



Demographic Outlook

Venues and events in post-pandemic Australia

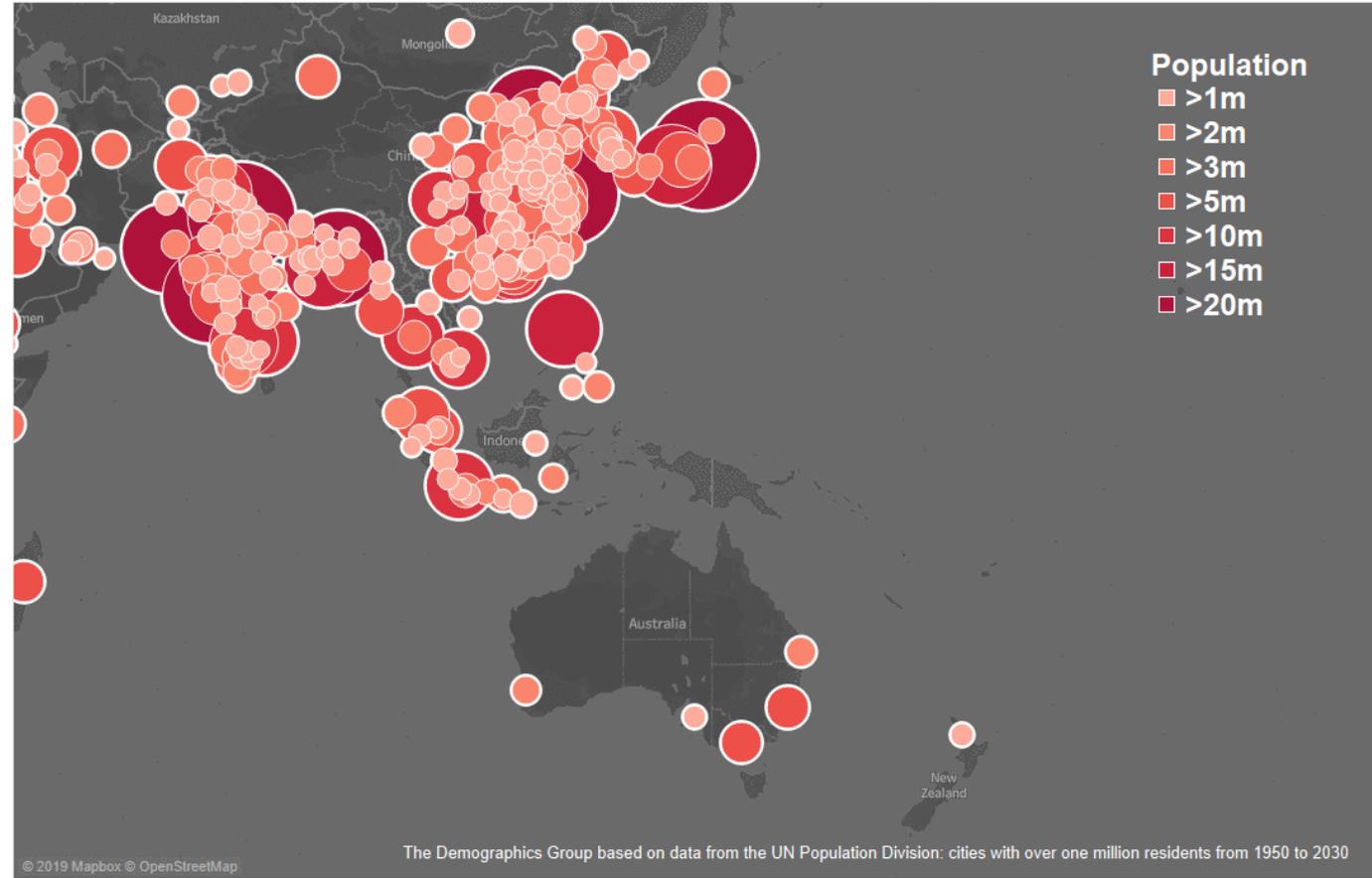
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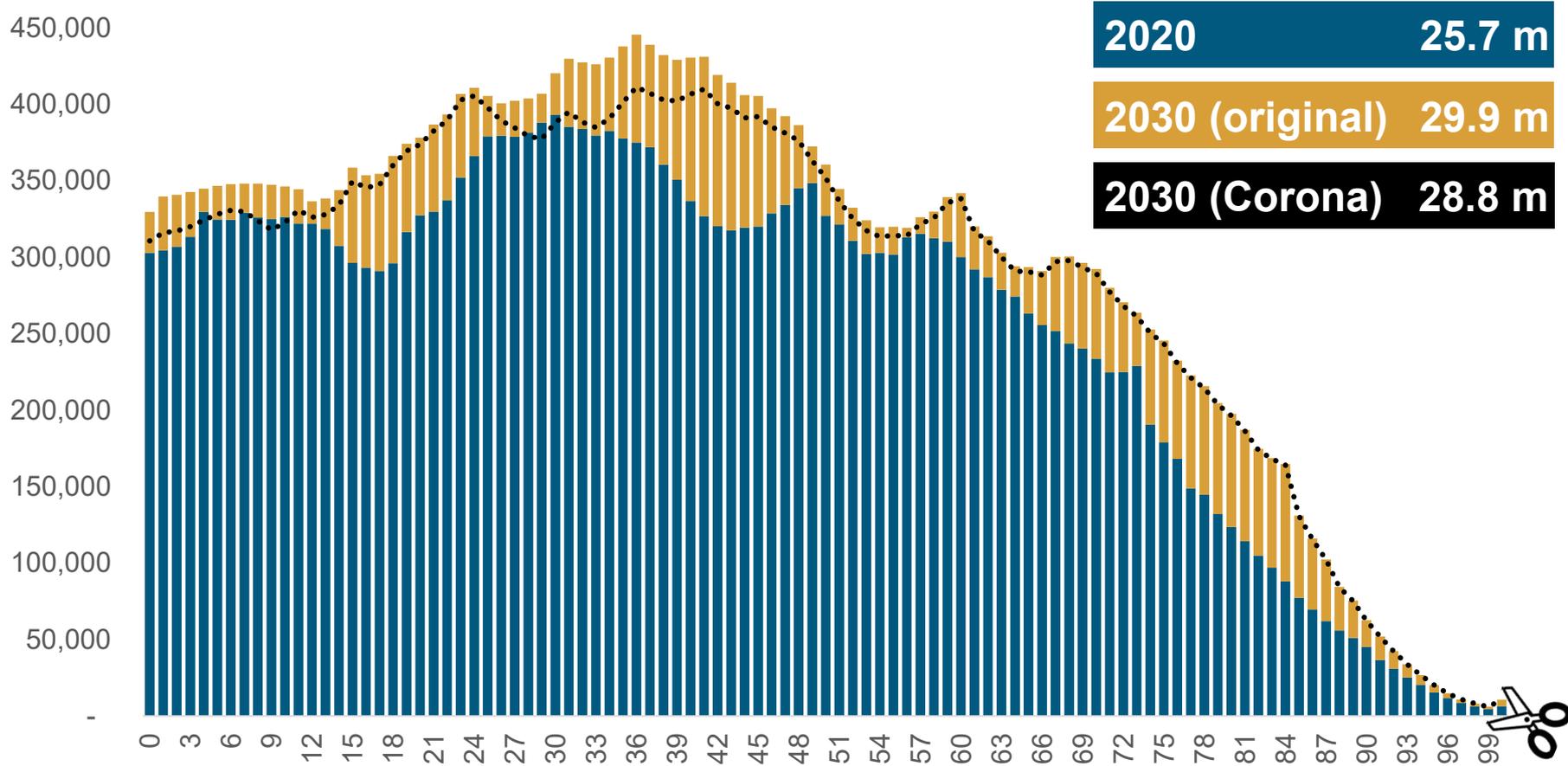
31 May 2022, Sydney

The prosperity of Australia remains linked to the emerging urban Asian middle-class

Asian mega-cities with over one million residents 2030

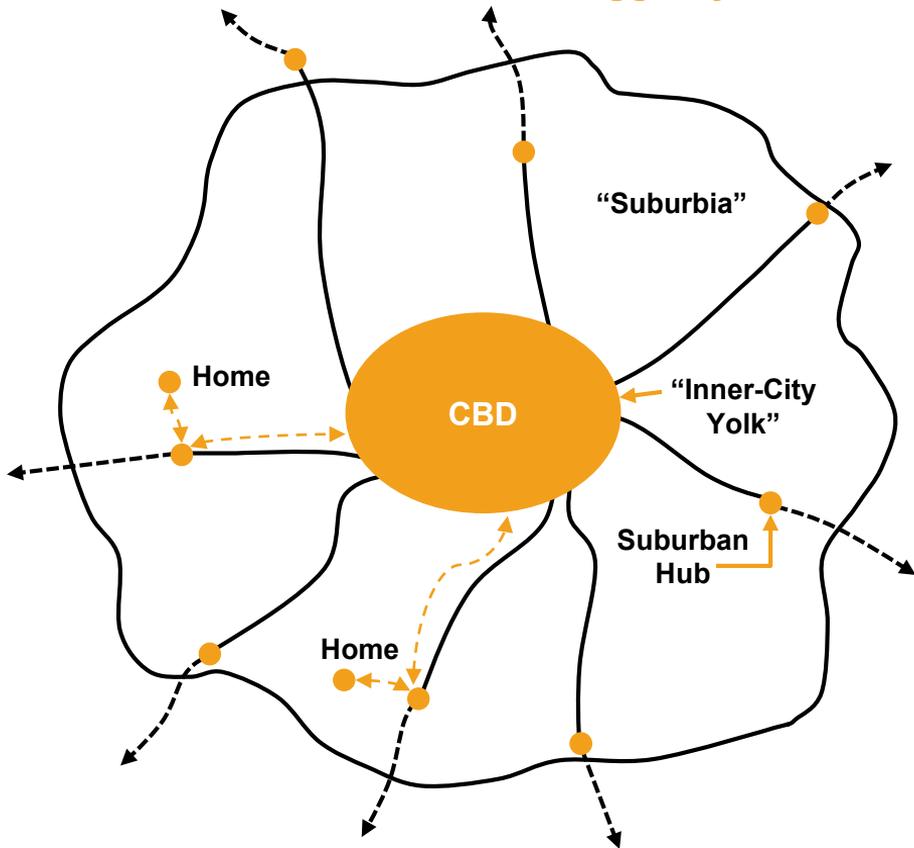


Covid changed the future population of Australia

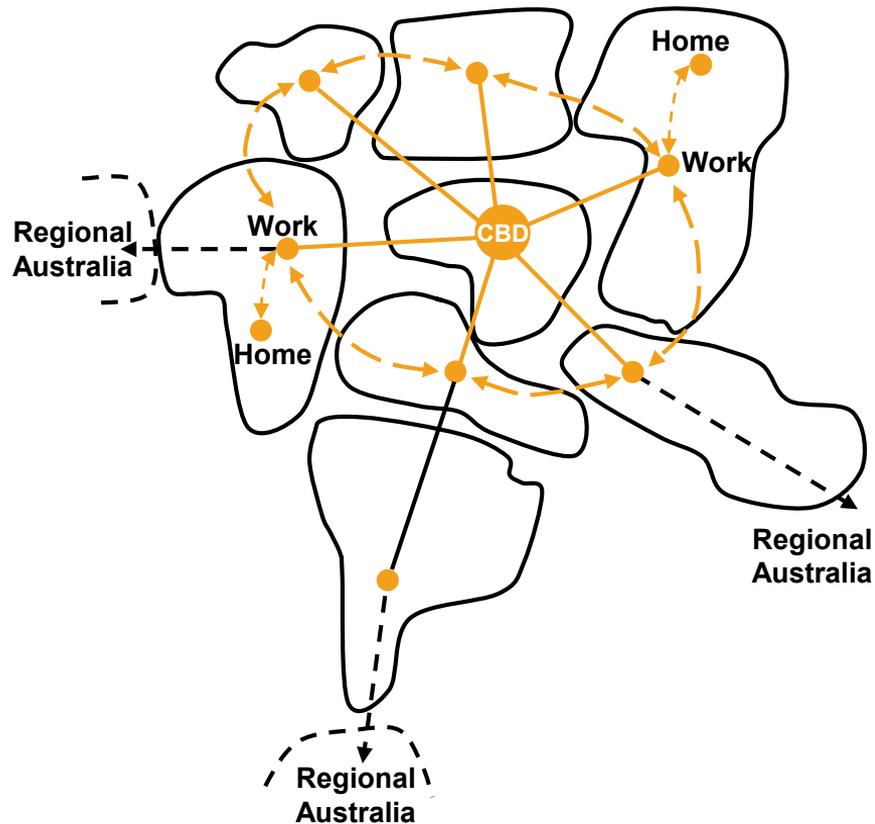


The pandemic reshaped our settlement patterns

Pre-COVID: Fried Egg City



Post-COVID: Scrambled Egg City



The Australian workforce was hollowing-out... now bunching-up

Skill Level	Job Examples	February 2020	Change Feb'19 - Feb'20	Change Feb'20-Feb'22
1	Doctor, Engineer, Midwife	32%	+5%	+12%
2	Police Officer, Dental Hygienist, Chef	13%	+1%	+2%
3	Electrician, Butcher, Mechanic	15%	-3%	+0%
4	Truck Driver, Waiter, Barista	24%	+1%	-2%
5	Sales Assistant, Cleaner, Café Worker	16%	+3%	-6%
		100%	+2%	+1%

\$0.42/100g

\$0.29/100g



\$1.20/100g



Covid upskilled your customers: higher expectations than ever





“Quickness”



“Authenticity”



“Convenience”



“Range”



“Limitlessness”



“Efficiency”



“Frictionless”



“Elegance”

Different values will shape Australia in 2031



Gen Alpha
2018-2035

2021
4% of Pop
0% of WF

2031
17% of Pop
0% of WF

**They are only
Babies!**

Hyper-Educated
Unknown



Gen Z
2000-2017

2021
22% of Pop
20% of WF

2031
24% of Pop
32% of WF

**Education &
Career**

Politicized, Global
Mindset



Gen Y
1982-1999

2021
26% of Pop
36% of WF

2031
24% of Pop
40% of WF

**Workforce
Majority**

Work for Purpose,
Procrastinators



Gen X
1964-1981

2021
23% of Pop
32% of WF

2031
20% of Pop
25% of WF

**Leadership &
Boards**

Forgotten Gen,
Work to Live



Boomers
1946-1963

2021
18% of Pop
11% of WF

2031
13% of Pop
2% of WF

**Boards &
Retirement**

Hierarchical, Live to
Work



Pre-Boom
<1945

2021
7% of Pop
0% of WF

2031
2% of Pop
0% of WF

**Retirement &
Old Age**

WWII, Frugal &
Resilient



Despite Covid, **Australia continues to grow rapidly but several population cohorts decline. Decentralising of the population not great news for venues. Asian growth will spill over to Australia. Customers concerned about rising prices.**



The **polarized workforce** creates demand for the **high and low end of the market**. Aiming at the centre of the market is an increasingly risky bet. **Wisely position events and venues along the Weet-Bix scale**. Margins are only high at one end of the spectrum. Venues can target both ends.



Millennials and Baby Boomers both enter **new stages of the lifecycle**. As their values shift, become a part of their new narrative. **Baby Boomers feel a sense of urgency** as they feel cheated out of two good years of their retirement. **Millennials now live further from the main venues.**

Let's
connect



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THE **NEWDAILY** THE AUSTRALIAN 

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