Australia’s changing communities
Now and towards 2030

Eliane Miles
AFAC 2019
"It is change, continuing change, inevitable change, that is the dominant factor in society today.

- Isaac Asimov (science fiction writer)
It is change, continuing change, inevitable change, that is the dominant factor in society today.

No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.

- Isaac Asimov (science fiction writer)
DEMOGRAPHICALLY TRANFORMED
POPULATION GROWING
AUSTRALIA TODAY

25.4m
MEDIA RELEASE

July 14, 1998

Embargoed: 11:30 AM (AEST) 74/1998

Where our population is headed by 2051 - ABS

Australia's 1997 population of 18.5 million could grow to between 23.5 and 26.4 million by the year 2051, according to various projections released today by the...
GROWTH RATES - GREATER CAP CITIES, 12 MO.

PERTH 1.1%

2.2% CANBERRA

SYDNEY 1.8%

MELBOURNE 2.5%

BRISBANE 2.1%

ADELAIDE 0.8%

HOBART 1.5%

Source: ABS, Regional Population Growth (March 27 2019)
RAPIDLY DENSIFYING - MELBOURNE
If Western Sydney was a city in its own right, it would be the 4th largest city in Australia.

1. Melbourne
2. Rest of Sydney
3. Brisbane
4. Western Sydney

Population of **2.2 million**

Source: McCrindle, ABS
SYDNEY PREPARES FOR GROWTH: 3 CITIES

- Western City
- Central City
- Eastern City

Map showing locations such as Penrith, Blacktown, Parramatta, Olympic Park, Liverpool, Campbelltown, Northern Beaches, St Leonards, Sydney City, and Sydney Airport.

SOURCE: GREATER SYDNEY COMMISSION
NEW HOUSING APPROVALS – SYD, MEL, BRISB

1/2

Source: ABS Cat 8731
IMPLICATIONS:
MASS URBANISATION & DENSIFIED LIVING
Build Absolutely Nothing Anywhere Near Anyone
POPULATION

CHANGING
MIGRATION TRENDS (12 MONTHS)

39% United Kingdom

Natural increase

61% Net overseas migration

(314,000 births - 158,500 deaths = 156,400/year)

TOTAL POPULATION GROWTH: 405,000

Source: ABS Cat 3101.0 (6 June 2019)
AUSTRALIA HAS A GREATER % OF MIGRANTS THAN...

26%

Born overseas

Source: ABS
1. UK (4.2%)
2. New Zealand (2.4%)
3. China (2.3%)
4. India (2.1%)
5. Philippines (1.1%)
MOST MULTICULTURAL AUSTRALIAN SUBURBS

% of residents born abroad

- Haymarket (NSW): 77%
- Rhodes (NSW): 76%
- Harris Park (NSW): 72%
- Wolli Creek (NSW): 70%
- Ultimo (NSW): 70%

Source: ABS Census 2016
MOST MULTICULTURAL QLD SUBURBS

% of residents born abroad

- Robertson: 63%
- Macgregor: 59%
- Stretton: 59%
- Sunnybank: 58%
- Brisbane City: 58%

Source: ABS Census 2016
BRISBANE: GLOBALLY CONNECTED
In many ways, we are the most successful migrant nation on earth.

- Demographer, Bernard Salt
In a Proudly Diverse Australia, White People Still Run Almost Everything
LETTERACY NIGHT
DEC 8  5:00
1989
REGIONAL NSW AND REGIONAL VICTORIA HAVE OLDER POPULATIONS THAN THE REST OF THE COUNTRY
Helping grandma with the controller
AGEING POPULATION: DOWNAGEING

Tech Savvy Seniors
Digital Transactors
Techno Granny
RETIRED & WIRED
Google Grandparents
Downagers
Silver Surfers
Digital Immigrants

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MOBILE DATA - EVERYWHERE

BALLOON-POWERED INTERNET FOR EVERYONE
INFORMATION EMPowered
4.7 QUINTILLION (4,700,000,000,000,000,000,000) BYTES OF DATA CREATED... EVERY DAY

“MORE DATA IN THE LAST 2 YEARS THAN THE HISTORY OF CIVILISATION”
STRESS ON THE RISE

35%
Of necessity, the Age of Wisdom, in my opinion, will follow the Age of Information.

- Stephen Covey, Author of The 8th Habit: From Effectiveness to Greatness
FROM THE COMPLEX TO THE SIMPLE
GENERATIONALLY REDEFINED
SIX GENERATIONS

BUILDERS
74+

BABY BOOMERS
55 - 73

GENERATION X
40 - 54

GENERATION Y
25 - 39

GENERATION Z
10 - 24

GENERATION ALPHA
Under 10
NEW GENERATIONS DOMINATE

Gen Y: Born 1980 - 1994

Gen Z: Born 1995 - 2009

In 10 years’ time, Gen Z will be 32% of the workforce, and Gen Y 35%.

Source: McCrindle, ABS
HOME OWNERSHIP OUT OF REACH FOR MANY

Home ownership rates, ages 18-39

Source: HILDA, 2017
MEET THE KIPPERS

Kids
In
Parents
Pockets
Eroding
Retirement
Savings
@brod

Skipped smashed avocado for breakfast this morning. Excited to buy a house next week.
NEXT GENERATION ENGAGEMENT THROUGH PEAS

PURPOSE
GEN Z AT WORK: PURPOSE SEEKING

- Self-actualisation
- Self-esteem
- Social
- Security
- Survival

- Training
- Corporate Giving Programs
- Career pathways
- Volunteer Days
- Professional development
- Organisational values
- Triple bottom line
- Social events
- Collaboration
- Flexibility
- Workplace culture
- Remuneration
- Employment conditions
- Superannuation
- Employment stability
- Worker entitlements
- Life coaching
- Further study
- Professional networking
- Co-working spaces
- Team building
- Job security
- Tenure
- Role Description

Curious Co
NEXT GENERATION ENGAGEMENT THROUGH PEAS

PURPOSE

EXPERIENCES
5 TYPES OF EXPERIENCES

1. Social
2. Participatory
3. Life-integrated
4. Values-based
5. Fresh
GOOD FOR YOUR BUM • GREAT FOR THE WORLD
LIST OF PEOPLE

I TRUST!
MOTIVATIONS FOR VOLUNTEERING

1. 70% Know & trust the organisation

2. 56% See a need

Source: Australian Communities Trends Report, McCrindle
NEXT GENERATION ENGAGEMENT THROUGH PEAS

PURPOSE
EXPERIENCES
AUTHENTICITY
STORIES
Marketing is no longer about the stuff that you make but about the stories you tell.

Seth Godin
CHALLENGE

ACCEPTED
Thank you!

**ELIANE MILES**
Founding Director

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