

Future Fusion:

***A Snapshot of the Key Trends
Transforming the Emerging Generations.***

Mark McCrindle

CEE Future Fusion

Friday 20 March 2015

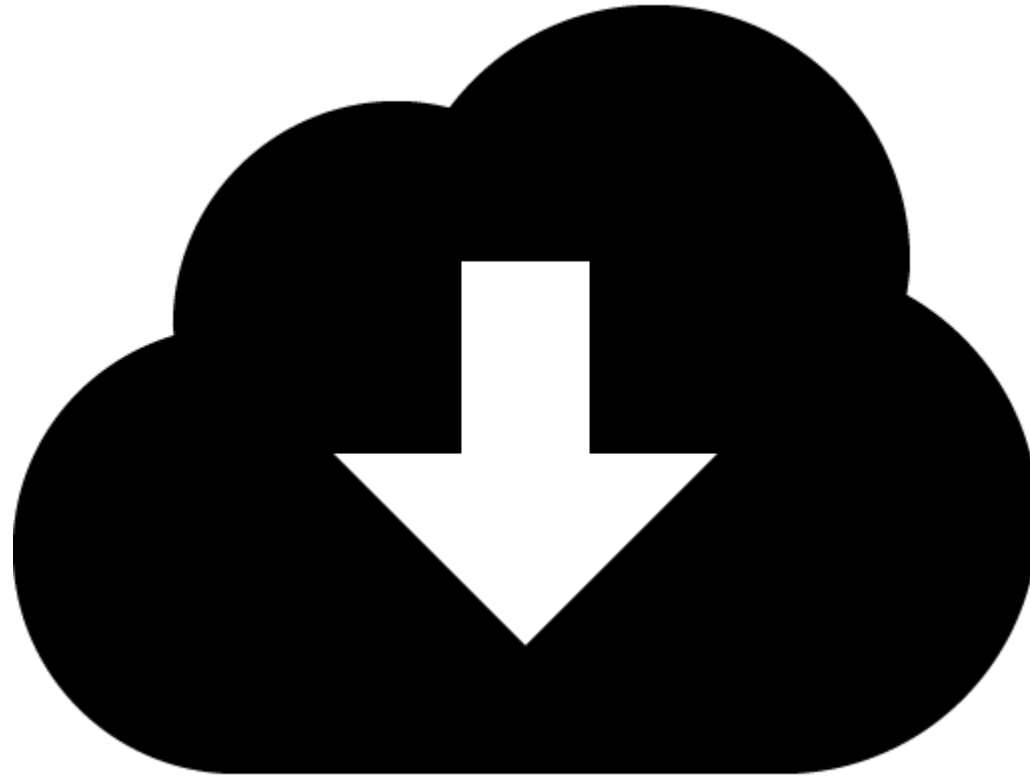
Change.

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.

2010: APP



2011: CLOUD



2012: HASHTAG



2013: SELFIE



Ellen DeGeneres @TheEllenShow · Mar 3

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



3.4M

2M



2014: LIFEHACKS



Only occasionally in history do

massive technological trends

combine with

rapid demographic shifts

and

huge social change

and

ongoing generational transitions

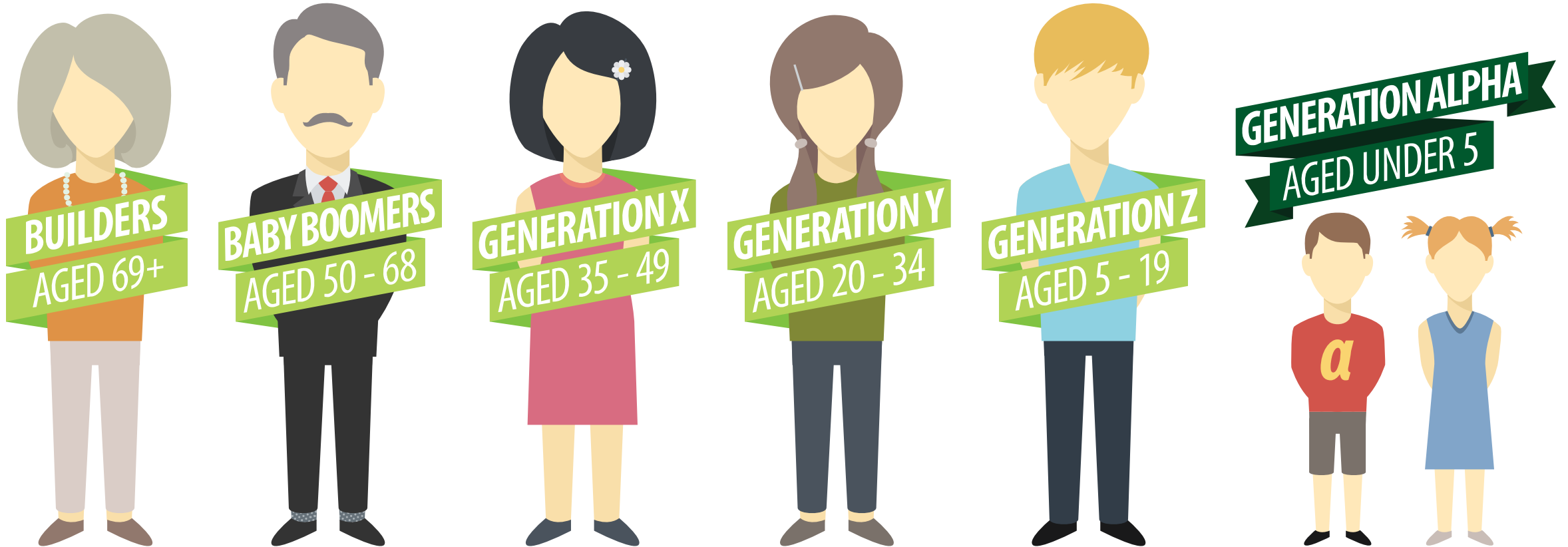
so that within the span of a few decades,

society altogether alters.

DEMOGRAPHICALLY *TRANSFORMED*



TRANSITIONING GENERATIONS





Helping grandma
with the controller

A CENTURY OF GROWTH



A CENTURY OF GROWTH



A CENTURY OF GROWTH



A CENTURY OF GROWTH

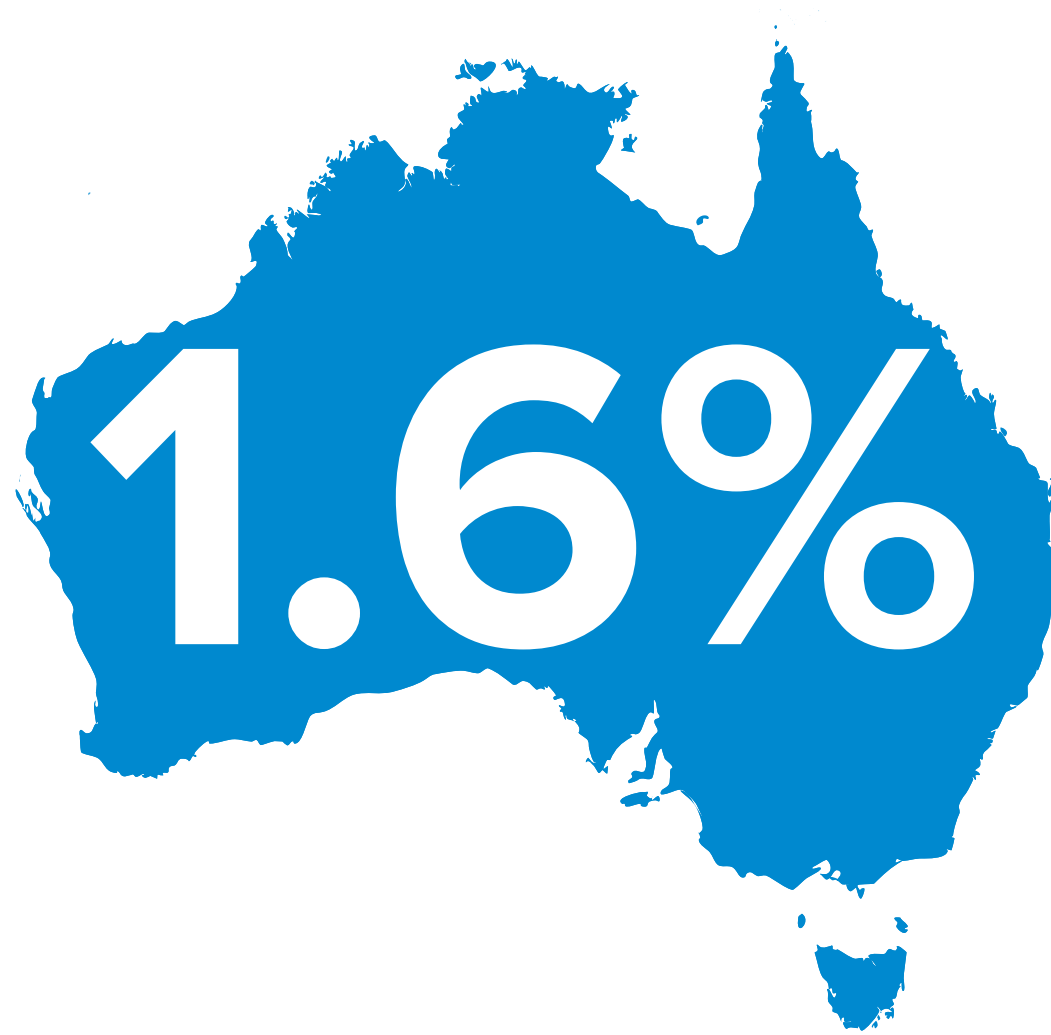
25%

37%

73%

490%

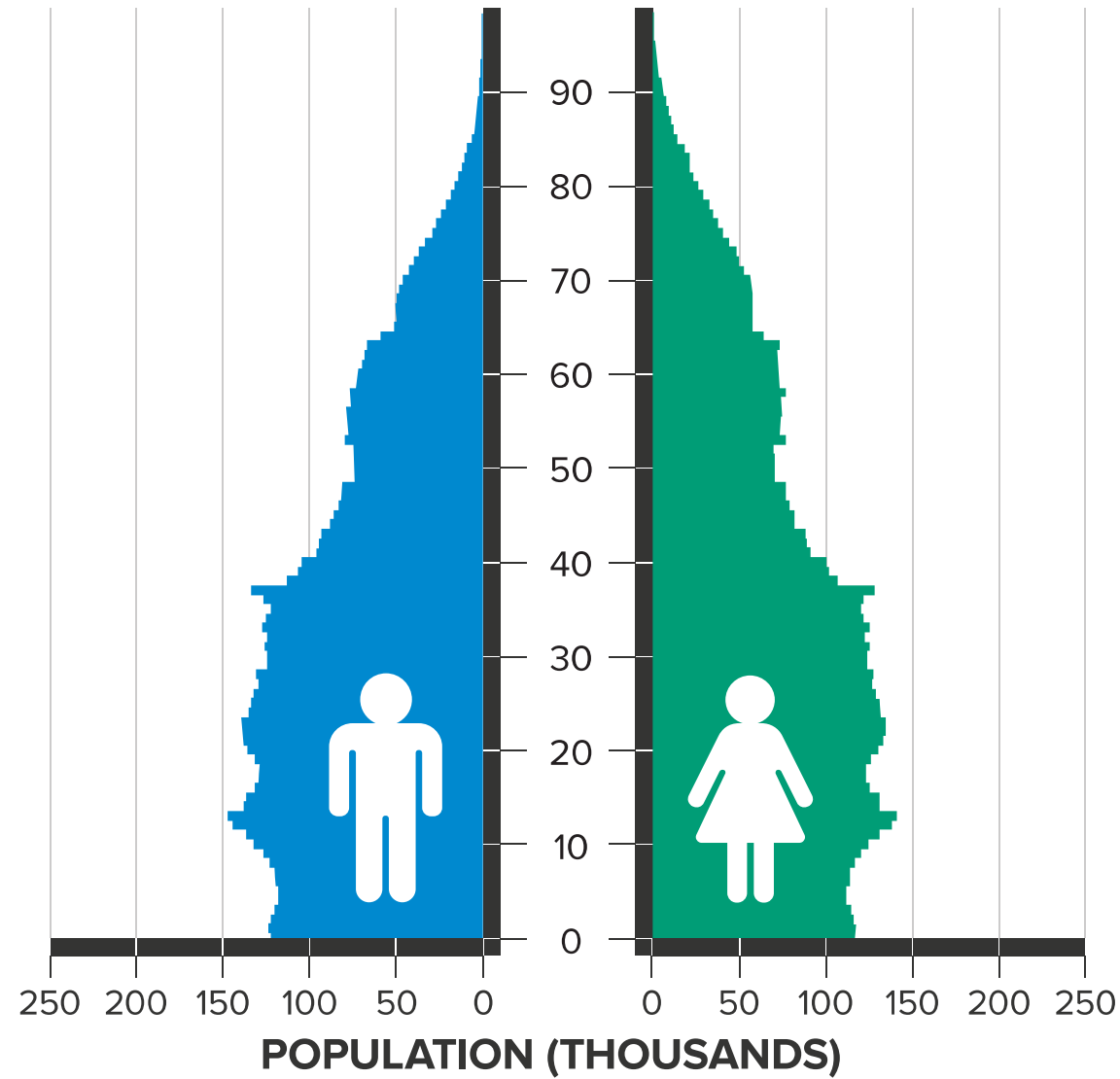
FASTEST GROWING COUNTRY IN THE OECD



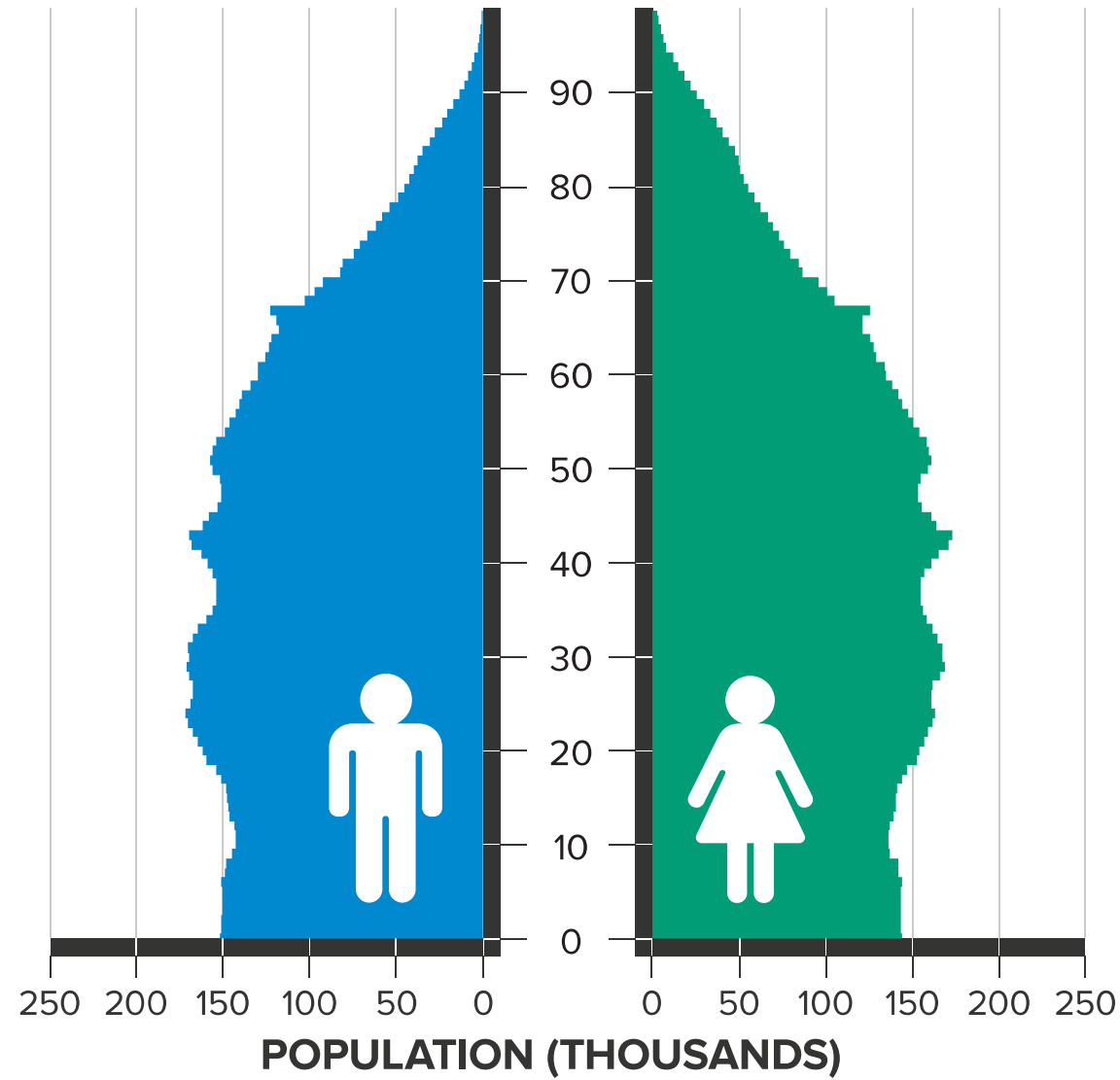
POPULATION INCREASE: ALL STATES

	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

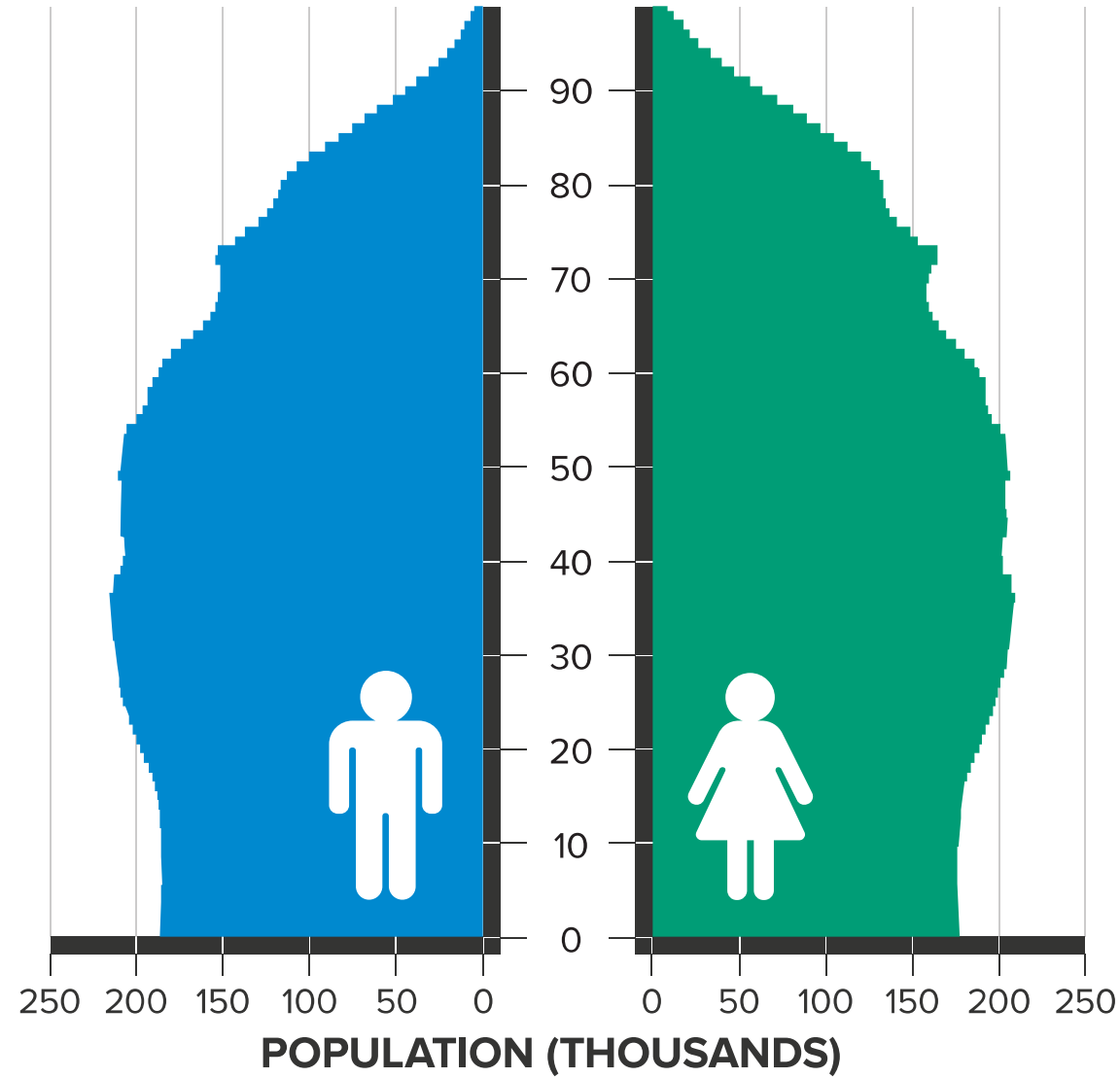
1985



2015



2045

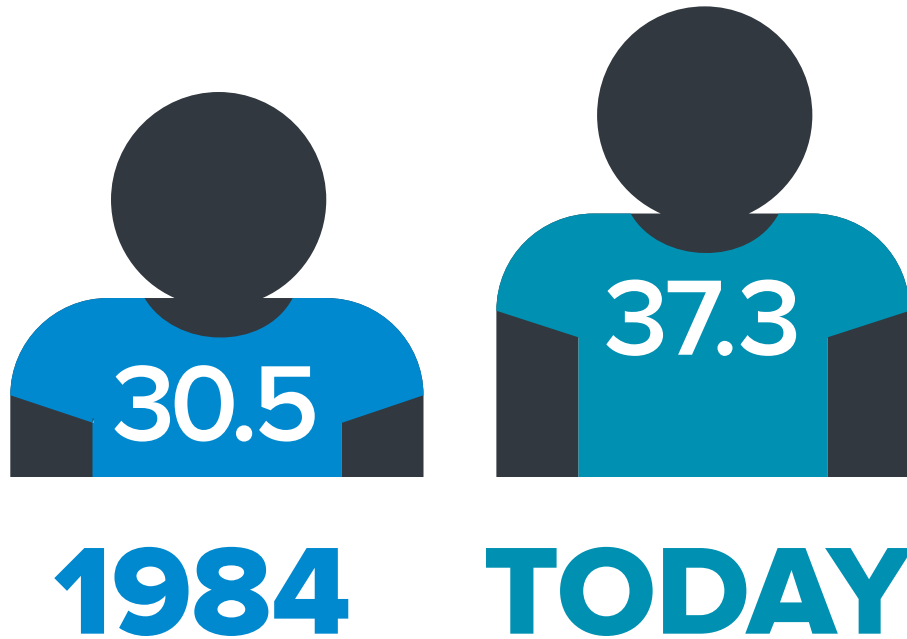


AGEING SOCIETY



1984

AGEING SOCIETY



AGEING SOCIETY

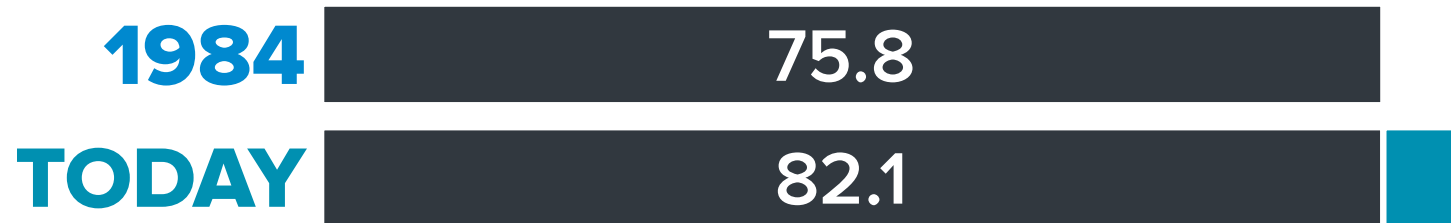


INCREASED LONGEVITY

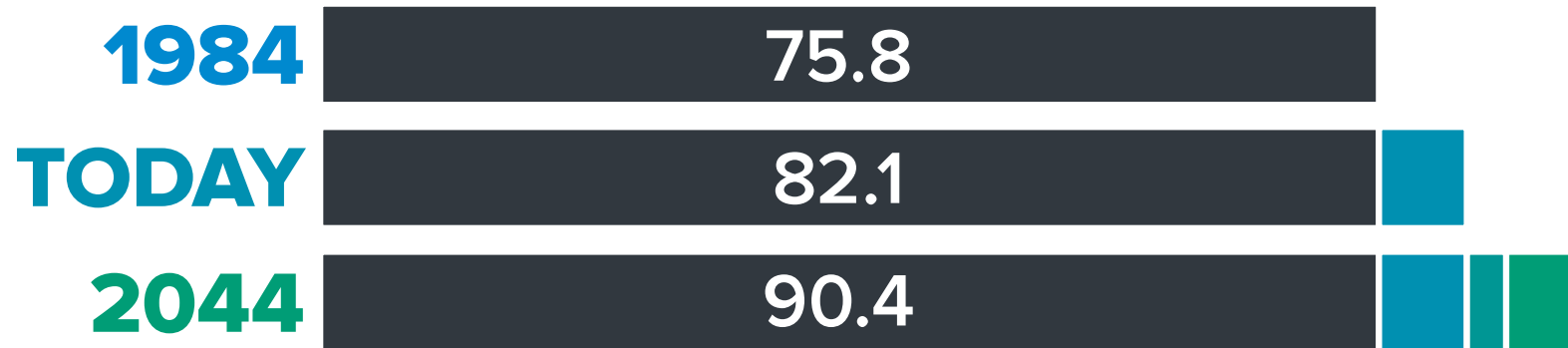
1984

75.8

INCREASED LONGEVITY



INCREASED LONGEVITY



AUSSIE RHYMING SLANG

Joe Blake

snake

Captain Cook

look

Frog and toad

road

Harold Holt

bolt

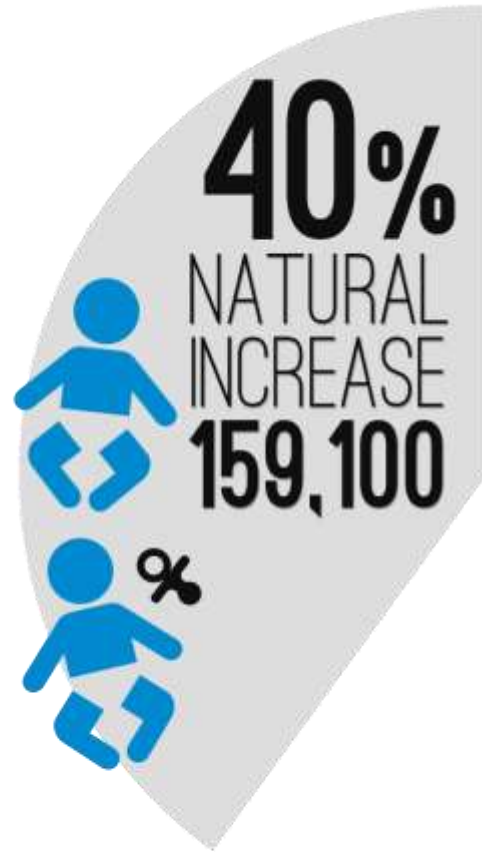
Barry Crocker

shocker

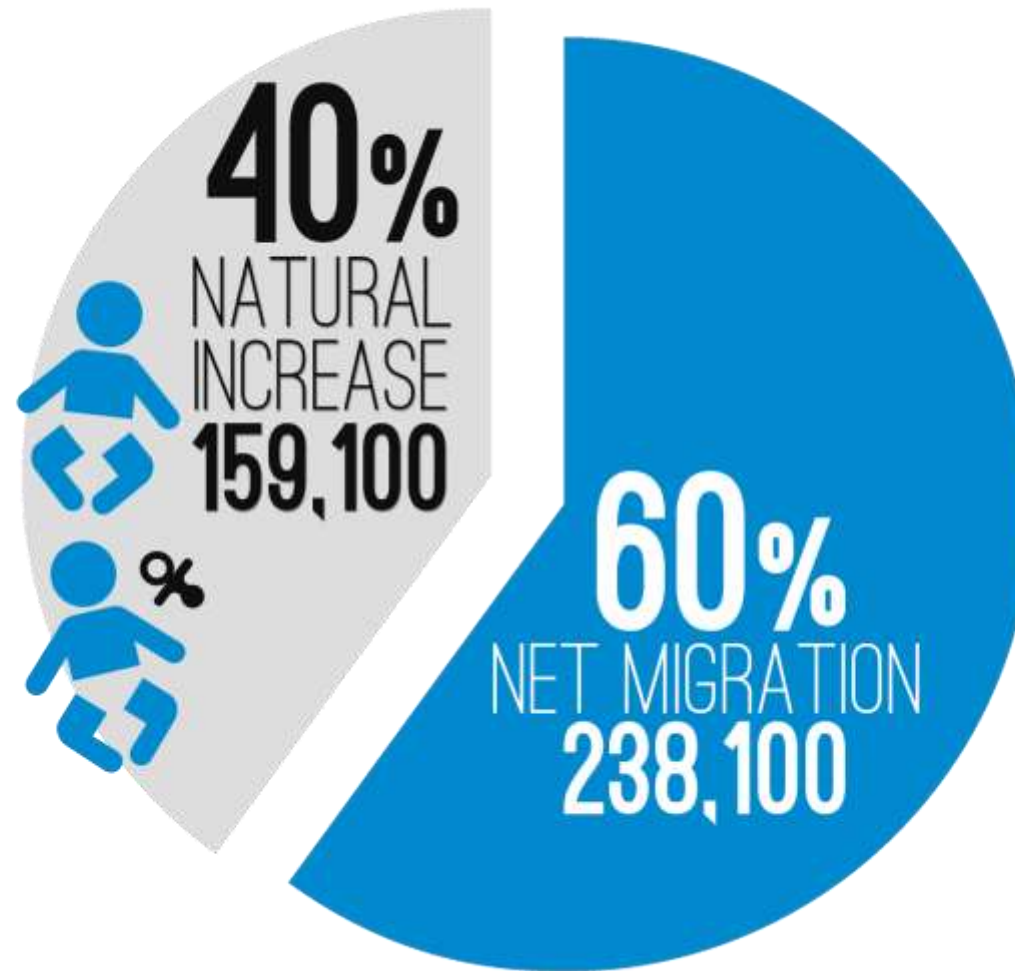
CULTURALLY *DIVERSE*



POPULATION INCREASE



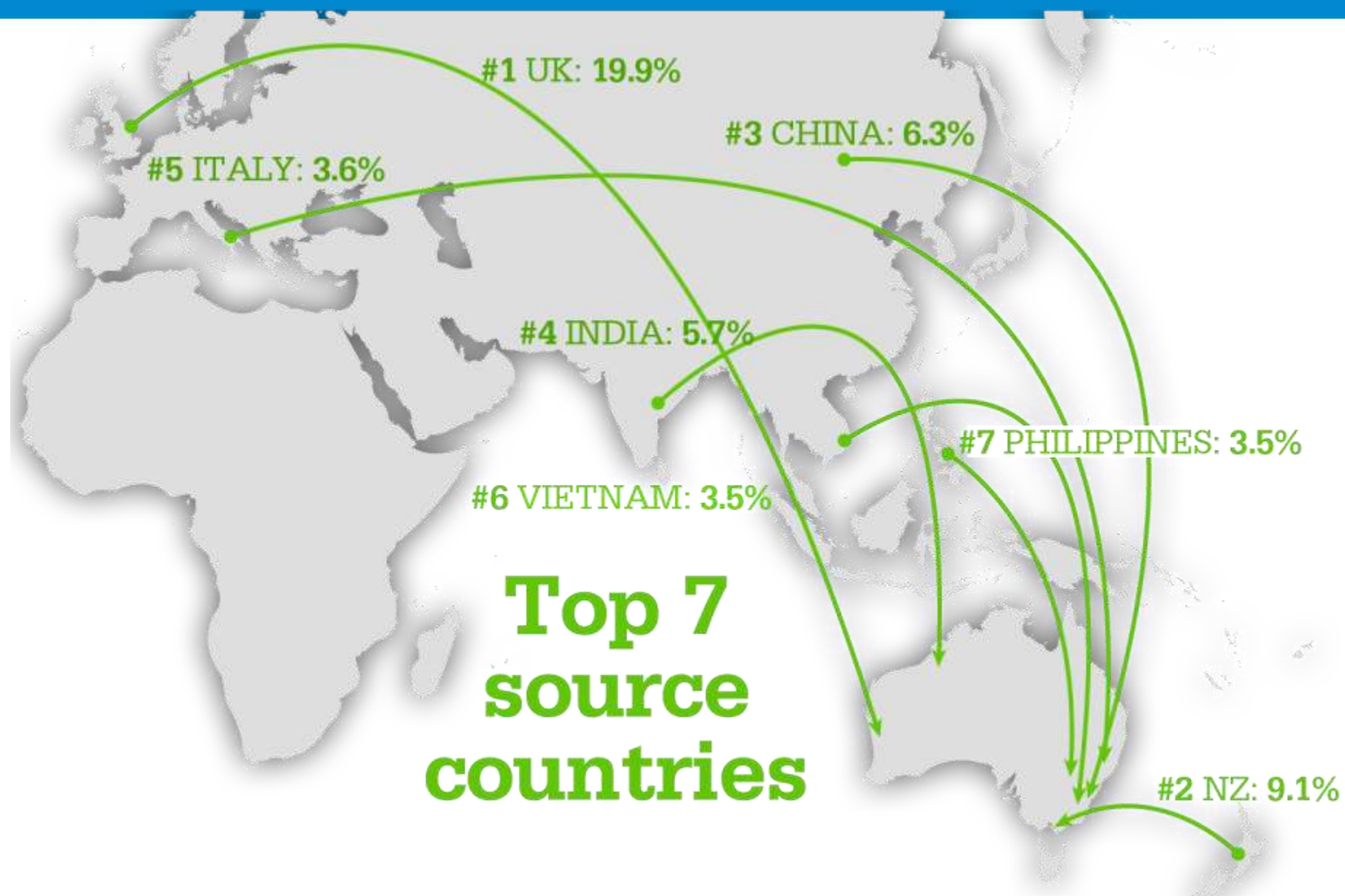
POPULATION INCREASE











2010 Photo-bombing





2011 Planking





2012 Gangnam Style



2013 Harlem Shake



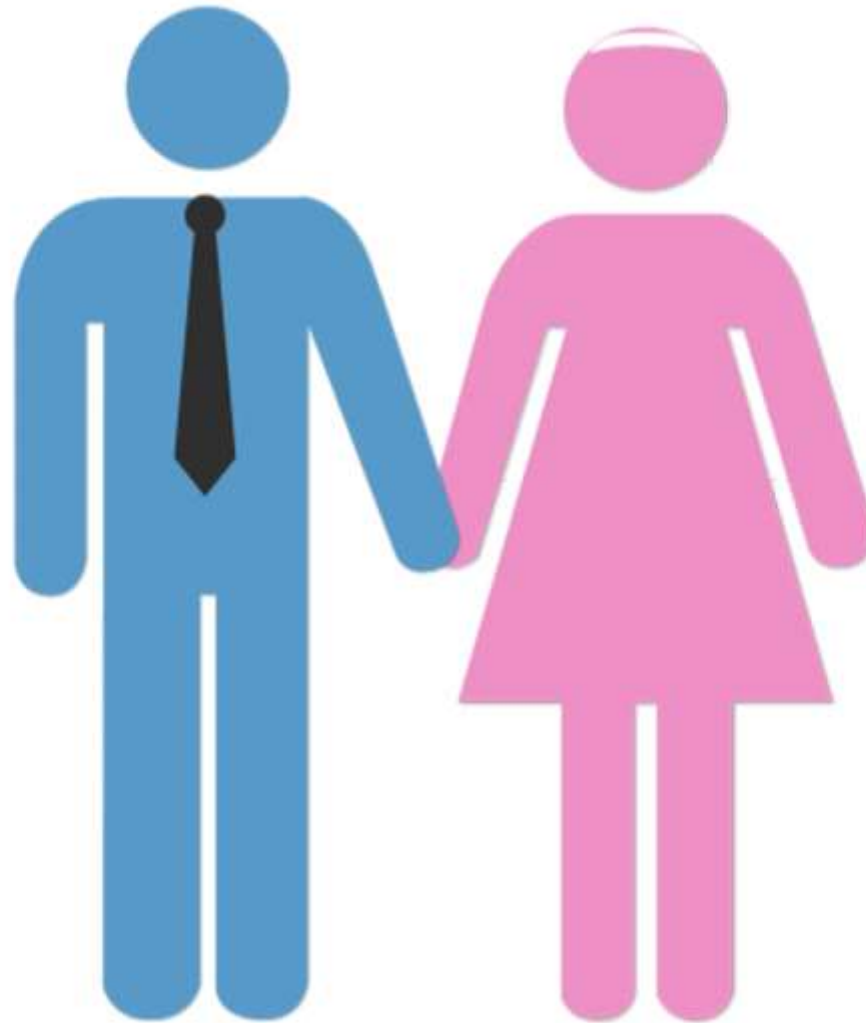
2014 Ice Bucket Challenge



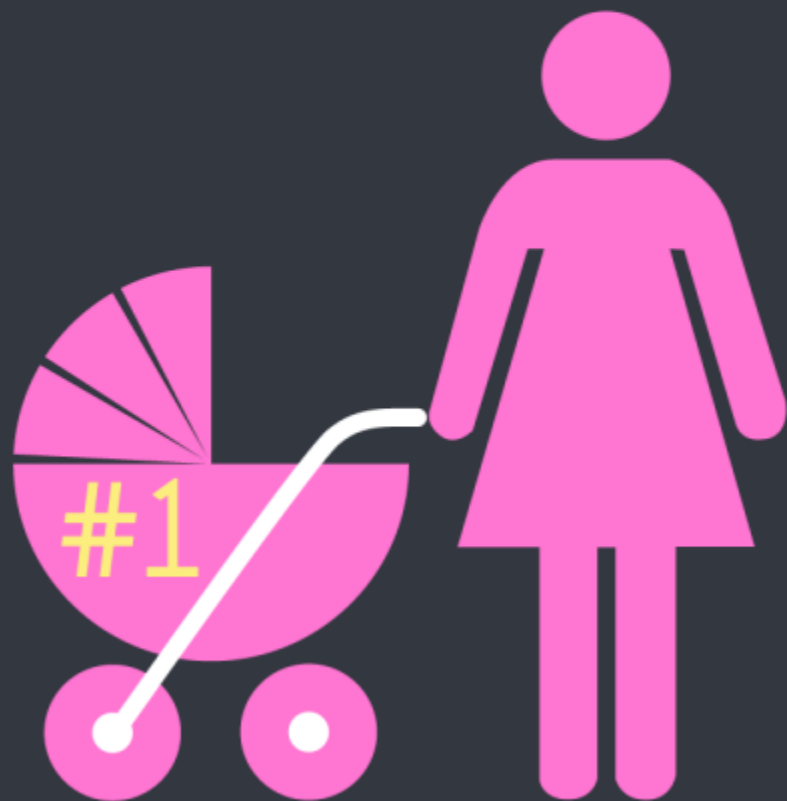
SOCIALLY *REDEFINED*



The avg **male**
marries at
31.5



avg **female**
marries at
29.2



Avg age
of mums
giving birth:
30.7



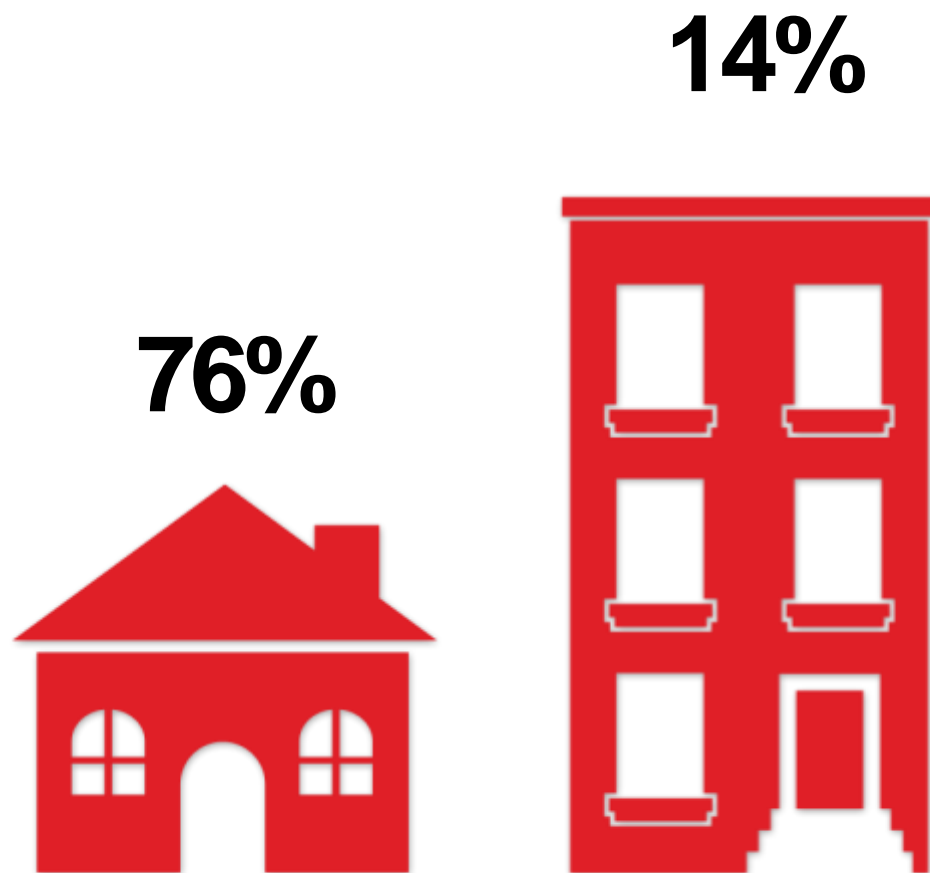






76%













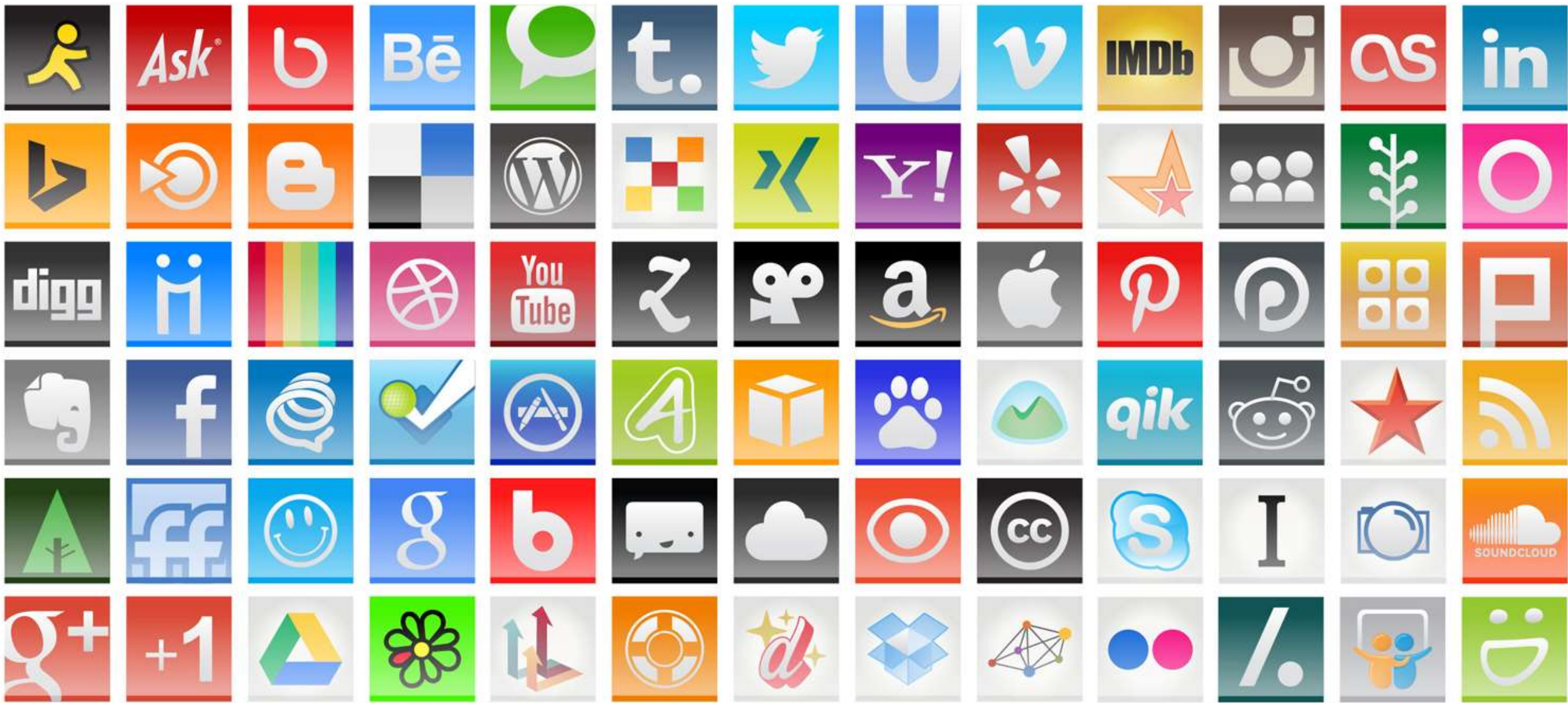
MOBILITY



IN A LIFETIME

REDEFINED COMMUNITY



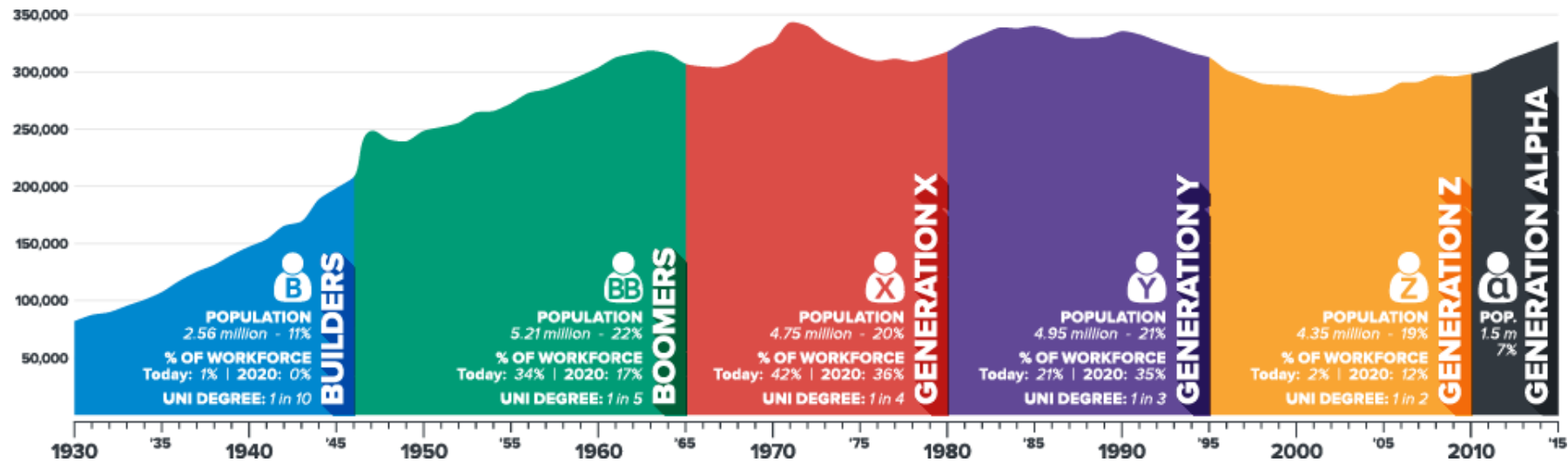




EDUCATIONALLY *TRANSITIONING*



AUSTRALIA'S GENERATIONS



WORKFORCE OF 2025



Speaking Gen Z

A quiz!



chron

yolo

defs

soz

foshizz

cray cray

chillax

lol

tbh

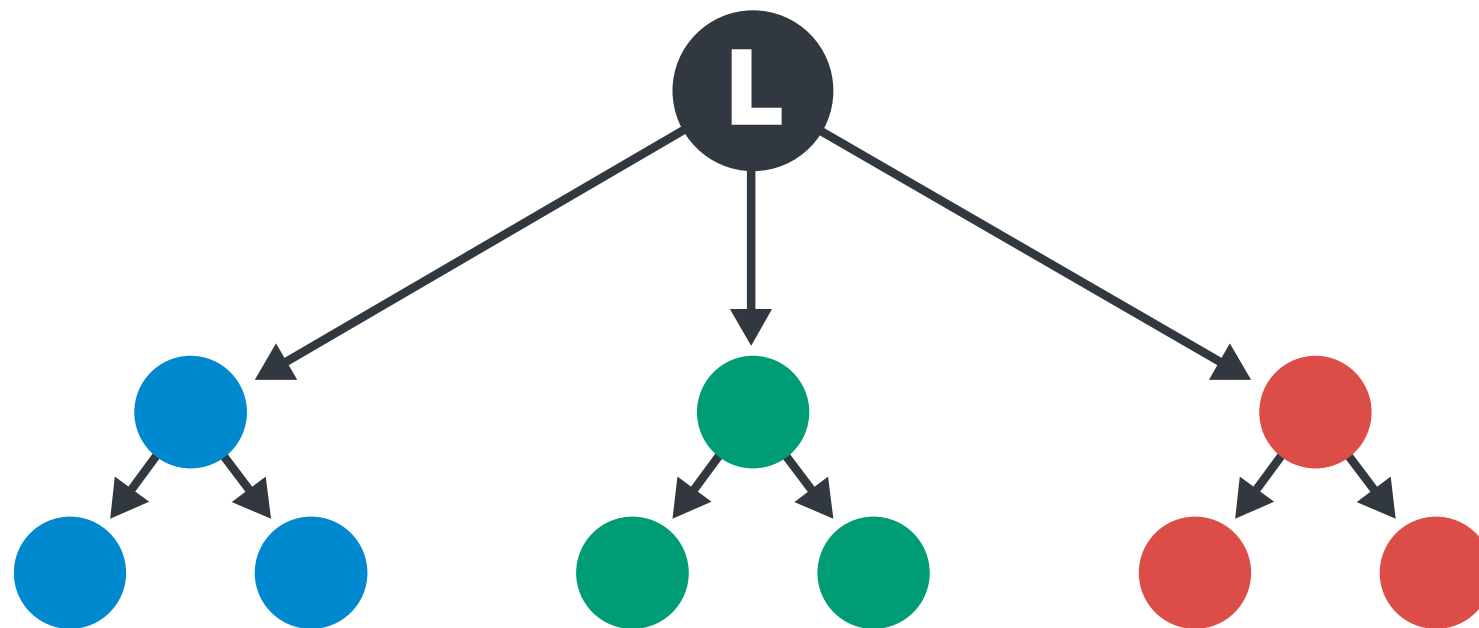
cebb

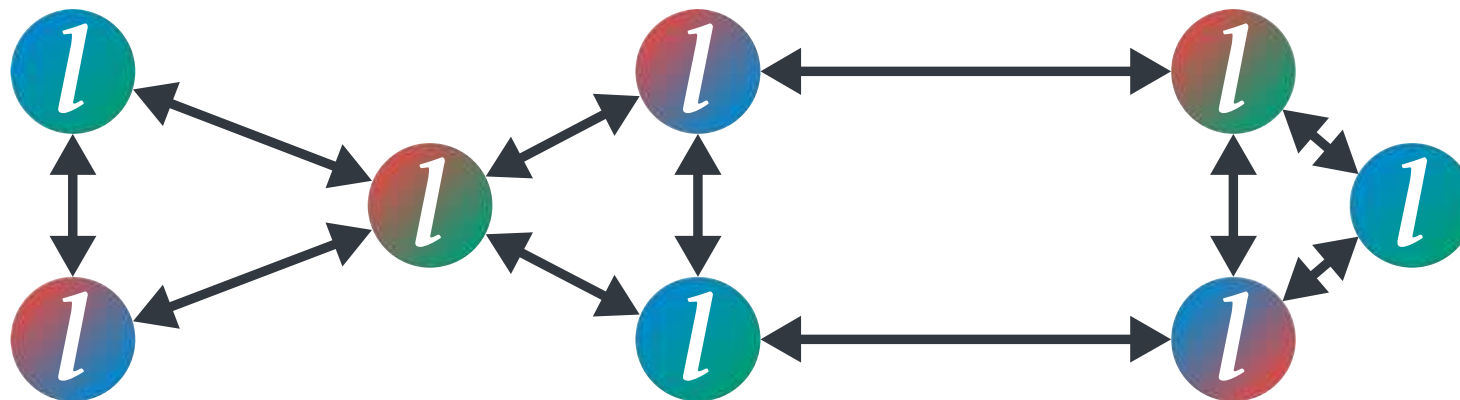




© AP







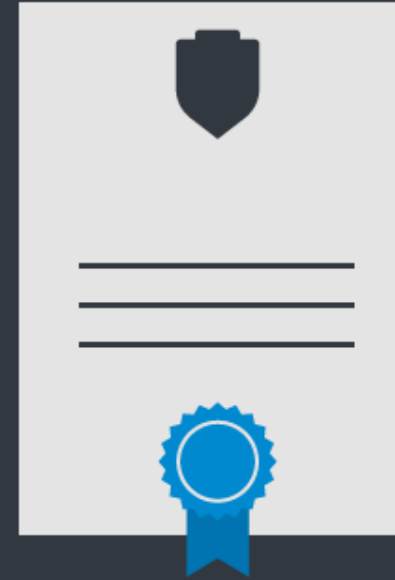


**“Foshizz my work gig is
totes chron - the hours are
defs cray cray but yolo.”**



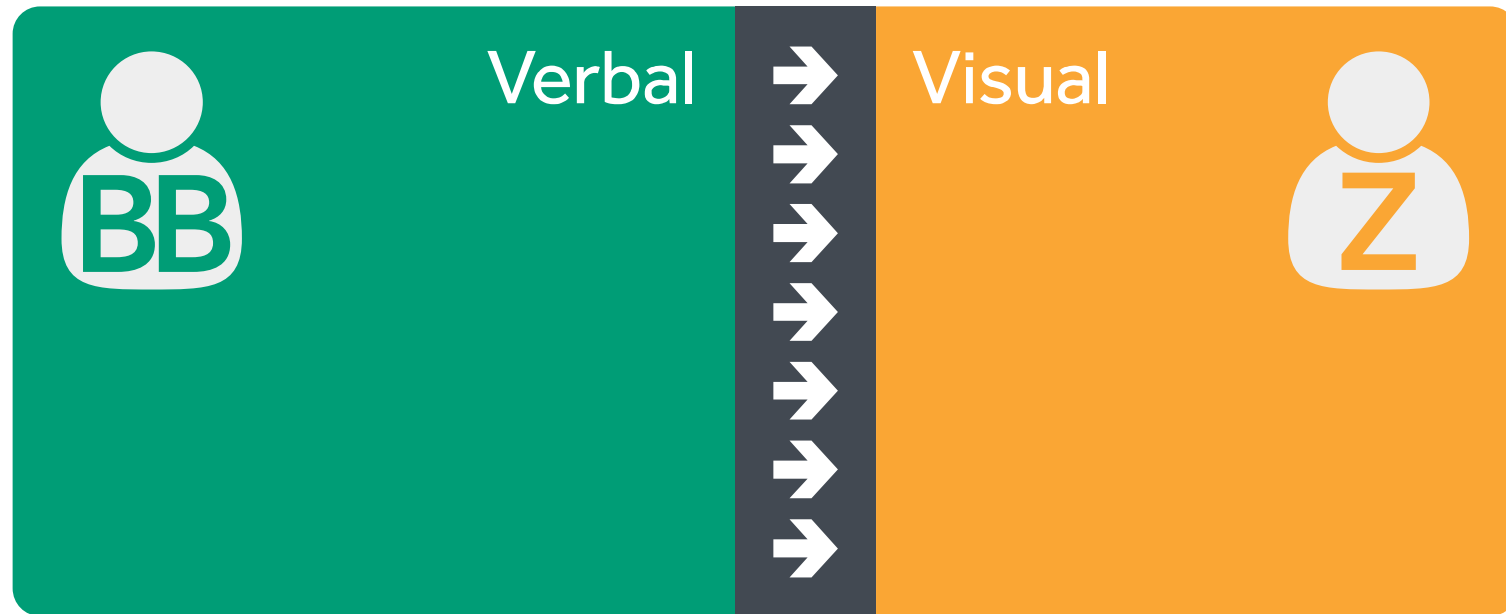
“I like my job.”

EDUCATION

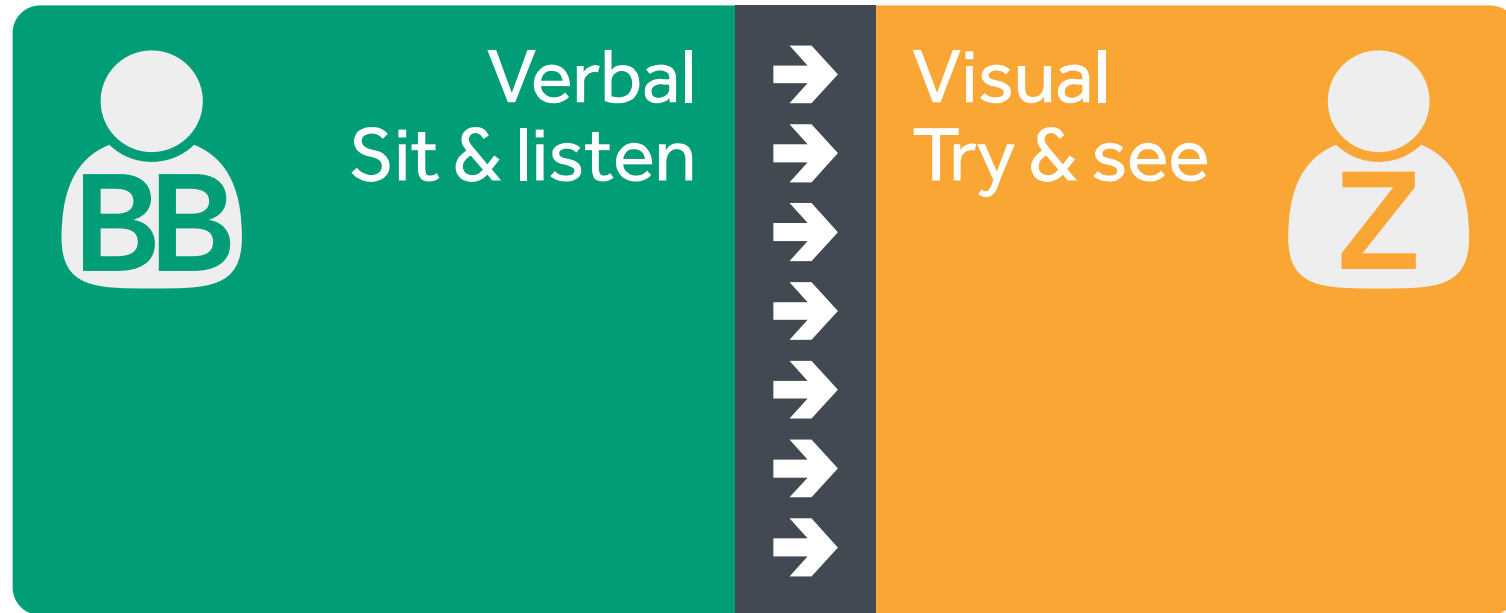


UNIVERSITY EDUCATED

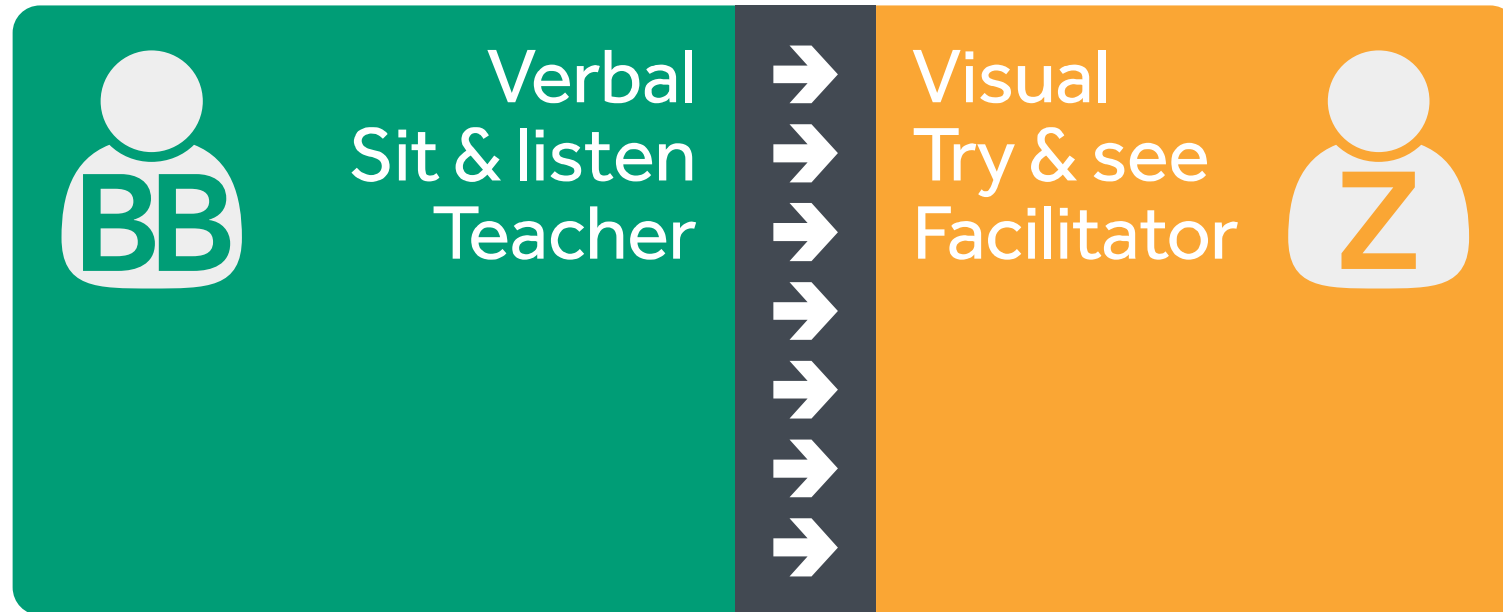
EFFECTIVE ENGAGEMENT



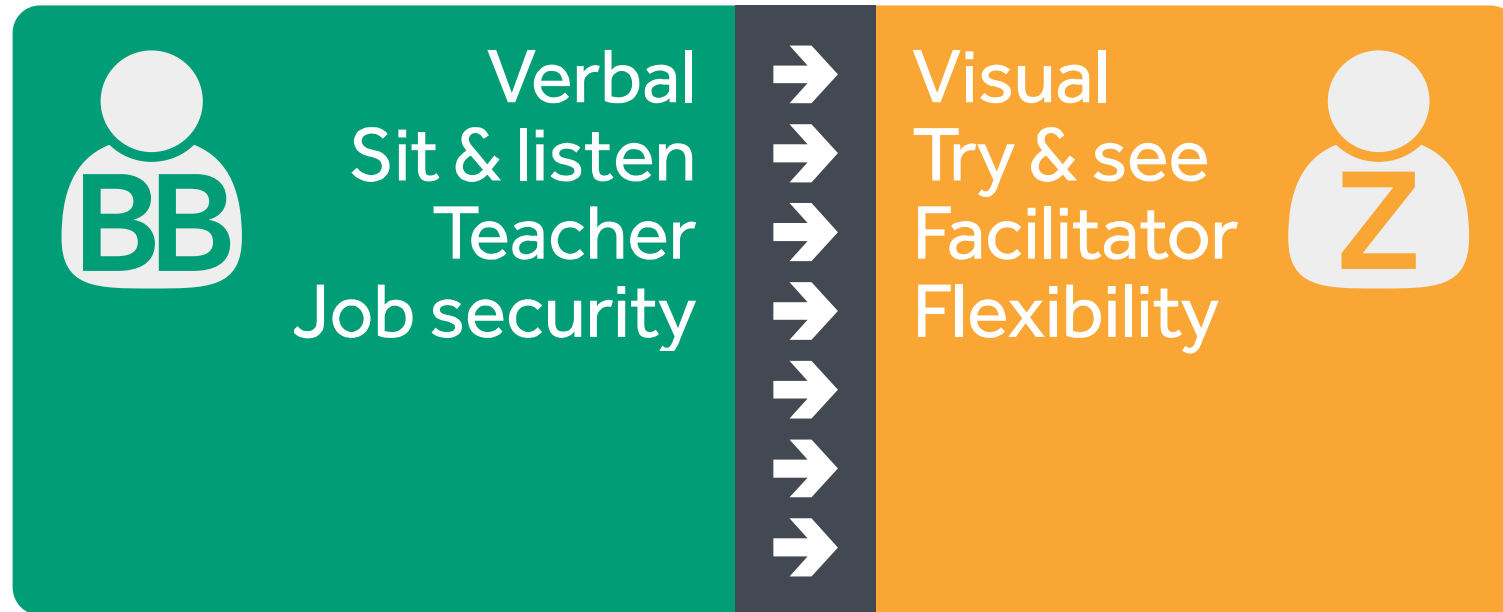
EFFECTIVE ENGAGEMENT



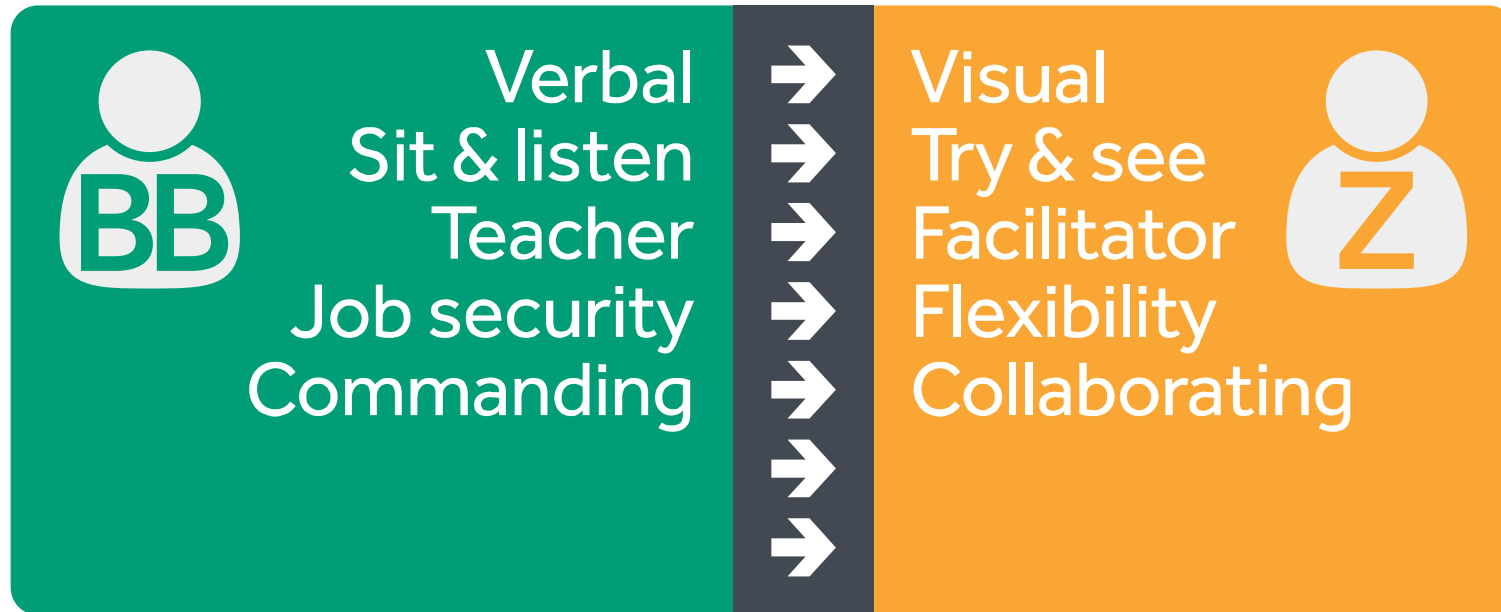
EFFECTIVE ENGAGEMENT



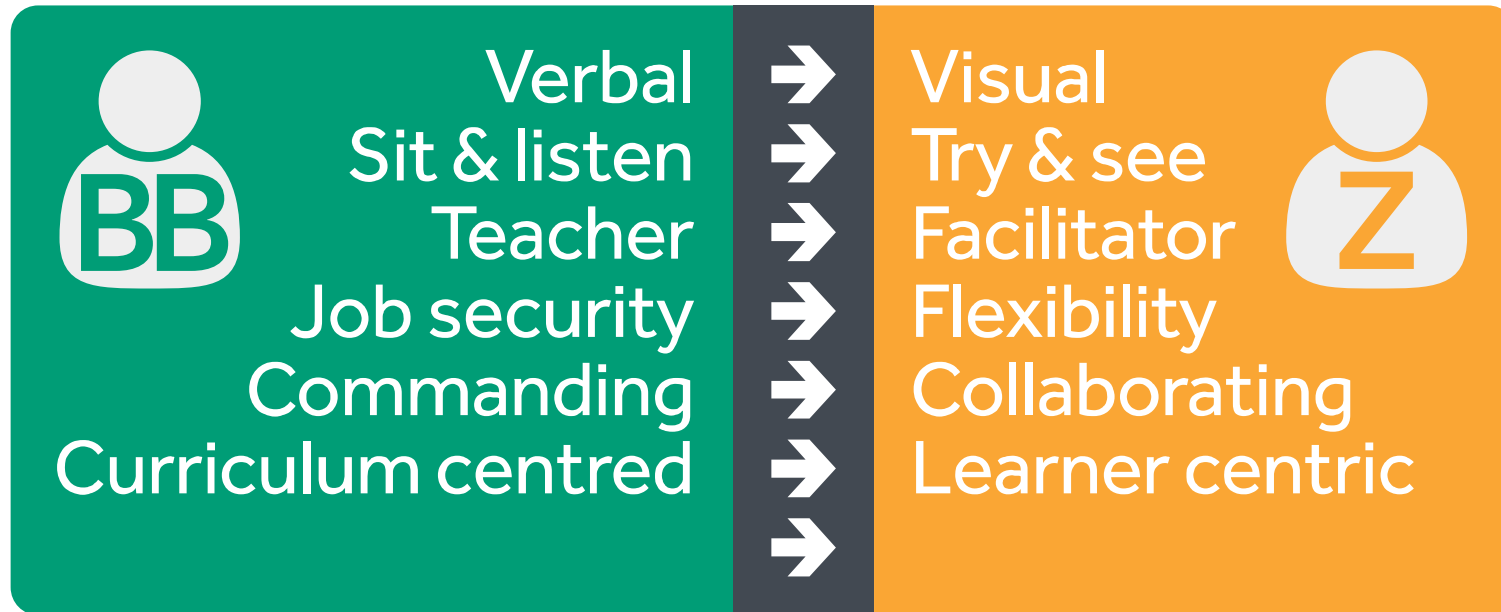
EFFECTIVE ENGAGEMENT



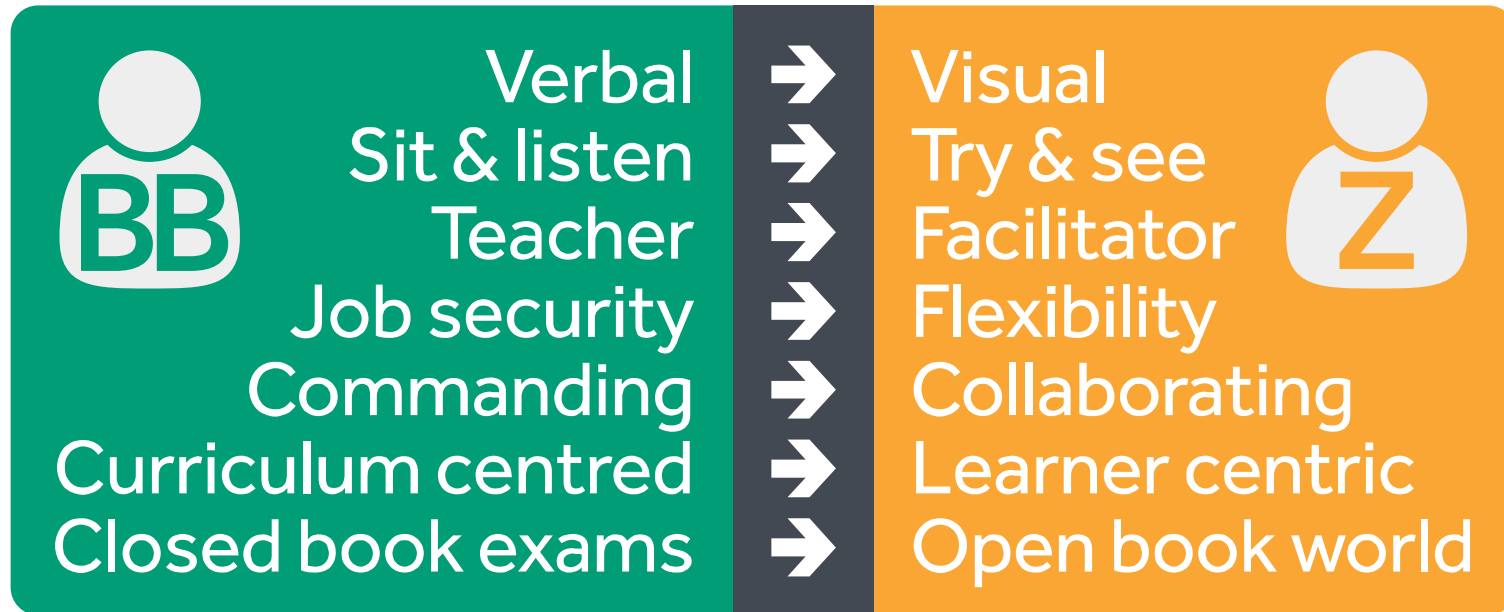
EFFECTIVE ENGAGEMENT



EFFECTIVE ENGAGEMENT



EFFECTIVE ENGAGEMENT



TECHNOLOGICALLY *INTEGRATED*



IF SOCIAL MEDIA SITES WERE COUNTRIES...

Top 10 Populations ('000,000)

1		Facebook	1,400
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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)

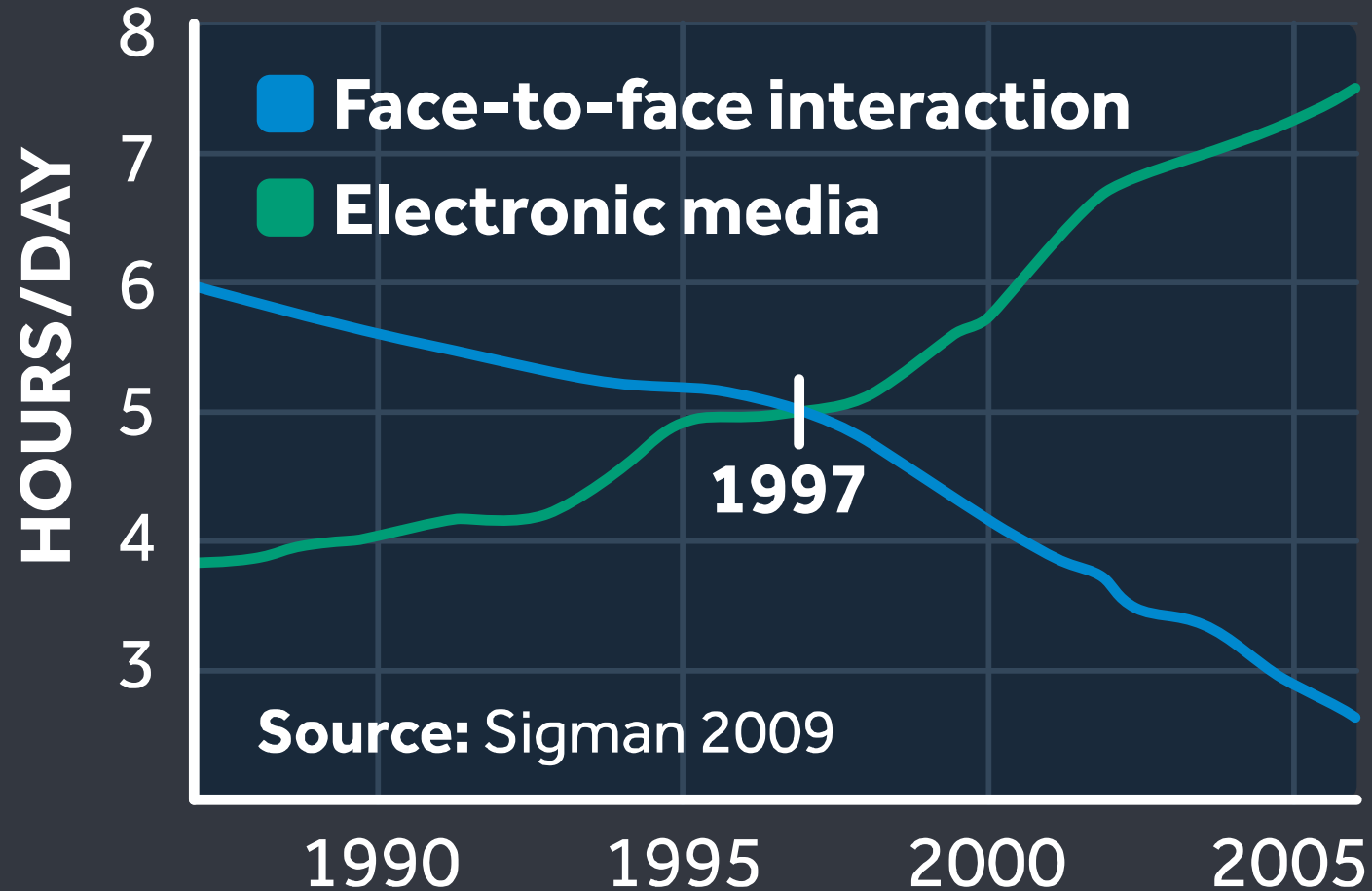
1		Facebook	1,400
2		China	1,360
3		India	1,240
4		Twitter	646
5		USA	318
6		Indonesia	247
7		Brazil	202
8		Pakistan	186
9		Nigeria	173
10		Instagram	152

THE GREAT *SCREENAGE*

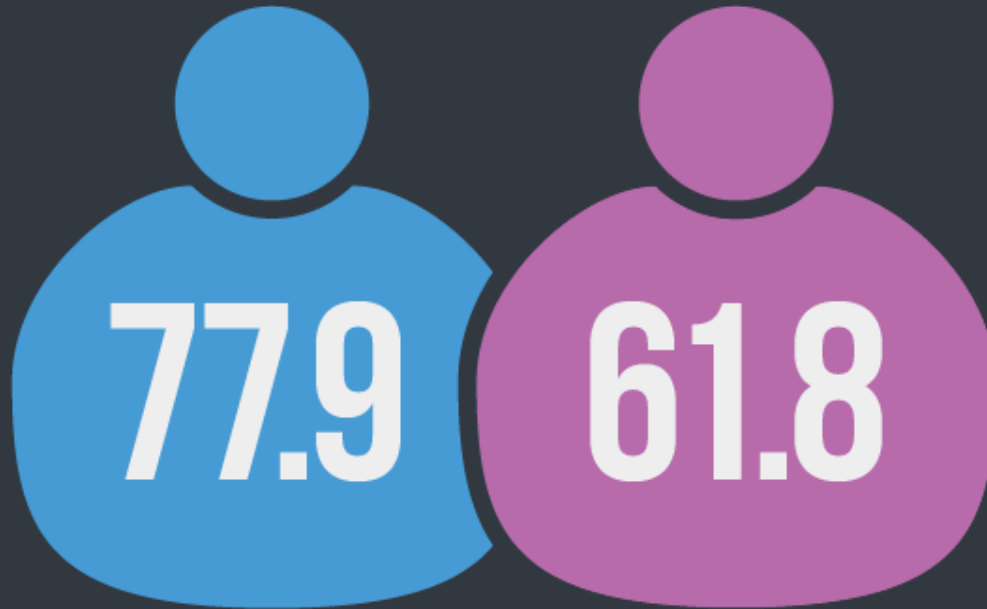
TECHNOLOGY



SCREENAGERS



HEALTH



% likely to be obese/overweight when all of Gen Z have reached adulthood (2027)

POST LINEAR











POST-LINEAR

POST-SCHOOLED



EMPLOYMENT

GAP YEAR

INTERNSHIP

PRIVATE COLLEGE

VOLUNTEER

UNIVERSITY

VOCATIONAL ED.

POST-LINEAR

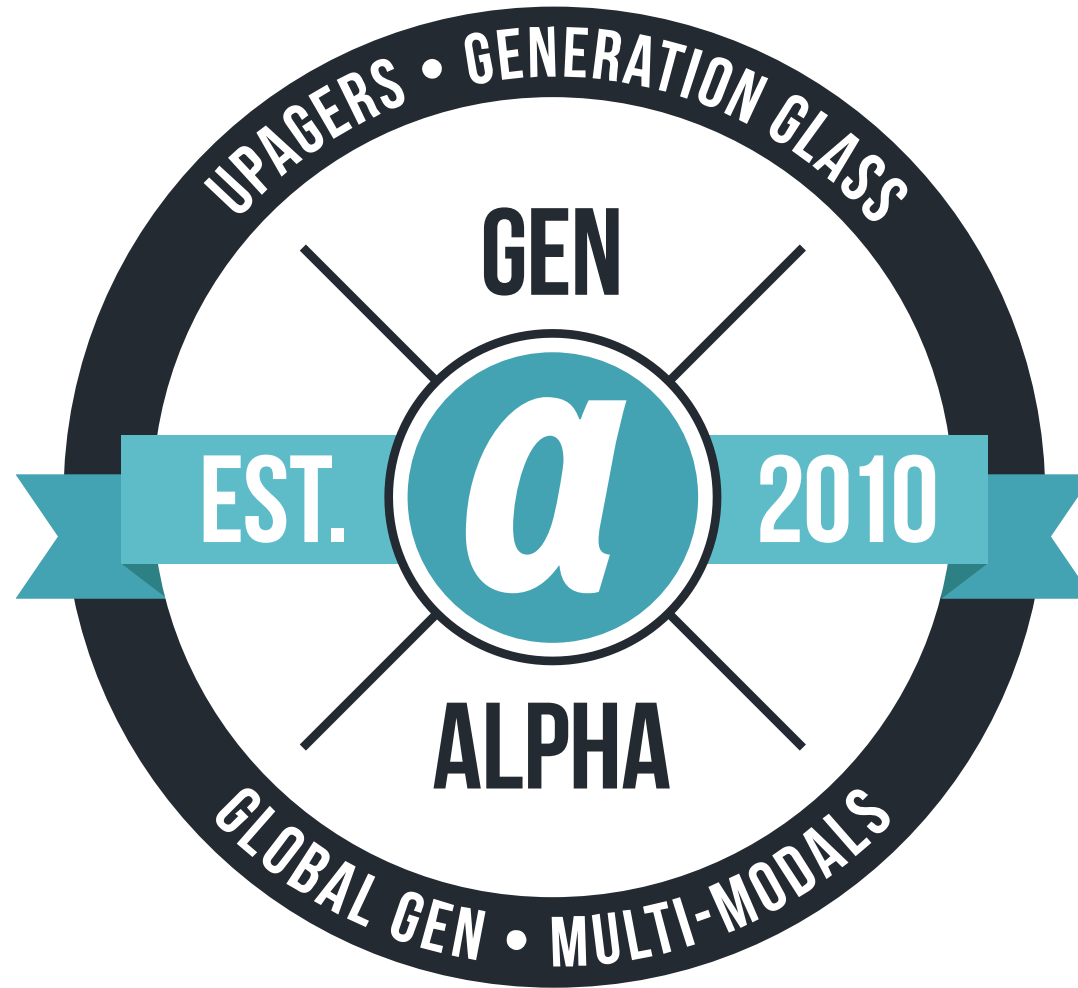
POST LITERATE







GENERATION ALPHA

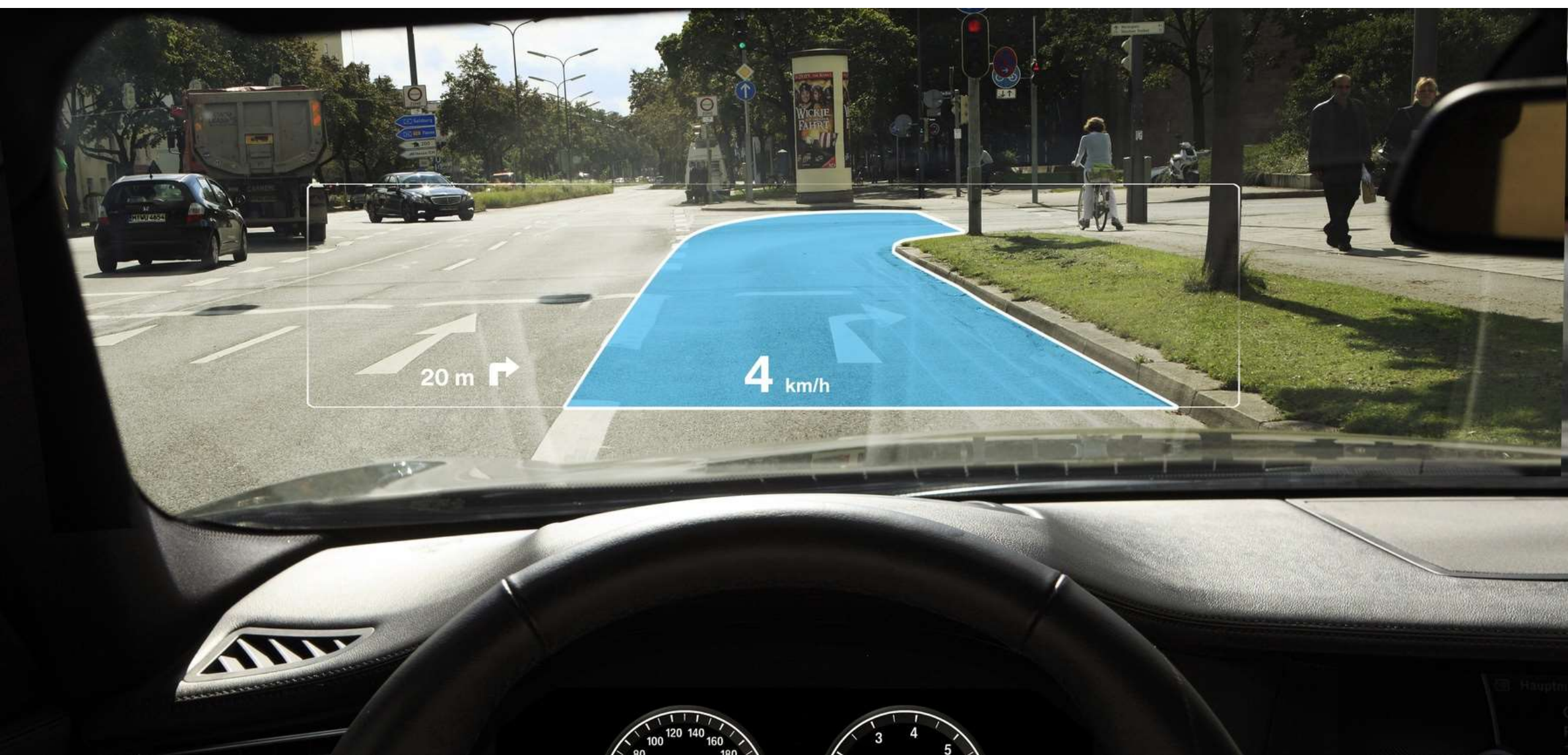






GLASS





1. CANDY CRUSH SAGA



ABCs FOR DIGITAL TRANSACTORS



ABCs FOR DIGITAL INTEGRATORS

















POST LOGICAL



2.5 QUINTILLION (2,500,000,000,000,000,000)
BYTES OF DATA CREATED...*EVERY DAY*



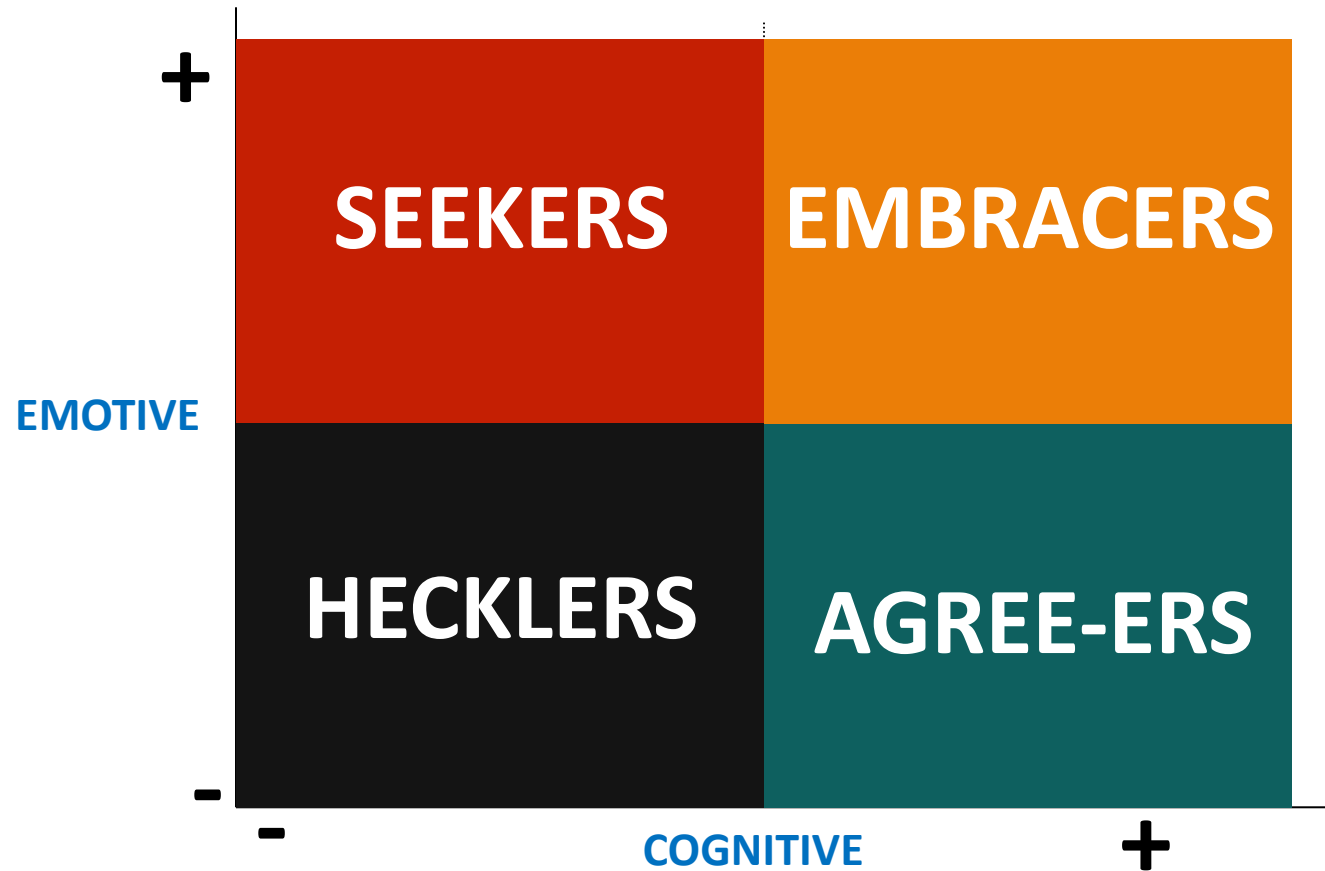
2.5 QUINTILLION (2,500,000,000,000,000,000)
BYTES OF DATA CREATED...EVERY DAY



***"90% OF THE DATA IN THE WORLD TODAY HAS
BEEN CREATED IN THE LAST TWO YEARS ALONE."***

IBM BIG DATA REPORT 2013

Communicating in Digital Times



REAL



RELEVANT



RESPONSIVE



RELATIONAL





Mark McCrindle



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