



Fjord Trends 2022

HANDLE WITH CARE

PRESENTER: Prue Jones, Design Director, Fjord, Accenture Australia & New Zealand

I'm here to share our Fjord Trends for 2022 and how they'll impact society, culture and business over the coming year.

In 2022, we've seen five human behaviours knit together a new fabric of life.

The challenges of caring, in all of its forms, and the cost and role of caregivers, have become more visible post pandemic. This is creating windows and threats for brands and employers.

What impact is this trend having in Australia and New Zealand? In an increasingly competitive labour market, many employers are changing their relationships with employees to enhance wellbeing offerings.

In 2021, the New Zealand Herald reported that 71% of New Zealanders wanted work from home to stay, whilst across the ditch in Australia, 47% of employers are committing to a completely remote workforce, as noted by the Australian Financial Review. It looks like workers are getting their way when it comes to flexibility.

The new fabric of life enables profound change. Now is the time to closely consider the choices we make next and how they might impact our world, its structure, and our relationships with colleagues, brands, society, places and with those we care about most.

Copyright © 2022 Accenture
All rights reserved.
Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.