

# THE FUTURE OF EVERYTHING

WE SIT DOWN WITH EIGHT INDUSTRY EXPERTS TO QUIZ THEM ON WHAT LIES AHEAD FOR THEIR RESPECTIVE SECTORS. HERE'S WHAT THEY'RE PREDICTING.

## TRAVEL

ANDY SLEIGH, GENERAL MANAGER  
ASIA PACIFIC, SKYSCANNER



We're all travel agents now thanks to apps and websites. What's the next step?

It's a paradox because online has created this explosion of accessibility but also an explosion of choice, which is confusing for everyone because the average person now looks at 30 different websites to book a holiday. You get decision fatigue. Due to all the data that exists, the best travel offerings of the future will be about providing recommendations based on your previous travel history. There's this idea of a digital travel buddy. It could be a website, it could be something embedded in your smartwatch, your Google glass, or whatever it is. It's not just about giving you that level of personalisation when you book, it's with you on the road as well, always popping up with ideas.

And what's this we hear about holograms?

Yeah, nuts isn't it? The check-in desk will be manned by a hologram. Virtual reality is what excites me the most. The thought that you can sit in your living room and actually experience the different beaches you might want to try, or the specific rooms you may well stay in. It's this idea of haptic technology where you can actually feel the sand beneath your feet. I guess the question is, will people then just sit at home and have a holiday and not actually go and experience it?

## EVERYDAY LUXURY

NICOLE PARKER, MARKETING AND  
COMMUNICATIONS MANAGER AUSTRALIA  
AND OCEANIA, NESPRESSO



Before you guys came along, a decent cup of coffee at home was hard to come by. Are people incorporating luxury products like yours into their daily lives more often?

Yes, and that's been critical in the way we've gone about building our business. Nespresso was designed to provide people with high-quality coffee at home that's always consistent and reliable.

Does it tie in with people taking greater interest in what they're consuming?

I believe it does. There's certainly an interest from a health point of view and there's also an interest in understanding the source of the product you're consuming. We understood 10 years ago that if we wanted to continue to have a high-quality coffee product, we needed to invest in the source. We've invested a lot of funds and a lot of time in working with the coffee farmers, literally farm by farm. And we've worked out how to get a better yield from their tree and also how to improve the quality of life of the employees on the farm too.

George Clooney is the current brand ambassador for Nespresso. Who's next? Ryan Gosling?

I get the feeling George Clooney is going to be invested in the Nespresso story for a long time to come. He's done so much to raise awareness about the civil war in South Sudan, and now to try and rebuild the communities. One of the initiatives that we've worked on with him is the redevelopment of the coffee plantations. Prior to the civil war, South Sudan was actually a coffee-growing region. He's now able to help the people regain their livelihood. The partnership with Clooney is very meaningful, certainly for us, but for him as well.



## ONLINE SHOPPING

PATRICK SCHMIDT  
CEO, THE ICONIC

Given online shopping's rise in recent years, what sort of permutations do you see it taking next?

The biggest trend at the moment is shopping from your mobile. That's obviously not new, it's been taking off for about two years, but we're only at the start. As Amazon CEO Jeff Bezos says, 'It's still day one' in e-commerce and that's even more true of mobile, we're at day zero.

We already receive 50 per cent of our traffic from mobile, and even more on weekends. I believe that in a couple of years, 80 per cent of orders will come from a mobile device. And that's not just a different channel and a smaller screen – it will have a lot of impact on how you shop and how you receive your parcel. It's going to change, essentially making e-commerce m-commerce, which is a completely different story.

There's a lot of talk about drones, which makes us think in the future packages might be sent to attack us. Amazon says they're the future of online delivery.

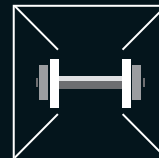
I have a drone at home actually. It's not strong enough to deliver a parcel though. Maybe a couple of rings but not shoes. For us, having rapid, reliable delivery is incredibly important and it's certainly one of the pillars of our business. We have three-hour delivery in Sydney and Melbourne, so it's not a drone but it's almost as fast. The customer probably doesn't care if the parcel is coming via an airborne device or a truck, as long as they get it quickly.

We hear you're trialling Saturday deliveries – excellent news. What else can we look forward to?

What we're most excited about is personalisation. It will mean everyone visiting us will have a different experience and a relevant experience tailored to the individual and specific occasion. It means that if you log in on a mobile device on a Friday night, you'll see different products compared to when you go online first thing on a Monday morning at your desk.

## HEALTH & FITNESS

JAMES DUIGAN  
CELEBRITY TRAINER  
AND FOUNDER OF BODYISM



What's on the horizon in the health and fitness world?

There's a real sea change towards a focus on health, sustainability and longevity. As time moves on, especially nutritionally, and even through exercise, things are going to get a lot simpler. We're moving away from chemically-laden, processed foods and back to whole foods. At Bodyism we're all about bodyweight exercises and getting out in nature. Social media has created a big pressure on people to look good all the time. There are no private moments. But there is this huge underground swell of people that aren't showing off about their cars, or their clothes, or private jets, but instead how healthy they are.

Wellbeing is the new status symbol then? #eatcleantraindirty

Exactly. And long may that continue. Hopefully people stay proud of their green juices.

Does this mean no more talk of selling tickets to the gun show?

Ninety-nine per cent of this industry is based on vanity, whether we like it or not. But people are learning to listen to their bodies and understand the connection between what you eat, how you move, then how you feel and how you look. We'll definitely see fewer and fewer of those big gyms and more of the small personal training studios. People are not going to have a gym membership that they never go to but they will spend more on personal training that actually gets results.

What's the next big thing in fitness?

There's a massive explosion of guys doing Brazilian jujitsu. It's one of the fastest-growing sports. I think it'll be the new jogging.

Sounds hard. What's the attraction?

You're learning something new, you're getting really strong, flexible and fit. It changes your body composition faster than anything I've seen. It burns fat like nothing else.



**MUSIC**  
**SACHIN DOSHI**  
**VP CONTENT AND**  
**DISTRIBUTION, SPOTIFY**

**The music industry has changed so dramatically in recent years with downloads and streaming. Where to next?**

People are spending more and more time with music because it's so much easier to listen to. You'll see an increase of people switching the kind of radio experience that we've had in the past to be more personalised, more targeted. On the other hand, you'll see more social activity with people building, curating and sharing playlists, and fans themselves becoming



**CHARITY**  
**HUGH EVANS**  
**CEO, GLOBAL POVERTY PROJECT**

**What are the biggest challenges you face in your mission to eradicate global poverty by 2030?**

Conflict, climate change, poor governance, disease and unfair trade would probably be the greatest barriers and challenges. **Cleverly, you're not trying to achieve this goal single-handedly. What is a global citizen?**

Global citizens are anybody around the world willing to take the view and make the end of extreme poverty one of their core objectives.

**What are some of the most valuable lessons you've learnt since you started the campaign in 2008?**

In the words of Bill Gates, it's important to be 'impatiently optimistic'. Yes, we've got to have hope and we know the end of extreme poverty is possible. But that doesn't mean we can be all stary-eyed and lack pragmatism. We need to have impatience about our work and apply a business rigour and acumen to everything we do – be data driven, measure outcomes, not just outputs, and be frugal when spending our resources. This is how NGOs can learn from businesses.

**You're recruiting through events like the Global Citizens Festival, where people are actively involved in raising awareness rather than just donating money. Why have you taken this approach?**

Principally, we believe in the power of actions to drive systemic change, not just charitable change. And we need global citizens, en masse, to make world leaders pay attention and take action.

**And why has 2030 been chosen as the targeted date?**

We've collaborated with the United Nations and other multi-lateral partners, like the World Bank, who've adopted 2030 as the goal. If we left the end of extreme poverty up to economic growth factors, we'd still see an estimated 700 million people living in extreme poverty. The last 15 years have seen the most successful anti-poverty push in human history and if we continue to see the sorts of interventions in food, water and sanitation, and education, health care, job creation and the empowerment of women, we'd actually lift those 700 million people out of extreme poverty by 2030. But is it likely we'll see an end to extreme poverty by 2030? No. And that's why the world's leaders need to make it a priority in 2015 and adopt an ambitious target, through sustainable development goals.

**In a perfect world, what will the future look like?**

In our perfect future, extreme poverty will have ended and we'll live in a world where your birthplace doesn't determine your future.

tastemakers in a way they've never before been able to. All of that is because of the doors that have been opened by access and streaming.

**What advancements are you most excited about?**

Everybody looks at the consumption side of this equation. Are people buying CDs? Are they downloading? Are they streaming? Not enough is talked about in terms of creation and how technology is going to change the way in which people create music. We will also see more and more artists take advantage of the streaming model. Instead of thinking about the world in terms of album cycles, they'll start to drip-feed music to their fans, so instead of having to wait another two years to listen to a new album, artists know fans are right there and don't have to wait for the next album cycle. They'll just put out the next song that excites them. And you already see this happening.

**Will the album go the way of the 'cassingle'?**

You know, it will be a slow process if that's true. Albums still make sense for a lot of different types of artists as an aesthetic object and that won't change overnight.

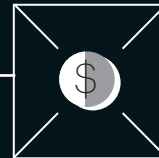
**There's been some argy bargy between certain artists and digital streaming platforms. Is that a challenge for you?**

The challenge there is scale. As we grow it'll be clearer to artists how our model works and why it works. There is certainly a vocal selection of artists that have been critical or skeptical of the streaming model but we have, over the past couple of years, done a better job of engaging them in discussion. As we grow, and as we become a larger portion of the royalty statements of these artists, we'll see more and more of them come over, not reluctantly, but willingly. The vast majority of artists are supportive and we do a lot of interesting campaigns especially with younger, up-and-coming artists.

**What are your future goals?**

What we really want, and what Daniel [Ek, Spotify CEO] set out to accomplish, is to get the millions of people that turned to piracy and other methods, to pay for music again.

**ADVERTISING**  
**DOMINIC STINTON**  
**CEO, BMF**



**The advertising industry has already gone through huge changes thanks to the growth of digital content. What's next?**

The glib answer, that people are saying every year, is advertising is dead. But I actually think advertising has never been more exciting. You have limitless opportunities to create content and engage with people. And products are getting a lot better as well. If you think about it, there was a right old load of crap that we all used to advertise. Crap products were able to hide behind great advertising but they can't anymore. Today, people can just go online and slag them off.

**Targeted advertising is pretty creepy. How do you counter that?**

Nobody complains when they walk into a bar and the barman says: 'Hi Dominic, do you want your usual?' That shows he knows me, he's recognised me and he knows what I like. I feel good about that. I don't think anyone complains when they go to do their online shop and find their list from what they bought before. It's really useful that data is kept on us, so we don't have to completely reinvent the wheel every time we're making decisions. There's a generational gap – younger people see this data around their lives as a utility and something positive to be embraced, whereas the older generation find it quite scary.

**Describe what happens in your ideal future.**

In a perfect world embarrassing photos of my competitors will be leaked on 4chan and BMF will be able to create a Soviet-style monopoly in Australia.



**RETAIL**  
**DONNA PLAYER,**  
**GROUP EXECUTIVE**  
**MERCHANDISE,**  
**DAVID JONES**

**Where do you see department stores fitting into the retail landscape in the future?**

We're firmly of the opinion that the department store is not dead nor is it a dinosaur. We see it as being a place where customers can shop with us both in-store and online for a great, edited range of brands. The role of the department store in the future is to be the customer's advocate, or the customer's agent, and really hone in on a great edit.

**How will you draw the millennial generation, who've grown up with online shopping?**

We're trying to elevate shopping in a department store into something they can do as a social activity. We have DJs playing on Friday nights. And we've got omni-channel mirrors in our stores, so you can take photographs of yourself in new outfits and share them through social media.

**Are we getting lonely shopping online? Do you think people are craving more human interaction?**

What we see through the style advisors and the personal shopping suite is that a lot of customers who shop with us want advice, guidance and reassurance when they're pulling together outfits. People really want to engage on an intimate level.

**What are the challenges ahead?**

Some see the entrance of northern hemisphere retailers as a challenge, but we see it as an opportunity. It creates excitement in the fashion segment, which is a good thing. The challenge for us is to remain relevant as we go into the next stage of our existence. So, you know, how do you keep a brand that's 176 years old relevant? How do you avoid the pitfall of it being my mother's store or my grandmother's store? Relevance is the big challenge. ■