NURSING ACROSS GENERATIONS

THE NURSING AND MIDWIFERY LANDSCAPE NOW AND TOWARDS 2030

Ashley Fell
Nursing and Midwifery Symposium
Friday 24th November 2017
2010
VIRAL TRENDS OF THIS DECADE... PHOTOBOMBING
VIRAL TRENDS OF THIS DECADE... PHOTOBOMBING
VIRAL TRENDS OF THIS DECADE... PLANKING
VIRAL TRENDS OF THIS DECADE... PLANKING
VIRAL TRENDS OF THIS DECADE... GANGNAM STYLE

PSY - GANGNAM STYLE (강남스타일) M/V

2,575,289,926 views
VIRAL TRENDS OF THIS DECADE... ICE BUCKET CHALLENGE
VIRAL TRENDS OF THIS DECADE... THAT DRESS
VIRAL TRENDS OF THIS DECADE... POKÉMON GO
VIRAL TRENDS OF THIS DECADE... THE BOTTLE FLIP
VIRAL TRENDS OF THIS DECADE... THE DAB
VIRAL TRENDS OF THIS DECADE... FIDGET SPINNER
CHANGE
Change.
CHANGE FATIGUE
Helping grandma with the controller
Only occasionally in history do massive demographic shifts combine with rapid social change and huge generational transitions and ongoing technology trends so that within the span of a decade, society altogether alters.
POPULATION GROWING
AUSTRALIA, 2011 CENSUS

21.5m
AUSTRALIA TODAY

24.6m

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FIVE-YEAR GROWTH RATE

8.8%
FIVE-YEAR GROWTH RATE

8.8%

9.8%

12.1%

SYDNEY

MELBOURNE

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FIVE-YEAR GROWTH RATE

Capitals: 10.5%

9.8% Sydney
12.1% Melbourne
FIVE-YEAR GROWTH RATE

Capitals: 10.5%
Rest of Aus: 5.7%
Sydney: 9.8%
Melbourne: 12.1%
IN THE LAST 12 MONTHS, MELBOURNE HAS GROWN BY 107,770 PEOPLE
IN THE LAST 12 MONTHS, MELBOURNE HAS GROWN BY 107,770 PEOPLE

TASMANIA GREW BY AROUND 2,500 PEOPLE
IN THE LAST 12 MONTHS, MELBOURNE HAS GROWN BY 107,770 PEOPLE

TASMANIA GREW BY AROUND 2,500 PEOPLE

MELBOURNE IS GROWING BY MORE PEOPLE EVERY 9 DAYS THAN TASMANIA ADDS IN A WHOLE YEAR
SYDNEY & MELBOURNE: A CENTURY OF GROWTH

1959 - 2016

#1

2m

5m
SYDNEY & MELBOURNE: A CENTURY OF GROWTH

1959 - 2m
2016 - 5m
2053 - 8m

Sydney moves to #2 after Melbourne
Melbourne
The world's most liveable city
7 years in a row
AUSTRALIA – 26% MED/HIGH DENSITY DWELLINGS

$\frac{3}{4}$

$\frac{1}{4}$
GREATER MELBOURNE

2/3

1/3

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NEW APPROVALS – LARGEST CAPITALS

1/3

2/3
AVERAGE ANNUAL DEBT EARNINGS

Generation X
Aged 37 - 51

2007
AVERAGE ANNUAL DEBT EARNINGS

2007

$52,000
AVERAGE ANNUAL DEBT EARNINGS

2017

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AVERAGE ANNUAL DEBT EARNINGS

2017

$80,000

GENERATION Y
AGED 22 - 36

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AVERAGE ANNUAL DEBT EARNINGS

2017

$80,000

Increase of 54%

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MEDIAN HOUSE PRICE, MELBOURNE

2007
$420,000
$420,000

MEDIAN HOUSE PRICE, MELBOURNE
MEDIAN HOUSE PRICE, MELBOURNE

$420,000

$1,010,680
MEDIAN HOUSE PRICE, MELBOURNE

$420,000  $1,010,680

Increase of 141%
HOUSE PRICES EXCEED WAGES GROWTH
Skipped smashed avocado for breakfast this morning. Excited to buy a house next week.
Growing population

- **Natural increase**: 45%
- **Population growth**: 326,100 people/year
Growing population

Natural increase: 45%
Population growth
Net overseas migration: 55%

Total population growth: 326,100 people/year
AUSTRALIA HAS A GREATER % OF MIGRANTS THAN...
• 1 in 5 of Australia’s migrants arrived since 2012
• 86% settle in capital cities
• More Australians born in Asia than Europe
CULTURAL DIVERSITY: AUSTRALIA

1. England
2. China
3. India
4. New Zealand
5. Vietnam

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STRATEGIC LOCATION

1. England
2. China
3. India
4. New Zealand
5. Vietnam
TOP 3 COUNTRIES BY GENERATION Z

2,000,000,000 2 BILLION GEN Zs

COUNTRIES WITH LARGEST NUMBER

1. India
2. China
3. USA
TOP 3 COUNTRIES BY GENERATION Z

2,000,000,000 2 BILLION GEN Zs

COUNTRIES WITH LARGEST NUMBER

1. India
2. China
3. USA (crossed out)
TOP 3 COUNTRIES BY GENERATION Z

2,000,000,000 2 BILLION GEN Zs

COUNTRIES WITH LARGEST NUMBER

1. India
2. China
3. (Flag not visible)
3 BIGGEST FEARS OF OUR GENERATION
3 BIGGEST FEARS OF OUR GENERATION
3 BIGGEST FEARS OF OUR GENERATION
LETTERS FROM THE QUEEN

1952*  •  40

*The year Queen Elizabeth became sovereign
LETTERS FROM THE QUEEN

1952*  •  40
TODAY    2,925

*The year Queen Elizabeth became sovereign
LETTERS FROM THE QUEEN

1952* • 40
TODAY   2,925
2027    5,401

*The year Queen Elizabeth became sovereign
LETTERS FROM THE QUEEN

1952* • 40
TODAY ▢ 2,925
2027 ▢ 5,401
2047 ▢ 25,938

*The year Queen Elizabeth became sovereign

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DECLINING WORKFORCE RATIO

1975
DECLINING WORKFORCE RATIO

1975

2015

2055

per

per

per

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SIX GENERATIONS

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SIX GENERATIONS

BUILDERS
AGED 72+

BABY BOOMERS
AGED 53 - 71
SIX GENERATIONS

BUILDERS
AGED 72+

BABY BOOMERS
AGED 53 - 71

GENERATION X
AGED 38 - 52
SIX GENERATIONS

BUILDERS
AGED 72+

BABY BOOMERS
AGED 53 - 71

GENERATION X
AGED 38 - 52

GENERATION Y
AGED 23 - 37
“Foshizz my work gig is totes chron- the hours are defs cray cray but yolo.”
“I like my job.”
<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Boomers</td>
<td>1%</td>
</tr>
<tr>
<td>Gen X</td>
<td>25%</td>
</tr>
<tr>
<td>Gen Y</td>
<td>31%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>34%</td>
</tr>
<tr>
<td>Builders</td>
<td>9%</td>
</tr>
</tbody>
</table>
MORE EDUCATED

X 1 in 4

Y 1 in 3

Z 1 in 2
MORE EDUCATED

1 in 4 X
1 in 3 Y
1 in 2 Z

1 in 4X 1 in 3Y 1 in 2Z
MORE EDUCATED

1 in 4

1 in 3

1 in 2

X

Y

Z
Generation Z: Aged 8 - 22

17 Jobs
5 Careers

In a lifetime
MEET THE KIPPERS

KIPPERS

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MEET THE KIPPERs

Kids
In
Parents
Pockets
Eroding
Retirement
Savings
TECHNOLOGICALLY INTEGRATED
THE GREAT SCREENAGE
The graph shows the trend of hours spent in face-to-face interaction and electronic media from 1990 to 2005. The source of the data is Sigman 2009.
DIGITAL
MOBILE
IN CASE OF FIRE

EXIT BUILDING BEFORE TWEETING ABOUT IT
OUR NATION IS CHANGING
OUR ENGAGEMENT NEEDS CHANGING
ATTRACTING AND RETAINING
THE ENGAGEMENT EQUATION
THE ENGAGEMENT EQUATION

= CPI
THE ENGAGEMENT EQUATION

CULTURE + PURPOSE + IMPACT
5. Training  (employability)
4. Job content  (variety)
3. Management style  (accessibility)
2. Work/life balance  (flexibility)
CULTURE

5. Training (employability)
4. Job content (variety)
3. Management style (accessibility)
2. Work/life balance (flexibility)
1. Workplace culture (community)

GENERATION Y
AGED 22 - 36

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IMPACT
IMPACT

CONTRIBUTE

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IMPACT

CELEBRATE

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RESPONSIVE
If you see someone drowning, call 911.
COLLABORATIVE
CULTURE

Command & Control

Collaboration & Contribution
INNOVATIVE
Anti-theft lunch bag
Anti-theft lunch bag

Not safe

Safe