

Changing Times, Emerging Trends

A snapshot of Australian communities now
and towards 2030

Sophie Renton
Volunteering Victoria
21 June 2019



CHANGE

“

*Change is the only
constant in life.*

Heraclitus

”

Demographically transformed



Australia, 2011 Census



Australia,
today



Australia, 2030



1 NEW PERSON EVERY 83 SECONDS



Five-year
growth rate



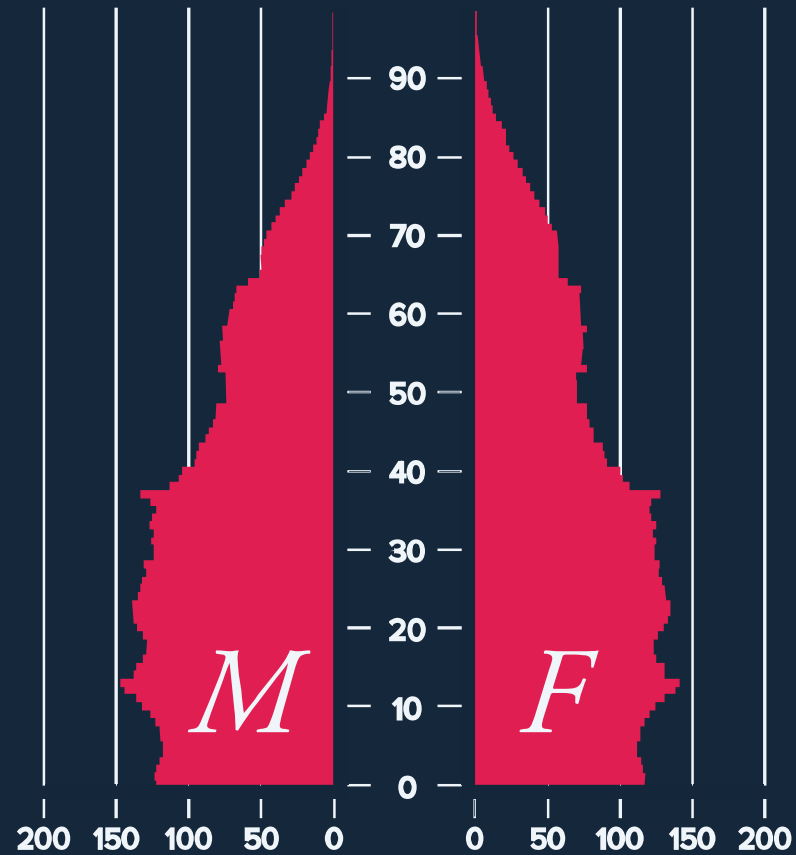
Five-year growth rate



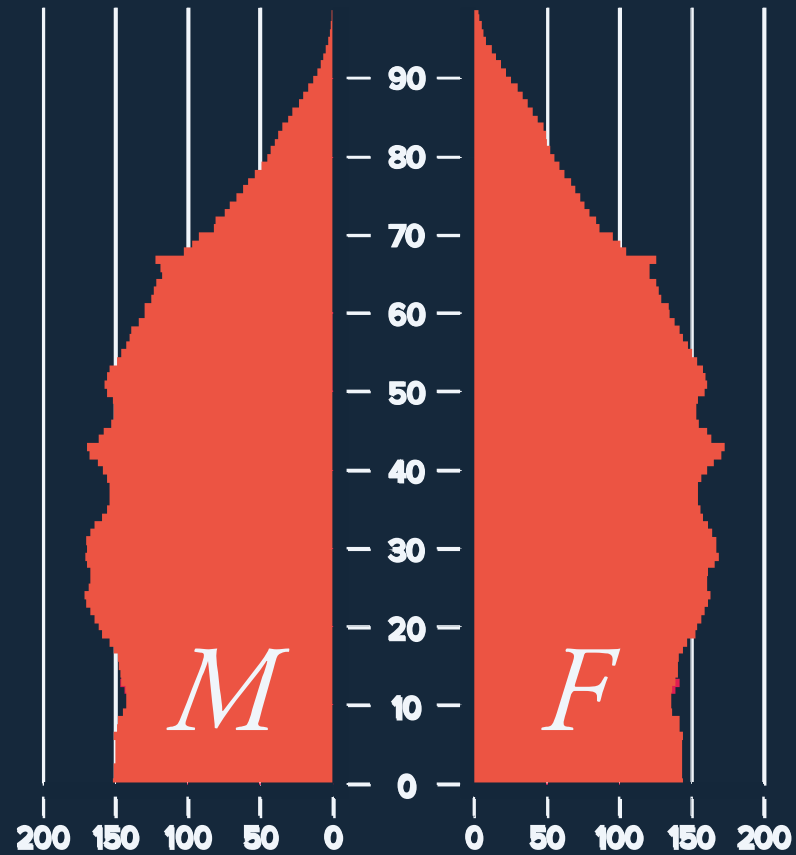
Population Ageing



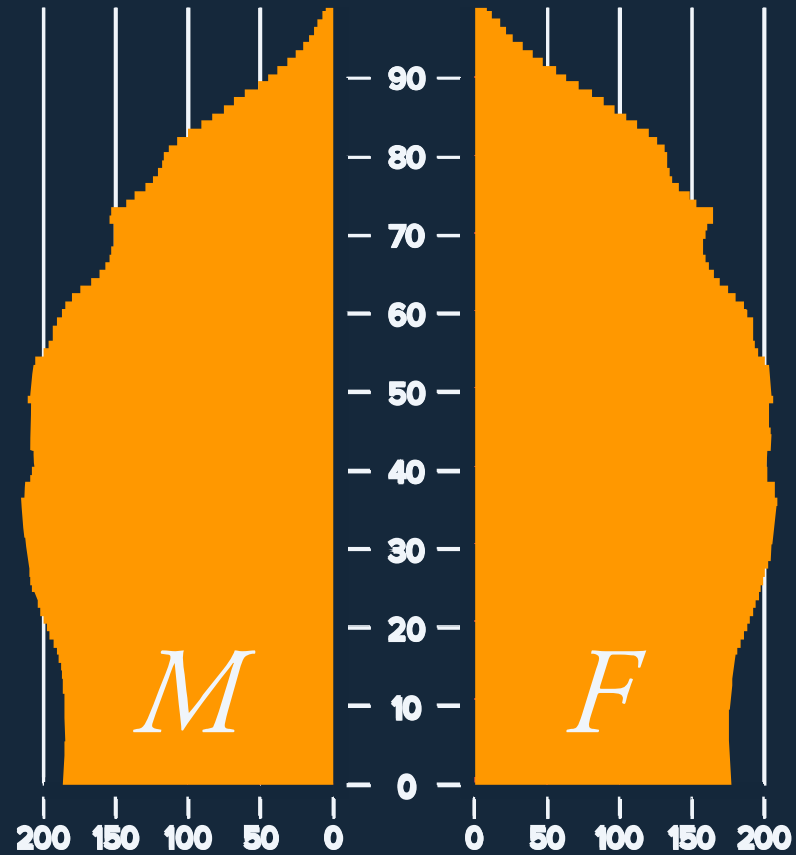
1987



2017



2047



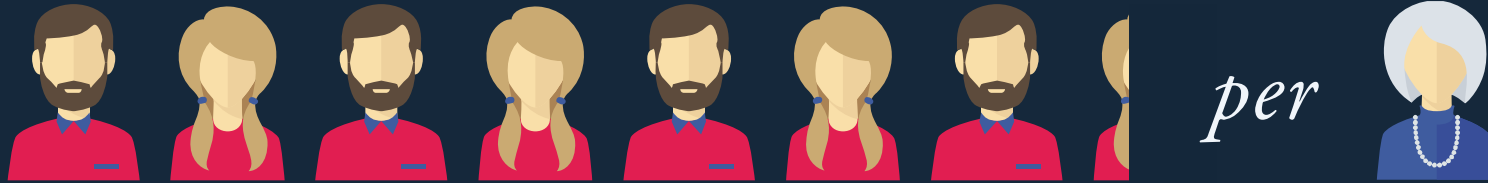
Declining workforce ratio

1975



Declining workforce ratio

1975



2015

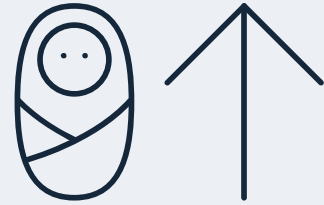


Declining workforce ratio



Culturally Diverse



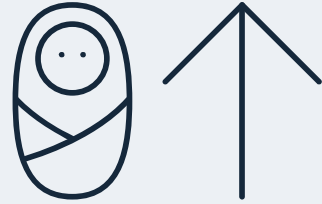


Natural
increase

38%



Total population growth
388,100 people/year



Natural
increase

38%

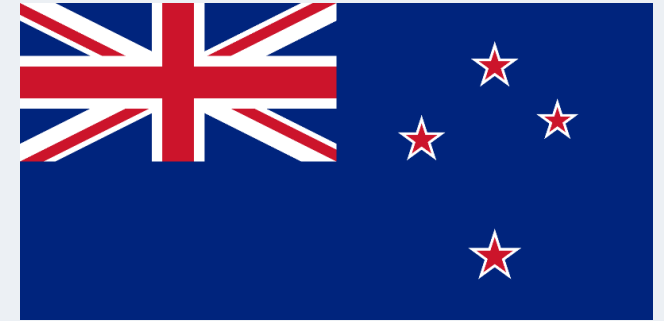
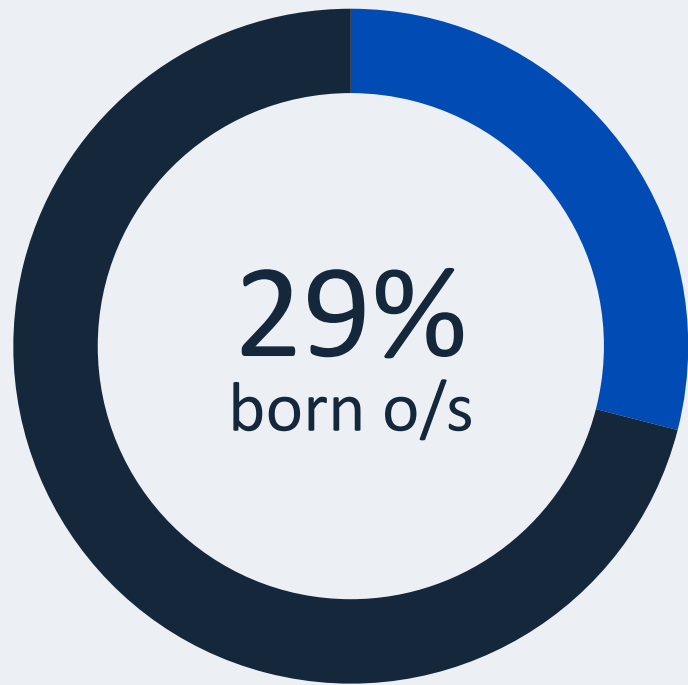


Net overseas
migration

62%

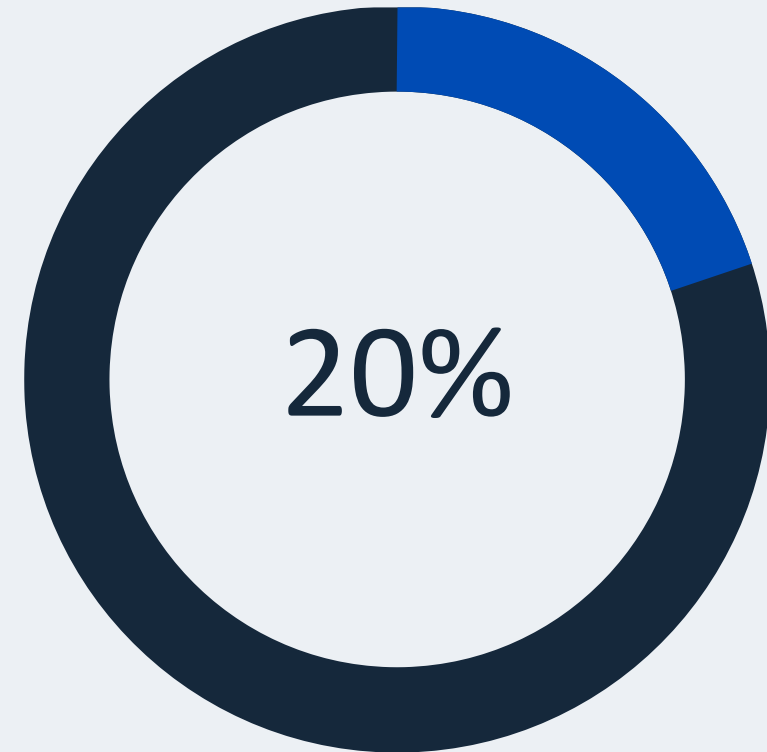
Total population growth
388,100 people/year

Australia has a greater % of migrants than...



Migration nation

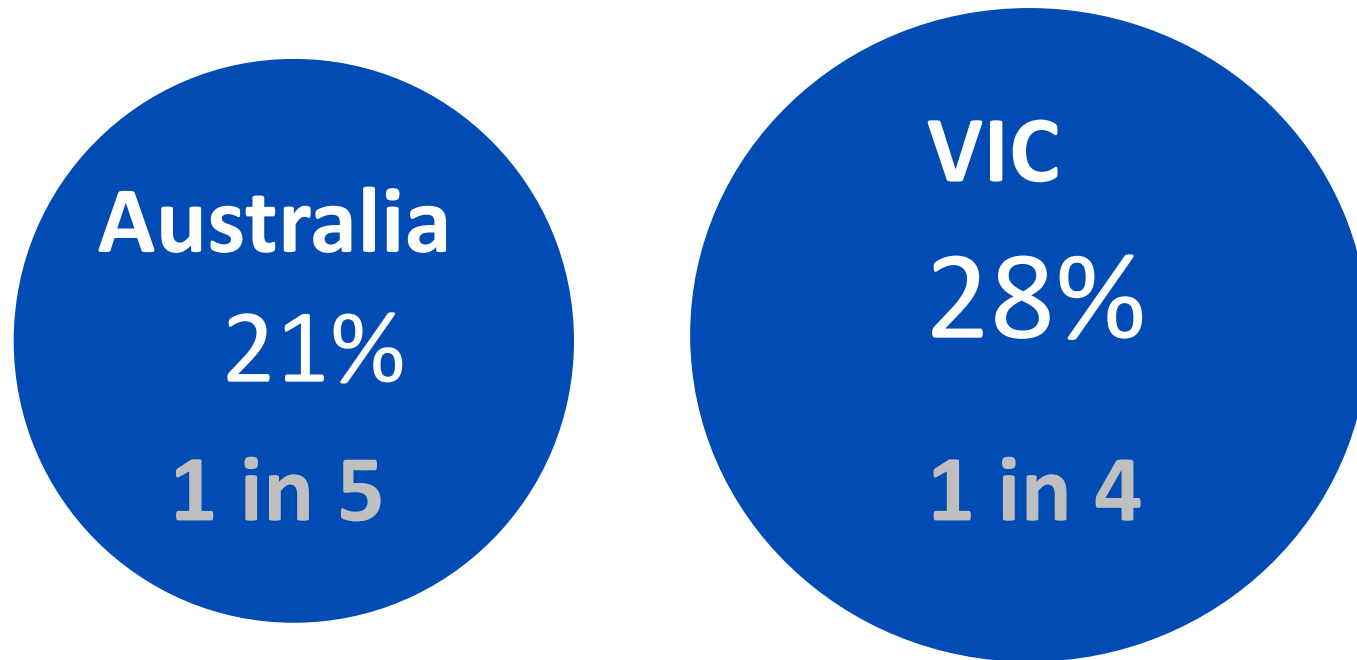
- 1 in 5 of Australia's migrants arrived since 2012
- 86% in capital cities
- More Australians born in Asia than Europe



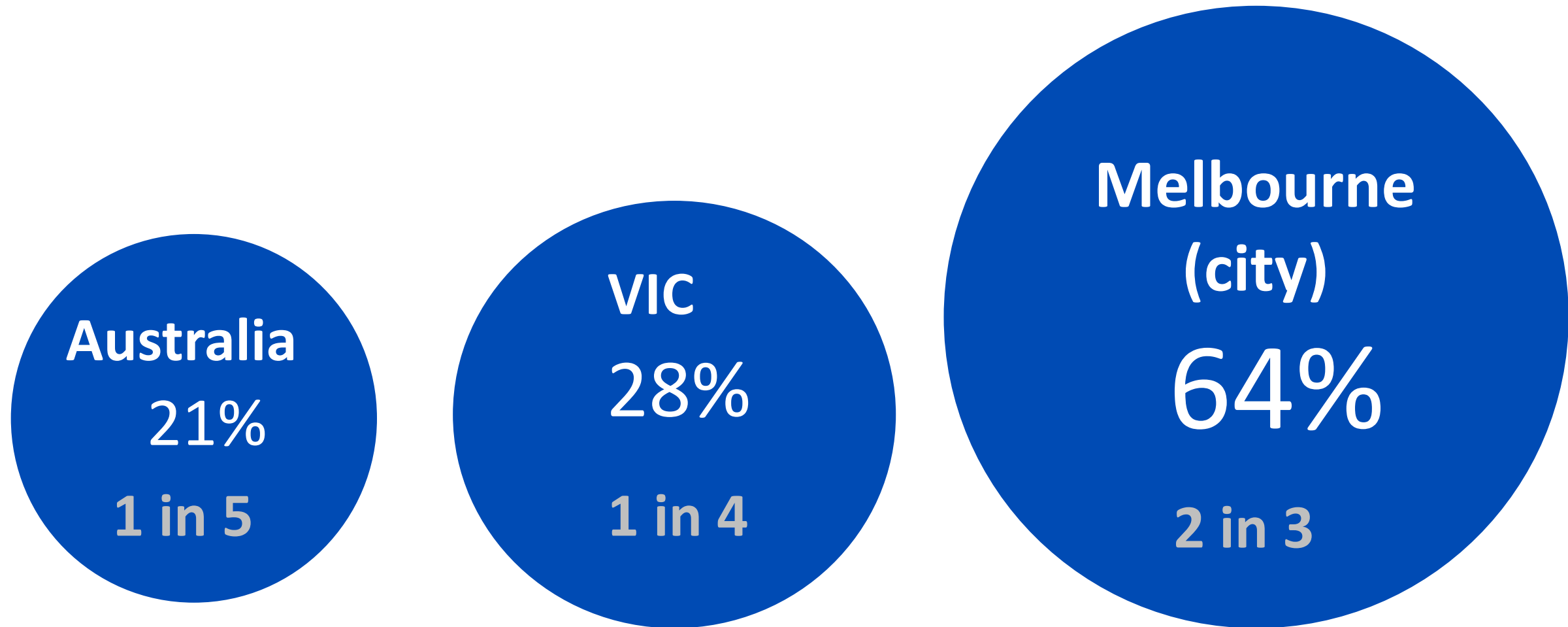
Households speaking non-English language



Households speaking non-English language



Households speaking non-English language



Technologically Integrated

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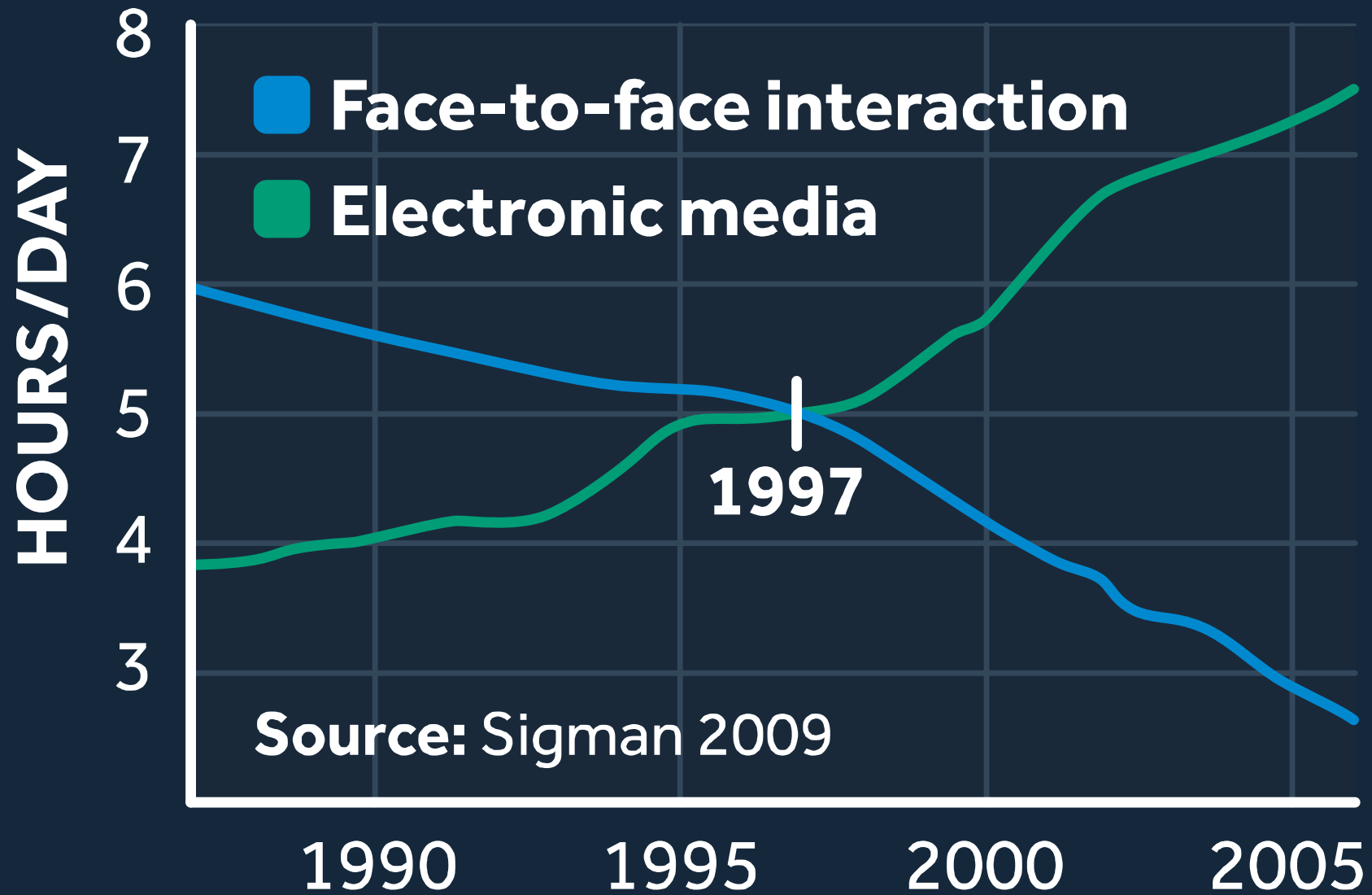


THE GREAT SCREENAGE











74%

Average percentage of Gen Z's time spent
online
(outside of school or work)

3 BIGGEST FEARS OF OUR GENERATION

3 BIGGEST FEARS OF OUR GENERATION



3 BIGGEST FEARS OF OUR GENERATION



3 BIGGEST FEARS OF OUR GENERATION



Socially Redefined





45%

Millennials have absolutely no trust in political leaders as sources of reliable and accurate information

Source: 2019 Deloitte Global Millennial Study



27%

Millennials have zero trust in the media as
sources of reliable and accurate
information

Source: 2019 Deloitte Global Millennial Study



TRUST

Trust in the Not-For-Profit sector

% who believe they are extremely/very trustworthy



Registered charities
you personally
support

The future of work

mccrindle.com.au



DIGITAL DISRUPTION





Digital Disruption

65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist.

Source: The Future of Jobs, World Economic Forum 2016

Lifelong learning



“The most valuable skills will be distinctively human characteristics.”

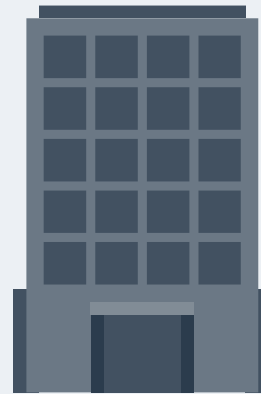
Skills needed for the future

By 2040, Australians will need to invest significantly more time in education and training, as skills become a worker's greatest asset in more complex, machine-assisted workplaces.



Gen Z

Age: 10-24



18
jobs



6
careers

In a lifetime



Gen Y

Age: 25-39

**K
I
P
P
E
R
S**



Gen Y

Age: 25-39

Kids
In
Parents
Pockets
Eroding
Retirement
Savings



Attracting and retaining

The engagement equation

=CPI

The engagement equation



Culture

CULTURE;

The character and personality of your organisation. It's what makes your business unique and is the sum of its values, traditions, beliefs, interactions, behaviours and attitudes.

Culture



Gen Z
10-24

5. Training

(employability)

Culture



Gen Z

10-24

5. Training

4. Job content

(employability)

(variety)

Culture



Gen Z

10-24

- 5. Training (employability)
- 4. Job content (variety)
- 3. Management style (accessibility)

Culture



Gen Z

10-24

- 5. Training (employability)
- 4. Job content (variety)
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- 2. Work/life balance (flexibility)

Culture



Gen Z

10-24

- 5. Training (employability)
- 4. Job content (variety)
- 3. Management style (accessibility)
- 2. Work/life balance (flexibility)
- 1. Workplace culture (community)

Top motivators for getting involved

% who say this is extremely/very important



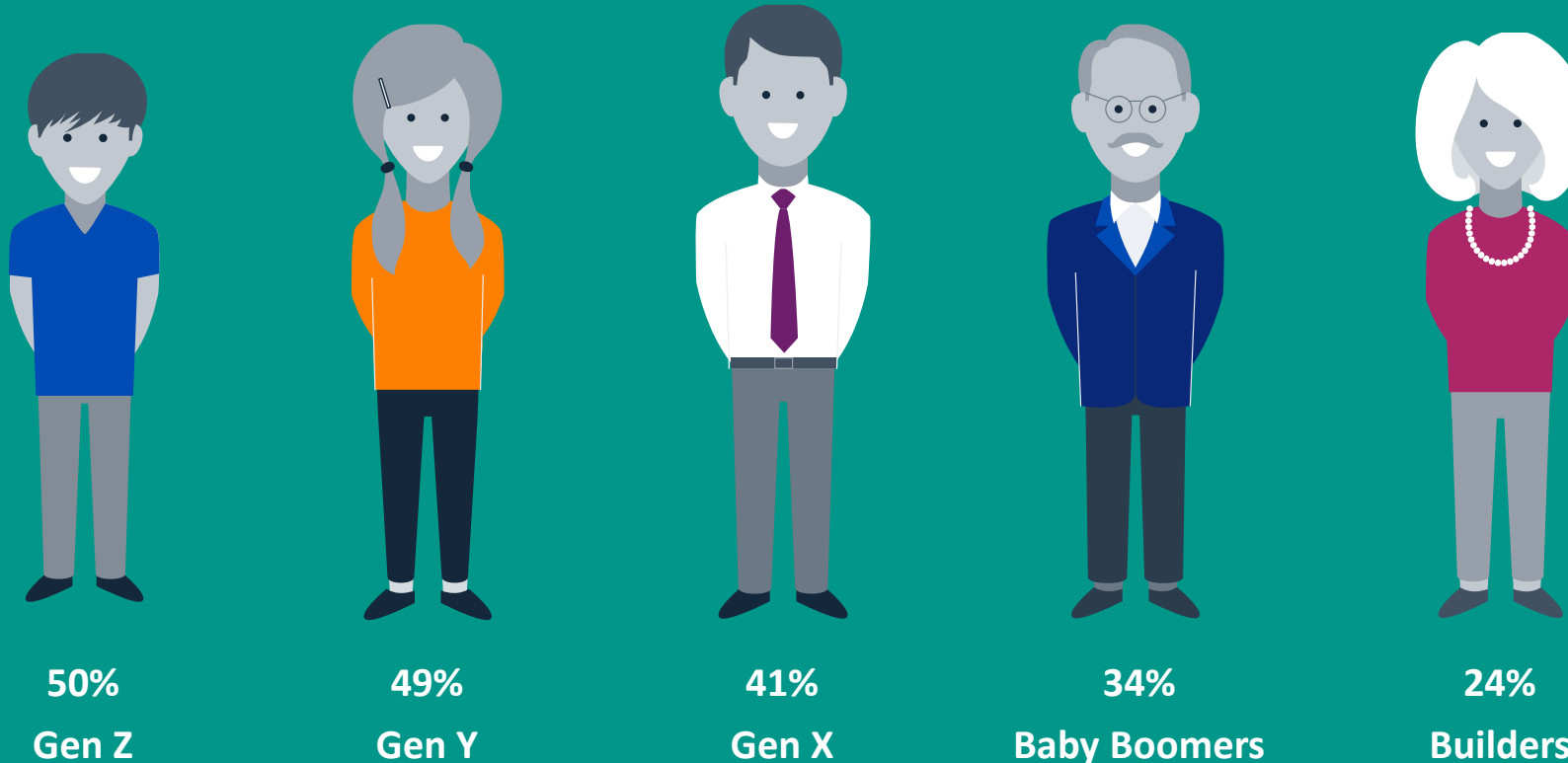
66%

Know and trust
the charity

Top motivators for getting involved

% who say this is extremely/very important

A personal connection is more important for younger givers



Purpose

Purpose



Impact

Impact

CONTRIBUTE



Impact

CHALLENGE



Impact

CELEBRATE



“

*No one ever became
poor by giving.*

Anne Frank

”

A large crowd of people, likely at a stadium or concert, is shown from a high angle. The image is covered with a semi-transparent blue filter. The text is centered over the image.

For more info on
not-for-profit and charitable
giving trends:



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