

# Australia (& Penrith) Towards 2031

## Top 5 trends transforming the future of Penrith

Mark McCrindle

Positively Penrith Symposium



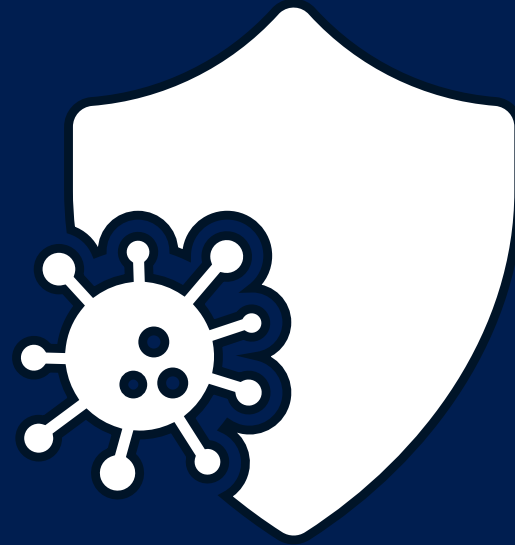
Friday 14 October 2022



# Word of the year

**Word of the year**

**Vaxxed**



# Most increased usage

# Most increased usage

# Unprecedented





**Simon Holland**   
@simoncholland



Don't know about y'all but I could really go for some precedented times.

# Population change



# Census release...



**Census  
release...  
we got  
excited!**



# 2022

Population  
**26m**



**2022**

Population

**26m**

Increase over 5 years

**2m**



**2022**

Population

**26m**

Increase over 5 years

**2m**

Growth rate

**8.6%**



**2022**

Population

**26m**

Increase over 5 years

**2m**

Growth rate

**8.6%**

Penrith

**217,644**

Increase over 5 years

**21,598**

Growth rate

**11%**

# Median age

	<b>2011</b>	<b>2016</b>	<b>2021</b>
Australia	37	38	38
NSW	38	38	39

# Median age

	<b>2011</b>	<b>2016</b>	<b>2021</b>
Australia	37	38	38
NSW	38	38	39
Penrith	34	34	35

# Households





# Household composition Penrith (Aus)



**76%**  
(71%)  
Family

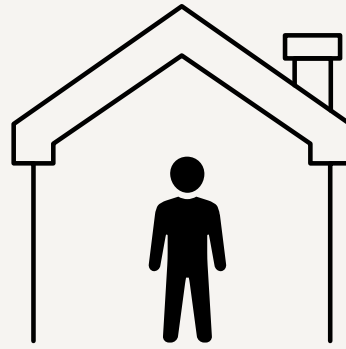
# Household composition Penrith (Aus)



**76%**

(71%)

Family



**22%**

(26%)

Single

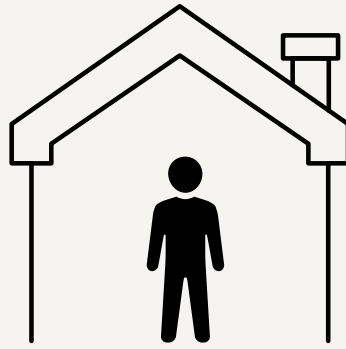
# Household composition Penrith (Aus)



76%

(71%)

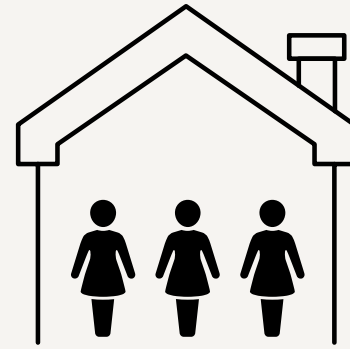
Family



22%

(26%)

Single

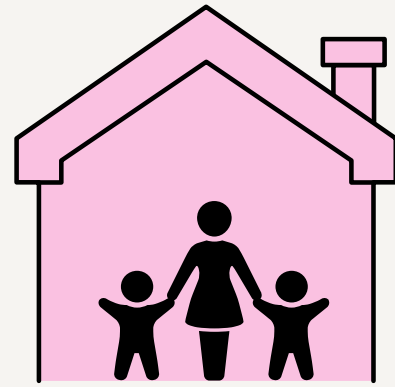


2%

(4%)

Group

# Families with children households

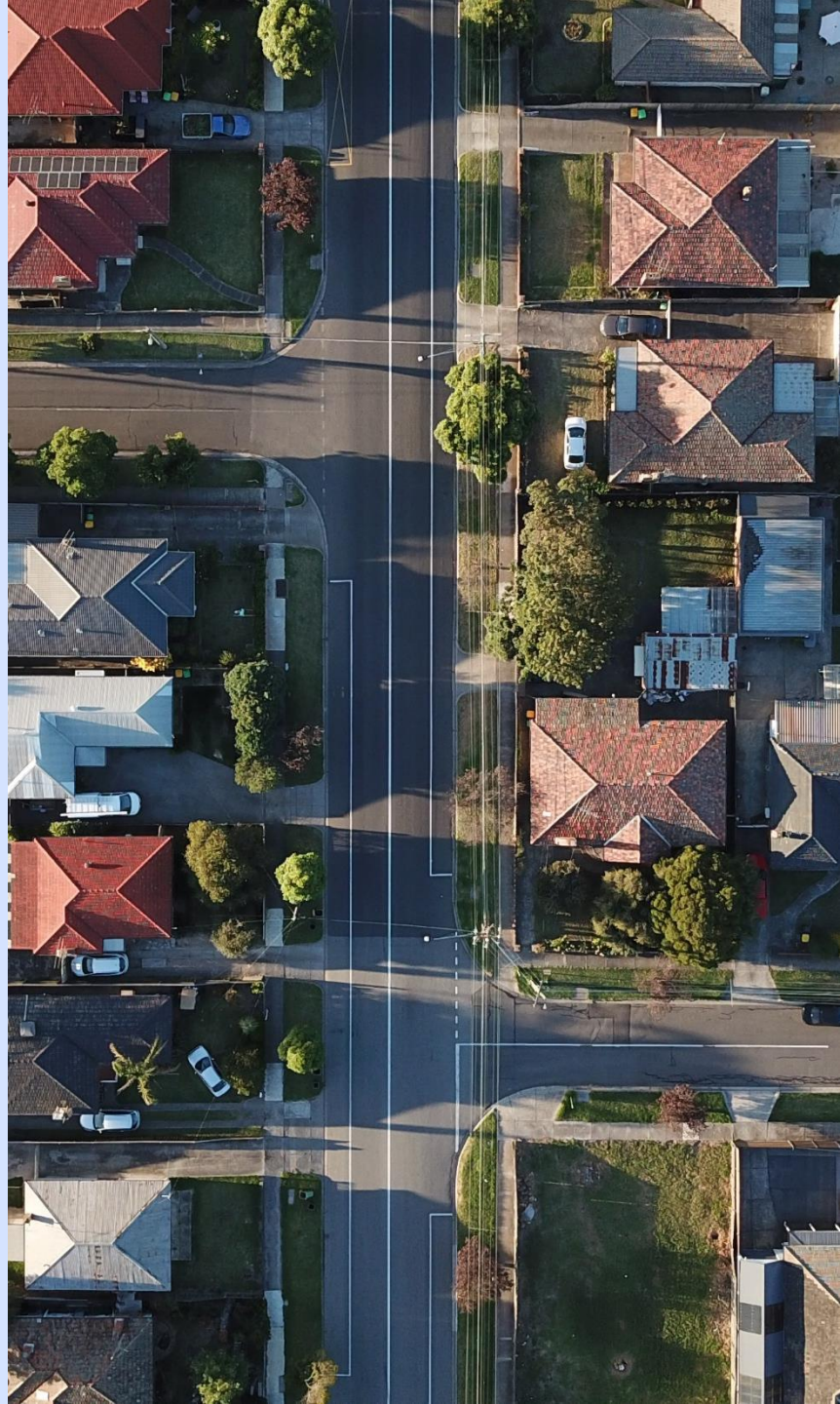


# Single parent families in Penrith

11,264



# Dwellings



# Penrith (& NSW) dwelling count



**77,371**  
**(+9,753)**

**NSW: 3.2M**

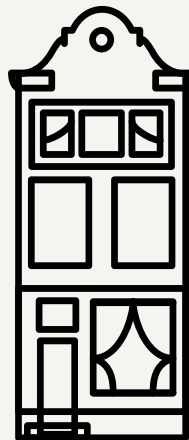
# Dwelling type **Penrith** (**Aus**)



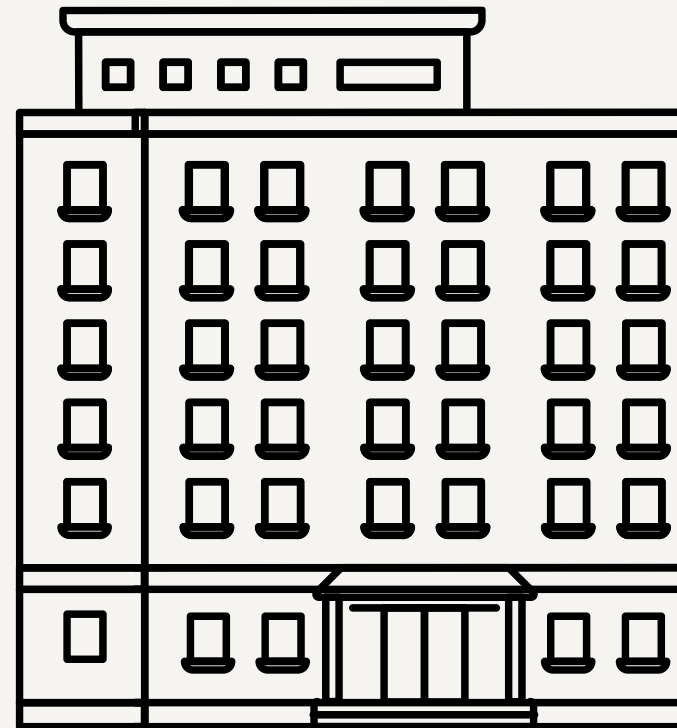
# Dwelling type **Penrith** (Aus)



**78.3%**  
(72.3%)



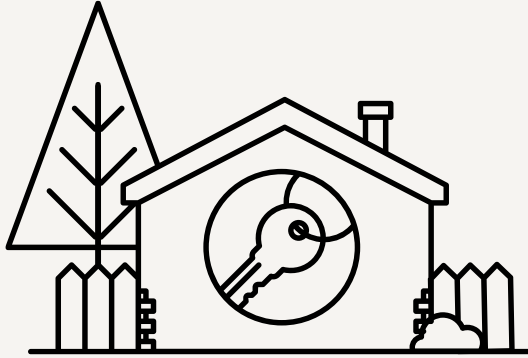
**12.2%**  
(12.6%)



**9.1%**  
(14.2%)

# Home ownership Penrith (Aus)

# Home ownership Penrith (Aus)



**25%**  
(31%)



**39%**  
(35%)



**33%**  
(31%)

# Household income

	<b>2016</b>	<b>2021</b>	<b>\$</b>	<b>%</b>
Australia	\$ 74,776	\$ 90,792	\$ 16,016	21%
NSW	\$ 77,064	\$ 95,108	\$ 18,044	23%
Penrith	\$ 86,216	\$ 98,956	\$ 12,740	15%

# Household income

	2016	2021	\$	%
Australia	\$ 74,776	\$ 90,792	\$ 16,016	21%
NSW	\$ 77,064	\$ 95,108	\$ 18,044	23%
Penrith	\$ 86,216	 \$ 98,956	\$ 12,740	15%

# Health & ageing



# Long-term health conditions: Penrith (& NSW)

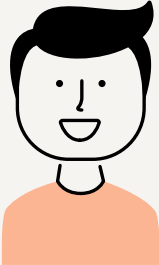


60,291 (27.7%)

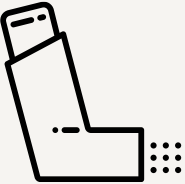
NSW: 2.2M (27%)

**One in four** residents have at least one long term health condition

# Top long-term health conditions by age



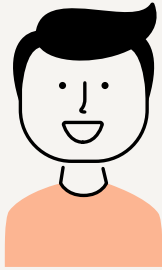
0-14 year olds



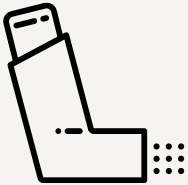
**Asthma**



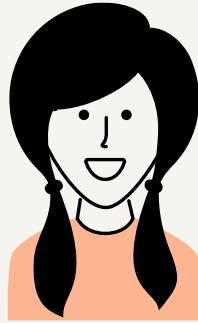
# Top long-term health conditions by age



0-14 year olds



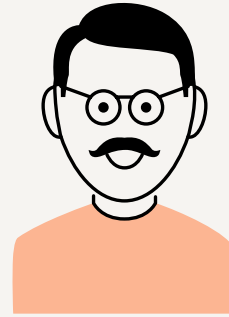
**Asthma**



15-34 year olds



**Mental health  
conditions**

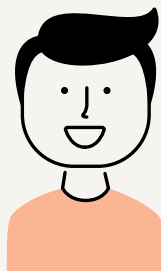


35-64 year olds

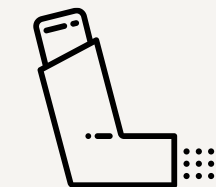


**Mental health  
conditions**

# Top long-term health conditions by age



0-14 year olds



**Asthma**



15-34 year olds



**Mental health conditions**



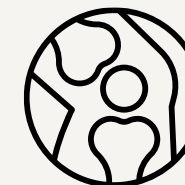
35-64 year olds



**Mental health conditions**



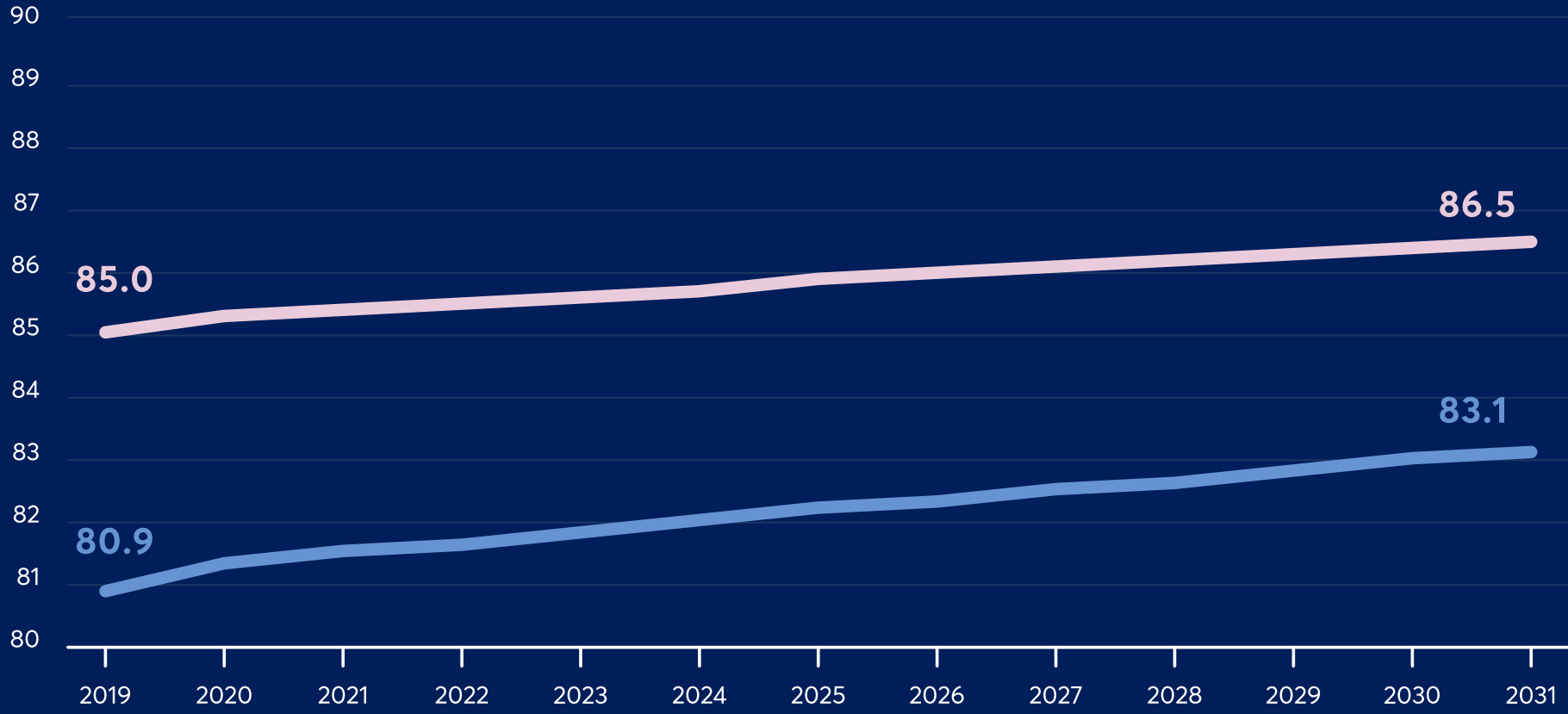
65+ year olds



**Arthritis**

# LIFE EXPECTANCY

Female Male



'Could you fax over a copy?'

'Could you fax over a copy?'

'No, I can't fax because of  
where I live'

'Could you fax over a copy?'

'No, I can't fax because of  
where I live'

'Where do you live?'

'Could you fax over a copy?'

'No, I can't fax because of  
where I live'

'Where do you live?'

'The 21st century'

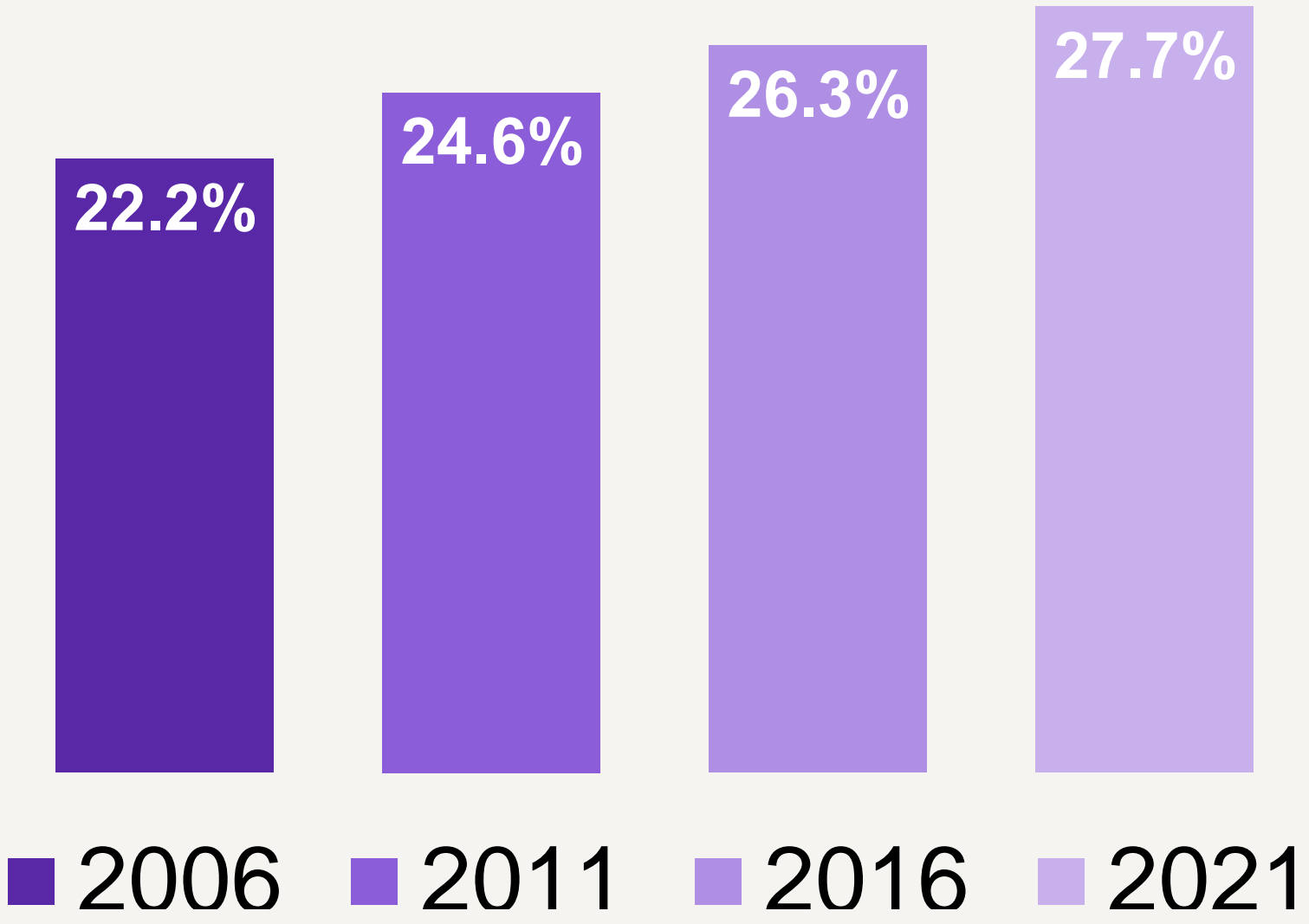
# Cultural diversity

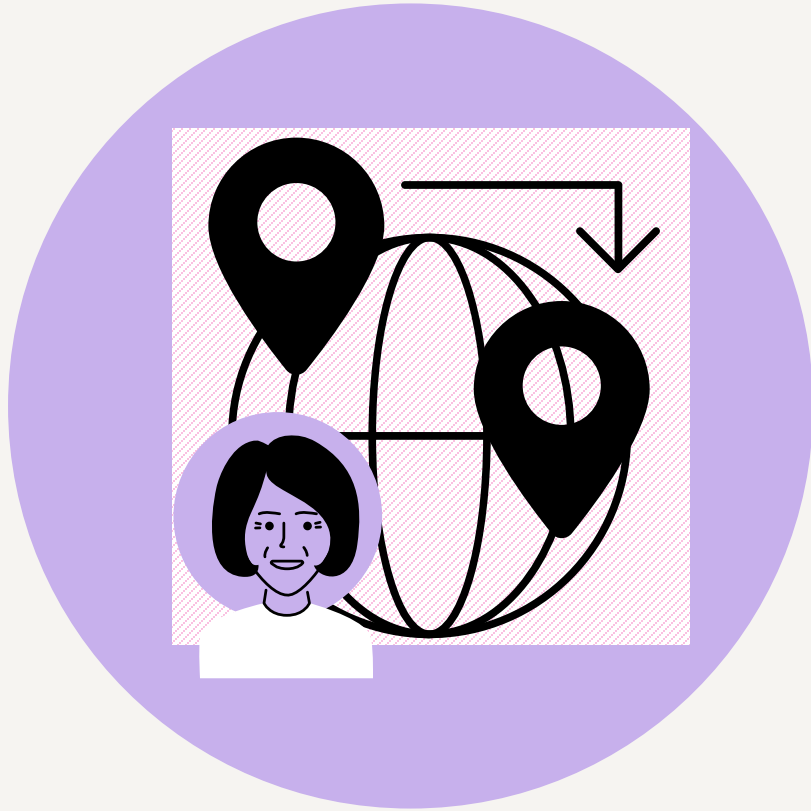
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# % born overseas





50.3%

of NSW residents have at least one parent born overseas (Aus: 48%)



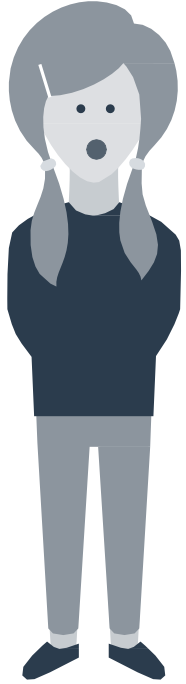
23.9%

of households in Penrith use a non-English language when at home (24.8% for Australia)

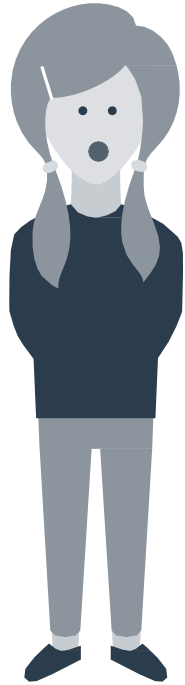
# Language composition in Penrith



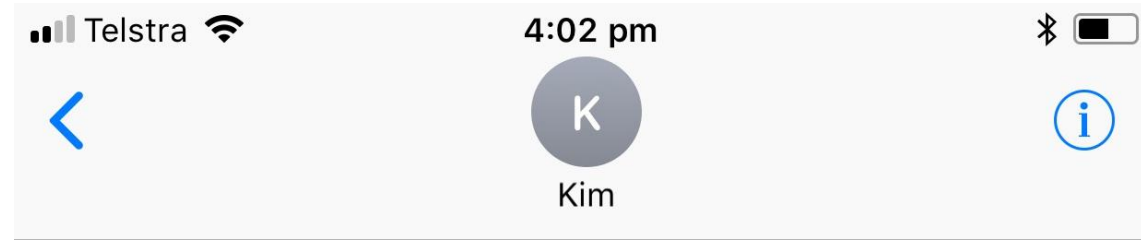
1	Arabic	1.8%
2	Punjabi	1.4%
3	Tagalog	1.2%
4	Hindi	1.1%
5	Mandarin	0.8%



**Gen Z**  
Age: 13-27



**Gen Z**  
Age: 13-27

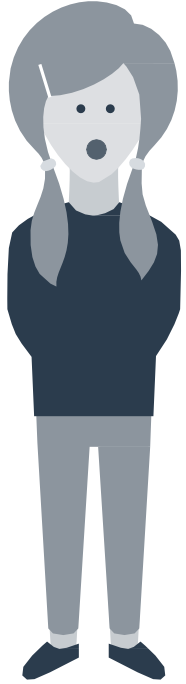


iMessage  
Today 3:50 pm

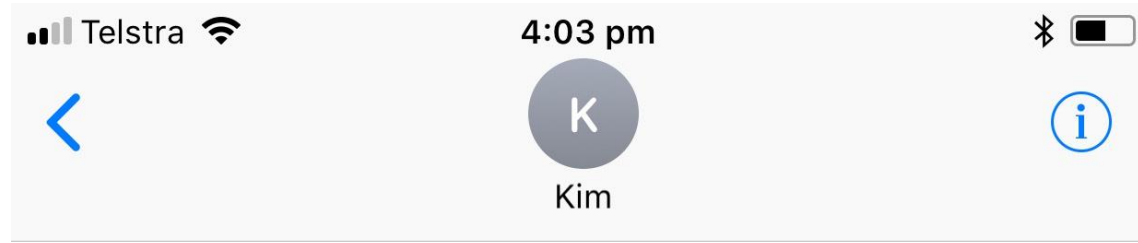
Bae, my new work gig is legit! The hours are savage ... YOLO. 🙋

Delivered





**Gen Z**  
Age: 13-27



iMessage  
Today 3:50 pm

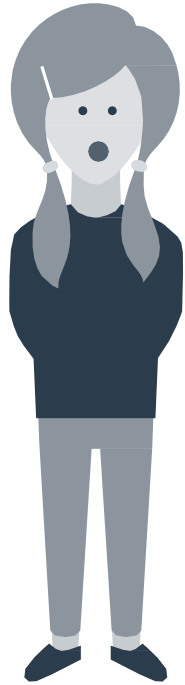
Bae, my new work gig is legit! The hours are savage ... YOLO. 🙋

Delivered

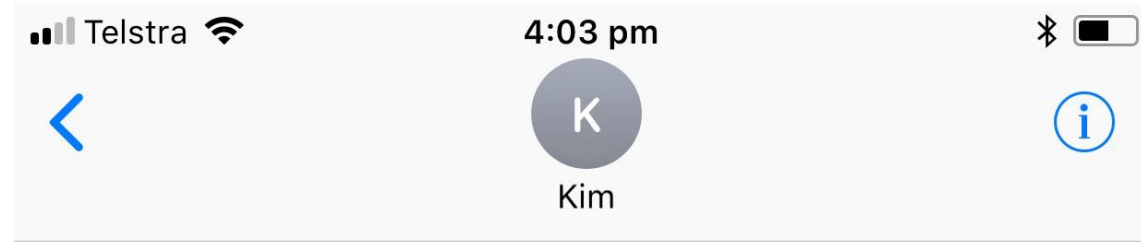
Yaaaas queen! Slay girl 💪

GOAT 🐐





**Gen Z**  
Age: 13-27



iMessage  
Today 3:50 pm

**“I like my job.”**

Yaaaas queen! Slay girl 💪

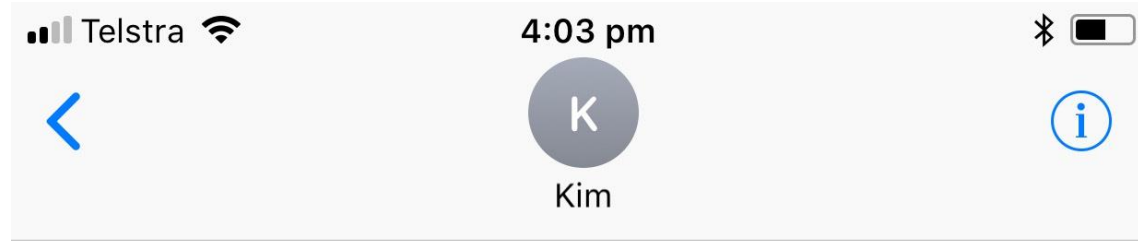
GOAT 🐐







**Gen Z**  
Age: 13-27



iMessage  
Today 3:50 pm

**“I like my job.”**

**“Great!”**

# Emerging Generations



# Generations



**Gen Alpha**  
0 - 12



**Gen Z**  
13 - 27



**Gen Y**  
28 - 42



**Gen X**  
43 - 57



**Boomers**  
58 - 76



**Builders**  
76+

**Today**

**2016**

**2021**

9%

15%

19%

18%

21%

21%

20%

19%

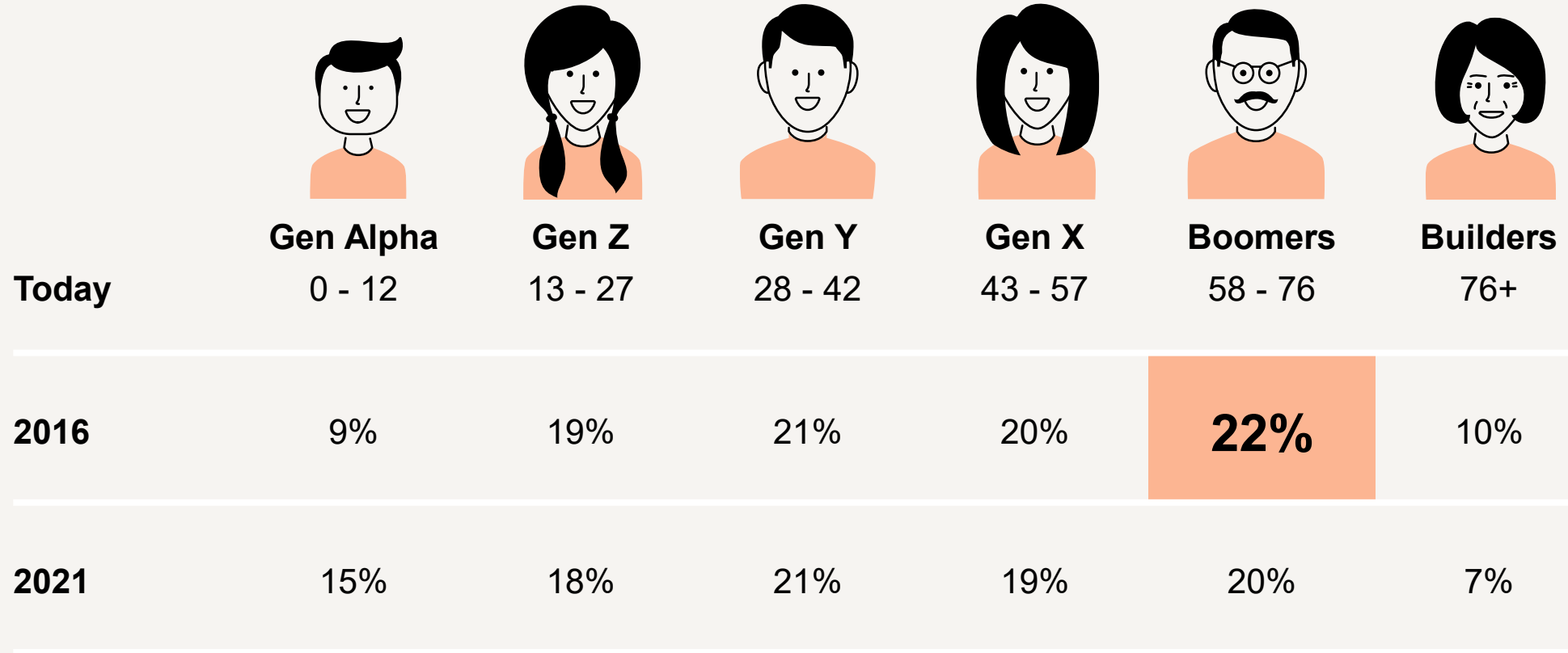
22%

20%

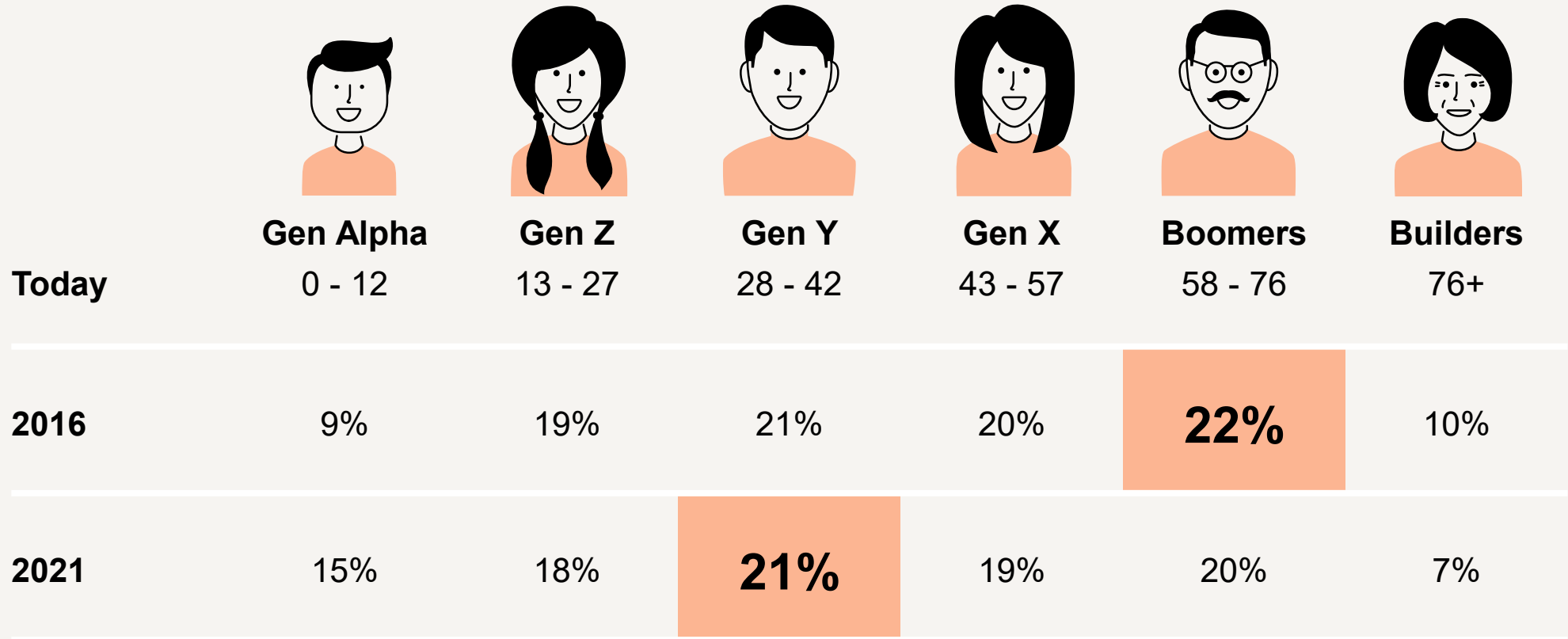
10%

7%

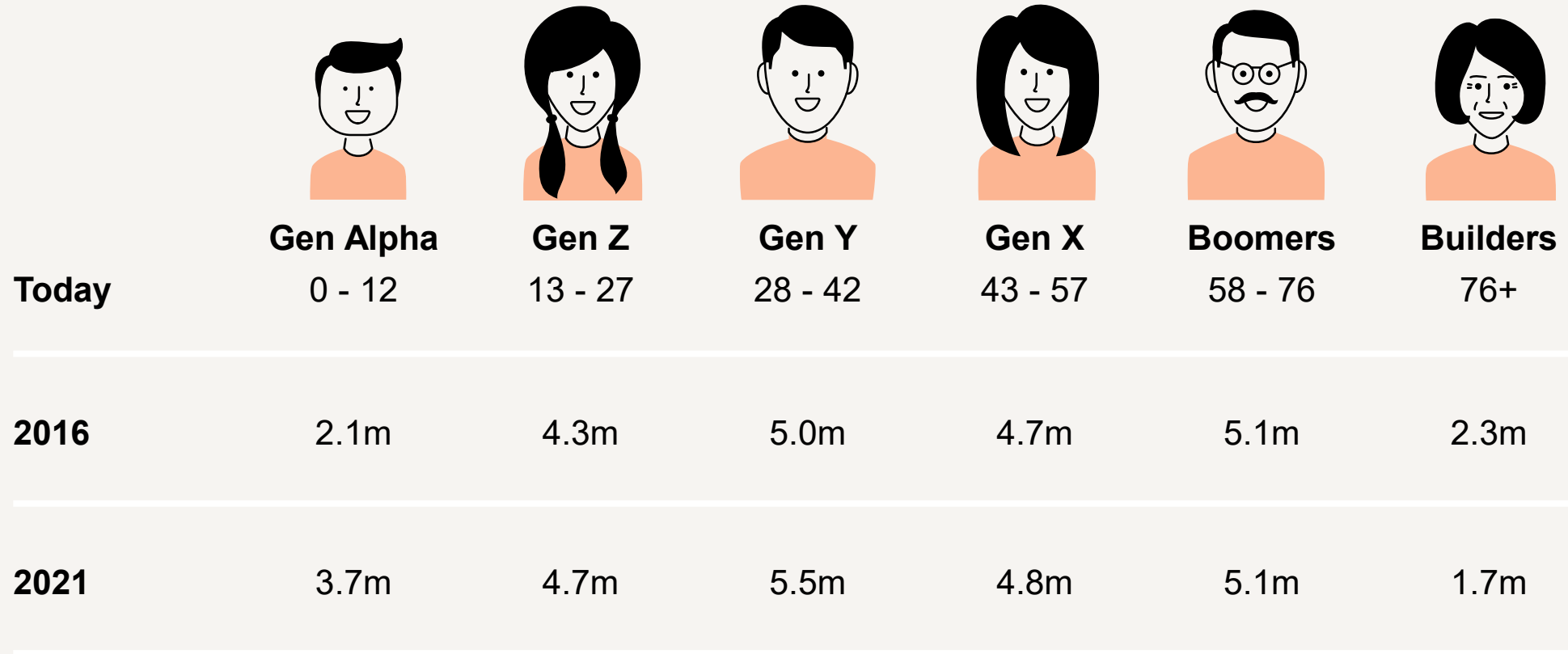
# Generations



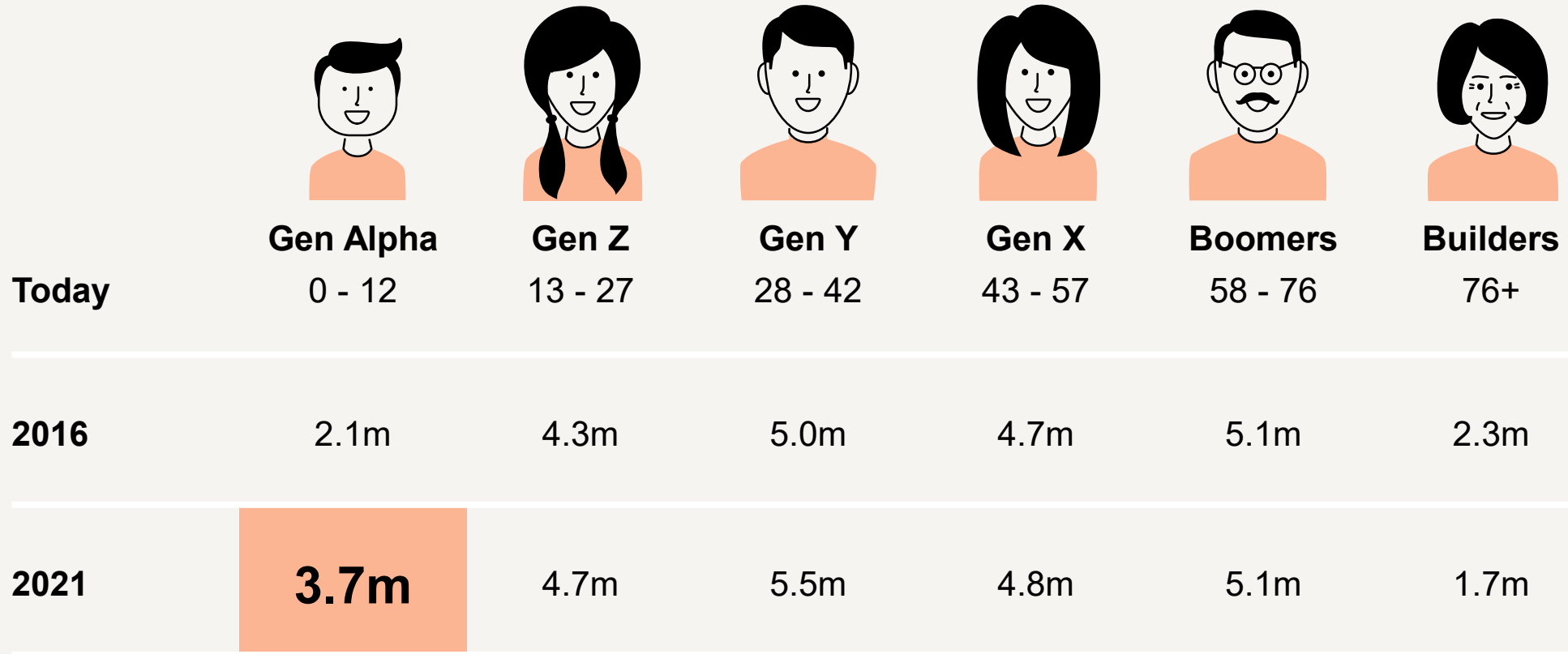
# Generations



# Generation Alpha's growth spurt



# Generation Alpha's growth spurt



**One final figure**

**1,397**



## One final figure

# 1,397

The number of days until  
the 2026 Census

August 2026							
Week	Su	Mo	Tu	We	Th	Fr	Sa
31							1
32	2	3	4	5	6	7	8
33	9	10	11	12	13	14	15
34	16	17	18	19	20	21	22
35	23	24	25	26	27	28	29
36	30	31					

© 335

# WORKFORCE PARTICIPATION RATE BY GENERATION

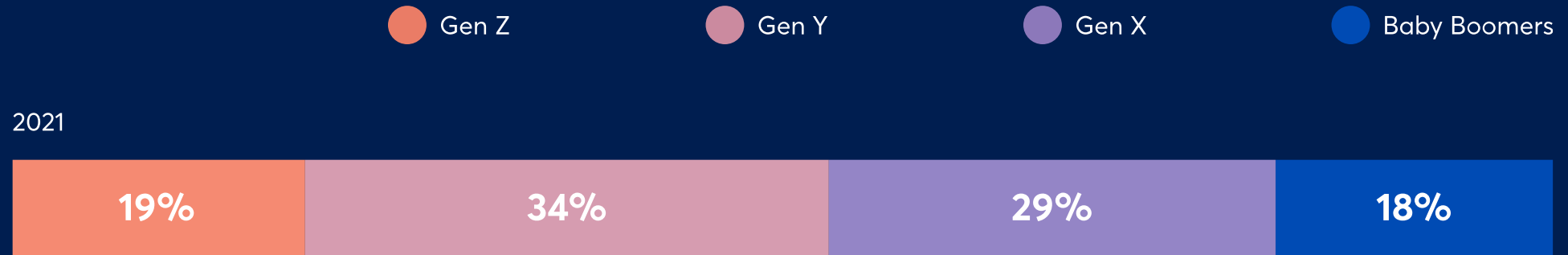
● Gen Z

● Gen Y

● Gen X

● Baby Boomers

# WORKFORCE PARTICIPATION RATE BY GENERATION



# WORKFORCE PARTICIPATION RATE BY GENERATION

● Gen Alpha      ● Gen Z      ● Gen Y      ● Gen X      ● Baby Boomers

2021



# WORKFORCE PARTICIPATION RATE BY GENERATION

● Gen Alpha      ● Gen Z      ● Gen Y      ● Gen X      ● Baby Boomers

2021



2031



# The future

Global connectivity

Digital economy

Ageing population

Increased longevity

New consumers

**Work from home**

**Emerging industries**

Environment

**The future**

**Metaverse**

Geopolitical volatility

Lifelong learning

Gig economy

**Multiple careers**

**Cultural diversity**

Generational change

**AI & robotics**

mccrindle

Global connectivity

Digital economy

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New consumers

**Work from home**



**Emerging industries**

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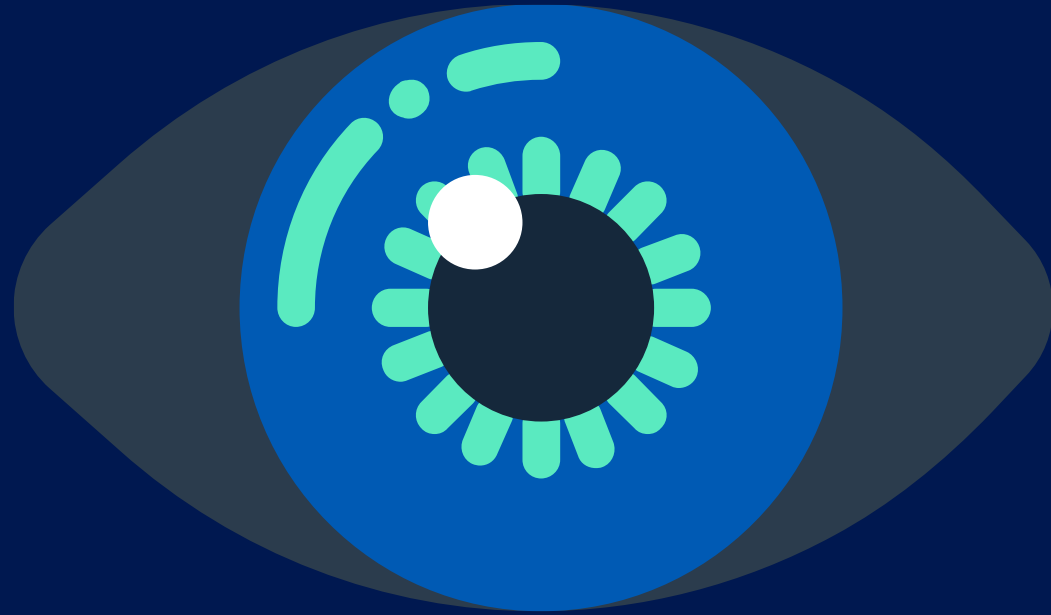
Global



Mobile



# Social



# Visual



# Digital

# 3 biggest fears of this generation

# 3 biggest fears of this generation



# 3 biggest fears of this generation





# 3 biggest fears of this generation



# Digitally integrated



# Digital Integrators



**Gen Z**  
Age: 11-25



**Generation Alpha**  
Age: under 11

1:43

instagram.com

Instagram  
Find it for free on the App Store.

ENGLISH

# Instagram

Sign up to see photos and videos from your friends.

Log In

OR

Sign up with email or phone number

Download on the  
App Store







Hey google...





**“My husband asked me why I spoke so softly in the house.  
I said I was afraid Mark Zuckerberg was listening.”**

**“My husband asked me why I spoke so softly in the house.  
I said I was afraid Mark Zuckerberg was listening.**

**He laughed.  
I laughed...**

**“My husband asked me why I spoke so softly in the house.  
I said I was afraid Mark Zuckerberg was listening.**

**He laughed.  
I laughed...  
Alexa laughed.  
Siri laughed.”**



TIKTOK

Google



**ELEMENTARY SCHOOL**

*"WHERE CHILDREN AND LEARNING COME FIRST"*

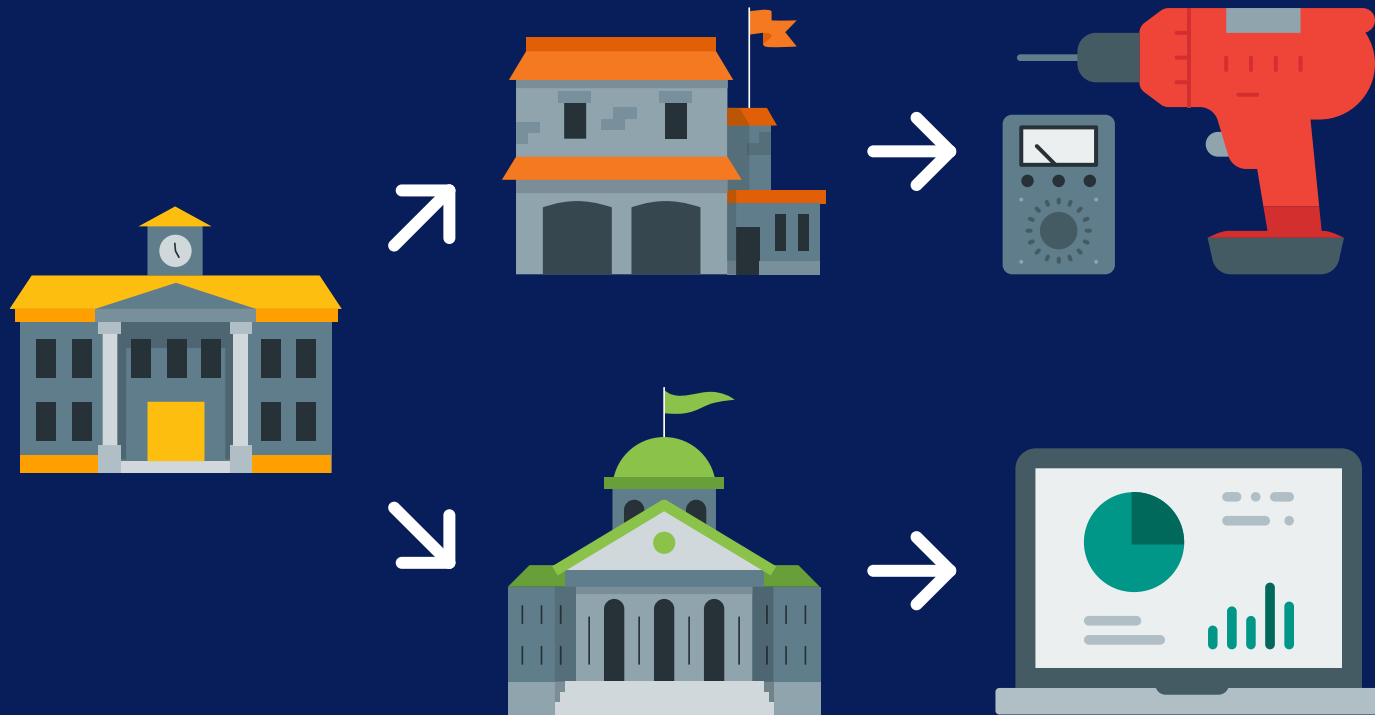
**LETERACY NIGHT**

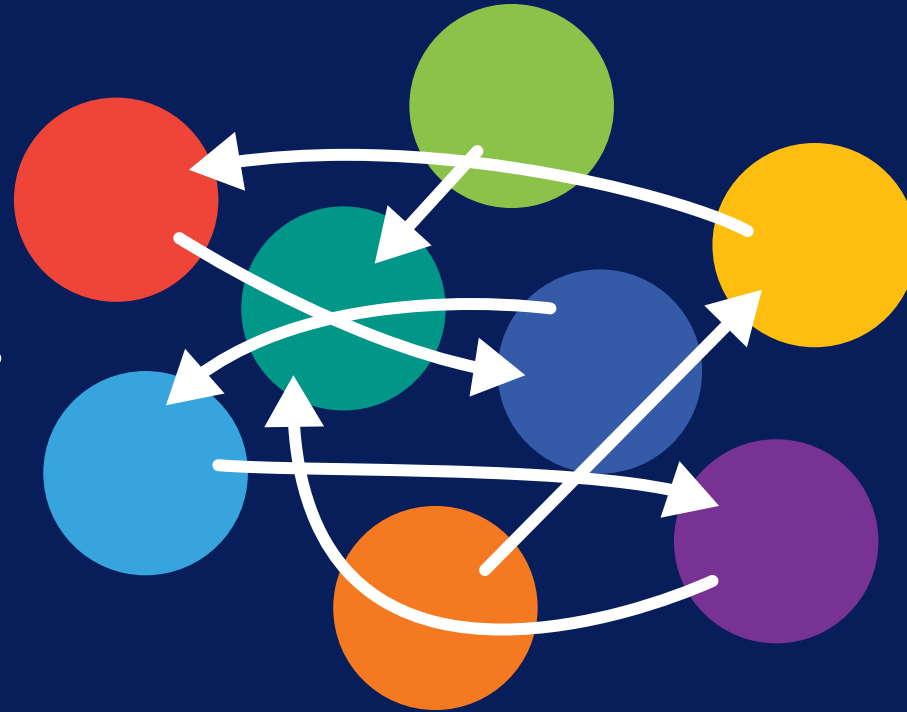
**DEC 8 5:00**

# Mobility of lifestyle









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

**JOBS**

**OF**

**THE**

**FUTURE**

Cognitive computer  
analyst.

# JOBS

Blockchain  
developer.

Cyber security professional.

Medical nanotechnologist.

Social media  
marketer.

# OF

Virtual reality engineer.

# THE

Robotics technician.

App developer.

UAV operator.

# FUTURE

Data visualisation designer.

UX manager.

Digital services officer.

Coder.



Gen Z

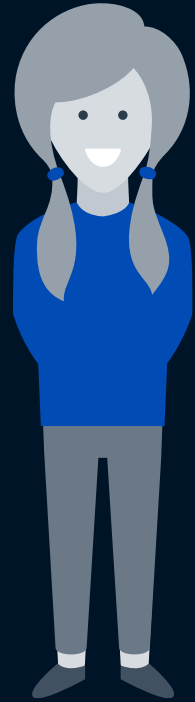


**18**  
jobs

In a lifetime

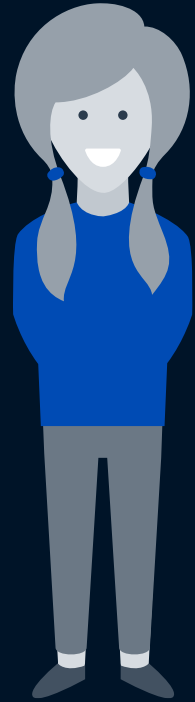


**6**  
careers



**Gen Y**  
Age: 26-40

K  
I  
P  
P  
E  
R  
S



**Gen Y**

Age: 26-40

**K**ids  
**I**n  
**P**arents  
**P**ockets  
**E**roding  
**R**etirement  
**S**avings



# Redefined work



A woman with long dark hair is seen from the side, sitting at a wooden desk and typing on a silver laptop. The scene is dimly lit, with light coming from a window in the background, creating a warm, soft glow. On the desk, there is a white coffee cup on a saucer and a pair of glasses. The overall atmosphere is quiet and focused.

# WFH

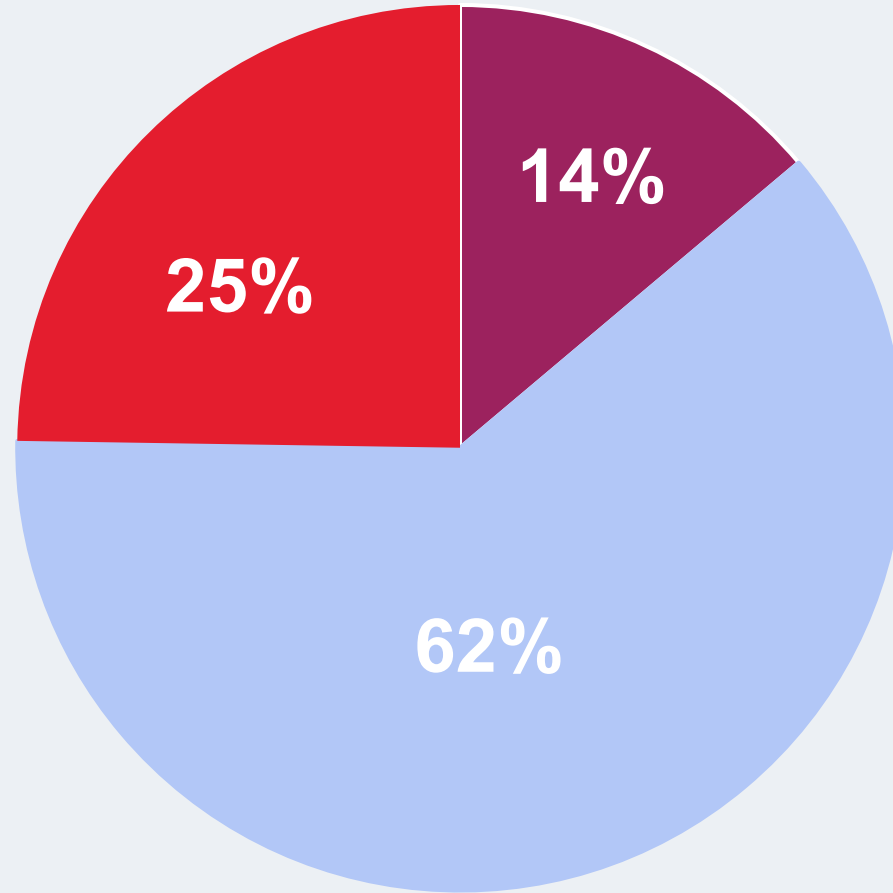
# The biggest transformation to work in a century



# The future of work will be hybrid

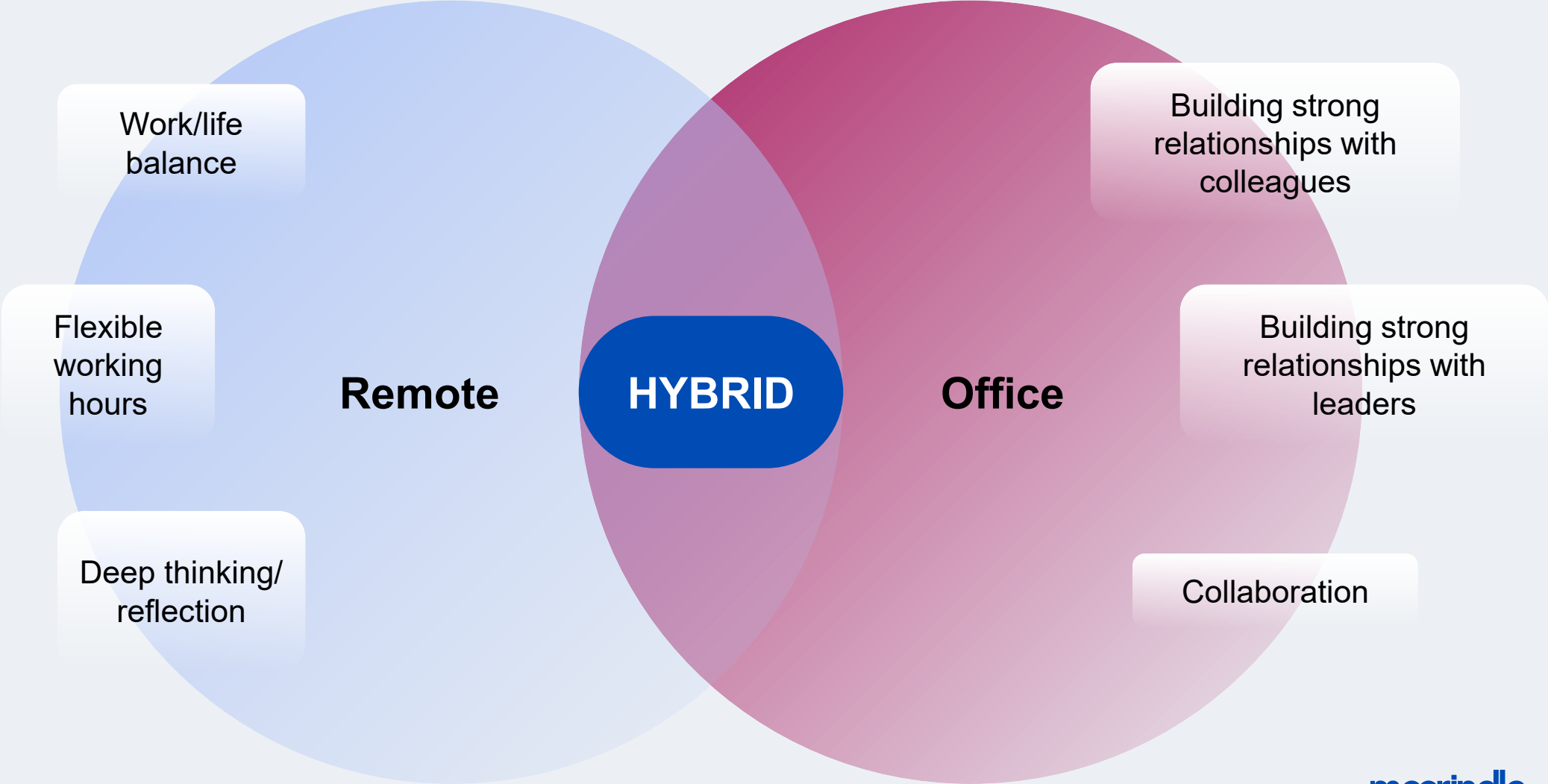
Everyone working from the workplace all the time

A hybrid of work from home and the workplace



Everyone working from home all the time

# Hybrid – the best of both worlds



# The workplace facilitates meaningful connection and community



# 70%

of Australian workers say the workplace is where they experience meaningful and regular social connection and community

***To some work is simply a job. To many more it's a lifeline to social interaction, purpose and a place of belonging.***

# Changing attitudes to work





# Changing attitudes to work



# Changing attitudes to work



## **KEY DESIRES FOR FUTURE CAREERS**

*Extremely/very important*

## KEY DESIRES FOR FUTURE CAREERS

*Extremely/very important*

1

Having purpose and meaning in their work



72%

2

Work aligns with their core values



68%

# KEY DESIRES FOR FUTURE CAREERS

*Extremely/very important*



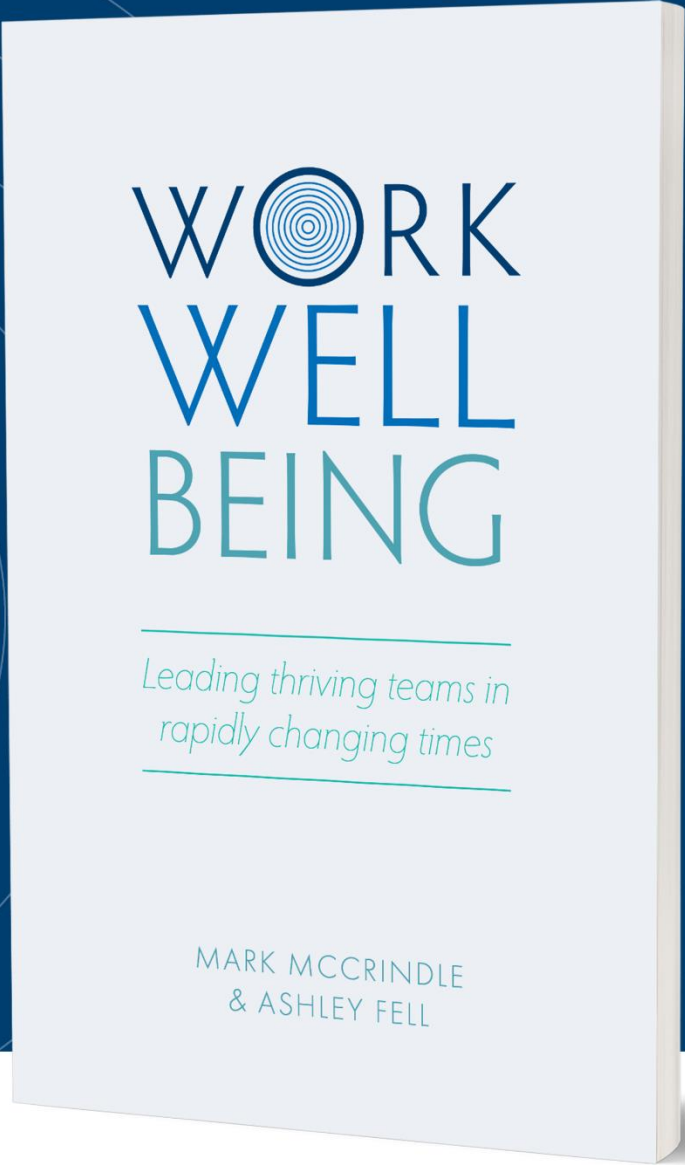
# KEY DESIRES FOR FUTURE CAREERS

*Extremely/very important*





[workwellbeing.com.au](https://workwellbeing.com.au)





*Many people leave jobs not because there is a compelling reason to leave, but because there is no compelling reason to stay.*

Source: Work Wellbeing

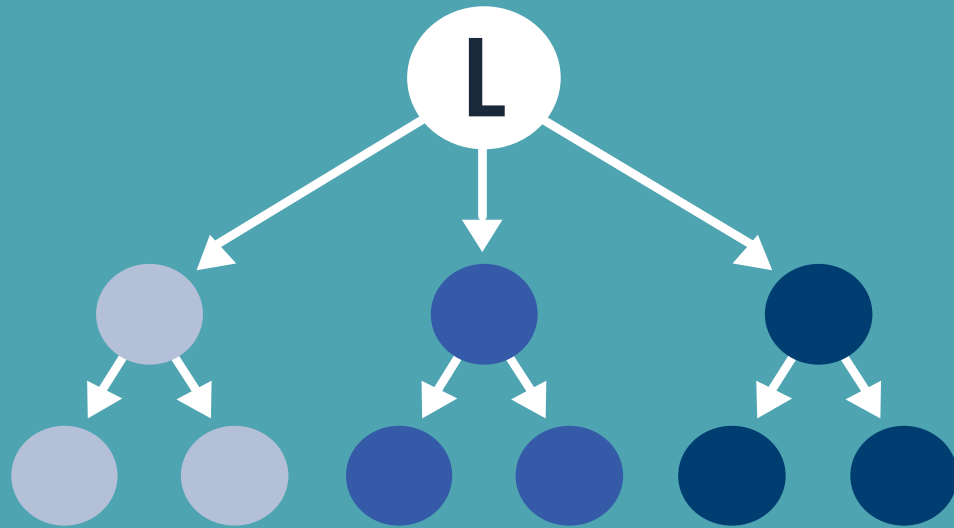
mccrindle

[workwellbeing.com.au](http://workwellbeing.com.au)

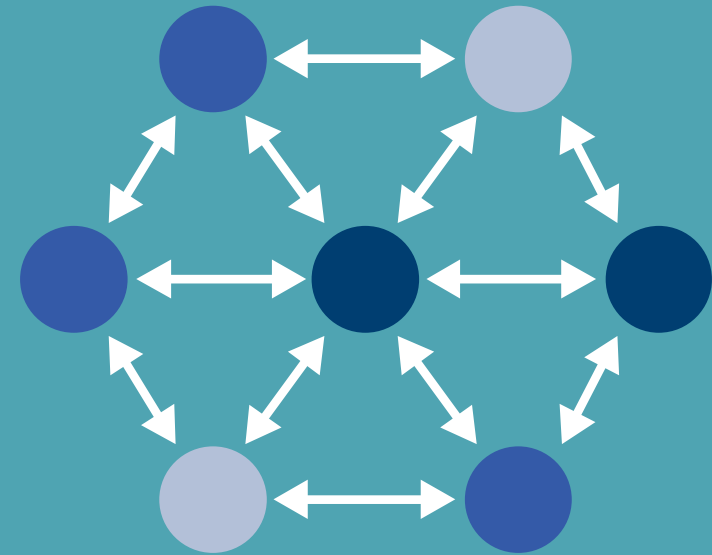
MARK MCCRINDLE  
& ASHLEY FELL



# Leadership style



**Command  
& Control**



**Collaboration  
& Contribution**

# Attitudes to leadership



“

**The success of a leader is measured not by what they achieve in their tenure, but by what they set in motion.**

— McCrindle

mccrindle

# Mark McCrindle

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**Email** mark@mccrindle.com.au  
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