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Demographic challenge & Young people or The next generation

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Language, Transmitter and receiver

- Swiss german, german, french and
- Swinglish (Swiss english)
- Most common language is broken english
- Please ask in case the communication is not clear for you

Intro

- ROE, personal ideas, remarks, hints, experience
- Background of more then 20 years of airforce
- International background from 5 different mandates of airforce training issues
- Center of gravity in the training branch
- Personal attitude, cross thinking, ask myself
- The people (software) are the key element, not the money and not the hardware

People means not only the trainee's but also the trainers!

Nav Flight Plan, Waypoints

- **Changes** in young people's interest in aviation (civ – mil)
- Today's **main problems** and challenges when dealing with young people
- Expected **demographic changes**
- How can young people **be motivated** to enter the world of aviation and / or air sports (or sports in general)
- What should be done to improve **communication** with young people
- Experience and **recommendations** from my point of view concerning recruitment and selection of future pilots

Changes of interest?

- Adventure
 - Faster, higher
 - To the moon
 - More performance
 - New materials
 - Better constructions
 - New technic's
 - Member of a group / team
 - Airforce is „in“
 - Stability and salary
- Easy and entertainment
 - The limit is known
 - Space is explored
 - Safe environment
 - Hightech is developped
 - Small steps today
 - Digital world, virtual
 - Individual aim
 - Airforce is „less in“
 - No stability and few salary

Changes?

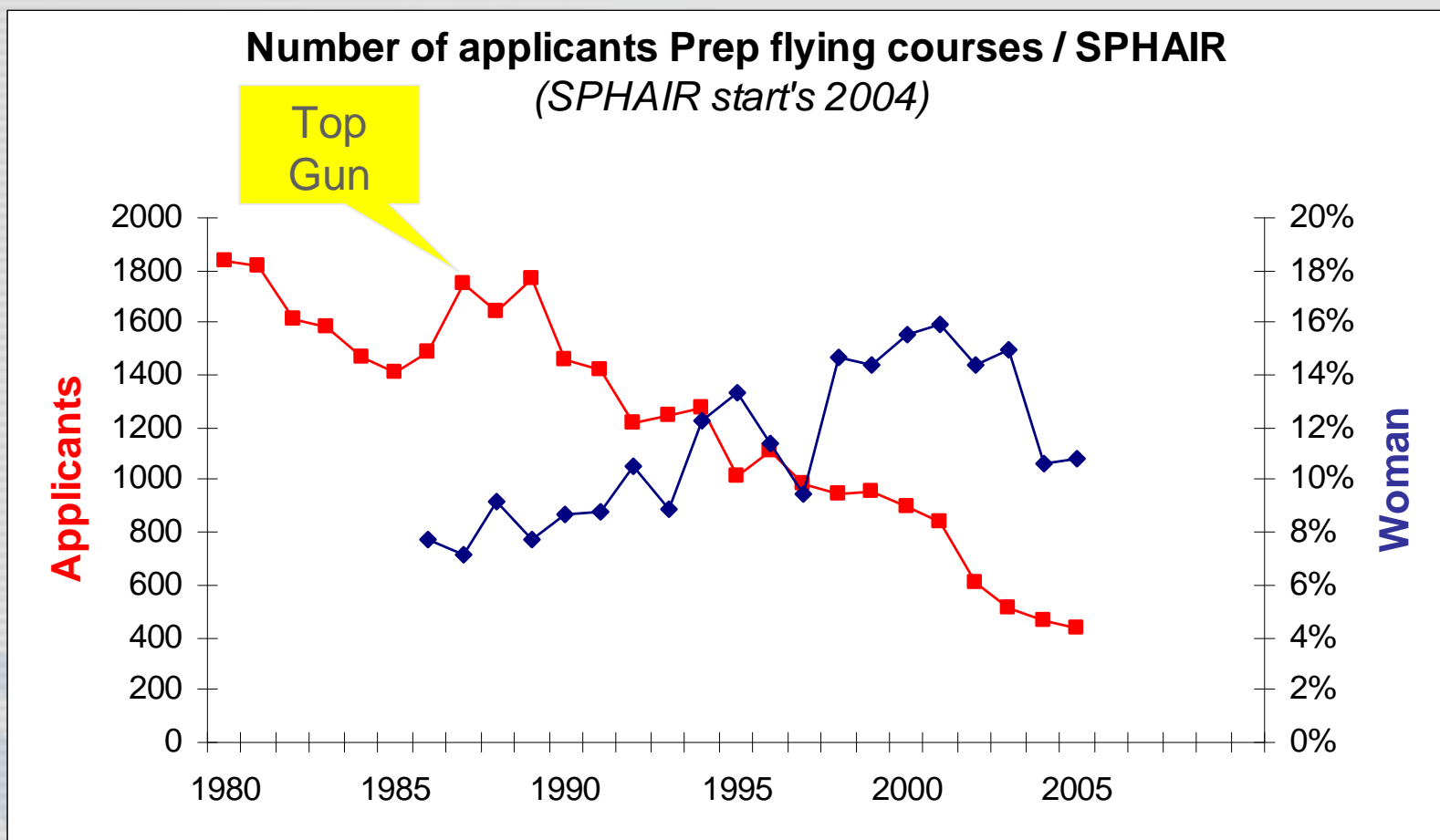
- Glider
- Motorplane
- Fighter Jet
- Airliner

- Glider
Paraglider
Deltaglider
- Motorplane
Ultralight
Ecolight
- Fighter Jet
UAV
- Airliner
Regionalliner

Main problems and challenges with young peoples?

- To much possibilities or alternatives
 - To fly is usual
 - Carreer is to hard and unsafe, future is unsure
 - Too expensiv to fly as a privat pilot
 - To much regulations in the air
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- Credibility: image vs motivation of youngsters
 - High level of expectations, modern planes
 - Lot of virtuality, less endurance

Expected demographic changes



How to motivate youngsters for joining our aviation world

- Dreams, visions We need them! Grounding?
- Hero's
in the 70's Chuck YEAGER was still a hero, and today?
- Do we have aviation hero's today?
- What can we learn from sport?
- Why is everytime a grow up of sports after a Olympic game?
- Difference goals and activities!

Improve communication with youngsters?

- Less is more
- Be clear
- Be positive
- Show them the vision, the dream, pictures!
- Do not tell what to do!
- Horizontal level from adult to adult
- Use the appropriate media's
- Dont use old materials or obsolet issues
- Be modern and up to date

Experience and recommendations for recruitment

- Not only aim's and objectives, papers and medias -> action
 - To explore youngsters you need skilled people, trainers and a idol
 - We must have a hero
 - Our hero's are the pilot's of the Patrouille Suisse
 - You need good stories and a vision for the future
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- Not high glossy paper, but a way for the future
 - Modern aeroplans, and modern thinking people
 - Look in the sports world for potential candidates

Idea's

- Another movie like Top gun but with a different issue (aerobatic team, Breitling Challenge)
- Joint actions, glider with paragliders, deltagliders and RC-Gliders
- Combined actions, with music, big videoscreens and airmovies
- Joint actions with history planes and modern one's
- Show the history of flight in the television and make a link to the world of today

Question and answer

Thank you for your attention

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