

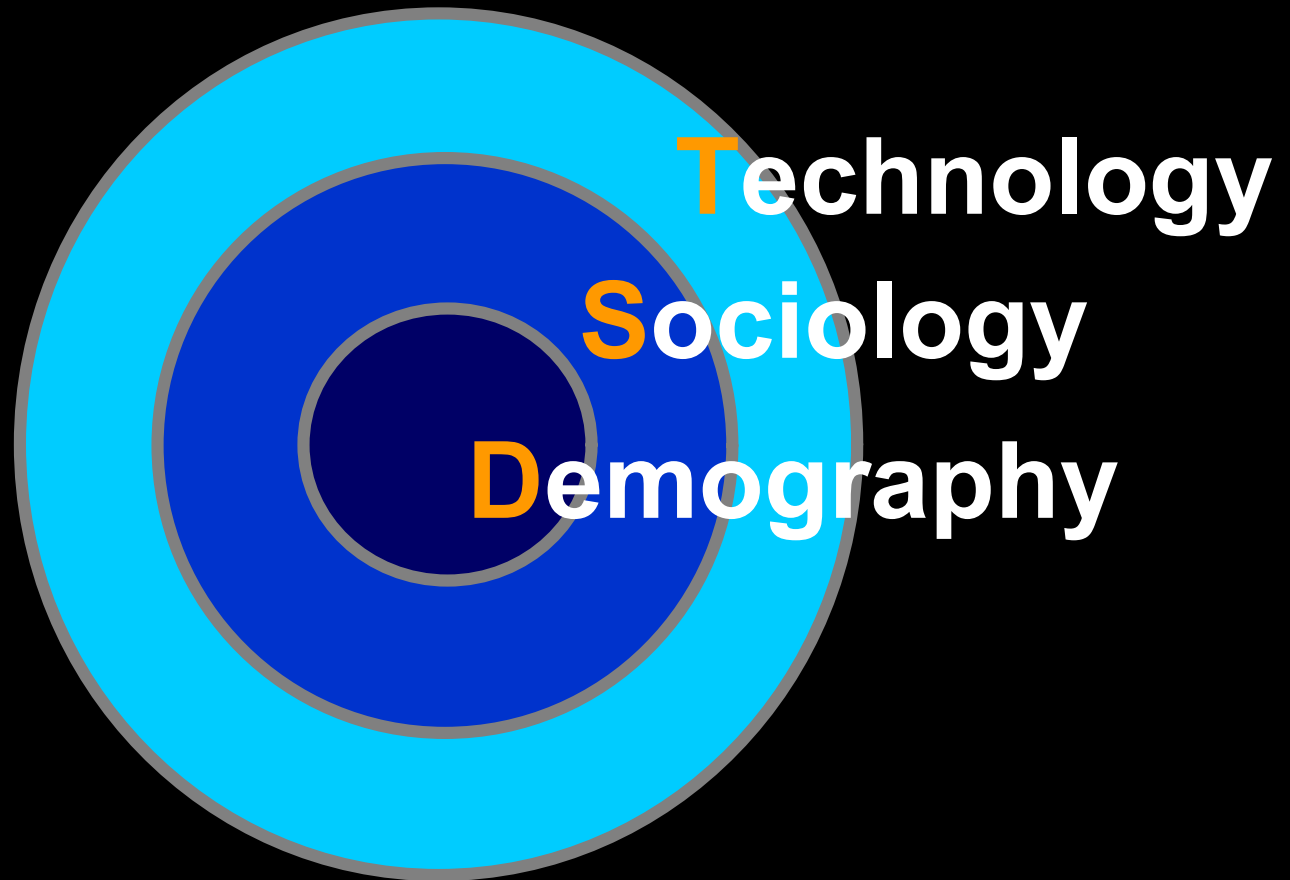
# Engaging with Today's Students.

**ORIC Conference  
Saturday 25 August 2007**

**Presented by Mark McCrindle**

# Changing Times

## Observing the Key Trends:



# Changing Times

## The 4 big shifts:

### 1. Changing Population

Source: McCrindle Research 2006

# 1. Changing Population

## The ageing cycle:

	1970	2007
• Population:	12m	21m
• Births:	276,000	266,000
• Median Age:	29	37
• Life expectancy:	70	80
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# Changing Times

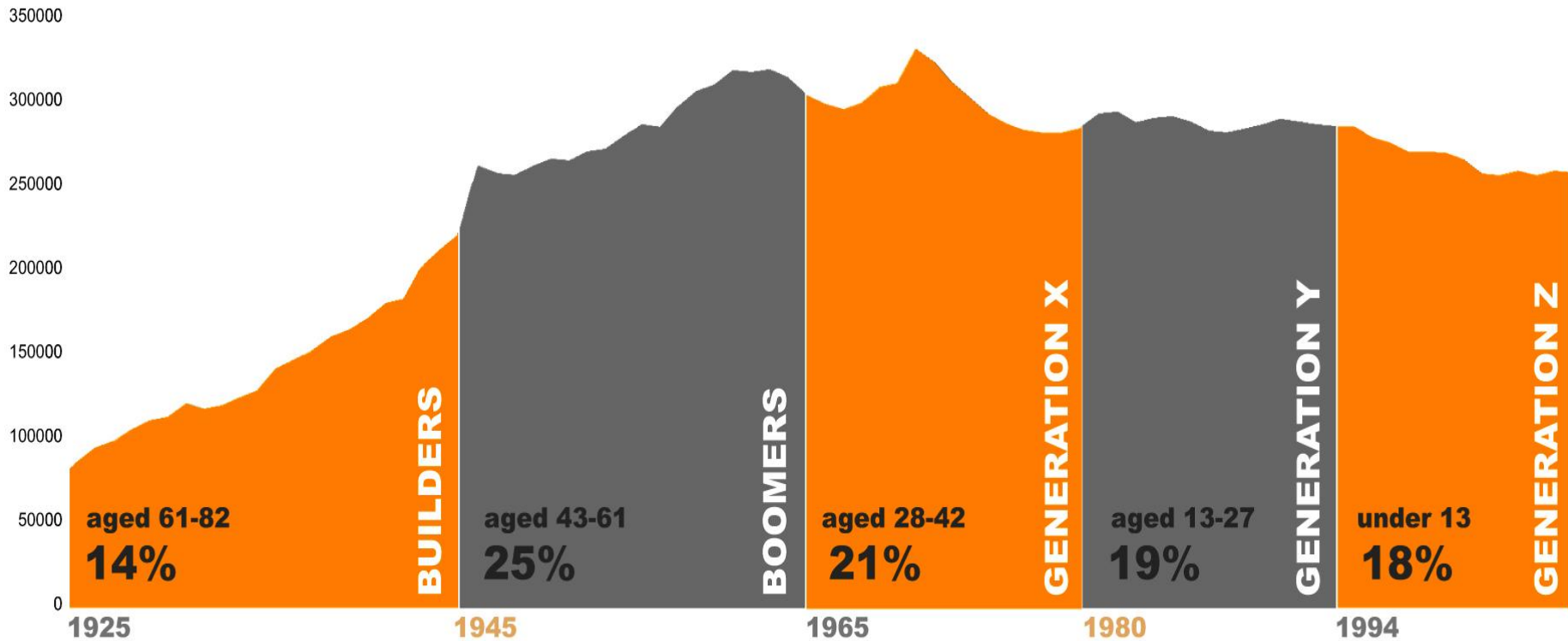
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1. Changing Population
2. Transitioning Generations

Source: McCrindle Research 2007

## 2. Transitioning Generations

### Australia's generational profile:



# Changing Times

## The 4 big shifts:

1. Changing Population
2. Transitioning Generations
3. Shifting Characteristics

Source: McCrindle Research 2007

## 3. Shifting Characteristics

### Defining the 21<sup>st</sup> Century generations:

1. Post-lifestage
2. Post-linear
3. Post-literate

Source: McCrindle Research *Mind & Mood* 2007

# Changing Times

## The 4 big shifts:

1. Changing Population
2. Transitioning Generations
3. Shifting Characteristics
4. New Communication

Source: McCrindle Research 2007

# New Communication

## The 4 elements of great communication:

1. Interest

2. Instruct

3. Involve

4. Inspire

# Engaging with today's students...

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