

# Brisbane Institute Future IQ: These ideas will change your world!

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## Panel Presentation

Karyn: Good evening and welcome to the first in our Future IQ series, These ideas will change your world! I'm Karyn Brinkley, the CEO of The Brisbane Institute, and it's my pleasure to welcome you tonight.

In this series, IQ stands for Innovative Queensland – Imaginative Queensland – Intelligent Queensland, and the trends we'll be exploring tonight all have the potential to shape our state and our community in ways we might never have imagined.

If the last decade has taught us anything, the lesson is how quickly and comprehensively our world can change in the face of an idea whose time has come.

While predicting the future is always hazardous, there are innovations available right now which, within the next decade, are likely to change the way we live, work, move about, communicate and learn.

Already, we're living and working in ways very different to a generation ago – although in some cases, it might seem like a case of back to the future when you consider how some of our social and environmental patterns are starting to reflect aspects of life from a previous era.

What will Queensland look like in 2021? How will we be feeding ourselves and the other, global communities that rely on us? How will we educate ourselves? How will we communicate with friends and strangers? How will we work?

Tonight we hope to give you a taste of what might be in store, and to start the conversation about the kind of Queensland we'd like to see in 2021.

One of the biggest drivers of social change in recent history has been our growing appreciation of the impact we're having on our natural environments. The environmental movement is most commonly said to have kick-started with the publication of Rachel Carson's book, *The Silent Spring*, in 1962.

Almost 50 years later, we're still a long way from understanding and mitigating the full effects of our activities on the earth, but there's an increasing awareness that we're using up many precious resources faster than they can be replenished, and producing waste that's not only inefficient but often damaging to our quality of life and environment.

One community response to the issues of food security, resource sustainability and carbon emissions is the Transition Towns movement, and it's my great pleasure to welcome Rolf Kuelsen to speak with us tonight.

Rolf is, among other things, co-founder of the Brisbane Transition Hub which commenced in 2009 – you can find his full bio on tonight's program.

Rolf, how did the Transition Towns movement come about? *(recording quality prevents transcription for next segment)*

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Karyn: ... realistically in 10 years, where might we be with transition towns in southeast Queensland, anyway?

Rolf: Yeah sure. I think there's about 10 initiatives in Brisbane at the moment. They all tend to be fairly inner city. There is one over at Kelvin Grove, so in 10 years time I want to see basically Brisbane blanketed by the transition initiatives. And at the moment they tend to be one per ward, but it would be nice to break that down even further so that all the footpaths have been transformed into fruit-tree groves, and being maintained by people who are actually earning a living out of that sort of a thing.

The train stations and the bus stops, instead of having multi- or single-use park-and-ride facilities, all the bicycle parking has taken over and that's actually a lot closer. So people are actually doing those rides to the public transport, rather than actually driving there.

Karyn: What might get in the way of that sort of outcome, do you think? What are you struggling with?

Rolf: Time, it's one of those things that people are actually busy with their time at the moment; debt is an issue as well. There's a lot of people who want to do a lot more but the old debt cycle has been locked into place. I suppose, as well, it's getting through those unexamined assumptions of we need to have economic growth.

As a mathematician by qualification, I know that you can't have exponential growth in a closed system. That sort of thinking, the consumption cycle, and even down the track if the financial and economic crisis keeps on going on, that's going to maybe shut up shop a little bit. The money that needs to be spent on infrastructure won't be spent because they're too busy bailing out other things. There are some of the possibilities that could stop it from going further forward.

Karyn: Thank you. It's a nice segue actually for mentioning the word consumption cycle. Lauren Anderson, this seems like a natural time to move the conversation to another social movement that's building up a head of steam, and that's collaborative consumption. Can you tell us a little bit about that, please?

Lauren: Collaborative consumption is essentially the definition for this kind of reinvention of really old market behaviours, things like bartering, swapping, trading, exchanging; behaviours that we were quite familiar with generations or centuries ago, but have really lost favour over the last few decades, as we became focused on our hyper-consumption culture. Suddenly ownership was about status, and that sort of accumulation of stuff.

But what we're seeing now is that peer-to-peer technologies and technology capacity is allowing us to have a bigger handle on what assets we do have, and also assist us to share, and barter, and trade, and exchange in ways that we would never have been able to do, even 10 years ago, realistically.

Karyn: How are people getting involved in that? What are they actually doing on the ground?

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Lauren: It's fascinating because -- I work with Rachel Botsman who wrote the book about the movement, and what she saw when she started working on this is nothing compared to what we've seen in the last 6 to 12 months, the growth in the area. We often hear that car sharing is the gateway drug into collaborative consumption because it's kind of an easy way to transition into it. People are joining car-sharing platforms such as GoGet CarShare, which almost existed in Brisbane but doesn't at the moment. It's basically where there's a fleet of cars parked around the city in certain places, and people have access using a membership card to swipe onto the car, and get in and drive it, and pay by the hour.

Once people are familiarised with that kind of concept -- perhaps I don't need a car, I can just use it for the trips where it makes sense. And then we're starting to see them enter into other spaces, whether it's clothes swapping -- peer-to-peer accommodation is probably one of the fastest growing examples, platforms such as Airbnb which is based in San Francisco, is a platform, a peer-to-peer marketplace of unique spaces around the world.

When people travel, instead of booking a hotel room, they can actually stay in somebody's cool apartment in Paris, or a castle in Scotland if it takes your fancy. There's just a plethora of accommodation available on this website, and people are becoming more comfortable with that idea of staying with somebody, or perhaps staying at somebody's house, which is giving the more unique experience that you don't get when you're in a hotel in the tourist part of town. It's unlocking doors to parts of the city that you wouldn't normally have access to.

This kind of evolution into basically anything and everything, whether it's physical, tangible assets, like tools or furniture or clothes, to more intangible assets such as time, skills, and space; we're actually seeing this whole new market being created.

Karyn: Tell me a bit more about the tools issue. For example, there's a great website called NeighborGoods, which seems to be largely in the U.S. Are we seeing that kind of thing happening here yet?

Lauren: Yes we are, there's a platform called Rentoid, which was started by a Melbourne-based entrepreneur called Steve Sammartino and basically it's a place for you to list -- if you looked around your house basically, you would see things that you pick up once or twice a month, if that. And if anybody's seen Rachel's "Ted" talk you know that the average drill is used 12-13 minutes in its entire lifetime, and probably half the people in this room, if not more, have one sitting in their garage in case they have one of those DIY moments coming on.

But what we're seeing is that you can actually take all of these assets, and who would know if the person right next door to you has exactly what you need at that point in time, or vice versa? And these sites are allowing you to put all this stuff online without moving it physically, and giving people the opportunity to search for what's available in their local area.

The worst thing I could do for my productivity would be to buy some sort of gaming system like a Playstation, but sometimes I just really feel the need. I think if I can just rent somebody's for the weekend I'd probably be okay, and then I'd

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probably never want to see it again. This is the kind of thing we're actually starting to see become a lot more possible.

Karyn: And Facebook and mechanisms like that are going to presumably support that process?

Lauren: That's right, because something like Facebook, they wouldn't have known it when they started it but it's basically created this automatic login process that gives you access to the systems. But what it also does is use your existing social networks and tells you who in your close or second- or third-degree circles might have what you need.

So it's not always about renting to strangers. It's actually people that are in your social network. And when that's tapped into people are much more comfortable, and then suddenly the social network grows because it's not about renting to your friends; it's about people who are within the Airbnb community, or the Rentoid community. They all become part of that social network, definitely.

Karyn: What's the long-term potential, do you think?

Lauren: I think the long-term potential is amazing. I think what we'll start to see is the line between what's sharable and what's not will become more and more clear. I think there's always going to be things that we need in our houses that are personal items or that are used on such a high rotation that there's no point making them sharable. But what we'll see is the things that can be shared -- we're just sick of owning stuff, to be honest. We are moving towards this place where we would rather have access to the things we need, when we need it, without having to actually own that object outright.

And I think companies will start to see that they could provide more of a rental-based approach to lots of the things, so car sharing being one example of that. You just want to borrow the car when you need it and you don't have to pay for all the maintenance and costs like that. And for all the things that we do need regularly, companies are actually going to start moving back to that idea that they can have a longer relationship with us if they're looking at how to upgrade, modify, replenish, and improve objects rather than this obsolescence model that we've been operating on for so long.

So things will be fixed and updated. If you bought every iPod since they came out, you'd probably have 18 iPods. That idea is that cycle we're in is quite crazy to think it's this exponential grown idea. We cannot possibly own every iPod because something's got to give somewhere. Or what do you do with those old iPods when you don't need them anymore? We're going to see that division and the networks and support that allow this sharing of stuff to be so frictionless that we don't even think twice about it. That's what we're seeing.

Karyn: You can see really the examples of selling the service rather than the products in things like a mobile phone, where basically companies are giving away the handset for nothing and just selling the hours that you're on the phone or the amount of data that you're downloading. Car sharing, of course, is another example that you mentioned. I understand there's even a company in the U.S.

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that is renting carpet. Rather than having - yeah Interface, thanks - rather than having to buy your own carpet.

Lauren: It's really interesting because they've got this model where you buy the tiles basically and they'll be used often in big corporate jobs as well. They actually take the carpet back and all the products that are used to make that carpet are then recycled into the next carpet. It's that cradle-to-cradle idea, which is brilliant.

Karyn: Which, as you say, gets rid of the planned obsolescence but also presumably gives them a much better incentive to make good product in the first place, if they're actually hanging onto it themselves and not having to dispose -- well in fact, having to dispose of it. If they're taking it back from you, then they have to be more interested in recycling.

Lauren: That's right, and to prove that point in terms of going back to the car-sharing idea, the fact that this is gaining the attentions of the bigger brands; in the last 6-12 months we've seen BMW, Daimler, Peugeot, and Volkswagen all enter the car-sharing space in their own right. BMW has a scheme in Munich called DriveNow, which is possibly the coolest car-sharing system around the world, because basically you don't even have to book the car. You just walk up to it and you've converted your driver's license into a membership card with a little microchip. You swipe the car that's closest to you because you've got it on your phone, where you are, and where the car is. Then you just drive it away and you can return it wherever you feel like returning it. You're only going to be charged by the minute, rather than needing this hour-by-hour booking system. That makes a lot of sense commercially and for the user.

Rolf: When you have a look at that flow-on system, as to how buildings are actually planned, say high-rise not needing as many car parks.

Lauren: That's right and we're starting to see developments planning for car-share spaces rather than a car park for every unit, definitely.

Karyn: There's a similar principle emerging in mass collaboration, like Wikipedia for example, which I understand has similar levels now of accuracies as the Encyclopaedia Britannica. What are some of the other creative ways that people are collaborating, that you see?

Lauren: I think the possibility of collaboration is out of control. There's so many ways for people to meet and integrate online, and create new products. We're seeing people coming up with new ideas for these systems simply by being the users. They can give feedback in realtime via Twitter and Facebook and things like that, and actually be involved in what's needed and what do we want to see. I think that's really interesting as well.

Karyn: How do you think Queensland might be different, as a former Queenslander, and ex-pat Queenslander?

Lauren: I've been in Sydney for four years, but before I moved there I think Brisbane was in an interesting time. The thing that was sad to me, I was a GWhiz car-share member back in 2007 when it launched here and Emma Rose then sold it to GoGet. But the council wouldn't support GWhiz with car spaces, and instead

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obviously they've invested in the bike-sharing scheme which is great, but I think for a city like Brisbane with its climate and terrain that actually is a very -- if there's no cycling culture to begin with, that's a very challenging thing to integrate. I think car sharing made a lot more sense to start with because what we're talking about is reducing the number of cars owned and really decreasing that, and then focusing on the short trips. Once people don't have a car their need to drive one decreases even more. Bike sharing doesn't actually solve that specific problem.

Have said that, I'm a huge fan of bike sharing and I think it's great that Brisbane has pioneered with that system, but I'm sure as you all know, that Brisbane and Melbourne are the only cities in the world with the mandatory helmet law, that have a bike sharing system. The ones who used to, like Mexico and Israel, have gotten rid of the bike helmet laws because their bicycle share scheme was suffering.

There's a few of those kinds of laws or challenges that will inhibit but other than that, in terms of the wider systems that are available, such as Rentoid or Airbnb or any of these platforms that are emerging -- clothes swapping, it's all available to everybody, regardless of geography. I think it's about building local support, starting with your street or neighbourhood. What's most important is the critical mass in a very defined area. It's great to have a Playstation available but if it's on the other side of town, it's not as good as knowing what's directly available in the next three suburbs, that kind of idea.

Karyn: Thank you. Ben Hamley, it seems the big catalyst for a lot of these opportunities that we're talking about for new social connections is communications technology. You've been closely involved in a couple of projects that have used social media to produce some pretty spectacular results, in terms of peoples' behavior. One of those projects is Hello Sunday Morning, which is a program which started out as a campaign to help young people discover what life is like without a hangover. Tell us how that works.

Ben: Hello Sunday Morning is a very simple idea. You just don't drink alcohol. (laughter) It's not as hard as you might think, although it does have a very challenging first value proposition when you say it to young people. The idea was essentially started by Chris Raine, who's the now CEO of Hello Sunday Morning. In 2009 he was working on an advertising campaign for Queensland Gov to prevent binge drinking. Everyone in the room at the ad agency was hung over so they had no idea what to say. How are we going to get people like us, who have great jobs, and probably even better social lives, to stop doing what we did last night, because that was pretty fun.

He decided to spend an entire year sober and write a blog about that experience. Over the course of that year it got a bit of traction. It didn't get immense support first up, and the first few attempts Chris made to get people to do it as well were pretty much palmed off and people were waiting to see what happened.

It wasn't until the end of 2009 that it started to pick up. I was good friends with Chris at the time. I decided to do a six-month program myself, and a few of my friends decided to do it as well. It snowballed from that small groundswell of

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maybe 5 to 10 people in the first year to an online active blogging community of over 2,100 people. The Hello Sunday Morning website now has 2,197 bloggers today and a content of writing about peoples' experiences while sober, of over a million words, which is gigantic when you think about just a blogging community in general. If you think about any website or any blog that you might subscribe to, I don't think that the order of magnitude of active bloggers on that would even be approaching 100, let alone over 2,000 already.

When you couple that with the fact that what we're actually addressing here is a cultural shift, the power of those words are more than just a blog. The power of those words are permanent markers on peoples' lives as they've attempted to do something which is incredibly socially challenging, and do it successfully, and in a few cases unsuccessfully but embrace that. As that story is shared, the expectation that going sober isn't necessarily as strange as being a vegetarian begins to grow.

That's the area we play in and over the last year we've been doing a fairly extensive evaluation on HSM to see 1) does it work and what does "work" mean? Are we actually reducing alcohol consumption? Are we changing the attitude towards alcohol? Are we improving peoples' quality of life? Are we making people less depressed? What is actually happening? And how is that happening. 2) How can we apply what we've learnt in that space to change of culture generally, or change of behaviour more broadly? Looking at what those weak signals are, those markers are for changing behavior, and I think that's where it starts to get really interesting because when you can start with something as common as alcohol, you can move into how do you apply that learning and that change model to other behaviours that may not necessarily be as healthy for us.

Karyn: What were some of the evaluation outcomes?

Ben: We're still in the feedback process with our funders. We're technically not releasing them yet but I can tell you, I suppose (laughter). The good news is it works. What we have found is within the population of people who do it, there is a change in the actual qualitative reflections that people have over time. We used Leximan so I don't know anyone here who's a researcher or works at unie who may have used it. It's a natural language analytics tool. It picks up key words within sentences and extrapolates out what those themes are that people are actually writing about.

We saw that over the course of a HSM which is the period of someone's sobriety, there are three options, people do 3 months, 6 months or 12 months. The majority of people do 3, but more people do 12 than 6, so you either do a little bit or a whole year.

We find people will often start with a very general reflection on drinking culture so the first night I went out with friends or they talk about drinking culture as if it were some strange ethnographic activity that they were doing in a foreign world. They're observing and taking field notes I would imagine. "Yes, and then they offered me shots." (laughter) They are very drinking culture related but over time as people get used to this period of time being a chance for them to reflect or generally think about what they're doing and how that's affecting them, it's not

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about the fact that they've don't it sober now, it actually becomes more about them reflecting critically on their life as a whole.

In the second month you start to see people talking more about relationships and families and friendships that may have changed or reorganised since this new social choice. In the third month and over the third month, and it sort of stretches out over the 3, 6, and 12, but after 3 months it tends to be the same. They become much more almost predictive in terms of how people are analyzing the culture around them, and how they're almost writing not a new rule book, but guidelines for other people might go about doing a similar thing. They start to form this huge body of recommendations on how you might interpret the culture around you or deal with it in a certain way or make it work for you.

There is that big shift that happens in peoples' writing. That's coupled with some other really powerful results, which is consumption change. People tend to, when they start HSM, report with very high -- in the hazardous level of drinking consumption. We used a test called the Alcohol Use Disorder Identification test. It always started with a 17 point score, which out of a range of 24, quite high. It drops into the moderate range, on average. Some people drop back into the normal range as well.

We also observe peoples' quality of life improve. In women we noticed an decrease of anxiety over the course of that HSM, which is interesting, and may lead to a greater understanding as to why women are drinking versus why men are drinking. In men we saw a much bigger decrease in the levels of depression, like more than double that of women. There are different underlying drivers or reasons that we drink that we're picking up from this study as well, and drilling down in a bit more detail.

We're not the first to do it, there have been thousands and thousands of dollars spent on alcohol research but the way we're applying it is not so much on a very specific tiny area; we're looking much broader at the culture that exists around alcohol and getting people who are members of that culture to critique it for themselves, and then test a few other pre-existing evidence-based tests to see what the results are coupled with that. We see also that peoples' attitudes towards alcohol changes as well.

The expectation that alcohol will reduce tension drops. The expectation that alcohol will lead to negative emotional outcomes drops as well. There's a lot of those kinds of interesting things.

Karyn: It seems to me intuitively I guess that you wouldn't actually -- this is largely about individual journeys and personal reflection -- you didn't actually need a social media base. Yet, that seems to be what's actually driven the reflection.

Ben: What we've really learned from HSM is more about behaviour change in general than it is about alcohol. That's public accountability. We're starting to see a move towards that with Google Plus, meaning that you have your real name; with Facebook, just skimming everything that you do. When the new timelines come out you'll need to be careful of when you lower your standards on the web or whenever you do anything. There are cookies that are tracking that and people

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will need to get used to quite quickly the fact that you're not anonymous anymore.

Even the device-based interaction has got a shelf life, I think, within the five-year mark. I think we're moving very quickly towards ubiquitous information and ubiquitous computing. What we found is that HSM is driven by people deciding to do this for one, but then making themselves accountable to that. The act of actually writing a blog and saying I'm spending three months sober to think about what alcohol means to me or the reason I drink or maybe I just had a ferocious hangover and I want to think about that for a while.

When you say that to someone else, then they can come back to you and ask you about it, and that reinforces the choice in the first place. If you just decide to do it and don't tell anyone, you can just as easily go to the bar the next Friday and have a beer and no one will notice. It will slide by the wayside.

What was really powerful is we didn't use anything new to build HSM. It was built using WordPress. It's still on WordPress. It was distributed through Facebook and Twitter and that is it. That is what the organisation was built on. It didn't require any capital to start. It does now. It's a fully-fledged health promotion charity, which is tax deductible as well for donations. That's not the reason I'm here. (laughter)

Karyn: You talked earlier, Ben, about some of the issues that people are getting concerned about, and I guess Facebook's very top of mind at the moment. There is this real pushback about people being concerned about privacy and information data security, and so on, skeletons in the closet, drinks at the bar. Not just in social media, but in all the ways that we share personal data. Do you see issues of privacy and information security getting in the way of some of these new initiatives?

Ben: I don't think so. I think what's really important to understand about information is that everyone is struggling with it at the moment. I think everyone has a personal story about information overload that is very true for them at the moment. It could just be your email inbox. It could be anything. But we're always struggling with how much information we have and where we use it.

Although that whole concept of information privacy is very real and it's a very real fear that people experience when they think about who might have access to this data, it doesn't necessarily mean that it's a bad thing. I think what we need to start looking at now is how are we using the data, and how are we putting it into context, and how are other people putting it into context, and what tools are available to do that. Just because information is there doesn't mean people are going to use it against you, but you do need to know how to use it when you need to.

Karyn: I stumbled across the service called Proxy Dating which is software which uses your phone location to hook you up with other proxy daters in the area, compares their profiles with yours, and then buzzes each of you with a photo of each other and a short text profile.

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When this service was launched back in 2005, one critic said you'd have to seriously believe in love against all odds and possibilities to think your future significant other has a cell phone with Bluetooth. (laughter) In the few years since that quote, of course, pretty much every iPhone now has Bluetooth, almost every Blackberry has Bluetooth.

Ben: I think it's called Grindr now, isn't it? There's Grindr which is for homosexual meetups, location-based hook-up tool. The makers of that realised the potential of it and have moved into the heterosexual market as well. I think it's called Fluffer (laughter) which is essentially exactly the same service.

Karyn: It's interesting, isn't it, because digital technology is criticised as being an alienating technology. There's been a lot of commentary about the fact that it's something that prevents us from building personal connections. But you look at the results of Hello Sunday Morning, also another project that you've been involved with, which is Flood Aid earlier this year when we had the flood event in Brisbane. They paint a very different picture of potential of social media for connecting people.

Ben: Definitely, so for those of you who don't know what Flood Aid was, Flood Aid was a response to the floods that happened in Queensland. It was built off the back of a tweet. Essentially when we knew the floods were going to be coming through Brisbane, there was a really fast rush for the flood maps to see where it was actually predicted the water would rise to. As soon as people discovered where they were, posted on the Brisbane City Council website, the website crashed. Everyone went there.

Mirrors started to pop up and the original concept of Flood Aid was simply to make those flood maps more available to people. That quickly evolved into what is the point of just giving that information to them? How can we actually help them in a much more meaningful way?

What Flood Aid eventually became was a very simple website for people who could help to connect with people who needed help. That was it. It was built in 48 hours off of the back of a single tweet. Someone wrote out "looking to develop a website to help people in floods, can anyone help?" Over 500 offers of help came in within the first 5 hours, and we had a development team of 20 working from Sydney, Melbourne, overseas, someone in San Francisco, someone in New Zealand. The website was fully launched and running within 48 hours by Saturday.

Within the first week we had 1,200 users on the site and over 100 thousand transactions so people posting within five general categories: general help, shelter, food, tools, transport. You could post "I have a car. I'm in Annerley, available." Someone could post "I need to get out of Annerley, I need a car," and you could connect. That was essentially the key premise.

What we observed also during the same time was a lot of people were keen to help. A lot of people were just getting out on the street and helping and a lot of people were looking to the councils for where they could go to volunteer. Council were running volunteering services but they were asking people to meet up at the evacuation centres, do a safety induction, be briefed on where they were going,

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get back on a bus, wait for the bus to get through the traffic, and then probably end up back on the street that they just left five hours later, to start out helping out the next-door neighbour.

What Flood Aid enabled people to do was say where am I now, who needs my help within the area that I can walk to, and go help them immediately. Micro volunteering essentially, so that's what Flood Aid was.

Karyn: We've been talking of digital technology, in this case, as if it's purely a social benefit. In fact some of the criticism of the National Broadband Network has been it will provide public subsidies for teenagers to waste time on Twitter. Craig Rispin, the opportunities for us finding new ways to work and to balance our work and personal lives are going to be of enormous benefit to business as well, presumably.

Craig: Yes, and of course if you've been a member of the Futures Committee for as long as I have been it's the future we all imagined decades ago is finally here. I became a futurist through a chance meeting. I met Arthur C. Clarke who is the inventor of the communication satellite that we're all benefiting from now, when I was 10-years old. He gave me advice at that young age that the future was going to be about paradox; that cities were going to be about paradox; that communication technology was going to be about paradox, and if you're going to be able to succeed, survive in the future, you have to deal with this paradox.

This is what I've been hearing on the panel so far. All of these technologies can be used for good and they could also be used for evil. They can benefit mankind or they can be the biggest time sucker ever invented in human history. There were many millions of hours sucked up by Packman when it was put on the Google front page, so there's great examples of that.

And especially within the business world that I work in primarily, I've seen this big shift just in the last 12 months. Chief executives were asking me "How do I block Facebook? How do I stop Twitter? How do I get them off LinkedIn looking for new jobs," to "how do I get them to engage with our customers, their colleagues? How can I create a social network within my organisation, and connect out there to the community." That's just in the last 12 months.

The barriers for employees to have to be told you have to go to this place to actually get work done have all been completely eliminated. So one of my customers last week announced that they were going to take 6,700 office workers and tell them they no longer have a desk. You may have heard about this, it just happened in Sydney down at what used to be Sega Interactive World down at Darling Harbour, is where one of the largest employers in Australia is starting this major movement where some people are elated. They can't wait for the chance to not have to work next to that annoying person they've been stuck with for years. Some are scared senseless. But it's a really interesting thing because this employer, big bank, they have 8,000 staff in the city but they've only allowed for 6,000 desks.

Karyn: What kinds of opportunities are they giving staff to work in different ways?

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Craig: Imagine if you'd walk up to a concierge desk rather than a receptionist and they would know from your ID tag who you are, what your affinity groups are, what skills you have to offer, what you're in need of, and they would suggest a particular area that you would work within the building, rather than say you're on the marketing team, you're on that side; you work on the legal team, you work over there; you're in management, you work over there.

What they're calling the concept is "centres for excellence," but this all goes back to the old idea that's been around for decades, that we in the futurist community have been talking about, hot desking which became popular when the local area network allowed us to login anywhere within a business and take our files with us. We're talking about 25 years ago now. Now we can be anywhere in the world and have our smart phone with us and connect to people that have something we need or offer something we have. It's transforming the way people work.

Karyn: One of the professional services organisations picked up on the hot desking idea long before others but we again seem to have been quite slow in some areas in taking this on and moving on with it. What do you think has been getting in the way of it?

Craig: Mindset, Ben was talking about mindset, Lauren was talking about mindset, Rolf was talking about mindset. Just the shift in generating your own energy or in Sydney it was against the law for us to collect rainwater from our roofs until recently. I couldn't believe it. What do you mean I can't have a water tank on the side of my house? That's free. You regulate the stuff that comes out of the sky? I didn't know that was part of the Australian Constitution when I moved here.

There's a big mindset shift that one has to go through and imagine the numbers of investment review committee meetings they had to have in this major bank before they invested in this brand new building where there weren't permanent desks? How many meetings did they have debating whether they were going to be able to continue to trade even. Would their ATM network go down again might be one of the things that their IT teams says no, we have to be there between these hours and working in this place, but of course that's not the truth anymore. You can work from anywhere anytime with whomever you want to. It's not just in business or government or other organisations.

When I was thinking about this audience, hands up if you work in an office building every day. Hands up if you really love that experience. (laughter) That's about right, less than 1%. There are new ways of working, not only in the corporate space but in the startup space, in the collaboration space, in the networking space.

Even in this building here there's a space a bit like that, so if you think of the entrepreneur space I just went to a pitching panel where start-ups in Silicon Valley got six minutes to pitch their startup and people that could fund them up to 100 million dollars were in the audience. The teams that you saw coming together were a couple people up on stage but they're saying our program team are live, logged in right now on Skype. Our programming team is in Bulgaria. Our design team is in Singapore. Here's our sales and marketing team in Sydney and they're doing a joint presentation. They're multinational and it's only through

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these enabling technologies that they've been able to build in 48 hours a brand new startup, thousands of them, and get funded the next day. It's a spectacular thing to see. I just get goose bumps talking about it.

Karyn: We most commonly think of telecommuting when we think of new ways of working but of course Ben's just given us an example of crowd sourcing, for example, with Flood Aid, of putting an idea out there and having people volunteer to work on it. There must be other things like that which are emerging.

Craig: Sure, and I went looking on YouTube so I could make a suggestion to the audience here. If you want to see a prediction of the future where we are today a clip from my original mentor that brought me in this world of futurism, Arthur C. Clarke, if you go to YouTube and put in Arthur C. Clarke in 1964 predicts the future, you'll see a short video clip. He talks about how we're going to have handheld computers that will give us access to the world's information; that will allow us to work anywhere, so why would we drive into cities, deal with traffic if I could stay in Ipswich and work from anywhere in the world.

I have to say in my business where I typically show up, at big conferences and address people live, like I'm doing here, more of more in my business they're saying, "Craig, could we put you up on the big screen because we don't think flying you to Hong Kong for 9,000 dollars for a 40 minute speech is going to be much more sustainable in the future. We already know you. We trust you, and we just want your content. Could you show up in a Google hangout instead of a fly out to Hong Kong?"

It's just starting to impact the events industry that I work in but there's a great saying from William Gibson, that says, "The future has already arrived, it's just not evenly distributed." My colleagues that are in the business that I'm in, in the United States, 50% of all the presentations that they give in the event industry now are virtual rather than live, 50%. Here in Australia it's about 2% right now, so there's an opportunity gap.

Karyn: Of course, technology's allowing us to make the most of the 24 hours in a day. We've got radiologists in the U.K. who watch their examination results and by the time they get up in the morning radiologists in India have delivered the analysis for them. Do you see a lot of that happening here?

Craig: Sure, in fact one of my clients is the CEO of the largest scanning network here in Australia. If you go get a scan in Australia, unfortunately there is a need for 45% more radiologists to read those scans, so we need more employees to fill these positions and they're not available in Australia. The skills haven't been developed, so overnight they get shipped to India, Malaysia, Singapore, America, and The U.K. If you get a scan done in Australia today she tells me 50% chance it's being read by someone overseas. You saw that when you signed the disclosure, right? (laughter)

Karyn: We're in an economic environment where we have businesses and politicians so frequently talking about skill shortages. Presumably there is an element of creativity lacking here because if we were a bit smarter about the skills we were needing and were able to adapt our systems and workplaces to take advantage of skills elsewhere we'd maybe ameliorate some of those issues.

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Craig: Yes. There's a futurist who's by the name of Thomas Frey who was most recently at IBM and he has the most number of patents and awards to his name of any IBM engineer. He's running projects with countries right now saying how soon do we get to 50% unemployment. Basically he's saying 50% of jobs will be eliminated through new emerging technology and can we predict which ones are going to be and which ones are going to be sustainable.

It's a great discussion to have as a country, as a state, as a local community, but I've been doing a bit of work in education lately with independent schools here in Queensland and in New South Wales and in Victoria. I can tell you that now educators are starting to figure out that what they're teaching might not be required in the future.

Karyn: It's a bit scary that they're only just working it out, though.

Craig: I'm trying to be nice. (laughter)

Karyn: I'm sure it's true of educators, not just in Queensland, but we've been hearing for a decade now that jobs that are emerging now weren't even thought of 5, 10, 15 years ago.

Craig: Yes, and jobs that were at the top of the -- I'll give you one industry that I do a lot of work in, IT industry. I was thinking about a top-paying job five years ago would be an SAP enterprise consultant. We're talking about a very senior role. You probably worked five years in this area and were making close to 200 thousand dollars a year easily. That's an entry level position today and that's just in five years.

The world moves very quickly and especially in the IT industry you tend to see it first because the people that work in the IT industry take these technologies on first and then it spreads throughout the greater community. An example of that are these start-ups where they don't have computers back at headquarters somewhere they open up an account on Amazon who's the biggest cloud-hosting company in the world. Who would have ever thought that a bookseller would become one of the biggest IT companies in the world. And within 48 hours they've deployed a brand new organisation. It's spectacular.

But of course, if you watch that video from Arthur C. Clarke in 1964, we're exactly where not just Arthur but the tens of thousands of members of the World Future Society said we were going to be, has just turned up. So if I could channel Kevin Kelly for a moment, who talks about to be able to understand the future you have to throw your mind back, could I ask you all to think for a moment. We're in 2011 right? Think back. Can you remember 2001? Can you remember? What was happening in 2001?

It wasn't that long ago. It was the end of the tech bubble, the first big tech bubble that we had. If you went back 10 years before that, 1991, can you remember what was happening in 1991? We didn't have the web. Google wasn't around. We didn't have local area networks, probably in most of your places you didn't have coax, fax machines. Just for a moment thinking back, that was a 10 year jump and another 10-year jump. Throw your mind forward 10 years from now and where are we going to be?

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Think about one thing that we can predict here in this country, regardless of what side you're on. Ten years from now we will probably have had seven years of incredible bandwidth straight to our home. How different will that make the role of work where I can broadcast myself in high definition to any place in the world, and it has some great benefits. I don't have to get on a plane and fly 15 hours to Philadelphia but also I have to get up at 3:00 a.m. and be available to deliver that speech. It's a great opportunity and it's also a great threat to my health and lifestyle. (laughter)

Karyn: In the late eighties there was a lot of talk about us entering the new age of leisure and there was going to be much more part-time work and as a result of new technology. But it hasn't really worked out that way, has it? In fact, the line between working and not working is increasingly blurred.

Craig: Yes, and that's why people are making how happy they are at work an increasing priority. They're deciding whether they can take a day off work or not and work from home. Can they negotiate, renegotiate their contract with their employers? If I can't, maybe I'll go somewhere else.

In an environment that we are in Australia as opposed to the rest of the world, where when I went to school and took economics 101, 6% was full employment. We're at 5%. I know this major employer I'm working with down at Darling Park, they got 5% of their employees that don't turn up every day. They don't turn up because they've got the flue, or they've got a cold, or they have to take care of a family member. That's just their unemployment for the day. They're at full employment, 95% and so are we as a country today. People are saying I could leave this and go somewhere else.

John Naisbitt, a futurist who wrote a best-selling book in 1984, called *Mega Trends*, identified exactly what we've been talking about here. As technology invades our lives, more and more, think Facebook for a moment, that we'll go back from the high touch to the high tech. This is the paradox of the future.

We're probably not going to give up the technology because it's going to give us so much benefit to the way we work, the way we consume, the way that we can share but we're probably going to go back to sourcing local food, valuing personal relationships more than online relationships. The place that we're in right now was predicted in 1984 and here we are today.

Ben: There's a really great quote that I read recently by Frances Jehl who was the assistant to Thomas Edison that says Thomas Edison is actually a collective noun which means the work of many men. There are examples of that many times in history. Even Monet operated an art factory where he had budding artists and painters who would come in and learn works from great masters or just learn to paint in general, and they would do most of the work. He would sign on the end and do little eyes because the eyes are difficult.

We've now come into this period of great collaboration where we're really excited about collaboration but we have this creative conception that's incredibly romantic, where we believe that artists need to be these lone individuals with just the right amount of mental illness (laughter), when in actual fact when you look at the greatest producing people, or artists, or creative individuals in any field, their

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highest rate of production, when they are the most productive is when their most important works are done. It's the same with collaboration. When we are doing the most, when we are accessing the most, and we are actually breaking down those individual barriers and saying it okay if I don't own this; it's okay if you have this piece of information; I'll help you do this; I'll work on this project and then tomorrow I'll go to the desk and be assigned to something else. If we can enable that kind of activity fast enough so that it happens quickly and successfully, we will have the most significant works created.

Craig: If you think about office, that's one mode, but in the startup, collaboration, sharing, what I call the "maker community," one of the spaces that I've been involved with for a number of years now, the labeling term for it is called "co-working." Have you heard of this? There's a few co-working spots around here in Brisbane. I'm working on one where we're recycling an old boat shed, massive boat shed. They used to build these power cruisers. They moved up north so we're taking 1,600 square metres and converting it into -- it will be Australia's and one of the largest in the world -- co-working space for makers, for inventors, for collaborators, for people who want to create the next startup.

If I was going to make a prediction for the future, right now there's about 200 thousand people in the world that show up to a co-working place, instead of working from home. The motto for the co-working community is "don't work alone, it sucks, but don't go to the office." Go to this third place, and it's probably not Starbucks. We share a printer, share the WiFi, share the coffee machine and serendipity happens across the table rather than through Facebook. Say hey, you're a graphic designer, and I'm a programmer, and I've got a client project; maybe we can collaborate. It's when you're eye-to-eye, toe-to-toe these sorts of things happen, not just through Twitter, Facebook, and blogging.

Karyn: I wonder how many of you are aware that you've probably been part of a global digital transcription service? You know when you fill out a web form and you've got a security measure that requires you to type in some weird numbers and letters, these used to be when they first set up that technology they were randomly selected. These days they tend to be words that are taken out of ancient scripts, ancient texts that need to be transcribed and preserved. Every time one of you fill in one of those web logs and you're actually taking part in a global transcription exercise which is capturing and preserving ancient digital texts, without even realising that you're doing that. I think it's a remarkable project.

Ben: I still haven't figured out how to do that with the a and e in the same letter (laughter) so if that ever comes up --

Craig: It's an amazing technology invented by a futurist by the name of Ray Kurzweil who invented optical character recognition. Now it's being applied to forms but you probably don't want me to tell you that on top of this in terms of touching on the privacy issue; there are satellite receiving stations in Australia that are transcribing every phone call you ever make. (laughter) You think I'm making this up, don't you?

Karyn: No, I do not.

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Craig: As part of our treaty with America it's being sent overseas. You didn't see that part of our Constitution?

Karyn: There can be some interesting and positive, if unintended consequences in how we introduce technology. Ben, you were telling me a story about an example in India recently.

Ben: That's right. In the work I do, I work closely with the lab at QT called Urban Informatics. The majority of their research revolves around information within urban environments and how that's used. One of the research projects they had been working on recently involved the collection of carbon dioxide from a city, I think in India. They put little CO<sup>2</sup> metres on top of the taxis because they couldn't figure out where the best places to measure it were and they didn't want to have just one signpost that was measuring the whole thing. That wouldn't be indicative of the city.

The taxis are always driving around so they'll get a pretty accurate picture of where it all is. The data started coming back in and they started to see this trend. After a couple of weeks the data trends started to change. They thought something weird is going on here. They went back to the taxis and they asked the guys, "Have you changed anything? Is it broken? Have you been covering it up?" They hadn't actually done a full induction with the taxi drivers as to what this box on top of the cab was doing but they said, "It's a research project. We're gathering environmental information. It will help us out."

What they discovered was the taxi drivers were meeting up at the ranks and talking to each other about this box on top of the car and going, "What do the numbers mean? Do you think this one means more, this one means less? What is the beep? How frequently does it flash on yours?" They discovered that in fact they were measuring the environmental factors so they figured it must have been carbon dioxide, among other things.

They decided that our cab passengers are probably not going to enjoy driving on polluted routes, so they changed the routes they took to be more environmentally friendly and therefore more enjoyable for their passengers, and that would probably improve the turnover they made in the cab.

That's a really powerful example of when you provide just enough information but you also provide that layer of context for people so they understand what this information means, behaviour will change like that. It doesn't mean you need to push. So much now we're tried mass awareness campaigns. We've tried to just tell and push and really what you need to do is give people an opportunity and empower them to do it for themselves. They'll do it.

Lauren: It's like the feedback loops, the same with the Prias, having that energy information within the dashboard made peoples' driving behaviours change, just by seeing how the energy consumption was fluctuating.

Ben: It's fun theory as well, making people walk upstairs just by painting them like a piano, and then everyone wants to walk up and down the piano stairs.

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Karyn: Over to you audience for questions. If you have a question could you please raise your hand and if you could wait for the microphone to get to you before you ask your question. The reason for that is we're transcribing. We are in fact recording for a podcast so that we can make this available after this evening as well. Please wait for the microphone. Please, also make the most of the expertise that you've got on the panel tonight, as well as respecting other people in the audience. We're looking for succinct questions rather than long statements. Anybody got a question?

### Question & Answer

Audience: I'm wondering what will happen to all the high-rise office buildings that we have when work forces become more decentralised? Perhaps they might be converted to residential accomodation? That's one question that arises. I'm also a bit concerned about employment. As some jobs disappear, will there be enough other jobs provided that will enable people to earn income, to pay income tax, to provide all those funds that governments need to run a modern economy and society?

Karyn: Great questions, thanks. Craig, do you want to pick that one up first?

Craig: Sure, let's take the first one. What are we going to do with all these office towers they're building that they can't lease out? I don't know. If you've noticed there are lots of empty buildings around the place. Just driving down the Gold Coast Highway the other day, how many places that I knew were filled for years with restaurants, bars, and other things are just plain empty. What are they going to do with them? If they're not sustainable for bars or restaurants, what other use could it have?

There's an organisation that thinks about this every day, so I might give you a source of further reading. You know how there is Doctors Without Borders? There are Architects Without Borders. They talk about what the future of cities are going to be and what can we do to transform one business model into another. Property developers, and I have many of them as clients, some of them are the biggest property developers in Australia, are starting to figure out that the premium price they got for premium office space in major capitals might not be a sustainable business model.

The primary way they're pitching it to their investors and clients are mixed, flexible use because we can no longer predict in the 25-year use case of this building that we're putting up that what it was originally designed for will be ultimately used for 25 years later.

Karyn: Potentially you could see offices in the city particularly becoming residential because of course in Queensland we've been looking at this issue of increasing the density of our cities, from a transport perspective, from an energy perspective. Perhaps that's one of the options.

Craig: Yes, and you can see it happening around the world. Westfield now, an Australian company, owns 30% of all the retail shopping space in North America. Did you know that? With the economic downturn that's happened in America, which retail has been significantly impacted on an order of magnitude greater in

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America than Australia -- they're taking these shopping malls and turning them into co-working areas. They're taking what used to be shops and turning them into little offices for start-ups.

When they built the shopping mall, all they thought was going to be a shopping mall but imagine if the Westfield became your city that you went to, to get your job done. You've got all your local shopping there, you've got access to services, and maybe your office is there as well. Probably the biggest thing is lots of parking. (laughter)

Rolf: To take that one step further, you could actually retrofit the shopping centres to -- proper mixed-use developments actually have accommodations and living there as well. Rather than using a shopping centre for 30% of the time, you'd actually turn it over 24 hours so you don't have the issues with security and all that sort of business. Entertainment all contained in the one package.

Lauren: There's been this idea that there's this problem with scarcity and we don't have enough and that's why we build more office towers. Really, the problem is we have this abundance of stuff but no easy way to figure out where this abundance is needed. There might not be offices looking for the space, but there are so many people who need the space to do whatever it might be.

There's a great program in the U.K. called Somewhere to which is basically addressing the problem that young people don't have places to recreate, to hang out. They're choosing the shopping malls to hang out or they're causing mischief somewhere or hanging out at the kids' playground because there's no space that suits them. Somewhere to is actually looking at these spaces that exist within the community whether it's a tennis court that belongs to a school but isn't used after hours by the community, or something private, or an office space that's not used, or a shop that's closed after hours, and thinking about how these kids can actually access these spaces to collaborate on whatever they want to do, and making those matches. The internet obviously makes that possible and I think the information is out there as to what these spaces could be, but it's about matching those needs.

On the question about the employment side of things, probably something I haven't talked about with collaborative consumption yet is this capacity for people to become micro-entrepreneurs and these platforms are actually enabling people to earn varying sums of money, depending on their level of interaction with them. But something like Airbnb, people in New York are actually making up to five thousand dollars a month by subletting or renting their apartment out to people who are visiting the city. There's another platform called TaskRabbit which is basically outsourcing odd jobs that you don't have the capacity, time, or skill to do, whether it's picking up your dry-cleaning, or your dog food, or having someone assemble your IKEA furniture, which is something that's actually posted six times per hour. People are actually building these specialties in these areas.

IKEA's fun and if someone actually really wanted to do that, day in and day out but not work for a labour company, they could actually earn three thousand dollars a month if they took on these tasks, fit it in with their normal lives, or their

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normal habits. I'm going to the shops here so I'll see who's looking for something at the shops, and I can make 20 dollars that pays for my petrol to get to the shops. Those kinds of things, it's this reallocation of the assets we have. Somebody's time isn't being used to the maximum capacity and these platforms are enabling that to happen.

Rolf: There's an interesting concept that's starting off in Australia called Landshare, where it's a collaborative consumption where you have the land. You may be older and can't actually work the land in the suburbs, whereas you get younger people out there who have the knowledge but don't actually have the land. There's a possible job there where you've actually got a young farmer farming the suburbs. Same with a lawn-mowing contractor. Why does everybody need a lawnmower when you could actually have somebody in the local area that doesn't need to drive everywhere creating a lawn mowing/composting service.

Lauren: There are 65 thousand people in the U.K. that have been matched through Landshare. It's just started in the last couple of months in Australia but they're already well over a thousand matches. It's definitely growing.

Karyn: Fantastic. Ben, did you want to say anything?

Ben: I was just thinking in terms of office space, the biggest thing I can think of at the moment is schools and education. One of the things that keeps coming up with the education issues is the relevance of the learning and making that something that's going to be useful once you get to the point where you're actually going to use it. These office spaces have been fitted out for multinational corporations. They've got high-speed internet, they've got desks, they've got everything pretty much there ready to go and schools don't have that.

Why don't you put those school places into those offices and they can work side-by-side with those professionals who are working, and start reallocating their intelligence, like mentoring people through, and actually positioning people where they're learning in the environment where they'll actually be applying rather than in this safe bubble off to the side, in the suburbs?

Craig: Here's an idea, do we need schools anymore?

Karyn: I reckon that's a two-hour question itself.

Audience: I was thinking on that last question, perhaps conversely kids can teach office managers how to play and how to really enjoy themselves and make the most of it. As you say, that could be a two-week conversation. I was thinking about what Craig had said. Admittedly I missed the first part of the session but on the one hand we're talking about not going into central places of work, not having offices, being able to work independently but I wonder how much research has actually been done because my experience as a human resources professional is some people just want to turn up, do their bit, get their pay, and go home. It is a very different type of person that either wants to do a startup or that wants to collaborate.

Craig: You come from HR so I'll give you studies that are done in organisations around the world, every day, to give you some evidence to start off with. What's the

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average level, if you're not in HR you probably heard of engagement level within organisations? They actually give a percentage. What do you think the average engagement level is for your average working being employed in Australia? If you took every employer in Australia and you said what's the engagement level, what percentage would you estimate you think it is.

Audience: Thirty.

Craig: You're really generous. There are a lot of employers -- small businesses are different. That's a social issue, sociology issue rather than a work issue. The average most people are saying is around 20%. In other words, 80% of people who go to their job, whatever it might be in Australia, are not engaged. I would start the research there.

Audience: Just a qualification, I heard the statistic the other day. It's actually 60% is neutral and 20% are actively disengaged, making it worse.

Craig: You're turning up to work every day, just to sabotage your business. (laughter) I know who they are, too.

Audience: I work in marketing in the aged care sector and wondering if any of the panel members have a comment about how we might be caring for older Australians in the future.

Rolf: With the Transition Town movement, one of our steps is respect the elders, so getting them involved in the knowledge side of things, the nana-technology rather than the nanotechnology, and getting them active. My next-door neighbour of 50 years is about to move to a retirement village but they've got the full workshop set up. They've got an indoor swimming pool. They have the bus trips where they don't actually need a car to take them to the shopping centres. For me it's a fantastic way to launch yourself into retirement and still be active.

In saying that, it's still very isolated, they're down at Redland Bay way, so to me there needs to be a bit more of a model how you actually integrate that particular concept across a whole range of generations.

Ben: I'm particularly passionate about this. My fiancé's mother works quite heavily in aged care and Alzheimer's research. Just in the way facilities are designed for elderly people as well as how they're used, there is incredibly rare. When we talk about human rights in the refugee scenarios, where we really need to be looking at human rights issues is in the aged care facilities. Go and look at one in your local area. It is a very serious issue.

There is nowhere near the kind of resourcing that's required just to maintain these kinds of places, let alone make them places that will be enjoyable, have any degree that we believe is even basic quality of life. It is atrocious but without getting into a bit of a rant; I really think that it is an area that needs a lot of almost youthful approach because for me, right now, it's an area that I want to get into as an entrepreneur. I would like to design a place that I would like to retire at.

One are the facilities we need, but how do we design those facilities that are going to be usable and actually going to be able to accommodate people in a

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way that they can work within them? We know that as we age that we can't do things in the same way as we used to. We need to take account of that. I don't know if it's so much of an answer that I have but there's definite passion here.

Lauren: There's some interesting things again happening in the U.K. and perhaps it's the start of something but you can see the opportunity. It's something like Landshare actually creating garden plots within the facilities of aged care homes is one example where they had the local school come and garden on this property. I think the idea of mixed use and not isolating them in a particular area, but actually having that kind of level of engagement in the community and having a startup lab in amongst an aged care facility or something like that, and really changing it up.

Again, something like the Good Gym which is a platform where the founder of the Good Gym thought that gyms were a symptom of a really sick society because we have to go to this room and channel this energy which goes nowhere. He also had this desire to do something more meaningful with his time. Combining the two you get both done during the week, and he basically partnered with a place called Tower Hamlets in the U.K. where people who are looking for the motivation to do running and perhaps something more than just you're going to lose weight, can actually be paired with someone who's called a coach in this region Tower Hamlets. I think it is an aged care facility. That coach then is the motivation that makes this person do their run every day, to bring them the paper, to have a cup of tea, have a chat, and when it's raining or terrible outside and you can't ring Bill and say I'm not coming because he's going to give you what for and you're going to get there and give him his paper because he really wants to read it. That kind of social motivation or peer pressure.

And the storytelling side of things, there's so much opportunity to bring the two together, but in really unlikely combinations.

Karyn: There are technology aspects to this also, aren't there? Increasingly technology is going to allow people, the elderly to stay in their own environments more safely. They're talking about fridges that can alert family members if they haven't been opened in a day or two.

Lauren: Pill bottles that glow if they haven't been taken that day, and all that sort of stuff.

Craig: That technology is already in place today. Intel has an in-house futurist on healthcare technology. If you Google Intel and future of healthcare they have passive monitoring. Rather than a video monitor for elder care it's infrared on the floor and they can tell when they get up, when they go to the toilet, are they feeding themselves. You can have remote communication with them and this is one of the reasons the government has been advocating the NBN, is you can go to most aged care facilities in Australia and they don't even have dial-up connections.

Bernard Salt was speaking at the Aged Care Conference, you can get his speech from Hobart last year. He was talking about you are all going to be the people that are going into these facilities in the future. You are not going to say I'm giving up my iPhone at the front door. (laughter) It's not going to work that way. If we're talking about 10 years from now, it won't be the iPhone, it'll be the

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embedded technology you have behind your ear, or in your chest, or you ingested, that's reporting to your loved ones, to your doctors, to your care team about how you're doing.

You think that's sci-fi future; it's not. It's already out there today. There's a doctor that invented a case for your iPhone that you can hold up next to your heart and it does an ECG on your heart. My father has a pacemaker and he was feeling a bit weird and was worried whether he could get on the plane or not. Because he lives in the country he had to drive three hours to his primary caregiver to check on his heart before he got on the plane. He could have just held this case up to his heart, transmitted it to his doctor, but the FDA hasn't approved it yet. But next year he won't have to drive three hours. He can send his vitals to his doctor anywhere in the world.

Audience: I'm interested for some reflections how each of you speakers might see personal relationships and family relationships evolving, such that if you don't particularly live in a place, nor eat at a place, nor cook at a place, or garden at a place, get some loving at a place, or with technology you have to work at a particular place, how might that affect the relationships we now have as couples and families?

Lauren: There is this belief that we're turning into disconnected cyborgs. I think this is where you're going with your question. If we're not governed by where we're supposed to be at any particular time, how will our relationships be affected by that. I think something like Meetup, which is everyone familiar with the platform Meetup? Meetup is a platform that enables you to setup a meetup about anything and everything. There are interest groups from gardening, to knitting, to co-working, to anything under the sun, French-speaking, whatever it might be. You can search for a meetup in your area about that particular topic.

The founder of Meetup, Scott Heiferman says that Meetup is about using the internet to get off the internet. I think that with this technology what we're being given is the opportunity to be wherever we want at any particular point in time, and we're not going to stay home just because we don't have to go to work. We're going to find other ways to meet and collaborate with like-minded people and form new kinds of interests, whether it's gardening -- suddenly be freed up to do all the sorts of things that we think we might want to do. And the internet is really going to be in the background.

Soon we won't be thinking Facebook is taking over our lives. That will be the instinctive -- as much as the remote control is in our lives. It's just a thing that happens to let everything else pave the way. I think that relationships will be augmented because we'll have the capacity to connect directly to the people who are going to enrich our lives the most.

Ben: Definitely, there's good examples like a place I went recently called Common Ground, where they have a number of people who co-own that area. They're a self-sustaining sort of family unit but there are multiple families that come and go. It's not necessarily a particular conflict of romantic interest in any way, but they're just like-minded individuals who sustain this place where they can live. They generate their own power, generate their own food. They maintenance the house

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themselves, and they all live there and pay a very small share rather than paying off a whole mortgage to themselves.

I think all these possibilities are available to us. I think the biggest problem that devices have given us is that we somehow believe that people are not people when they're on the net. We're still people when we're using a device. Like you said before, as we approach a point of ubiquity we'll start to realise this is just enabling and we're able to connect and find more meaningful --

Lauren: Ben and I were talking before about people we've only met on Twitter and suddenly that meeting IRL (in real life) and the number of actual friends that have come out of that process, and across countries, across states, whatever that might be, that capacity to meet people has been incredible.

Craig: I give you a data point and story around this. A data point I think is scary is now 25% of all households in Australia are single-person households. How can you discover a result of this? Look at Woolworth's Metro Store, where they've got single-serve salads and other meals, single-serve because there's not more than one person in the household. That's a data point that -- why people are looking to collaborate and meet up? Because maybe they don't even talk to their neighbours.

A story around the connection, my daughter is 14-years old and since the age of 11 on a Sunday morning she would turn on her Skype connection to her cousin in California and leave it running all day long. They only see each other once a year but their bonded relationship is they check out with each other what they're going to wear when they go out on the weekend. They play Scrabble together but not on their iPhone, with boards in front of them over the Skype connection.

They leave it running and we'll be downstairs for dinner and upstairs is Chloe going, "Sabrina, come back to your room," because the broadband video and voice connection has been left open all day long. It's almost, not quite, you can't hug each other across that connection but the relationships you can create online can lead to even deeper relationships when you see each other.

Audience: Rolf this is for you. I was wondering what role high-density urban housing plays as part of the transition towns and how that melds with the great Australian dream of suburban home ownership?

Rolf: I suppose it depends on your definition of high-density housing. Anything above three stories would normally need to be made out of concrete, steel, all that sort of business, which is highly energy intensive and a finite resource. Whereas, you could actually infill a lot better over two-three stories. I think it's Barcelona that has one of the highest densities in Europe and nothing is above four or five stories over there.

As far as the high-rise proposed for West End, I don't like the idea of that. It's a bit of a social disconnect. There's always promises about creating green spaces when you build one of these things but they in effect never actually happened. You have all the shadowing effects which affect food-growing areas and peoples' need for sunlight, a basic necessity. I don't like that concept of that sort of a high rise. I prefer more the infilling where it may be limited to three stories, which in

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the event of a power shortage, which might happen down the track, you're not going to have to walk your seven, eight sets of stairs.

The idea of needing all these lift core wells, which is a massive imposition and massive resource, you don't need that. Exercise wise, only having them two, three stories walking up and down those stairs a couple of times a day, that might seem minute but it could be a pretty massive concept.

It also means you'd be pretty limited at growing food as well in that sort of environment, and all those other services of schools. The impact on electricity grids, the impact on our aging water infrastructure, our aging sewage infrastructure. I don't know in the context of Brisbane whether that level of infill high-rise density, all those systems would actually be able to cope with it.

Audience: My original question was around Australian examples, like a lot of the speakers have given the key touchstone examples of being international. I know recently we talked about land share and things that Rolf has brought up. Why is it that a lot of these things haven't really taken root in Brisbane? I've been aware of all collaborative consumption for years and a lot of these initiatives; nothing seems to really take off. I want to know, beyond what we've already discussed, we already raised some challenges, what are some greater insights you can bring to that?

Karyn: Great final question, thank you.

Ben: HSM started here. (laughter) Hello Sunday Morning, not *High School Musical*, we get that every day.

Rolf: I refer to the car as being the greatest form of what I call "hyper individualism" so that people are actually so disconnected by thinking it's necessary to have a car and actually drive everywhere, so they're not actually building those links to their neighbours even, or across the road, or to people down the street, people sitting behind their six-foot front fences -- I actually ripped down my fence and people thought it was strange. I think there's a disconnect of our car, of our car culture.

Lauren: When we look at collaborative consumption, the whole of Australia has been rather slow and it's kind of funny that Rachel and I are both based here but the majority of our work is centred on Europe, the USA, and I've just come back from Brazil as well, which is emerging as an amazing hotspot for collaborative consumption. I think the main point of difference that I can see, culturally in Europe they're more predisposed to collaborating and sharing. Germany's got that great culture that's around shared assets and things. I think the problem or challenge to face in Australia is this idea of risk and innovation.

I think generally we are not prepared to have a go and see what works out. We want to know that it's going to work and if it's not or if it's going to be high we probably won't even go there. We're more happy to look at models that are being brought from overseas. I think that's the message I'd love to give about collaborative consumption, is there are so many models waiting to be replicated and all it needs is somebody to start with the local community.

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This isn't about our going national straightaway. This is about going hyper local, as small as you can get, and proving the model. You're not going to be the leader of a multinational collaborative consumption company but you're going to see great success in your area and hope that it will proliferate in these kinds of local centres. I think the best thing we can do is start to collaborate at that local level, and try things out.

Maybe from a government level it's about backing these kinds of startup weekends and things like that, that are allowing ideas to be worked on and great ideas to -- all collaborative consumption companies have come from somebody going "I hate it when I have to do that. What if I could do this?" That's where all these ideas have been born. What really pisses you off? Start there. (laughter)

Ben: I agree. The other organisation I work for is a youth-led creative agency and the work we do is bringing a young perspective to ordinary, everyday problems. We do that in schools. We take the problems out there and work through it there. We're working on the Ideas Festival recently here as well. One of the really great examples that came out of that was just an idea for how we better distribute local food. They were talking about where people were going on an everyday basis and they need food everyday and they prefer fresh food. Once you have gone to markets, you tend to not go back to supermarkets because they're just so much more fun. They have their aromas, they're like five-times cheaper. It's a whole experience wrapped into that as well.

Someone had the idea of where do we go everyday that we can do this? That was school. Why don't you make the car park of a school a fresh food and vegs market so that when you go in the afternoon to pick up the kids you also do your shopping in the same place.

Things like this are happening and I think just to echo what you said; do something about it. That's it. That's all that needs to happen, is people need to take a bit of risk and heuristics are very dangerous things. You cannot solve an existing problem with the same method of thinking that has created the problem. You need to just change it and you need to experiment with something, and you need to be prepared to fail. Every time you fail you'll get closer to something that works. But you won't discover that if you think about hypothetical and wait to prove it in your head because you cannot prove the model until you've seen what doesn't work.

Lauren: Kudos to another Brisbane example is Food Connect, which is a great example of having farmers collaborate to create fresh boxes of produce that get delivered to anybody who wants to opt for that kind of way of getting their groceries.

Craig: I am fortunate enough, and unfortunate enough to fly around the world and get to see cities and their commitment to innovation. There's been a lot of discussion about which cities you can innovate in and which ones you can't. I might end with something really controversial. The cities that I go to that are known for innovation are the ones where most of the population don't expect the government to help them at all. Especially in America and Silicon Valley, other startup places, New York, everybody that I know knows they're never going to

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get Social Security. They're never going to get a handout from the government. They just have to do it for themselves.

The level of innovation I think I see in London, huge changes happening there; in Tokyo there's a whole new leadership team coming in there. But I think the leaders that are innovating are the ones who've decided to do it for themselves.

Ben: There's another really great example, just to point to the underlying trigger; making people invest in themselves or invest in a particular new choice. A really great example I've seen is a new music label that started up called My Major Company. The biggest single problem with music piracy is the value chain that it has. What costs thousands of dollars for a label to produce and find artists for recording and develop and tour the artists, and then they end up selling the result of that, the song for less than a dollar sometimes. That doesn't make any sense when you look at the value chain for that. Yet people immensely value music and immensely value the aesthetic of artists and the experience of enjoying music. They rip it off because if you can get it for free everywhere, of course you're going to try to get as much as you possibly can get.

The way to combat that behaviour is instead of try to limit digital rights and try to manage the amount of the product you can access is they've managed to make people invest in it for themselves. You're never going to steal from a company that you have shares in. You're never going to let your friends steal from a company that you have shares in.

If you like music, you go onto this website and you can see a band who's got an EP, or just toured, or just been signed and you can say, "I like that. I'll give you 100 dollars to produce the next album." All of a sudden I have 100 dollars of shares in this band. When they do sell their album I make some money. I'm benefiting, they're benefiting, and I'm never going to steal their music. I'm never going to pirate that and send it to something else because now I'm invested in it.

It's the same with any kind of behaviour. As soon as you have to do it, it will change. We just need to be encouraging people to invest in the things that we think are valuable or just find things they think are valuable.

Karyn: I'm going to ask each of the panellists for a closing comment and I guess if you would think about it in the context of if there is one idea that you see emerging or coming up at the moment that you would like to see take root by 2021, what would that be?

Rolf: Everybody's got off the consumption bandwagon and are living much more fulfilling lives without the need for all this stuff.

Lauren: To echo that, it's thinking about where the opportunities are to form new collaborations, whether it's ride sharing to work, or lending your car out to their neighbour rather than everybody on the street owning a car, that one shared vehicle. Or every time you need something, thinking about if there's a better place that you can actually get it and if you only need it for a day rather than for the rest of your life and thinking about what those opportunities are.

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Ben: I think being more aware, being more empathetic of general situations and investing, trying to invest in other peoples' dreams as well as your own.

Craig: My hope for the future is that for things that are really expensive right now, but don't deliver a lot of value to society become devalued, and the things that deliver a lot of value to society but are not very well compensated become compensated. I think that there's hope for that in the future.

### Closing

Karyn: Please don't all rush out. I've got a couple of things to say. First, please could you thank our very generous and wonderful panellists, Rolf Kuelsen, Lauren Anderson, Ben Hamley, and Craig Rispin. (applause)

Under two seats in the room is a copy of the *Griffith Review*, "Wicked Problems, Exquisite Dilemmas". If you want to have a quick feel underneath your seat you might be lucky. If there's a spare seat next to you, you can try that one as well. It's just a small USB, not a full book.

If you would like to keep this conversation going, log onto our Facebook page tomorrow where we're going to have a discussion thread open to pick up some of the issues. We're very grateful to our Brisbane Institute partners and particularly to our Innovation Series partner, CSIRO, as well as to the State Library of Queensland who have let us have this venue tonight.

We didn't really cover it tonight because we got tied up with other things, but the other area where I think there is huge potential in changing the way that we live and work is in the area of energy efficiency and clean technology, smart grids, smart appliances, and so on. We'll be exploring those issues more closely in our Save Your Energy forum on the 6th of December, so that's one for your calendars.

Thank you to all of you for caring enough tonight about our future to turn up. Peter Drucker said that the best way to predict the future is to create it. I think we've heard some fantastic ideas tonight about how each of us individually and collectively can start to create that future. We look forward to talking with you more about this over the next few months. Please take care on your way home. Thanks very much.