Department of
Education

GOVERNMENT OF
WESTERN AUSTRALIA

7. How quickly industry changes

Australian blueprint for career development

Career Management Competency											
1	2	3	4	5	6	7	8	9	10	11	12

Learning intention

Students will understand how quickly the economy and industry can change and how government policy shapes industry. Students will understand how macroeconomic changes such as emerging technologies and the transition to clean energy will shape the future economy.

Success criteria

Students can:
- list and explain the factors that drive change in industry and the wider economy
- explain how emerging technologies will shape industry and impact jobs.

Resources

- Blank paper (A4)
- Worksheet – Factors that drive industry change
- Student access to devices/the internet
- myfuture website: https://myfuture.edu.au/
  Jobs and Skills Atlas: https://www.jobsandskills.gov.au/jobs-and-skills-atlas-dashboard?nav=state&region=aus&tab=state-map.

Classroom organisation

- Whole class
- Groups of 4

Preparation

- Print Factors That Drive Industry Change worksheet for each student.

Activity 1

- On the whiteboard or screen write 'factors that cause industries to change'.
- Ask students to list as many industries as they can. Expect to hear examples such as healthcare, education, manufacturing, construction, retail, mining, tourism, finance, agriculture etc. Record these on the board or screen.
- Ask students to identify factors that might cause an industry to change. Write them on the board as students contribute. Ask students to write a copy of the terms too. If students are struggling to identify factors, some suggested examples may include:
  - Demographics – an ageing population will cause changes to the health industry, the services required and workforce needed.
  - Artificial Intelligence (AI) – will likely impact on all industries in a myriad of ways. Education could see AI undertake more repetitive aspects of teachers' roles. In healthcare AI bots are already being used in rural and remote areas where medical specialists are in short supply.
  - Government targets – as Australia commits to clean energy targets, this will mean industries will need to reduce their carbon emissions. The government has subsidies, investments and incentives to encourage industry change.
  - Changing consumer tastes or preferences
  - Competition – the emergence of Uber into the Australian market vastly changed the taxi industry.

Activity 2

- Divide students into groups of 4. Distribute the worksheet Factors that drive industry change to each student.
- Ask student to select a factor to investigate further. Ensure each student within a group chooses a different factor.
- Provide students with the list of website resources listed above (myfuture, Jobs and Skills Atlas) as suggested sources for their research.
- Allow each student 15 minutes to complete individual research on their chosen factor. Instruct them to record their findings on the worksheet.
- Instruct students to provide a definition of their factor, a current overview of how that factor is currently shaping industry and what are the future implications on industry of this factor.
- Ask students to present their findings back to their group of 4. Each student should record the information shared by other members of their group on their worksheet.

Reflection

- Ask students to contribute their findings to the whole class. Some suggested questions to prompt discussion are:
  - What are some of the driving factors causing industry to change?
  - How will these factors change industry?
  - Will some industries be more affected than others?
  - What does it mean for future jobs? Are there some jobs where we will need more workers? Will some jobs experience a decline?
  - What is the best way for workers to navigate changing industries?

Worksheet - Factors that drive industry change

Choose and research one factor that drives industry change, then share your findings with your group. Factors you could consider include: emerging technologies (i.e. AI intelligence), government policy (i.e. clean energy transition), competition, changing tastes and preferences, demographics, public health (i.e. COVID-19 pandemic).

Factor and Definition	Current state of the factor (i.e. importance, rate of change, most affected industries)	Predicted future impact
1		
2		
3		
4		