identify what is core and what is additional

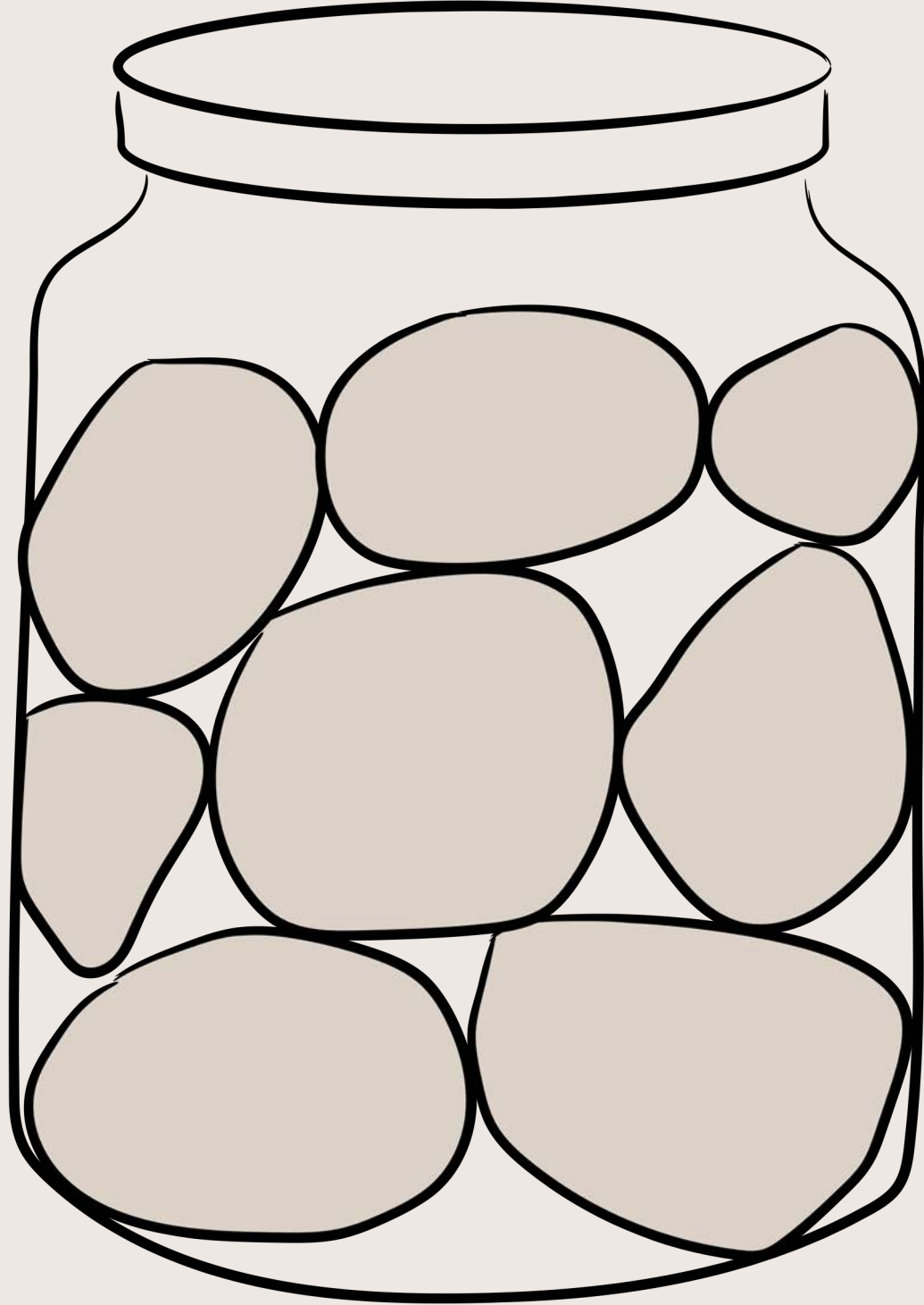




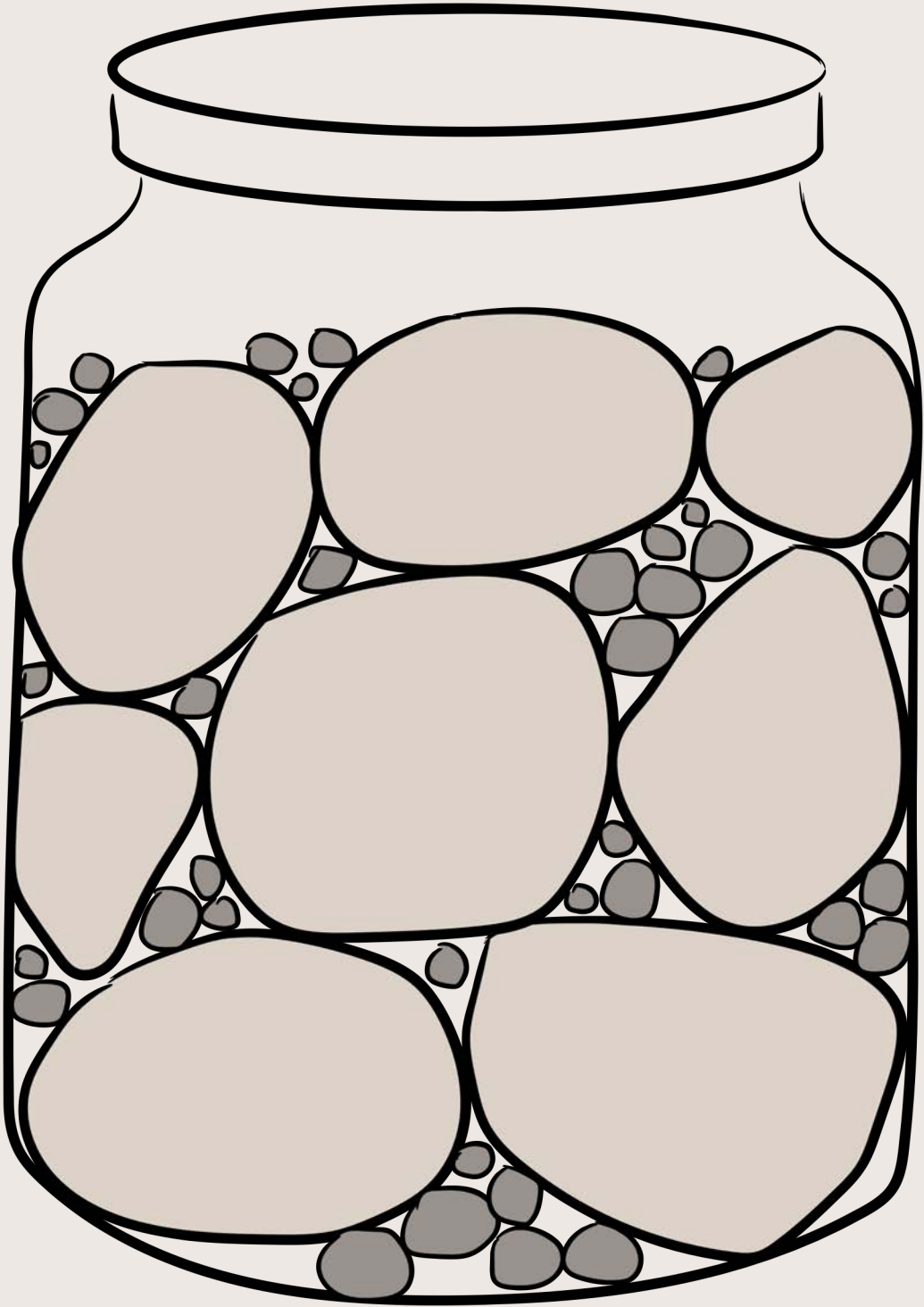
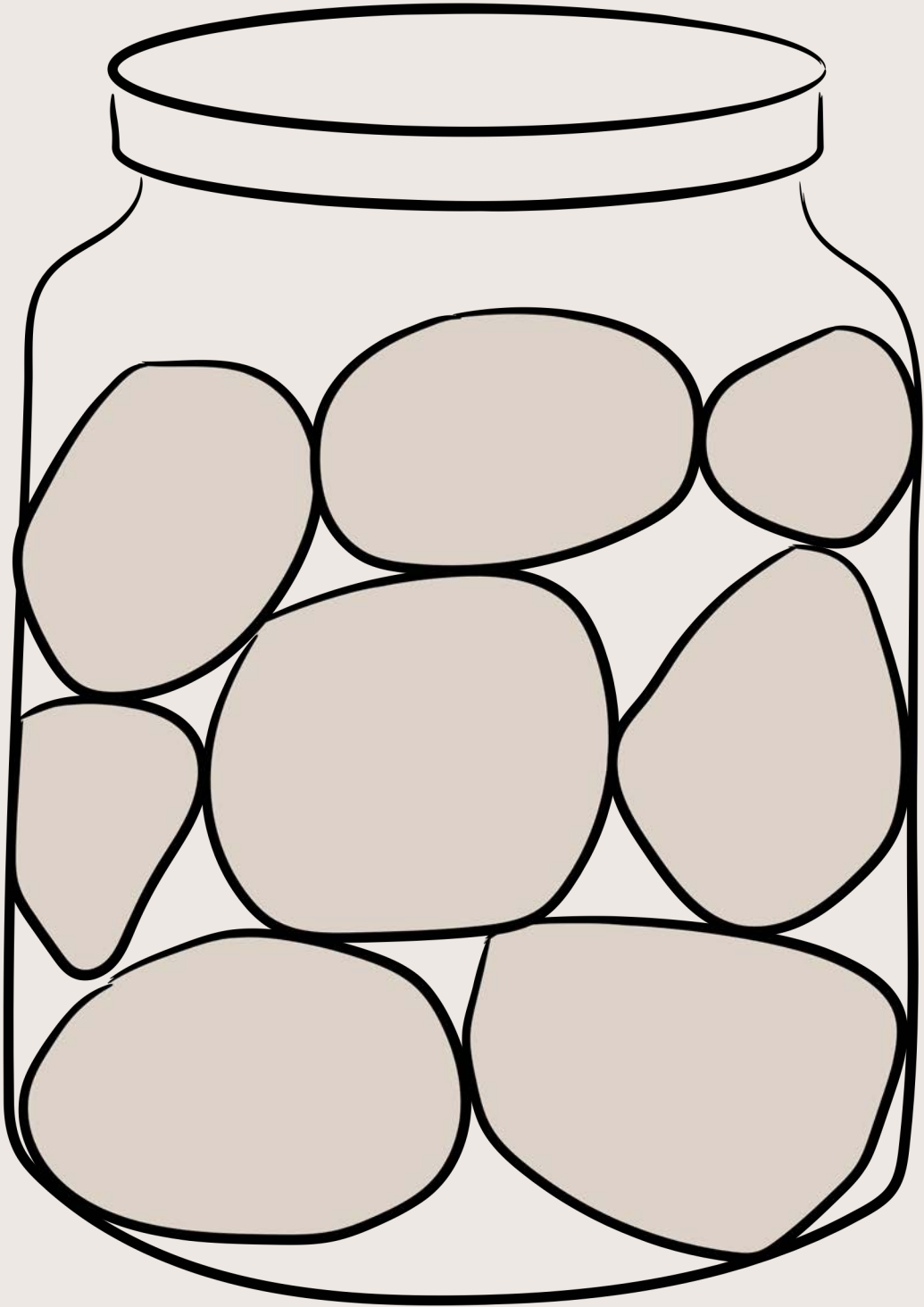
“

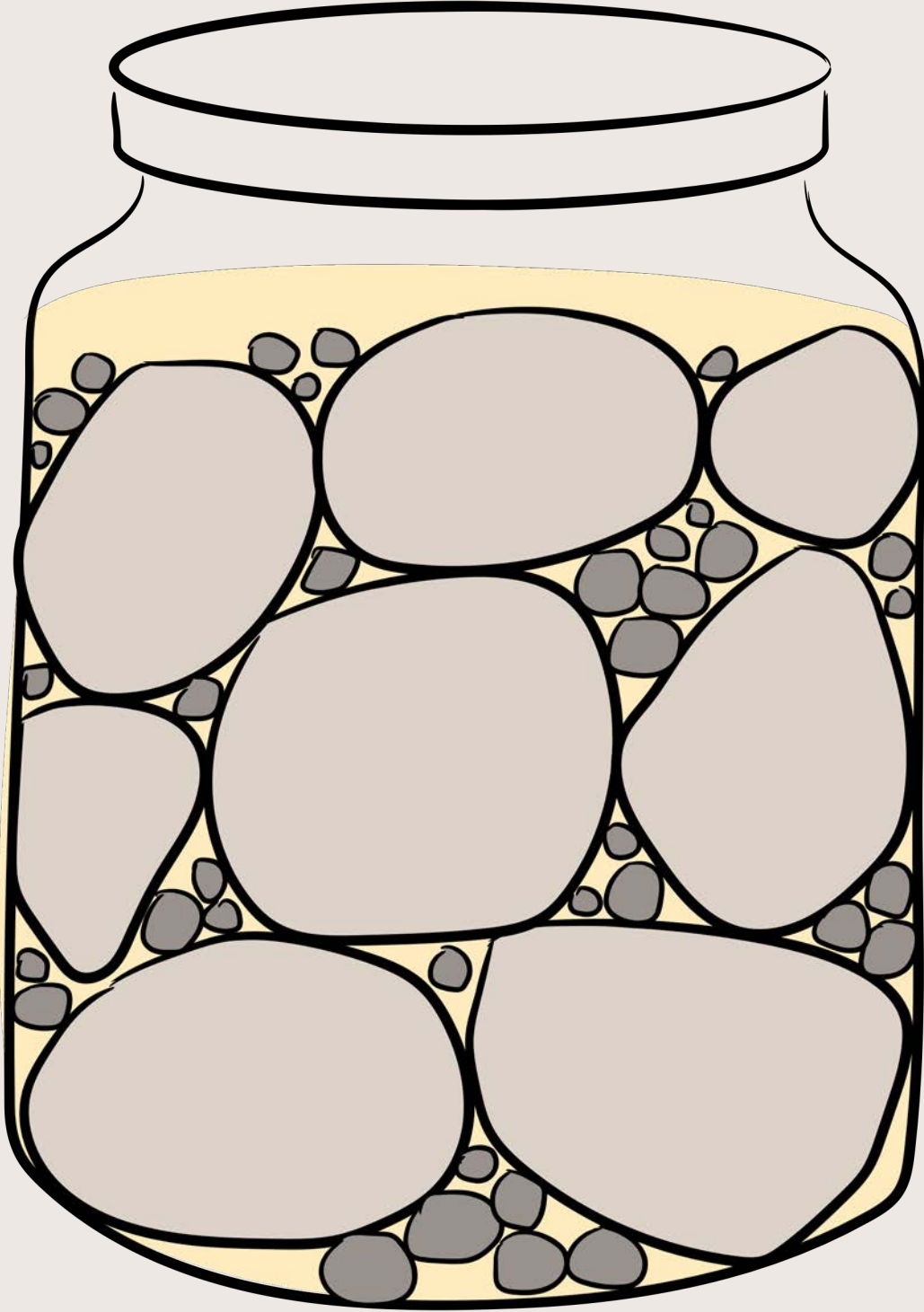
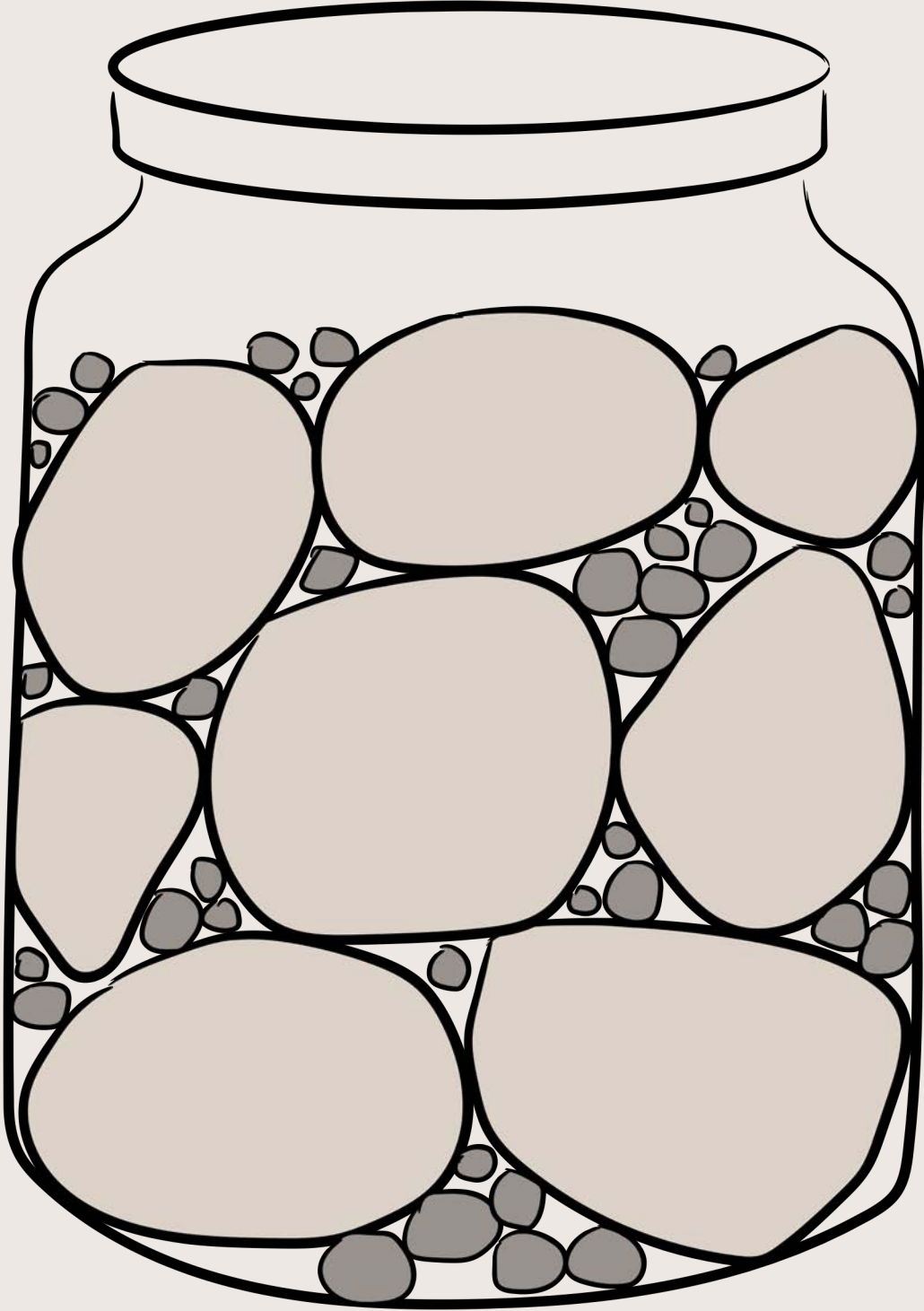
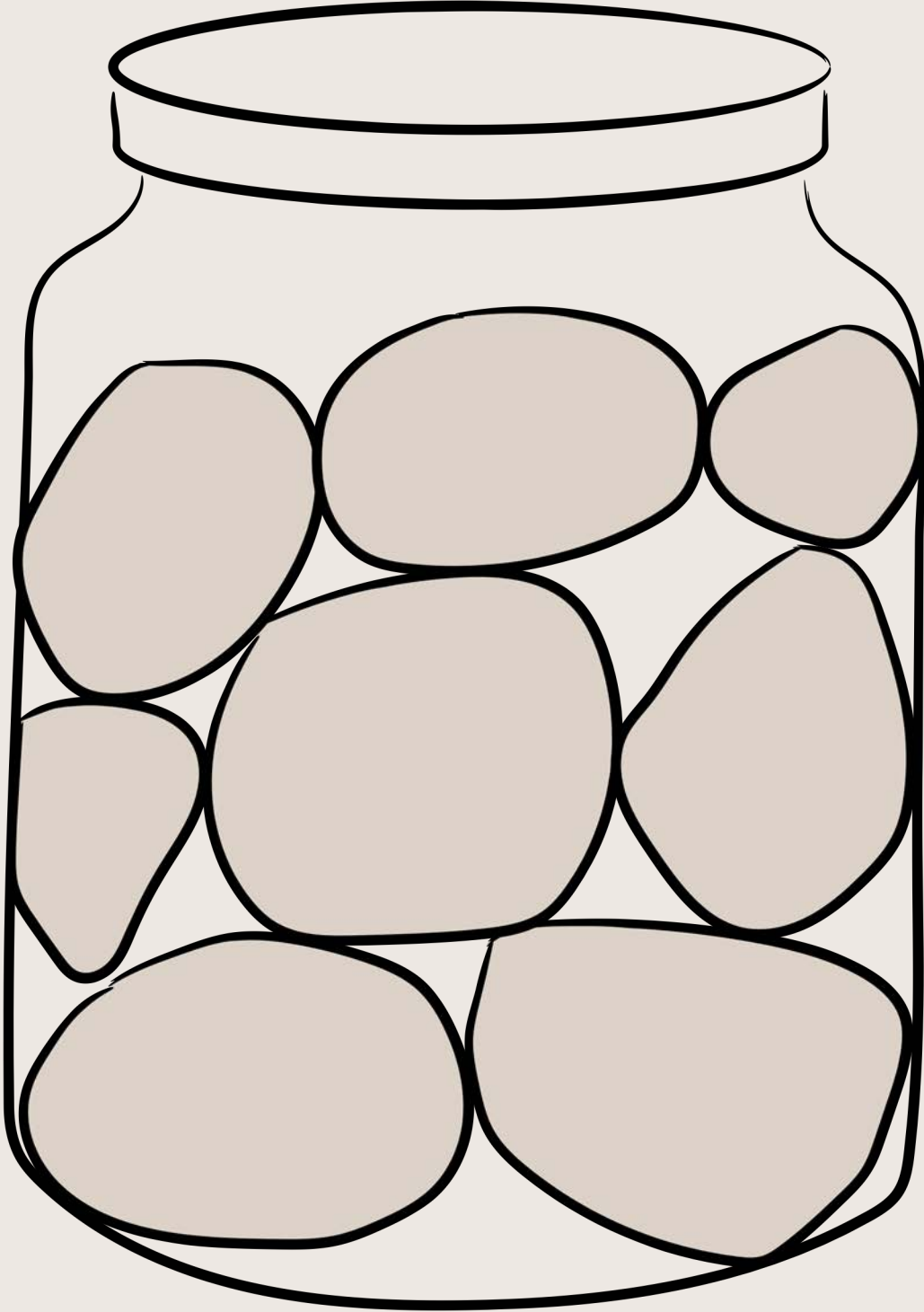
**We need clarity around what is the core job, and then what are additional responsibilities. That doesn't mean we stop everything outside of teaching and learning. But it's important to ask how many hours are we asking people to work? Let's fill the buckets of the week with the things that are core and see what's left."**

Dr Simon Breakspear – Educational researcher







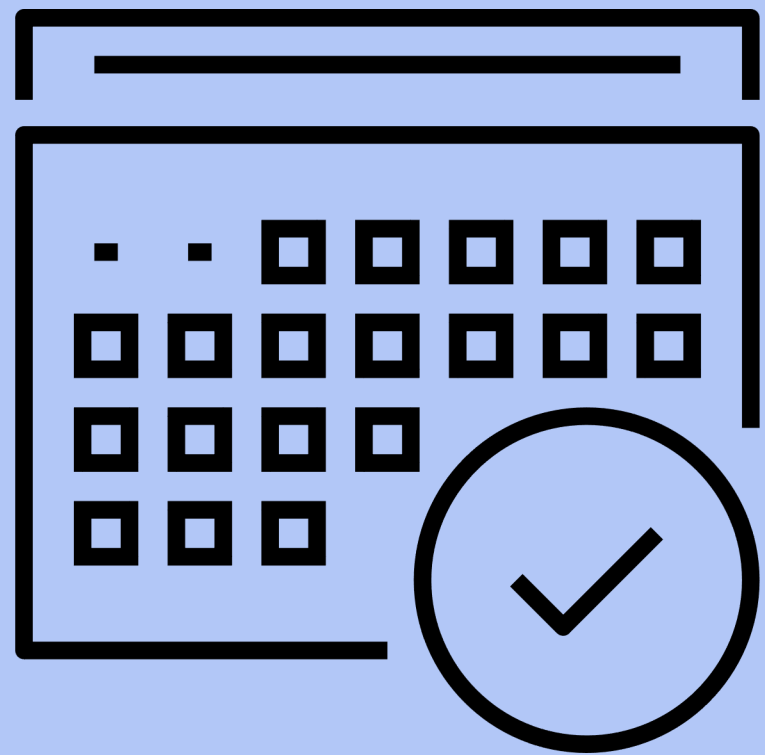




# 73%

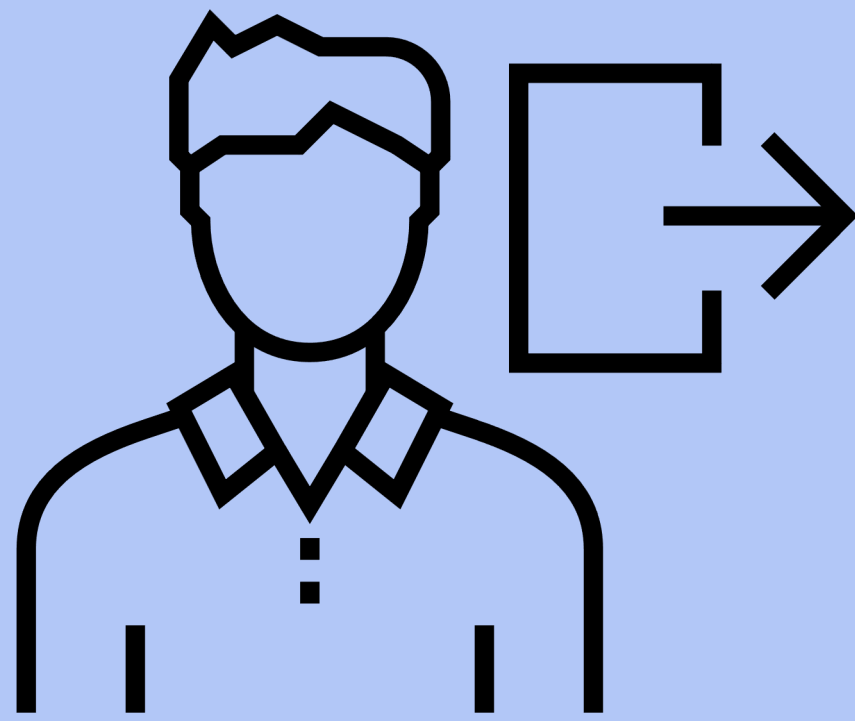
*of teachers strongly/somewhat agree they often feel overwhelmed by the amount of work they need to achieve in a week.*





# 17%

*of teachers strongly/somewhat agree they have enough time to prepare for effective teaching.*



# 66%

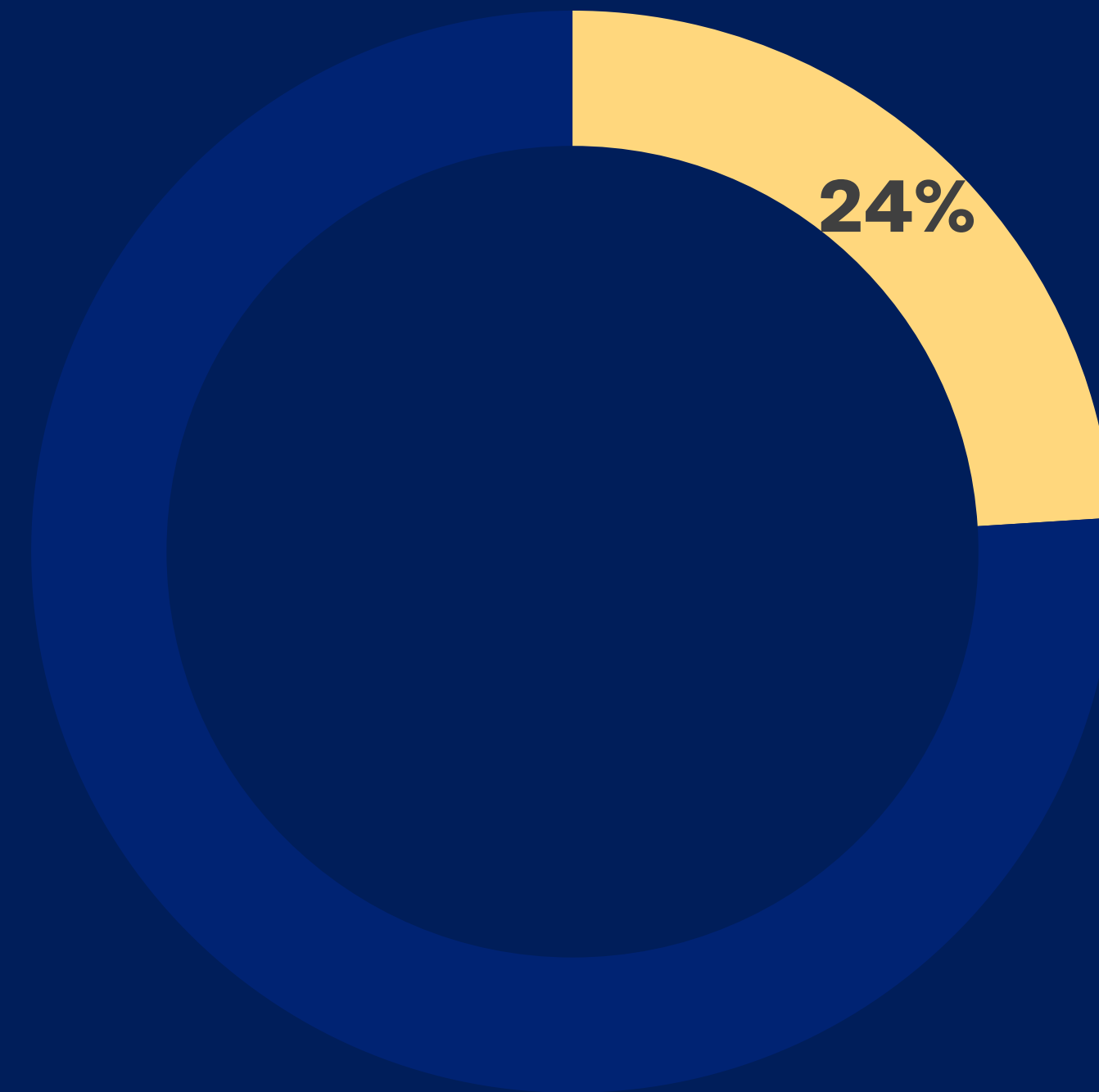
*of teachers (66%) have considered leaving the teaching profession in the last two years.*

# How likely would you be to recommend a career in teaching to someone looking to start or change careers?

*Extremely/very likely*

2023

2020



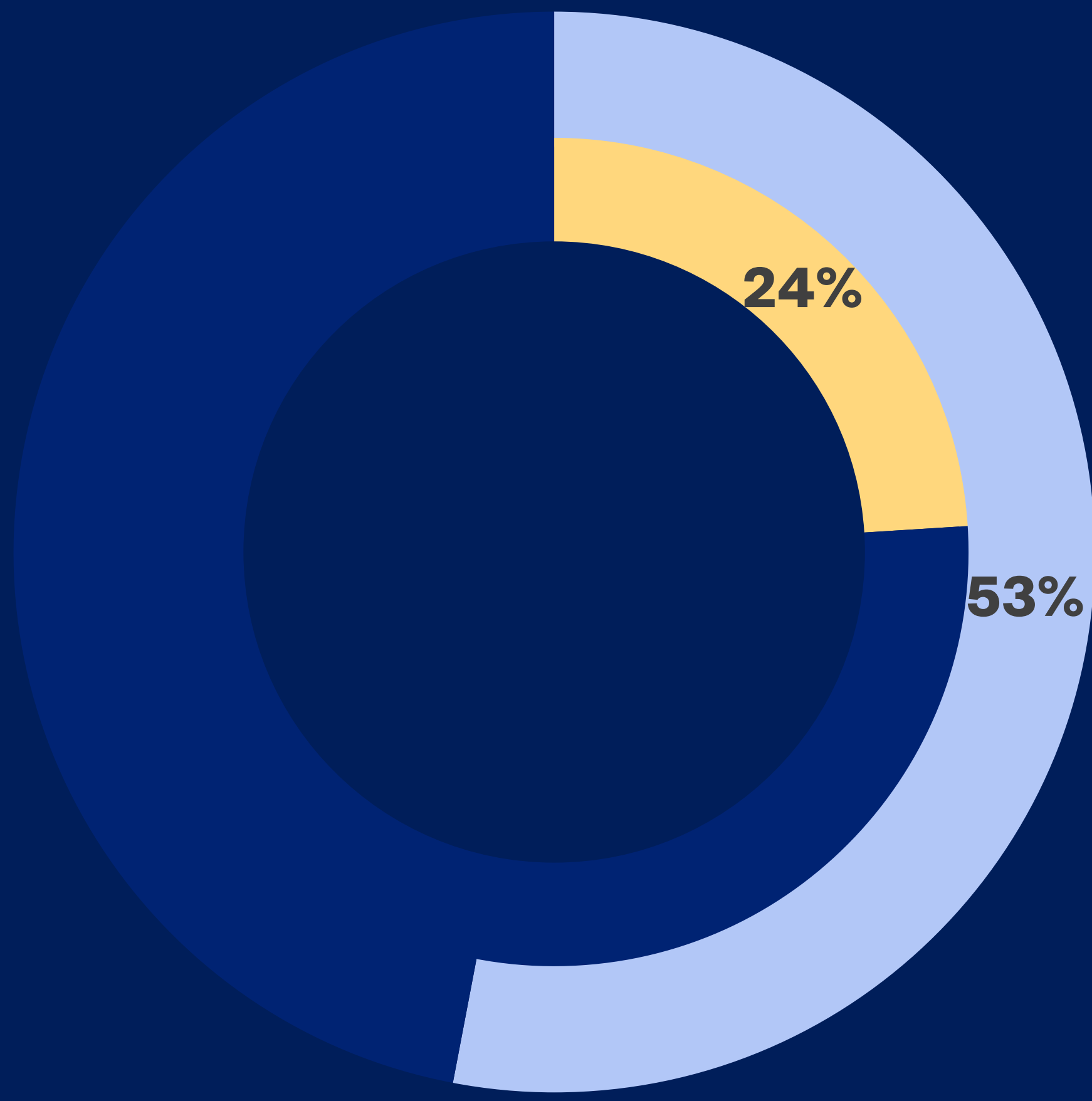
Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023



# How likely would you be to recommend a career in teaching to someone looking to start or change careers?

*Extremely/very likely*

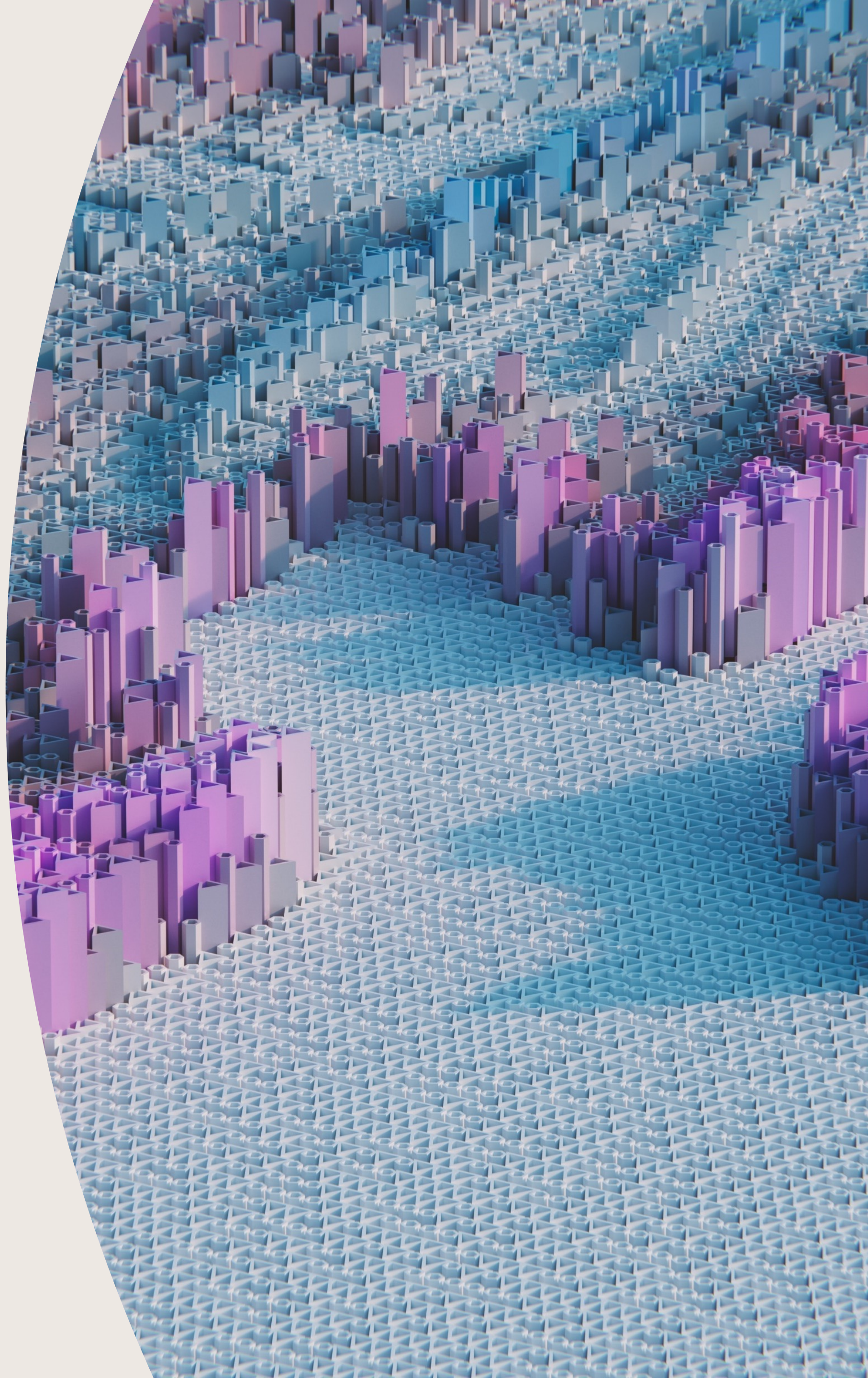
- 2023
- 2020



Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023



# Invest in training and development





# Investment in professional development influences retention

*% of teachers who strongly/somewhat agree they are receiving adequate opportunities for professional development.*

**Have** considered leaving the teaching profession in the last two years



**31%**

**Have not** considered leaving the teaching profession in the last two years



**58%**



# Investment in professional development influences retention

*% of teachers who strongly/somewhat agree they are receiving adequate opportunities for professional development.*



Source: McCrindle, Seven Disruptors Impacting the Future of Education, 2023

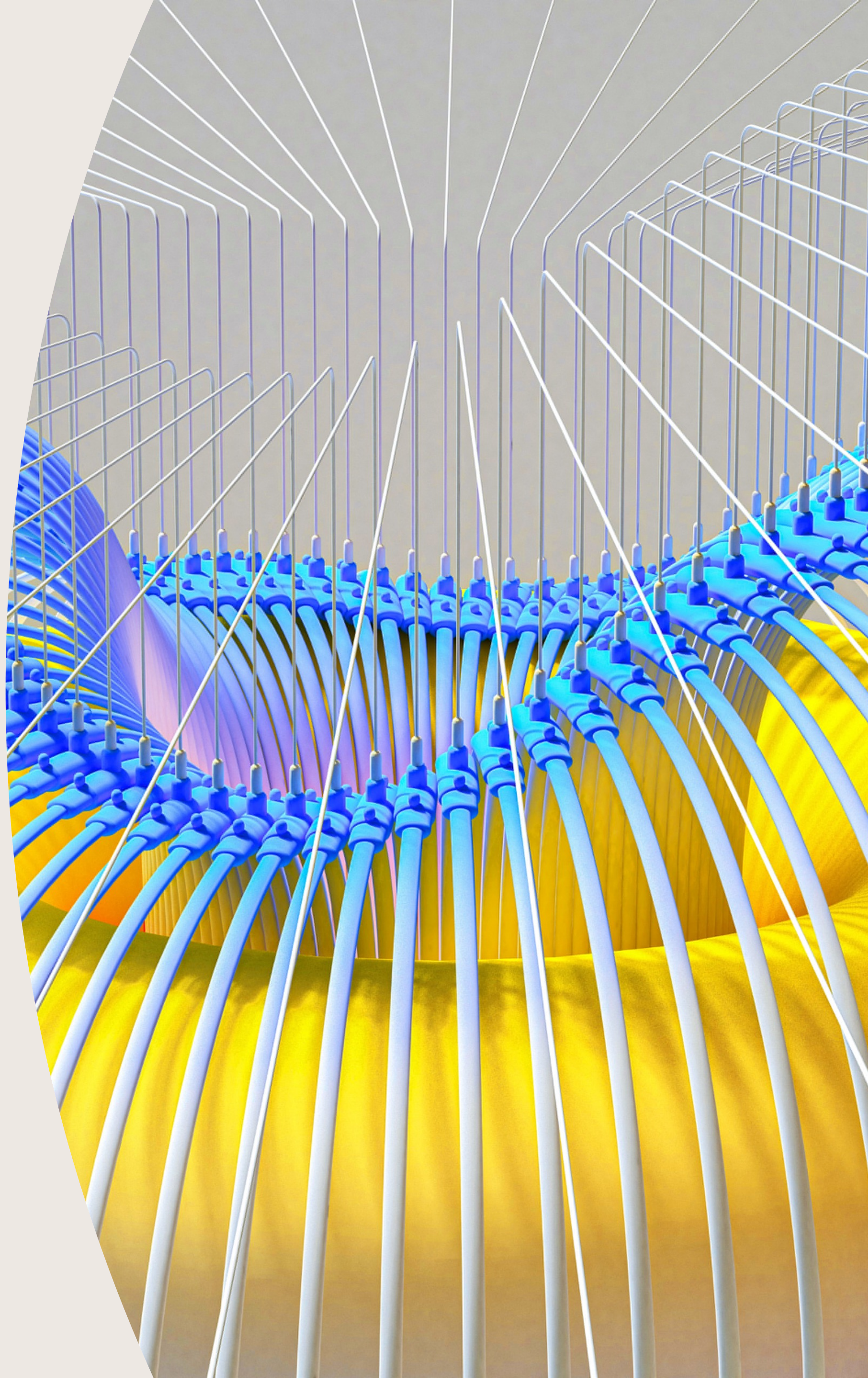
“

**We're trying to make this an attractive place to be. I can't pay you more, but I can invest in you. I can help you have the best professional learning experience of your life and we've got structures and systems in place that guarantee that for every staff member.**

Wade Hayne – Executive Principal, Brisbane State High School, QLD



# Explore innovative approaches to flexibility

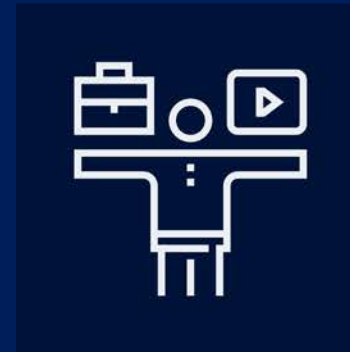




# What has enticed you to consider leaving the teaching profession?

*Please select all that apply.  
n=331, those who have  
considered leaving the profession.*

*Top 5 responses.*



Greater work/life balance



# What has enticed you to consider leaving the teaching profession?

*Please select all that apply.  
n=331, those who have  
considered leaving the profession.*

*Top 5 responses.*



Greater work/life balance



The ability to work from home in other jobs



# What has enticed you to consider leaving the teaching profession?

*Please select all that apply.  
n=331, those who have considered leaving the profession.*

*Top 5 responses.*



Greater work/life balance



The ability to work from home in other jobs



Greater flexibility on hours





# What has enticed you to consider leaving the teaching profession?

*Please select all that apply.  
n=331, those who have considered leaving the profession.*

*Top 5 responses.*



Greater work/life balance  
72%



The ability to work from home in other jobs  
44%



Greater flexibility on hours  
44%



Better remuneration  
38%

# What has enticed you to consider leaving the teaching profession?

*Please select all that apply.  
n=331, those who have considered leaving the profession.*

*Top 5 responses.*



Greater work/life balance  
 **72%**



The ability to work from home in other jobs  
 **44%**



Greater flexibility on hours  
 **44%**



Better remuneration  
 **38%**



Better workplace culture  
 **28%**



# Investing in culture is key





# Culture is key

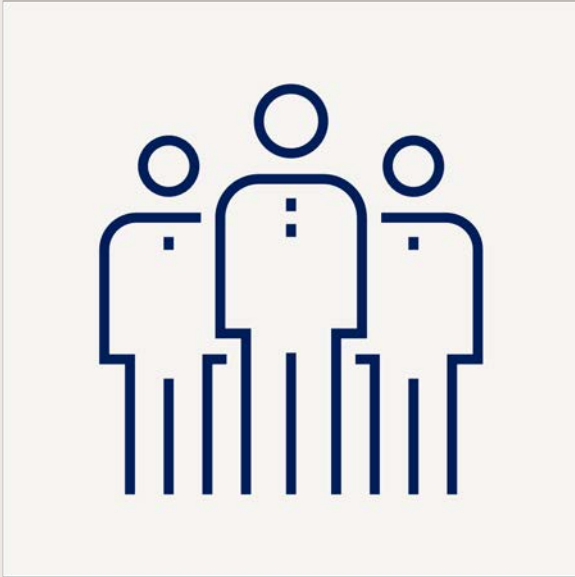


Vision

# Culture is key



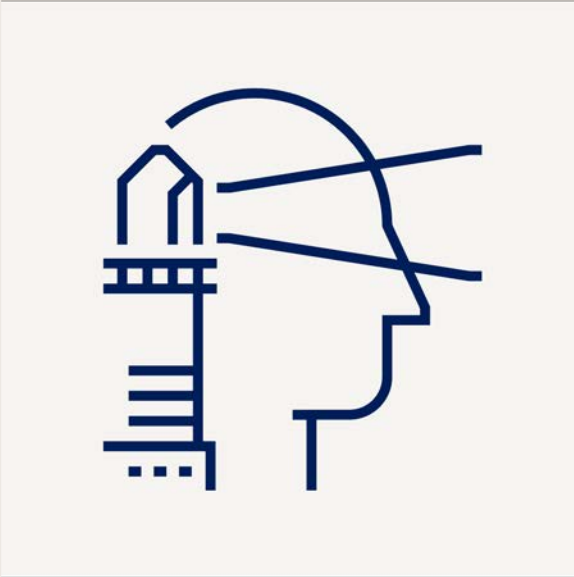
**Vision**



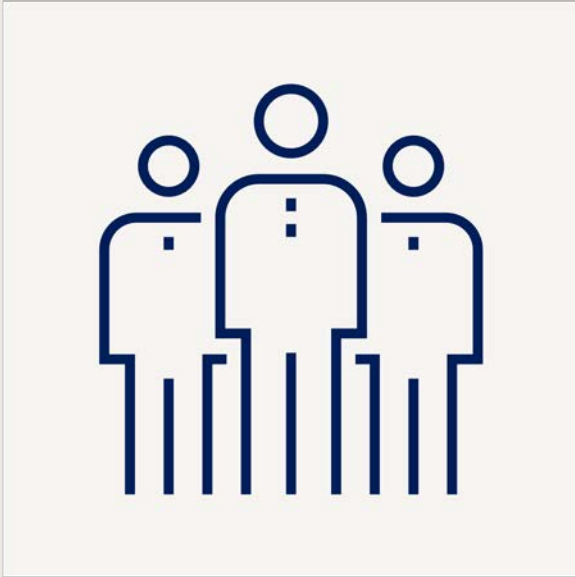
**Leadership**

Source: McCrindle, Shaping Thriving Culture in a Decentralised Environment , 2022

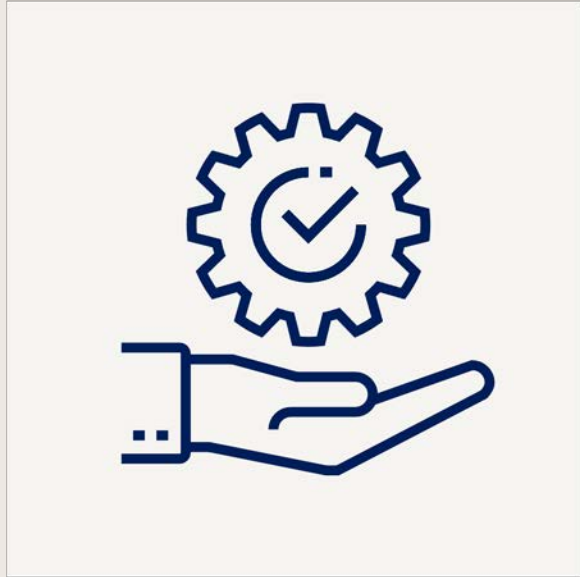
# Culture is key



**Vision**



**Leadership**



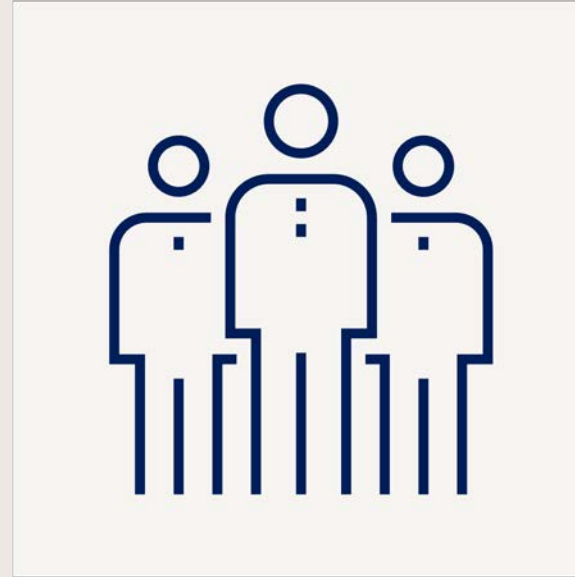
**Meaningful work**



# Culture is key



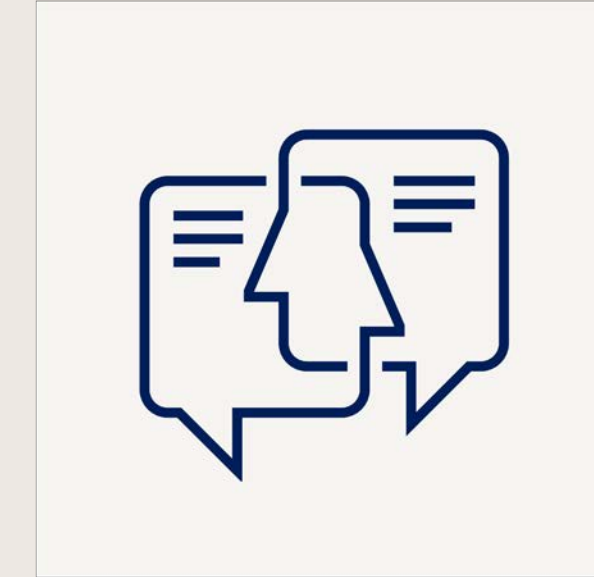
**Vision**



**Leadership**



**Meaningful work**

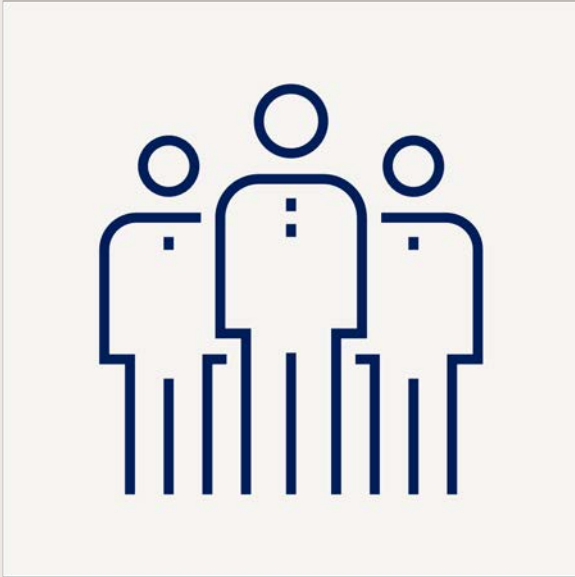


**Team connections  
and communication**

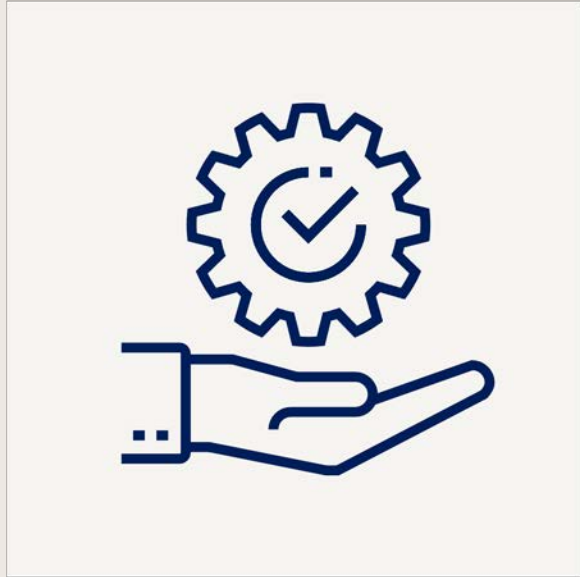
# Culture is key



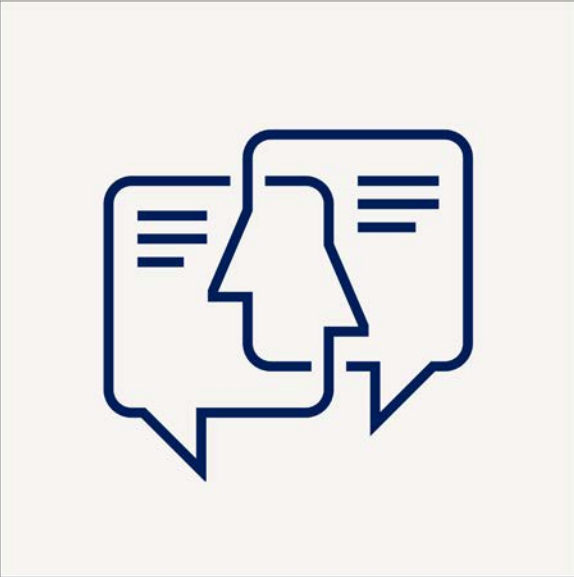
**Vision**



**Leadership**



**Meaningful work**

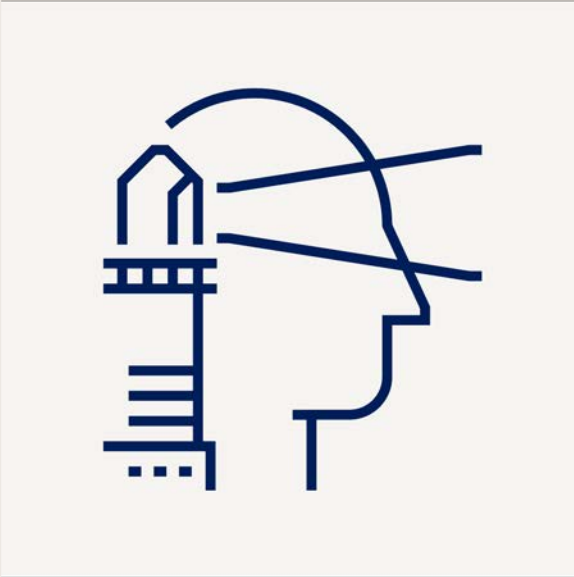


**Team connections  
and communication**

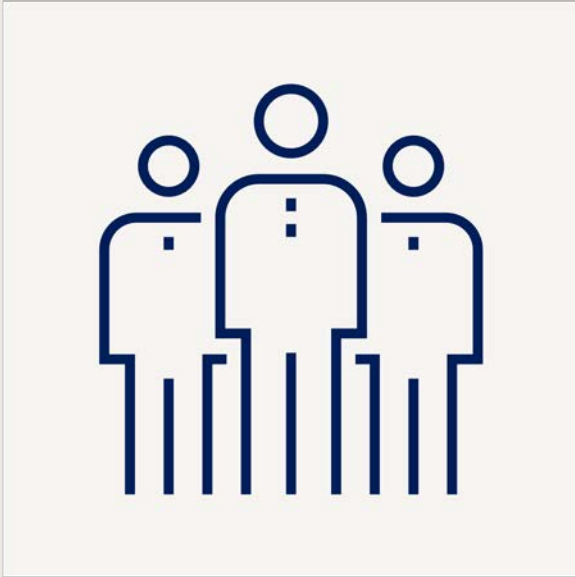


**Wellbeing**

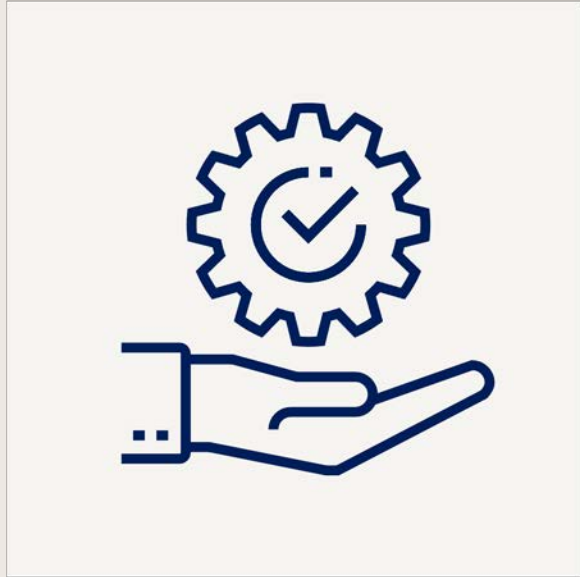
# Culture is key



**Vision**



**Leadership**



**Meaningful work**



**Team connections  
and communication**



**Wellbeing**



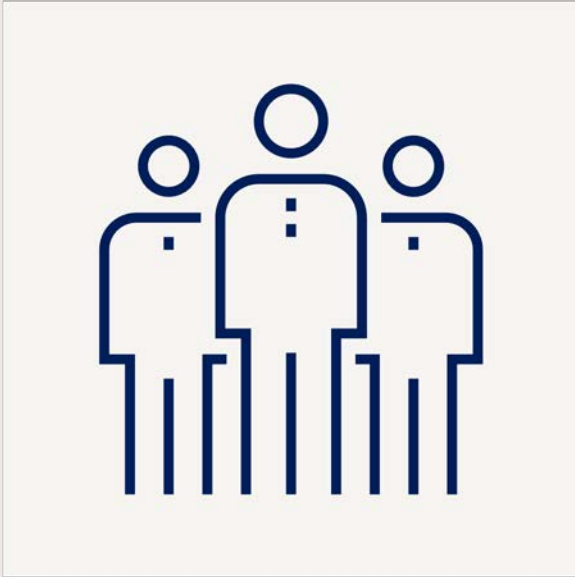
**Values and  
shared behaviour**



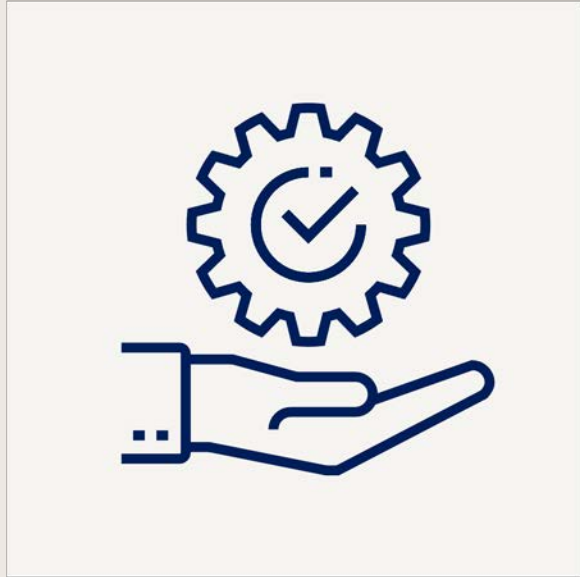
# Culture is key



**Vision**



**Leadership**



**Meaningful work**



**Team connections  
and communication**



**Wellbeing**



**Values and  
shared behaviour**



**Training and  
development**

“

**Schools need to be on a mission and purpose in context. People don't come to work for an education system, they come to work at a certain place doing a certain thing in a certain community.**

We've got to be able to articulate why this work, in this place, in this way. We need to create cultures where creative knowledge workers want to be, grow and develop.

Dr Simon Breakspear – Educational researcher

“

Schools need to be on a mission and purpose in context. People don't come to work for an education system, they come to work at a certain place doing a certain thing in a certain community. **We've got to be able to articulate why this work, in this place, in this way. We need to create cultures where creative knowledge workers want to be, grow and develop.**

Dr Simon Breakspear – Educational researcher



**Which disruptor is most  
impacting you so far in 2023?**

“

**The strength of a school comes from its stories and traditions. But the future of a school rests in its relevance and innovation.**

— McCrindle



**Anti-theft lunch bag**

**Not safe**

**Safe**



# THANK YOU!




**For more on  
the future  
of education...**

# Snapshot of the disruptors impacting the future of education

Insights from a national study of 501 teachers


## The seven disruptors impacting the future of education

1




Artificial intelligence and technological change

2




Individualisation of learning

3




Mental health and wellbeing

4




Consumer approach to education

5




Teacher burnout

6



Attracting and retaining the next generation of teachers

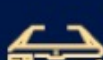
7



Achieving educational reform in a risk-averse culture


### Technology is a tool that can enhance learning

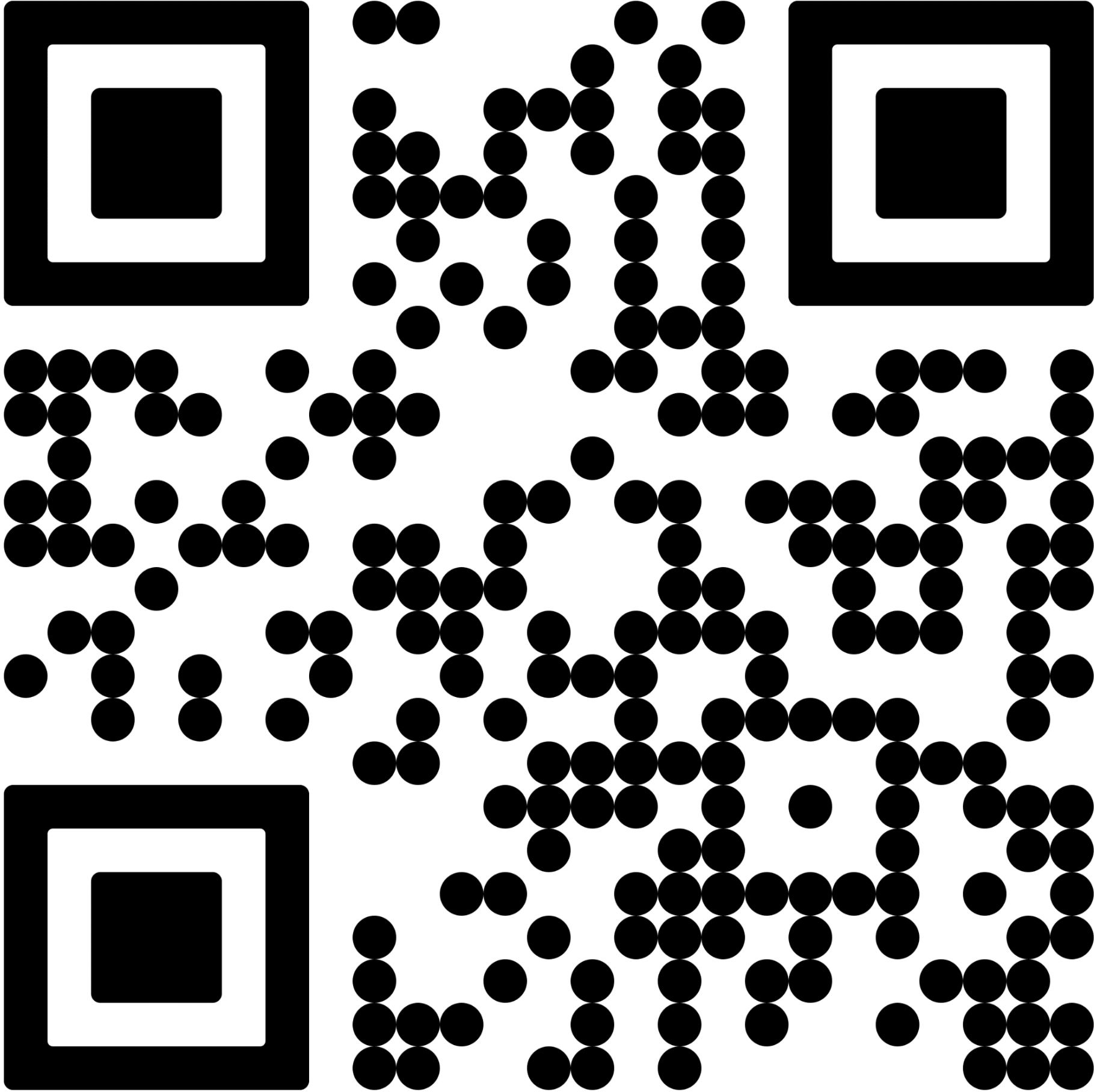
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR



59%  
Less more likely to see AI as a

41%  
Less more likely to see AI as a







# Geoff Brailey

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**Email** [geoff@mccrindle.com.au](mailto:geoff@mccrindle.com.au)

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**Geoff Brailey**  
Social researcher. Leadership strategist.  
Trend analyst.

