

vision for the future

VET IN SCHOOLS

**Purpose Power Passion:
Understanding the
psychographics of youth**

Saxon Phipps




NATIONAL VET CONFERENCE
GOLD COAST 2021
#2021NVC



ABOUT: Saxon Phipps

Saxon Phipps is the founder and Managing Director of Year13, a digital platform made by young people for young people.

Year13 was born when the founders were teenagers and now the team who run the show are a ragtag bunch of school leavers and confused 20-somethings who are still on their own post-school journeys and learning a whole lot along the way.

Saxon is a passionate leader with determination and work ethic, he is unswervingly committed to empowering the audience of Year 13. Saxon and the team at Year 13 have been able to apply this process to develop several youth engagement strategies for the likes of the Department of Employment, Workforce, and The Department of Education & Training.

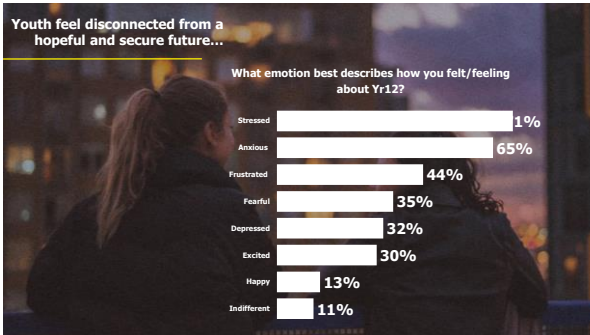
Saxon and his Year 13 team are dedicated to helping young people transition from school into the next phase of their lives.

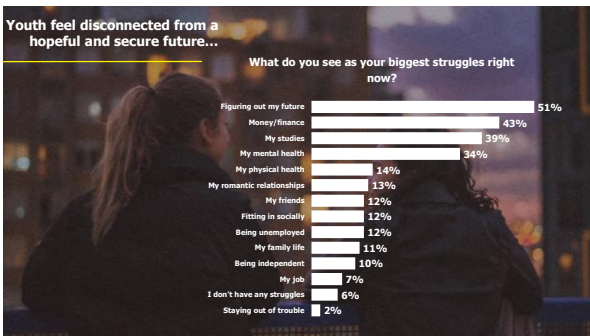
Email: saxon@year13.com.au
Website: <https://year13.com.au>
Extra Link: <https://www.linkedin.com/in/saxon-hipps>

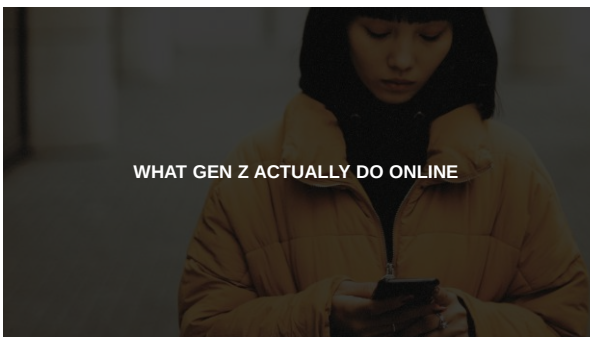
#2021NVC *vision for the future*

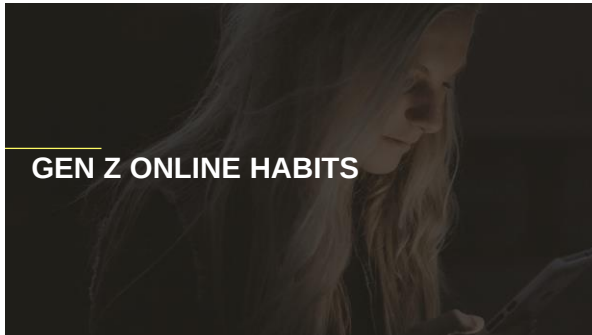
AGENDA

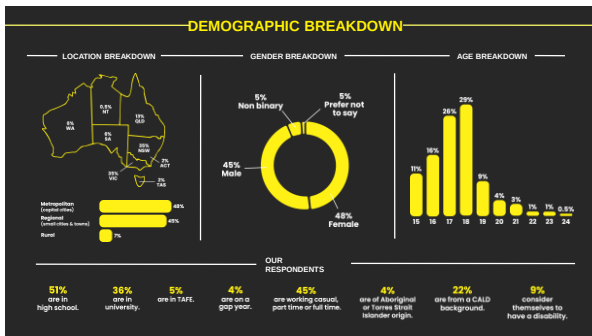
- GEN Z ONLINE HABITS
- WHAT MOTIVATES GEN Z
- THE CLASS OF 2020 AND INSIGHTS INTO ONLINE LEARNING
- VET AS A SECTOR
- NEW COLLAR WORKER
- CONCLUSION

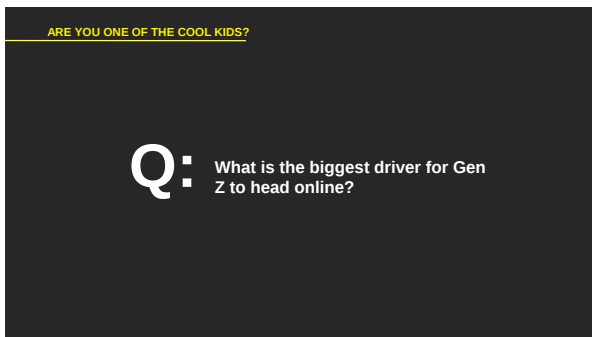


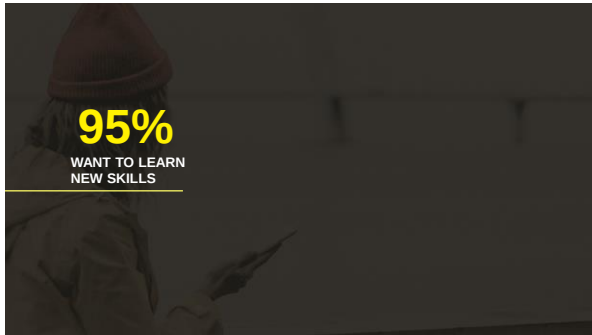




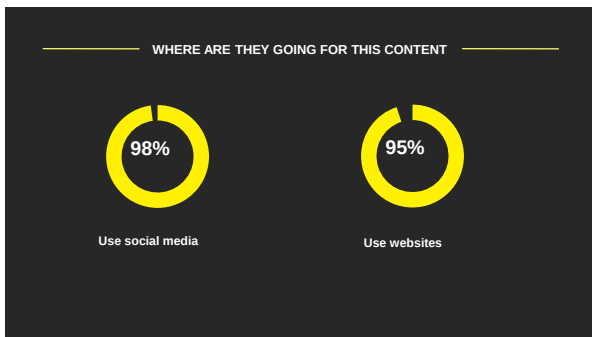


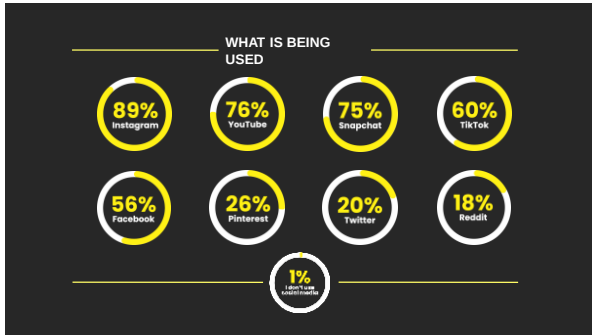


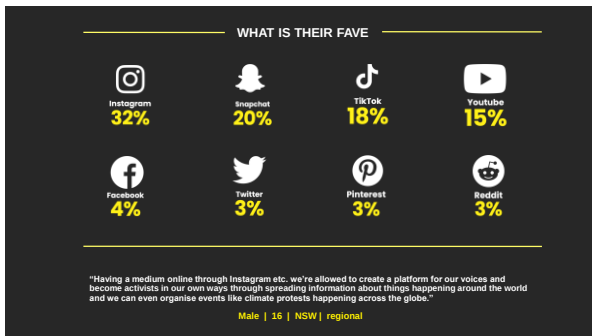




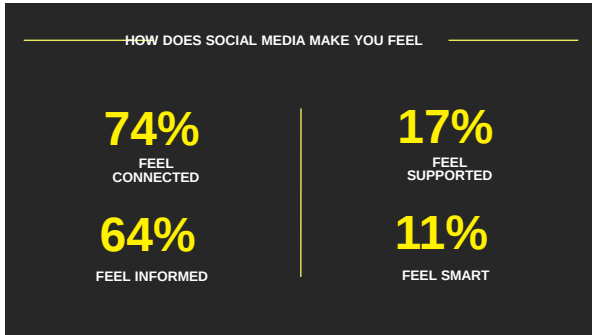


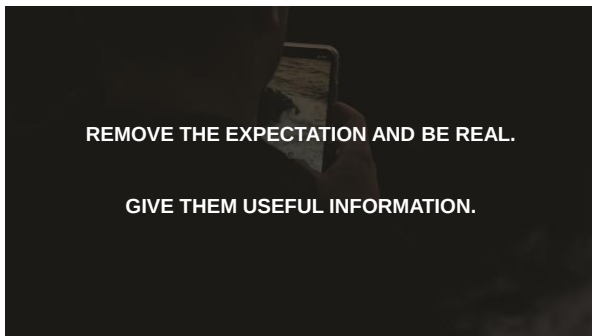


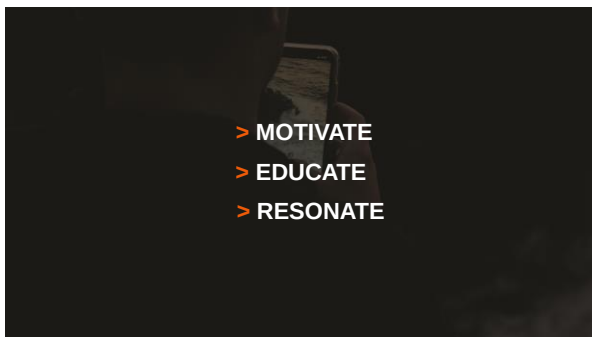






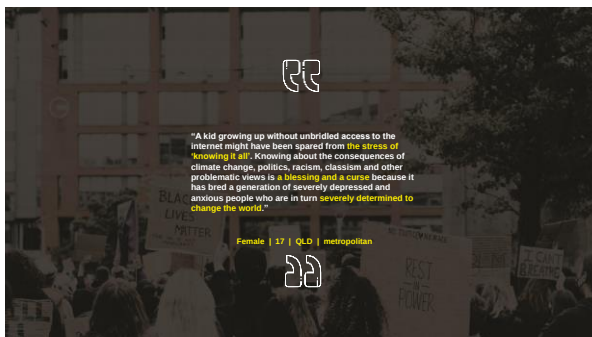












WHICH BIG ISSUES DO YOU THINK
ORGANISATIONS SHOULD HELP WITH THE MOST?

01	Climate change	11	Child health/education
02	Plastic pollution	12	Clean drinking water
03	Mental health	13	Gender equality
04	Poverty/inequality	14	Racial equality
05	Animal cruelty	15	Refugees
06	Ocean conservation	16	LGBTQI equality
07	Youth suicide	17	Obesity
08	Forest conservation	18	Data privacy
09	World hunger	19	Heart disease
10	Cancer	20	Alzheimer's

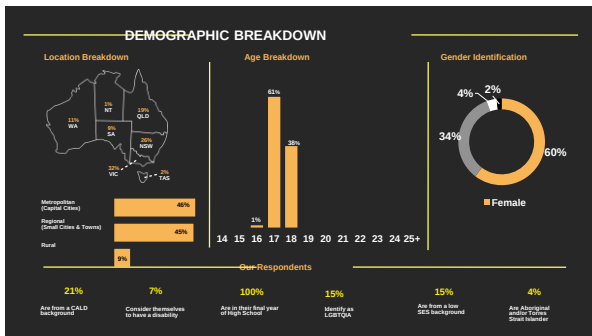
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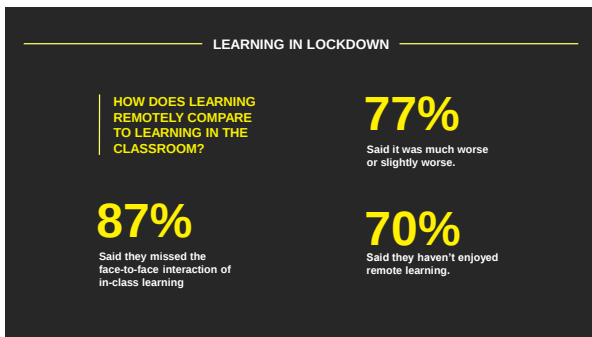
Think older generations don't
communicate with them effectively

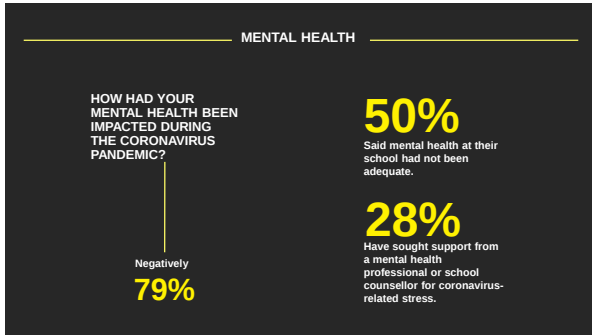
SHOW YOU GENUINELY CARE.

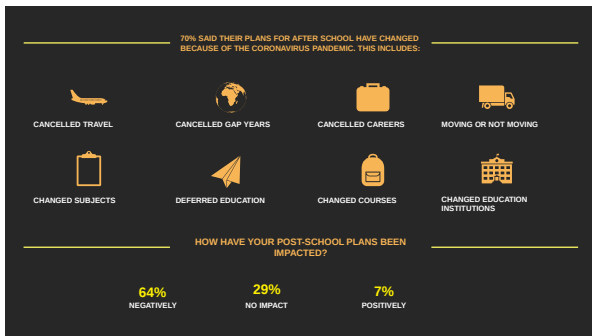
COMMUNICATE YOUR SUPPORT
EFFECTIVELY.

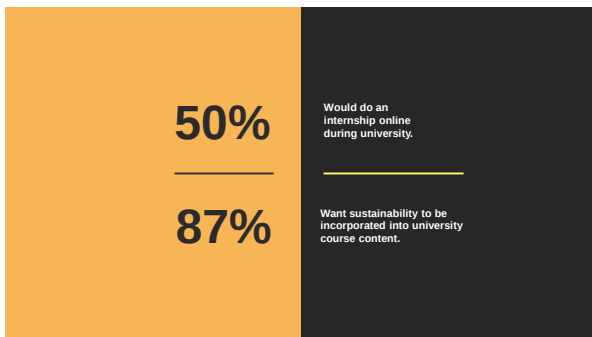


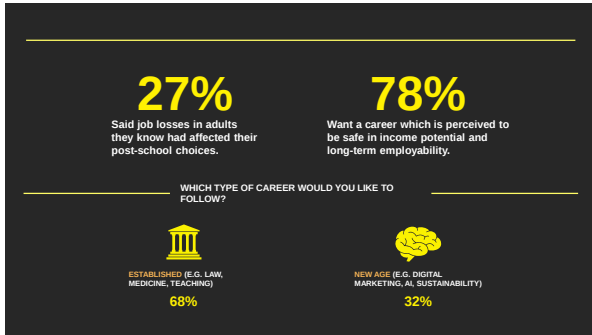




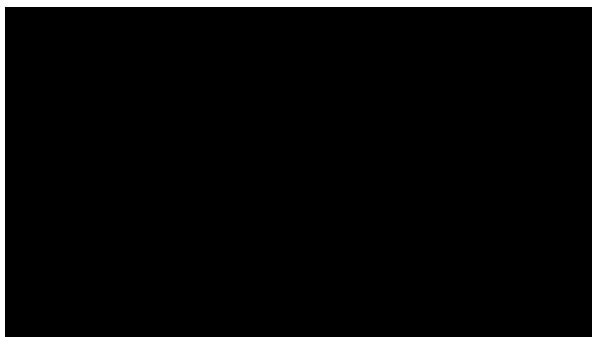










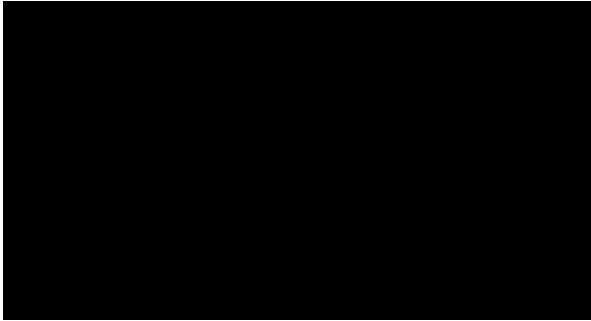


Year13 sat down with Industry Experts:

- Dr Karl
- Microsoft
- Google
- Stephen Scheeler
- Canva
- Telstra
- Scott Farquhar
- AfterPay
- GoPro



CONCLUSIONS



Character nervous or uncomfortable because they worried about what people think about you or your actions

Man I promise, she's so self-conscious

She has no idea what she's doing in college

That major that she majored in don't make no money

But she won't drop out, her parents will look at her

funny

Now, tell me that ain't insecure

The concept of school seems so secure

Sophomore three years ain't picked a career

She like F it, I'll just stay down here and do hair...

Hasn't looked at the insights & data for that industry

The idea that Uni is the safest option to being successful

Suggesting she's going through the motions of Uni "trying to work out what she wants to do"

Her parents ultimately want Her to follow her passion

Ignoring her passions and strengths

Societal comment: Implying that you can only choose one path at this stage in your life

The phrases "Just a" and "Just" undercut assertive expression and reveal a lack of confidence.

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Society questions

CFO ask CEO: What happens if we invest in developing our people and then they leave us? (Young)

CEO: What happens if we don't and they stay?

A question for us

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