

CPP Asia Pacific

Future of Work: Understanding Australia Beyond Digital Disruption

Bernard Salt AM
The Demographics Group

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Global businesses consolidating in the US and China

2017	Year	US\$bn
1. Apple	1976	\$811
2. Google	1998	\$692
3. Microsoft	1975	\$597
4. Facebook	2004	\$505
5. Amazon	1994	\$482
6. Berkshire Hathaway	1955	\$462
7. Alibaba	1999	\$457
8. Tencent	1998	\$433
9. Johnson & Johnson	1886	\$366
10. Exxon Mobil	1870	\$349

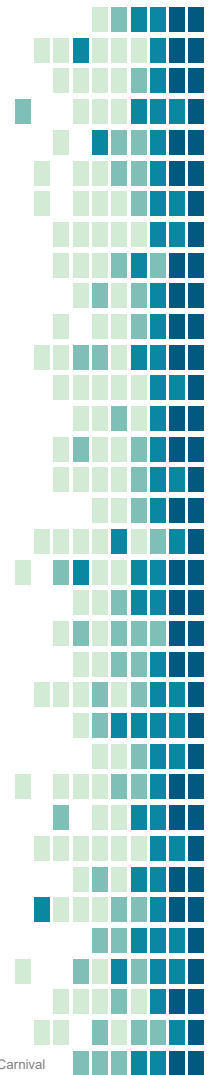
2007	Year	US\$bn
1. Exxon Mobil	1870	\$526
2. Petrochina	1988	\$432
3. General Electric	1892	\$420
4. China Mobile	1997	\$382
5. ICBC	1984	\$338
6. Microsoft	1975	\$292
7. Gazprom	1989	\$279
8. Royal Dutch Shell	1907	\$271
9. Sinopec	2000	\$270
10. AT&T	1885	\$256

The Australian consumer market is diverse



Proportion of city population comprising international-born residents as measured by local censuses

Source: relevant local census data, The Demographics Group; presentation template by SlidesCarnival



New acronyms for our newest tribes

PUMCINS ...

Professional **U**rban **M**iddle **C**lass **I**n **N**ice **S**uburbs

...NETTELS

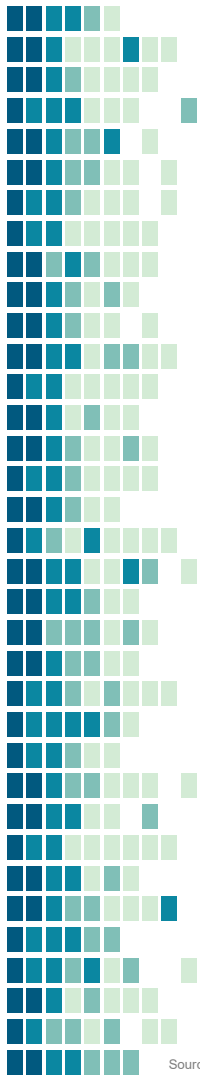
Not **E**nough **T**ime **T**o **E**njoy **L**ife

KIPPERS ...













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

...LOMBARDS

Lots **O**f **M**oney **B**ut **A** **R**eal **D**ickhead

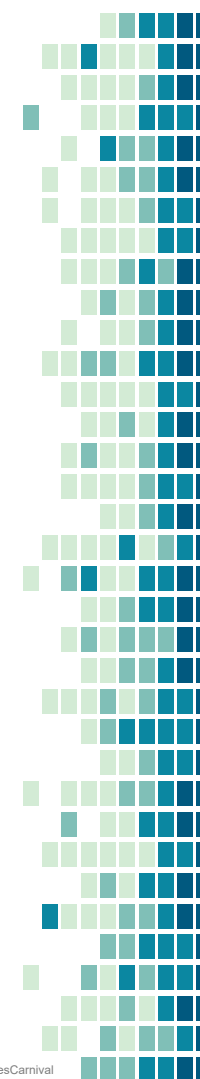


Australia's Asian and Indian influences are rising

		2016	Change 2011-2016
	United Kingdom	1,088,000	-1%
	New Zealand	518,000	+7%
	China	510,000	+60%
	India	455,000	+54%
	Philippines	232,000	+36%
	Vietnam	219,000	+19%
	Italy	174,000	-6%
	South Africa	162,000	+12%
	Malaysia	138,000	+19%
	Sri Lanka	110,000	+27%
	Germany	103,000	-5%
	South Korea	99,000	+33%

Nationalities by country of birth in Australia between the 2011 and 2016 censuses

Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival



There has been a loss of faith in big institutions

2016		Change 2011-2016	Greater Melbourne	
1.	No religion	6,933,700	+45%	+49%
2.	Catholic	5,291,800	-3%	-4%
3.	Anglican	3,101,200	-16%	-21%
4.	Uniting Church	870,200	-18%	-23%
5.	Islam	604,200	+27%	+29%
6.	Buddhism	563,700	+7%	+7%
7.	Presbyterian & Reformed	526,700	-12%	-18%
8.	Eastern Orthodox	502,800	-11%	-12%
9.	Hinduism	440,300	+60%	+62%
10.	Baptist	345,100	-2%	0%
11.	Pentecostal	260,600	+9%	+17%
12.	Lutheran	174,000	-31%	-37%

Religious affiliation in Australia and Greater Melbourne between the 2011 and 2016 censuses

Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival

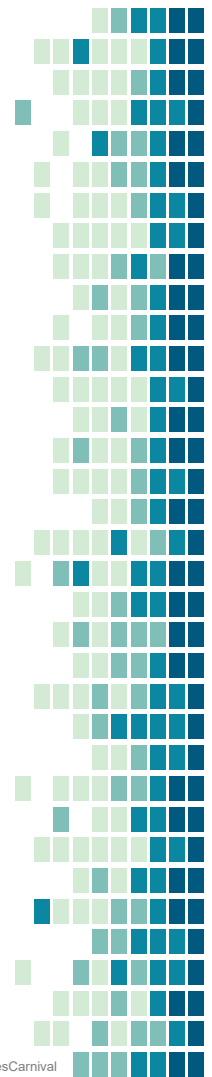
The Chinese middle-class wants a holiday

	City	Population M	
		2015	2000
1	Shanghai *	24	14
2	Beijing *	20	10
3	Chongqing *	13	8
4	Guangzhou *	12	7
5	Tianjin	11	7
6	Shenzhen *	11	7
7	Wuhan *	8	7
8	Chengdu *	8	4
9	Dongguan	7	4
10	Nanjing *	7	4

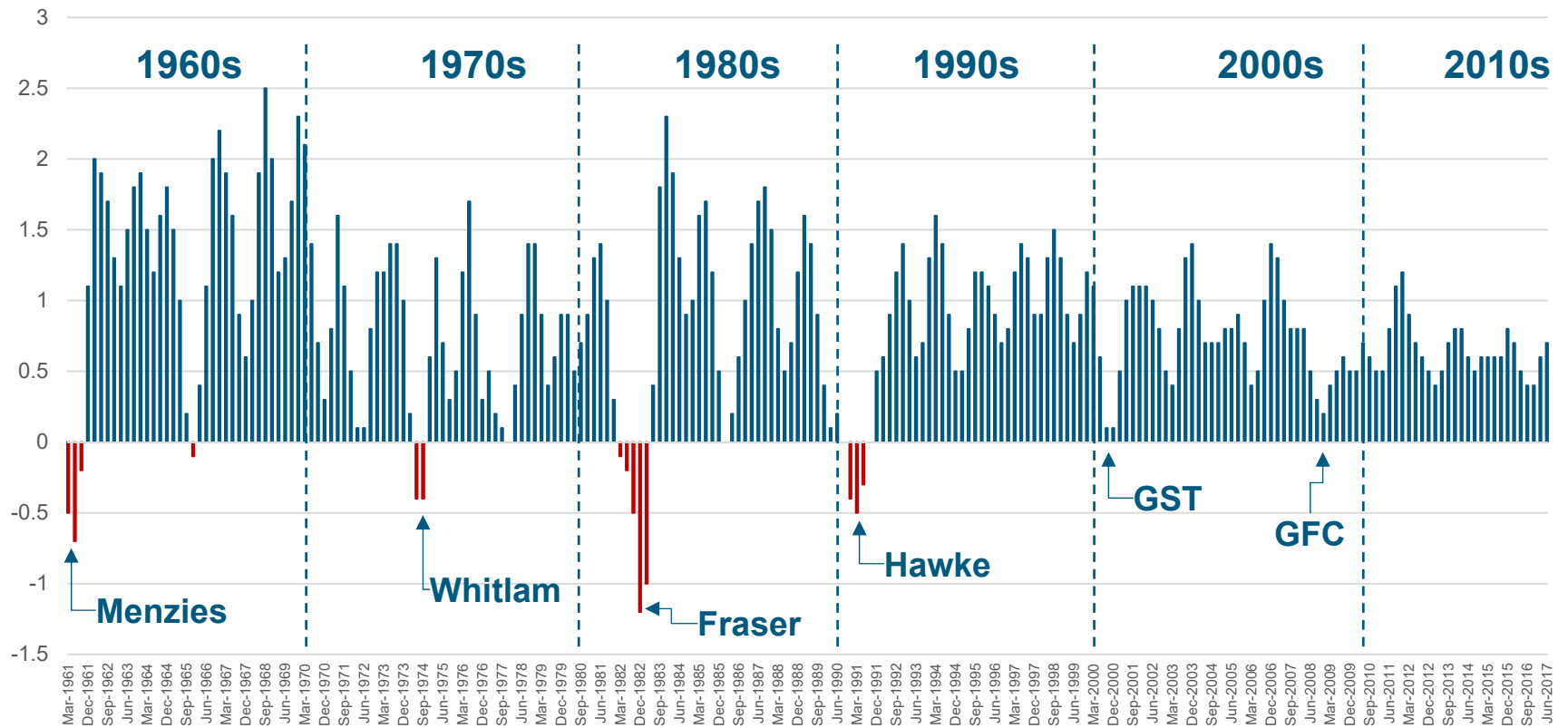
Top 20 cities in China at 2015 and 2000

	City	Population M	
		2015	2000
11	Hong Kong *	7	7
12	Foshan	7	4
13	Hangzhou *	6	3
14	Shenyang	6	5
15	Xi'an *	6	4
16	Suzhou	5	2
17	Haerbin	5	4
18	Qingdao *	5	3
19	Dalian	4	3
20	Xiamen *	4	1

* Cities connected into Australia



Years of prosperity have created a culture of aspiration



Per cent change in Australian GDP by quarter from March 1961 to June 2017

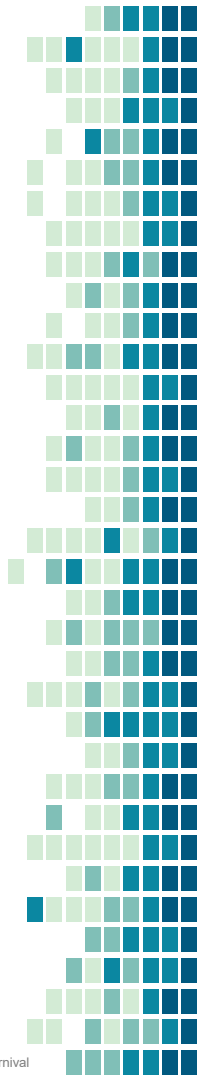
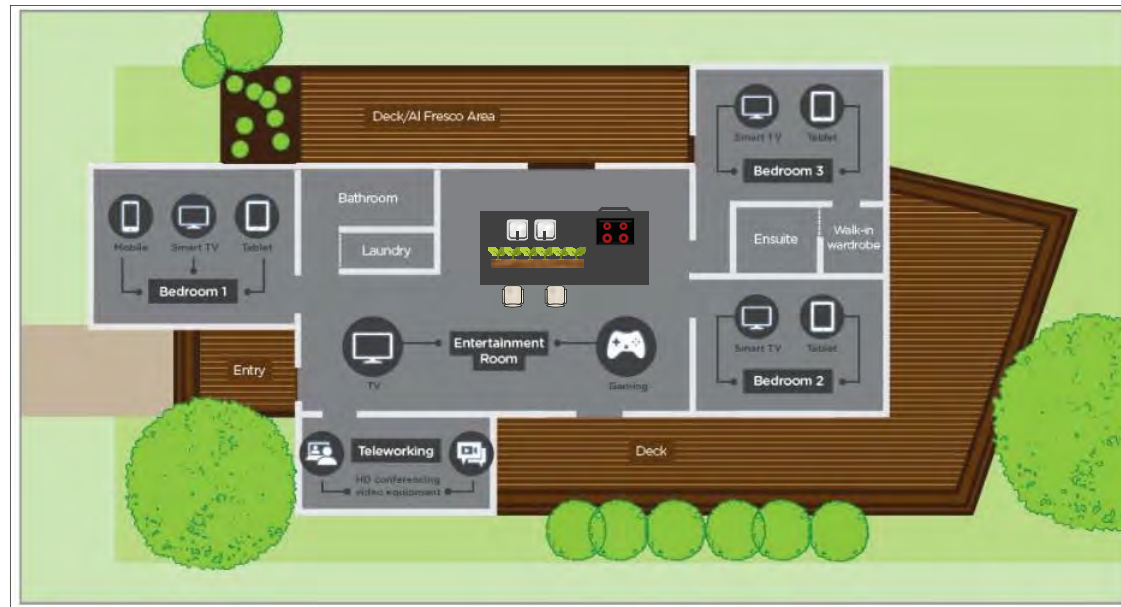
Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival

Our houses have changed ... so too have our expectations

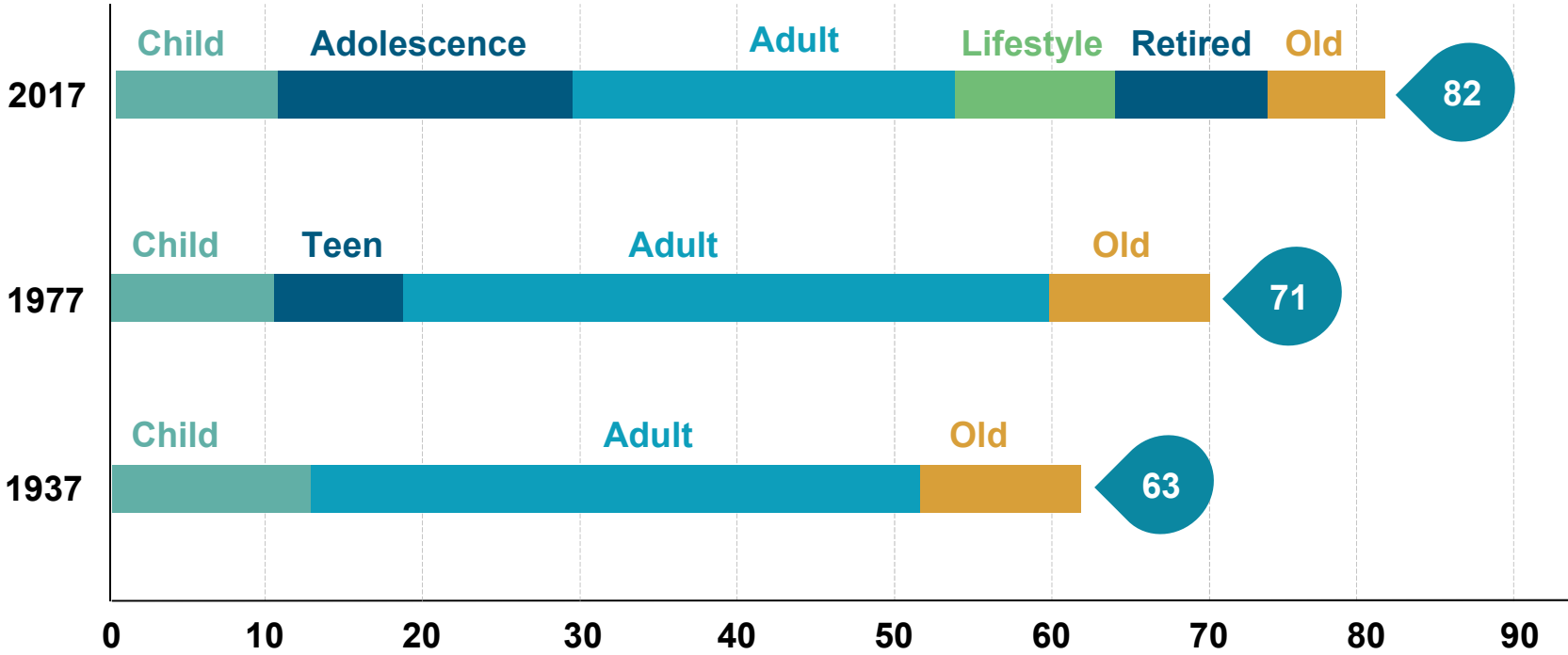
1950s



Today



Australians are dividing the lifecycle into 'thirds'



Change in life expectancy over 80 years in Australia

Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival

If you are under 40 and starting to read this, I politely suggest that you turn the page. There isn't anything here that will interest you. Just me r兔biting on about the old days. Bit of a yawn-fest, really... Have they gone? Is it just you and me now? Shhh... act natural and read this column without making a sound. Do not look up; do not make eye contact with anyone. Come close to the page. Closer!

I belong to a secret society and I am looking for new recruits. It's a sect known as the Middle-Aged Moralisers. We in the MAM meet monthly in our members' homes in the suburbs, where we discuss... hush... the youth of today. Why the need for secrecy? Well, if it ever got out that middle-aged people talk about young people, all hell would break loose.

We on the MAM membership committee have been watching you. We've seen the pursed lips, the tut-tutting, the head-shaking. We have seen the sighing, the face-palming, the eye-rolling. We think you are one of us. We know it, you know it. Come to our next meeting. You'll find it liberating to know there are others just like you.

This week we're discussing the evils of hipster cafes. Do you know why hipster cafes have milk crates for seating? To keep baby boomers at bay. They know they can't officially ban us, so what do they do? They rig the seating so that tight baby-boomer hamstrings recoil at the prospect of positioning the buttocks below the latitude of the knees. Sitting is fine. Getting up is problematic. And doesn't the sub-40 set



BY BERNARD SALT

Moralisers, we need you!

know it. They don't want we over-50s despoiling the authentic grooviness of their cafes. (Is groovy still a word?)

Do you know what else hipster cafes do? With malicious aforethought, hipster proprietors deliberately design their menus with the tiniest of writing and print these same menus using a light-coloured ink on light-coloured paper. That is pure evil writ large. And then these same hipster

proprietors play thumping, pumping music that reverberates off polished concrete floors so as to eliminate all hope of audible conversation. The meandering middle-aged who have naively wandered into hipster cafes are thereby reduced to pathetically lip-reading conversations, hoping to catch the odd word so as to guess the meaning of entire sentences.

Don't get me started on the befuddlement caused by toilets with obscure signage. Is that an M or is that a W? Is that a top hat or is that a ladies' bonnet? This is a hipster cafe: they wouldn't have a top hat on the door to the men's loo. Unless, of course, they're being *ironic*. Maybe it is the men's. Why can't we have some light back here? Why can't we have a sign saying men and women?

But all of this is mere ephemera. It gets worse. I have seen young people order smashed avocado with crumbled feta on five-grain toasted bread at \$22 a pop and more. I can afford to eat this for lunch because I am middle-aged and have raised my family. But how can young people afford to eat like this? Shouldn't they be economising by eating at home? How often are they eating out? Twenty-two dollars several times a week could go towards a deposit on a house.

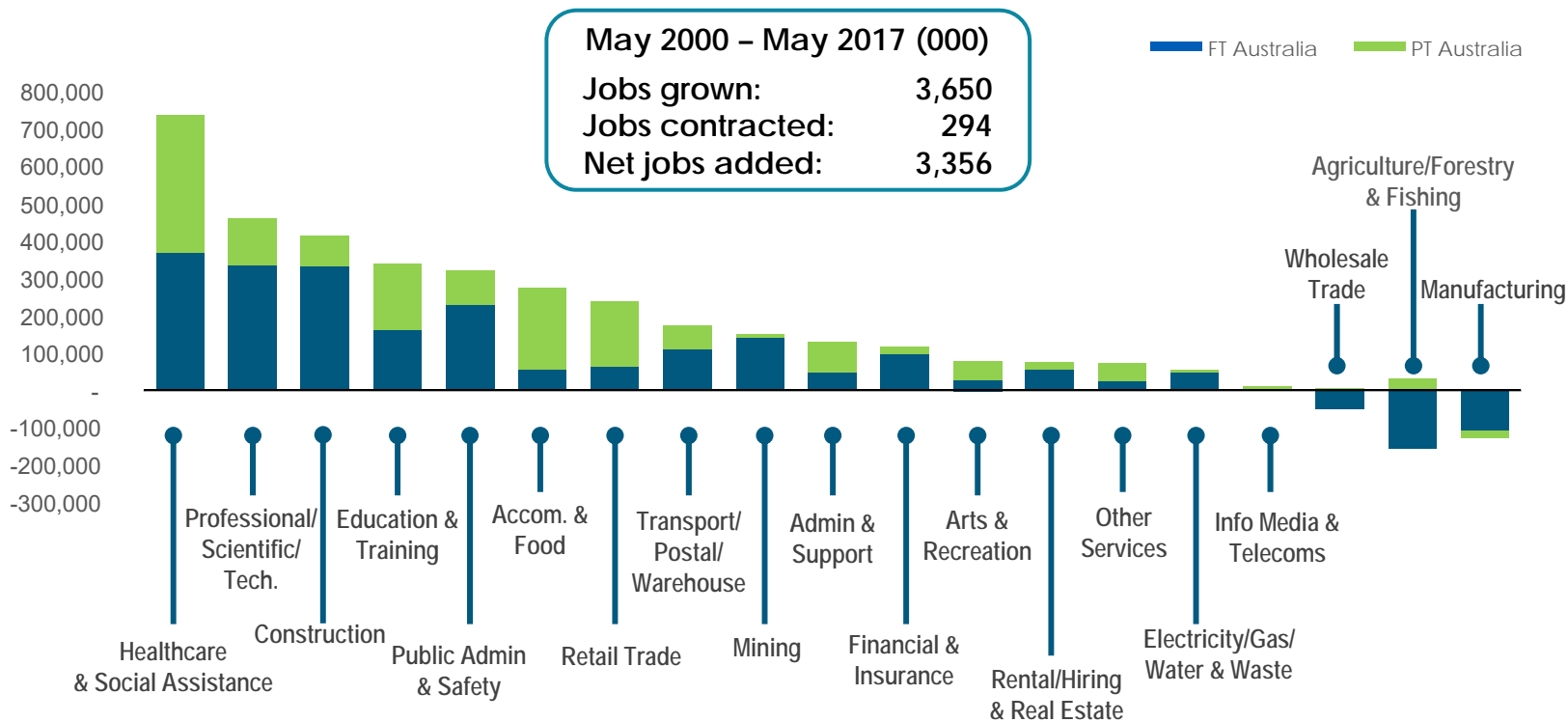
There. I've said it. I have said what every secret middle-aged moraliser has thought but has never had the courage to verbalise. Should you disclose the contents of this conversation, I will disavow all knowledge of you and of the existence of this secret society. In fact, this conversation never took place. Goodbye.



I stopped eating smashed avocado ... and now I own a castle

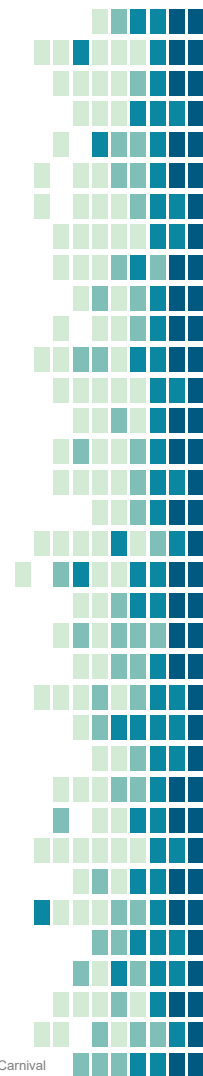


Knowledge workers are driving Australian prosperity



17 years Australia May quarter 2017 – up 3.4m (8.7m – 12m)

Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival



More jobs in caring and doing ... fewer jobs in making and mining

	2016-2011
1 Sales Assistant (General)	69,099
2 Aged or Disabled Carer	24,152
3 Chef	23,095
4 Domestic Cleaner	20,649
5 Kitchenhand	17,155
6 Construction Project Manager	17,002
7 Enrolled Nurse	16,494
8 Registered Nurse (Critical Care & Emergency)	16,347
9 Child Care Worker	15,776
10 Barista	15,641
11 Management Consultant	14,588
12 Marketing Specialist	14,419

	2016-2011
1 Secretary (General)	-19,214
2 Retail Manager (General)	-18,410
3 General Clerk	-16,542
4 Mixed Crop & Livestock Farmer	-11,685
5 Checkout Operator	-11,062
6 Manufacturer	-9,243
7 Bank Worker	-8,545
8 Wholesaler	-6,594
9 Financial Institution Branch Manager	-5,931
10 Engineering Production Worker	-5,219
11 Cook	-5,184
12 Miner	-4,980

Net change in employment by occupation in Australia over 5 years to 2016

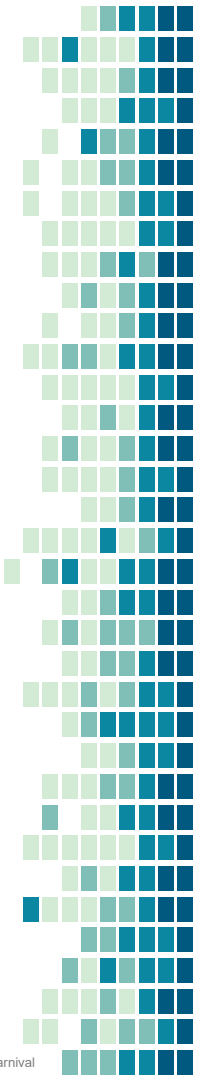
People-care, growth and indulgences are businesses to be in

		2016-2011
1	Cafes & Restaurants	75,000
2	Hospitals (except Psych)	53,000
3	Aged Care Residential Services	46,000
4	Building & Other Industrial Cleaning Services	33,000
5	Secondary Education	27,000
6	Combined Primary & Secondary Education	27,000
7	Primary Education	26,000
8	Computer System Design & Related	23,000
9	General Practice Medical Services	23,000
10	Real Estate Services	23,000
11	Preschool Education	20,000
12	Higher Education	20,000

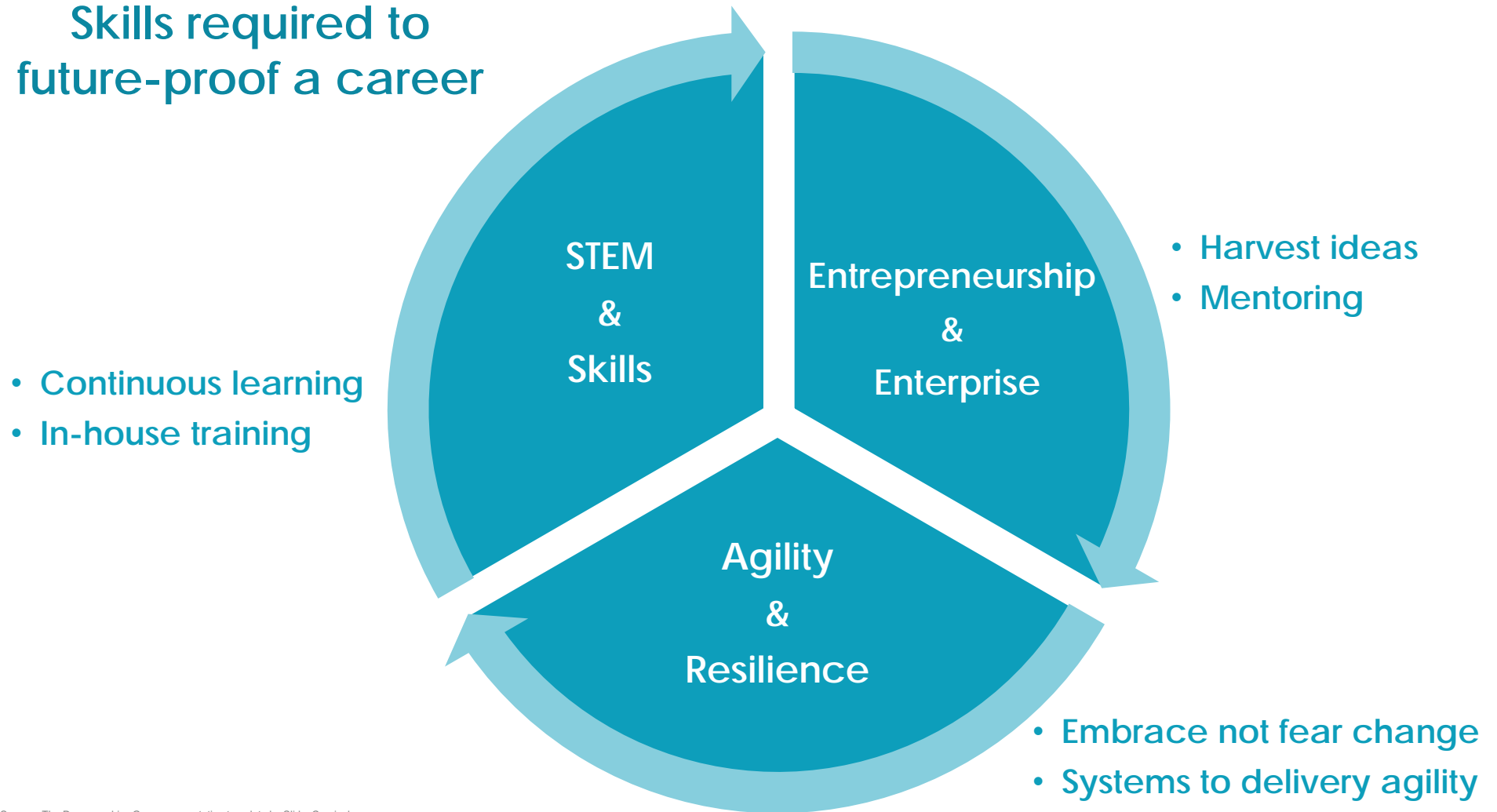
- 424 categories
- Strong representation in cafes, hospitals, aged care and education
- Businesses based around computer systems
- Building services also popular eg cleaning and real estate

Net change in employment by industry in Australia over 5 years to 2016

Source: Based on Australian Bureau of Statistics data; The Demographics Group; presentation template by SlidesCarnival



Skills required to future-proof a career



It seems my MBTI® assessment hasn't changed in 20 years

ISTJ 16.3%	ISFJ 8.6%	INFJ 2.9%	INTJ 3.7%
ISTP 10.4%	ISFP 6.5%	INFP 7.6%	INTP 5.5%
ESTP 3.7%	ESFP 4.3%	ENFP 7.1%	ENTP 4.3%
ESTJ 8.8%	ESFJ 5.3%	ENFJ 3.3%	ENTJ 1.6%

- Completed MBTI® assessment
- Updated from 20 years ago
- My assessment is INTJ
- I felt it could have gone either way Judging-Perceiving
- Same assessment as 20 years ago

Proportion Australian population by personality type

Points to consider

1



The Australian workforce is undergoing profound economic change ... requires new skills and **continuous learning** in-house

2



It's not all about robots and AI ... there is much job growth in the caring and **service industries**

3



Future proof careers by continuous learning ... but also by developing a workforce that is **comfortable with change**

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