

GREATER WESTERN SYDNEY DEFINED

THE CHANGES
THE TRENDS
THE OPPORTUNITIES

Mark McCrindle

Western Sydney Business Connection | 12 June 2014

Change.

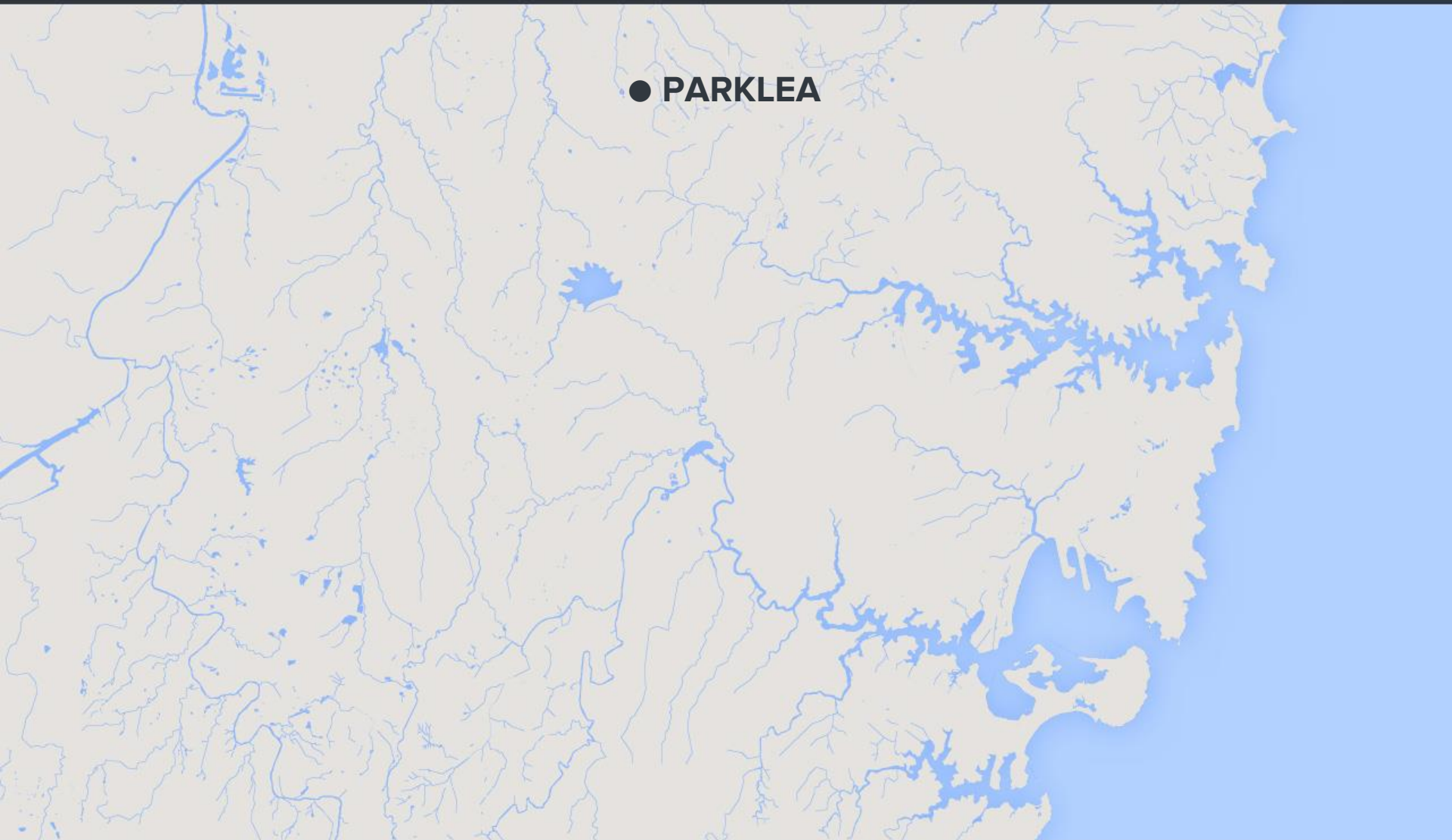
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Change. Change. Change. Change.

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.

FASTEST GROWING COUNTY IN THE OECD



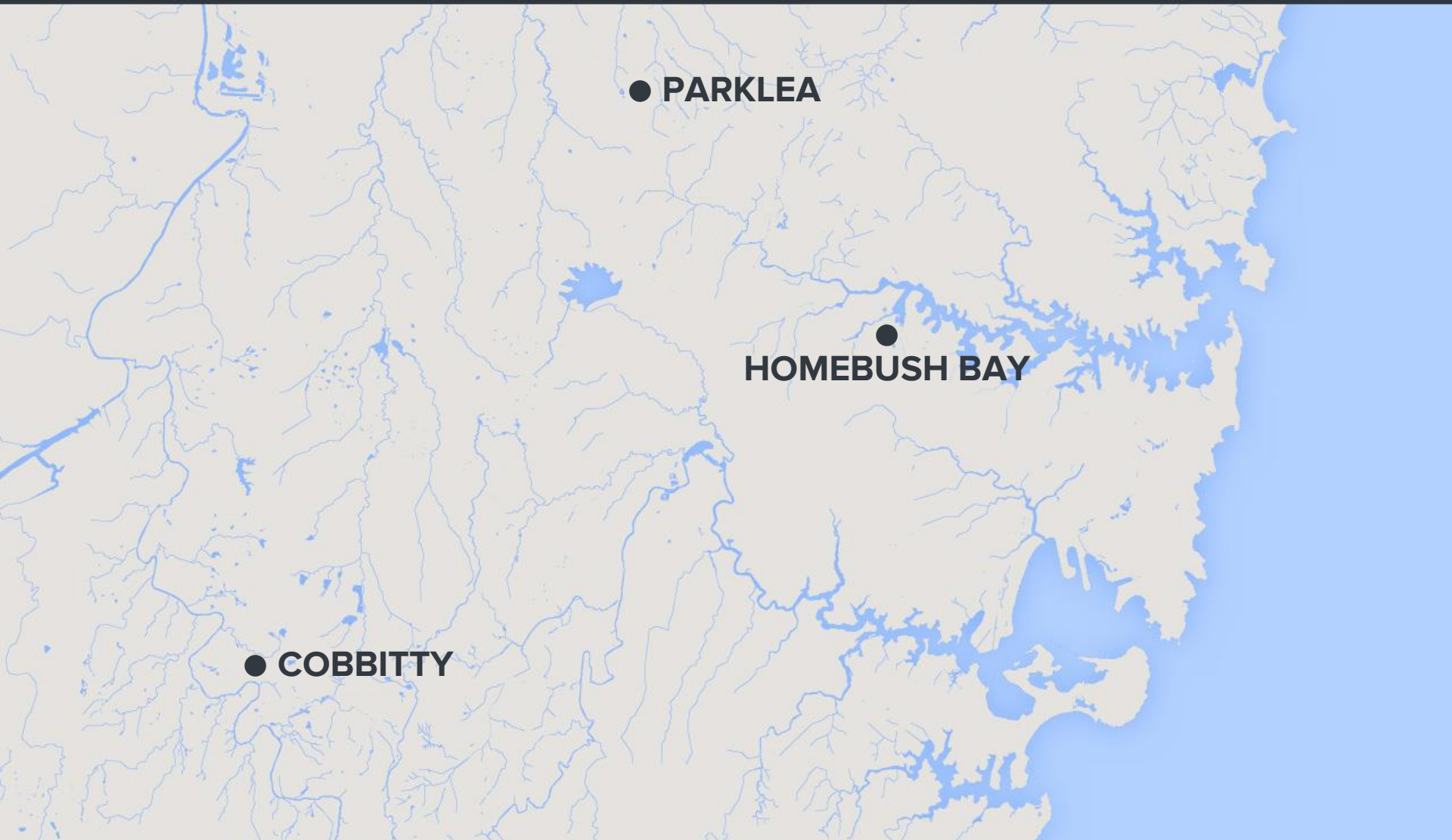
FASTEST GROWING AREAS IN AUSTRALIA'S LARGEST STATE



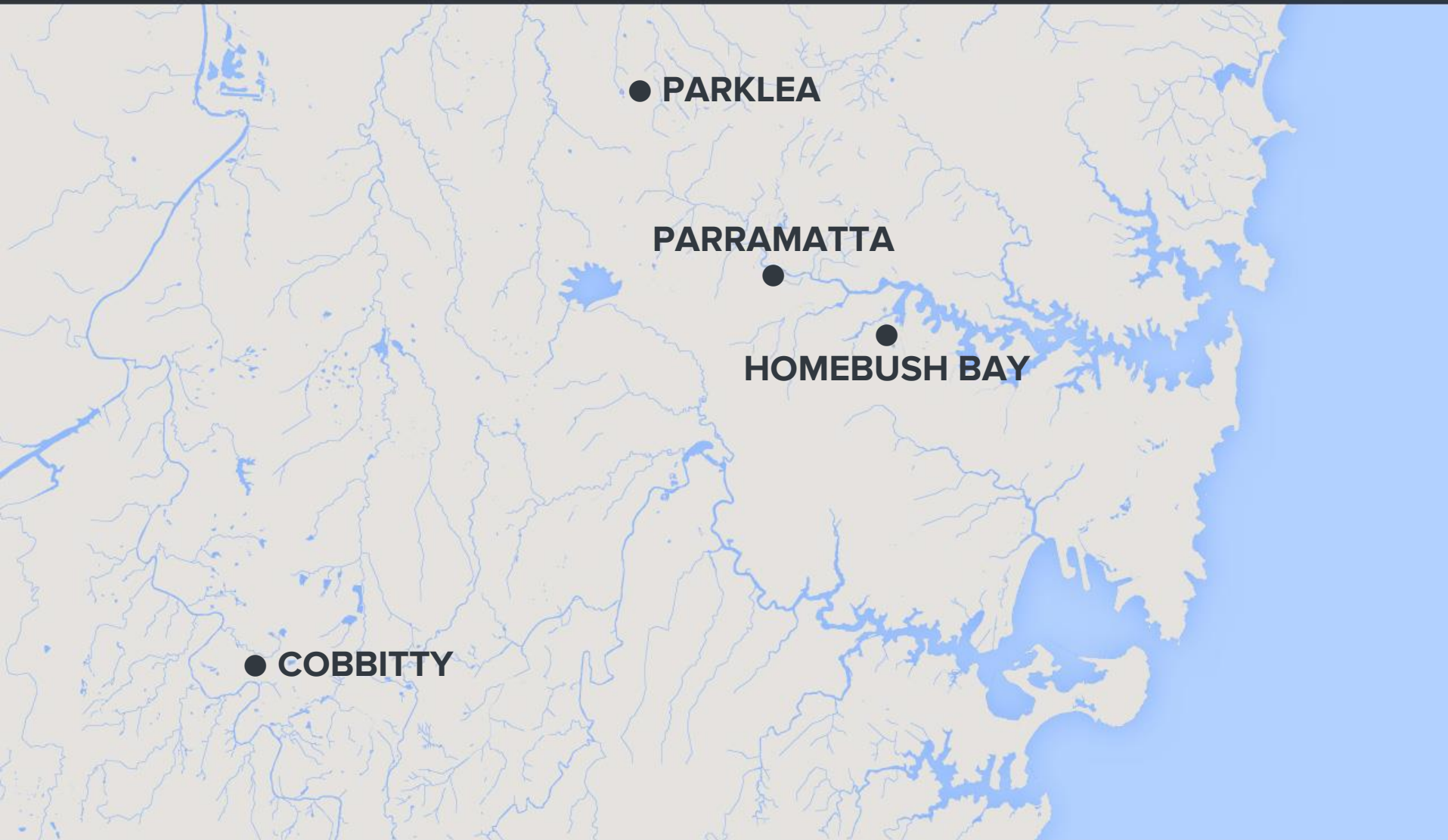
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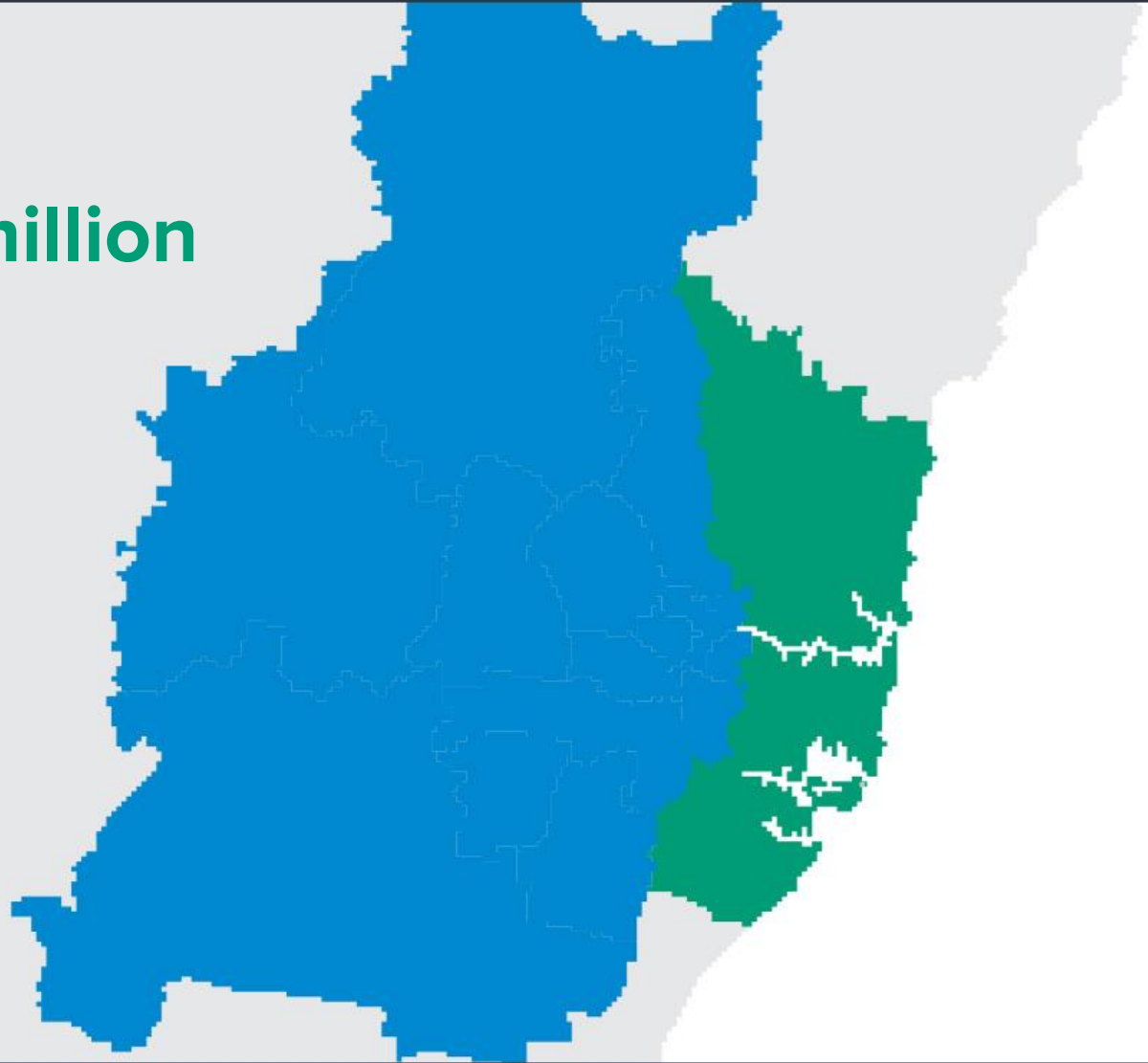
FASTEST GROWING AREAS IN AUSTRALIA'S LARGEST STATE



WESTERN SYDNEY: THE GROWTH DEMOGRAPHIC

TODAY

2.1 million | 2.4 million

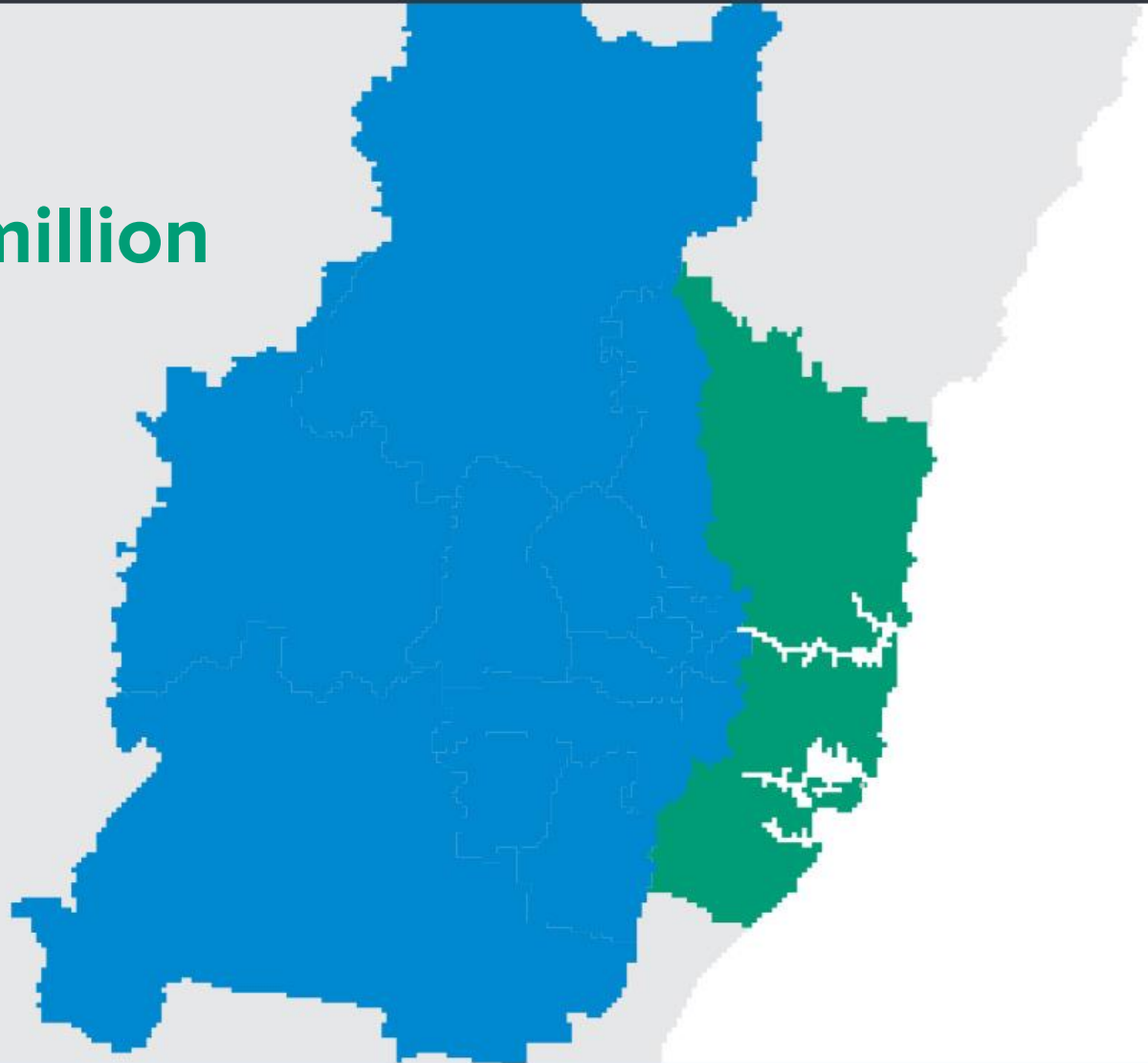


WESTERN SYDNEY: THE GROWTH DEMOGRAPHIC

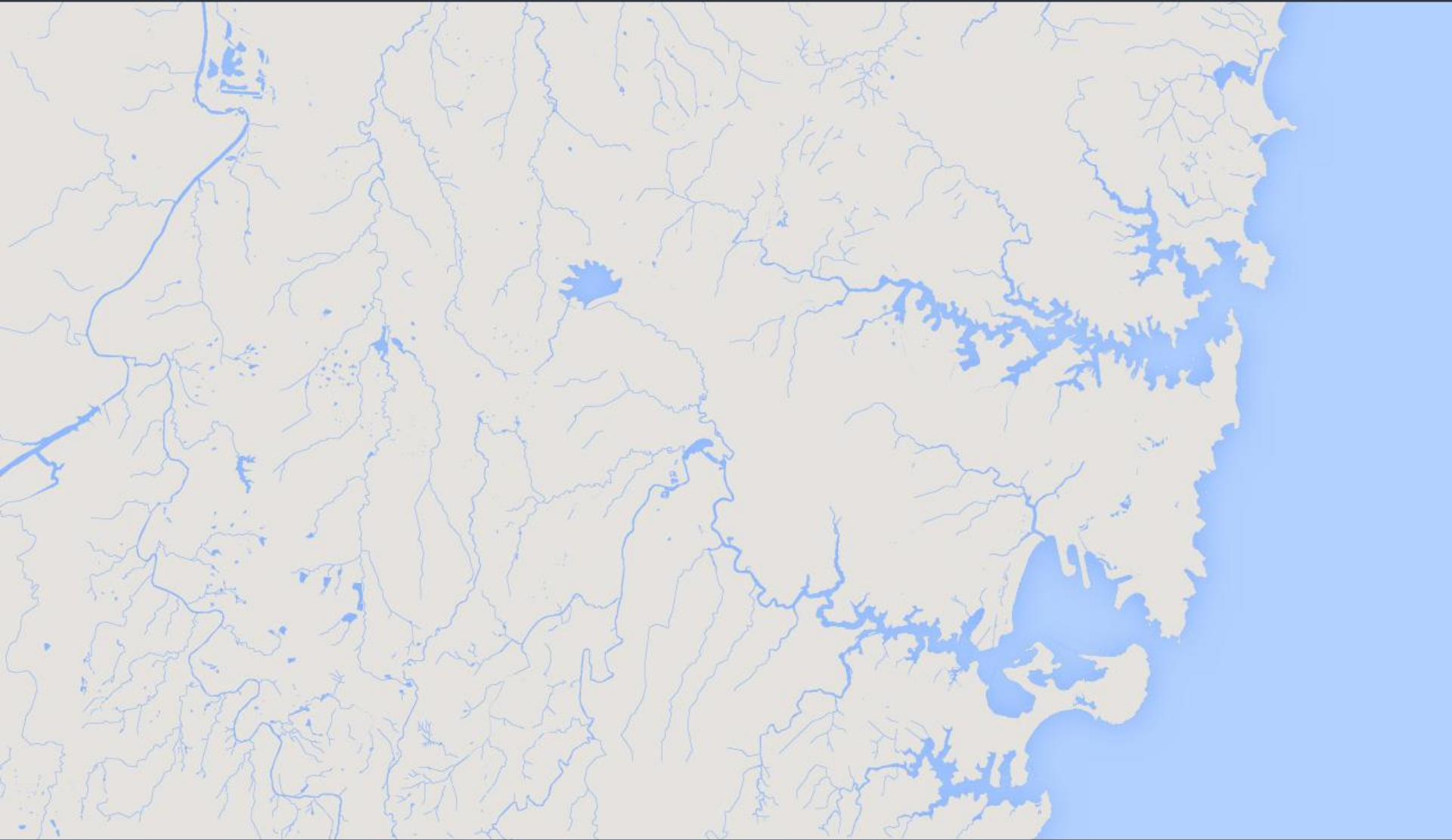
2032

2.9 million | 2.7 million

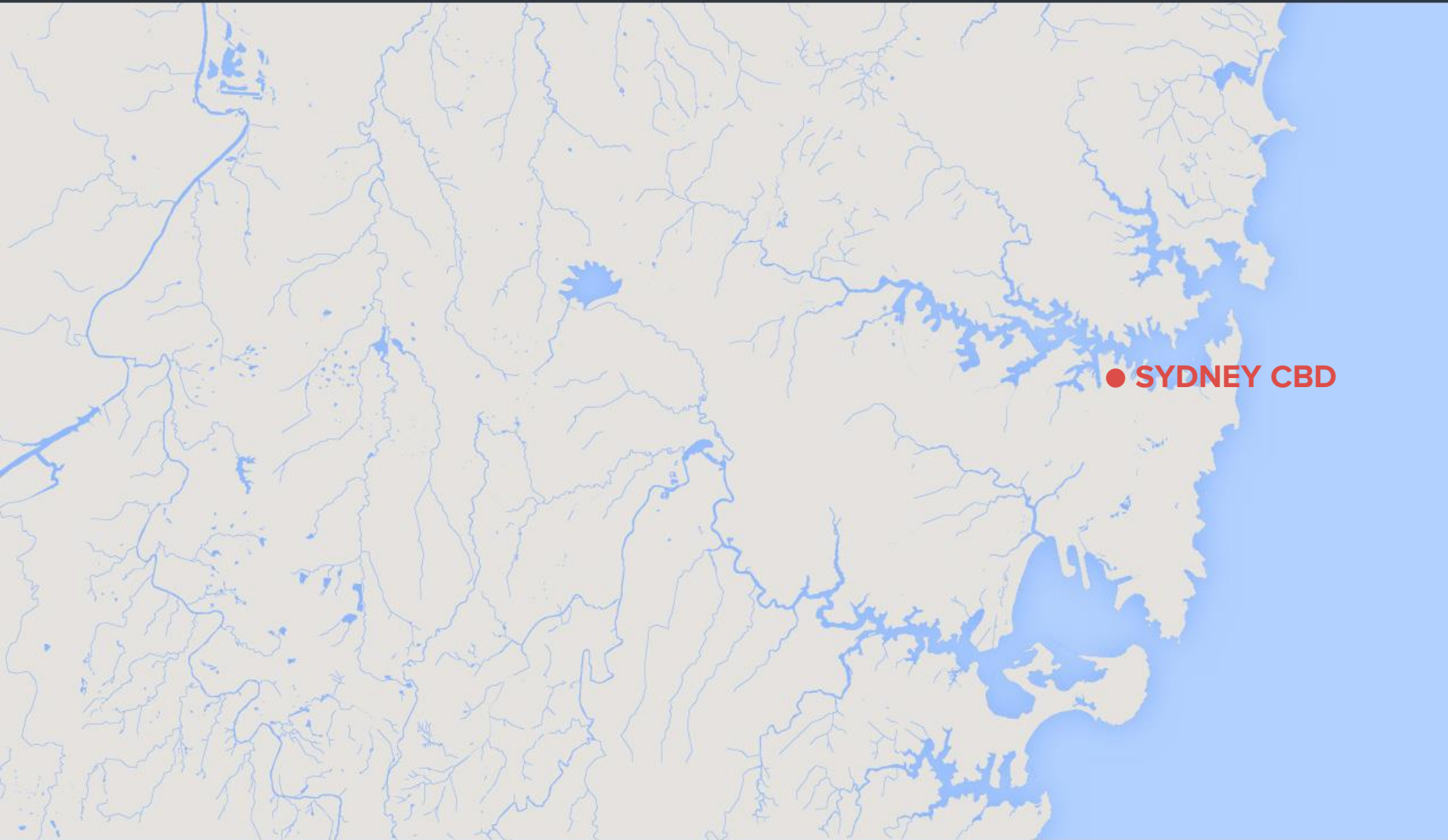
**WITHIN 20
YEARS –
LARGER THAN
THE EAST**



SYDNEY & THE CENTRE OF POPULATION



SYDNEY & THE CENTRE OF POPULATION



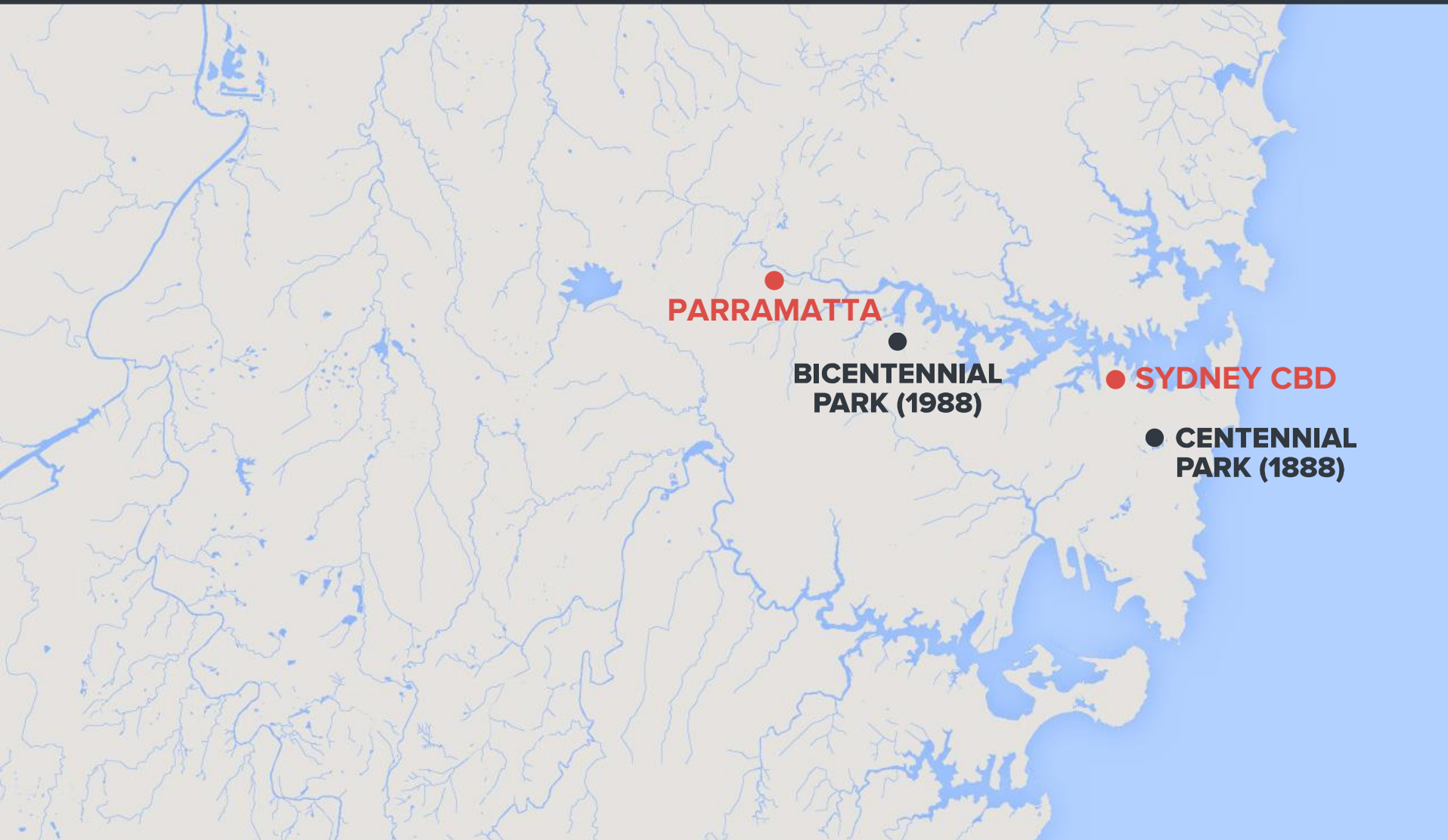
SYDNEY & THE CENTRE OF POPULATION



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SYDNEY & THE CENTRE OF POPULATION



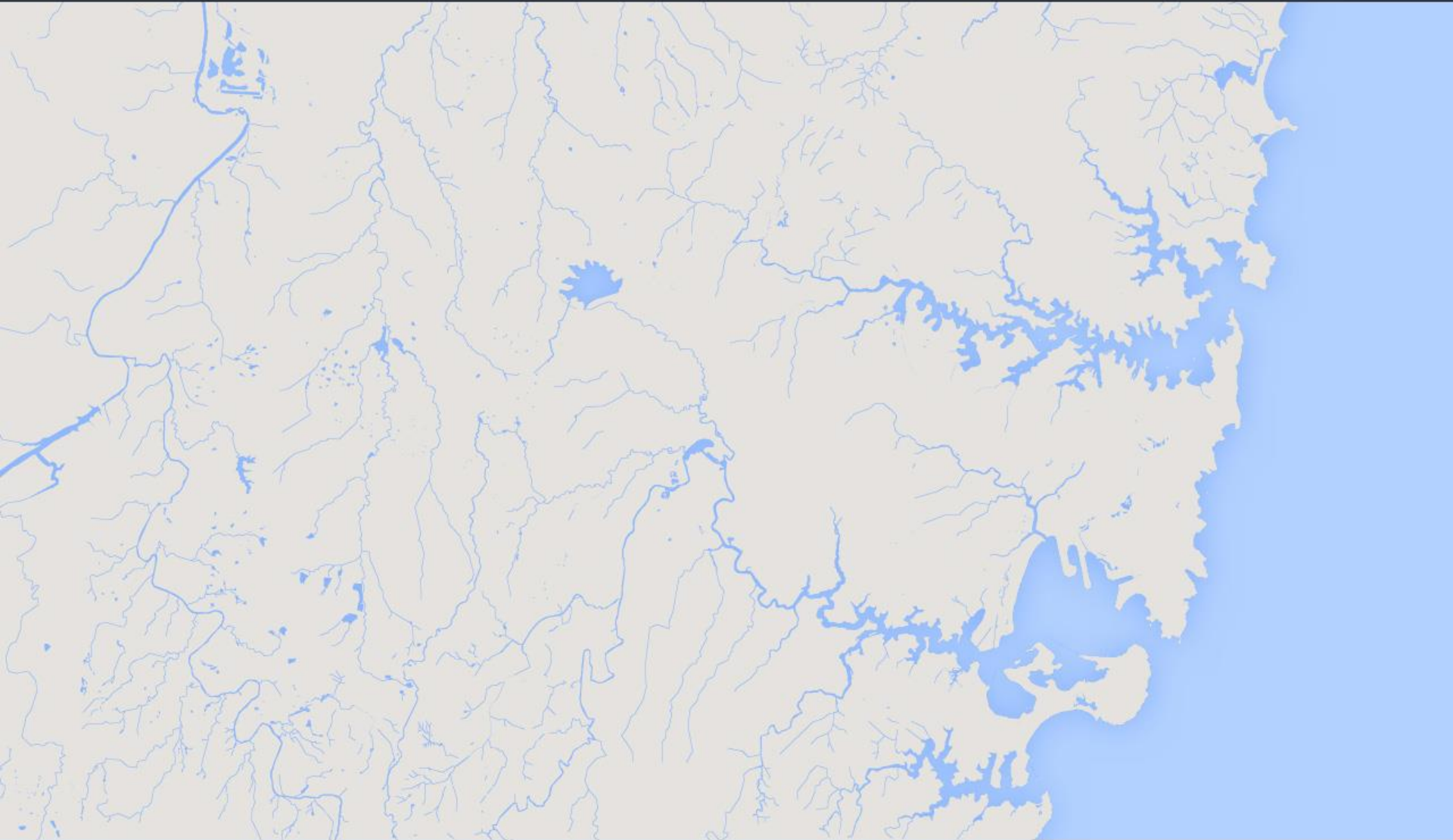
SYDNEY & THE CENTRE OF POPULATION



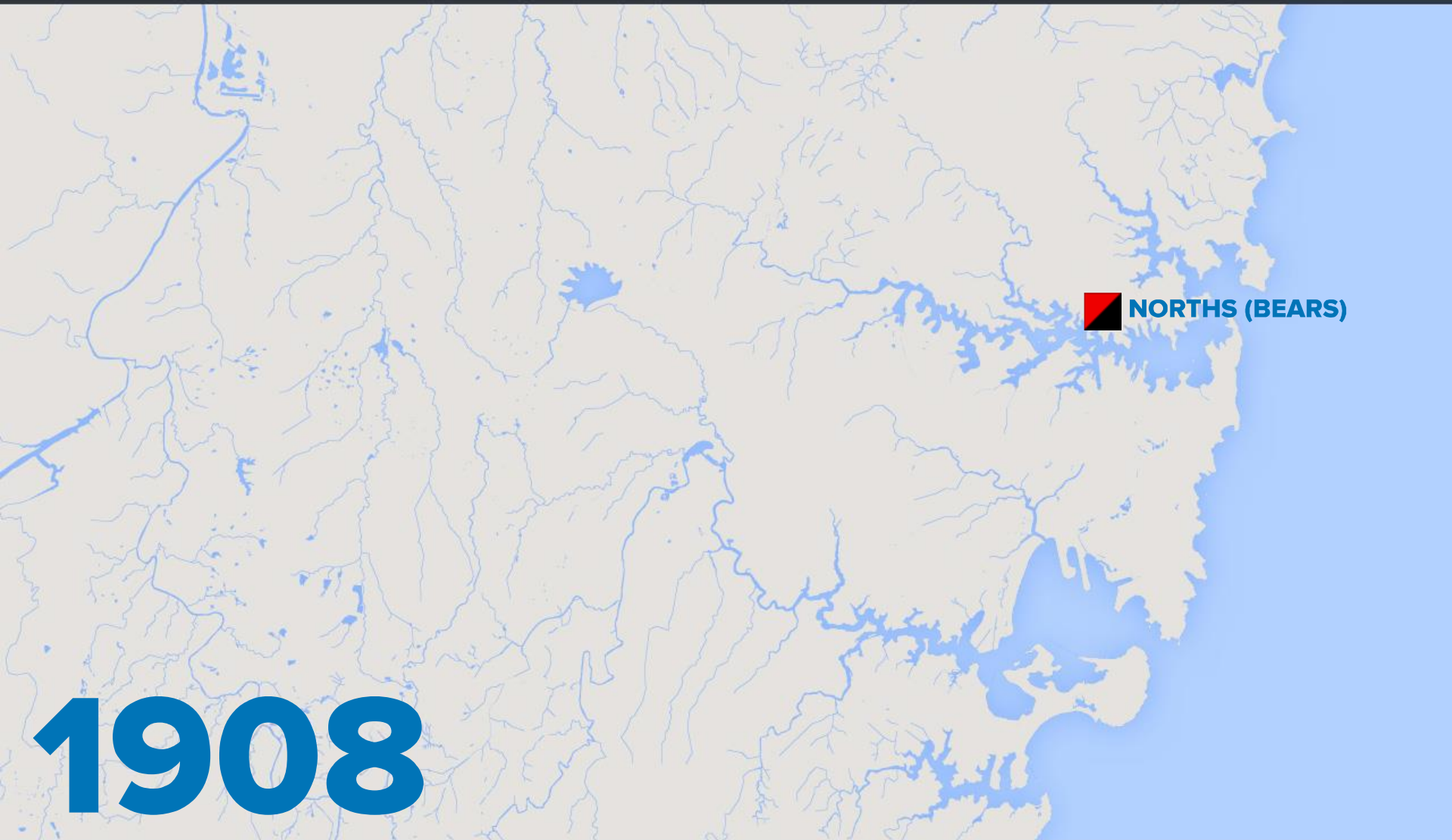
SYDNEY & THE CENTRE OF POPULATION



THE GREAT WESTERN GROWTH



THE GREAT WESTERN GROWTH



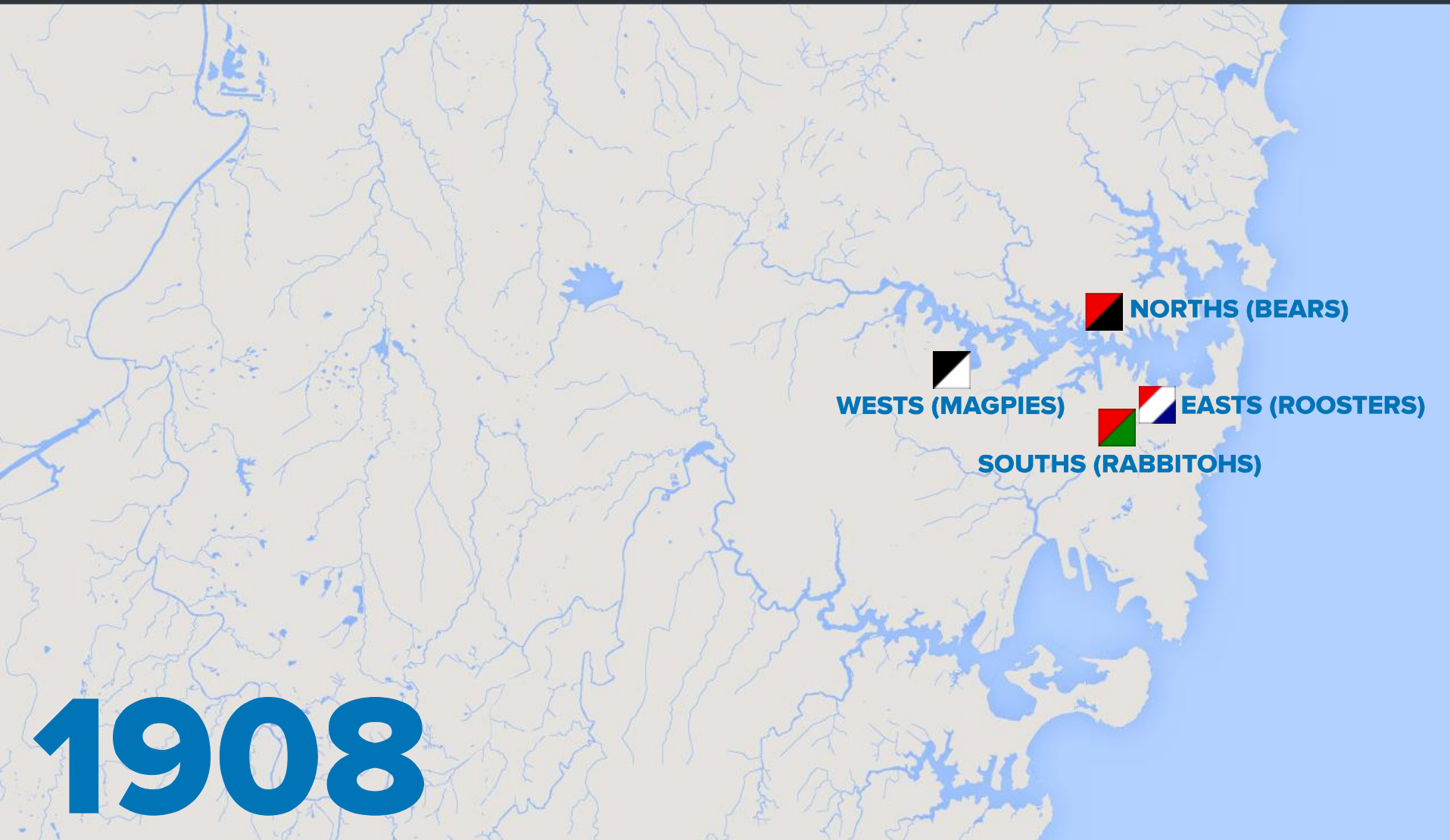
THE GREAT WESTERN GROWTH



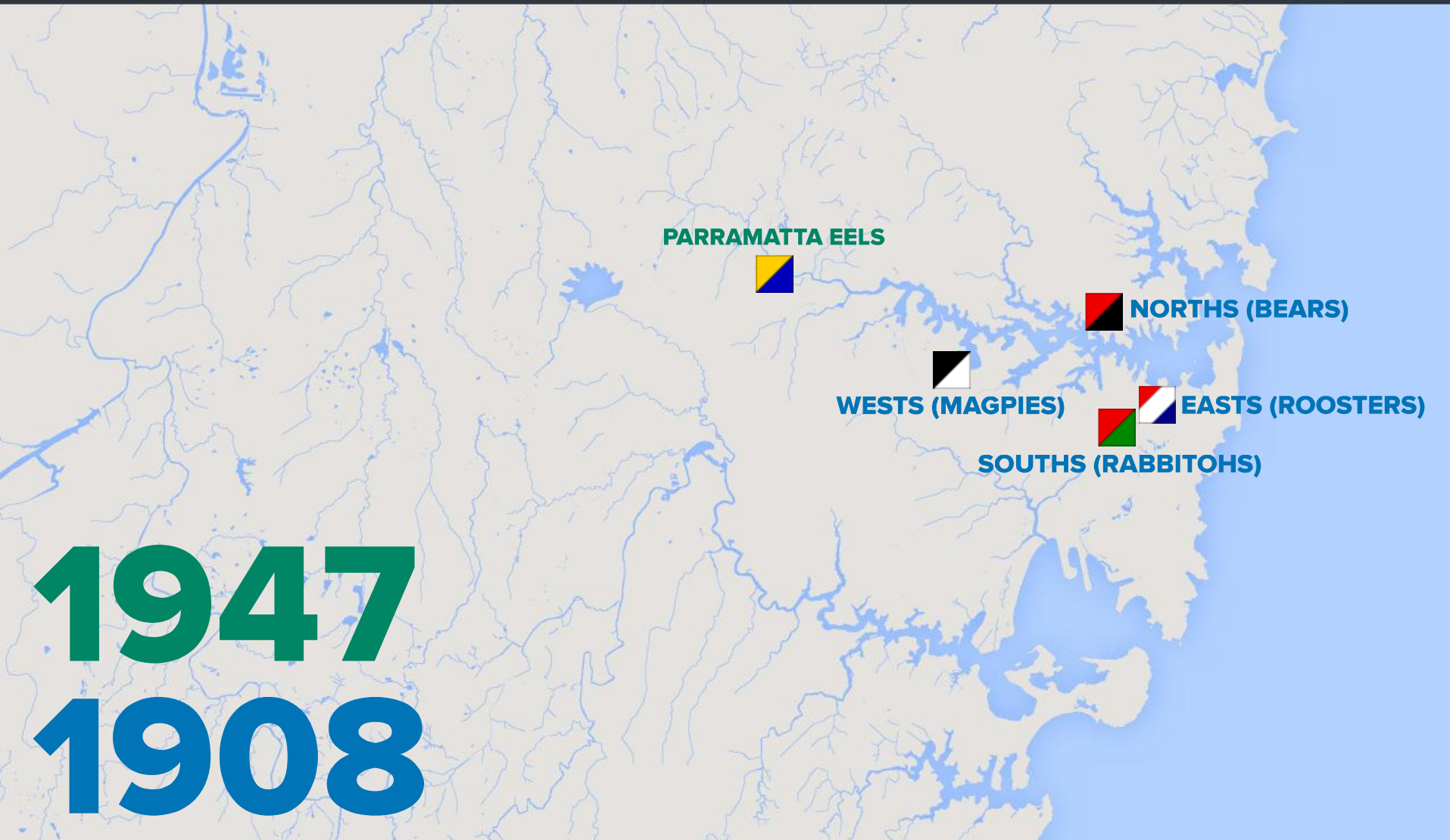
THE GREAT WESTERN GROWTH



THE GREAT WESTERN GROWTH

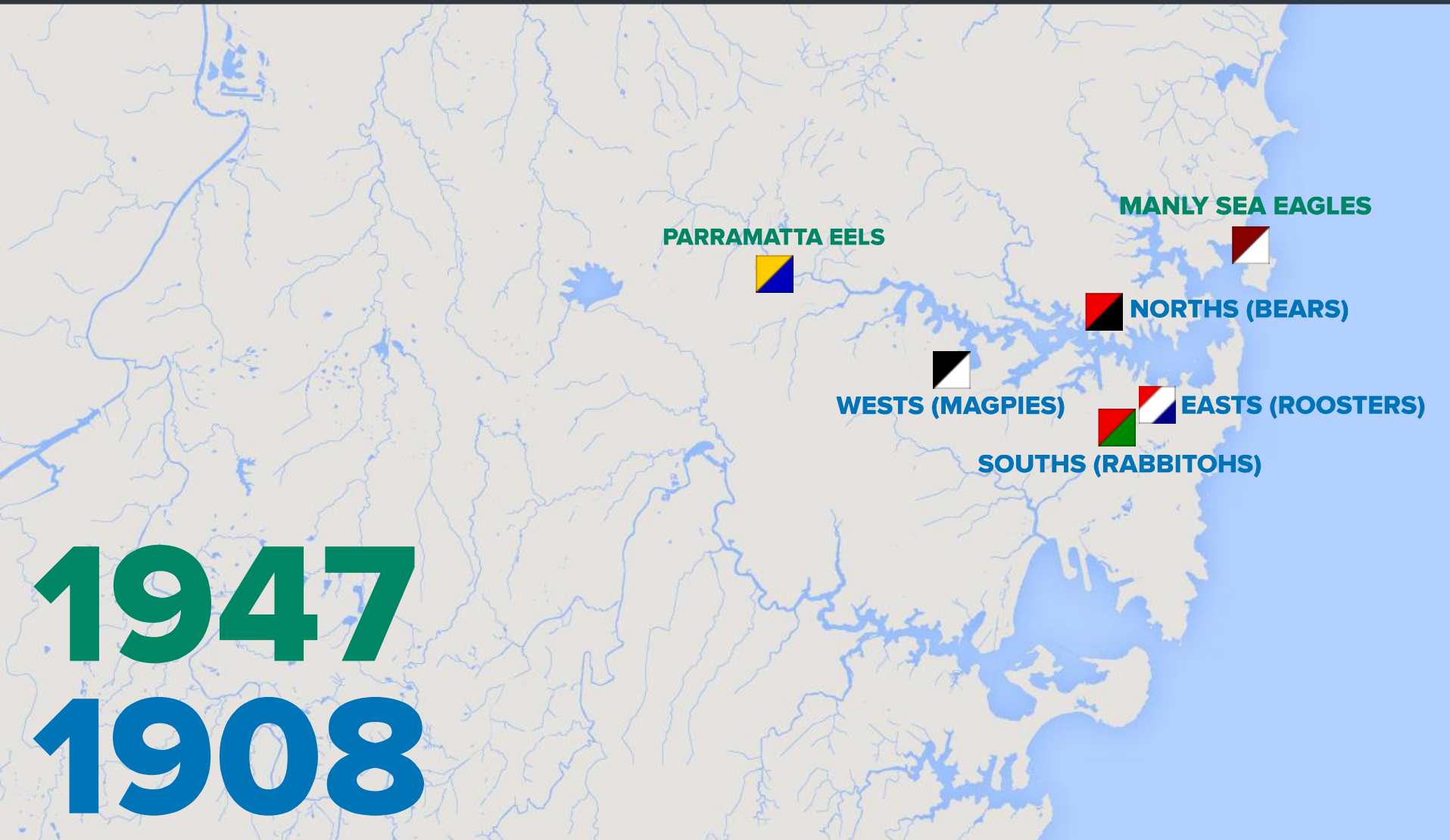


THE GREAT WESTERN GROWTH



1947
1908

THE GREAT WESTERN GROWTH



THE GREAT WESTERN GROWTH

 **PENRITH PANTHERS**

PARRAMATTA EELS



MANLY SEA EAGLES



 **NORTHS (BEARS)**

 **WESTS (MAGPIES)**

 **EASTS (ROOSTERS)**

 **SOUTHS (RABBITOHS)**

1967

1947

1908

THE GREAT WESTERN GROWTH

1967
1947
1908

 **PENRITH PANTHERS**

PARRAMATTA EELS



MANLY SEA EAGLES



 **NORTHS (BEARS)**

 **WESTS (MAGPIES)**

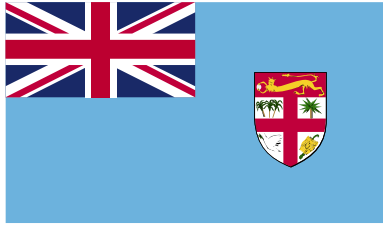
 **EASTS (ROOSTERS)**

 **SOUTHS (RABBITHOHS)**

 **CRONULLA SHARKS**

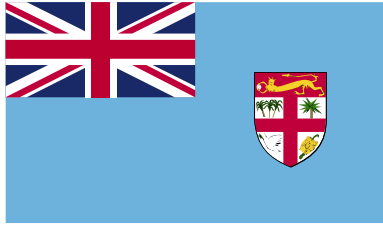
**THE POPULATION OF WESTERN SYDNEY IS
LARGER THAN THE POPULATION OF...**

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FIJI

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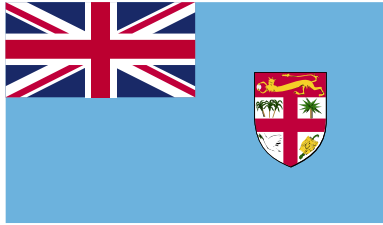


FIJI



LUXEMBURG

THE POPULATION OF WESTERN SYDNEY IS LARGER THAN THE POPULATION OF...



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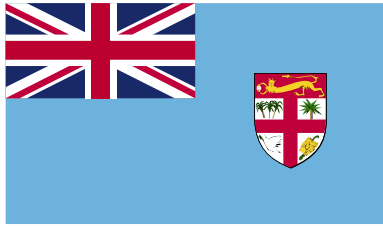


LUXEMBURG



ICELAND

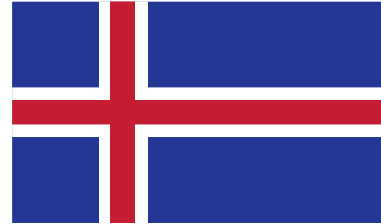
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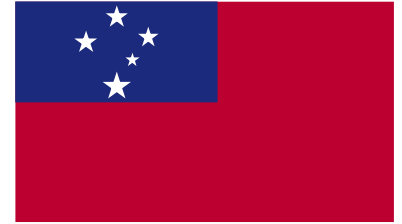
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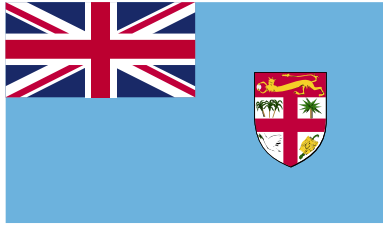


ICELAND



SAMOA

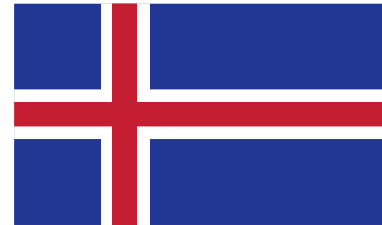
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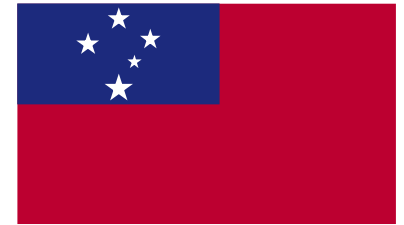
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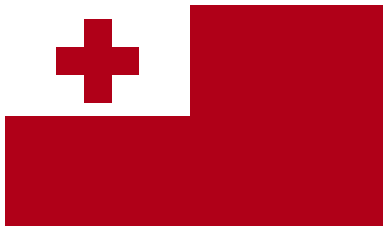
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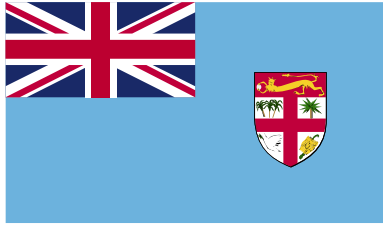


SAMOA



TONGA

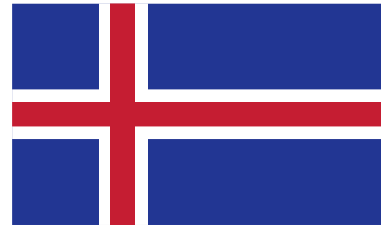
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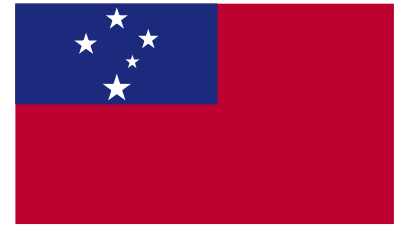
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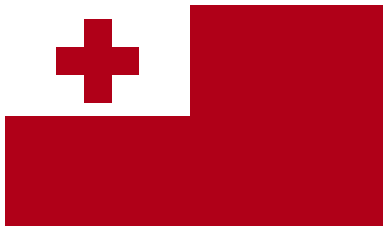
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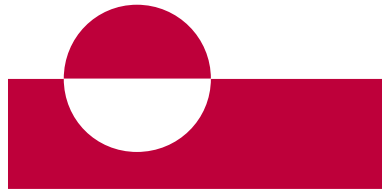
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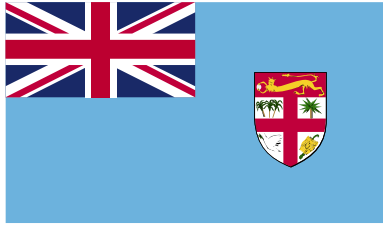


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GREENLAND

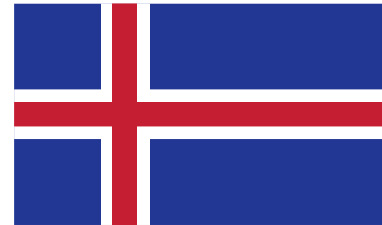
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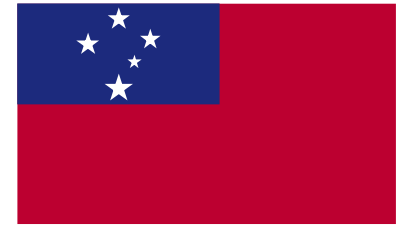
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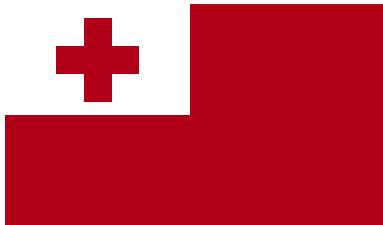
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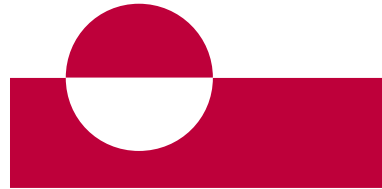
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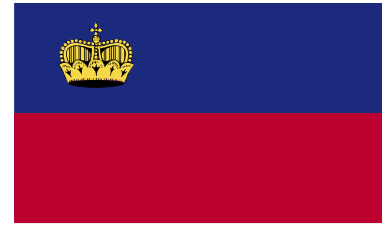
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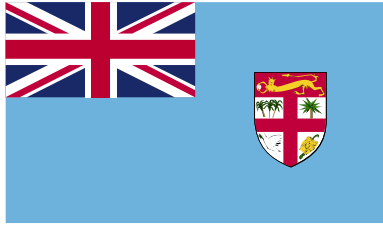


GREENLAND



LIECHTENSTEIN

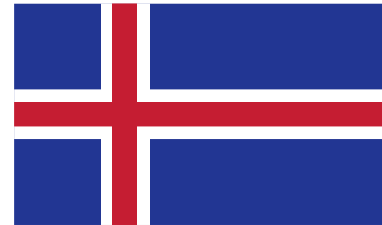
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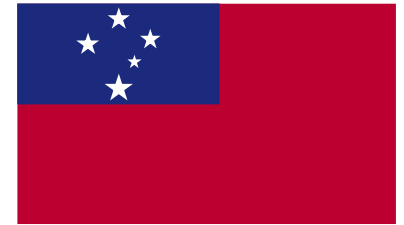
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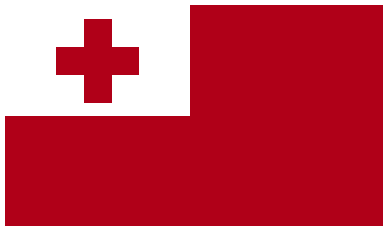
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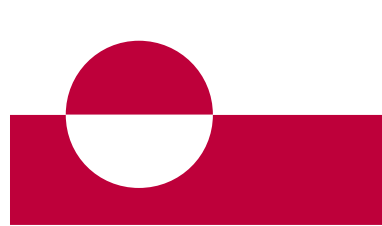
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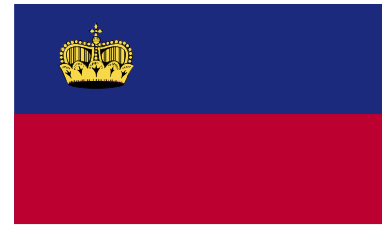
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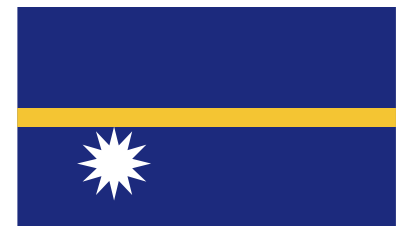
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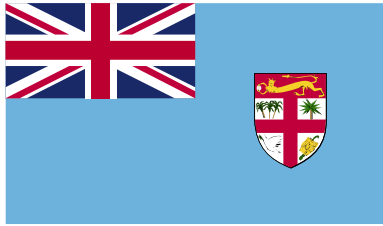


LIECHTENSTEIN



NAURU

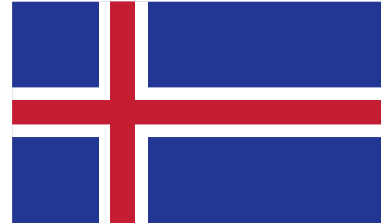
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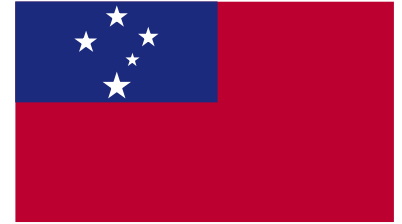
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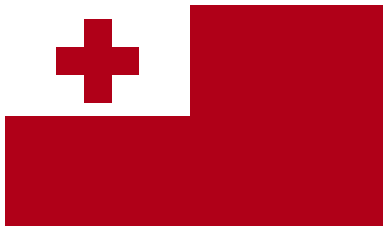
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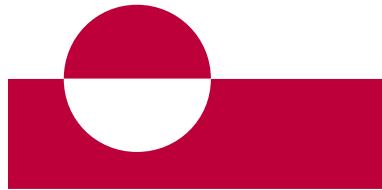
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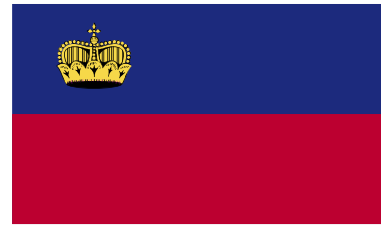
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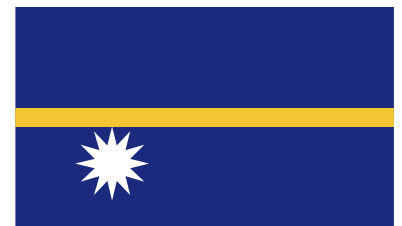
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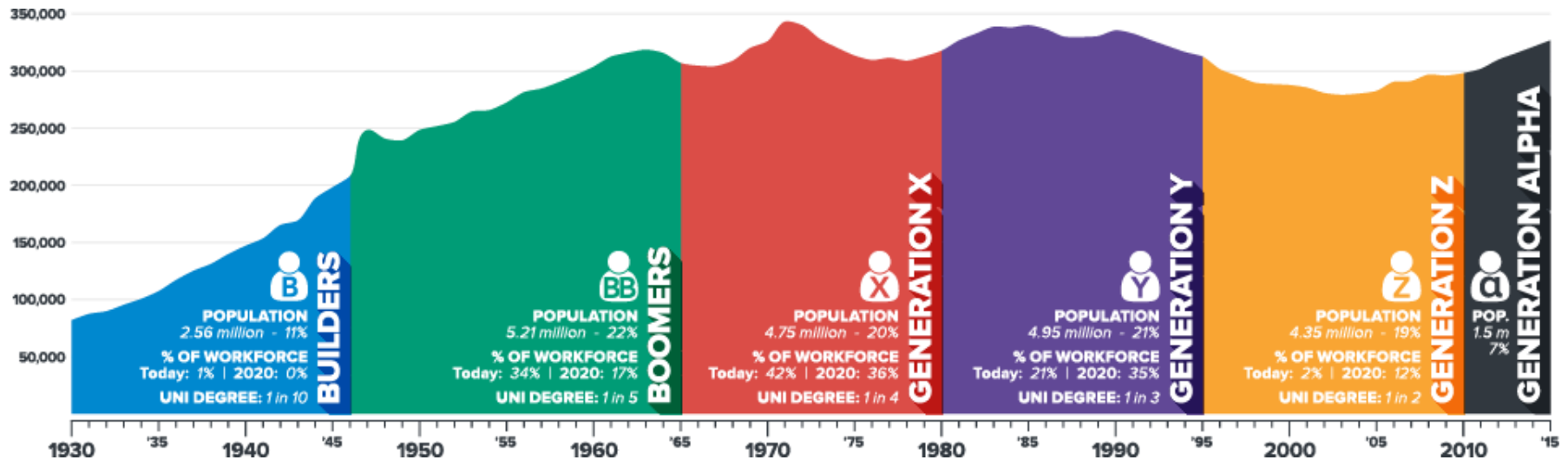
LIECHTENSTEIN



NAURU

COMBINED

AUSTRALIA'S GENERATIONS



GREATER WESTERN SYDNEY DEFINED

YOUNGER

MEDIAN AGE



SYDNEY

GREATER WESTERN SYDNEY DEFINED

YOUNGER

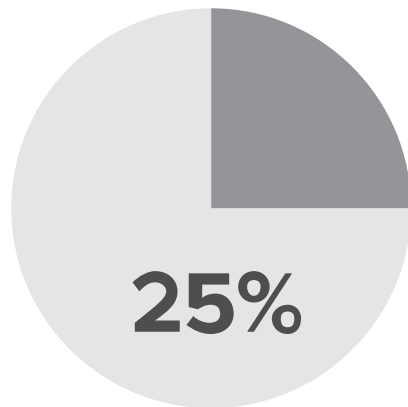
MEDIAN AGE



GREATER WESTERN SYDNEY DEFINED

YOUNGER

% UNDER 20 POP.

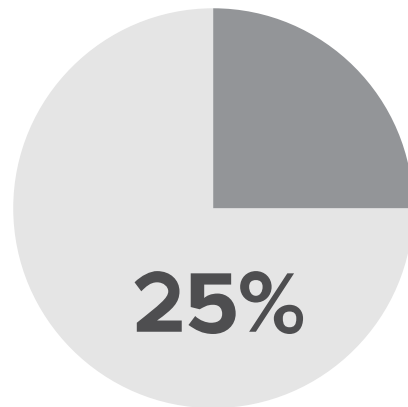


SYDNEY

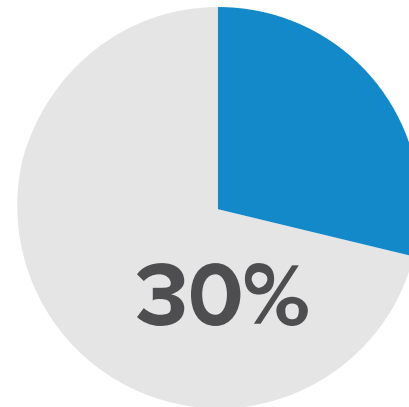
GREATER WESTERN SYDNEY DEFINED

YOUNGER

% UNDER 20 POP.



SYDNEY



GWS



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



“I like my job.”

GREATER WESTERN SYDNEY DEFINED

LARGER

PEOPLE PER HOUSEHOLD

SYDNEY



2.6

GREATER WESTERN SYDNEY DEFINED

LARGER

PEOPLE PER HOUSEHOLD

SYDNEY



2.6

GWS



2.8

GREATER WESTERN SYDNEY DEFINED

LARGER

DETACHED HOMES



GREATER WESTERN SYDNEY DEFINED

LARGER

DETACHED HOMES







“

***Waking up knowing I
don't live in Melbourne
lifts my mood on an
almost daily basis.***

Peter, Tregear Heights NSW



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