

FOR WHOM THE BELL CURVE TOLLS:

DEMOGRAPHIC CHANGE & YOUR PRACTICE

6 KEY TRENDS & 4 STRATEGIC RESPONSES

Mark McCrindle

FPA Congress: *Shaping Futures*

Friday 20 November 2015

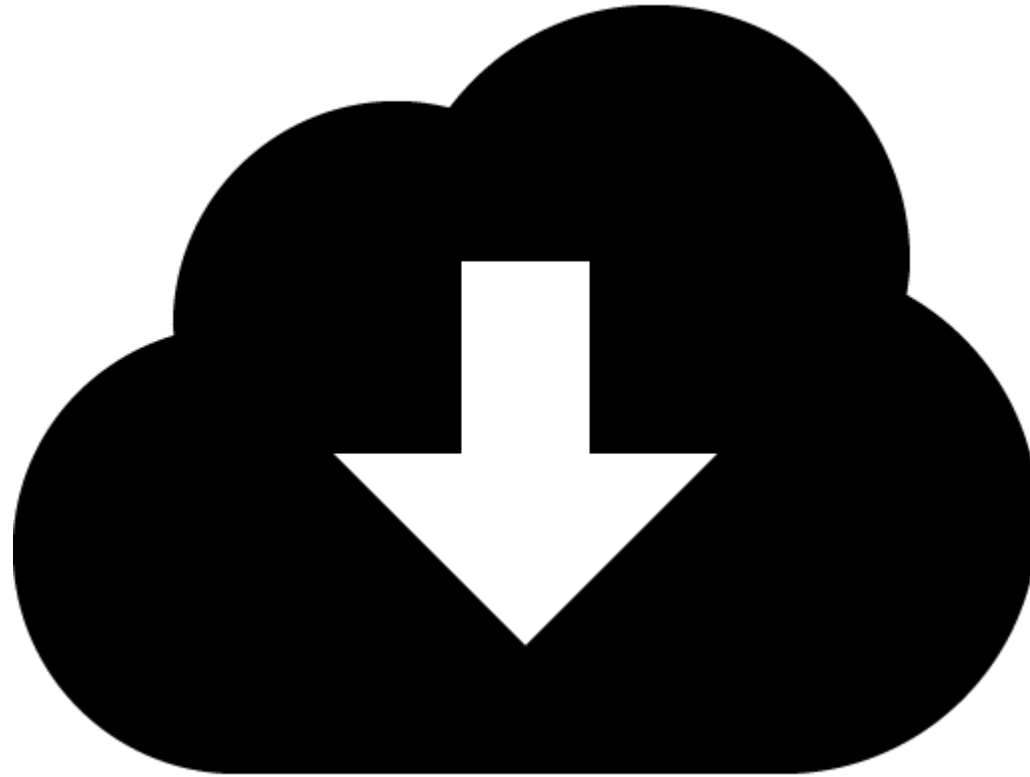
Change.

Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.

2011: APP



2012: CLOUD



2013: HASHTAG



2014: SELFIE



Ellen DeGeneres @TheEllenShow · Mar 3

If only Bradley's arm was longer. Best photo ever. #oscars



↻ 3.4M

★ 2M



2015: “FACE WITH TEARS OF JOY”



Only occasionally in history do

massive demographic shifts

combine with

rapid social change

and

huge generational transitions

and

ongoing technology trends

so that within the span of a decade,

society altogether alters.

CHANGE FATIGUE

CHANGE FATIGUE



Helping grandma
with the controller

CHANGE APATHY

CHANGE APATHY



1. *GROWING*



GROWING POPULATION



POPULATION INCREASE: ALL STATES

	Natural Increase	Net Overseas Migration	Net Interstate Migration	Population Growth Rate
TAS	●			
SA	●			
NSW	●			
ACT	●			
NT	●			
QLD	●			
VIC	●			
WA	●			

POPULATION INCREASE: ALL STATES

	Natural Increase	Net Overseas Migration	Net Interstate Migration	Population Growth Rate
TAS	●	●		
SA	●	●		
NSW	●	●		
ACT	●	●		
NT	●	●		
QLD	●	●		
VIC	●	●		
WA	●	●		

POPULATION INCREASE: ALL STATES

	Natural Increase	Net Overseas Migration	Net Interstate Migration	Population Growth Rate
TAS	●	●	●	0.3
SA	●	●	●	0.9
NSW	●	●	●	1.5
ACT	●	●	●	1.6
NT	●	●	●	1.7
QLD	●	●	●	1.7
VIC	●	●	●	1.9
WA	●	●	●	2.9

THE 2 MILLION CLUB

Sydney

1959

Melbourne

1975

Brisbane

2008

Perth

2014

SYDNEY: A CENTURY OF GROWTH

#1

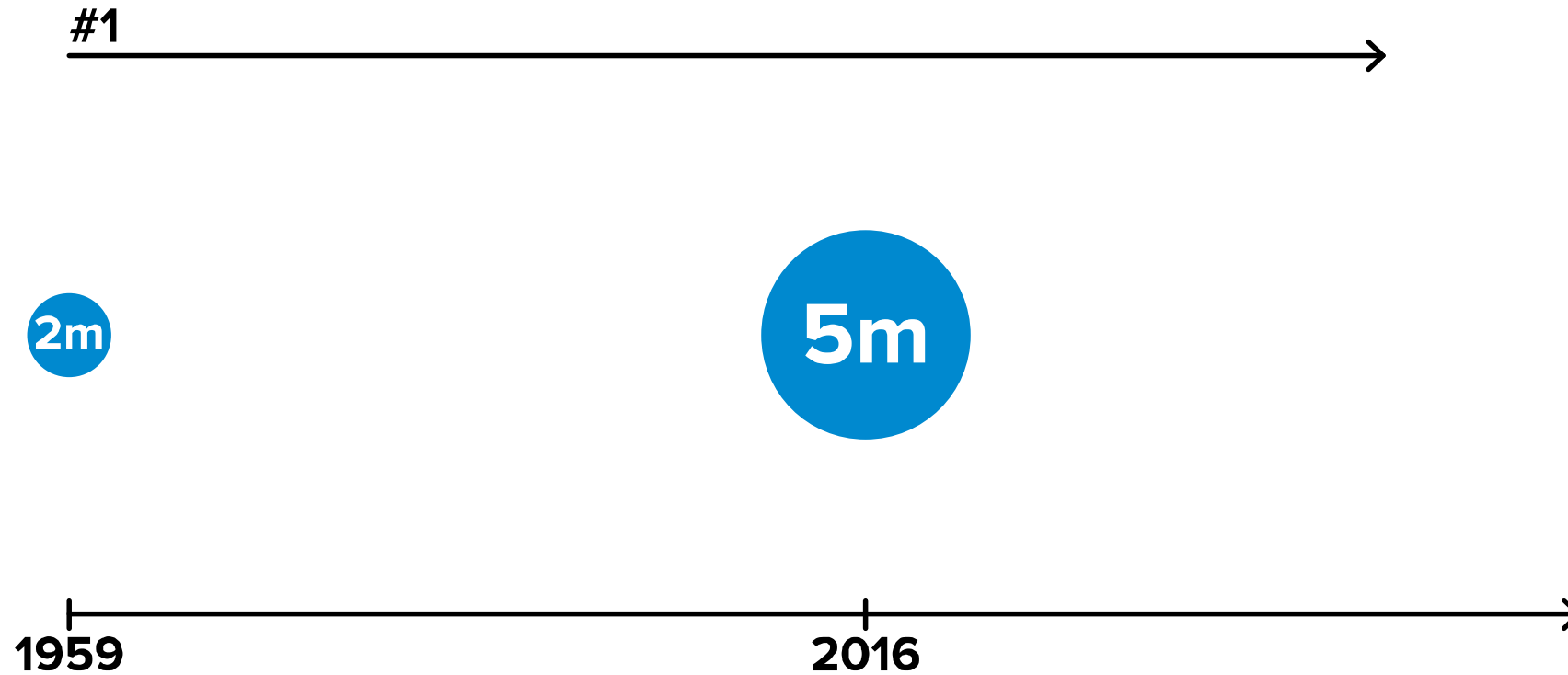


2m

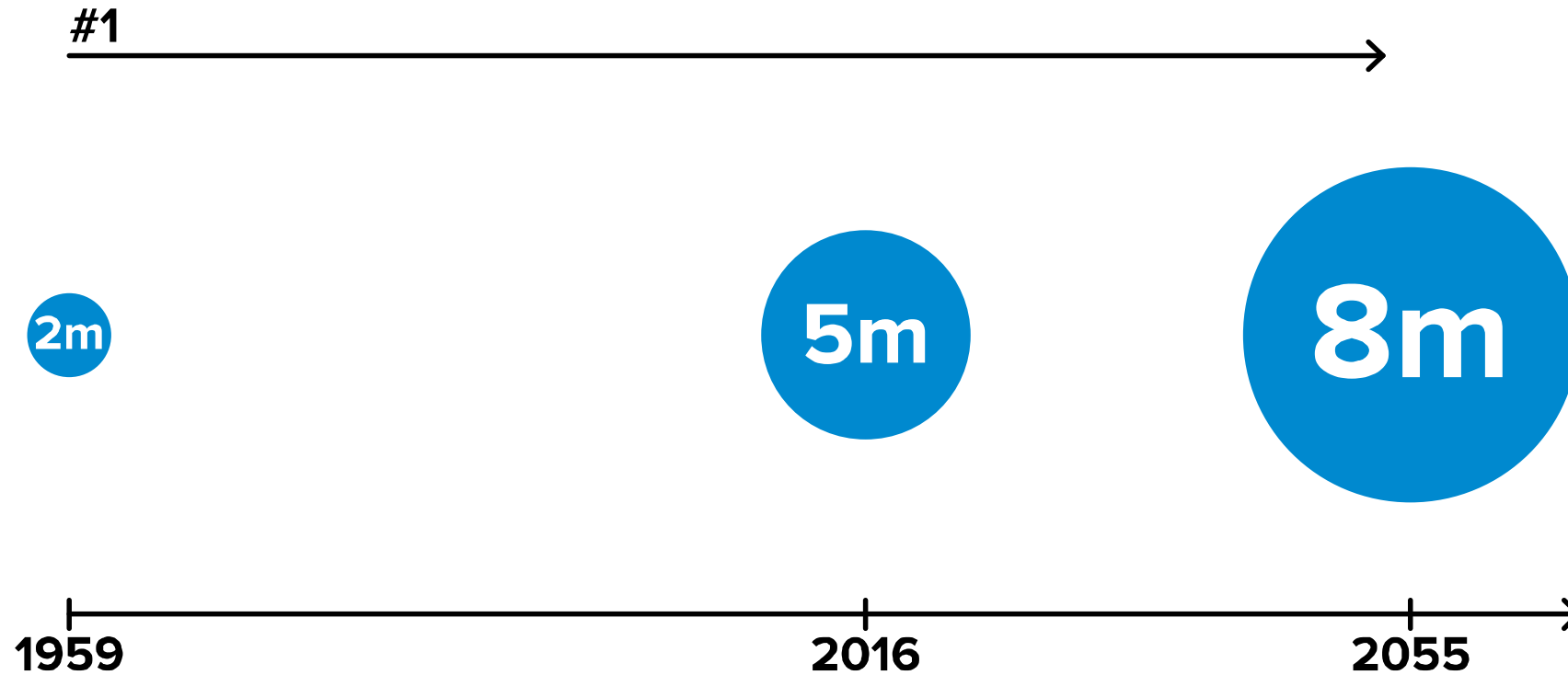
1959



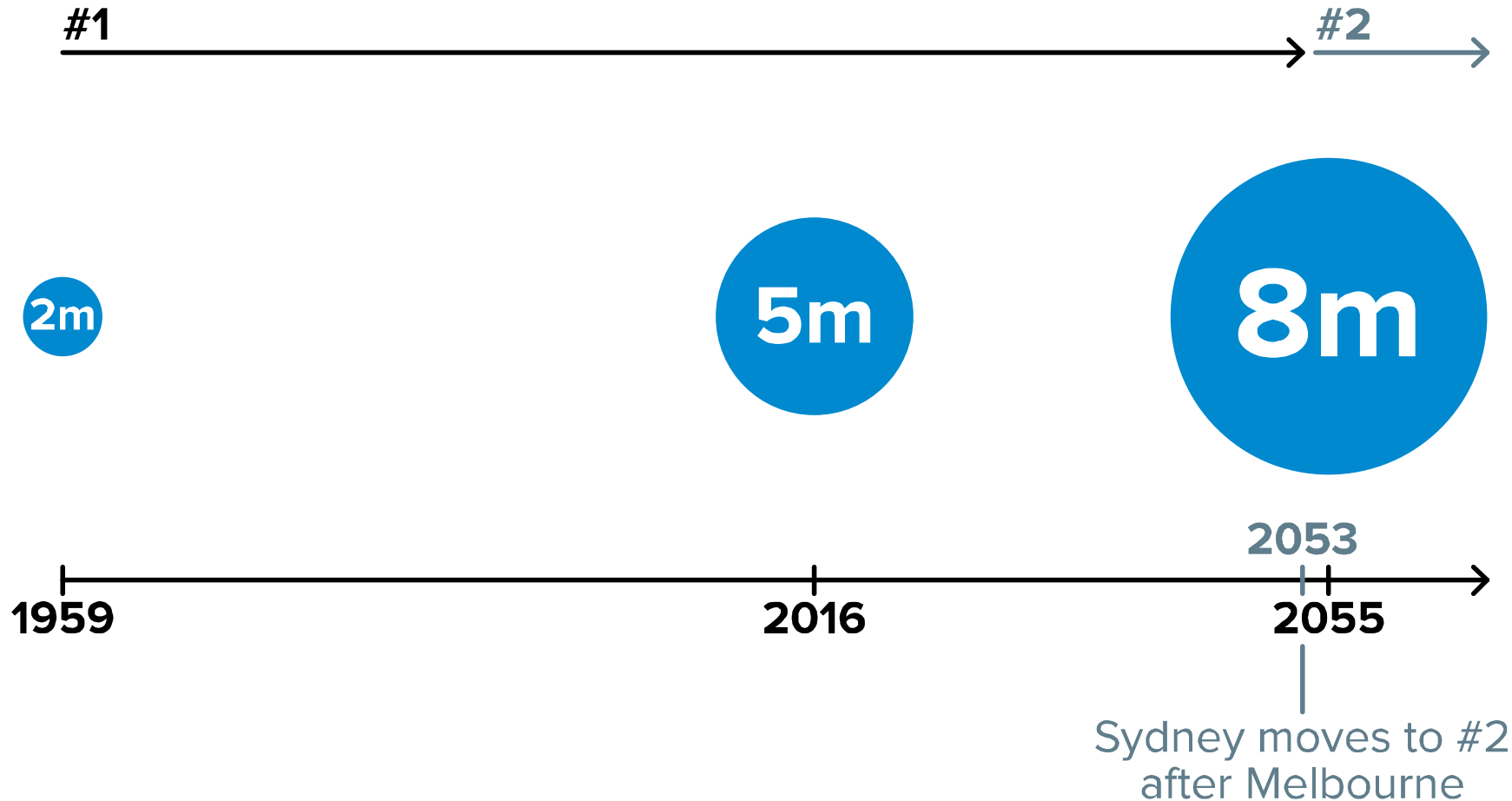
SYDNEY: A CENTURY OF GROWTH



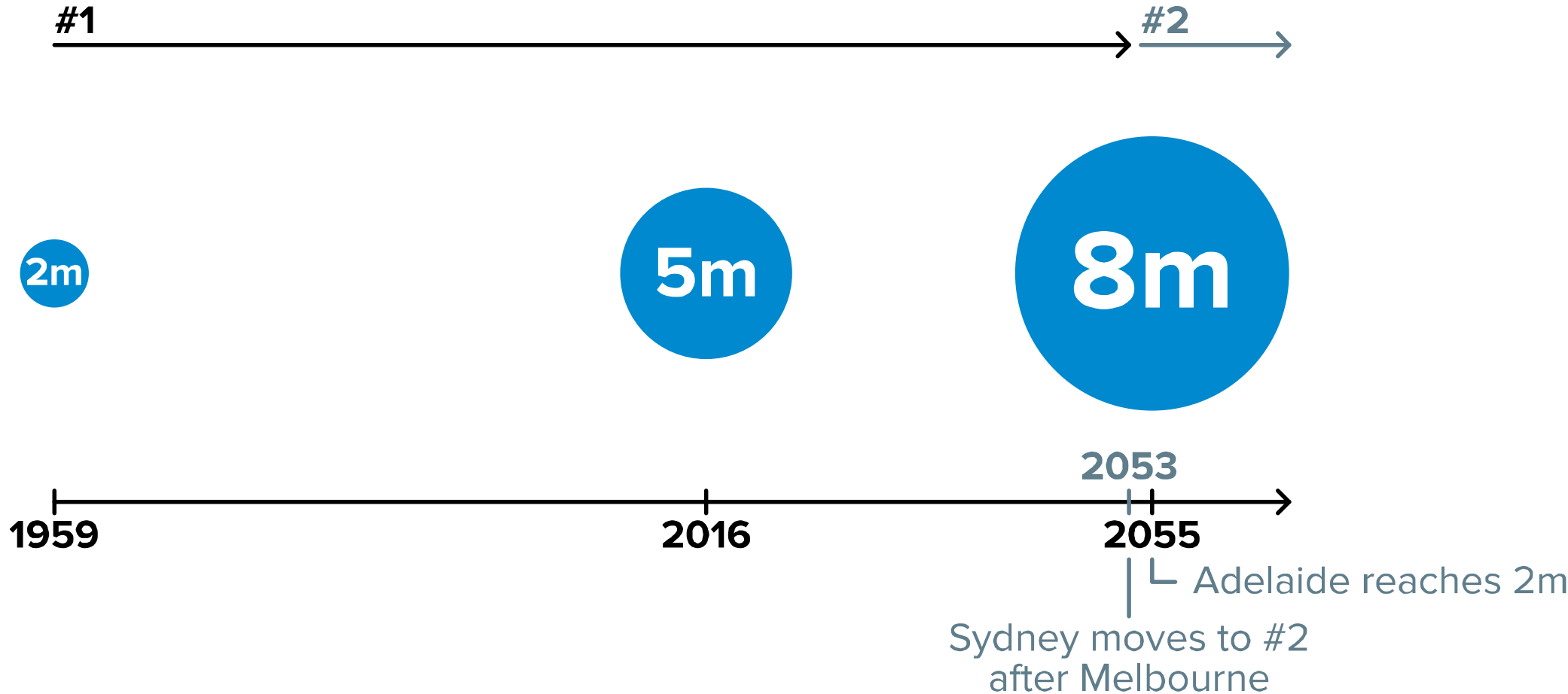
SYDNEY: A CENTURY OF GROWTH



SYDNEY: A CENTURY OF GROWTH



SYDNEY: A CENTURY OF GROWTH



“

Waking up each day knowing I don't live in Melbourne lifts my mood on an almost daily basis.

Peter, Tregear Heights

”

2. *DENSIFYING*



BIG AUSTRALIA DEMOGRAPHICALLY

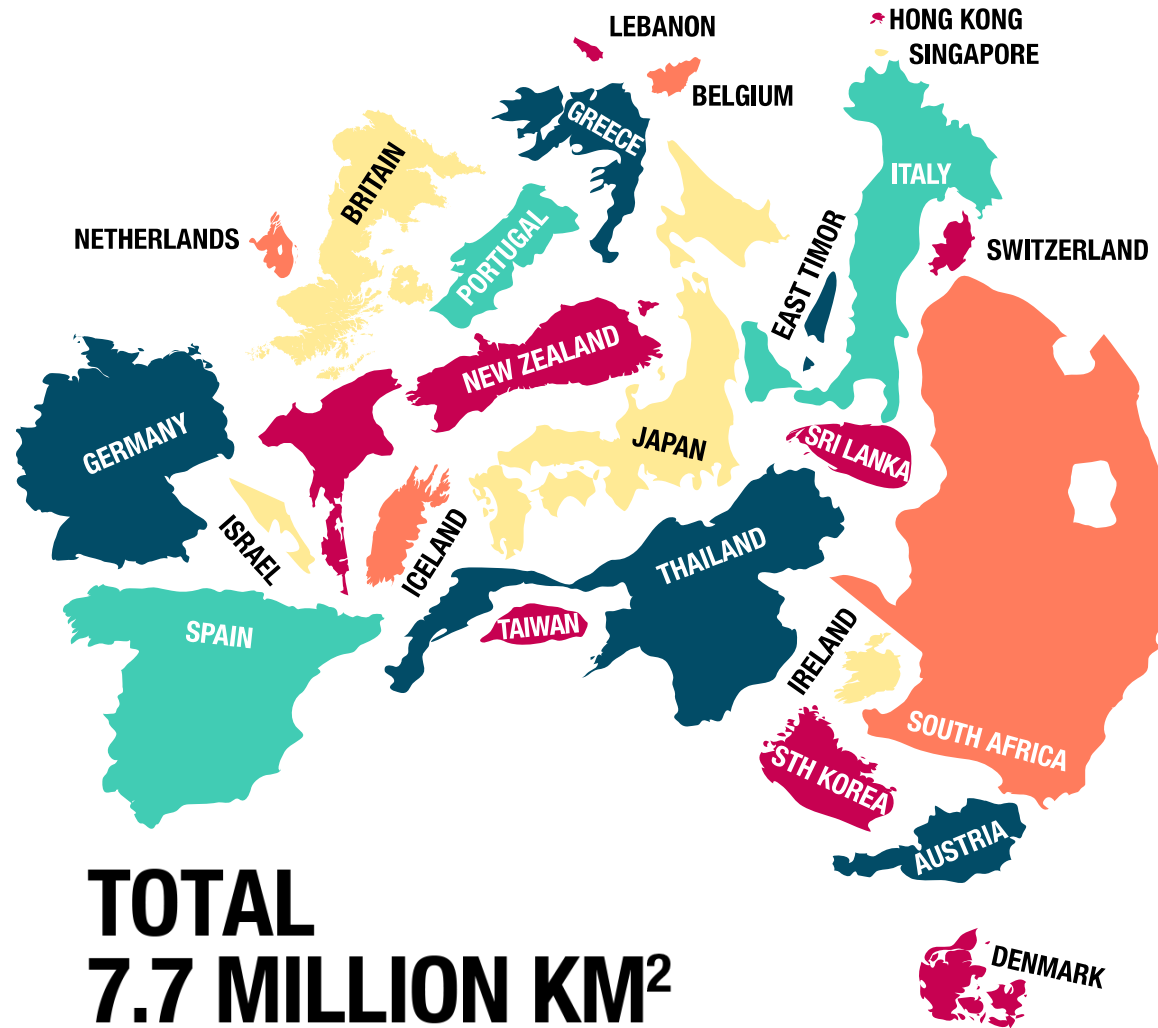


**TOTAL
24 MILLION PEOPLE**

TUVALU
0.011M



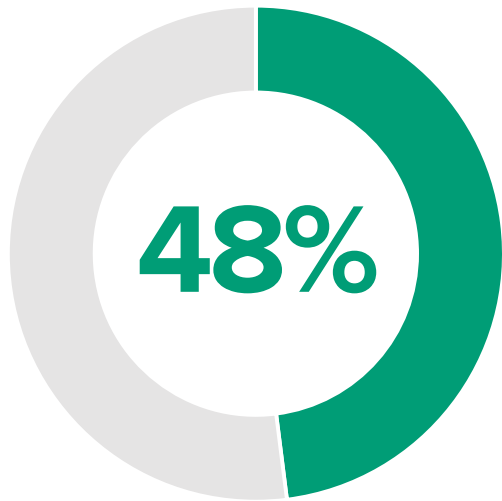
BIG AUSTRALIA GEOGRAPHICALLY



**TOTAL
7.7 MILLION KM²**

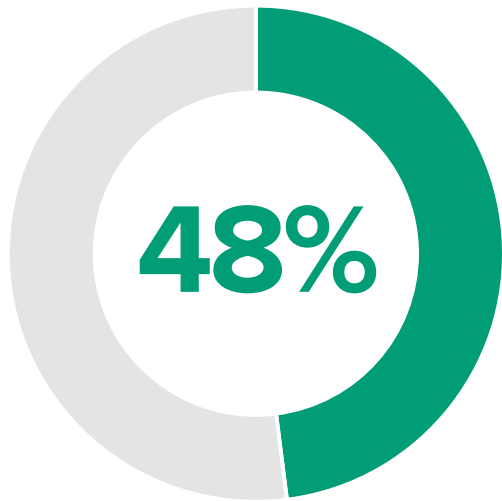
% OF STATE POPULATION LIVING IN THEIR CAPITAL

Brisbane

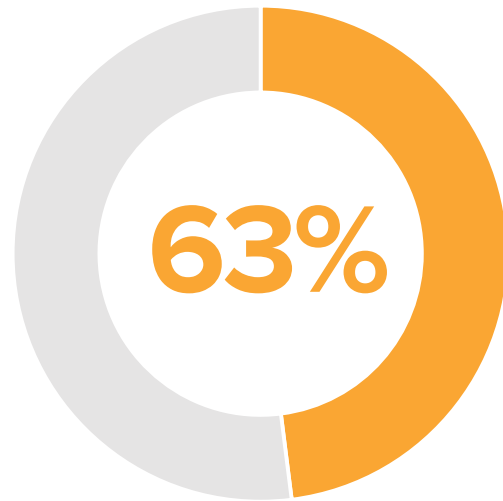


% OF STATE POPULATION LIVING IN THEIR CAPITAL

Brisbane

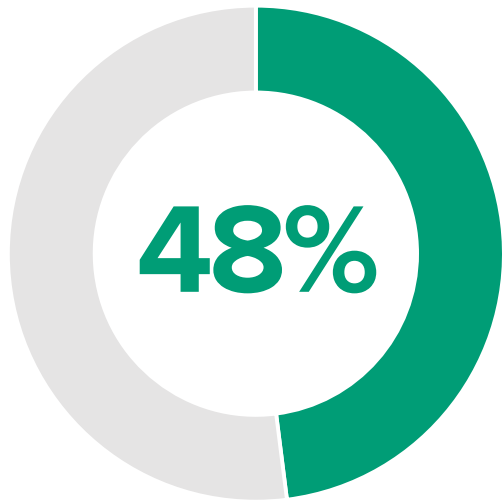


Sydney

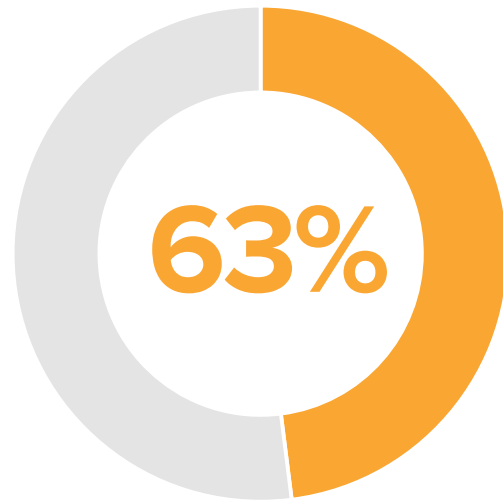


% OF STATE POPULATION LIVING IN THEIR CAPITAL

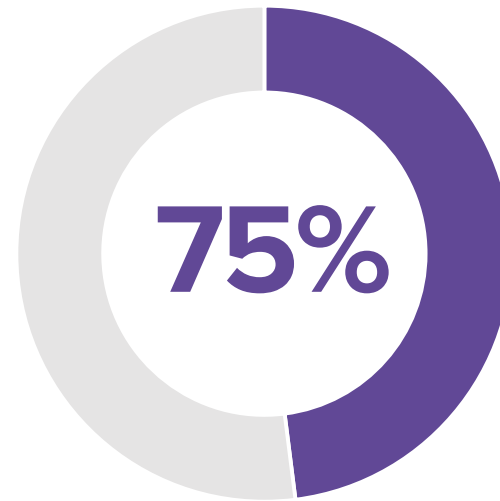
Brisbane



Sydney

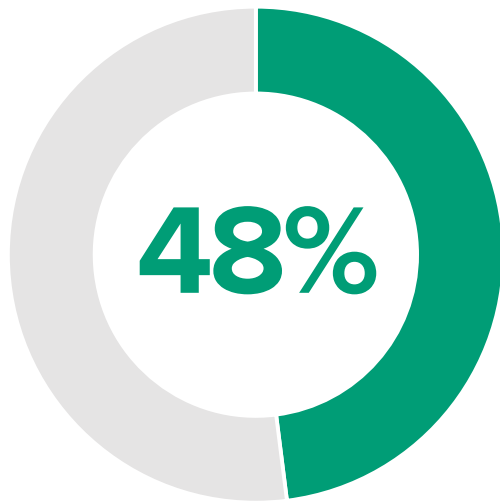


Melbourne

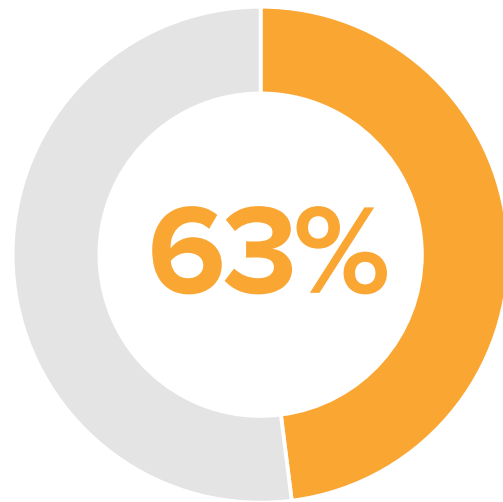


% OF STATE POPULATION LIVING IN THEIR CAPITAL

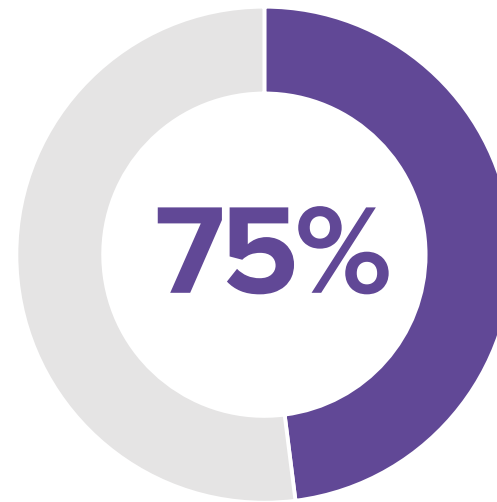
Brisbane



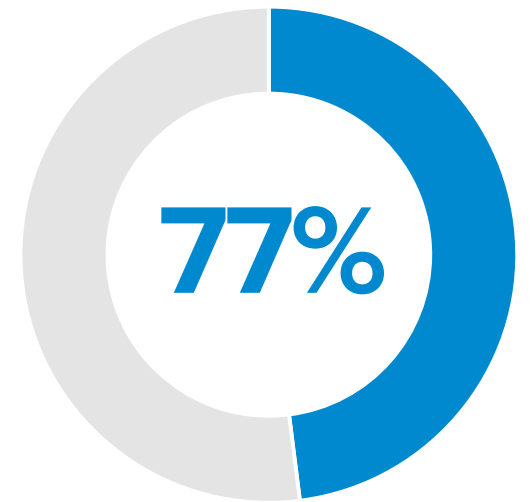
Sydney



Melbourne



Perth



AUSTRALIA

3/4



1/4



SYDNEY & MELBOURNE

2/3



1/3



NEW APPROVALS

1/3



2/3



3. *MOVING*



HOUSE PRICES EXCEEDING WAGES GROWTH



HOUSE PRICES EXCEEDING WAGES GROWTH



HOUSE PRICES EXCEEDING WAGES GROWTH





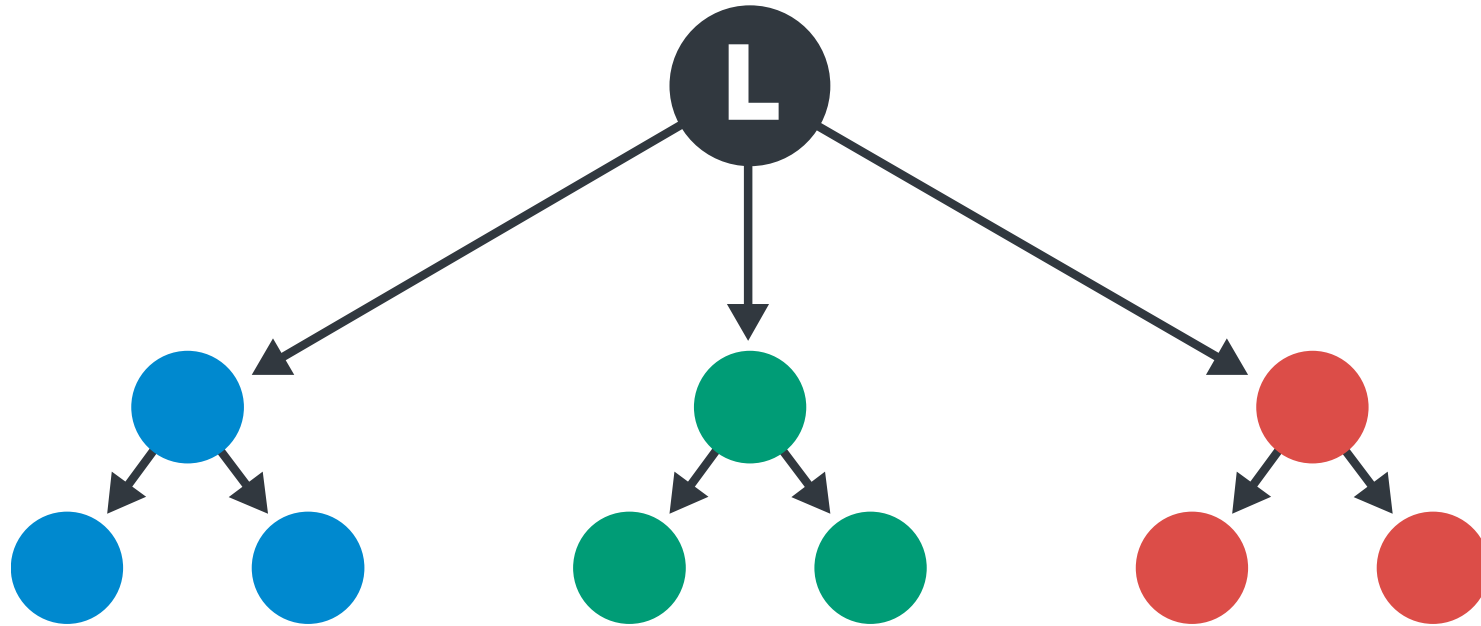


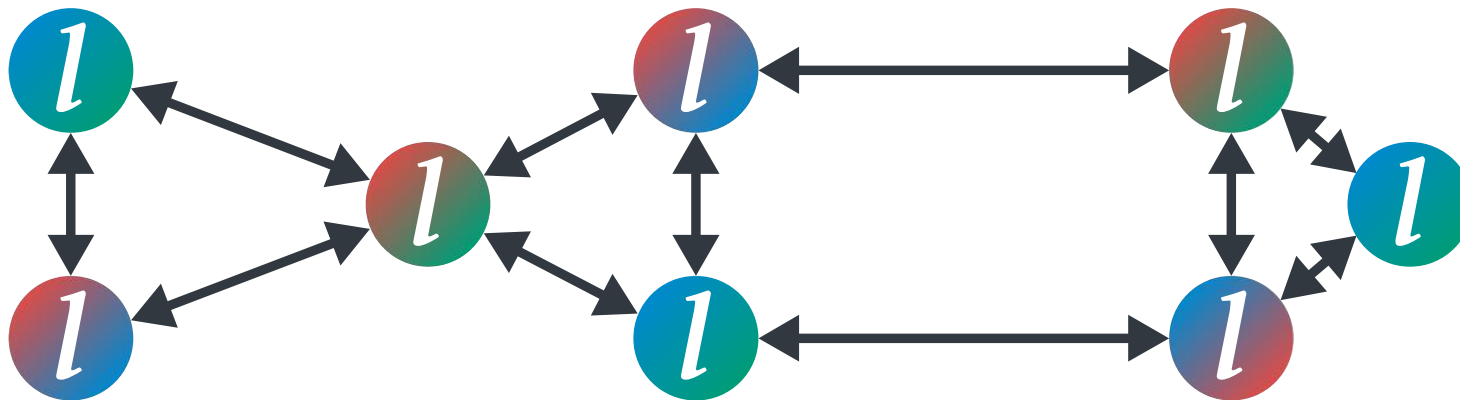


MOBILITY



IN A LIFETIME





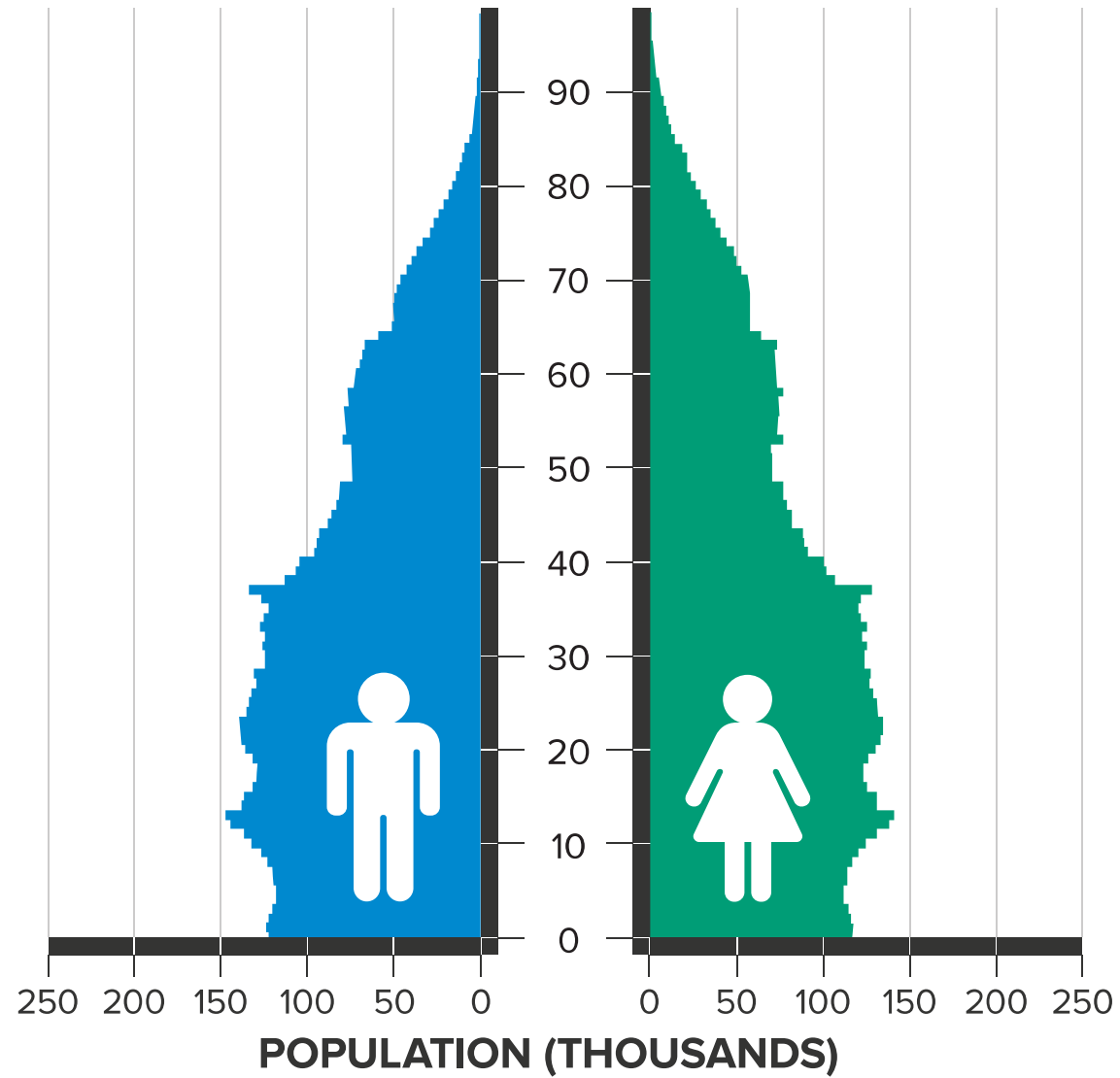
WARNING TO ALL PERSONNEL

**Firings will continue
until morale improves.**

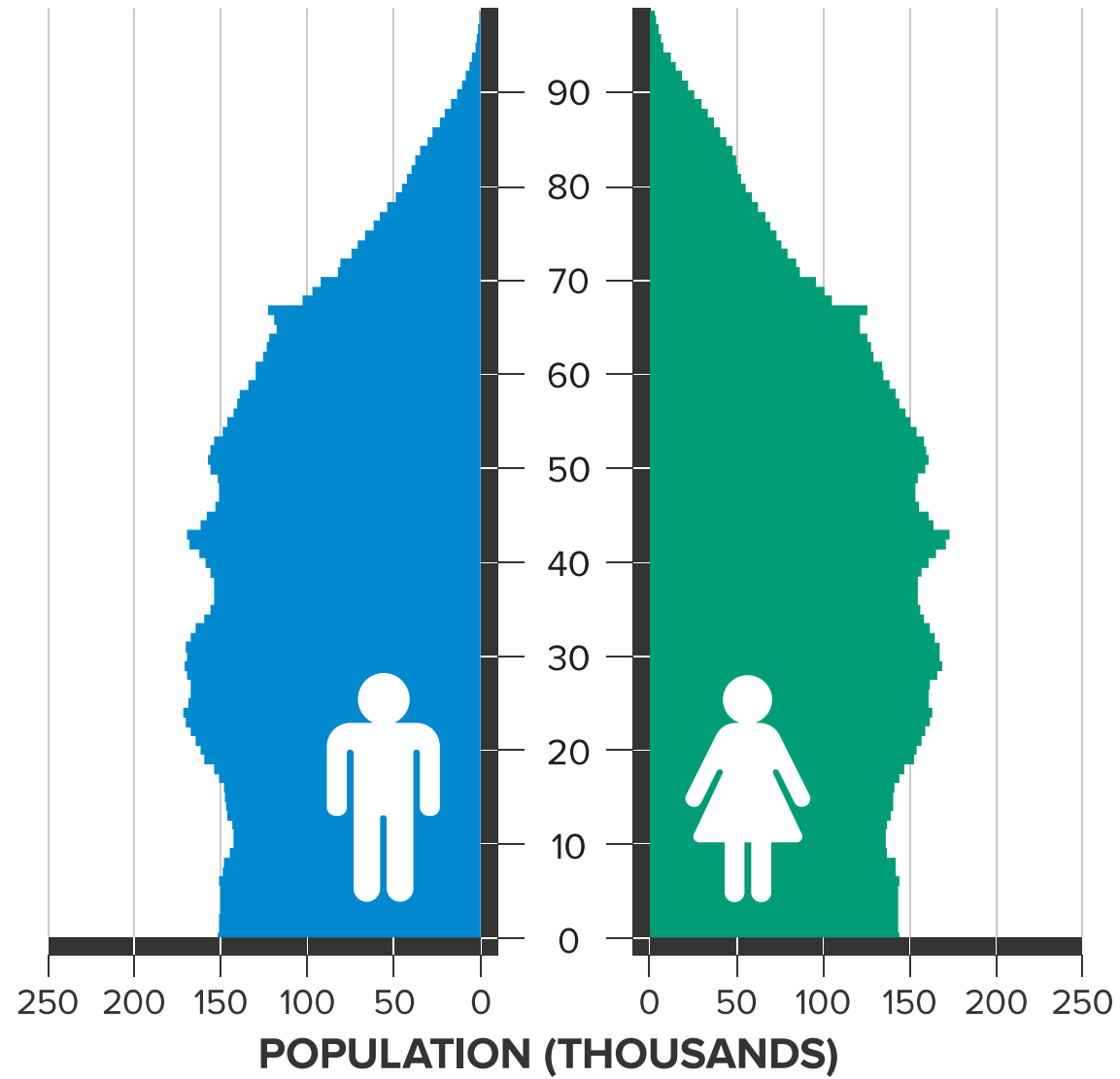
4. AGEING



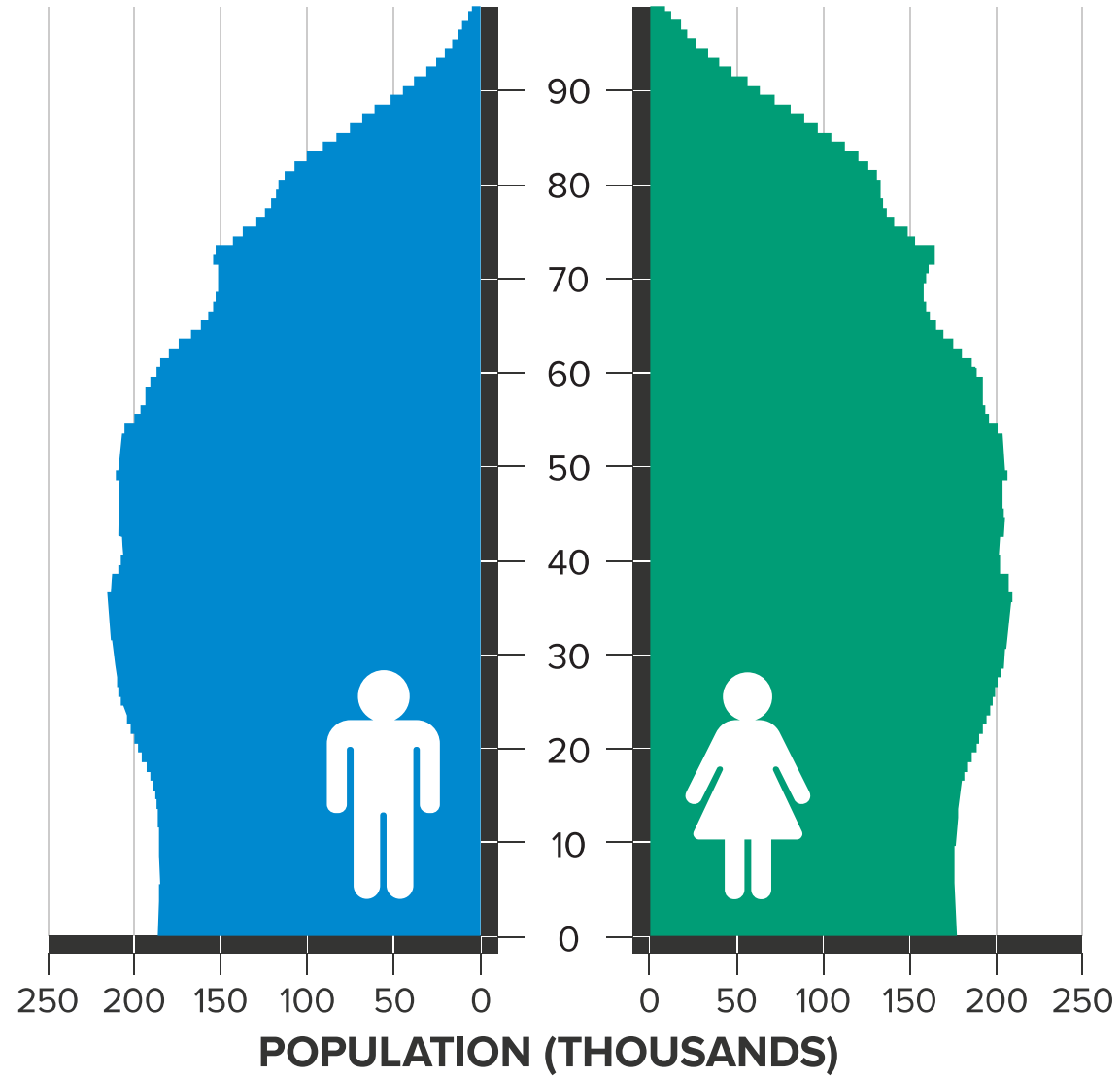
1985



2015



2045

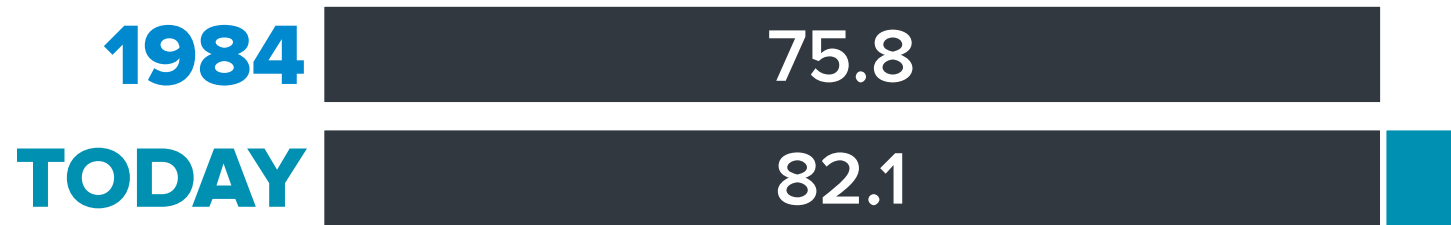


INCREASED LONGEVITY

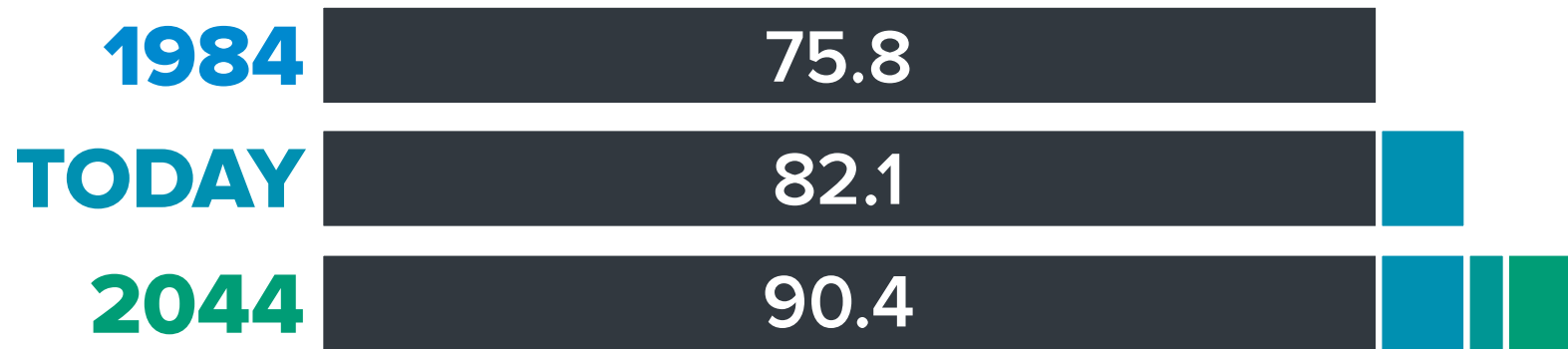
1984

75.8

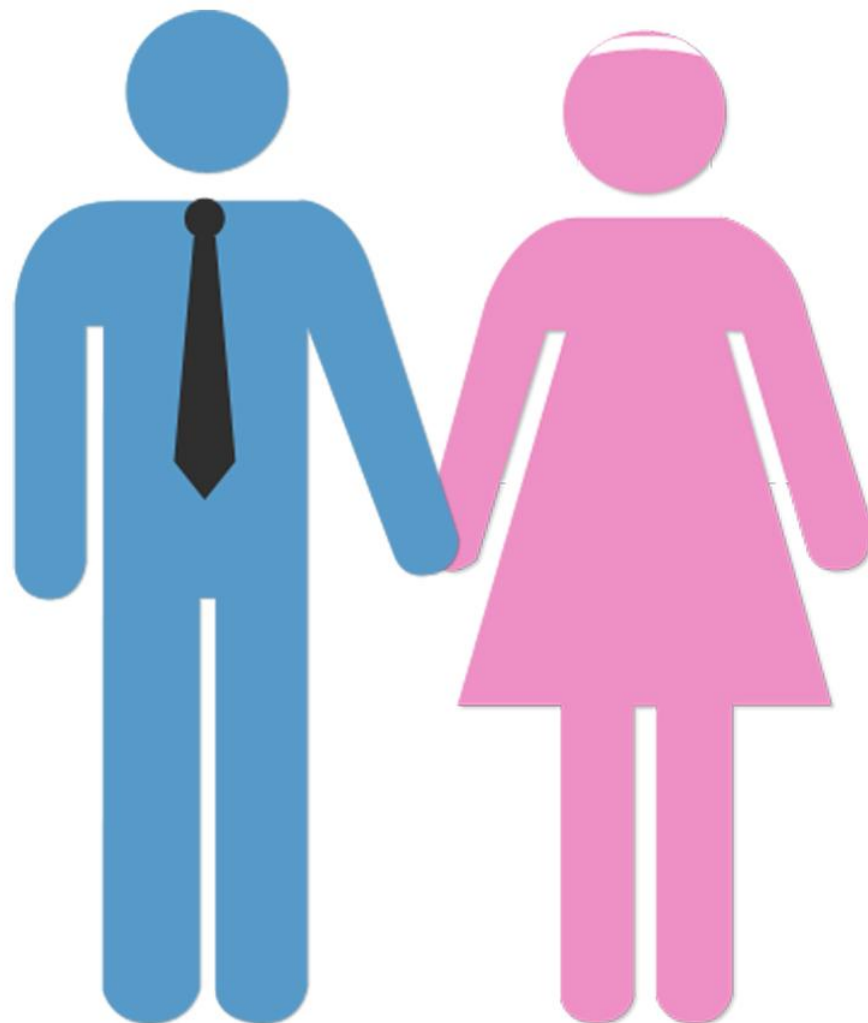
INCREASED LONGEVITY



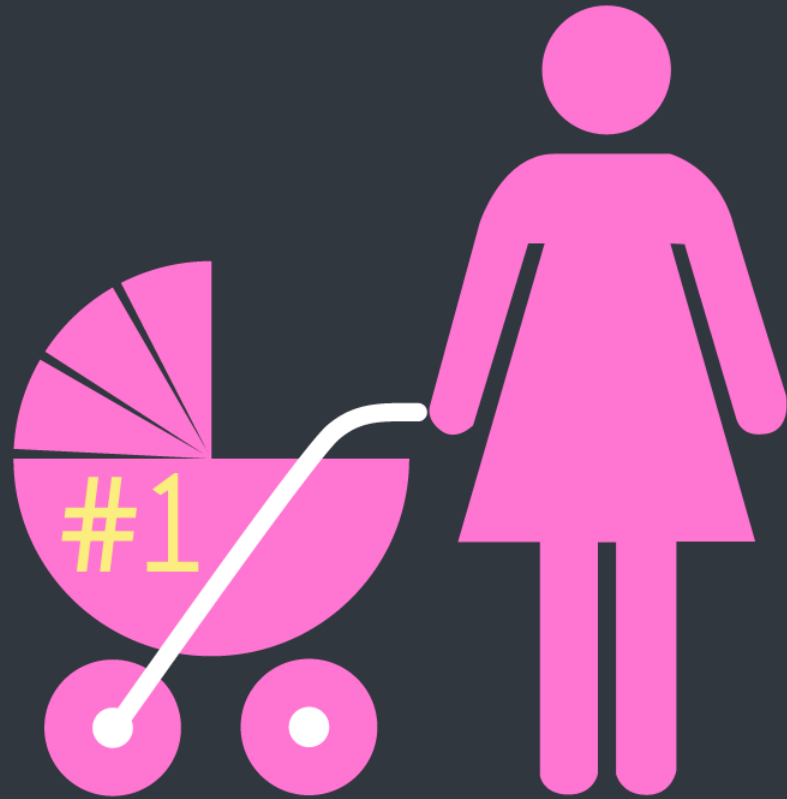
INCREASED LONGEVITY



The avg **male**
marries at
31.5



avg **female**
marries at
29.2



Avg age
of mums
giving birth:
30.7





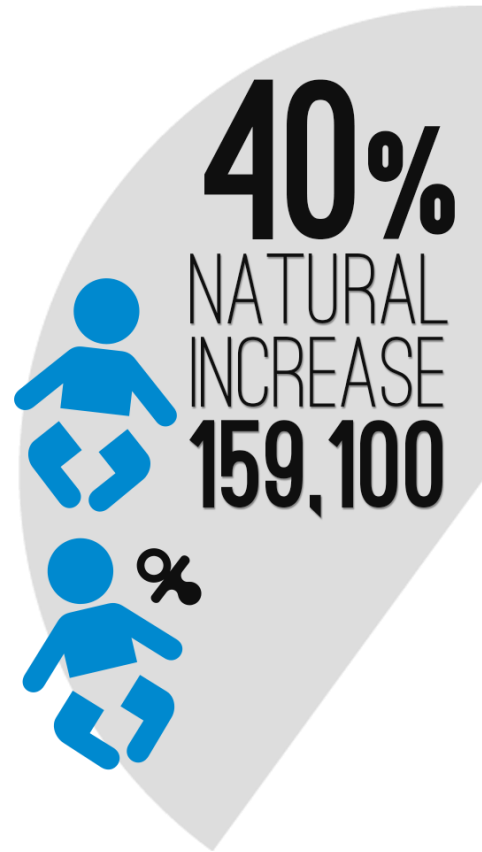




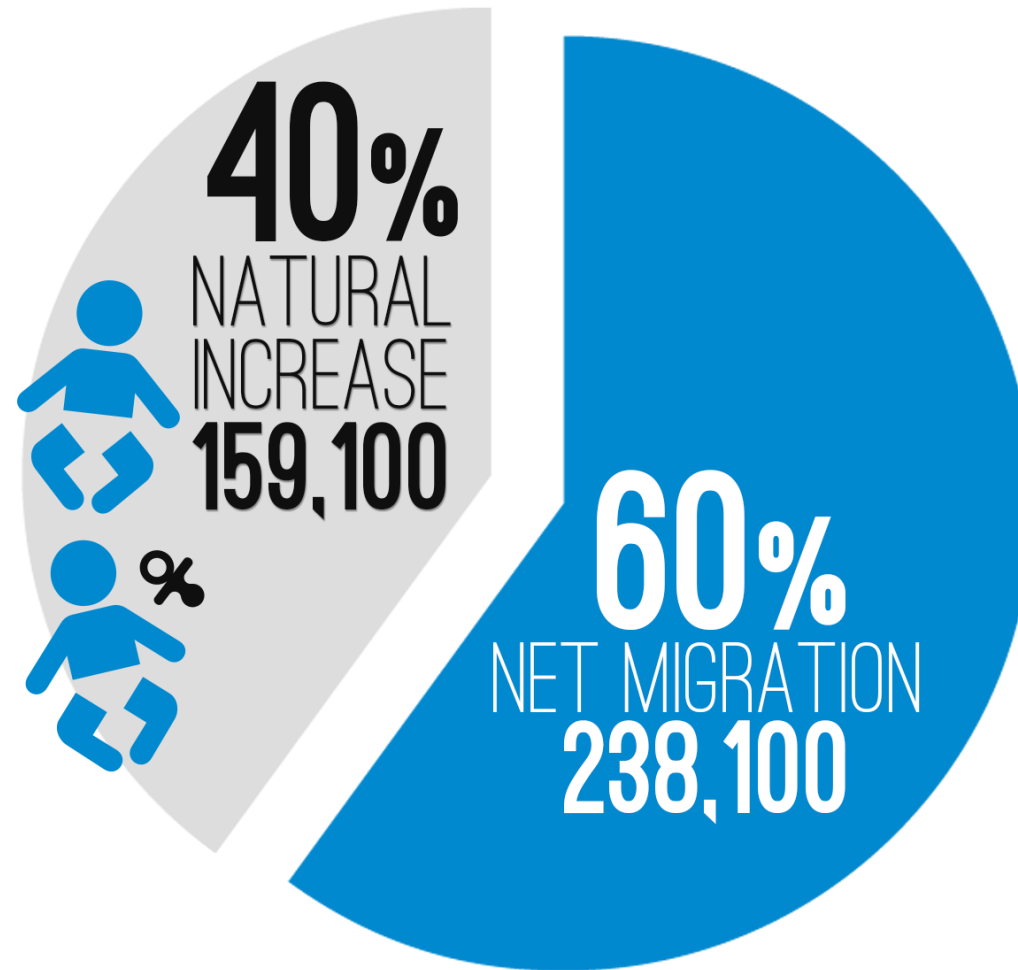
5. *DIVERSIFYING*



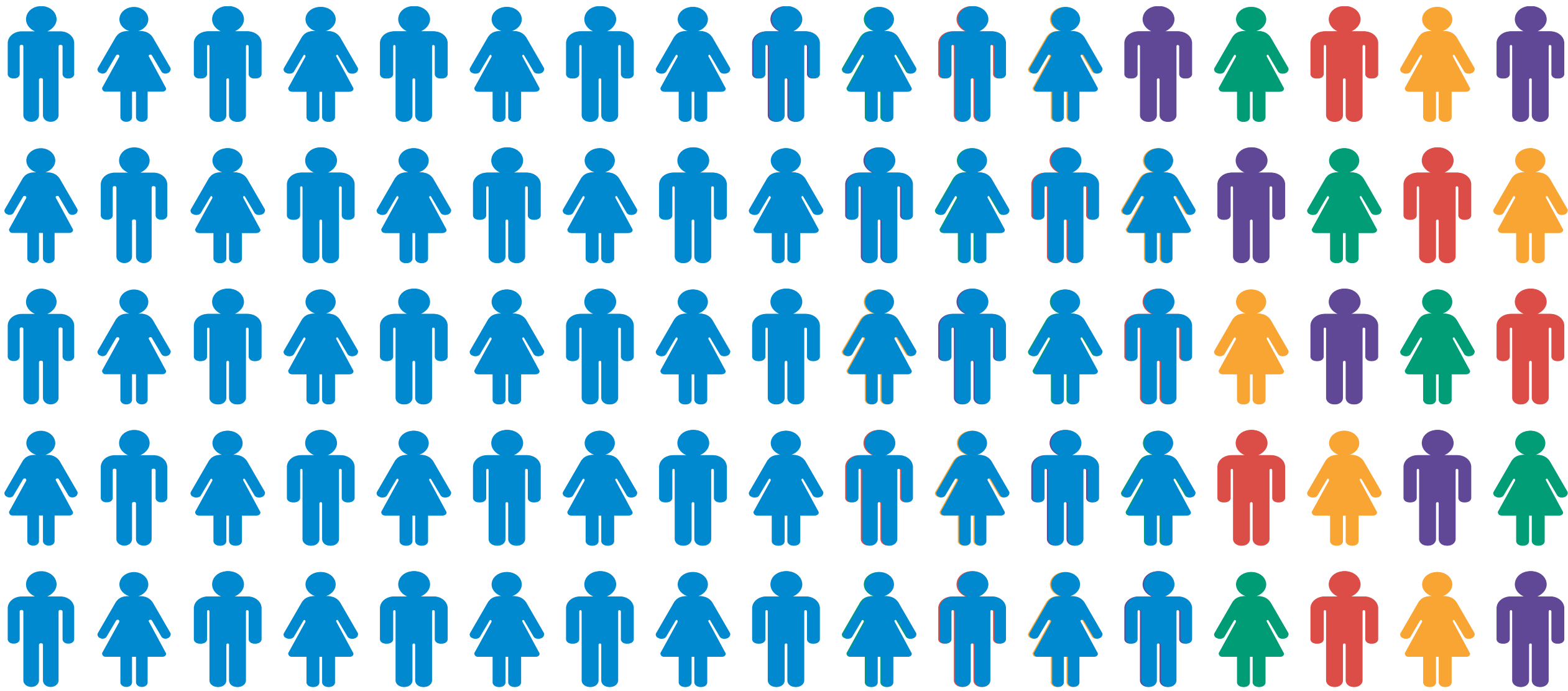
POPULATION INCREASE



POPULATION INCREASE

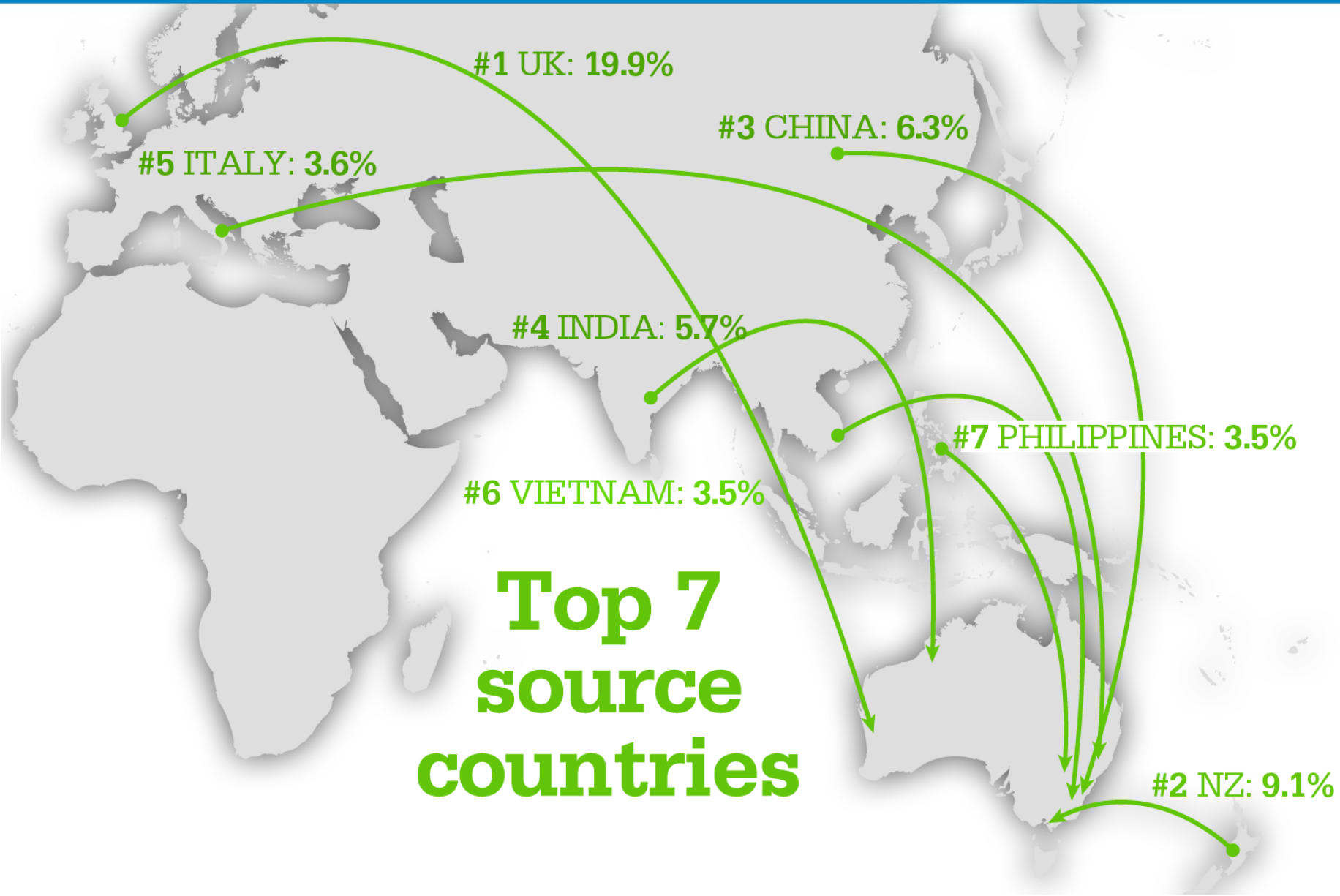












Top 7 source countries

SCARY SYMBOLS FOR A GLOBAL GENERATION:

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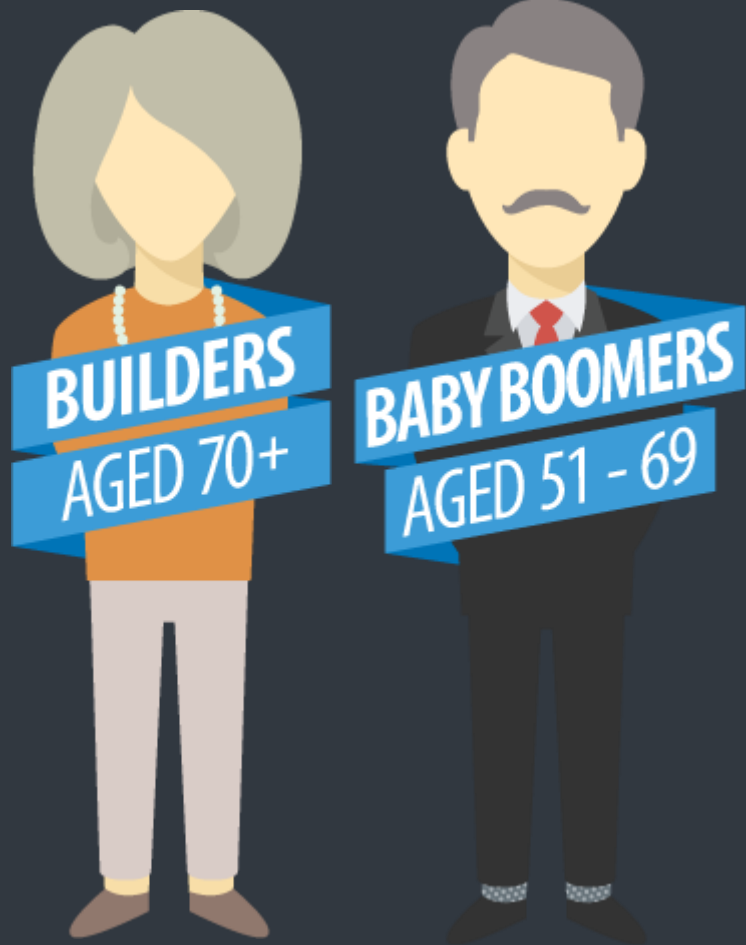
SCARY SYMBOLS FOR A GLOBAL GENERATION:



6. *TRANSITIONING*



GENERATIONS



GENERATIONS



GENERATIONS



GENERATION ALPHA
AGED UNDER 6





“Foshizz my work gig is totes chron- the hours are defs cray cray but yolo.”



“I like my job.”

WE'RE JUST

A GENERATION AWAY...

WE'RE JUST

A DECADE AWAY...

WE'RE JUST

A FEW YEARS AWAY...



ATTRACTING

— & —

RETAINING





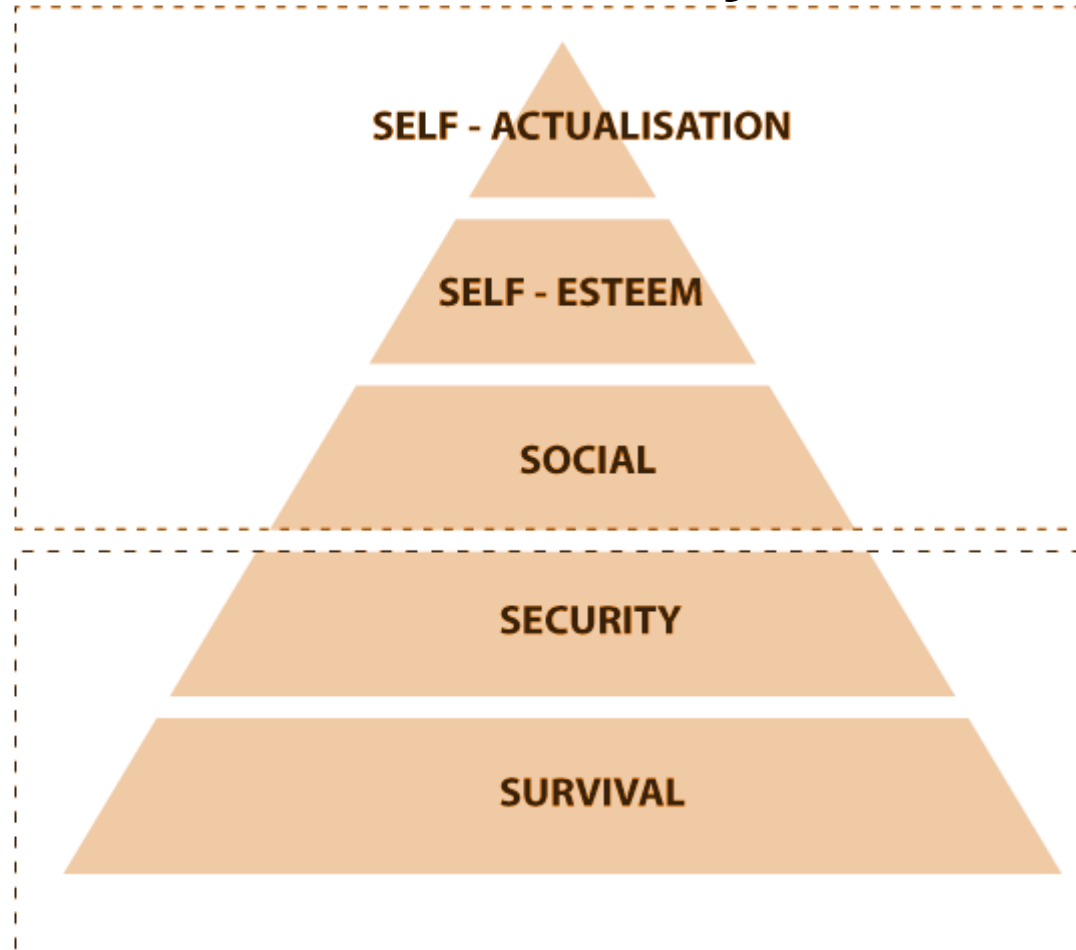
TOP 5 (GEN Y) RETENTION FACTORS:

1. Work/Life balance (flexibility)
2. Workplace culture (community)
3. Management Style (accessibility)
4. Job Content (variety)
5. Training (employability)

Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs





ENGAGING

— & —

INSPIRING

IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1  **Facebook** **1,400**

IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1		Facebook	1,400
2		China	1,360

IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1		Facebook	1,400
2		China	1,360
3		India	1,240
4		Twitter	646











IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1		Facebook	1,400
2		China	1,360
3		India	1,240
4		Twitter	646
5		USA	318

IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1		Facebook	1,400
2		China	1,360
3		India	1,240
4		Twitter	646
5		USA	318
6		Indonesia	247
7		Brazil	202
8		Pakistan	186
9		Nigeria	173
10		Instagram	152

INSTAGRAM IS DOWN

**JUST DESCRIBE YOUR LUNCH
TO ME**



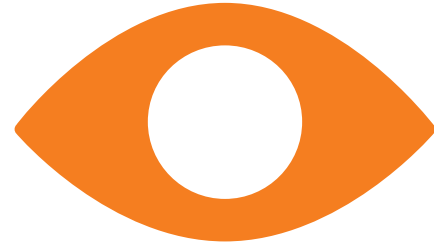
DIGITAL



GLOBAL



MOBILE



VISUAL



SOCIAL

IN CASE OF FIRE



EXIT BUILDING
BEFORE TWEETING
ABOUT IT



MANAGING

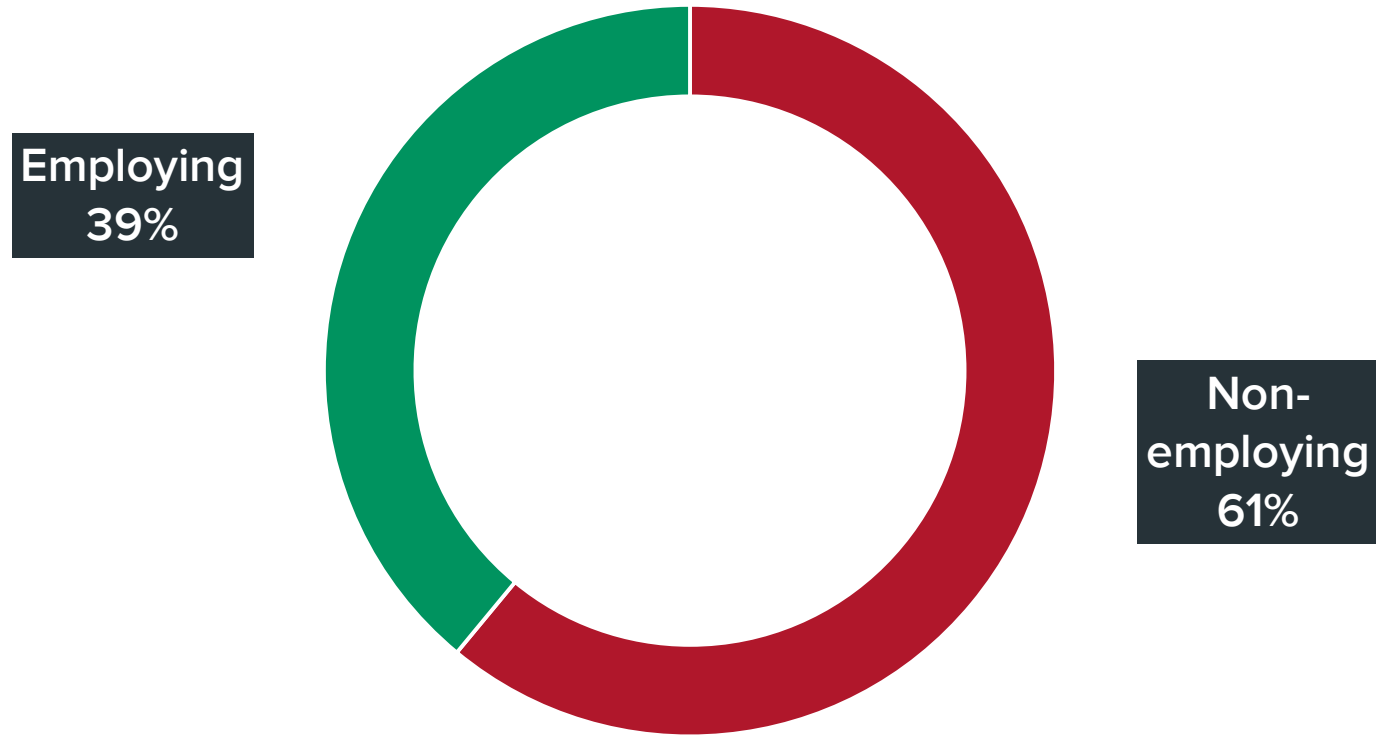
&

LEADING

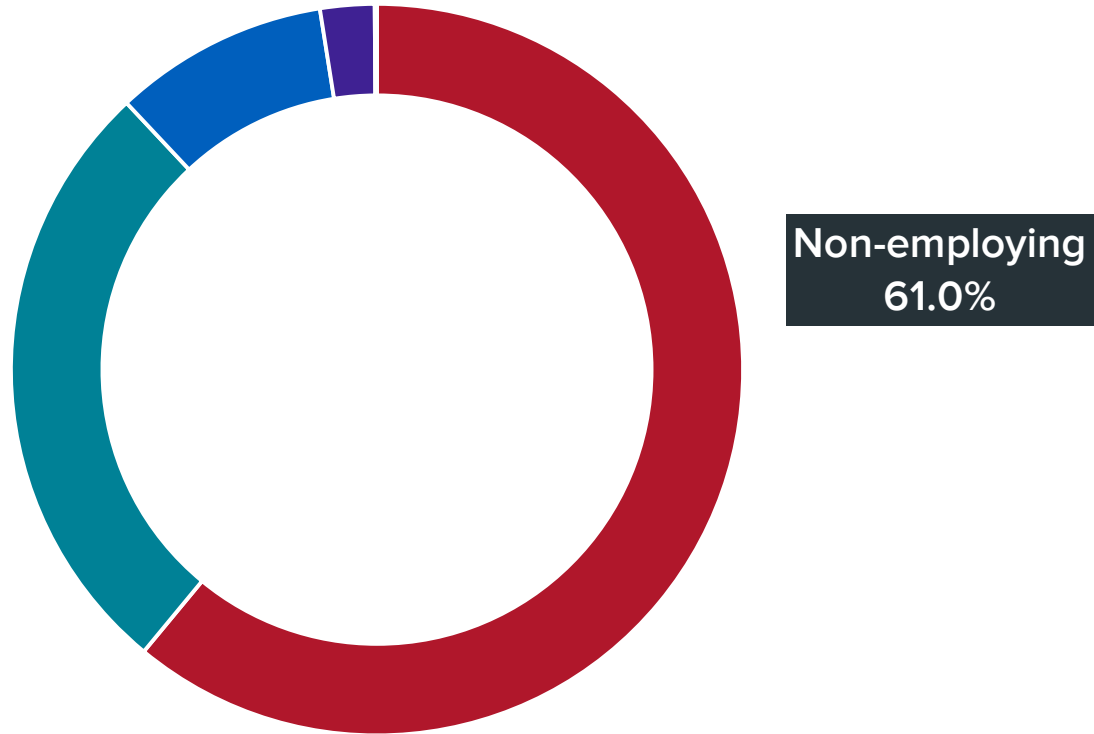
BUSINESSES IN AUSTRALIA – ACTIVELY TRADING



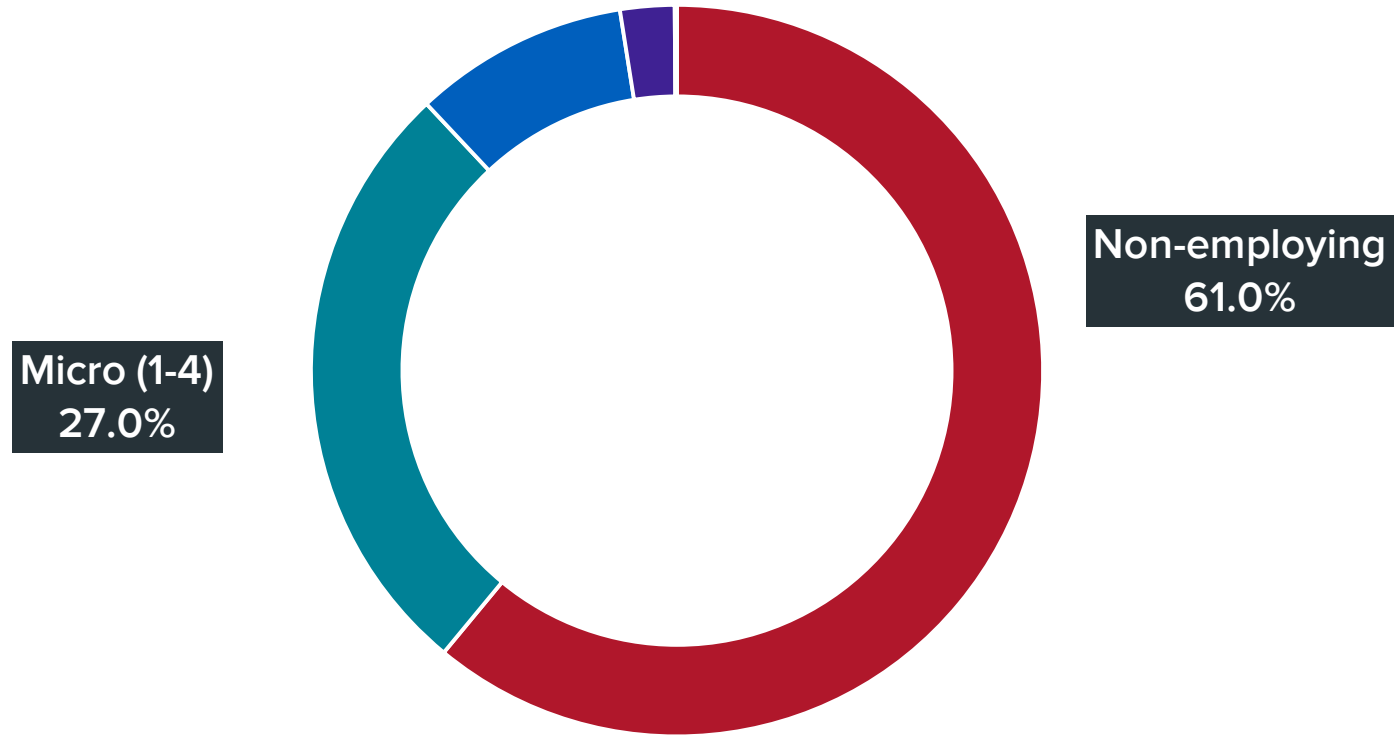
SMALL BUSINESS NATION



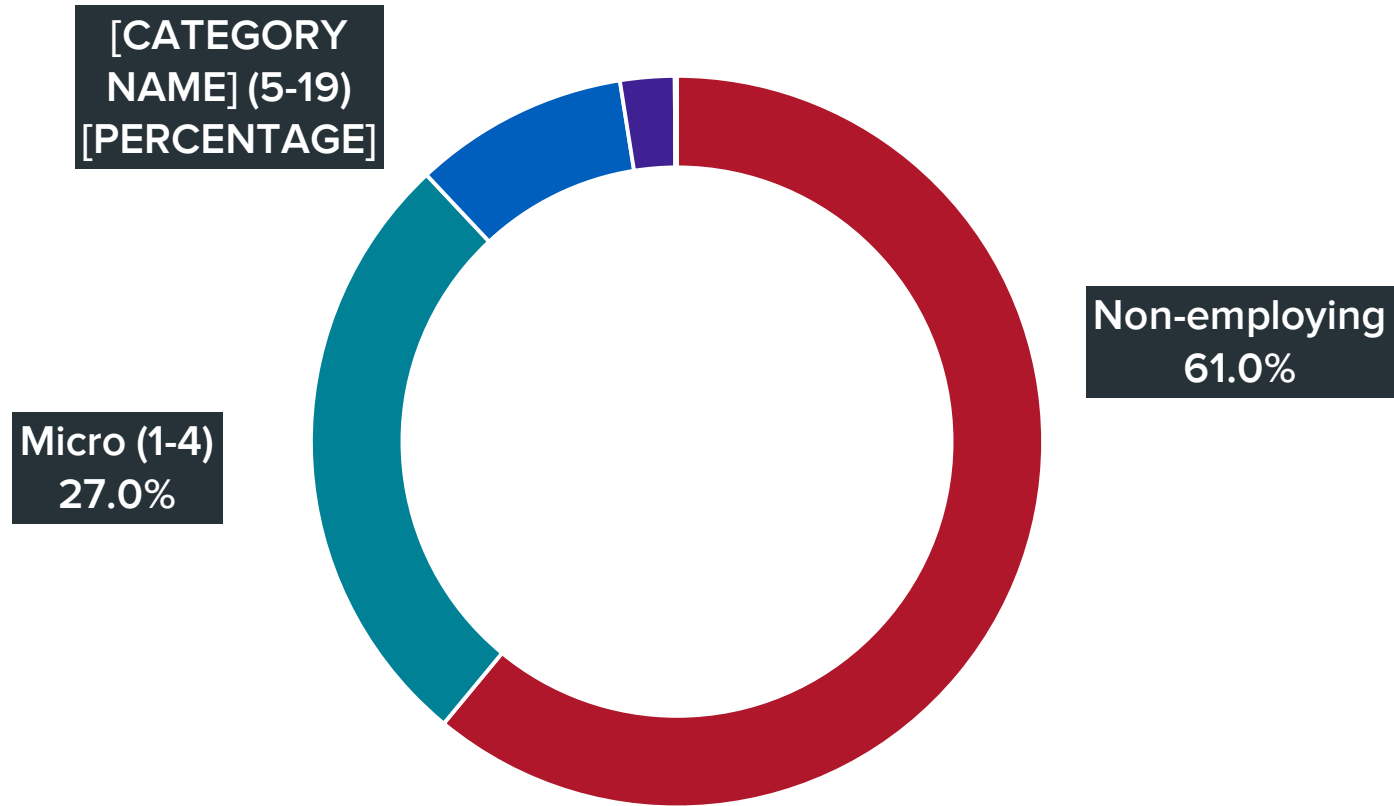
SMALL BUSINESS NATION



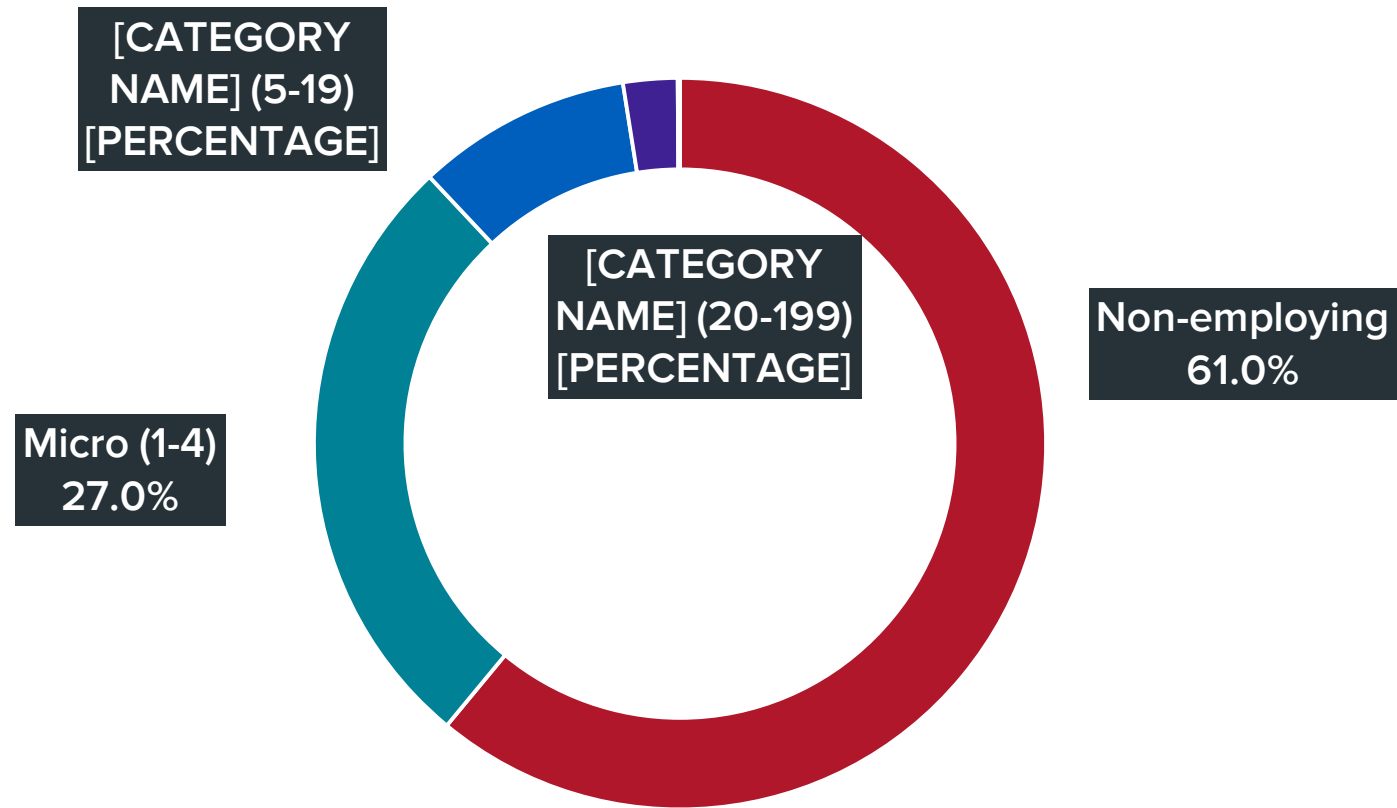
SMALL BUSINESS NATION



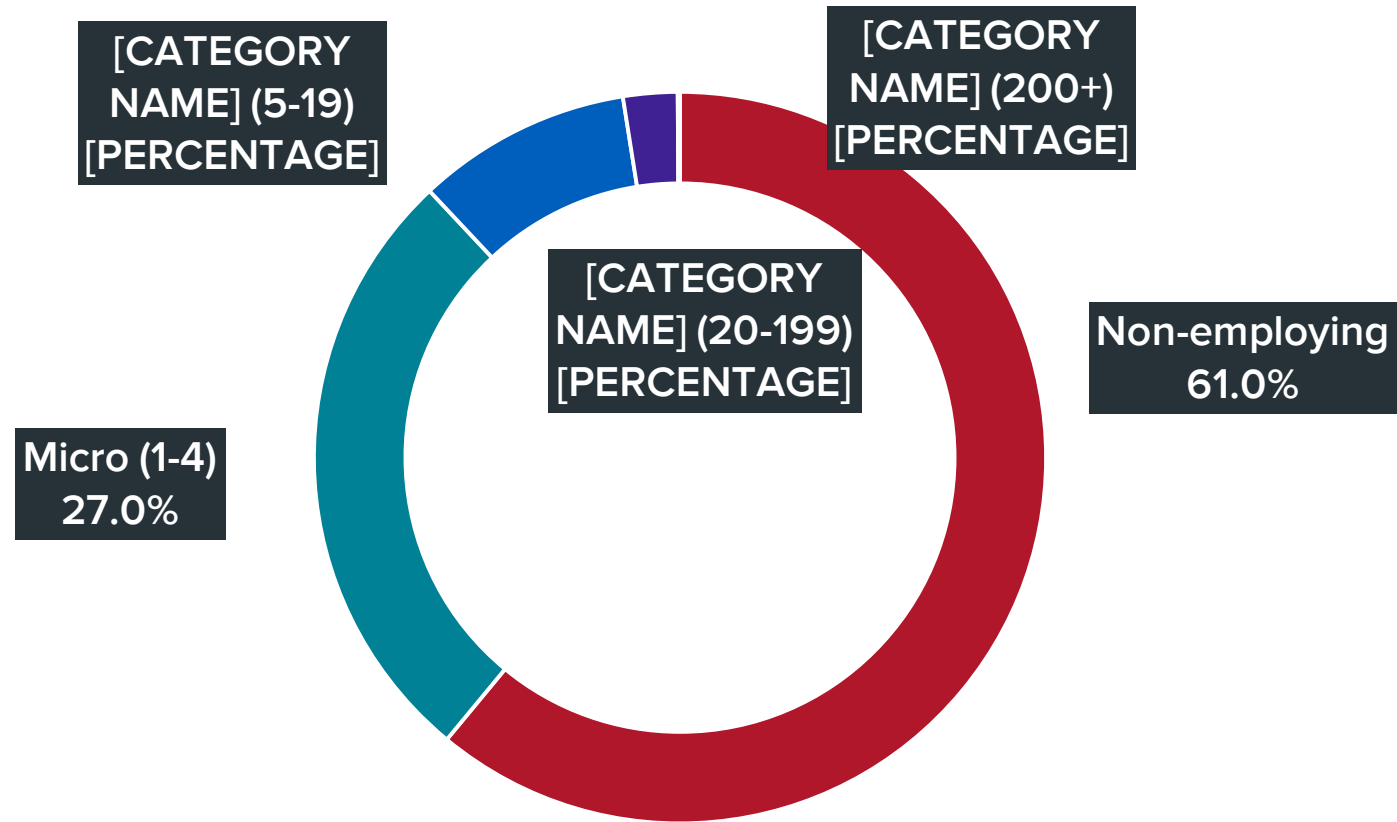
SMALL BUSINESS NATION



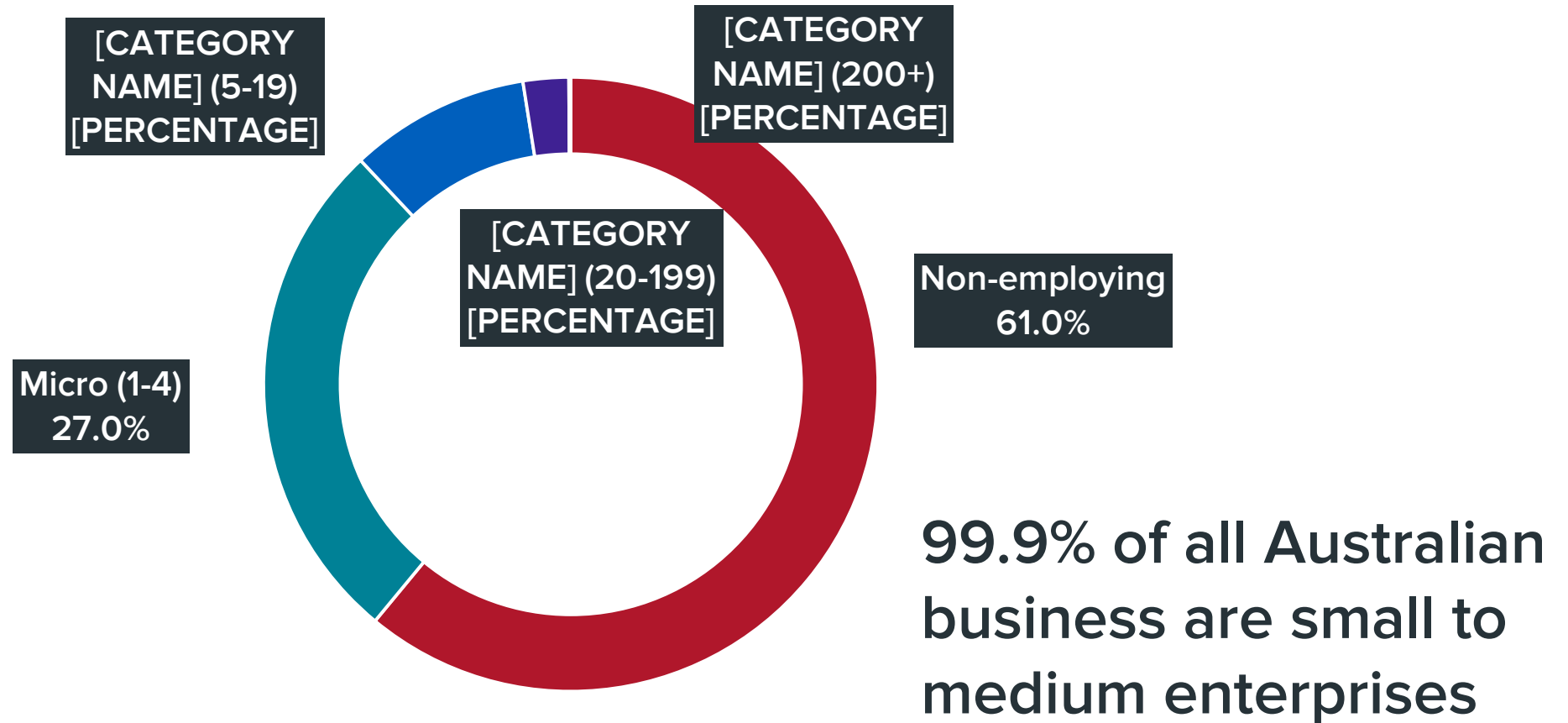
SMALL BUSINESS NATION



SMALL BUSINESS NATION



SMALL BUSINESS NATION



SURVIVAL RATES

3 year survival rate – all businesses



3 year survival rate – new businesses









© AP



TRAINING

— & —

COMMUNICATING

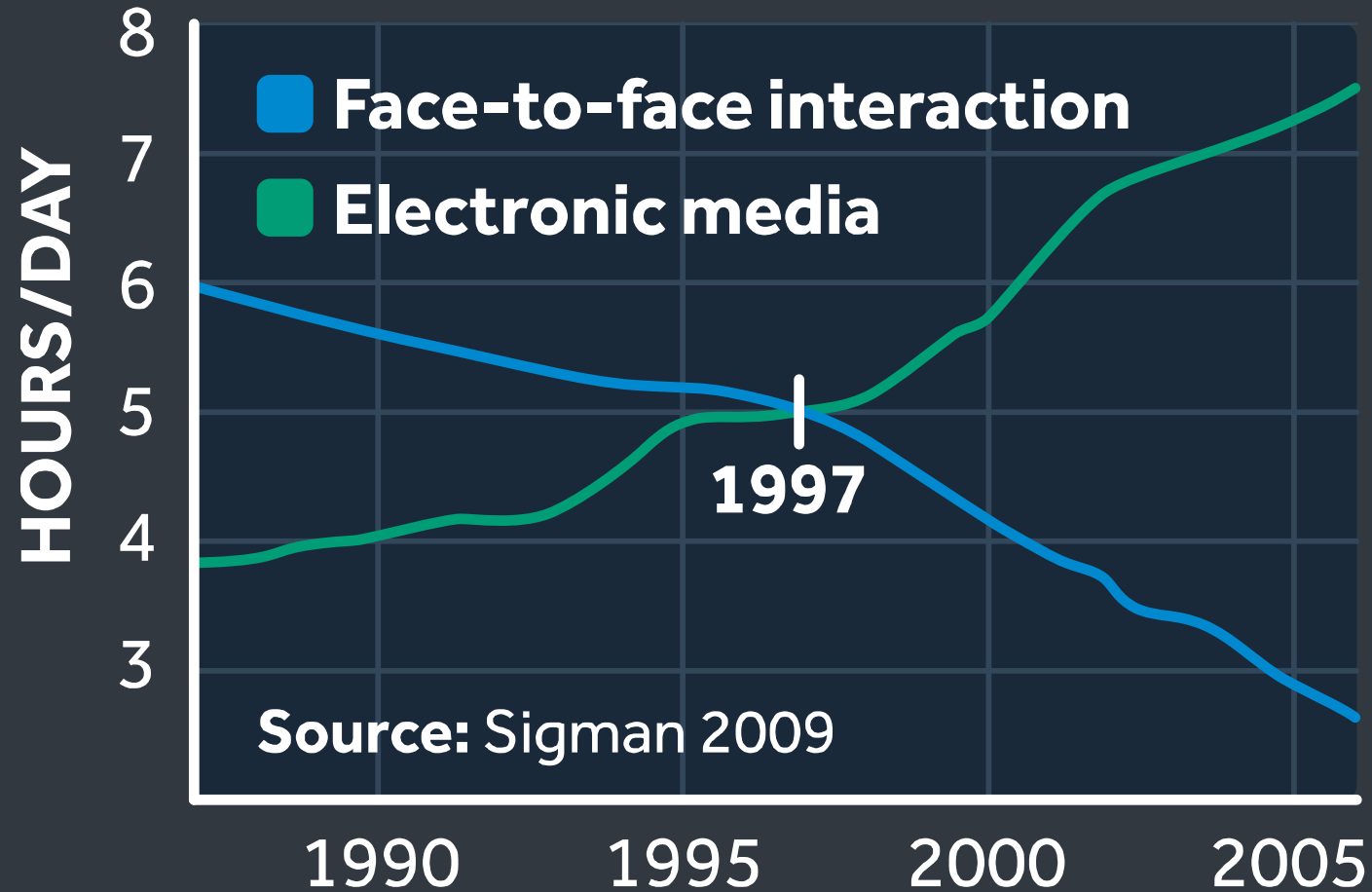
THE GREAT SCREENAGE







SCREENAGERS

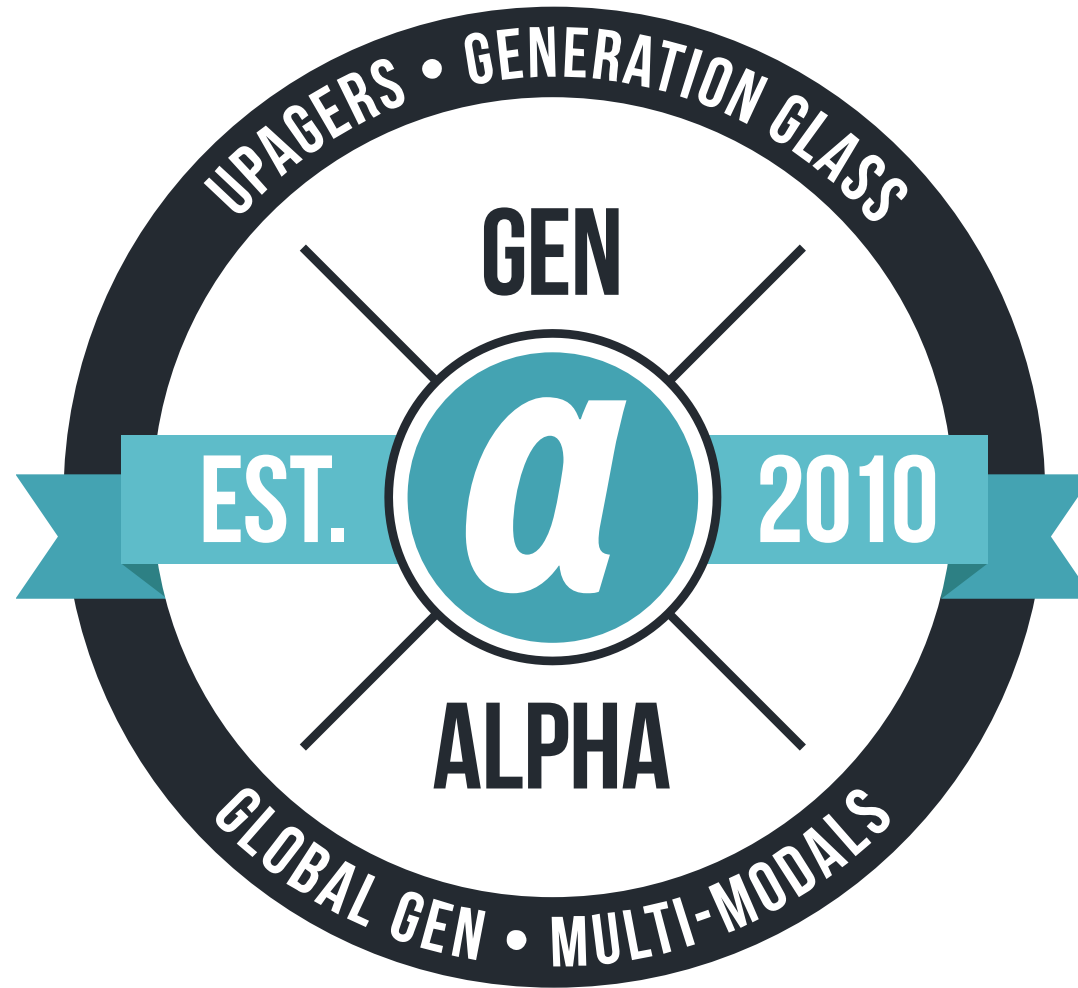


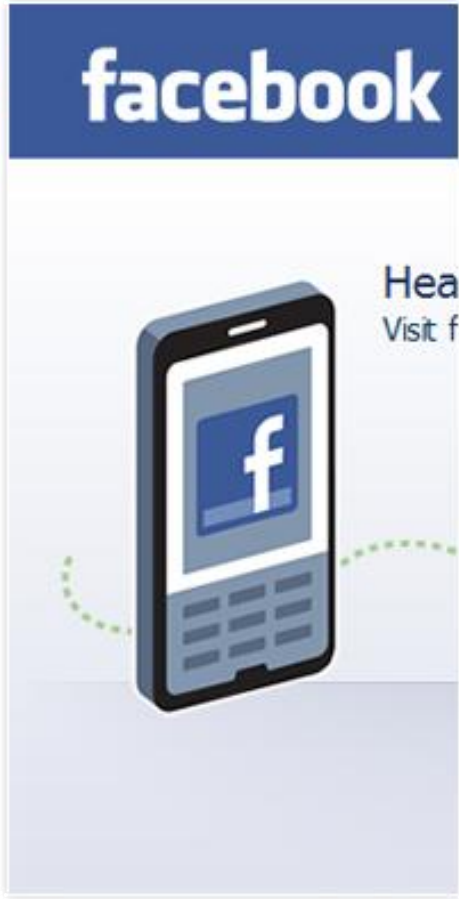
TECHNOLOGY



in 2025 ??

GENERATION ALPHA











1. CANDY CRUSH SAGA



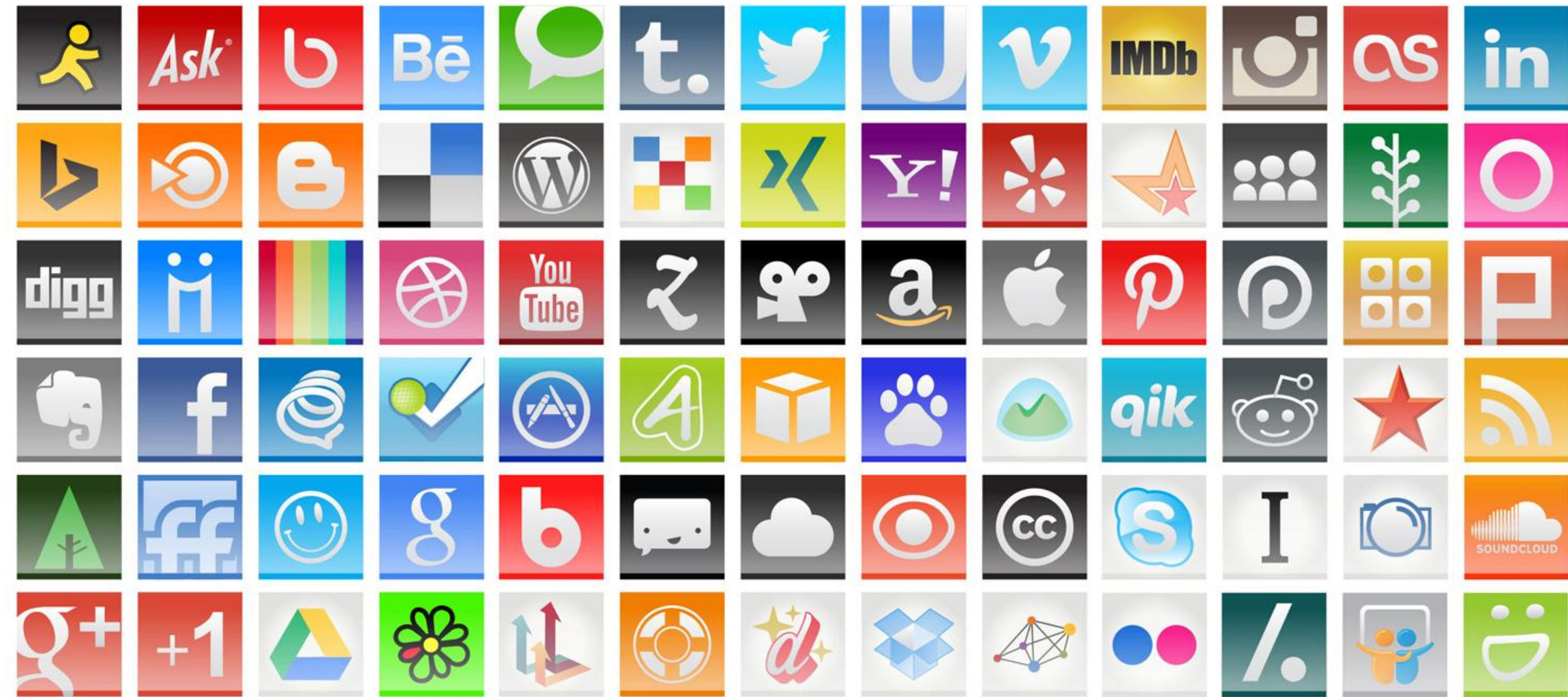
REAL



RELEVANT



RESPONSIVE







Mark McCrindle



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