

WHEN THEY GROW UP: NEW REPORT REVEALS AUSSIE KIDS' CAREER DREAMS AND THE TOP SKILLS THEY'LL NEED TO GET THERE

Ahead of back to school, Officeworks research reveals what kids today want for their future, the key skills needed and how parents are helping prepare them

As families across Australia prepare for the 2025 school year, new data from Officeworks has revealed the career aspirations of Aussie kids and the surprising skills deemed most important in helping them achieve their future dreams.

A survey of more than 1,000 students aged 10-17 and parents found that careers in **technology (22%)**, **healthcare or medicine (20%)**, and **science and engineering (19%)** came out on top of both children's careers wish list, **results echoed by parents** asked about hopes for their children's futures (technology 30%; science and engineering 25%; healthcare or medicine 24%).

But while careers in tech and STEM topped the career wish list, surprisingly, tech skills were not seen by parents as the top priority in preparing their kids for the future. Instead, most **Australian parents see communication (61%)**, **critical thinking and problem solving (60 per cent)**, and **self-management and adaptability (41% and 40% respectively)** as important skills their kids will need in their future careers.

While universal skills were top priorities, the importance of technology was recognised by parents. **94 per cent of parents acknowledged the role that digital tools play in enhancing their children's learning experiences** and digital literacy was ranked 6th in the skills parents believe will be most important for future work.

Parents surveyed also highlighted the importance of people-focused skills learned in the classroom. **Nearly three-quarters (74 per cent) want kids to develop soft-skills like teamwork and problem-solving abilities** at school, while 71 per cent highlight the importance of life skills like financial literacy. Parents also see creativity (65 per cent) and technology skills (65 per cent) as key in the classroom.

Education Futurist Tony Ryan said the research highlights that parents are looking to equip their children with people-focused skills that will help them navigate life and work beyond school, whatever the future looks like.

"It makes sense that parents are emphasising the development of capabilities like teamwork, communication and problem solving," said Tony Ryan, Education Futurist. "Parents may not easily be able to predict what their kids' careers will look like, yet it's still possible to prepare young people for a rapidly evolving future. Balancing soft skills, technical abilities and an enthusiasm for ongoing learning will be key to preparing children for the future of work," Mr Ryan said.

The report also revealed that for both children and parents, a fulfilling career is paramount. For kids, **52 per cent chose careers based on something they love**, and **70 per cent of parents want their children to pursue careers that are something they love**, reflecting a shared desire for meaningful work over earning potential (37 per cent for kids) and a desire to be good at their job (33 per cent for kids). Hearteningly, 88% of parents surveyed said they felt equipped to prepare their kids for future jobs.

Officeworks Managing Director Sarah Hunter said the research provided an exciting look at what the next generation hope for their futures, and how we can support them in gaining the skills they need to thrive.

“At Officeworks, we’re committed to helping our customers make bigger things happen, and what’s bigger than preparing our kids for the future ahead? The next generation is dreaming big and we’re here to support them – and their families and educators – in realising those dreams.

“From school tech to enhance their learning, creative supplies to nurture their innovation, or essential school supplies to help them thrive in the classroom, we’re here to make it easier for parents, students and educators to get set for the new school year and for the future that awaits beyond the school gates. Our extensive range, commitment to everyday low prices and Price Beat Guarantee along with our time- and money-saving tools like the School List Service help take the guesswork out of back to school shopping so families can focus on what’s ahead.”

In addition to its future focus, the research also sheds light on shifting trends for this year’s back to school shopping. Highlighting ongoing cost of living pressures, **nearly half (46 percent) of Australian parents are actively seeking bargains** during this year’s back to school shop. Interestingly, a growing number of parents (34 percent) said they enjoy shopping for school supplies with their children, a notable increase from 22 percent last year, highlighting the excitement many families share ahead of the new school year.

Officeworks is helping parents sort their back to school shop with everyday low prices and a range of convenient, time- and cost-saving tools and services designed to give parents the confidence they’re getting the right products at the best price:

- Officeworks is making it easier to fit back to school into the family budget this year with [back to school essentials from just 10 cents](#). Exceptional value on exercise books (from 10 cents), glue sticks (25 cents for 2), water bottles (49 cents), pen packs (49 cents for 10) and more are part of Officeworks’ commitment to helping take the guesswork and stress out of the back to school shop.
- Officeworks’ [School List Service](#) helps households save time and money when shopping for their back to school essentials. It takes less than three minutes to upload a school list to the online tool, with parents saving 20% on average on their school list when using the service. Officeworks finds the best-priced matches for items on school list and collates the order, ready for parents to collect in store or get delivered to their door.
- Officeworks’ extensive [Bring Your Own Device](#) (BYOD) range and expertise takes the guesswork out of selecting school tech, making it easier and more convenient than ever to find the right device at the right price. Online guides and in-store expertise makes it easier to find the best tech to suit a child’s year level and school’s specifications.
- Officeworks’ 5% Price Beat Guarantee* means parents can be confident they’re getting the best price on school tech and stationery essentials.

Explore Officeworks' range of [Back to School](#) products and services online or in one of its 170+ stores across the country.

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Research methodology:

A recent study of 1,010 Australian parents with children aged 10-17 explored their views on workforce preparation, career aspirations, and educational priorities. The survey, conducted online between 4 and 21 October 2024, covered both capital city and regional areas.

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About Officeworks

Established 30 years ago in Richmond, Victoria, Officeworks is one of Australia's leading retailers, selling a range of products and services in a variety of areas including technology, stationery, education resources, furniture, art supplies and print and create. Officeworks is convenient for its customers all over Australia, operating more than 170 stores, online channels with 40,000 products, and delivering to over 3,000 postcodes. The Officeworks Business team help Australian businesses of all sizes, including small businesses through to Government, Schools and Early Learning Centres, start, run and grow. Officeworks is helping its customer's work, learn, create and connect, so they can help make bigger things happen.