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## Pick work type, not job

Many of the careers that might suit today's teens don't yet exist, writes **DANIEL HOY**

**T**HE trouble high school students face today is the need to decide on a career path as early as year 10. This is a problem because few 15-year-olds know what they want to do for the next 50 years and many of the jobs they may be suited for don't yet exist. If software designer Luke Kellett had told his school careers adviser he wanted to design iPad apps, he would have left them confused. It's a good example that many of the jobs that could suit students in the future do not even exist today.

Careers expert Warren Frehse says we need to stop thinking in terms of just jobs, to thinking about work to be done.

"Jobs come and go, but a future seeker of work should be looking at trends which will define what needs to be done."

Kellett and workmates Troy Hoath and Andrew Wood-Rich are joining the growing number of IT professionals designing apps on the side.

"There are certainly a lot of people trying to get into the mobile app market, but it's not just IT professionals," Kellett says.

"There are certainly a lot of experienced game developers going independent but also a lot of creative people just giving it a go without having a background in IT."

Kellett, Hoath and Wood-Rich launched Ruma Studios earlier this year and hope to one day run it full time.

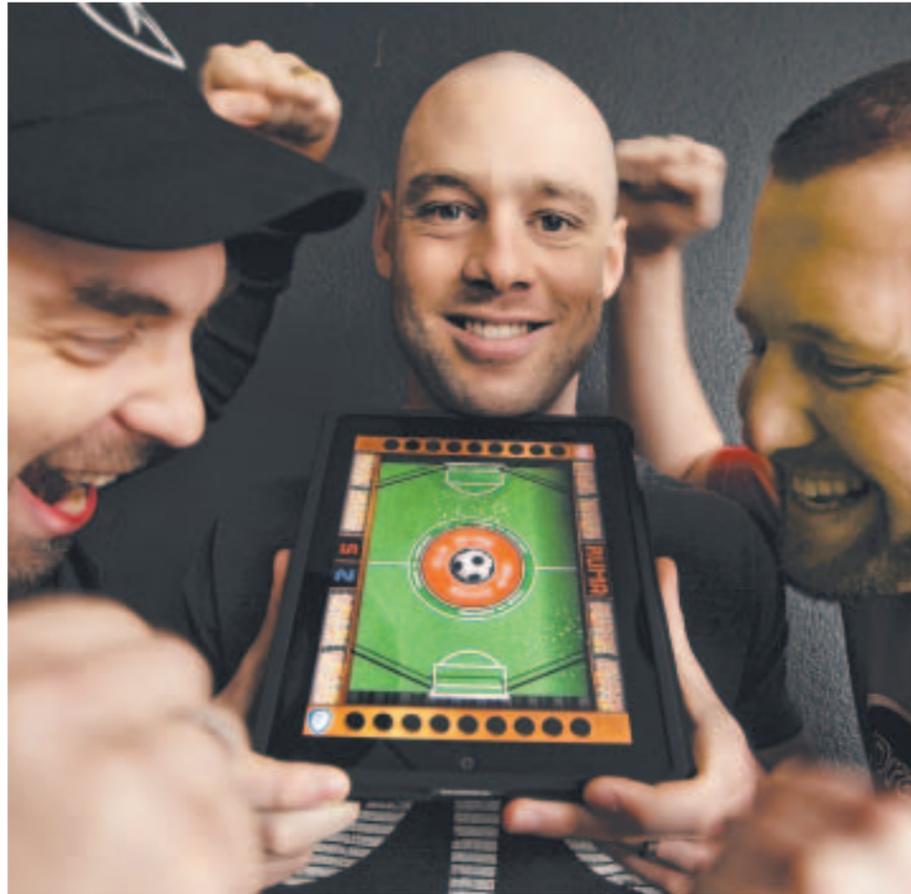
"I wanted to get into mobile games development, and we were looking for a simple yet fun idea to work from," Kellett says.

"We have a Foosball table at work and wanted to do something similar for the iPad, but playing Foosball on the iPad is quite difficult as anyone who's played some of the Foosball games would know.

"So in order to make this type of soccer game work properly we needed to change to truly be designed for a touch screen.

"We worked on a number of control mechanisms until we found one that translated well to a touch-screen device, and thus Ruma Studios and RAMPage Soccer was born."

Frehse says it's important for people to think about what the future holds when it



**Soccer goal:** IT professionals Andrew Wood-Rich (left), Luke Kellett and Troy Hoath have made a Foosball-style iPad app and hope to make apps full-time. Picture: TIM CARRAFA

comes to deciding on a career. It's a necessity for students, but also for people disillusioned in their job. If you can't find a job you can always invent one.

"A clean energy future will see new roles emerge in renewable energy solutions," Frehse says. "An ageing population will see health and personal care roles in demand, and home maintenance will be the next big area for outsourcing.

"Some wealthy baby boomers will have time to develop themselves both physically and spiritually. This will create roles such as life purpose therapists, wellbeing

coaches, personal fitness and vacation planners.

"A security-conscious aged population will build safe havens that require an increase in sophisticated security systems, and demand for personal security officers."

And the more mobile we become as a society, the more work we will do away from the office.

"Some work in the future will be done in cafes and anywhere you can log in. This will ensure a demand for quality coffee shops with healthy eating options," Frehse says. Details: [www.rumastudios.com](http://www.rumastudios.com)

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