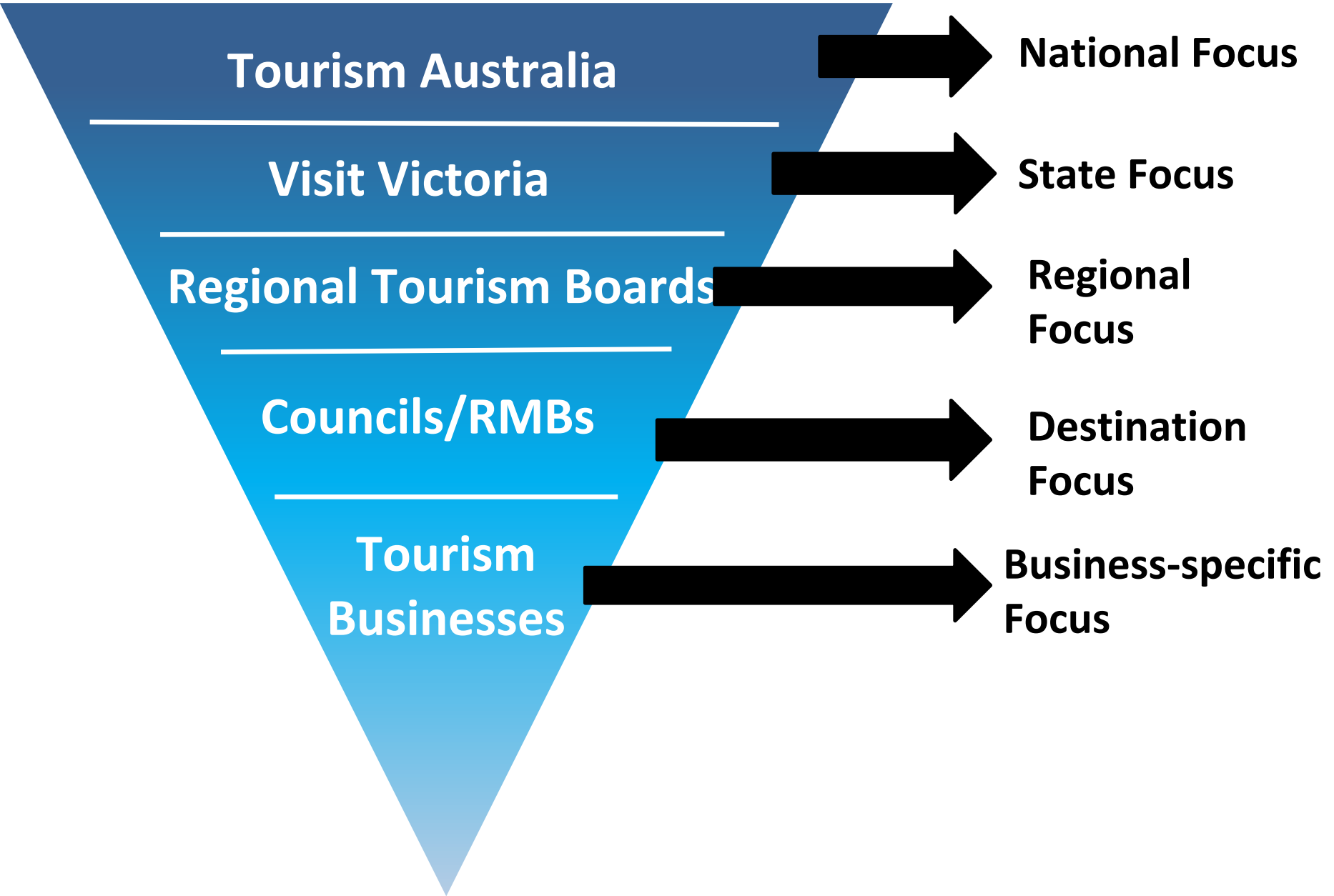


Future Trends Briefing 2018

: Future Laboratory

Presented by Tourism North East



Tourism Australia

National Focus

Visit Victoria

State Focus

Regional Tourism Boards

Regional Focus

Councils/RMBs

Destination Focus

**Tourism
Businesses**

Business-specific Focus

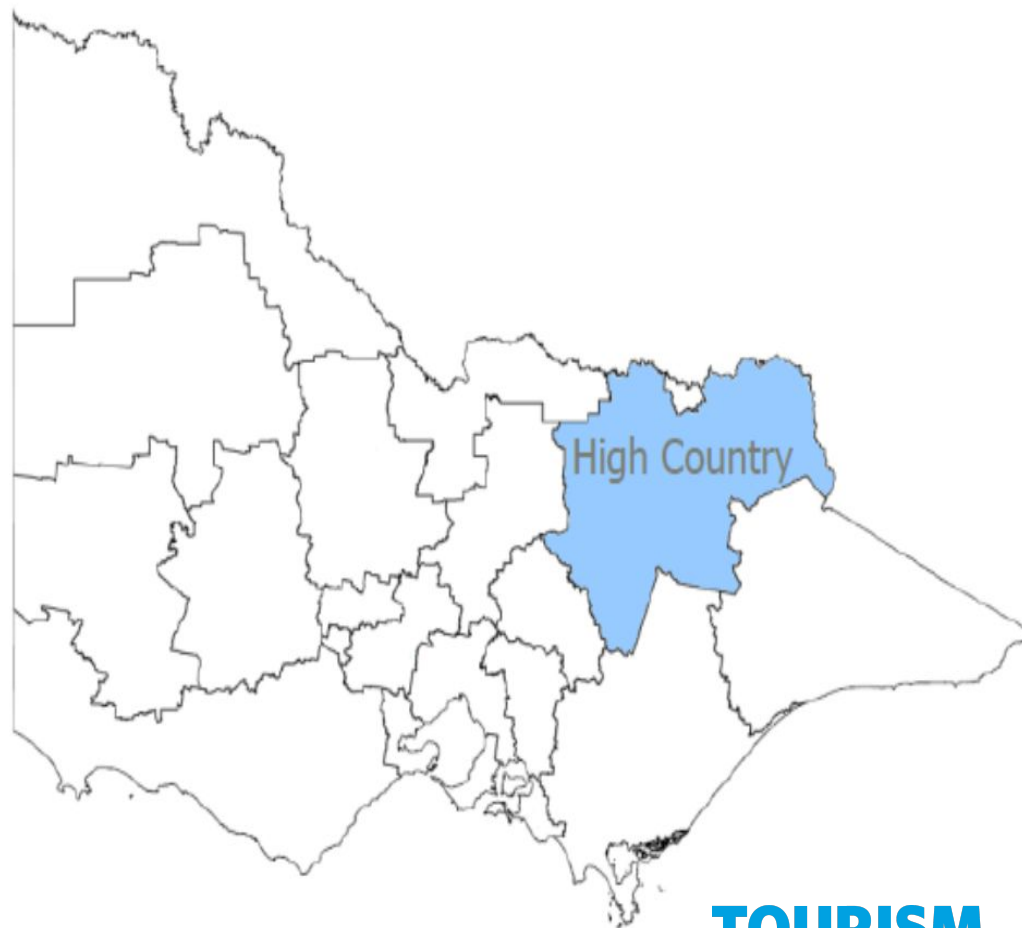
Who does TNE represent?

6 Shires

- Alpine
- Benalla
- Indigo
- Mansfield
- Towong
- Wangaratta

3 Alpine Resorts

- Hotham 13,456 R
- Falls Creek
- Mt Buller



What does TNE do?

- Regional marketing
- Product development
- Industry development & sustainability
- Facilitating tourism investment
- Research
- Advocacy 13,456 Reach
- Strategic Planning

**Food
Wine
Beer**

Nature

Cycle

**Arts &
Cultural
Heritage**

Snow

Workshop Series

1. Business Building Workshop - 21 Jan 2019

*In response to your feedback re challenges:
Occupancy, infrastructure, business models to ensure
high quality visitor experience.*

- Case Studies of success stories*
- Sweeney Snow segmentation research*
- Simple ideas for innovation*
- Becoming digitally savvy*

2. Collaboration is key - 4 Feb 2019

Who can help you?

How can they help you?

What help do you need? Interactive workshop

Futures Briefings: 2016 - 2017 Summary



2016 - 20__ The Optimised Self

While many of our children will live to 100,
consumers of all
generations are already embracing the idea of
the 150-year
Lifespan

Optimising themselves to be the very best
they can through all stages of life in body mind
and soul is a key driver for consumers.



2016 - 20__
The Immortal Brand



2017 - 20 __

Backlash Brands

Now is the time for brands to remind themselves of who they are and what they stand for.

Backlash Brands

- Stand for Something
- Know your audience
- Don't be afraid to have a public opinion
- Righteous Retail
- Controversy Counting
- Scandal Society
- Dictatorial Dining

1. Systemic Distrust
2. State of Disorder
3. Income Disconnection

A REPORTER AT LARGE JANUARY 30, 2011 ISSUE

DOOMSDAY PREP FOR THE SUPER-RICH

Some of the wealthiest people in America—in Silicon Valley, New York, and beyond—are getting ready for the crackup of civilization.



By Evan Osnos



An armed guard stands at the entrance of the Survival Condo Project, a former missile silo north of Wichita, Kansas, that has been converted into luxury apartments for people worried about the crackup of civilization.

Photograph by Dan Winters for The New Yorker



The Dislocated World

We live in a dislocated world, characterised by distrust, disconnection, disenfranchisement, disgust and disorder.

THE WORLD HAS
BECOME MERCURIAL

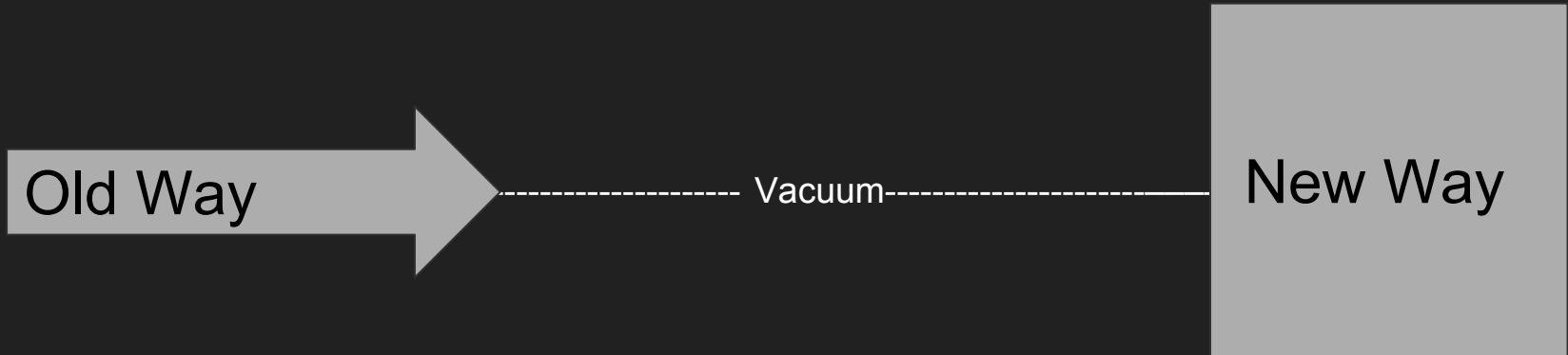


DIS WORLD

Change is inevitable but we are becoming more fragmented and determined to be removed from the 'system'.

- Disgust
- Distrust
- Disorder
- Disposes
- Disillusion
- Displacement
- Dissolve
- Disconnection
- Disdainful
- Disruption
- Disagree

A sense that the only way to now 'win' the game is to form a new vernacular, a new dream, a new vision, dislocate from the old and begin a new journey which begins with a seed (where we are at now) and thrives outside of the system under its own steam.



- Strange
- Uncomfortable
- Opposed to all we know
- Pushes boundaries
- Undefined: neither left/right, rich/poor, old/young, rural/urban

Discussion and Reflection:

relevance to your business, challenges this poses, inconsistencies, what you could do differently, opportunities.



Trend Briefing 2018: The Moral Uprising

- The Dislocated World
- Civic Brands
- Focus Filter
- Neo Kinship



SUBCONSCIOUS COMMERCE



POST-GROWTH SOCIETY

As our obsession with economic growth proves to be unsustainable, we need new metrics of progress.



MORALITY RECODED





This complex world is a riot of distrust, disconnection and disorder.

What does it mean for your brand, with a call to reject short-termism in order to survive and thrive.



Civic Brands

Businesses are stepping in where governments are failing to create real social change and achieve their long-term goals.



Consumers unable to afford the lifestyles they aspire to are demanding change. While consumer trust in banks, governments and the media is at an all-time low, business is thriving. Innovative organisations are stepping in where governments are failing to create real social change and achieve their long-term goals.


SORRY





A real job.
Immersed in technology.





"So God made a farmer."

Aēsop.

A meticulous passion



A grayscale profile of a person's head and neck, facing right. A circular area over the eye is filled with a complex, textured pattern of small, irregular shapes, resembling a mosaic or a microscopic view. The background is a solid dark gray.

The Focus Filter

Learn how to apply The Focus Filter to tackle the attention deficit and cultivate deep audience engagement.

HOUSEWIVES.



MINDSET



Mad over Mindfulness



A hand is pointing towards a complex mechanical assembly, possibly a turbine or engine component, which is partially obscured by a bright yellow curved surface. The background is a gradient of blue and grey.

Neo-kinship

Uncover the fluid and complex forms of kinship that are replacing the nuclear family.









A woman with curly hair, wearing a white top and a light-colored cardigan, is standing in a grocery store aisle. She is holding a brown paper shopping bag and is in the process of putting a sandwich wrapped in clear plastic into it. The background shows shelves stocked with various grocery items, including bread and packaged goods. The lighting is warm and focused on the woman.

INTRODUCING
amazon go



 Gatebox



**I-CAN-TOTALLY-FIX-THIS
MOMENTS**

Gen Vis - do you exist?



Lifetude



ToolKit

NOW IS THE TIME FOR BRANDS TO REMIND THEMSELVES OF WHO THEY ARE AND WHAT THEY STAND FOR : TO NOT BE WATERED DOWN, BATTENED DOWN OR REDEFINED BY CONSUMER VOICES. THE FEAR OF CAUSING OFFENCE HAS MEANT THAT BUSINESSES RISK BECOMING BLAND PROPOSITIONS.

BITE BACK

It is time for brands to get a backbone and stand up for who and what they are, and accept that the customer is not always right. Stand your ground. Don't be timid. At a time when apology is the default position, be bold and start your consumers in the face with confidence and conviction. Make your point of view your point of difference.

GO BEYOND WHY

Be ready to answer the "how" With more globally shared narratives, the "Why" risks becoming undifferentiated among brands and businesses. Don't Underestimate the importance of your internal operations, value chain and systems to add emotional value for consumers.

Ignore the known inherited wisdom in your category. Imagination is more important than knowledge . Consumers are limited only to what they know and understand today, and brands are in a position to challenge the future.

REBUFF CHOICE

Embrace the idea of less is more. Limiting choice may be the best thing you can do for consumers. Brands must move toward more progressive ideals of how and what they do as businesses to transform mere product skus into precious objects of desire. Be clear about what your core target audience is and use your unique point of view to be the voice of reason that helps to edit moments of excess.

BE ANTI-SOCIAL

Always remember that technological advancements are tools not imperatives. Brands should take control and use social media as an editing tool. Listen to how people digest your products and services to decide if they are the customers you wish to attract.

Challenge your audience and make them feel uncomfortable. As people engage more openly with social and political topics, brands can reach consumers with controversy and discourse in a proactive way and with positive benefits

Futures Summary 2017/2018

- The 'Age of DIS' counteracted by 'Age of Re-engagement'
- Be an emotional business who is more deeply connected to your moral code
- Ensure radical transparency - it is expected of you and consumers will find out if you are not
- Be sure you are working towards a legacy - consumers are demanding it
- Be open minded - the next generation are
- Acknowledge that we are in a time of great change and no one has the answers
- Allow yourself to focus - don't be all things to all people and seek deep connection not fleeting trend driven distractions

Future and Trend Briefing I 2017

For further research and notes go to

<http://thefuturelaboratory.com/au/>

<https://www.youtube.com/user/FutureLabLondon>

<https://vimeo.com/thefuturelaboratory/videos>