



# Consumer influence on industry, policy and technology

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## Key themes

- **The rate of technological change is increasing**
- **Technology increases efficiency and that is important for economic growth and therefore Government.**
- **Firms need to embrace technology or risk being left behind in the race for the hearts and minds of consumers**
- **Governments support change because consumers do**

# Technological change is increasing

- It took radio 38 years to get fifty million users, television 13 years, Facebook a year and Twitter only 9 months.
- **How many of you don't have a mobile with the internet ?**
- **How many are not on Facebook or LinkedIn ?**

# Gig economy – small but growing fast

- Independent contractors are a large share of workforce: **more than 1 million**
- Gig-economy activity is increasing: **Airtasker job revenue over \$100 million**
- Number gig economy workers growing fast: **up from 100,000 to 150,000 in less than 12 months**



# Technology increases efficiency

## What you need to do

# 1

### Choose an option

You can use:

Your payroll system

Your super fund's online system

A super clearing house

You can also ask your accountant or bookkeeper to help you with one of these options



Check that your option is SuperStream-ready

# 2

### Collect information

You need this key information on your employees:

Tax file number

TFN 000 000 000

Unique super identifier

USI 00000000000000

Once you have the information, enter it into your system

## SuperStream

# 3

### Start SuperStream

Start as soon as possible and save yourself time



Find out more at:  
[ato.gov.au/SuperStreamChecklist](https://ato.gov.au/SuperStreamChecklist)

**Firms need to embrace technology or risk being left behind in the race for the hearts and minds of consumers**



# Governments support change because consumers do





# The way forward ???

