

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 unwaveringly 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, Westpac, 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:

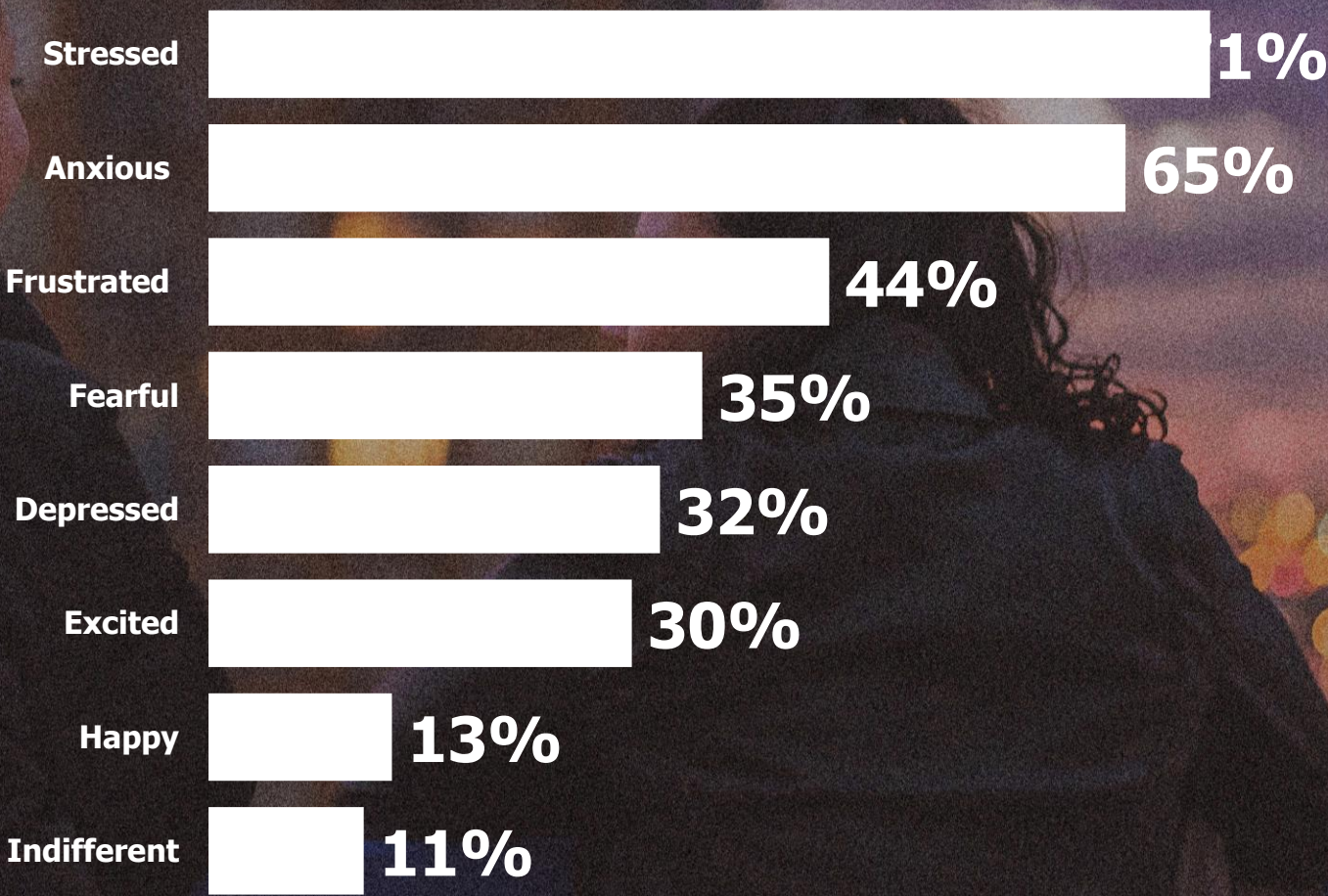
<https://www.linkedin.com/in/saxon-hipps>

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

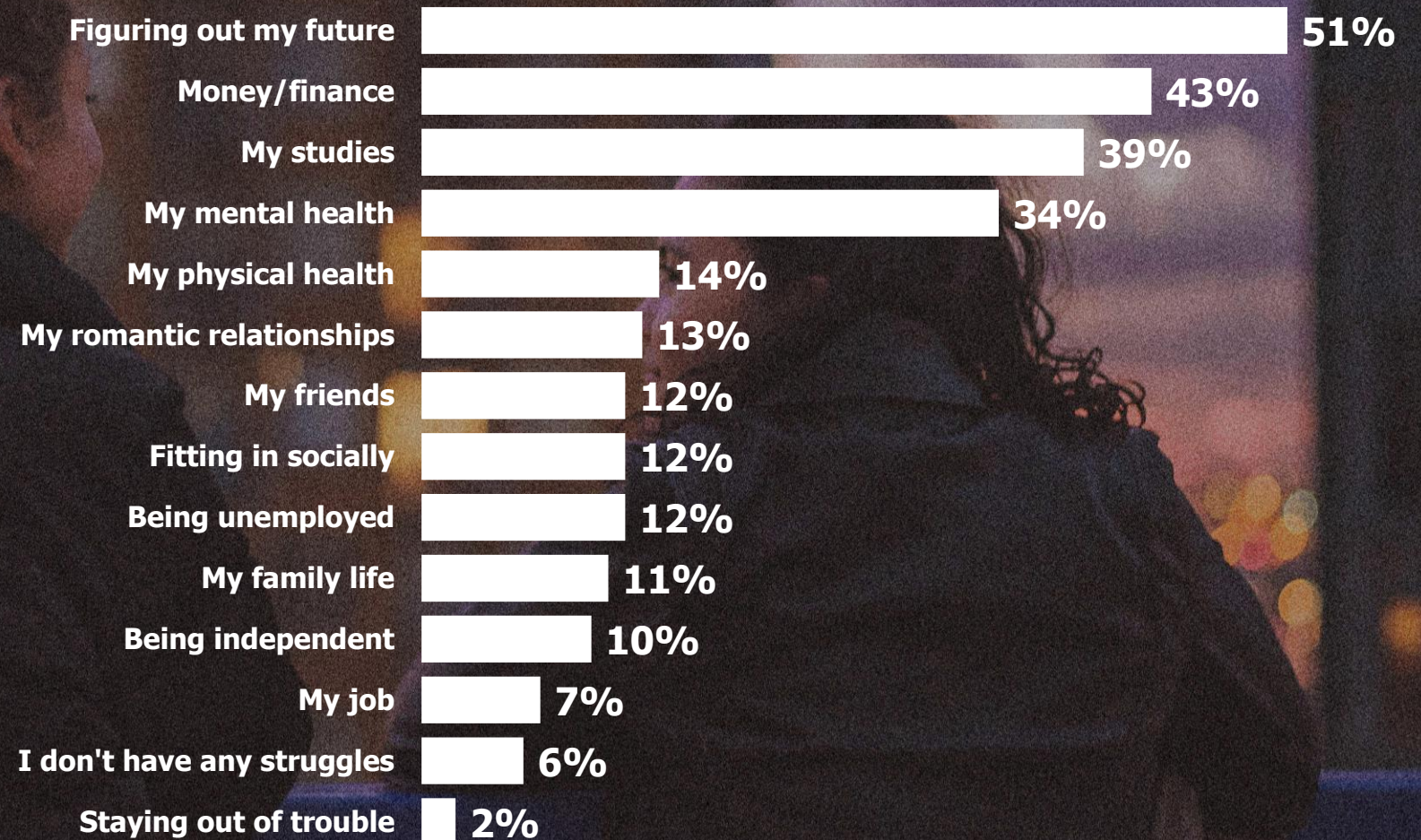
Youth feel disconnected from a hopeful and secure future...

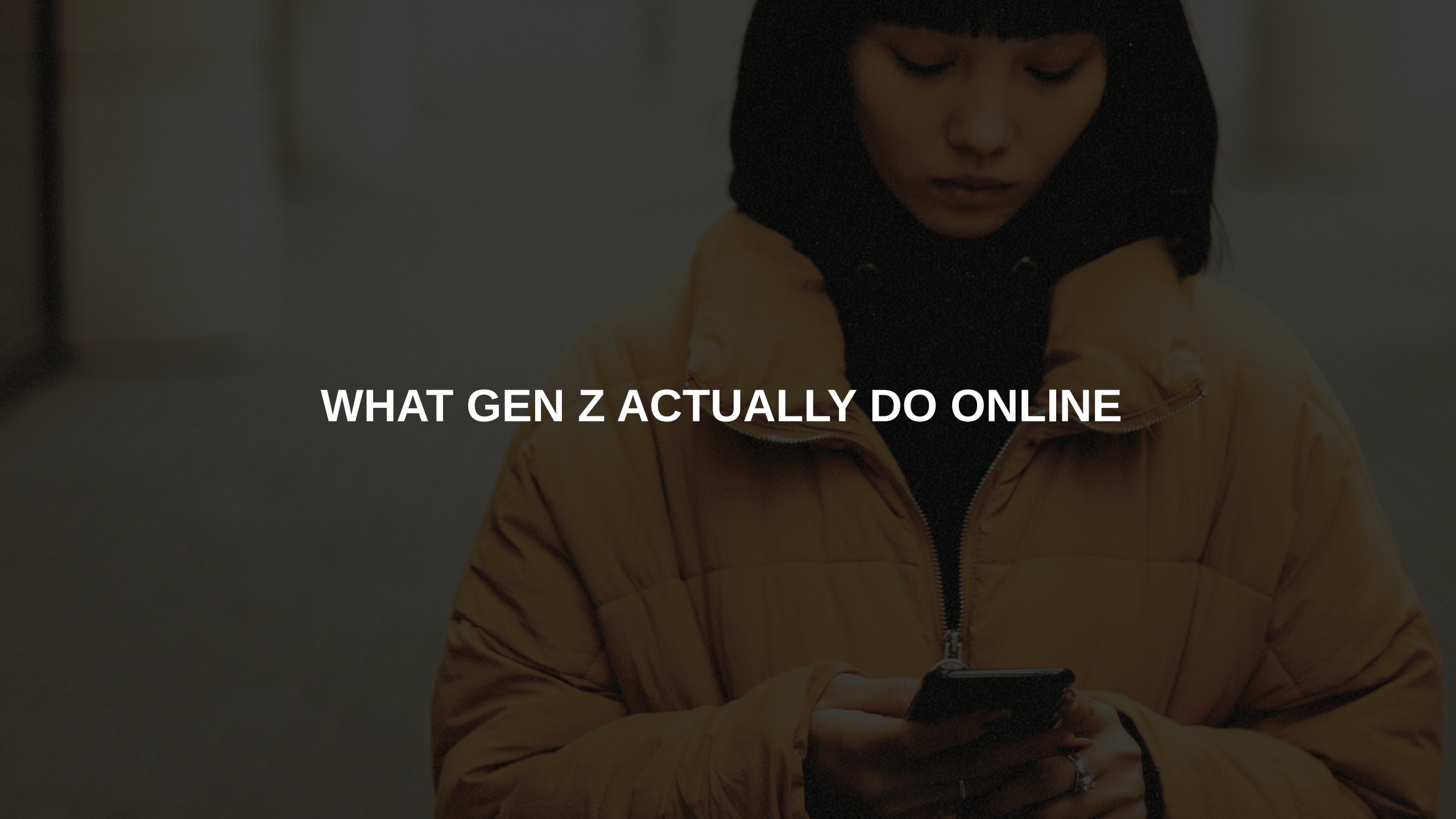
What emotion best describes how you felt/feeling about Yr12?



Youth feel disconnected from a hopeful and secure future...

What do you see as your biggest struggles right now?





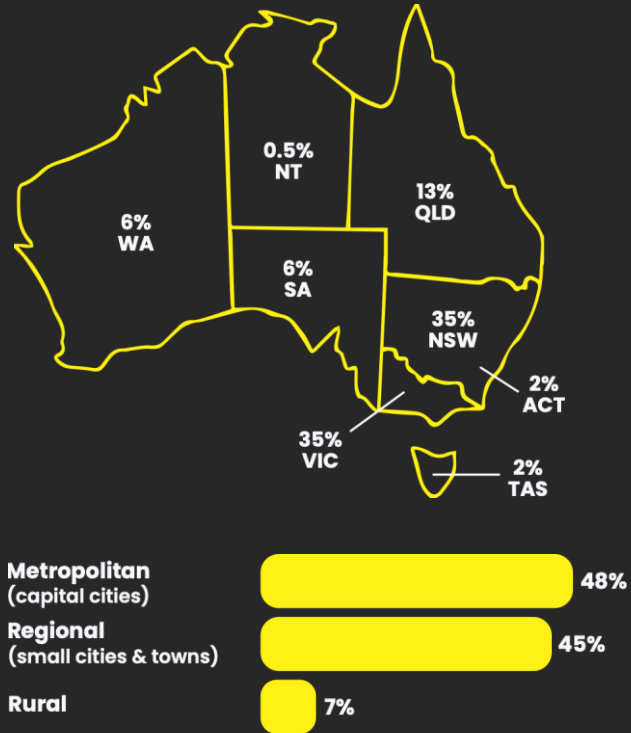
WHAT GEN Z ACTUALLY DO ONLINE

A young woman with long, wavy blonde hair is shown in profile, looking down at a tablet device. The scene is dimly lit, with the primary light source being the screen of the tablet, which casts a soft glow on her face and hair. The background is dark and out of focus. The overall mood is quiet and focused.

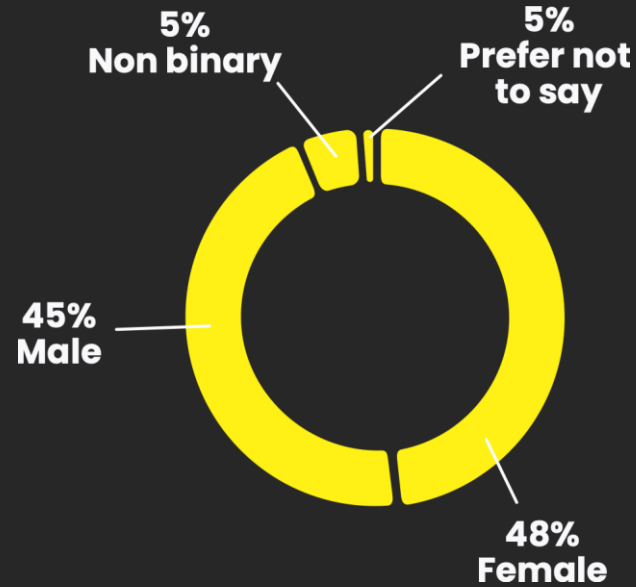
GEN Z ONLINE HABITS

DEMOGRAPHIC BREAKDOWN

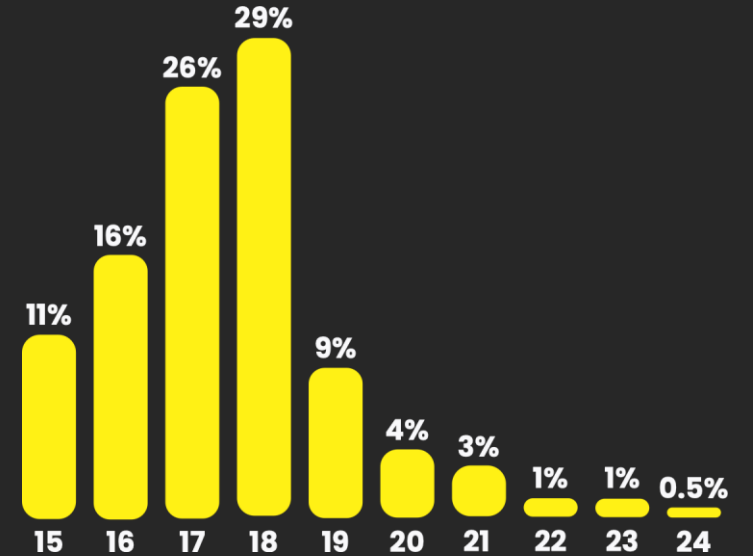
LOCATION BREAKDOWN



GENDER BREAKDOWN



AGE BREAKDOWN



OUR RESPONDENTS

51%
are in
high school.

36%
are in
university.

5%
are in TAFE.

4%
are on a
gap year.

45%
are working casual,
part time or full time.

4%
are of Aboriginal
or Torres Strait
Islander origin.

22%
are from a CALD
background.

9%
consider
themselves to
have a disability.

ARE YOU ONE OF THE COOL KIDS?

Q: What is the biggest driver for Gen Z to head online?

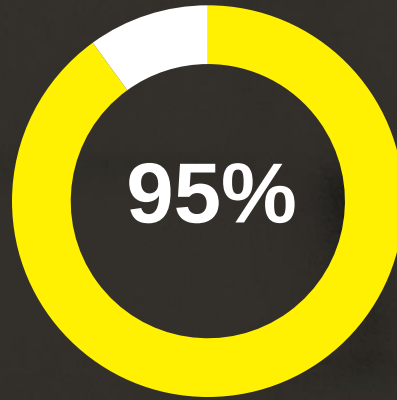


95%

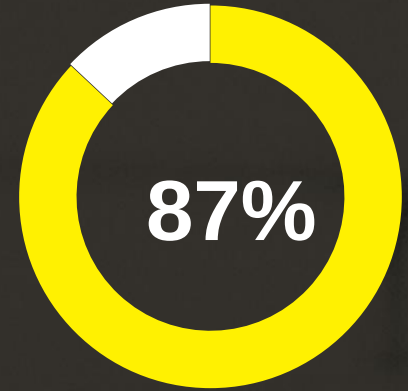
**WANT TO LEARN
NEW SKILLS**

95%

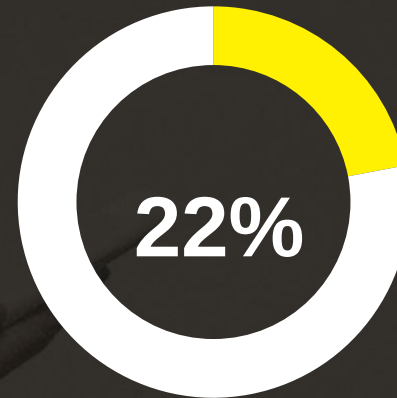
**WANT TO LEARN
NEW SKILLS**



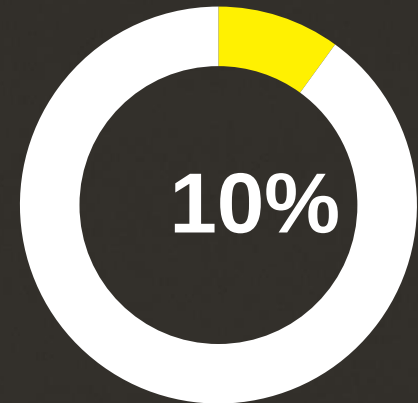
Shopping



Health & wellness

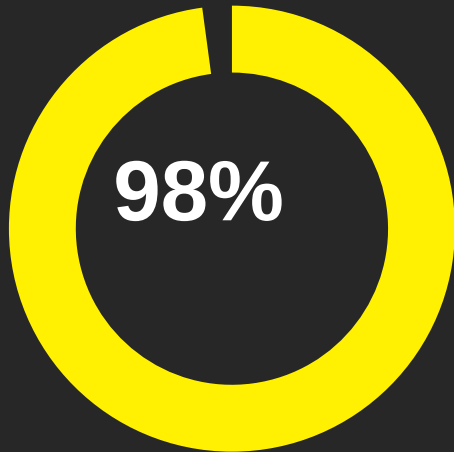


Blog

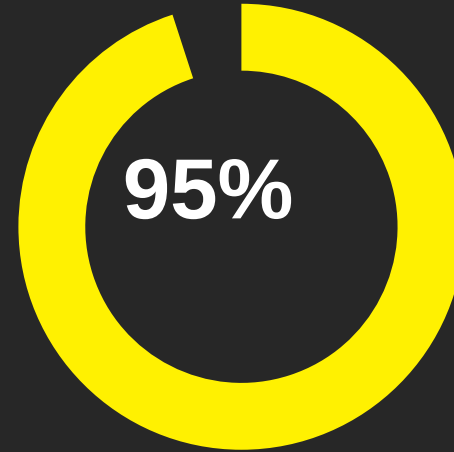


Gamble

WHERE ARE THEY GOING FOR THIS CONTENT

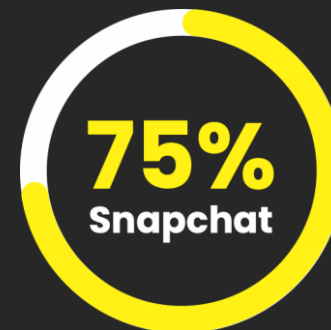
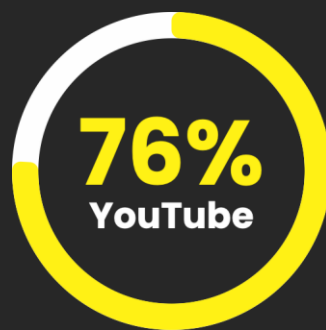


Use social media



Use websites

WHAT IS BEING USED



WHAT IS THEIR FAVE



Instagram

32%



Snapchat

20%



TikTok

18%



Youtube

15%



Facebook

4%



Twitter

3%



Pinterest

3%



Reddit

3%

“Having a medium online through Instagram etc. we’re allowed to create a platform for our voices and become activists in our own ways through spreading information about things happening around the world and we can even organise events like climate protests happening across the globe.”

Male | 16 | NSW | regional



32%

don't present the real
version of themselves
on social media.



45%

have been motivated
to better themselves
so they can post the
results to social media.



“While it is very **positive** in that we all have a **community** such as TikTok and for the most part we get along there are also **many toxic aspects** to social media that make it very difficult to feel like you can fully be yourself on there. **There are way too many expectations on young people.**”

NB/NC | 18 | NSW | metropolitan



HOW DOES SOCIAL MEDIA MAKE YOU FEEL

74%

FEEL
CONNECTED

64%

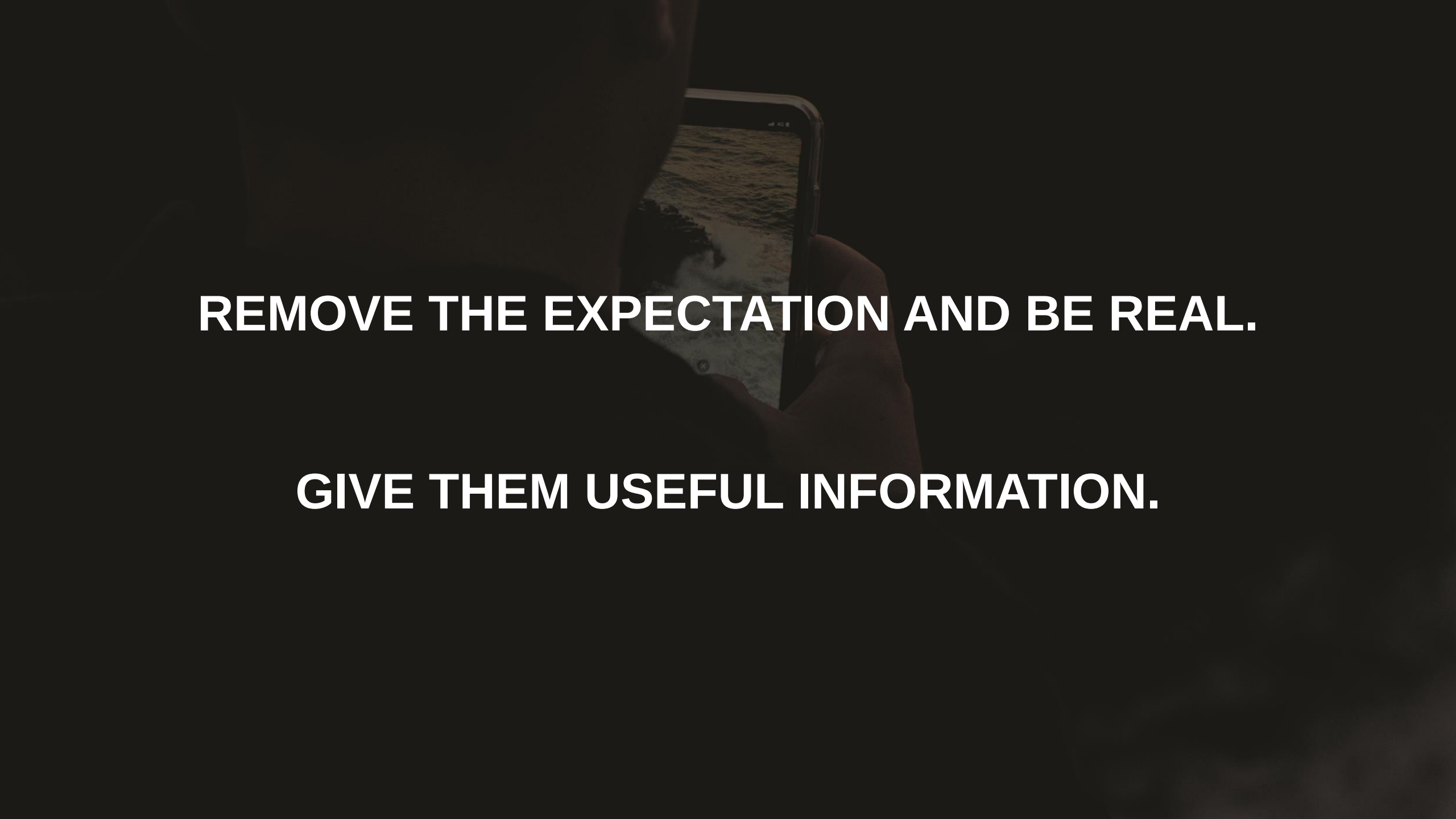
FEEL INFORMED

17%

FEEL
SUPPORTED

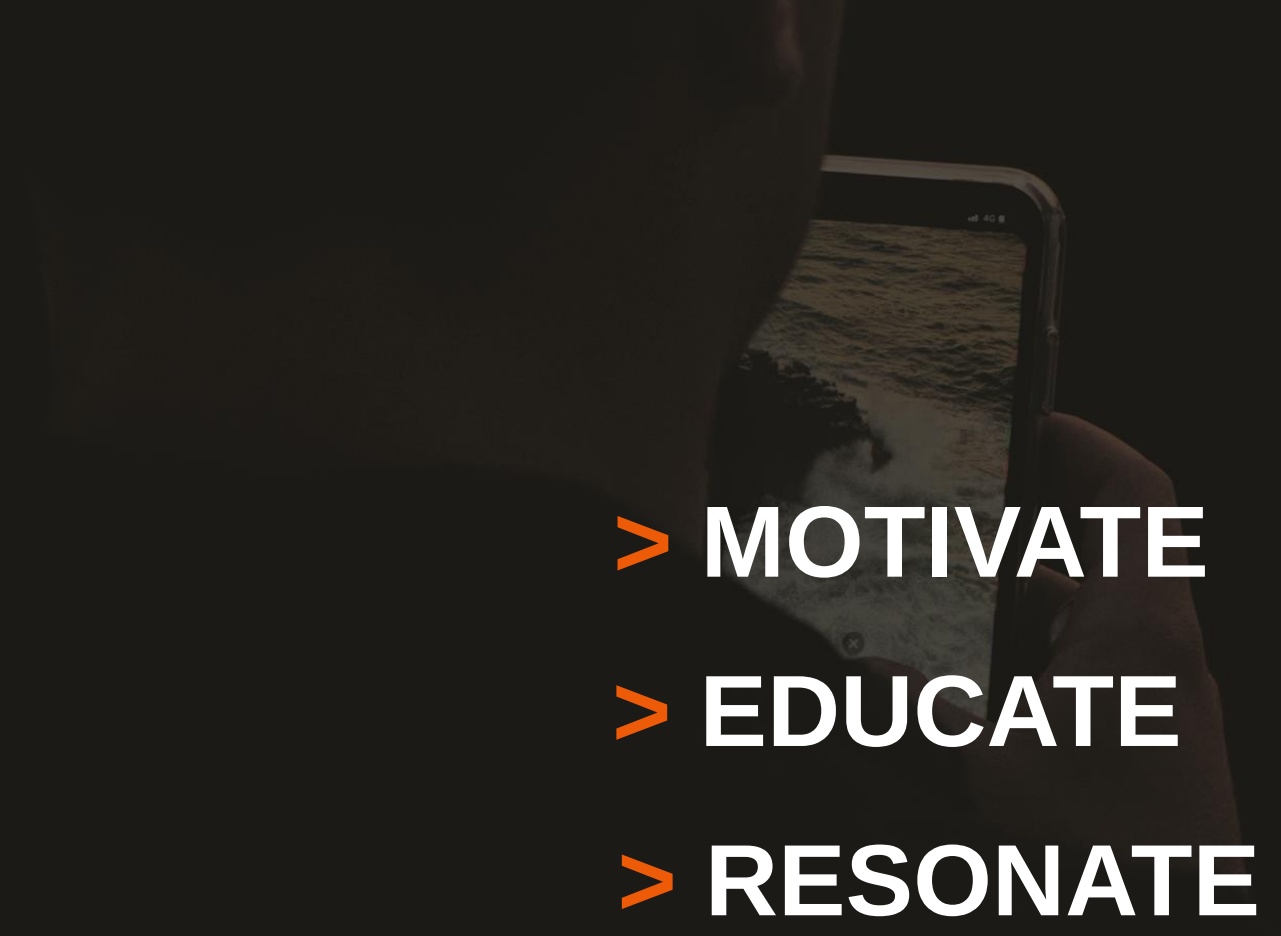
11%

FEEL SMART

A dark, moody background image showing a person's profile holding a smartphone. The phone's screen displays a bright, sunny beach scene with waves and a sandy shore. The text is overlaid in white, bold, sans-serif font.

REMOVE THE EXPECTATION AND BE REAL.

GIVE THEM USEFUL INFORMATION.

A person is holding a smartphone, and the screen shows a landscape with water and a dark, silhouetted shoreline. The background is dark and out of focus.

> MOTIVATE

> EDUCATE

> RESONATE



WHAT MOTIVATES GEN Z

**87% OF GEN Z'S WANT SUSTAINABILITY TO BE
INCORPORATED INTO THEIR POST SCHOOL EDUCATION AND
EMPLOYMENT.**

WHICH OF THESE CONCERNS
HAVE INFLUENCED YOUR
SPENDING?

60%

SUSTAINABLE
PACKAGING

66%

ANIMAL
WELFARE

48%

ORGANIC
PRODUCTS

43%

LOCALLY
SOURCED

42%

SUSTAINABLE
PRODUCTION

41%

WORKING
CONDITIONS



“A kid growing up without unbridled access to the internet might have been spared from **the stress of ‘knowing it all’**. Knowing about the consequences of climate change, politics, racism, classism and other problematic views is **a blessing and a curse** because it has bred a generation of severely depressed and anxious people who are in turn **severely determined to change the world.**”

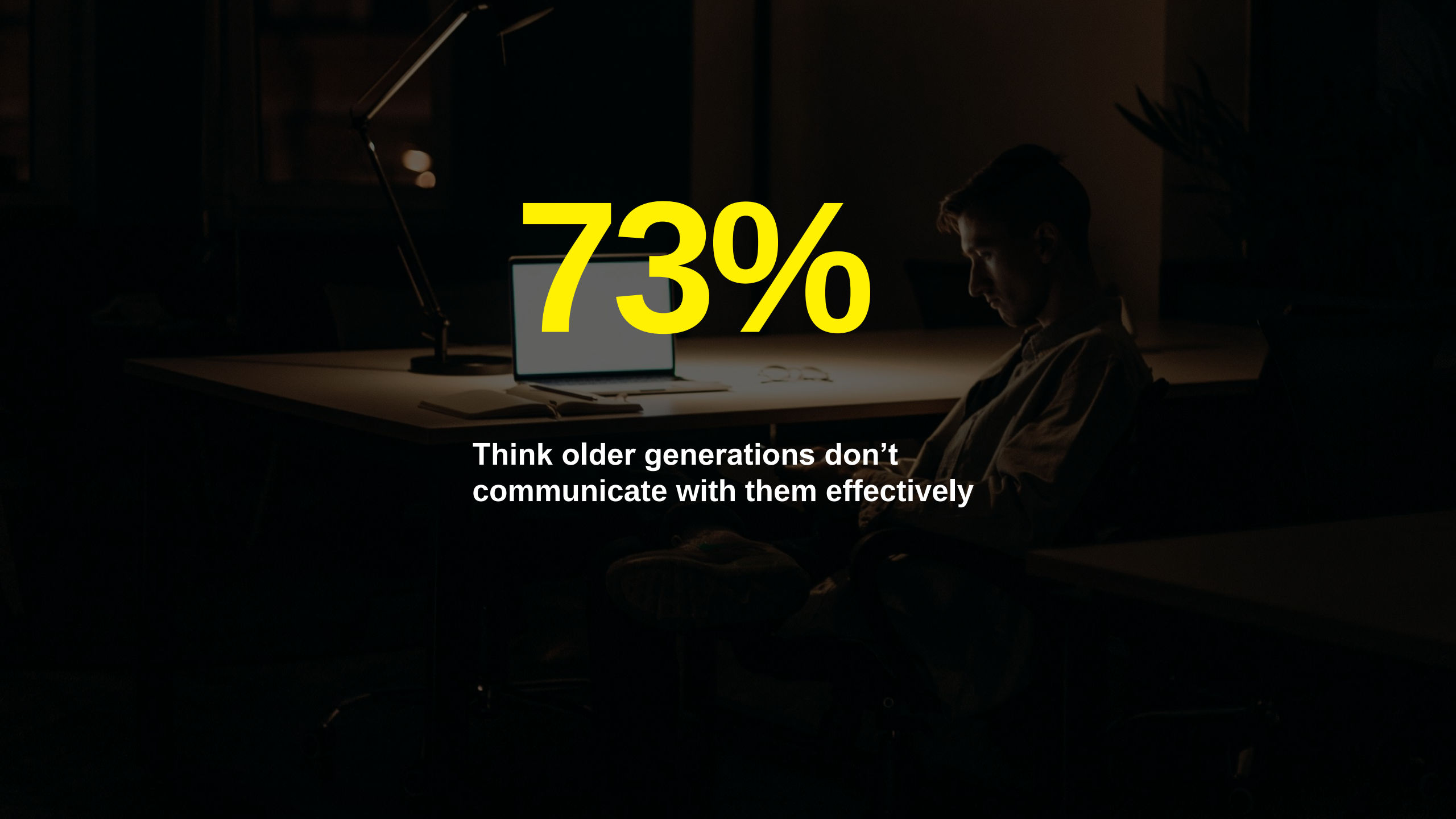
Female | 17 | QLD | metropolitan



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

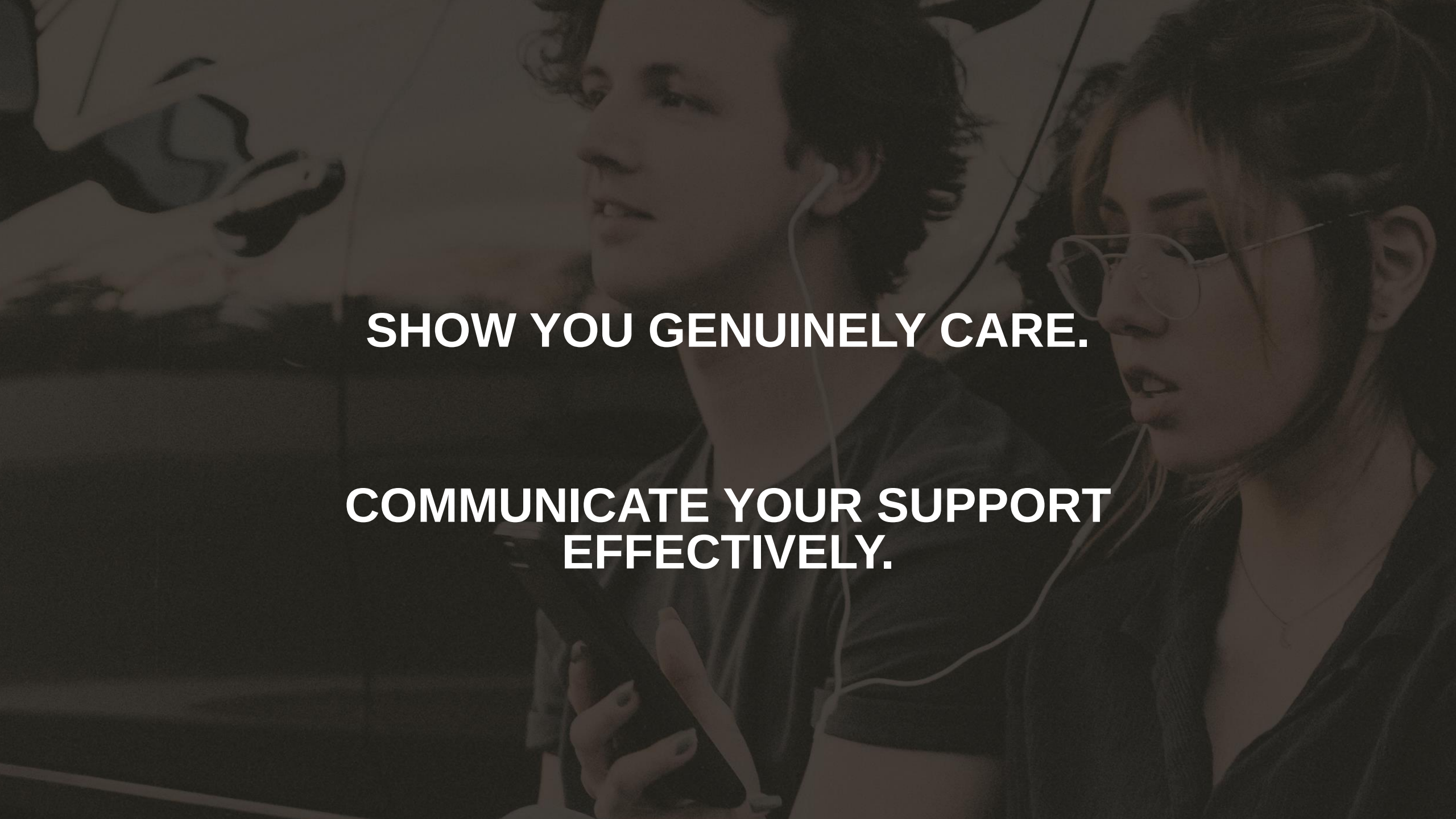


01	Climate change	11	Child health/education
02	Plastic pollution	12	Clean drinking water
03	Mental health	13	Gender equality
04	Poverty/inequality	14	Racial equality
05	Animal cruelty	15	Refugees
06	Ocean conservation	16	LGBTQI equality
07	Youth suicide	17	Obesity
08	Forest conservation	18	Data privacy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

A dimly lit office scene at night. A person is seated at a desk, viewed from the side, looking at a laptop. A desk lamp is on the desk, and a potted plant is visible in the background. The overall atmosphere is quiet and focused.

73%

**Think older generations don't
communicate with them effectively**



SHOW YOU GENUINELY CARE.

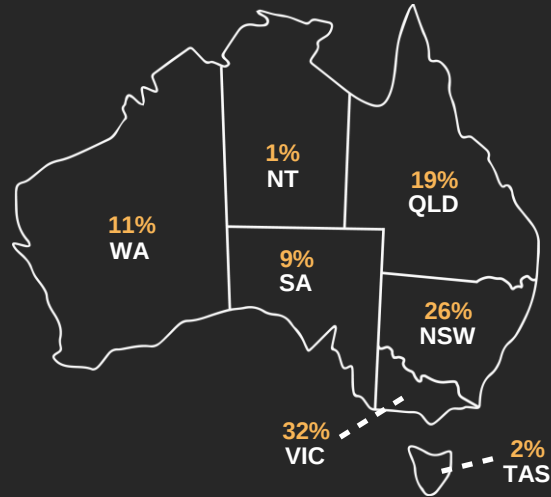
**COMMUNICATE YOUR SUPPORT
EFFECTIVELY.**



THE CLASS OF 2020 AND INSIGHTS INTO ONLINE LEARNING

DEMOGRAPHIC BREAKDOWN

Location Breakdown



Metropolitan
(Capital Cities)

46%

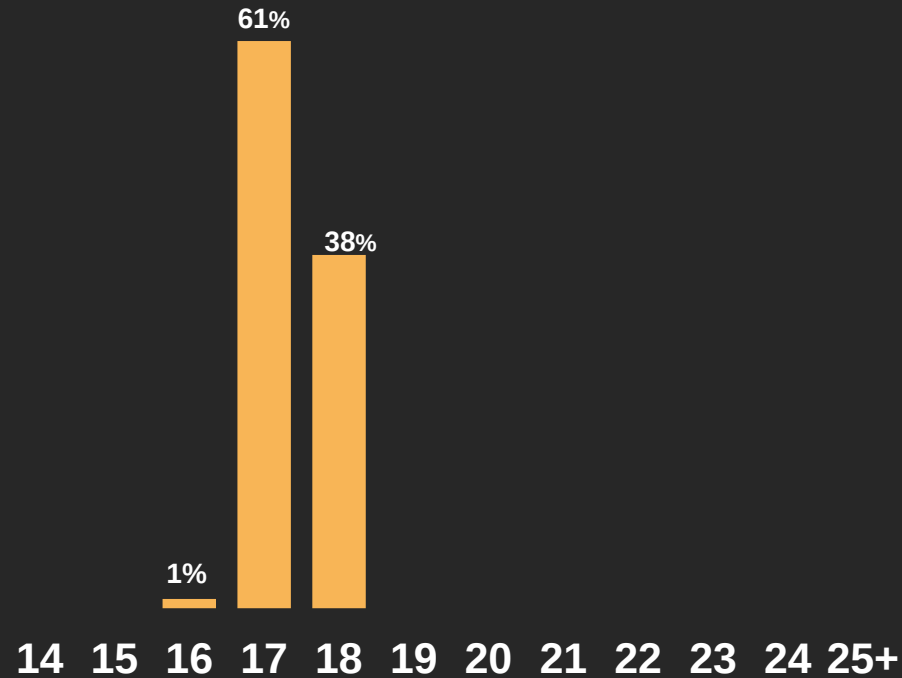
Regional
(Small Cities & Towns)

45%

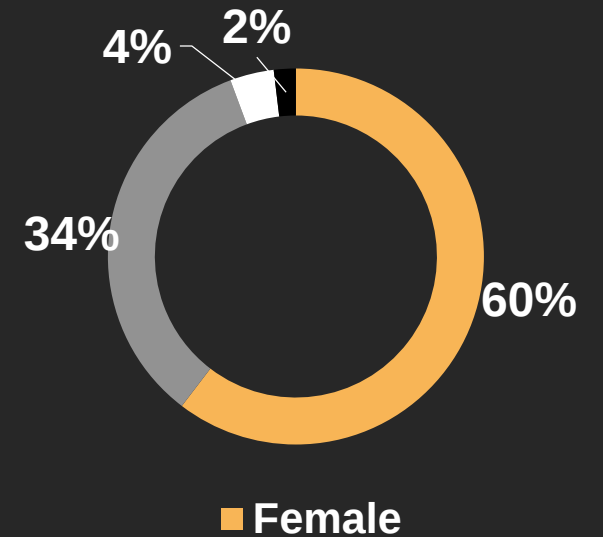
Rural

9%

Age Breakdown



Gender Identification



Our Respondents

21%

Are from a CALD
background

7%

Consider themselves
to have a disability

100%

Are in their final year
of High School

15%

Identify as
LGBTQIA

15%

Are from a low
SES background

4%

Are Aboriginal
and/or Torres
Strait Islander

LEARNING IN LOCKDOWN

HOW DOES LEARNING
REMOTELY COMPARE
TO LEARNING IN THE
CLASSROOM?

77%

Said it was much worse
or slightly worse.

87%

Said they missed the
face-to-face interaction of
in-class learning

70%

Said they haven't enjoyed
remote learning.

MENTAL HEALTH

HOW HAD YOUR
MENTAL HEALTH BEEN
IMPACTED DURING
THE CORONAVIRUS
PANDEMIC?

Negatively

79%

50%

Said mental health at their
school had not been
adequate.

28%

Have sought support from
a mental health
professional or school
counsellor for coronavirus-
related stress.

70% SAID THEIR PLANS FOR AFTER SCHOOL HAVE CHANGED
BECAUSE OF THE CORONAVIRUS PANDEMIC. THIS INCLUDES:



CANCELLED TRAVEL



CANCELLED GAP YEARS



CANCELLED CAREERS



MOVING OR NOT MOVING



CHANGED SUBJECTS



DEFERRED EDUCATION



CHANGED COURSES



CHANGED EDUCATION
INSTITUTIONS

HOW HAVE YOUR POST-SCHOOL PLANS BEEN
IMPACTED?

64%

NEGATIVELY

29%

NO IMPACT

7%

POSITIVELY

50%

**Would do an
internship online
during university.**

87%

**Want sustainability to be
incorporated into university
course content.**

27%

Said job losses in adults they know had affected their post-school choices.

78%

Want a career which is perceived to be safe in income potential and long-term employability.

WHICH TYPE OF CAREER WOULD YOU LIKE TO FOLLOW?



ESTABLISHED (E.G. LAW, MEDICINE, TEACHING)

68%



NEW AGE (E.G. DIGITAL MARKETING, AI, SUSTAINABILITY)

32%



THE VET SECTOR

THE NEW COLLAR WORKER

A dark, low-key photograph of a person's hands holding a smartphone. The phone's screen is lit up, showing a landscape image. The person's face is partially visible in the upper left, looking down at the device. The background is dark and out of focus.

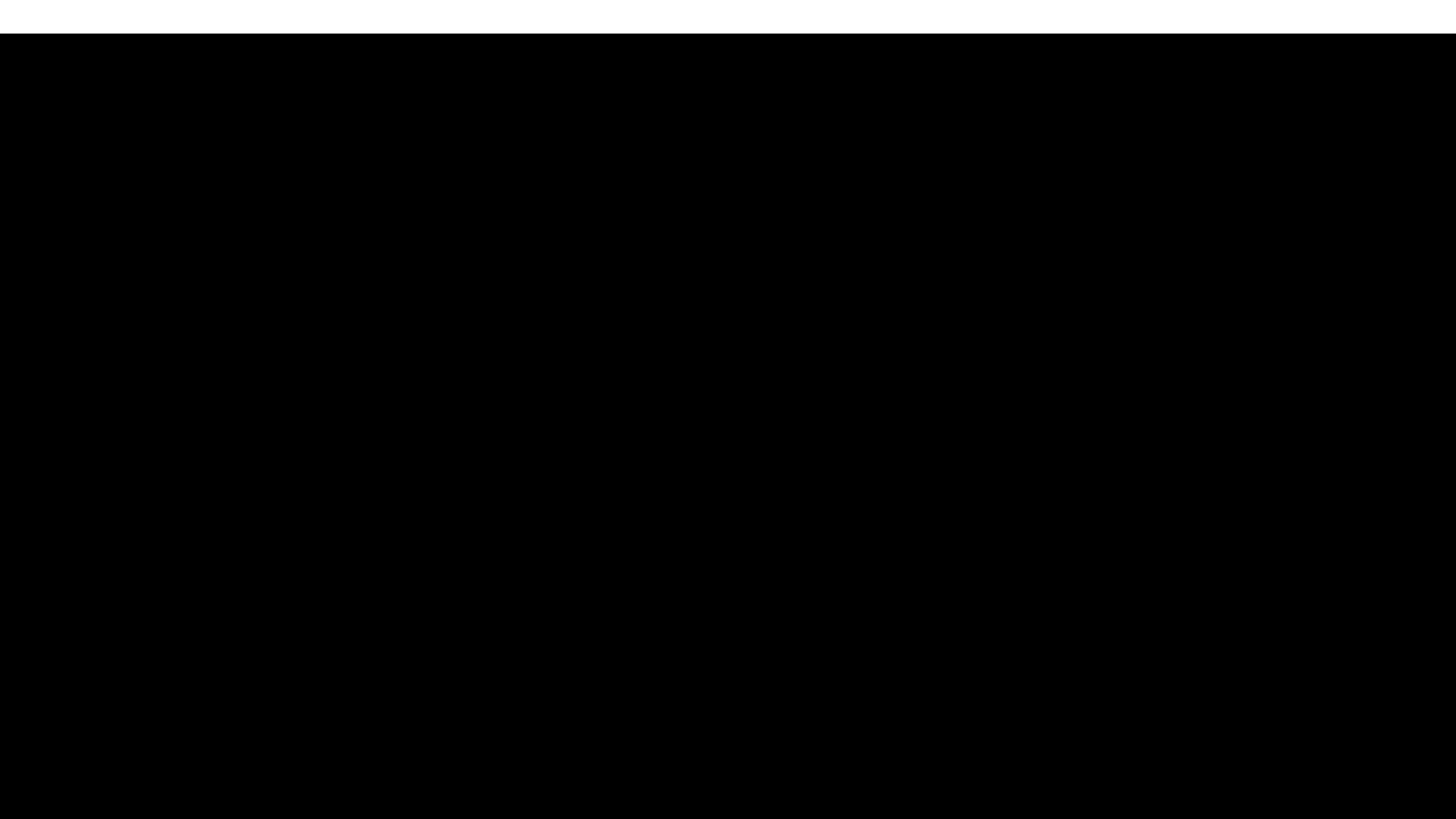
Year13 sat down with Industry Experts:

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

B



CONCLUSIONS



Character nervous or uncomfortable because their 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

Ignoring her passions and strengths

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

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

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

Her parents ultimately want Her to follow her passion

The idea that Uni is the safest option to being successful

funny

Now, tell me that ain't insecure

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

The concept of school seems so secure

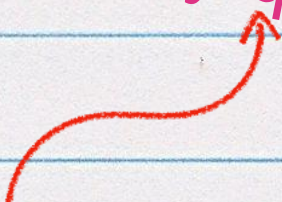
Sophomore three years ain't picked a career

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

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

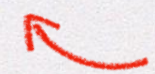
The phrases "Just a" and "Just" undercut assertive expression and reveal a lack of confidence.

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

Saxon Phipps

Co-Founder & Co-CEO



YEAR13

COMING UP **NEXT:**

12.10 - 1.00PM



vision for the future

COMPLIANCE

**Welcome to VET:
Intro to the Standards
Part 2 of 2**

Michelle Charlton

TRAINING & STUDENT ENGAGEMENT

**Learning Differently -
Addressing the
challenges faced by
students with
Dyslexia and other
learning differences**

Karen Dymke

ASSESSMENT

**Influences of AQF on
Assessment Questions**

Anni Yaringa

RTO ADMINISTRATION

**What Auditors are
Looking for in
Completed Student Files**

Kevin Ekendal

EXPLORATION

**Re-Defining
Competency: Time for
a new approach**

Michael Hartman