
Australia's changing communities

Now and towards 2030

Eliane Miles

AFAC 2019

2030



**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)

An aerial, high-angle photograph of a city at night. The scene is dominated by numerous tall skyscrapers with illuminated windows, creating a grid of light. A multi-level highway interchange with several overpasses is visible on the right side of the frame. The overall color palette is dark, with the primary light sources being the city lights and the streetlights. The text 'DEMOGRAPHICALLY TRANSFORMED' is overlaid in the center in a large, white, sans-serif font. A short white horizontal line is positioned above the first few letters of the word 'DEMOGRAPHICALLY'.

DEMOGRAPHICALLY
TRANSFORMED



POPULATION

GROWING

AUSTRALIA TODAY



33 YEARS AHEAD OF SCHEDULE

3222.0 - Population Projections, Australia, 1997 to 2051

PREVIOUS ISSUE Released at 11:30 AM (CANBERRA TIME) 14/07/1998

MEDIA RELEASE

July 14, 1998

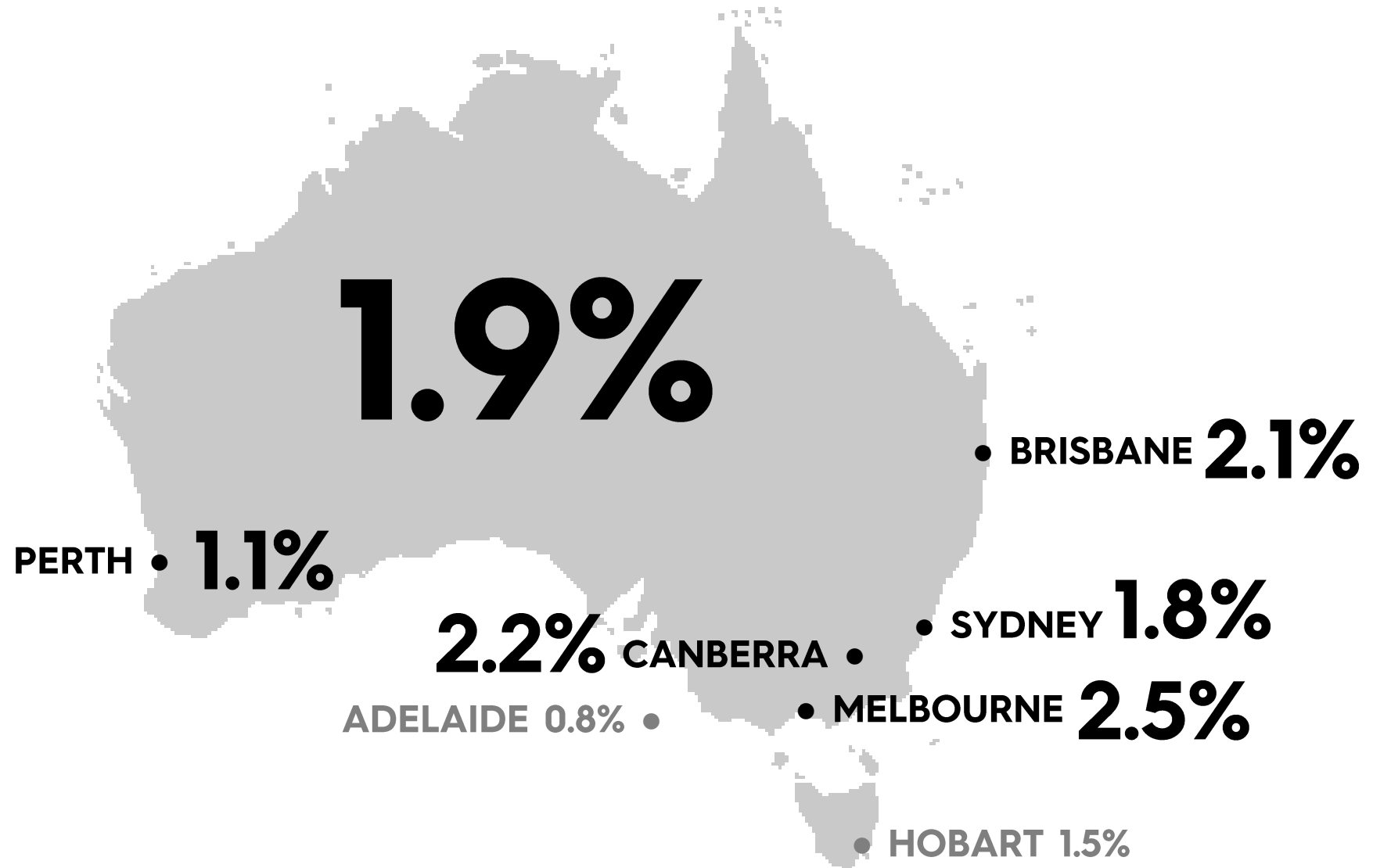
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(AEST)

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.



RAPIDLY DENSIFYING - MELBOURNE



RAPIDLY DENSIFYING - SYDNEY

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

SYDNEY PREPARES FOR GROWTH: 3 CITIES



NATIONALLY - HOW WE LIVE

3/4



1/4



NEW HOUSING APPROVALS – SYD, MEL, BRISB

1/2

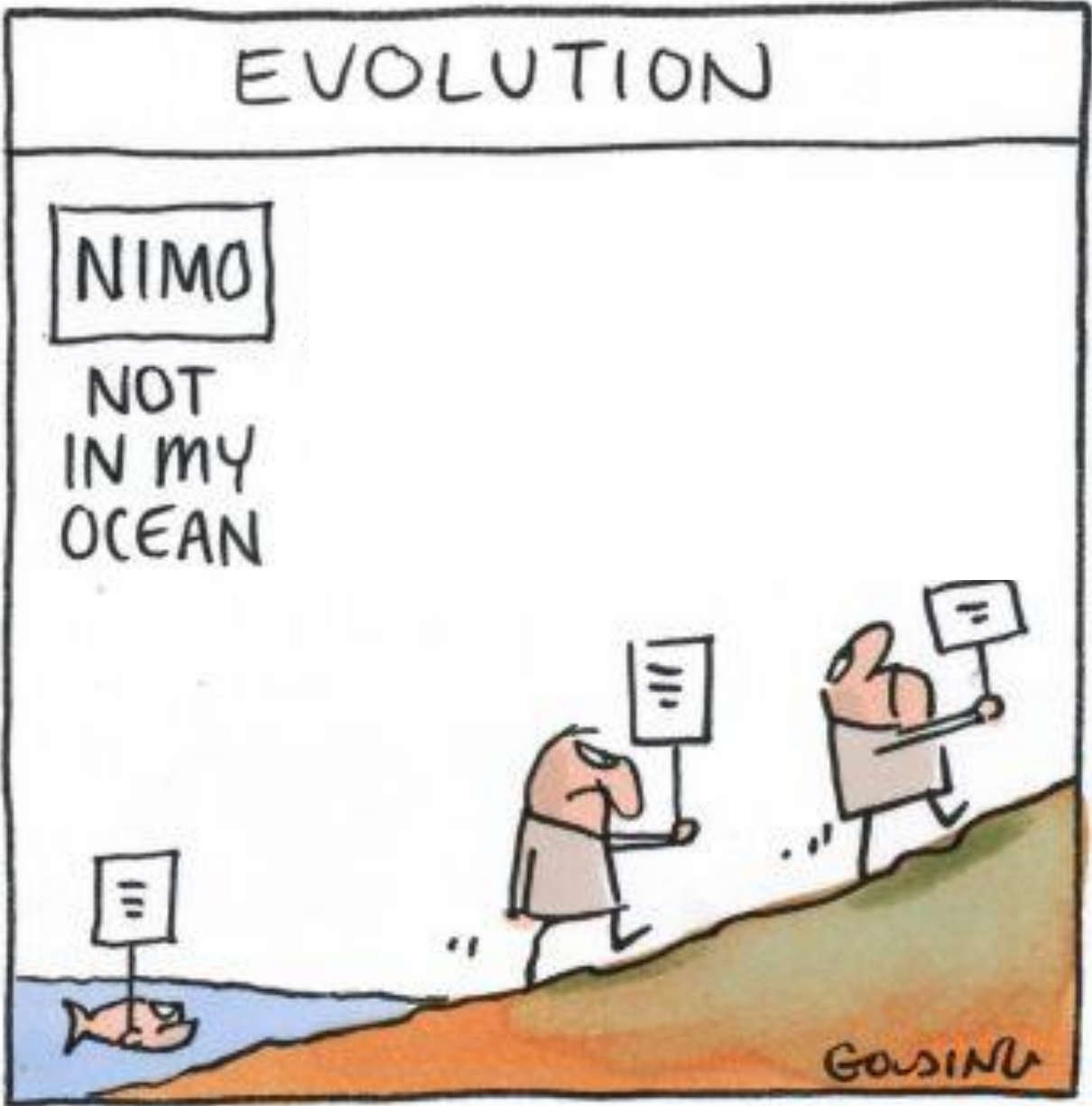


1/2



IMPLICATIONS: MASS URBANISATION & DENSIFIED LIVING







Build **A**bsolutely **N**othing **A**newhere **N**ear **A**n anyone



POPULATION

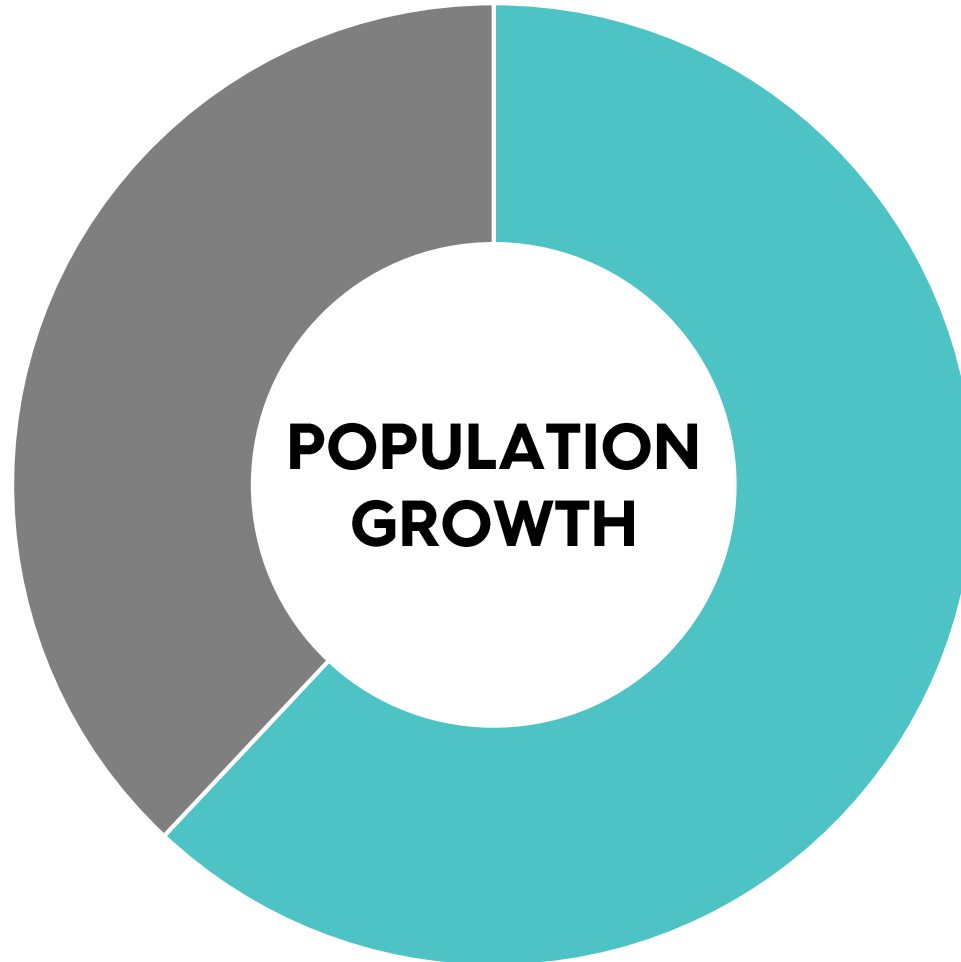
CHANGING

MIGRATION TRENDS (12 MONTHS)

39%

**Natural
increase**

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



61%

**Net overseas
migration**

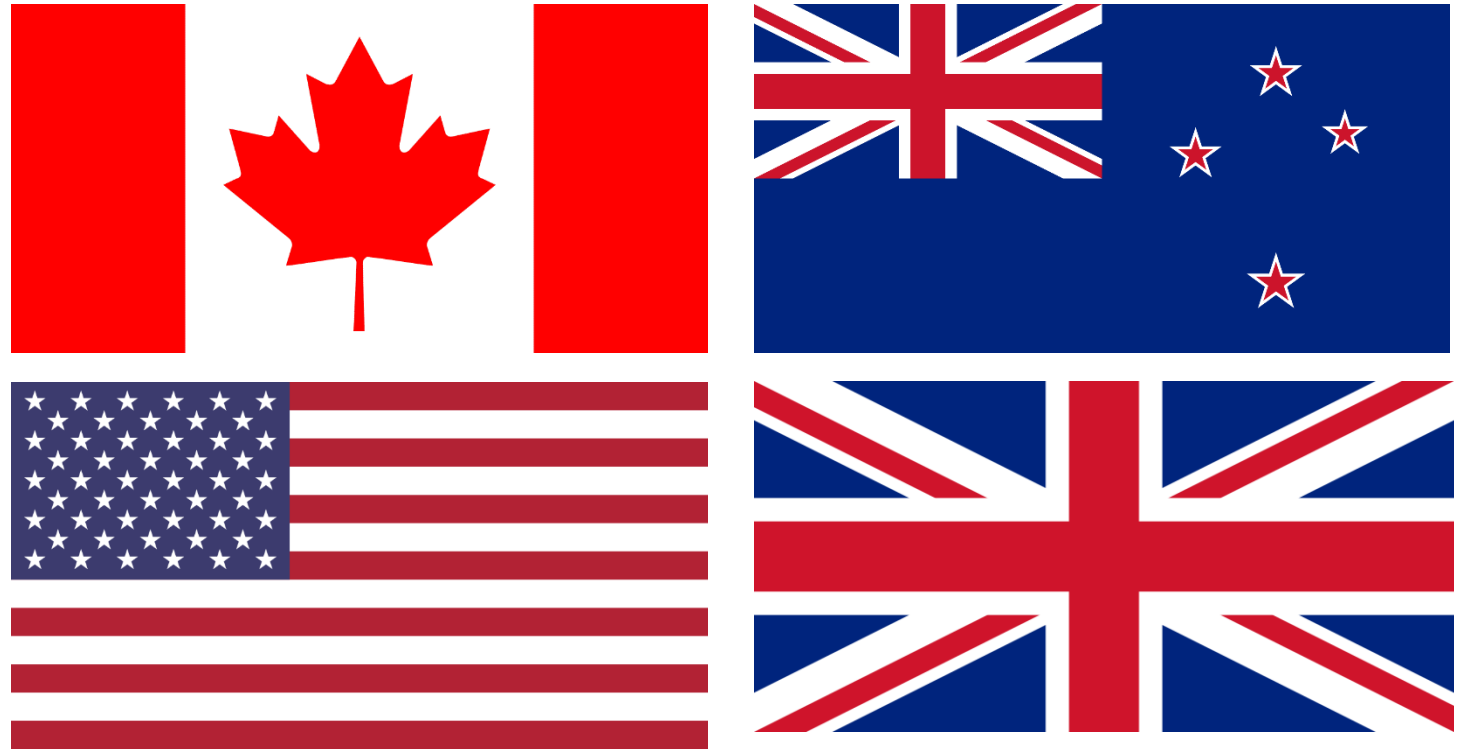
(248,500/year)

TOTAL POPULATION GROWTH: 405,000

AUSTRALIA HAS A GREATER % OF MIGRANTS THAN...

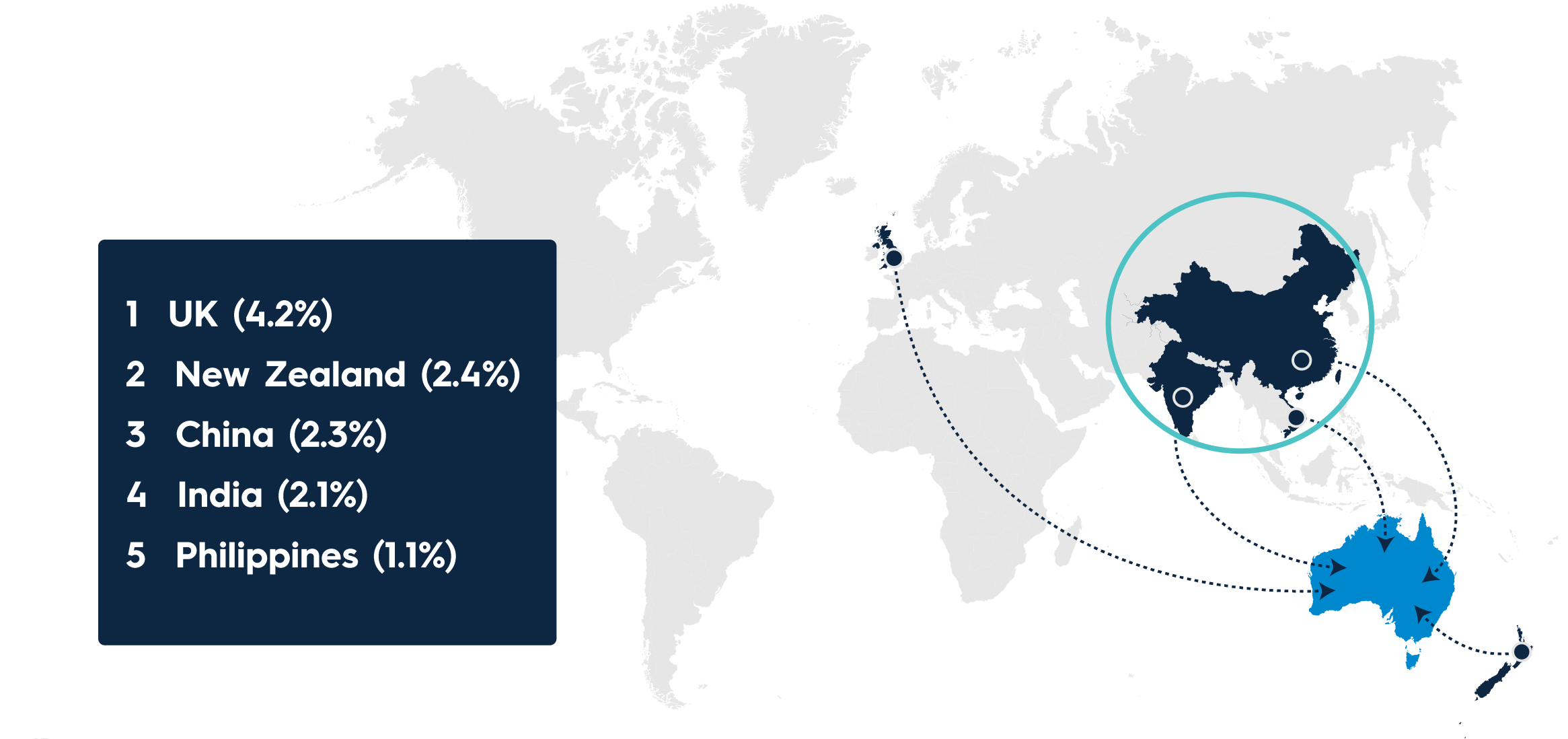
26%

Born overseas

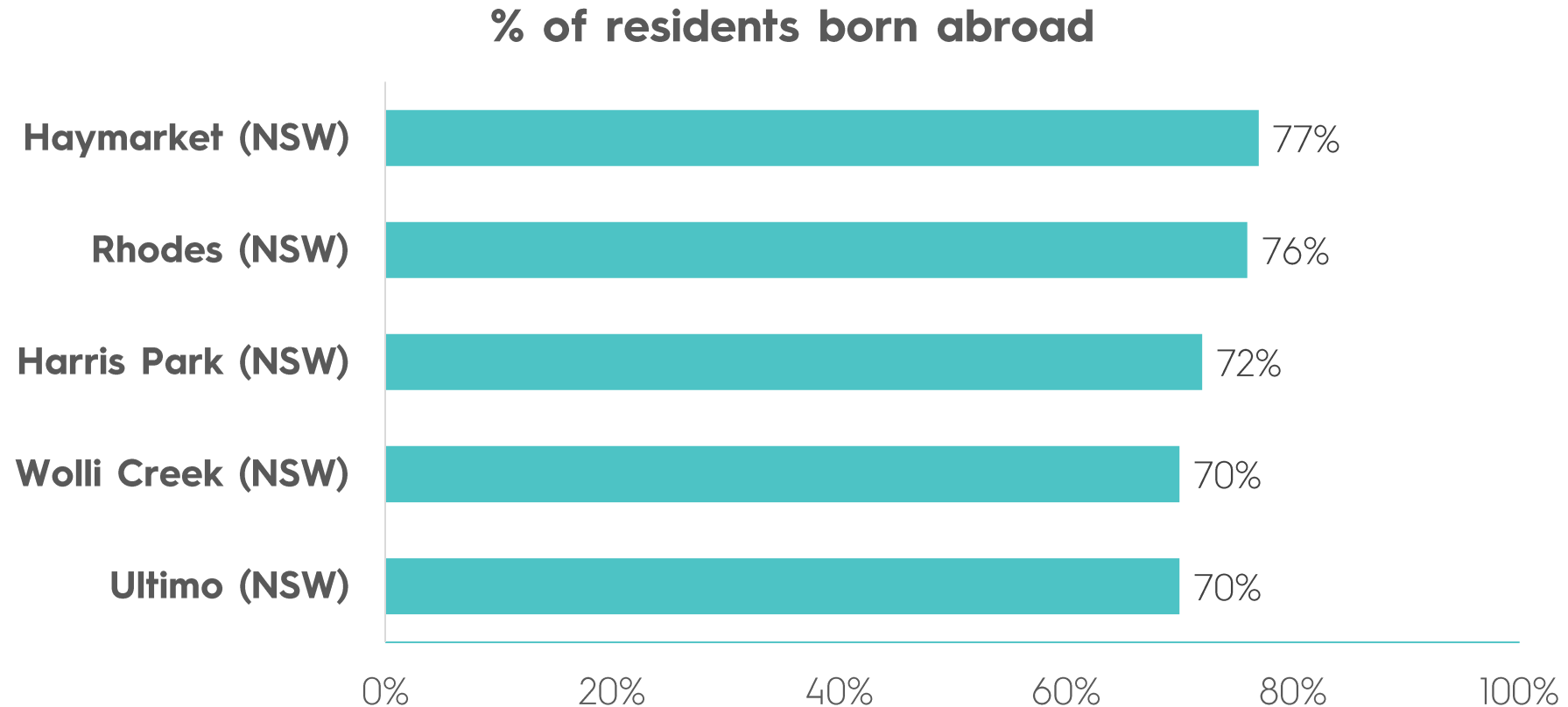


CULTURAL DIVERSITY - AUSTRALIA

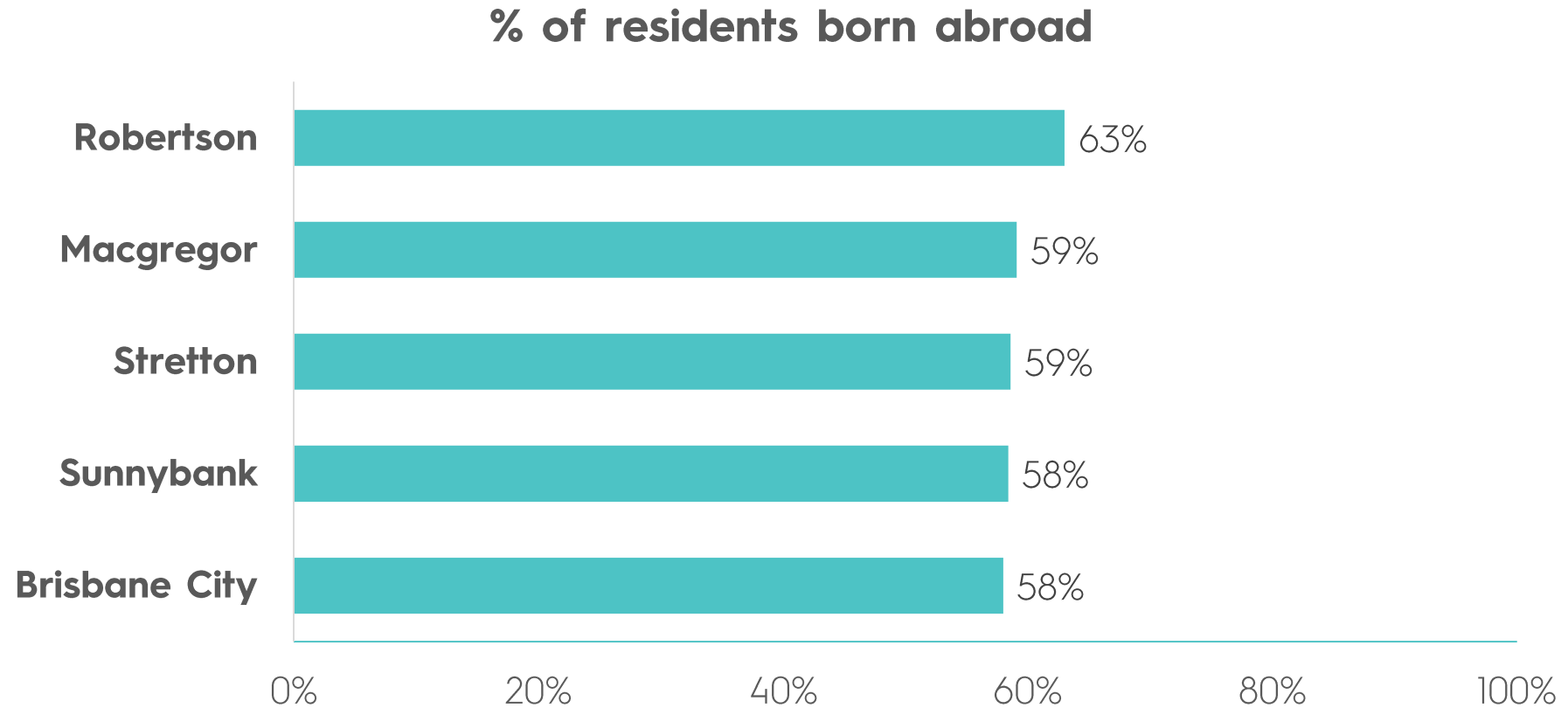
- 1 UK (4.2%)
- 2 New Zealand (2.4%)
- 3 China (2.3%)
- 4 India (2.1%)
- 5 Philippines (1.1%)



MOST MULTICULTURAL AUSTRALIAN SUBURBS



MOST MULTICULTURAL QLD SUBURBS



BRISBANE: GLOBALLY CONNECTED





**In many ways, we are the
most successful migrant
nation on earth.**

- Demographer, Bernard Salt

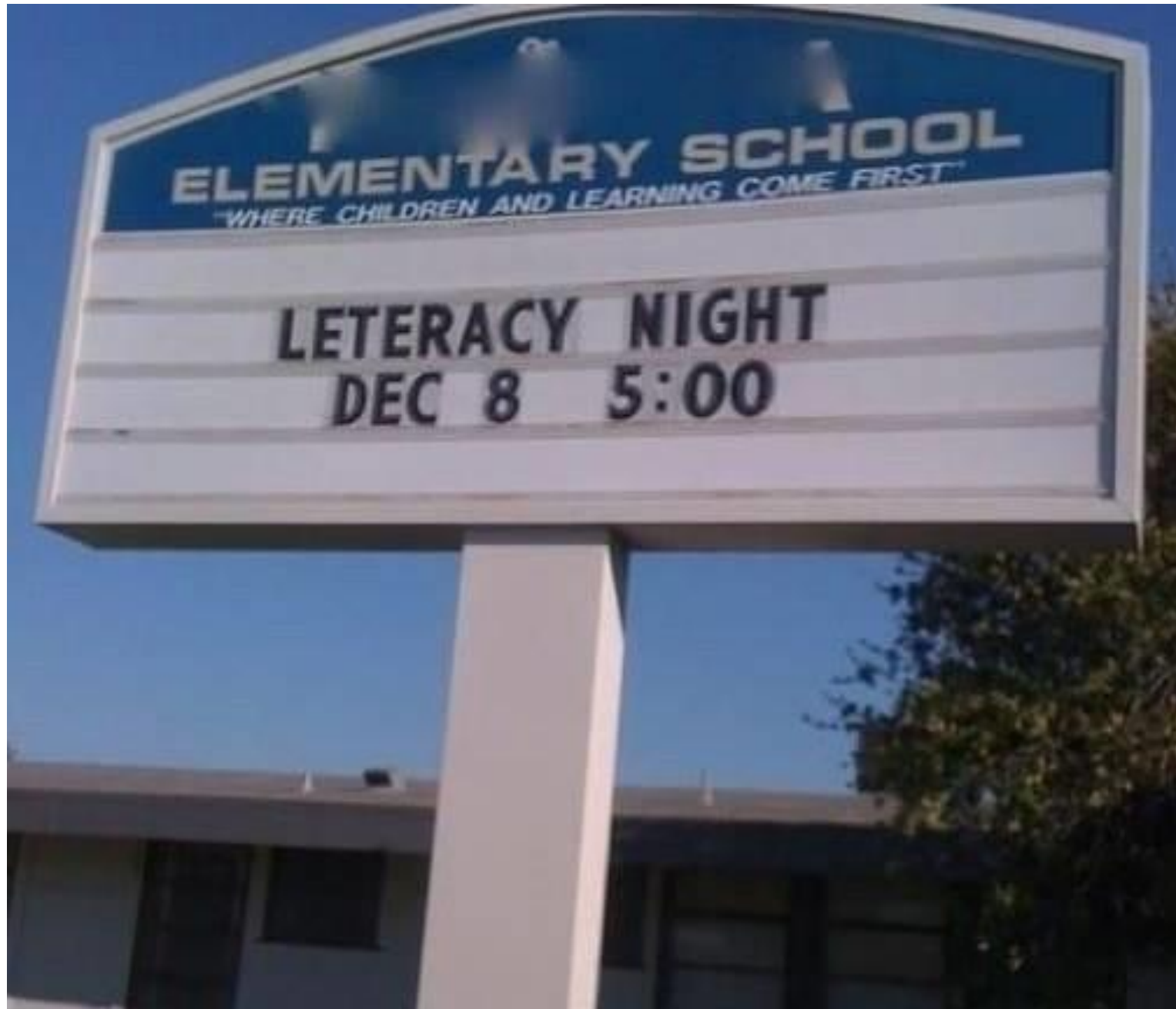


IN SOME WAYS, WE'RE NOT

The New York Times

In a Proudly Diverse Australia, White People Still Run Almost Everything

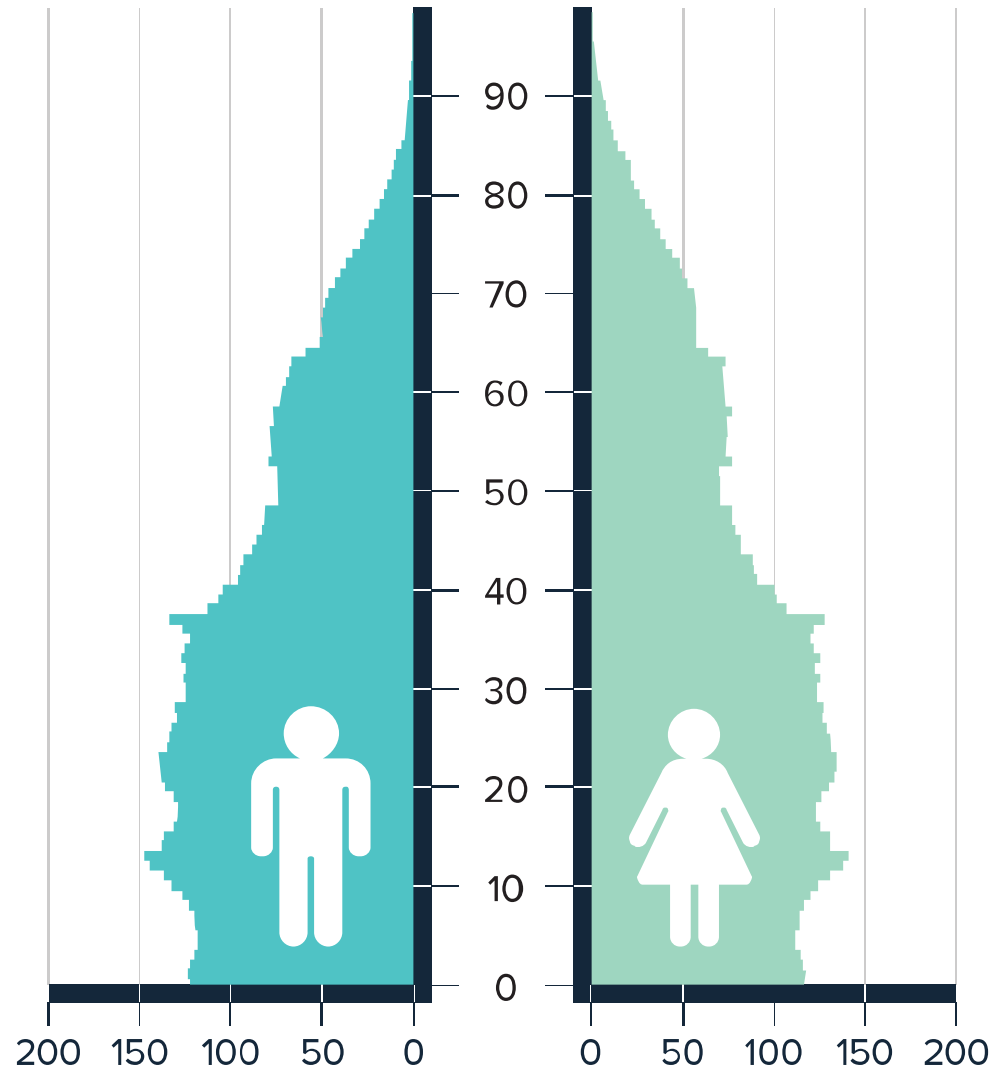




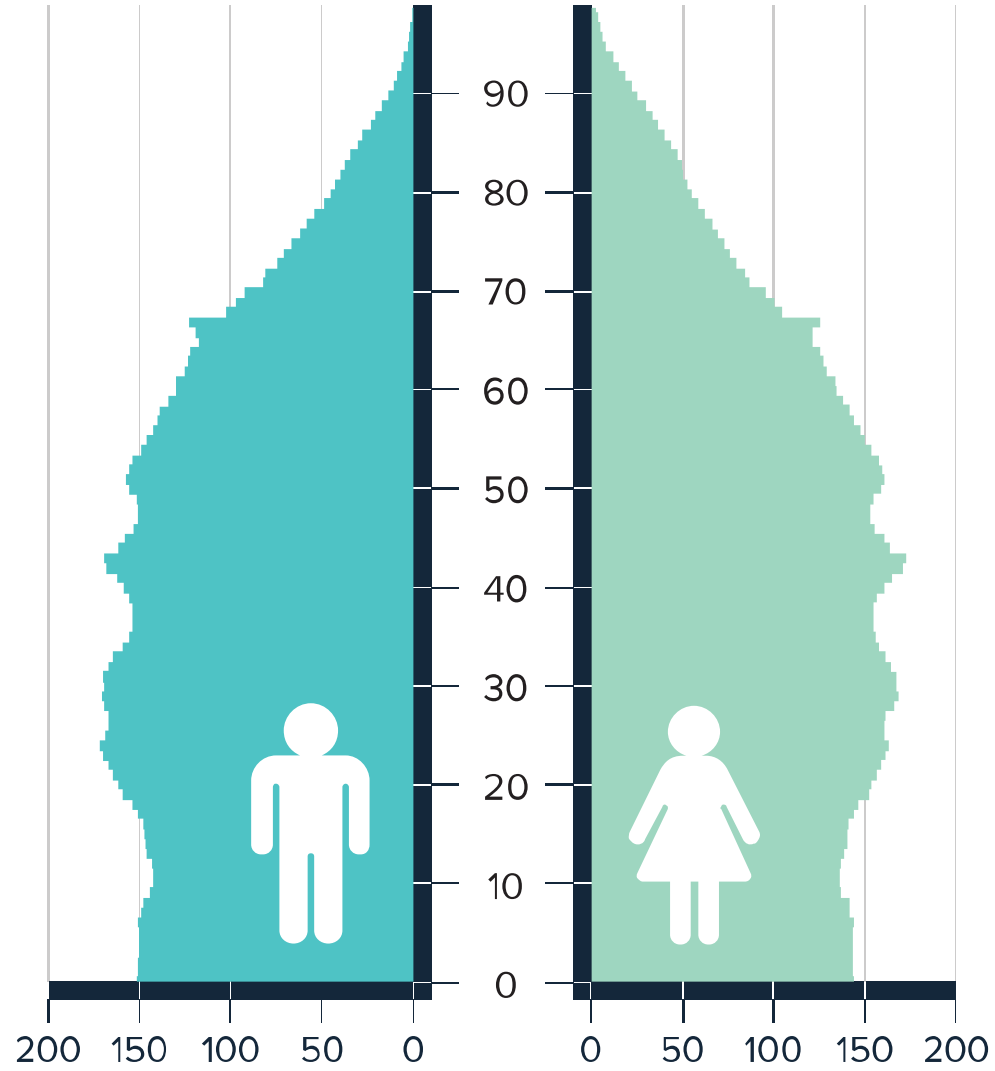
POPULATION

AGEING

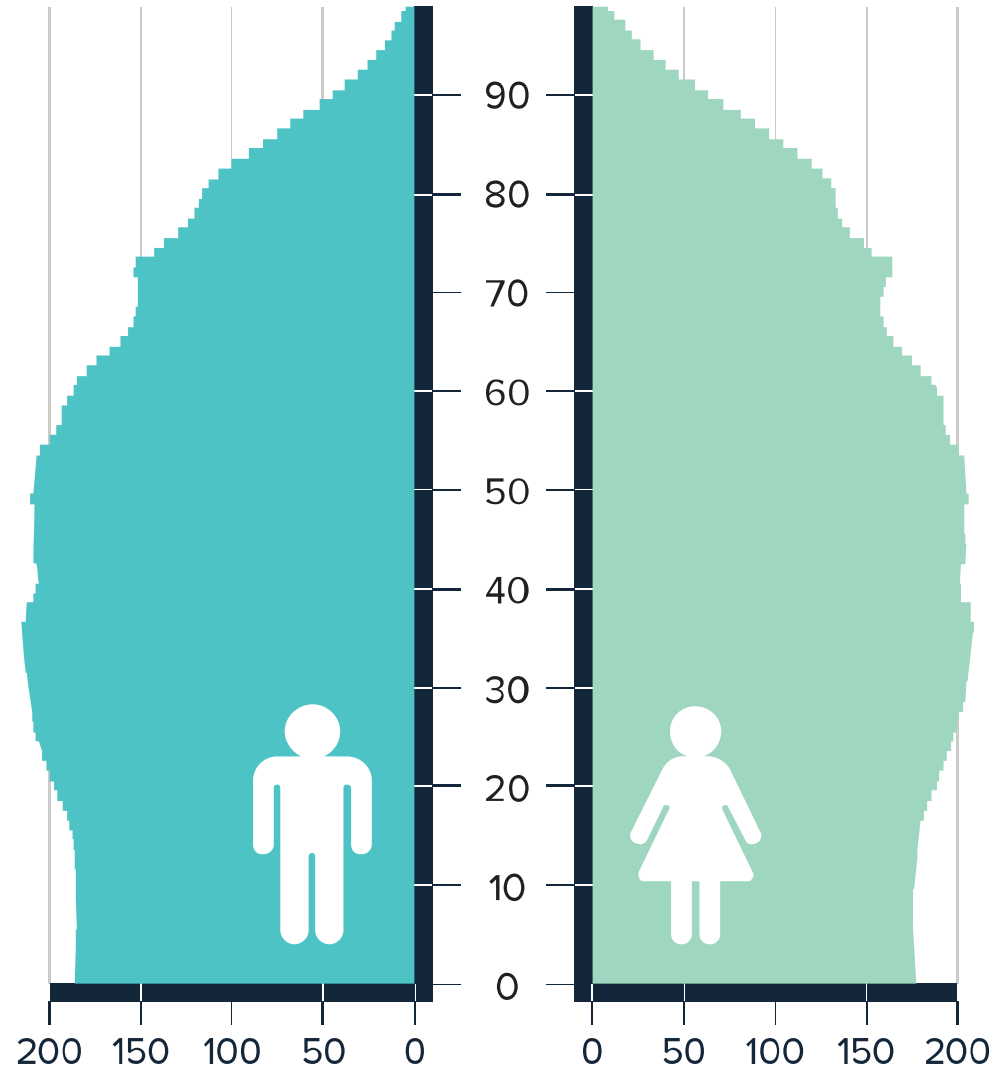
1989



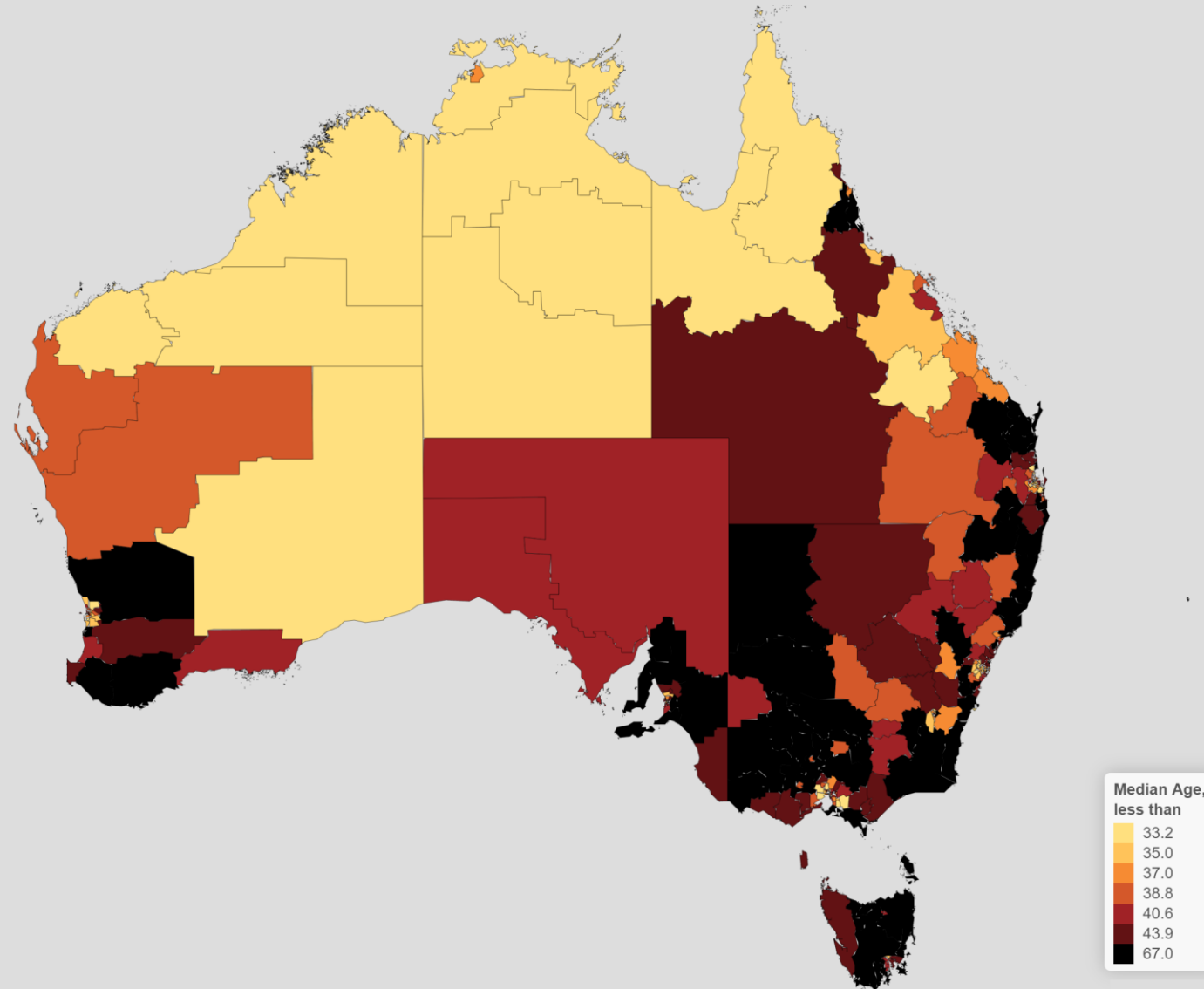
2019



2049



REGIONAL NSW AND REGIONAL VICTORIA HAVE OLDER POPULATIONS THAN THE REST OF THE COUNTRY





Helping grandma
with the controller

AGEING POPULATION: DOWNGEING

Tech Savvy Seniors

Digital Transactors

Techno Granny

RETIRED & WIRED

Google Grandparents

Downagers

Silver Surfers

Digital Immigrants

MOBILE DATA - EVERYWHERE

PROJECT LOON

WHAT IS PRO

BALLOON-POWERED IN
FOR EVERYONE



INFORMATION EMPOWERED

4.7 QUINTILLION (4,700,000,000,000,000,000)
BYTES OF DATA CREATED... *EVERY DAY*



**“MORE DATA IN THE LAST 2 YEARS THAN THE
HISTORY OF CIVILISATION”**



STRESS ON THE RISE





**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



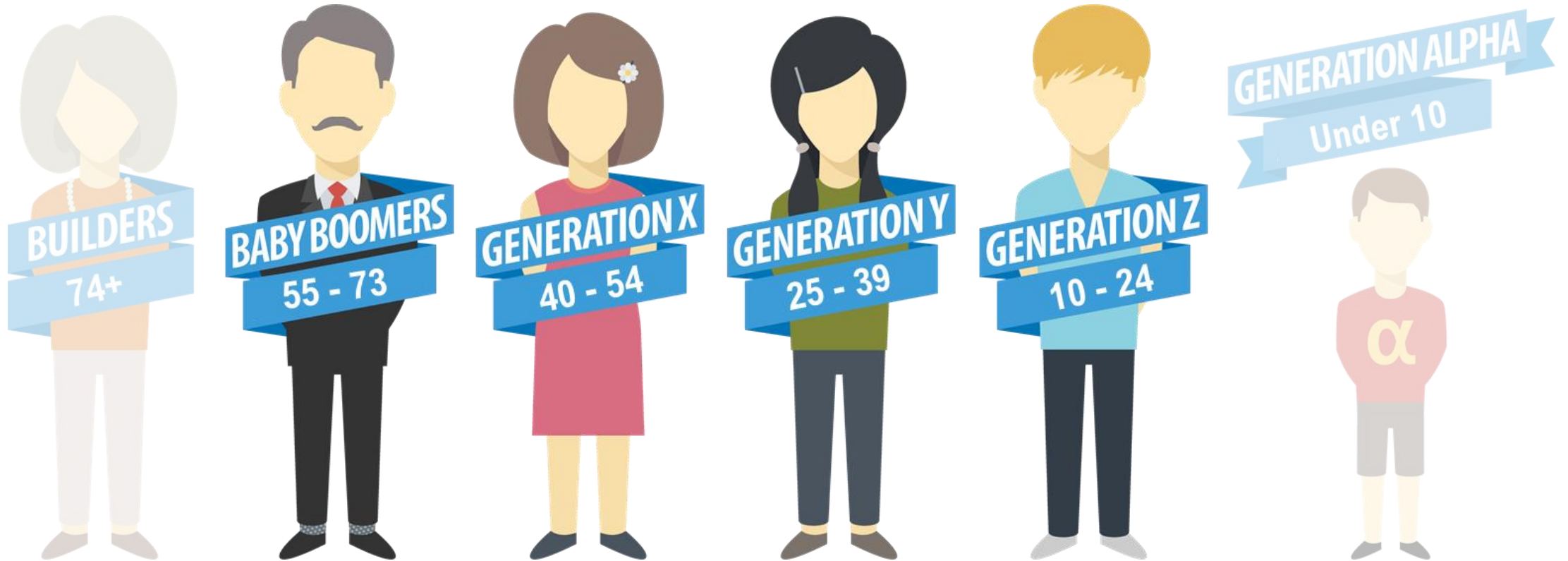
FROM THE COMPLEX TO THE SIMPLE



A photograph of five young people standing in a row against a dark, vertically-ribbed background. They are all looking down at their smartphones. From left to right: a young man in a denim jacket with a plaid shirt tied around his waist; a young woman in a black leather jacket and striped jumpsuit; a young man in a black leather jacket and a long grey cardigan; a young man in a white hoodie, a black cap, and a backpack; and a young woman in a black floral-patterned sweater and ripped blue jeans. The text 'GENERATIONALLY REDEFINED' is overlaid in large white letters across the center of the image.

GENERATIONALLY REDEFINED

SIX GENERATIONS

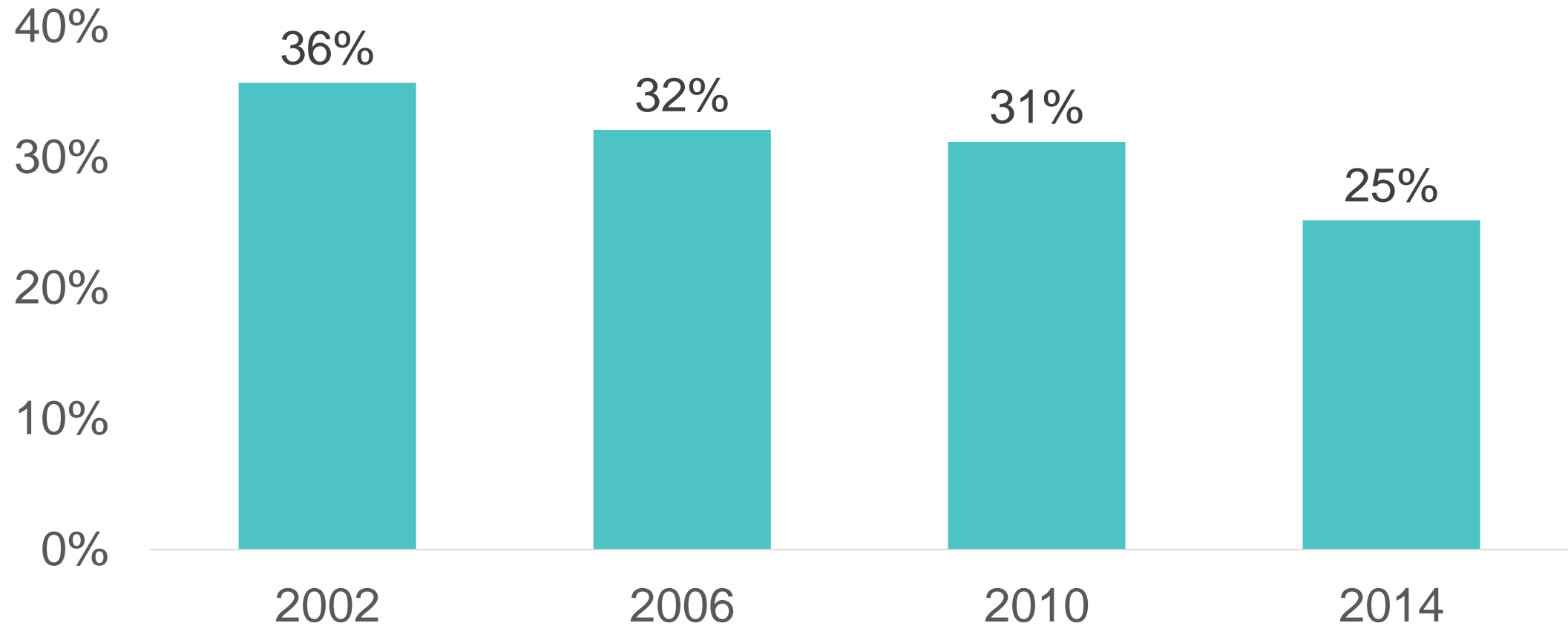


NEW GENERATIONS DOMINATE



HOME OWNERSHIP OUT OF REACH FOR MANY

Home ownership rates, ages 18-39



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



MASLOW'S HIERARCHY OF NEEDS

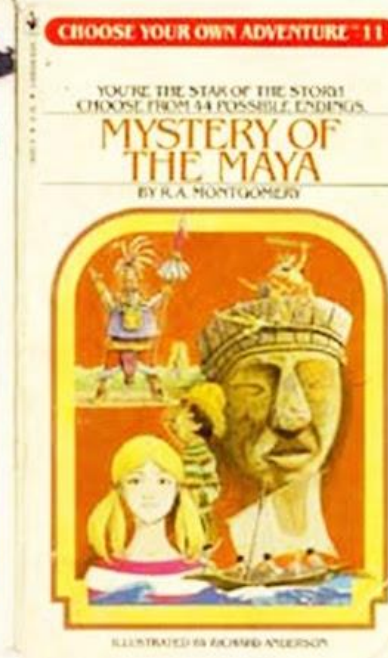
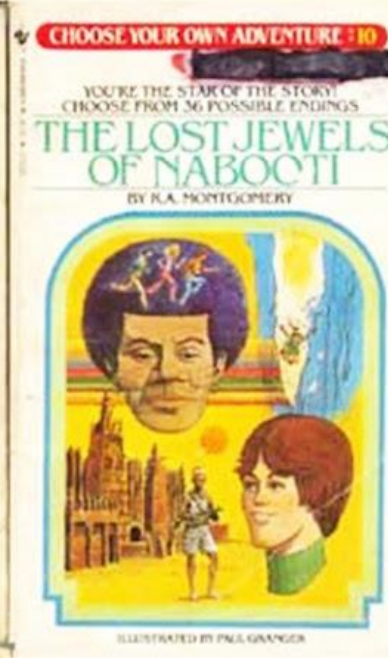
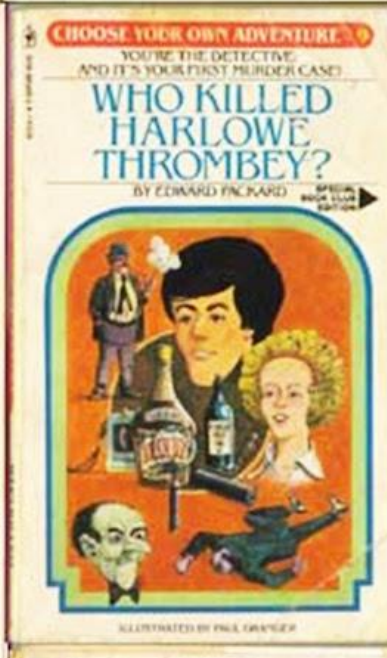
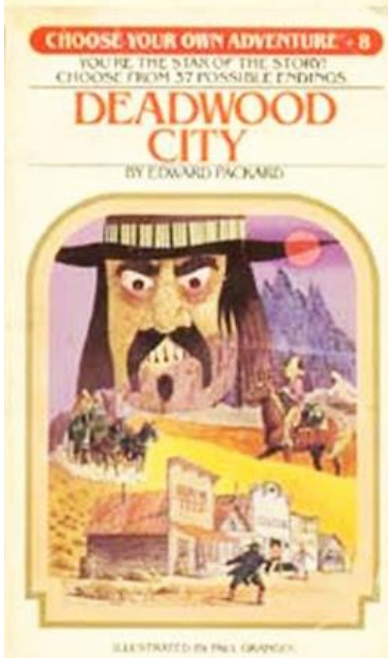
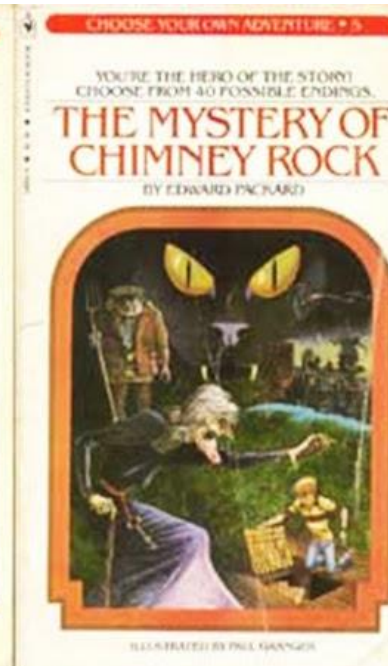
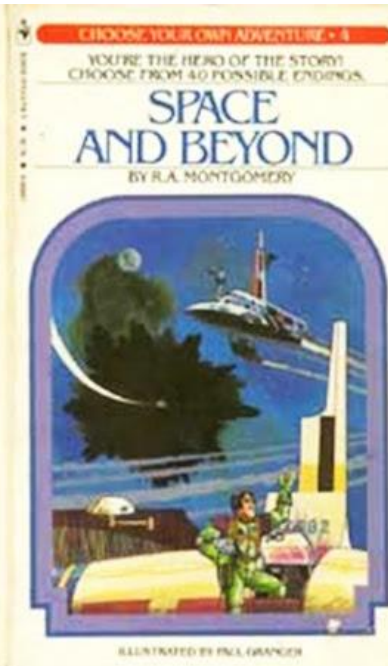
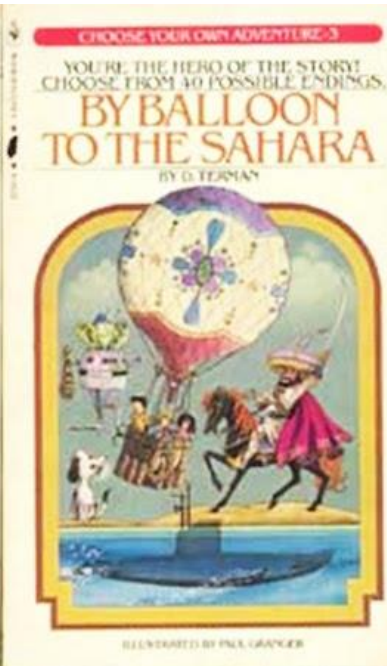
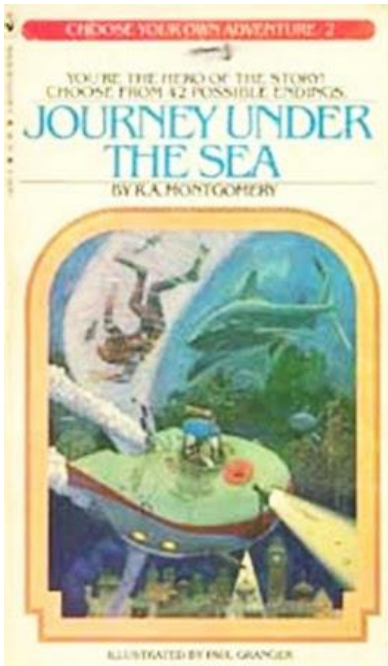


REVERSE PSYCHOLOGY



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

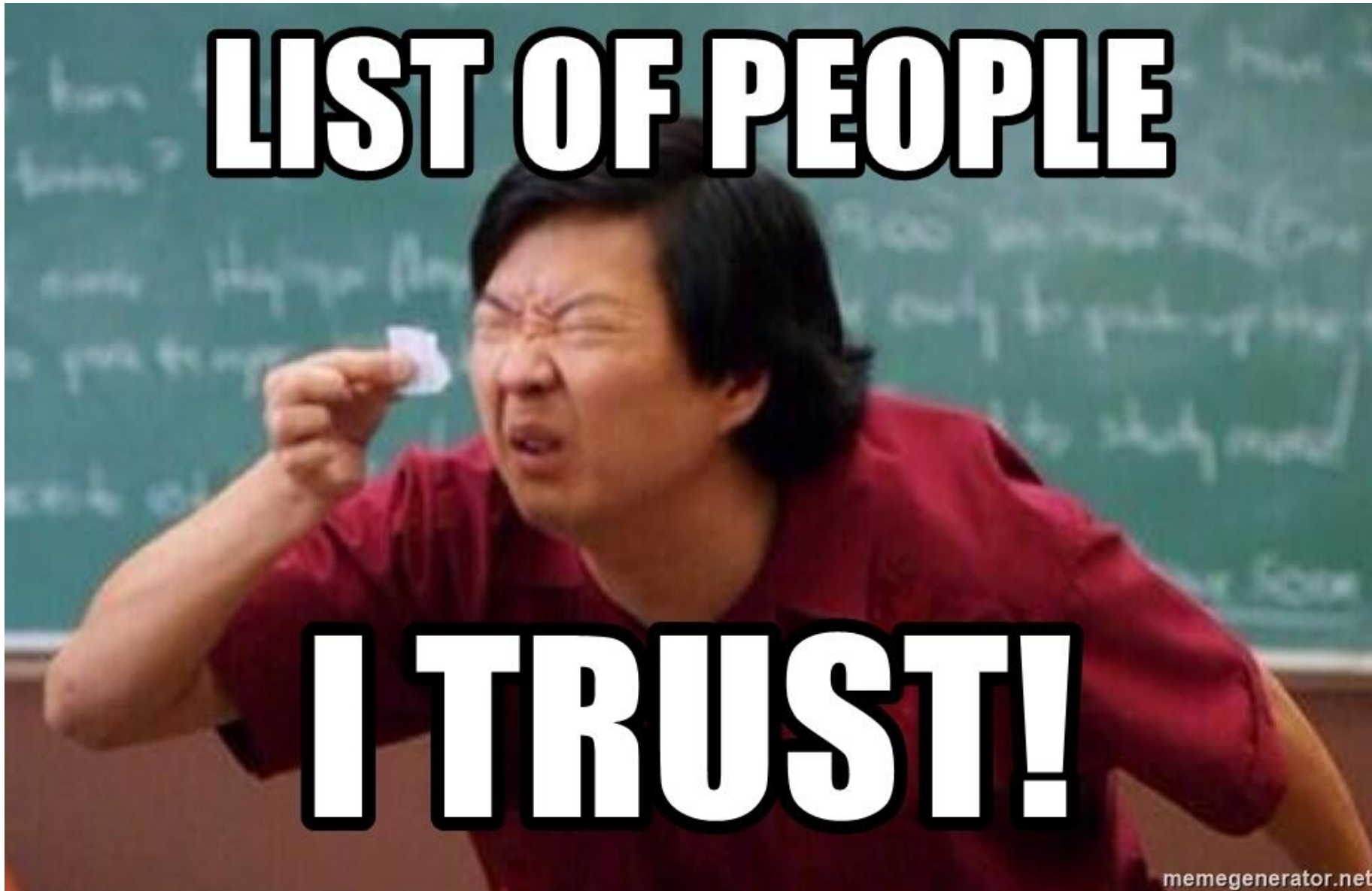
**who
gives a
crap**

NEXT GENERATION ENGAGEMENT THROUGH **PEAS**

PURPOSE

EXPERIENCES

AUTHENTICITY



memegenerator.net

MOTIVATIONS FOR VOLUNTEERING

1.

70%

Know & trust
the organisation



2.

56%

See a need



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



CHANGE APATHY





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Thank you!

ELIANE MILES

Founding Director

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