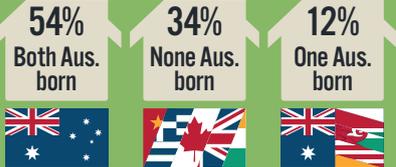


AUSTRALIA STREET

If Australia was a street of 100 households...

POPULATION: 263 PEOPLE

PARENT PLACE OF BIRTH



CURRENT TOP 5 BABY NAMES

Oliver	1	Charlotte
William	2	Olivia
Jack	3	Ava
Noah	4	Emily
Jackson	5	Mia

3.6 Births per year

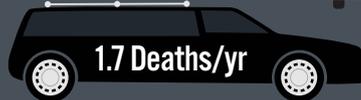
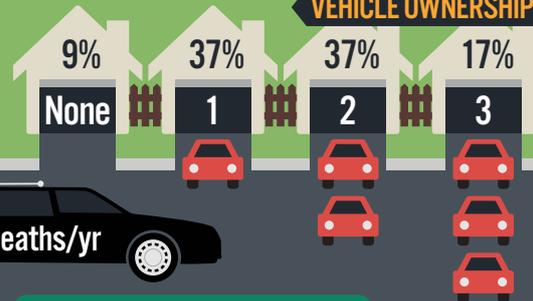


22% Year 10
27% Year 11/12
27% Dip. or Cert.
24% Degree or Post Grad.

NATIONAL POPULATION AS STREET LENGTH



VEHICLE OWNERSHIP



HOUSEHOLD TYPES



HOUSING TYPE



AVG. HOUSE PRICE (SYDNEY)



HOUSEHOLD WEALTH BY QUINTILE



HOME OWNERSHIP



markmccrindle

SOCIAL RESEARCHER

DEMOGRAPHER

TRENDS ANALYST



Mark is an award winning social researcher, best-selling author, media commentator and Principal of McCrindle Research.

PRESENTATION TOPICS



SOCIAL NETWORKING, SOCIAL MEDIA, SOCIAL BUSINESS

Emerging technologies, new strategies



NEW CONSUMERS, DIVERSE GENERATIONS, EMERGING SEGMENTS

Engaging with the ever changing customer



DEMOGRAPHIC SHIFTS, SOCIAL TRENDS, FUTURE FORECASTS

Connecting with today's communities



KNOW THE TIMES, SHAPE THE TRENDS

Understanding the key trends redefining our society



COMMUNICATION SKILLS FOR THE 21ST CENTURY

Getting cut through in our message saturated society



LEADING TEAMS IN CHANGING TIMES

Motivating & leading teams in 21st Century times



STRATEGIC TRENDS FORUM

Strategic analysis of the external environment



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