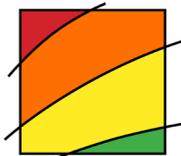




# WHAT WOULD MAKE SOUTH AUSTRALIA A THRIVING STATE IN 2040?

BOUGHT TO YOU BY

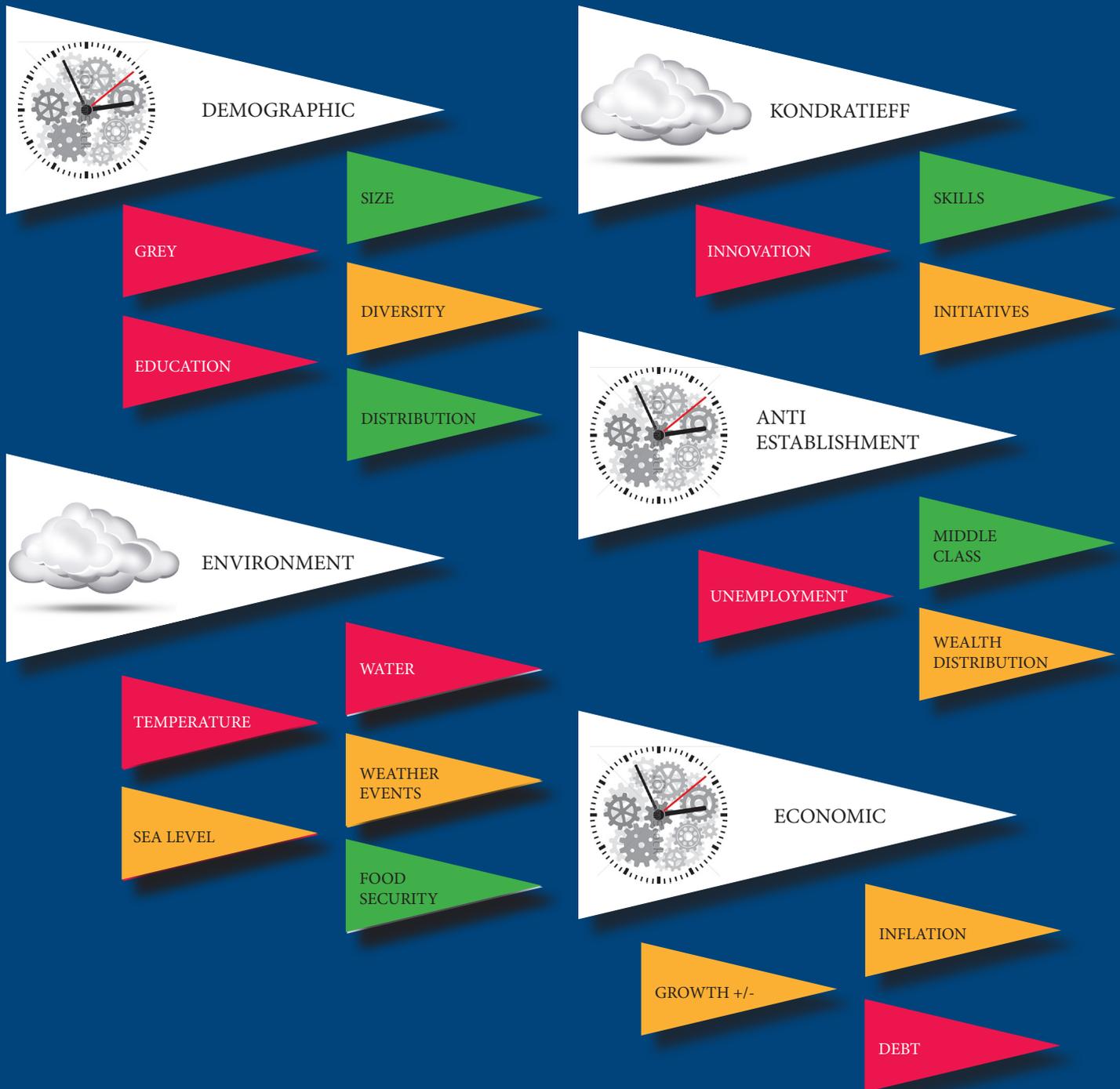


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# FLAGS OF CHANGE



**CLOCKWORK FLAGS:** These are trends at play that are changing the game for the future; They have interdependent parts, they can be observed, analysed and often measured. One can use these flags to model out into the future against a pattern as well as gauge impact on different and seemingly unrelated parts of the whole

**CLOUDY FLAGS:** These are flags that have a higher degree of uncertainty and difficult to predict the outcome. Can be significant events which change the game. Use an intuitive sense of probability of occurrence and impact – work through best and worst case scenario

# IT'S 2040 & SOUTH AUSTRALIA IS IN...

## GENTEEL DECLINE

SOUTH AUSTRALIA 2040 - Aging population resulting in stagnant economic growth.

Large areas of regional South Australia have become uninhabitable due to lack of water and rising temperatures contributing to increased pressure on high unemployment urbanisation. Lack of renewable energy technology perpetuates reliance on increasingly expensive imported fuel stocks. Business confidence is at an all time low. A lack of innovation and positive population growth has resulted in a clinging to the 'status quo' as the state slips gradually into decline.\*

**\* BUT IT DOESN'T HAVE TO BE THIS WAY!**

# SOME POSSIBLE SCENARIOS

## A THRIVING STATE SCENARIO

With a strong and diverse economy supporting small to medium sized businesses, lowering the unemployment rate. It will be a strong attractor of skilled migration, globally connected with an inclusive and participative culture. There will be a high degree of entrepreneurialism with government policies supporting and enabling new businesses. Technology research and breakthroughs especially in dry state living, care for the aged and youth development will benefit all and the state will flourish from a stable population who is able to sustain its self within its context. A leader in clean energy, water usage and proactive use of technology, SA will become the state of choice to visit as an example of sustainability. Added to this is the strong family culture of connectedness with a high degree of philanthropy and support through all phases of life. There will be a high standard of education for all with business skills and relevant education for the new world of work inherent in the syllabi. Food and wine industries will flourish, as will tourism with benefits being felt across the economy. The culture will be positive and confident about shaping their own future with minimal reliance on government or state support.

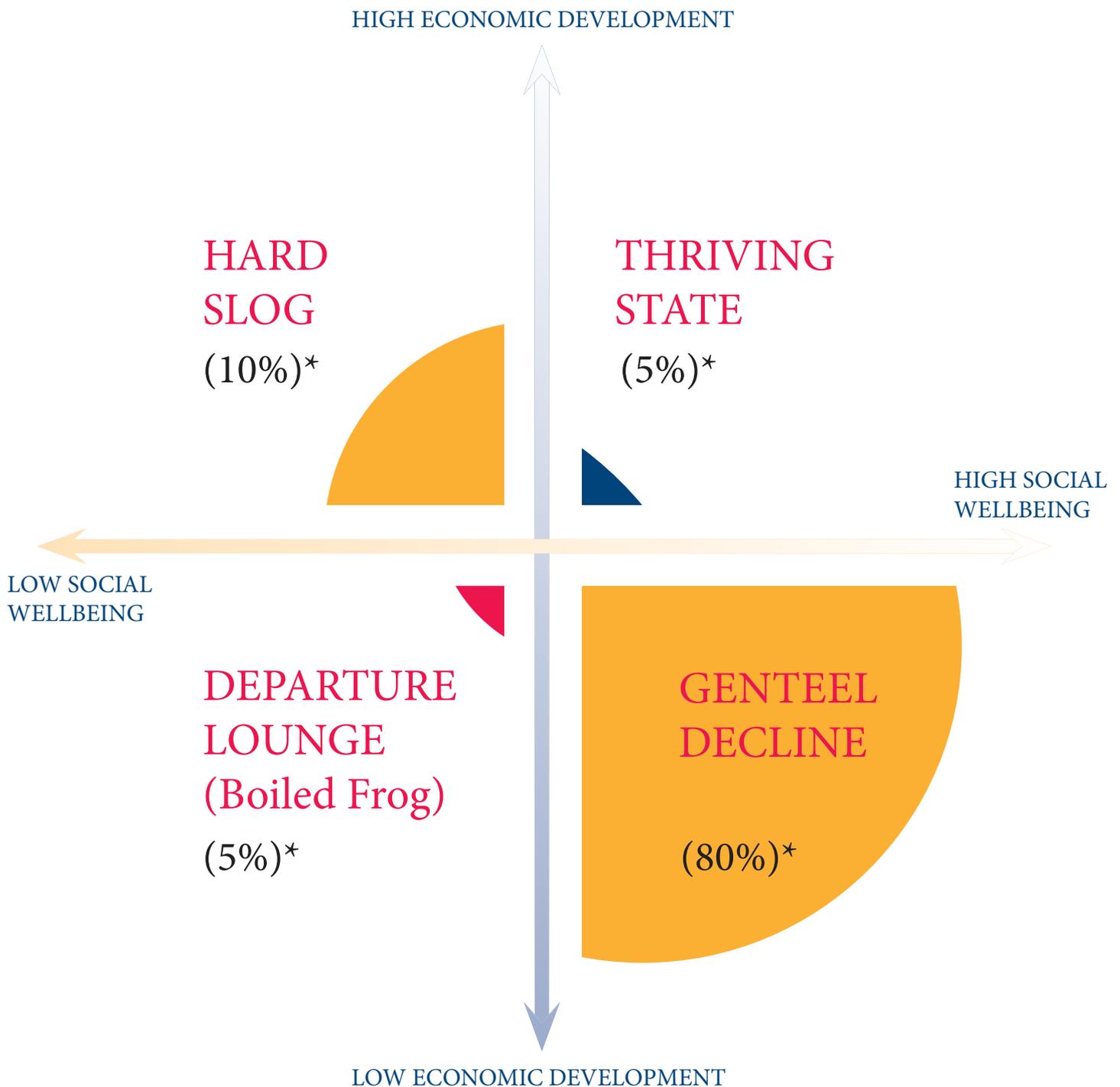
This was viewed as having 5% probability

## GENTEEL DECLINE SCENARIO

A quietly comfortable place with a slowly ageing demographic, youth and young adults find it hard to find work and are eager to leave. There is a high level of volunteering and mateship with reliance on social support provided by the government funding. There are pockets of clean energy usage and industry with limited entrepreneurship. Most population will be found in and around Adelaide with the rural districts declining in liveability standards. The culture will be passive and lack drive to proactively change. There will be a slow adaptation to change in markets, drop in commodities and manufacturing. It may be easy to see a poor economy with increased crime and dissatisfaction around the corner. Declining education standards and high levels of unemployment with generational reliance on welfare. Generally the population accepts the decline of infrastructure and blames the state and national leadership.

Viewed as 80% probability

# SOME POTENTIAL FUTURES



\*% Probability of Scenario

# SCENARIO PLANNING SA 2040

## STRATEGIC AND TACTICAL RESPONSES TO MOVE TO A THRIVING STATE

- Create a group of leaders to spread awareness marketing and branding the future
- Dry state innovation
- Small and Medium business support
- Commercialise Research
- Invest in Education for Entrepreneurship
- Technical Innovation for Renewable energy
- Food Market Cooperatives
- Coastal infrastructure safety net
- Infrastructure and investment for ageing population
- Attracting Asian skills
- Programs to encourage graduates to stay
- Multiple festivals throughout the year
- Upgrade significant community venues

## DECISIONS & ACTIONS

Has to be bottom up focused, galvanised, collective, and reviewed. What are you going to do?

By reading the key flags and their indicators we can assess the probability of a range of scenarios and then formulate a deliberate response to those scenarios so that we end up with the outcome we want.

Now is the time to think deeply about the world in which we find ourselves and then act to make South Australia the BEST STATE IN AUSTRALIA in 2040.

# SCENARIO PLANNING

During the 1980s South Africa was in the vice-like grip of Apartheid with little possibility of peace and democracy. Concerned with the country's future, Anglo American Corporation commissioned studies on the future of the country that produced a pair of scenarios: the 'High Road' of negotiation with the objective of creating a non-racial society capable of becoming a winning nation; or the 'Low Road' of retaining the status quo, leading inexorably towards economic stagnation, and possibly civil war. Clem Sunter, then a senior executive at Anglo American, realised that it was a message that needed to be spread further. In 1987 he led a team on a road show that addressed tens of thousands of South Africans, including political and business leaders, academics, teachers, students, farmers, the military and the police...in fact anyone who would listen. He presented the two scenarios and encouraged audiences to make what was then not an obvious, but quite risky, choice. However, the team's relentless pursuit of the High Road helped to create a shift in the mindset of South Africans which laid the firm foundation for negotiation and the peaceful transition into a respected democracy. The story turned from a remote possibility into reality even sooner than the team itself anticipated.



## CLEM SUNTER

South Africa's most highly regarded scenario planner and strategist, is an icon and model of mental litness as he has been adeptly styled as the Foxy Futurist. An executive elite who was responsible for the setup of the scenario planning unit of Anglo American in the 1980's and operated as it CEO in the 1990s, has found a calling in developing unique and creative solutions to fit situations no longer defined in a box.



WATCH CLEM IN ACTION IN SOUTH AUSTRALIA IN THIS VIDEO

<http://link.will.gohere.com/>

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A diverse group of business, community and government leaders meet to explore scenarios for South Australia's future under the facilitation of world renowned Scenario Planning expert Clem Sunter.

### DELEGATES INCLUDED:

CEO Fyfe: Strategic Advisor Fyfe; CEO Inside Infrastructure; MD Ernst and Young. MD & CEO Oz Minerals  
 CEO Life Care: Chair Life Care; Professor of Natural Resources, University of Adelaide.  
 MD RAA; Director Charmonix: GM Public Affairs RAA; CEO Adelaide Festival Centre; Executive Director  
 Australian Workplace and Innovation Centre, Adelaide University, Junction Australia  
 MD National Pharmacies; Chair National Pharmacies; GM People and Culture (NP): GM People and  
 Collaboration (NP); Partner, Deloitte; Director, Government Relations Solutions.  
 ACTING CEO Playford; General Manager, Scholle IPN; CEO, Weeks Group, Monash Scholars  
 CEO Office of Premier and Cabinet; Executive Director Economic Analysis Dept. of Premier; Deputy CEO Dept. of  
 State Development; Deputy CEO Dept. of Treasury and Finance; CEO The Australian Centre for Social Innovation



*Imagine if you could imagine the unimaginable, sketch possible futures about it and then make a choice between the options available to you...*



TIME IN  
DECISION  
MAKING

LONGEVITY  
UNDER  
ADVERSITY

# WHAT FUTURE DO WE WANT TO CREATE?

