

The Future

and how we can shape it

Understanding the Problem

Population, Infrastructure, Food

Implications:

- Commodity prices will remain high
- Australia will remain lucky
- Small countries and developing countries will be increasingly challenged

Solution:

- Develop country-wide, overarching strategy, that includes clarity over resource management, energy policies and creating, attracting and retaining talent.

NASA Chief Scientist Dennis M. Bushnell

1. Climate change and energy
2. Massive debt (AKA 'The Great Correction')
3. Water and food shortages/Environmental issues
4. Five simultaneous game-changing tech revolutions, tele-everything
5. Luddites/Individual destructive power
6. Robotics/Machine intelligence/
Employment
7. Humans merging with the machines



Intelligent Countries



China and Harvard University



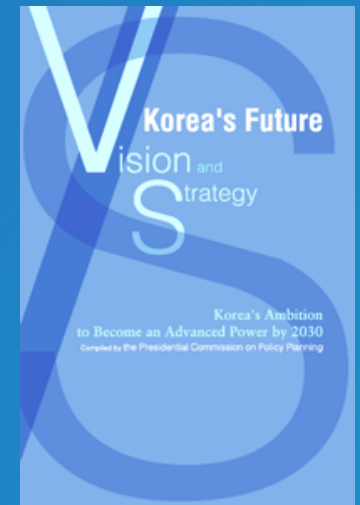
Korea

The Presidential Council on Nation Branding

Their Vision – To create a caring nation loved by all

Their Strategy

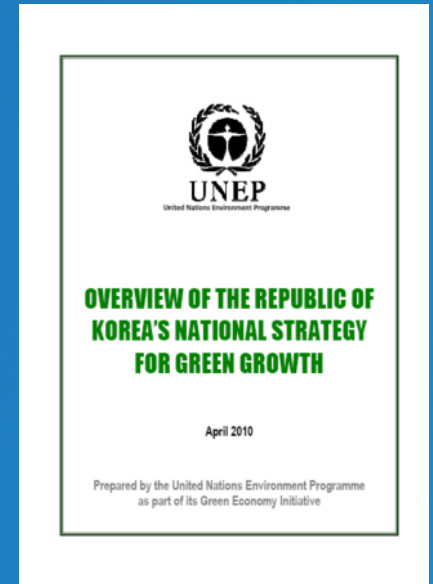
1. To play the role of a governmental control tower for nation branding based on a master plan designed to raise the nation's international standing.
2. To pursue differentiated branding strategies according to the awareness of Korea by continent/country as part of a plan to achieve systematic management of the national reputation.
3. To reflect public opinion in government policies by gathering feedback from citizens and foreigners imbued with a love of Korea and all things Korean.



Compiled by Presidential
Commission on Policy
Planning

National Strategy for Green Growth

1. Climate Change
2. Energy Efficiency
3. Renewables and Nuclear Energy
4. Transport, Cities and Fuel Efficiency
5. Water and Ecological Infrastructure
6. Green Technologies as Future Growth Engines
















New Zealand ?


What do we
need to be...

- Educated
- Innovative
- Entrepreneurial

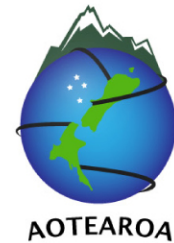


Top 25 Country Brands

2010 RANK	COUNTRY BRAND	2009 RANK / CHANGE
01	 CANADA	#2 / ▲1
02	 AUSTRALIA	#4 / ▲2
03	 NEW ZEALAND	#3 / ▲0
04	 UNITED STATES	#1 / ▼3
05	 SWITZERLAND	#11 / ▲6
06	 JAPAN	#7 / ▲1
07	 FRANCE	#5 / ▼2
08	 FINLAND	#16 / ▲8
09	 UNITED KINGDOM	#8 / ▼1
10	 SWEDEN	#21 / ▲11
11	 GERMANY	#9 / ▼2
12	 ITALY	#6 / ▼6
13	 NORWAY	#22 / ▲9

2010 RANK	COUNTRY BRAND	2009 RANK / CHANGE
14	 SPAIN	#10 / ▼4
15	 SINGAPORE	#13 / ▼2
16	 MALDIVES	#19 / ▲3
17	 IRELAND	#12 / ▼5
18	 BERMUDA	#15 / ▼3
19	 DENMARK	#23 / ▲4
20	 AUSTRIA	#28 / ▲8
21	 MAURITIUS	#26 / ▲5
22	 GREECE	#14 / ▼8
23	 INDIA	#18 / ▼5
24	 ICELAND	#25 / ▲1
25	 NETHERLANDS	#31 / ▲6

Coat of Arms Postcard



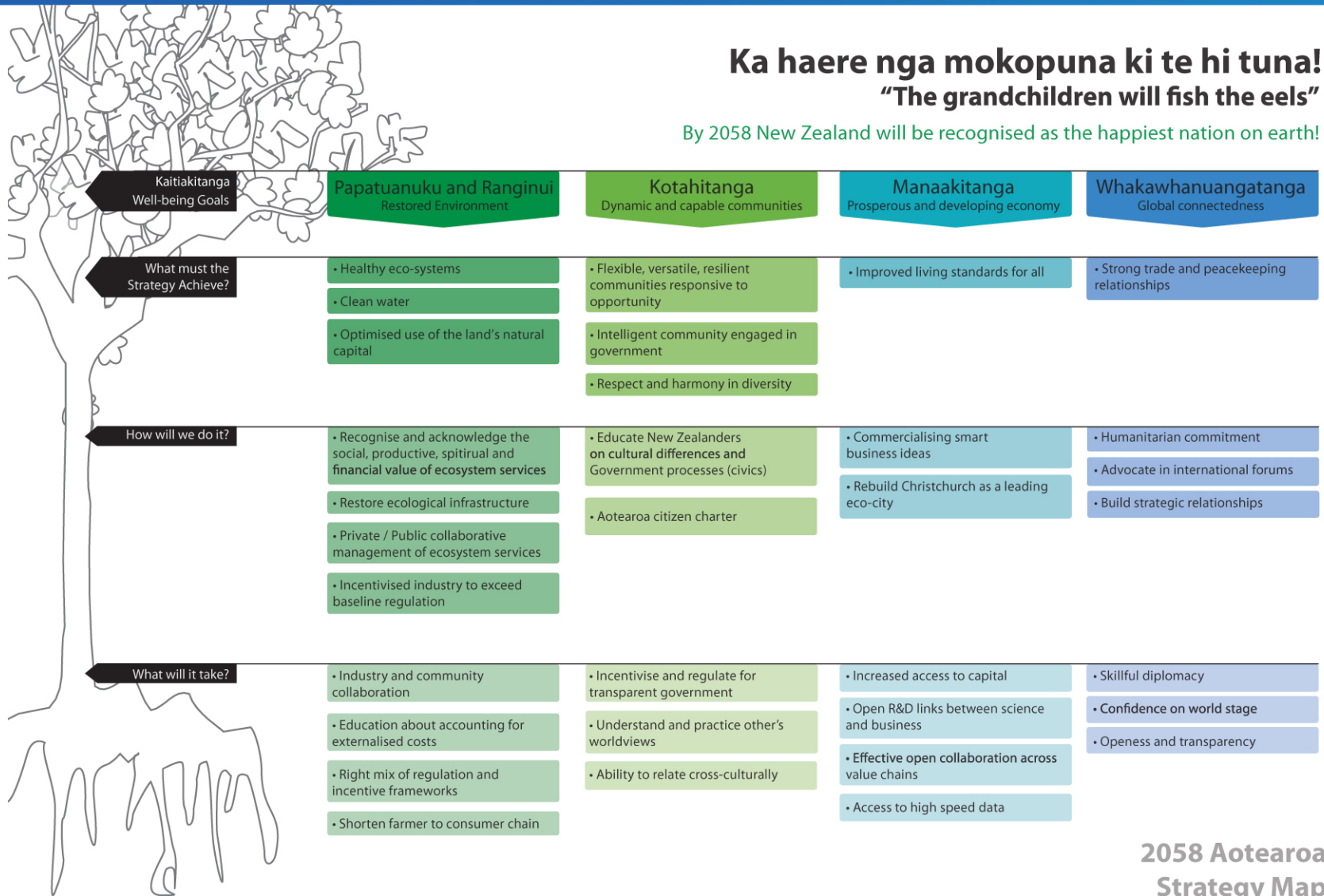
Exploring New Zealand's Coat of Arms in 2058



Exploring a cover for The New Zealand Listener in 2058

Ka haere nga mokopuna ki te hi tuna! "The grandchildren will fish the eels"

By 2058 New Zealand will be recognised as the happiest nation on earth!



2058 Aotearoa
Strategy Map

Talent is Key

- Talent likes talent
- Talent loves good food and cafes
- Talent wants to be the best in the world
- Talent enjoys being recognised
- Talent thinks and acts globally
- Talent hates completing forms
- Talent gets frustrated with delays
- Talent needs human capital
- Talent grows through investment
- Talent follows talent
- Talent is key



Sir Paul Callaghan

‘So my take is,
we simply push on,
ignore the pessimism,
and lead by example.
Then suddenly we find ourselves
surrounded by success and telling
ourselves that it was always meant
to be this way.’



Thank you

