



The Facts & the Future:

5 Megatrends Redefining Society, Schools & Students.

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**SACPPA Conference
Wednesday 11 September 2013**





“apps”





“tweets”



A screenshot of a social media status update interface. It features a blue header bar at the top. Below it, the text "Update status" is displayed next to a yellow speech bubble icon. Underneath, there is a white text input box with the placeholder text "What's on your mind?".

 **Update status**

What's on your mind?

“status updates”





“cloud computing”





“tablets”

Trend 1. Technology



Digital Transactors...Digital Integrators



4,700,000,000
SEARCHES PER DAY

4,000,000,000
VIEWS PER DAY



1,000,000,000+
ACCOUNTS



500,000,000
TWEETS PER DAY



1,400,000
APPS IOS/ANDROID



NAVIGATION

NEWS

CLOCK

WEATHER

SHOWROOMING

61%
OF GEN Y
HAVE USED
SMARTPHONES
IN-STORE TO...



TAKE A
PHOTO



CHECK
PRICES



ACCESS
CONSUMER
BLOGS



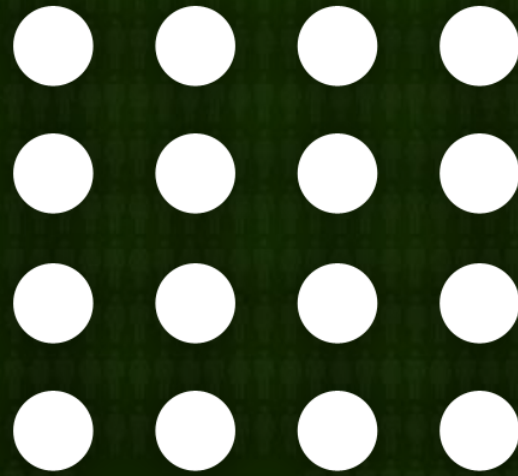
POST-STRUCTURAL





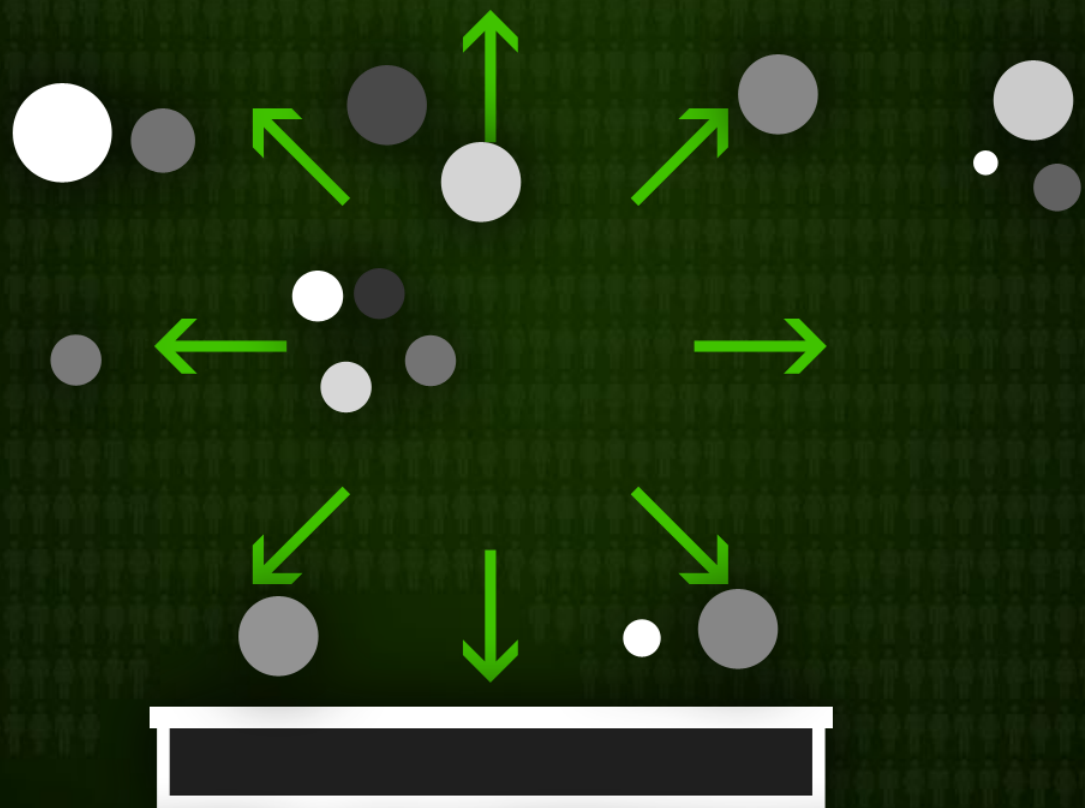
POST-STRUCTURAL





POST-CATEGORY





POST-CATEGORY



UNSCHOOLED



SCHOOLED

POST-LINEAR



POST-SCHOOLED



EMPLOYMENT

GAP YEAR

INTERNSHIP

PRIVATE COLLEGE

VOLUNTEER

UNIVERSITY

VOCATIONAL ED.

POST-LINEAR



NO FOOD
BEVERAGE
SMOKING







ABCs FOR DIGITAL TRANSACTORS



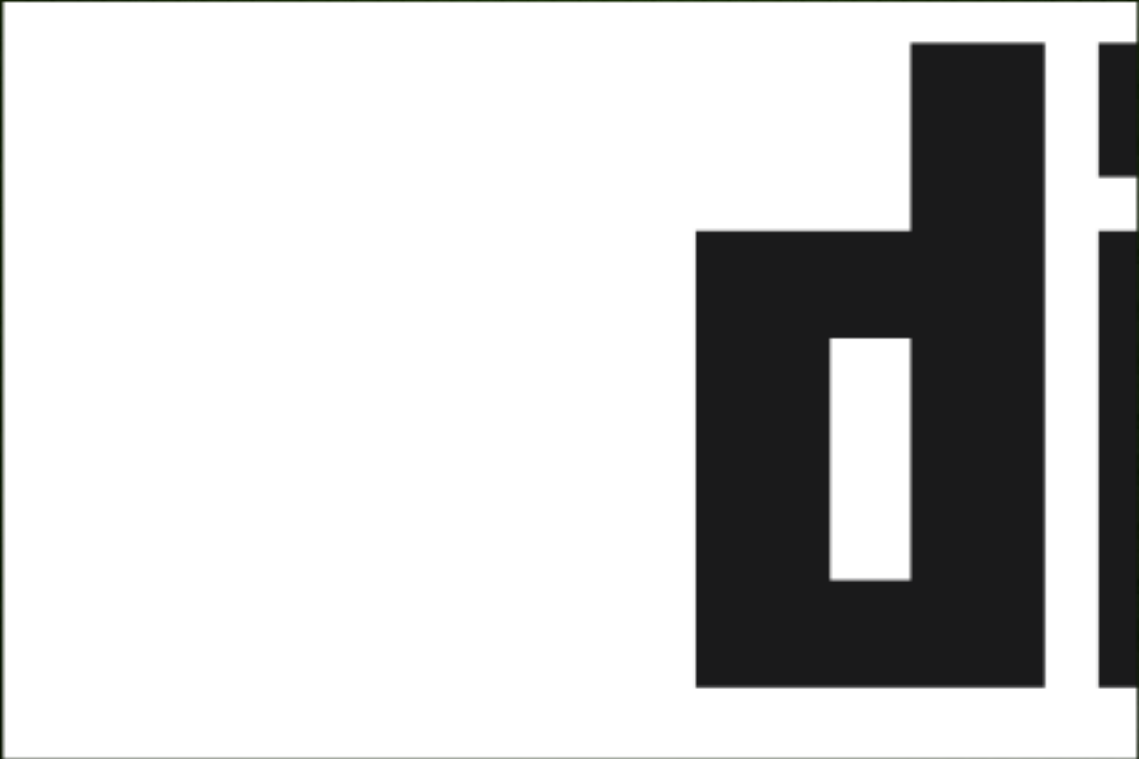
ABCs FOR DIGITAL INTEGRATORS



















Trend 2. Demography



Demography



Population Today



7 billion



23 million



Population in 1966



**3.5
billion**



**11.5
million**



Australia & the Church



11.5 million
2.6 million at church



23 million
1.6 million at church



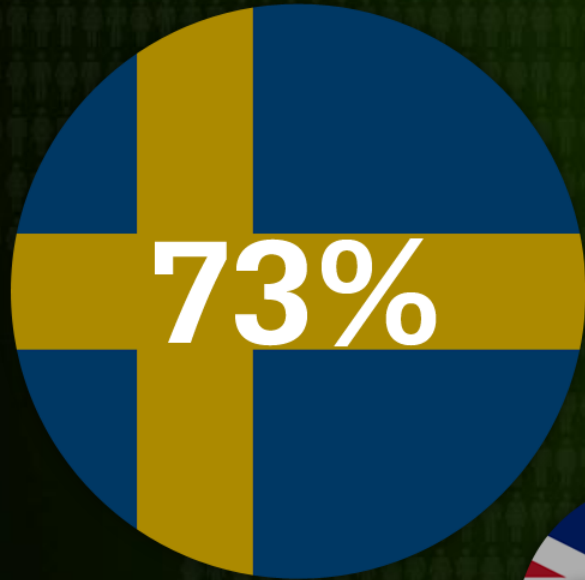
A Century of Growth



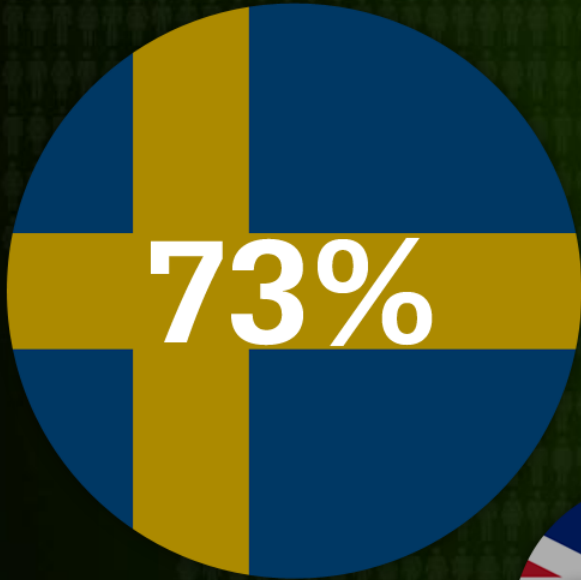
A Century of Growth



A Century of Growth



A Century of Growth

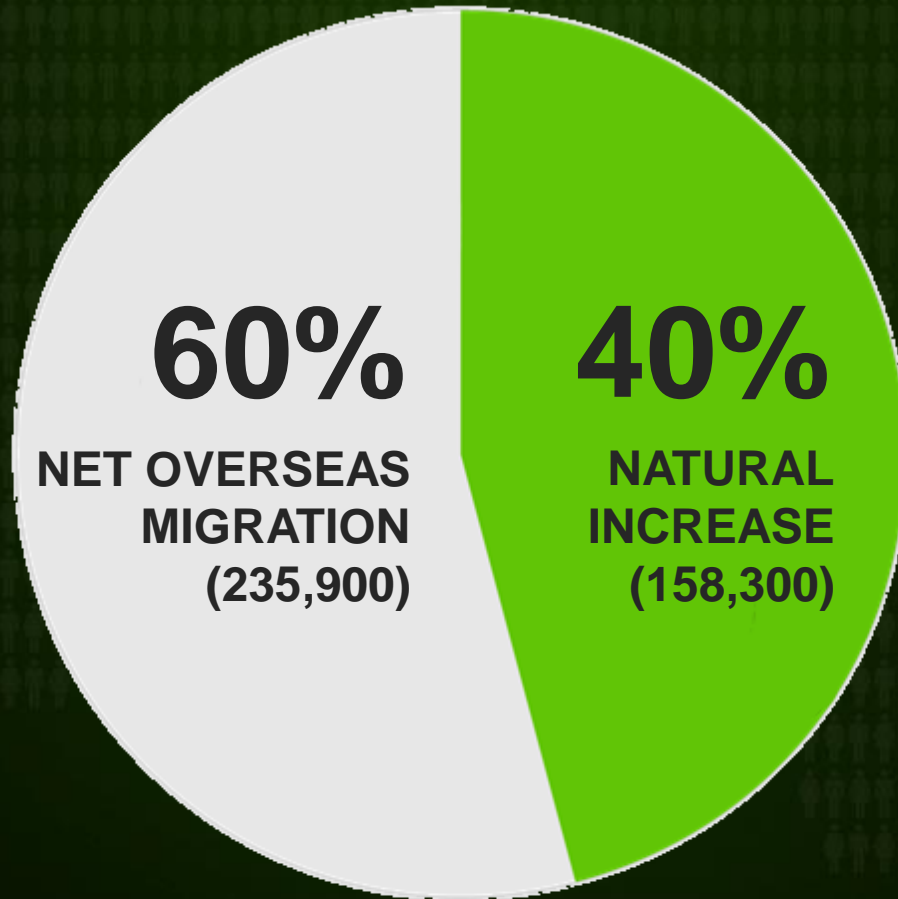


A large graphic of the Australian flag (blue field with a white seven-pointed star and a Union Jack canton). The text "490%" is written in large white font across the center.

Country	Growth Percentage
Australia	490%

Population Growth

394,200 (1.8%)







Top 7 source countries

#1 UK: 19.9%

#3 CHINA: 6.3%

#5 ITALY: 3.6%

#4 INDIA: 5.7%

#7 PHILIPPINES: 3.5%

#6 VIETNAM: 3.5%

#2 NZ: 9.1%



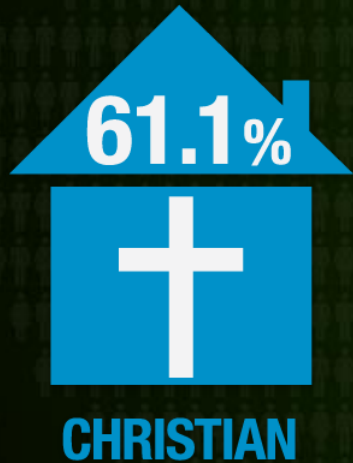
RELIGION

% POPULATION BY RELIGION



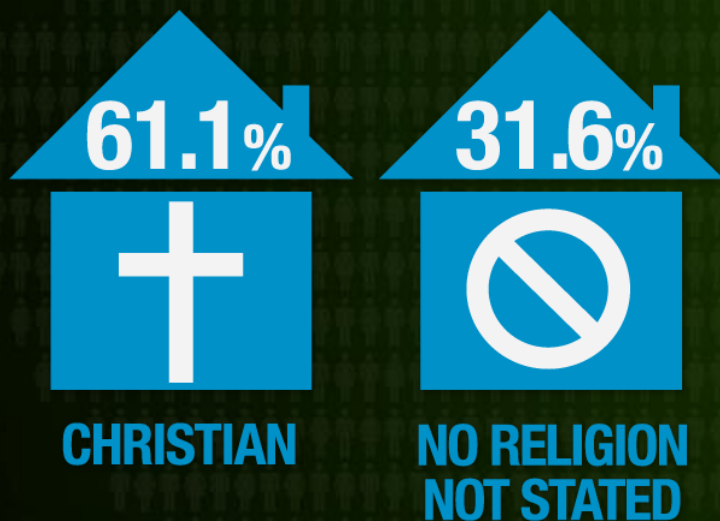
RELIGION

% POPULATION BY RELIGION



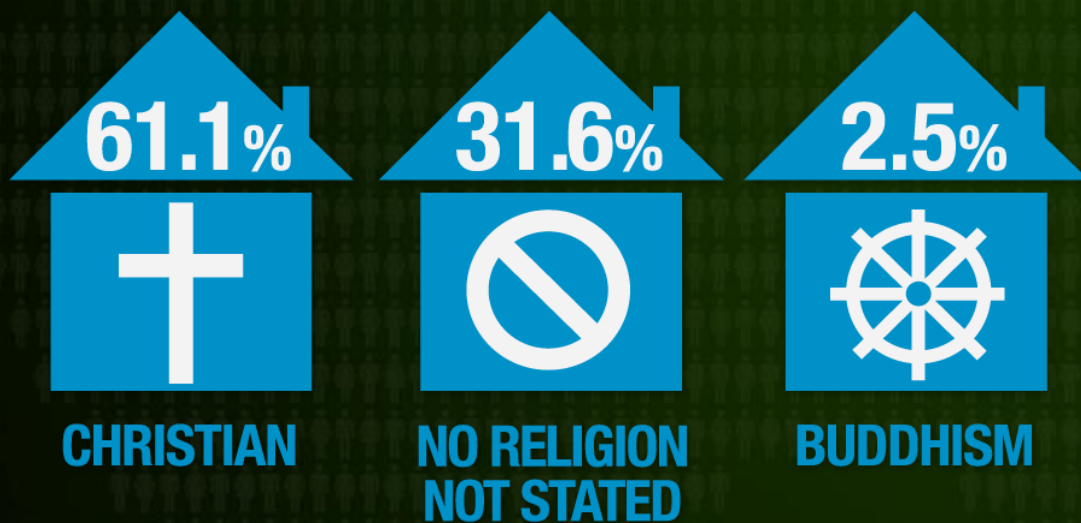
RELIGION

% POPULATION BY RELIGION



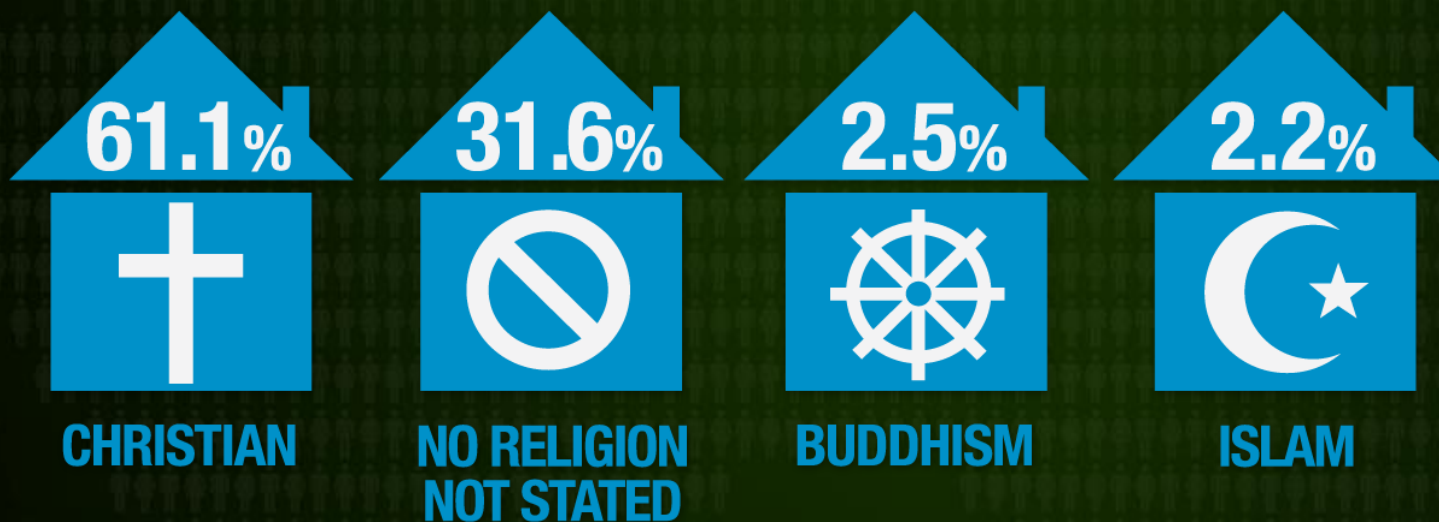
RELIGION

% POPULATION BY RELIGION



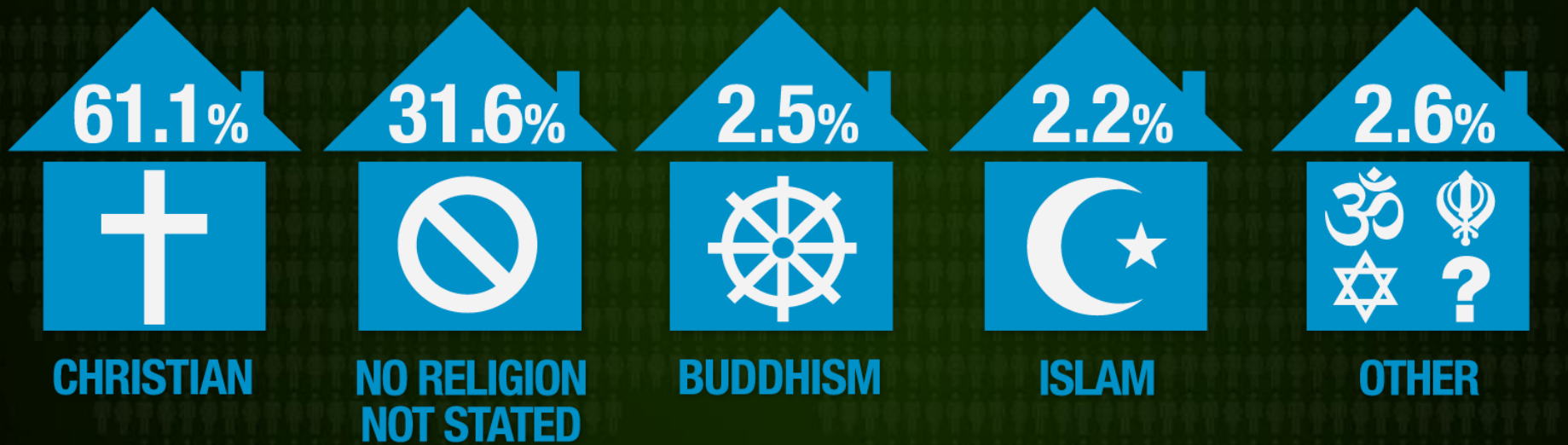
RELIGION

% POPULATION BY RELIGION



RELIGION

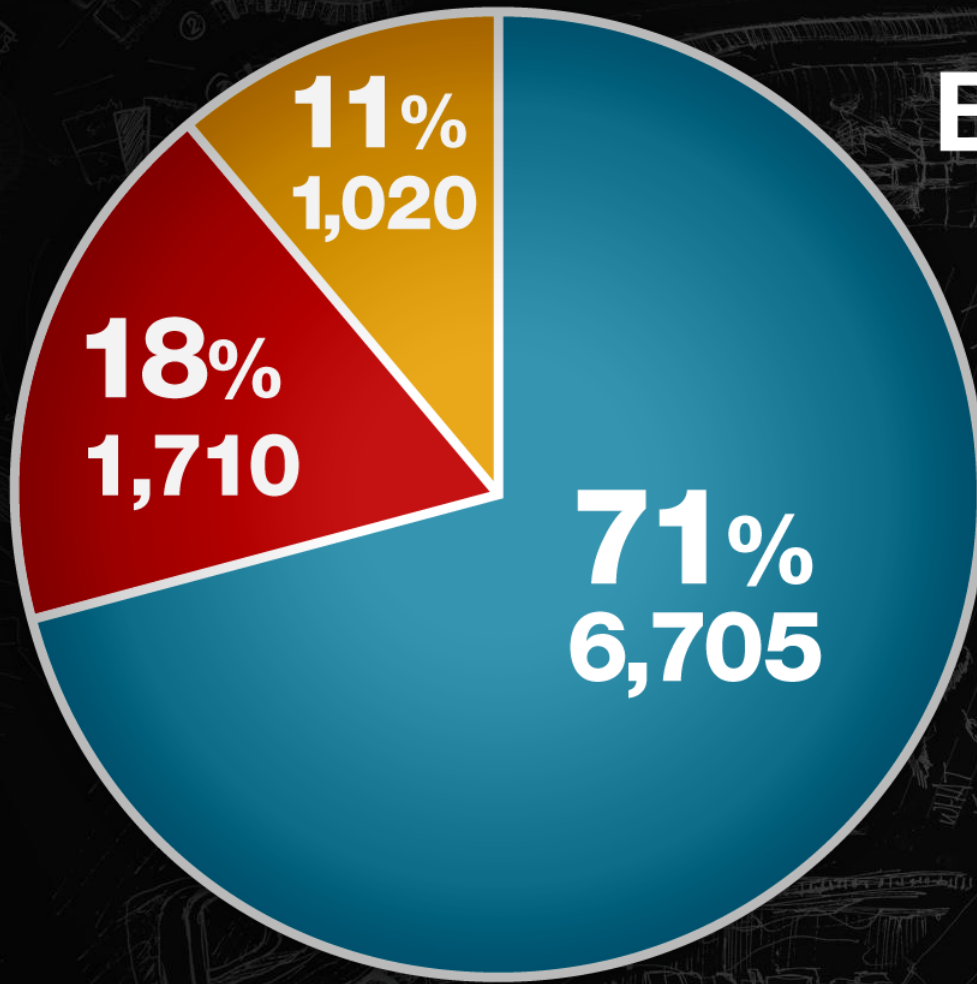
% POPULATION BY RELIGION



CURRENT REALITIES

SCHOOLS BY SECTOR

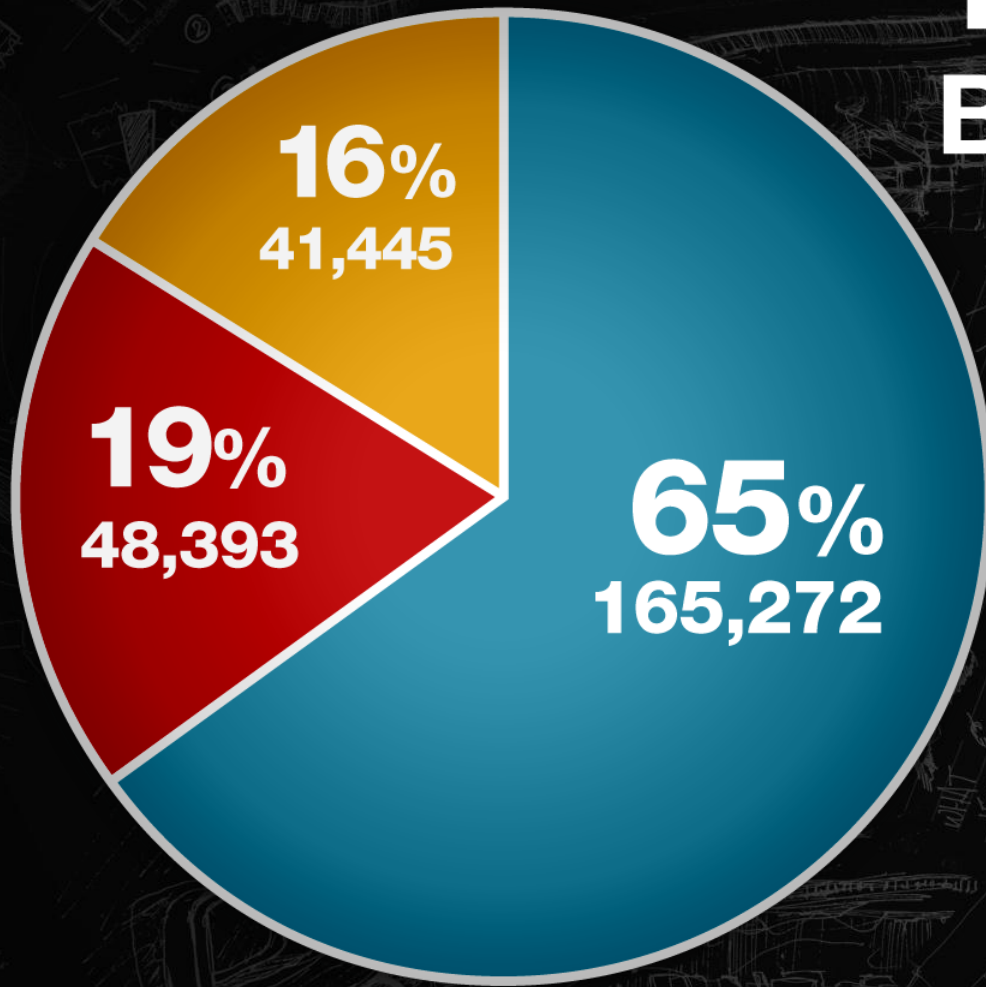
TOTAL: 9,435



CURRENT REALITIES

TEACHERS BY SECTOR

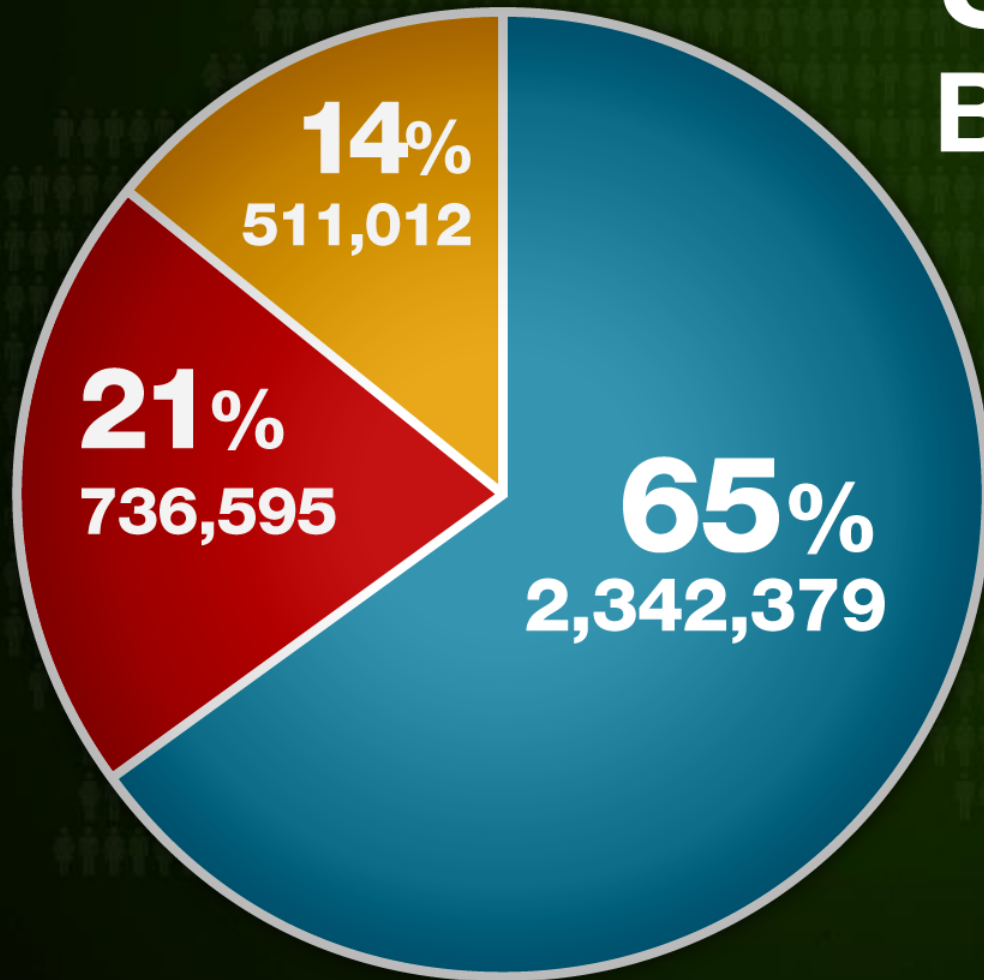
TOTAL: 255,110



CURRENT REALITIES

STUDENTS BY SECTOR

TOTAL: 3,589,986



CURRENT REALITIES



CATHOLIC

TYPE OF SCHOOLS BY SECTOR

73.2%

18%

8.8%


PRIMARY


SECONDARY


COMBINED





The most asked questions on Google:

What is Gangnam style?

Why is my internet so slow?





**NO
SMOKING**



**NO
PETS ALLOWED**



**NO
LITTERING**



**NO
SPITTING**

FOR SAFETY



**NO
GANGNAM STYLE**



**NO
DRONES**



**NO
CYCLING**



**NO REMOTE
CONTROL TOYS**



The most asked questions on Google:

What is Gangnam style?

Why is my internet so slow?

When is Fathers' Day?

Where is Chuck Norris?

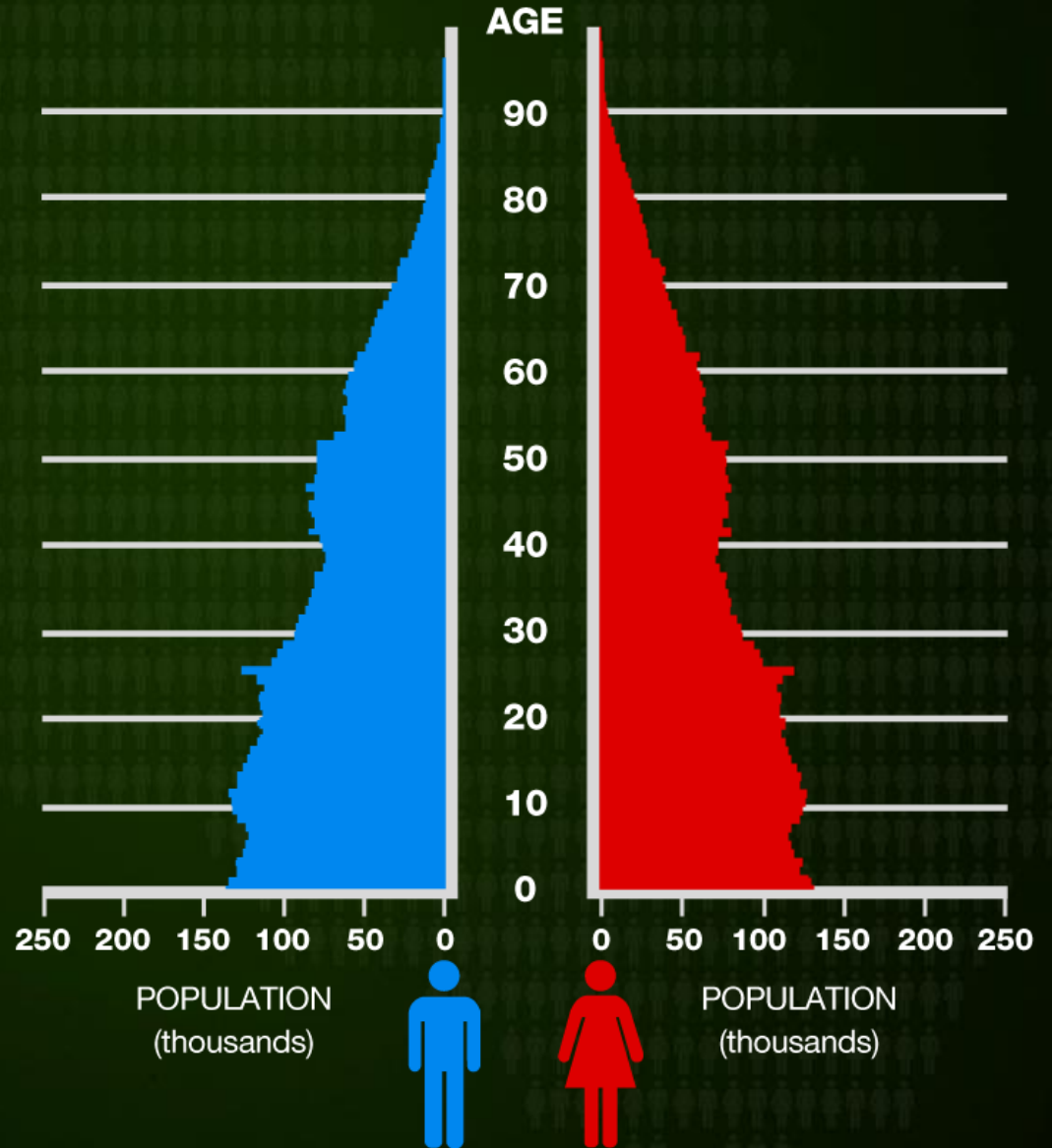
Who is Gossip girl?



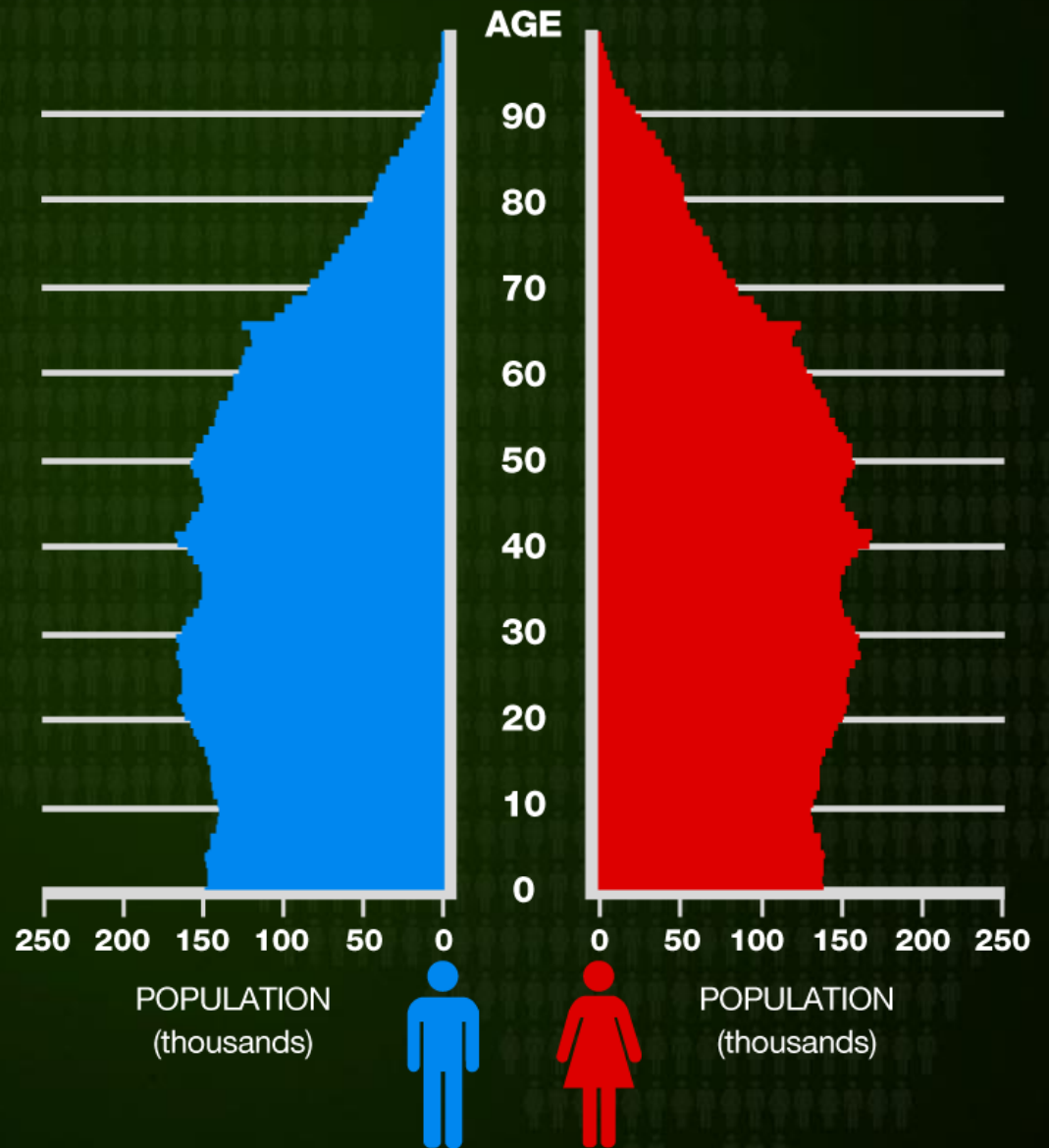
Trend 3. Generationally



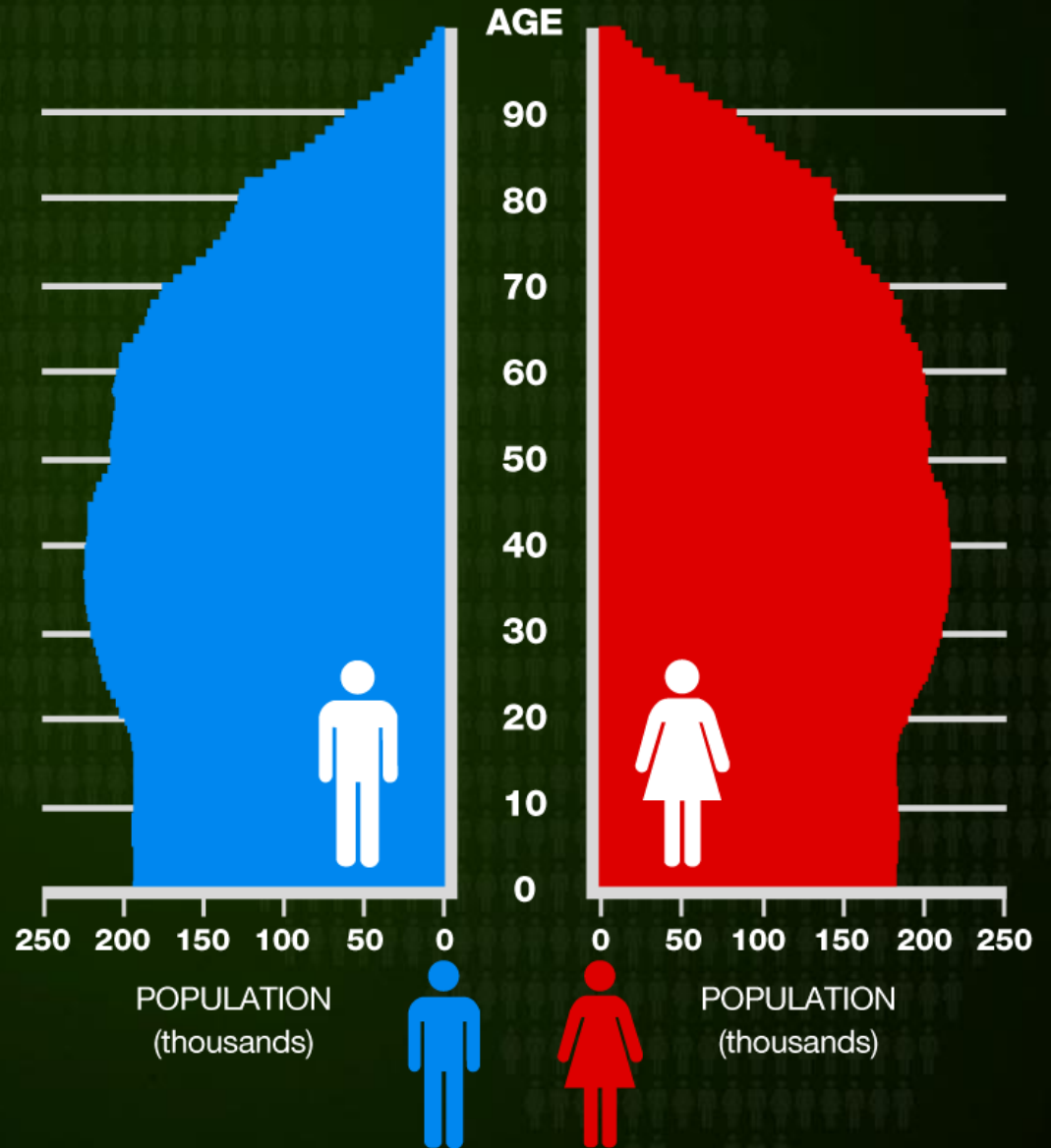
1973



2013

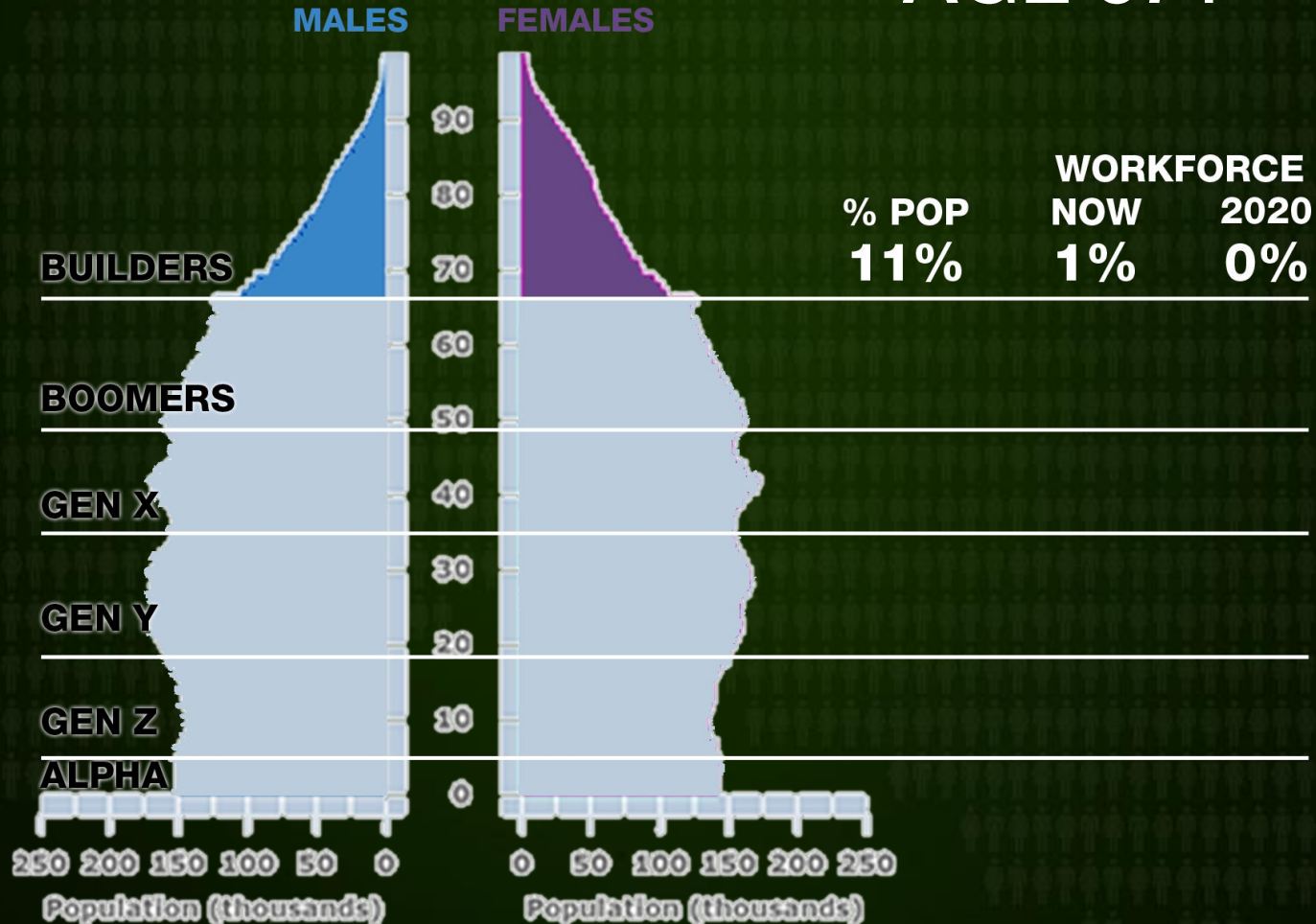


2053



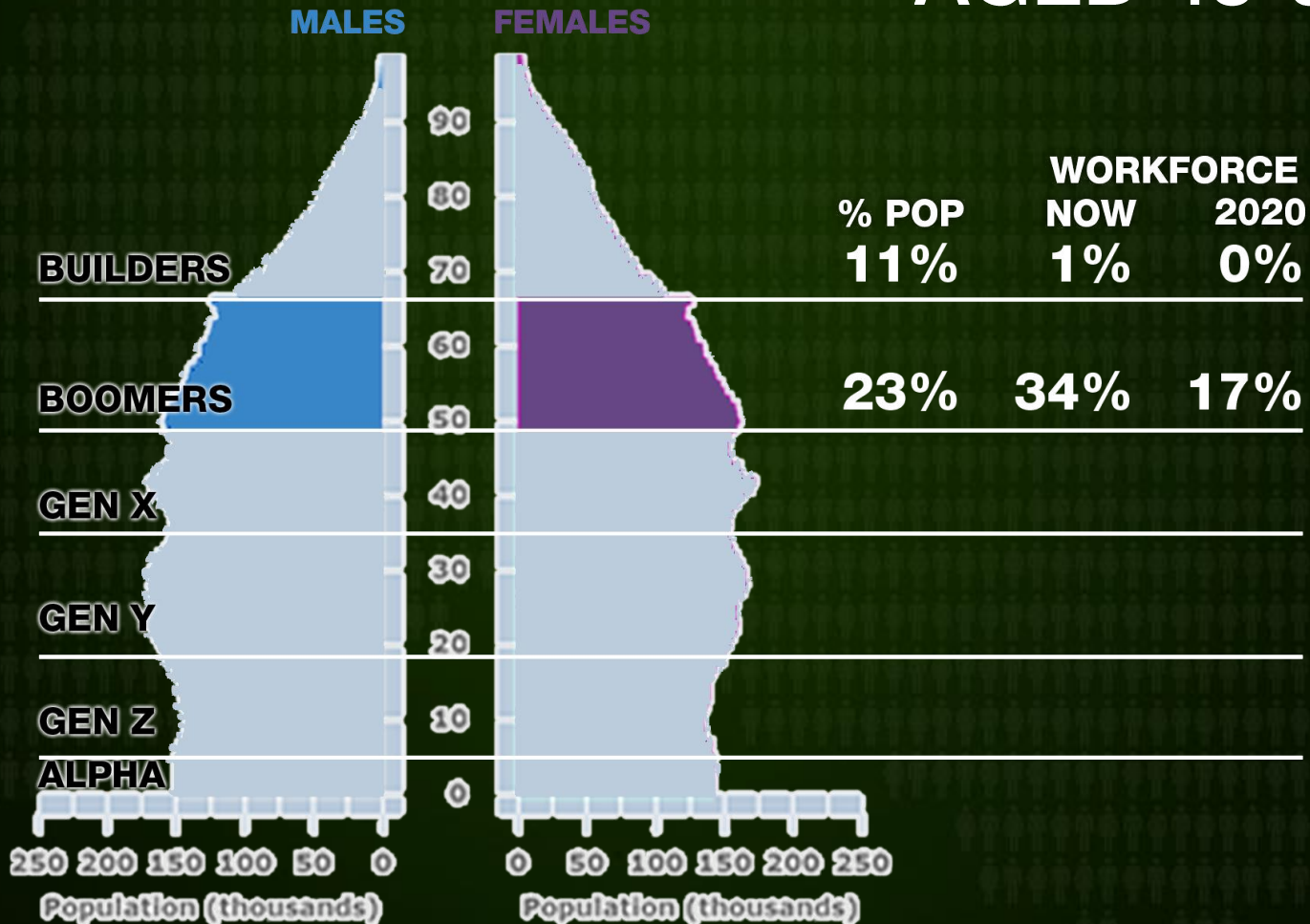
Builders Generation

AGE 67+



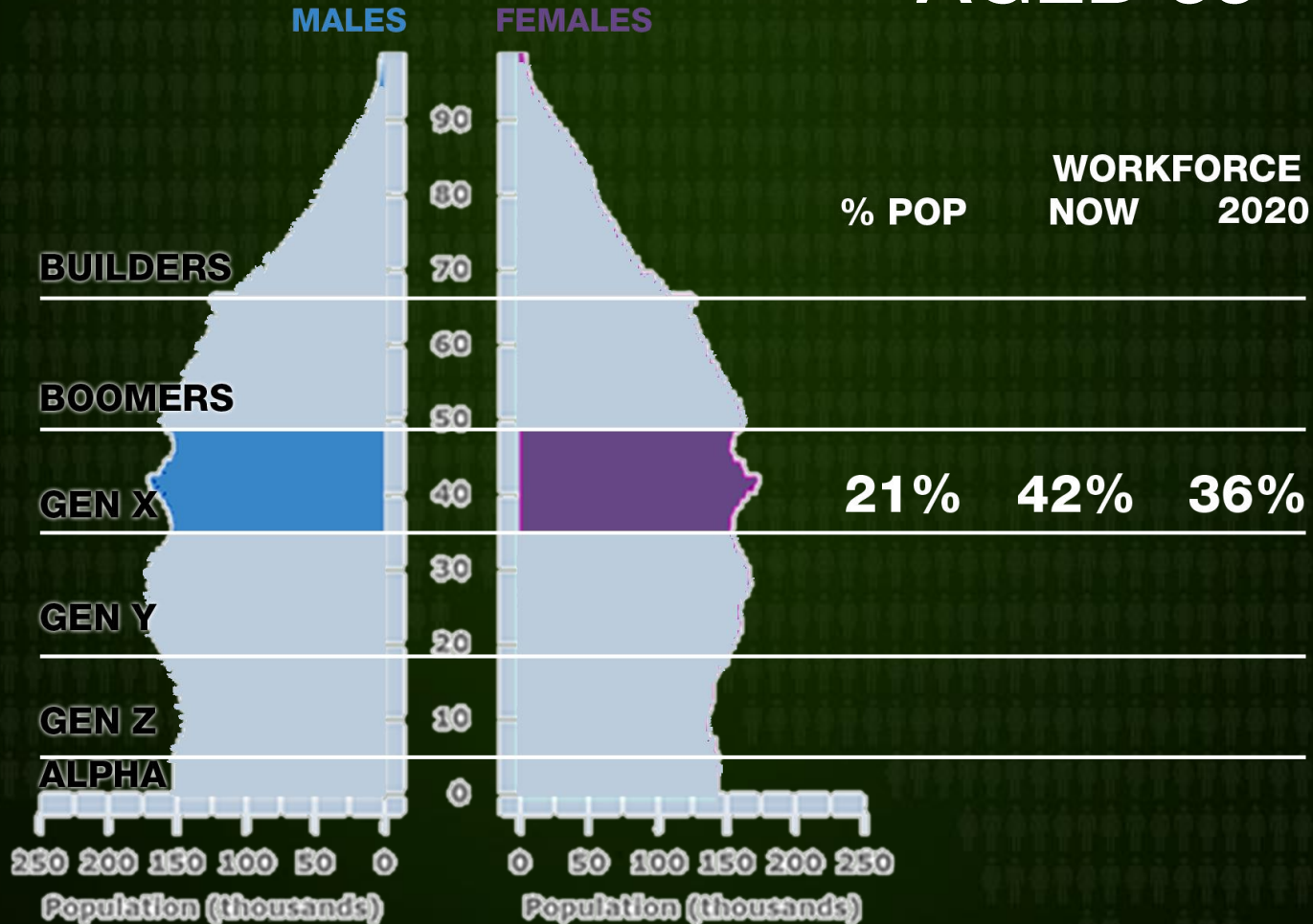
Baby Boomers

AGED 48-66



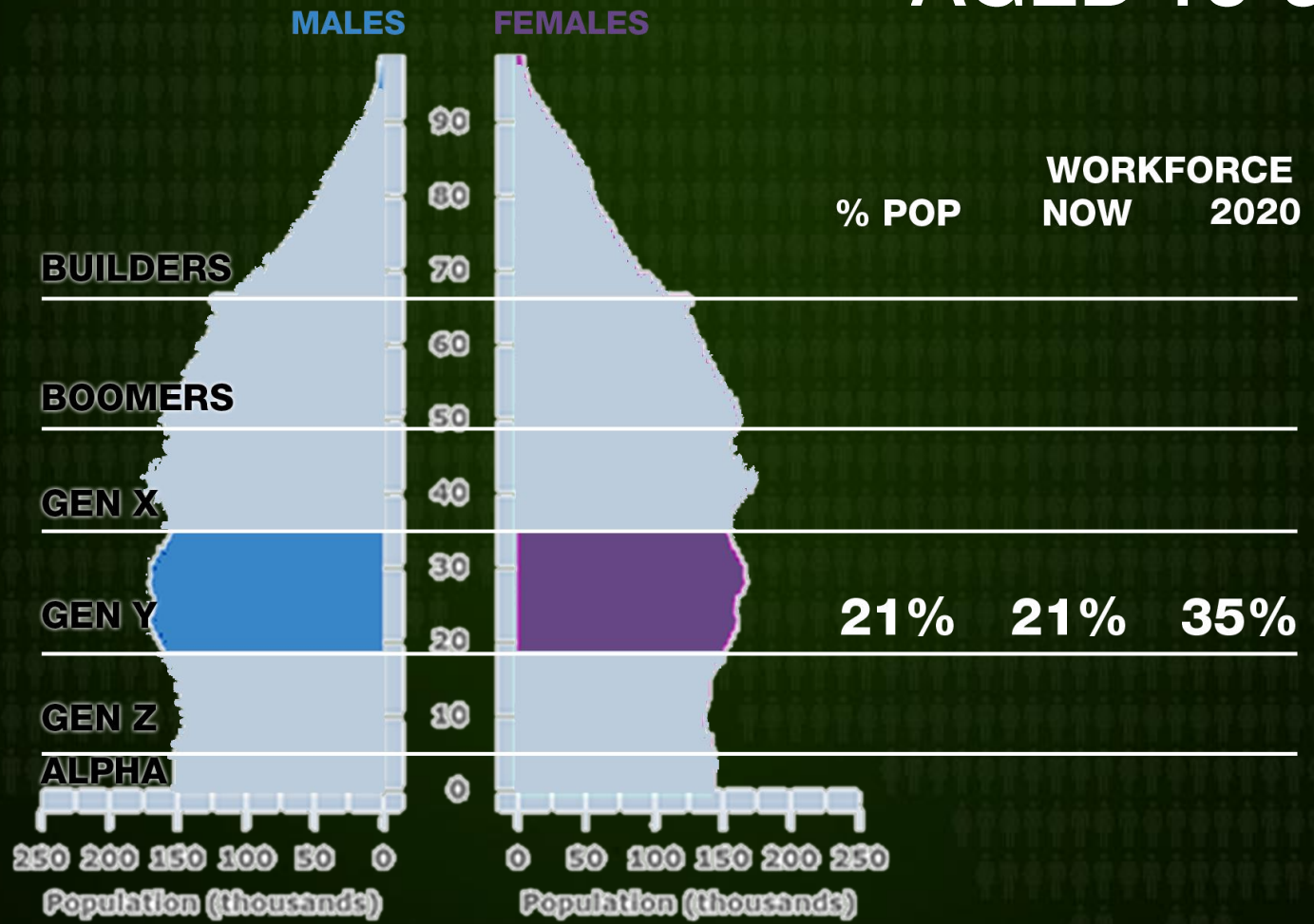
Generation X

AGED 33-47



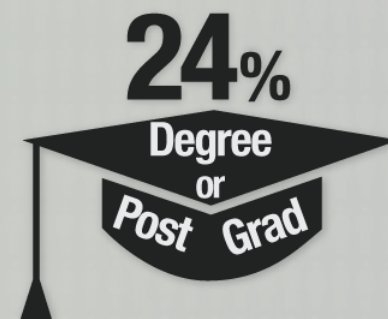
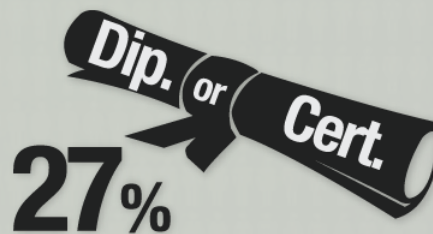
Generation Y

AGED 18-32



EDUCATION RATE

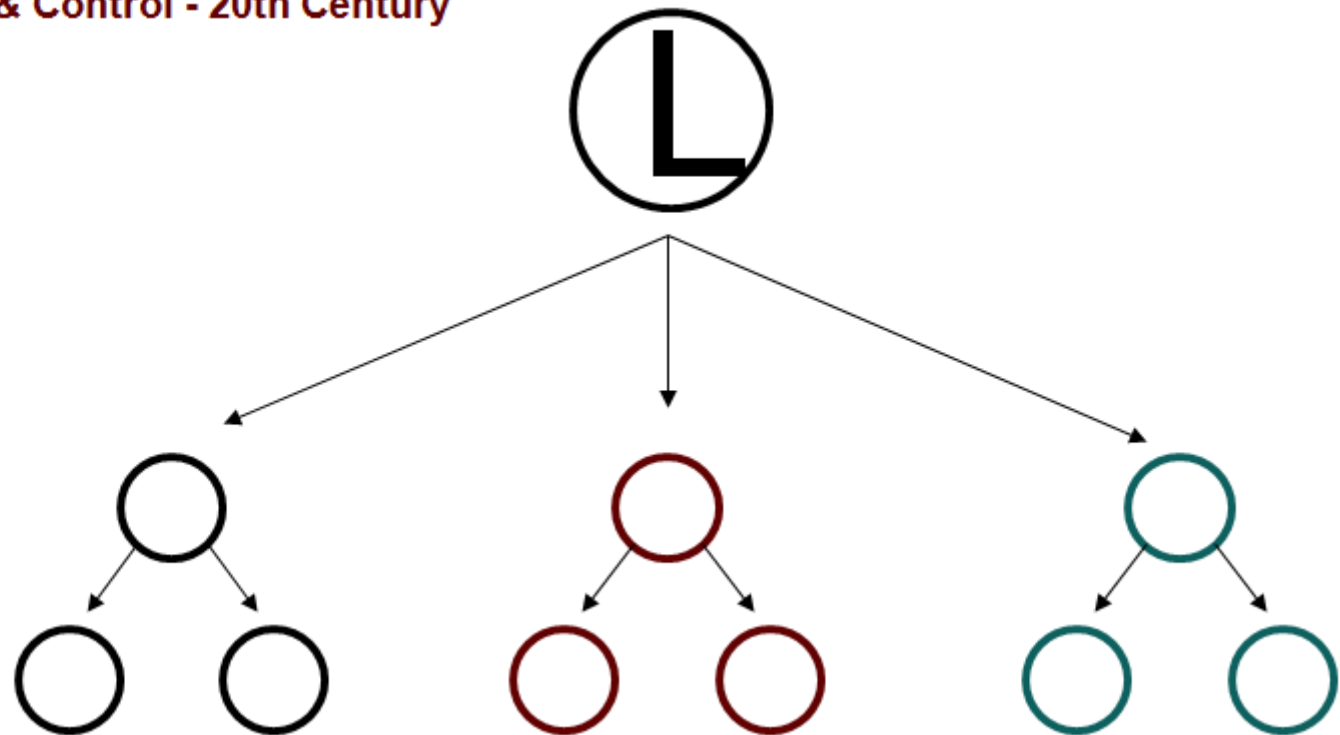
% OF POPULATION (15-64) BY QUALIFICATION



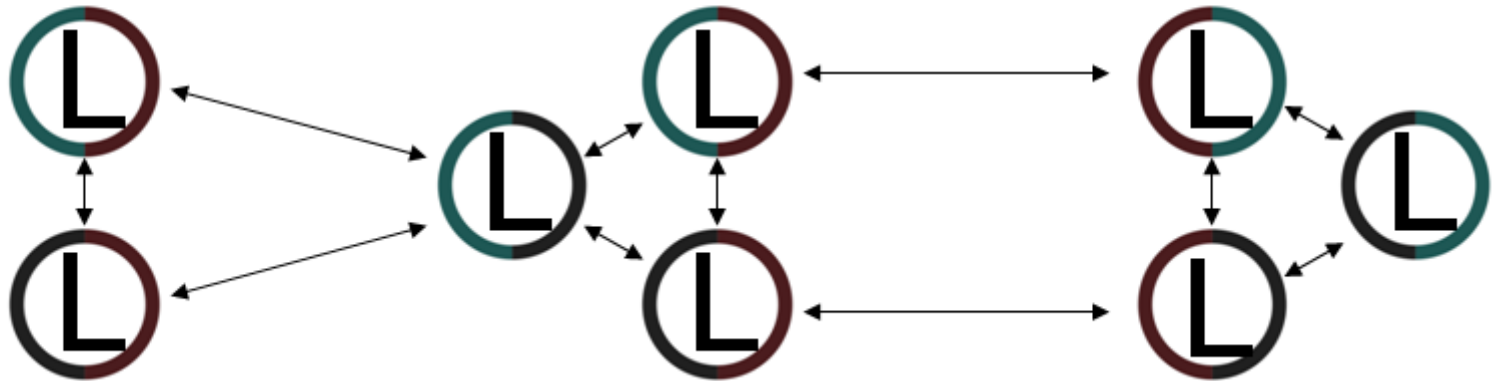
Mind the Gap	Male	Female
Population	49.4%	50.6%
Life expectancy (years, at birth)	79.7 years	84.2 years
Education- completed Year 12	84.1%	87.8%
Attained university degree (for those aged 25-34)	29.7%	40.3%
Hours worked per day (all work: paid & unpaid)	7hrs 25mins	7 hrs 34 mins
Volunteering rate (all adults)	34.4%	38.1%
Employed persons- % working full time	86.4%	56.7%
Average annual earnings before tax (median)	\$61,776	\$55,952
Public service: % of senior executives	60.8%	39.2%
Judges & magistrates (commonwealth)	69.1%	30.9%
Federal parliament: % parliamentarians	70.8%	29.2%
Private sector: % CEO's of ASX 200 companies	96.5%	3.5%



Command & Control - 20th Century



Collaboration & Cooperation - 21st Century



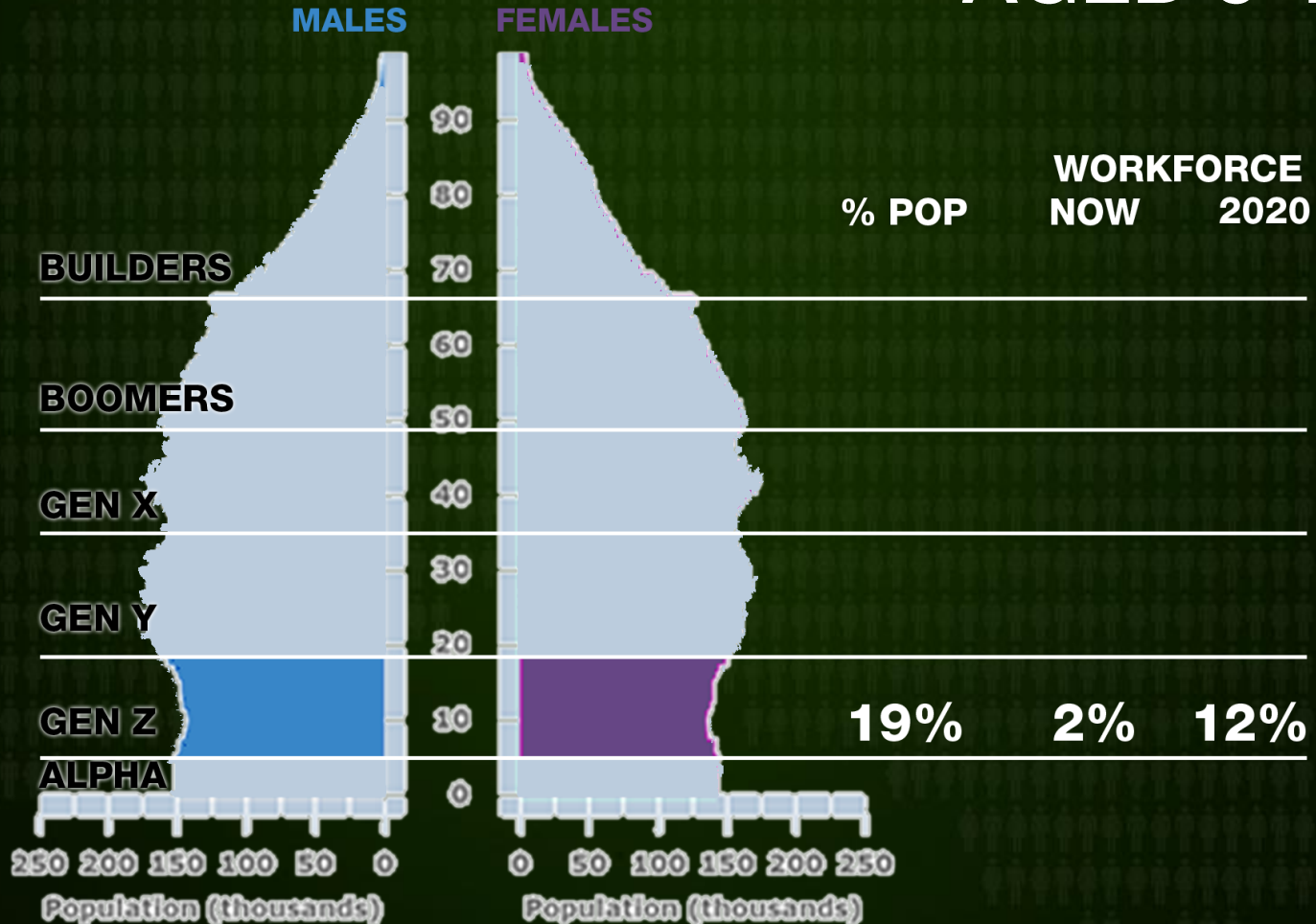
WARNING TO ALL PERSONNEL

**Firings will continue
until morale improves.**



Generation Z

AGED 5-17





Speaking Gen Z: A quiz

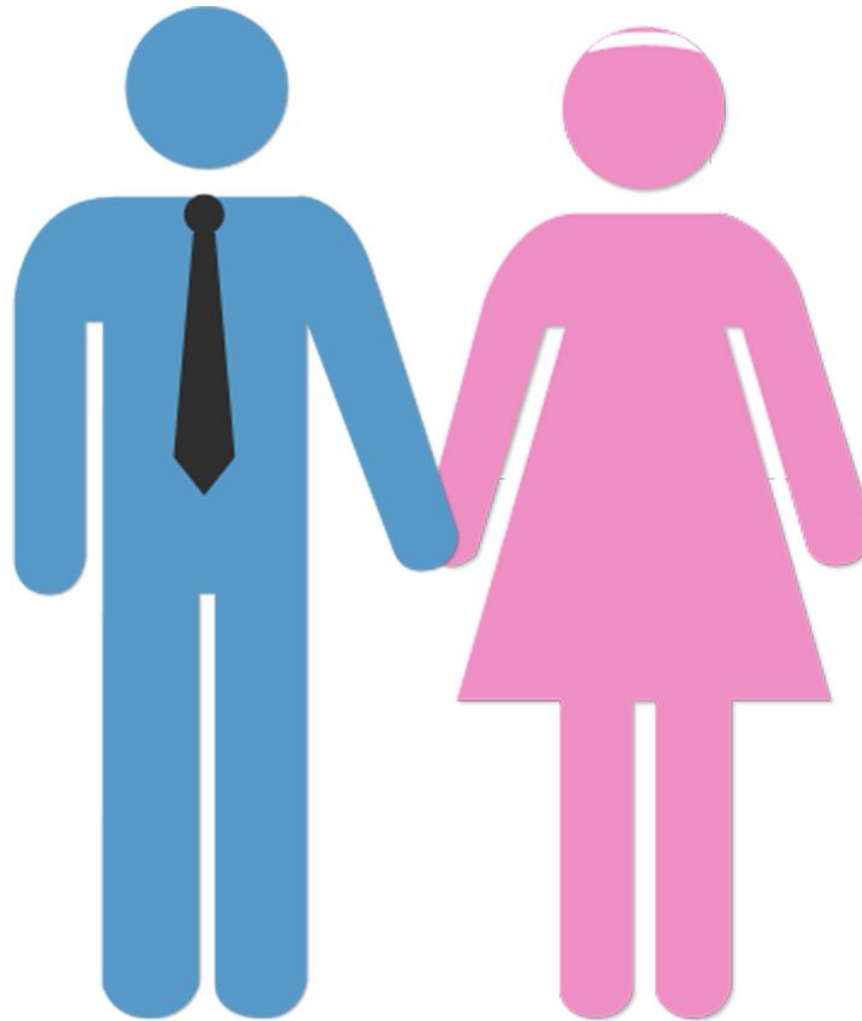
dis
chron
soz
cray cray
'rents
lol
foshizzle





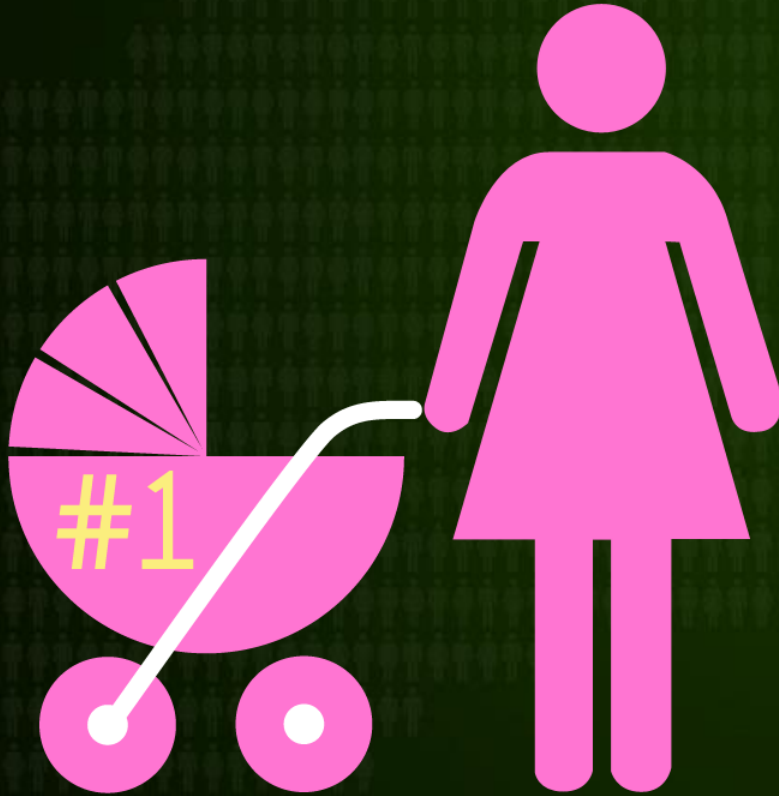
Trend 4. Socially

The avg male
marries at
31.5



avg female
marries at
29.2





Avg age
of mums
giving birth:
30.7



Redefined Lifestages

CHILDHOOD



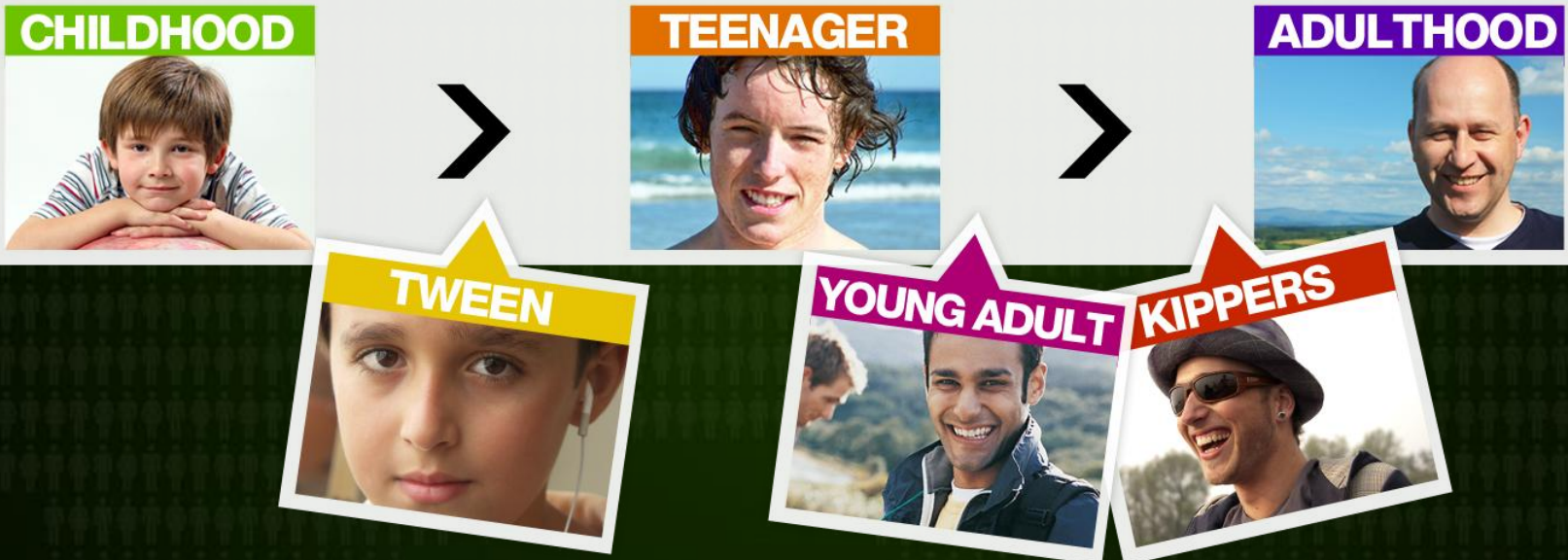
TEENAGER



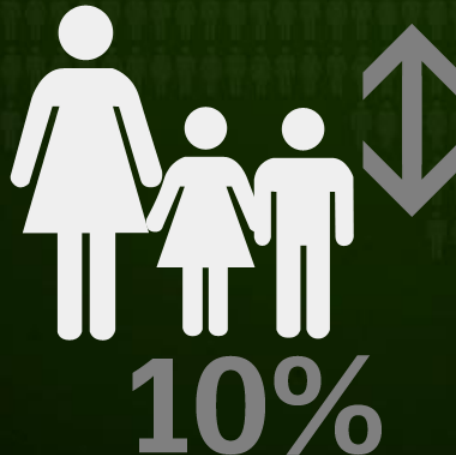
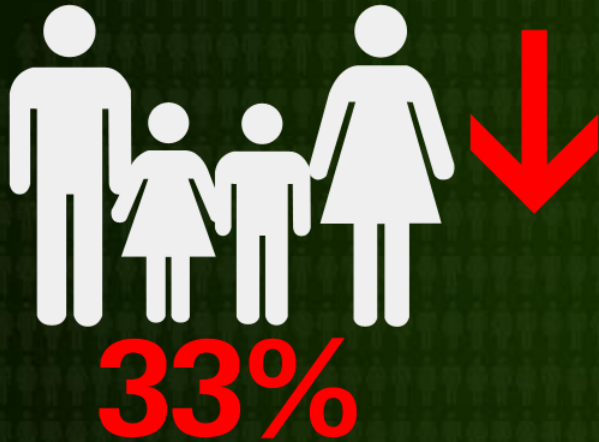
ADULTHOOD



Redefined Lifestages



Household Type





36%

**PAYING
MORTGAGE**



36%

**PAYING
MORTGAGE**

33%

**FULLY
OWN**



36%

**PAYING
MORTGAGE**

33%

**FULLY
OWN**

31%

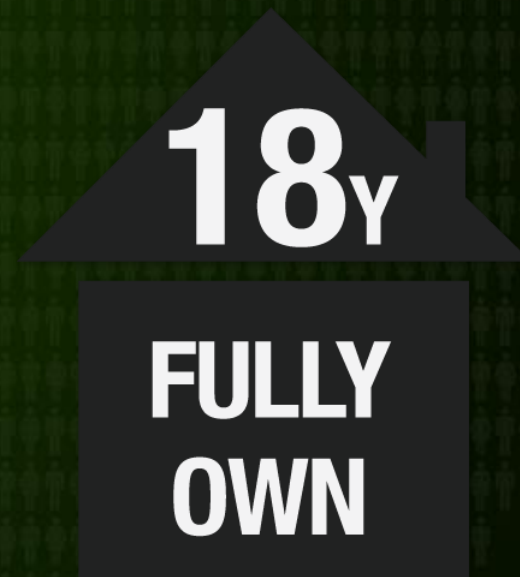
RENTING

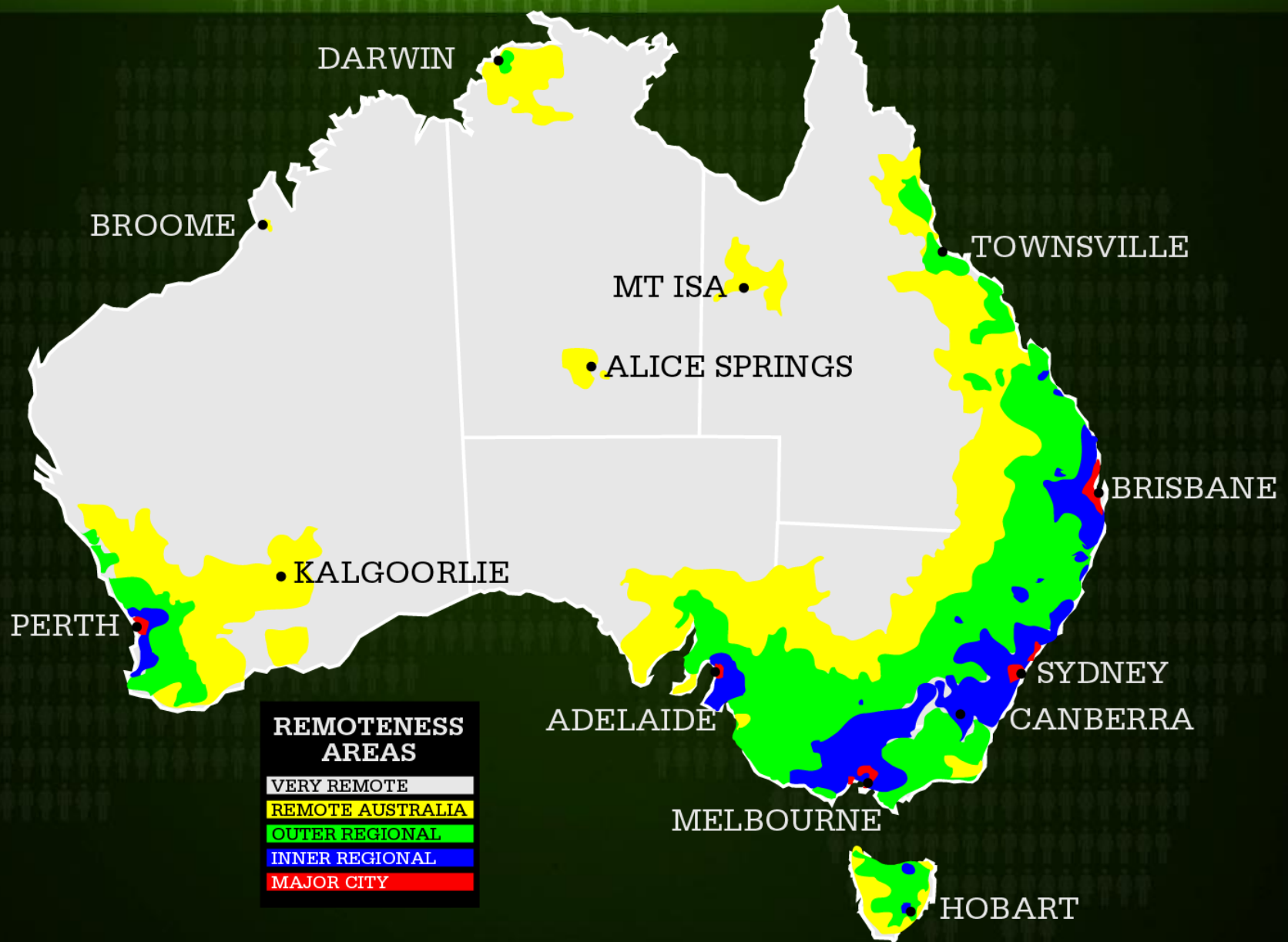












Household wealth

The highest 20% own

62%

of Australia's private wealth

National average household net worth:

\$719,561

The lowest 20% own

just **1%**

of Australia's national private wealth



Highest quintile



Fourth quintile



Third quintile



Second quintile



Lowest quintile

The wealth of the avg household in the top 20% is

70x

above the avg of those in the bottom 20%

Key:  \$500,000  \$30,000

COMMUNITY ATTITUDES

EFFECTIVENESS OF SCHOOLS IN EDUCATING STUDENTS TODAY

72%
EFFECTIVE

28%
INEFFECTIVE

Q: Overall, how effective are schools in educating students today?



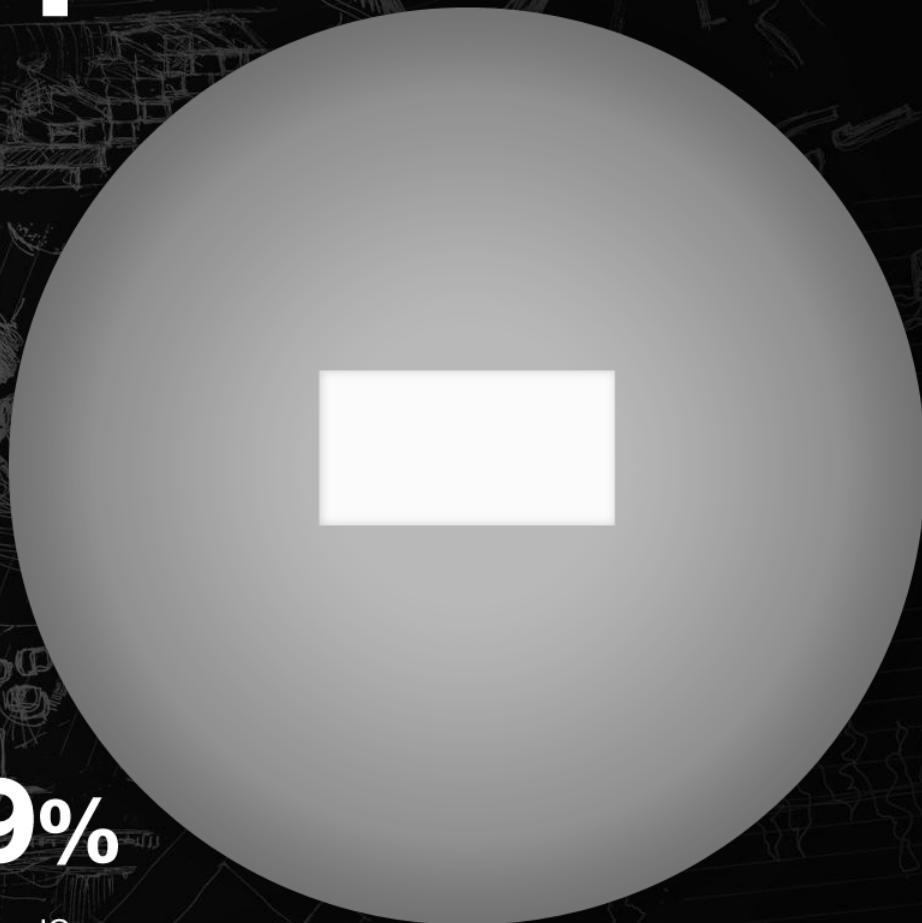
COMMUNITY ATTITUDES

LITERACY NOW vs. THEN

19%



59%



Q: How do you feel about the quality of literacy & numeracy in education today as compared to when you went to school?



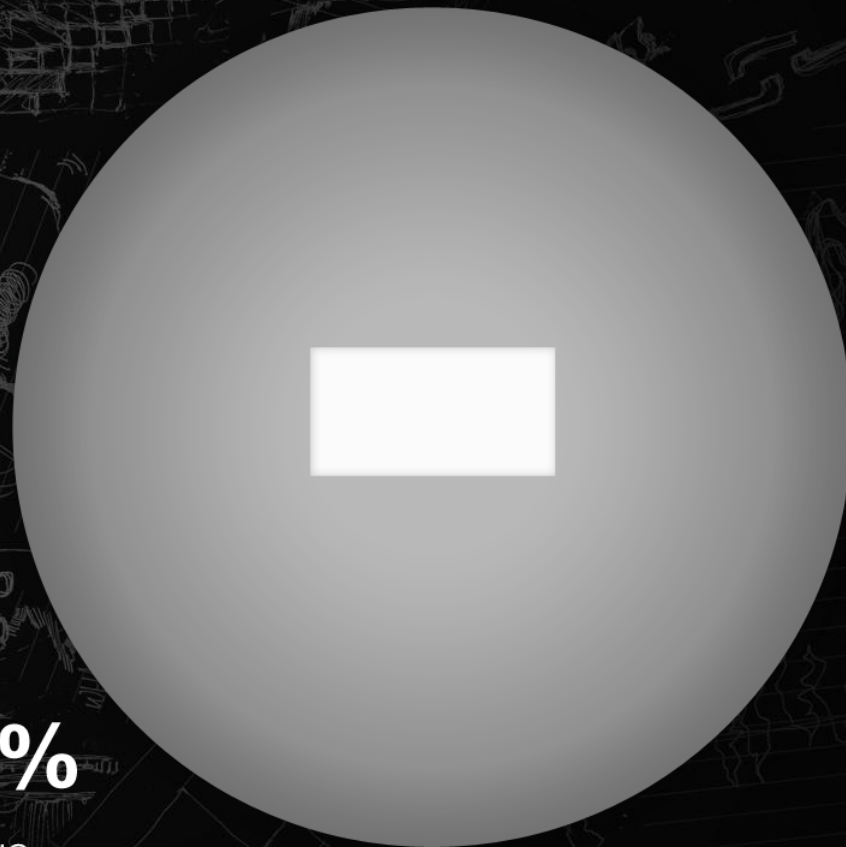
COMMUNITY ATTITUDES

NUMERACY NOW vs. THEN

19%



54%



Q: How do you feel about the quality of literacy & numeracy in education today as compared to when you went to school?

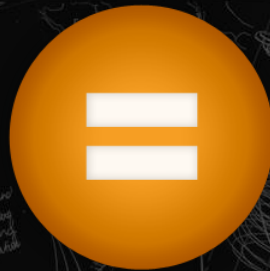


COMMUNITY ATTITUDES

STUDENT BEHAVIOUR NOW vs. THEN



8%



17%



75%

Q: From your observation, how does student behaviour & self-discipline today compare with 10 years ago?



COMMUNITY ATTITUDES

**“FOCUS ON
LITERACY & NUMERACY”**

**95%
AGREE**

**41%
STRONGLY
AGREE**

COMMUNITY ATTITUDES

**“GET BACK TO BASICS IN
TEACHING & LEARNING”**

**84%
AGREE**

**39%
STRONGLY
AGREE**

COMMUNITY ATTITUDES

“BIGGEST ISSUES FACING EDUCATION”

ENTERTAINMENT VS. EDUCATION
TECHNOLOGY

TEACHER TRAINING
BACK TO BASICS

HIGHER PAY

RESPECTFUL RELATIONSHIPS

CLASSROOM SIZE

RETAINING

STUDENT BEHAVIOUR

RECRUITING

LIMITED FUNDS

TEACHER PAY

INDIVIDUAL

2020: TEACHING & LEARNING



From teacher to facilitator

Technology enabled global classrooms



Post-structural: when, where, who, how



Morphing sectors: Secondary, vocational, higher ed

Mass customisation

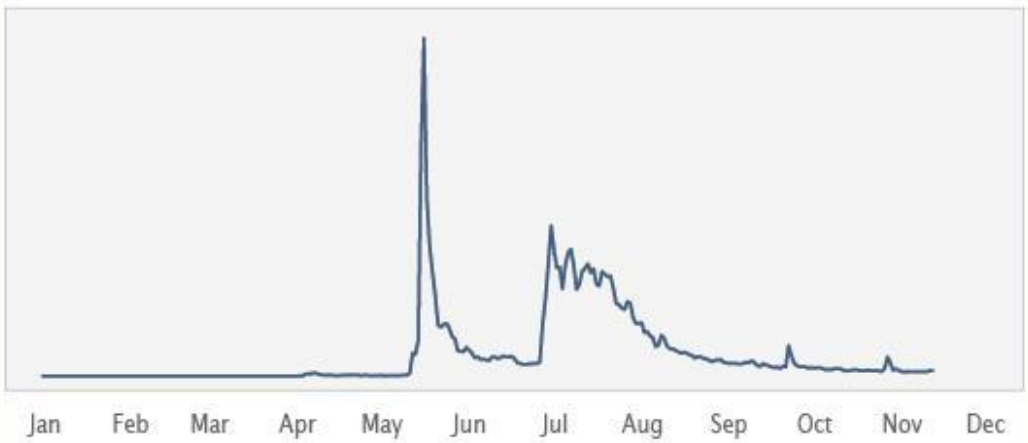


Contestability of funding



Increase in user pays



















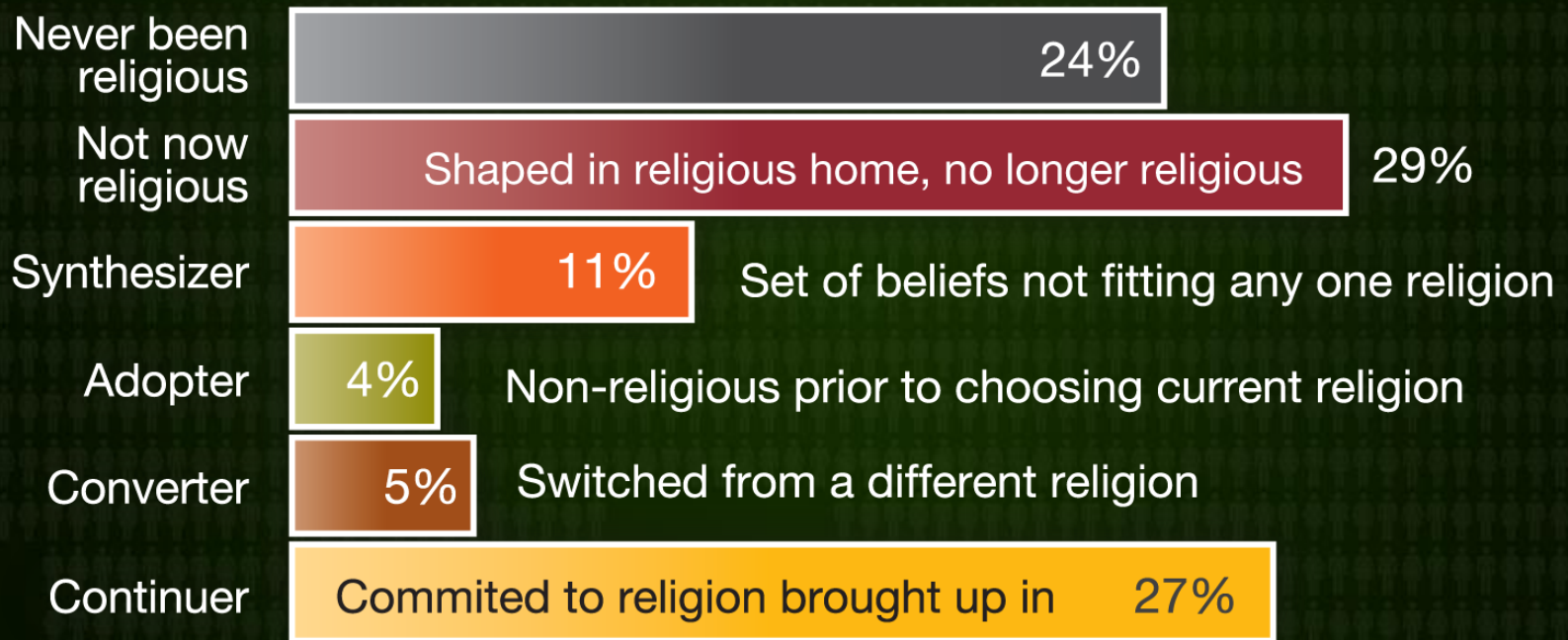
I will not question Michael Clarke's authority
I will not question Michael Clarke's authority
I will not question Michael Clarke's authority
I will not question Michael Clarke's authority
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I will not question Michael Clarke's authority



Trend 5. Attitudinally



Outgrowing Religion



What best describes your current religious status?



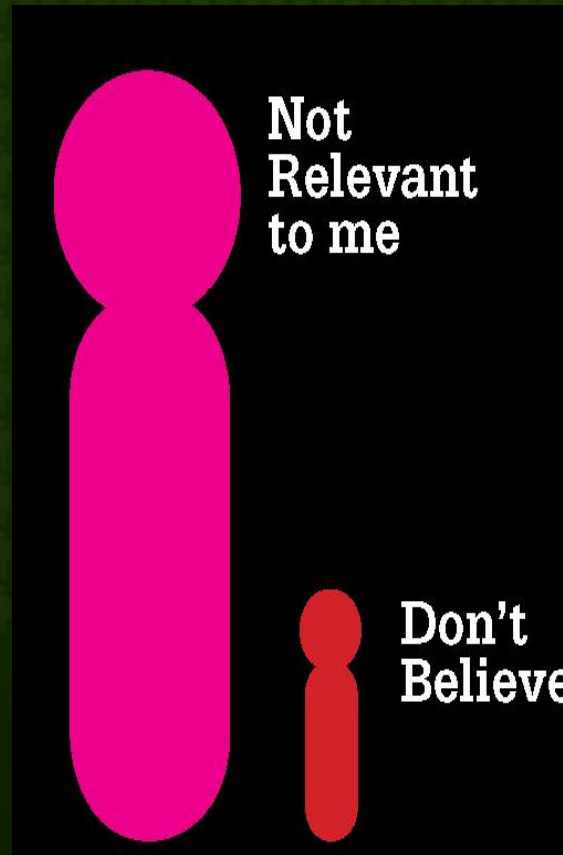
SIGNIFICANT “WARMTH” TOWARDS CHRISTIANITY



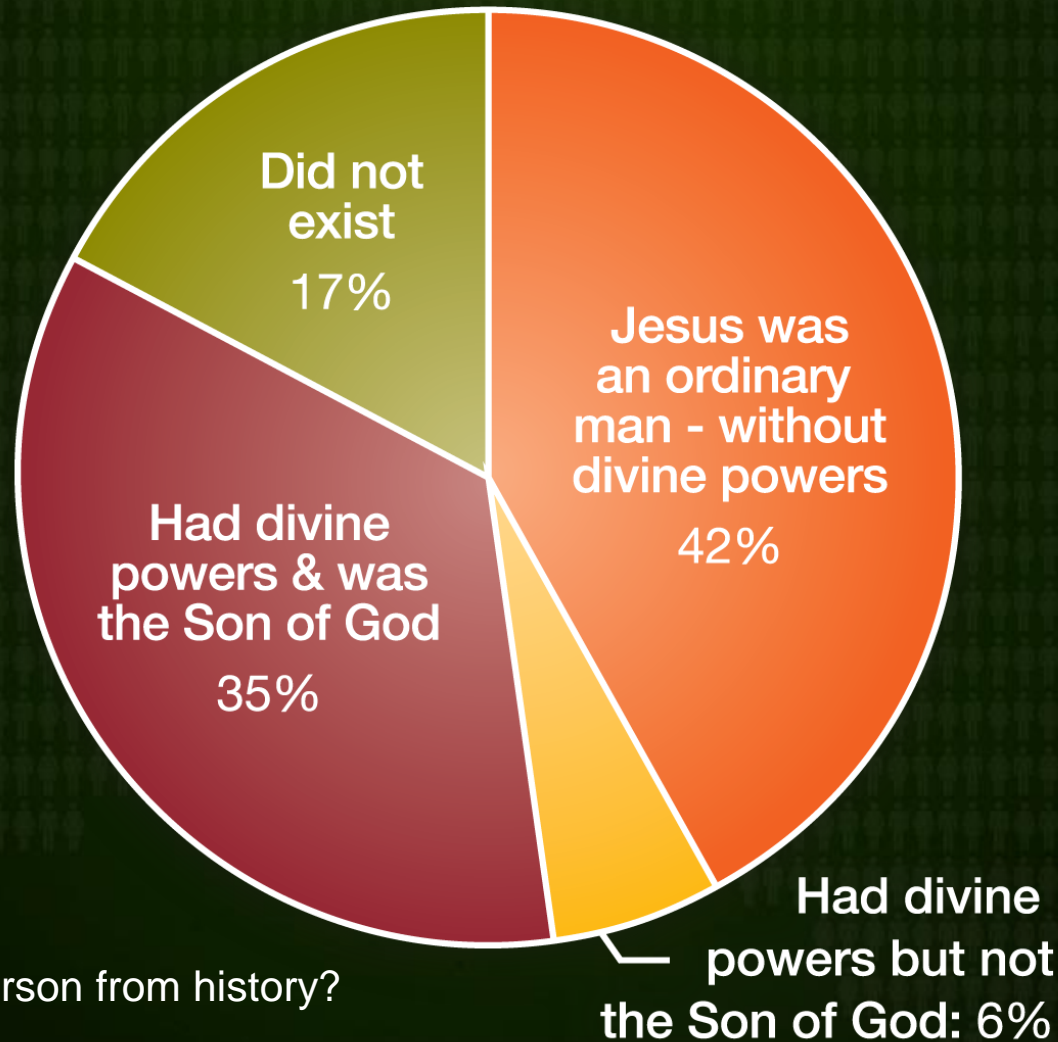
What best describes your current beliefs & attitudes towards Christianity?



Why I don't go



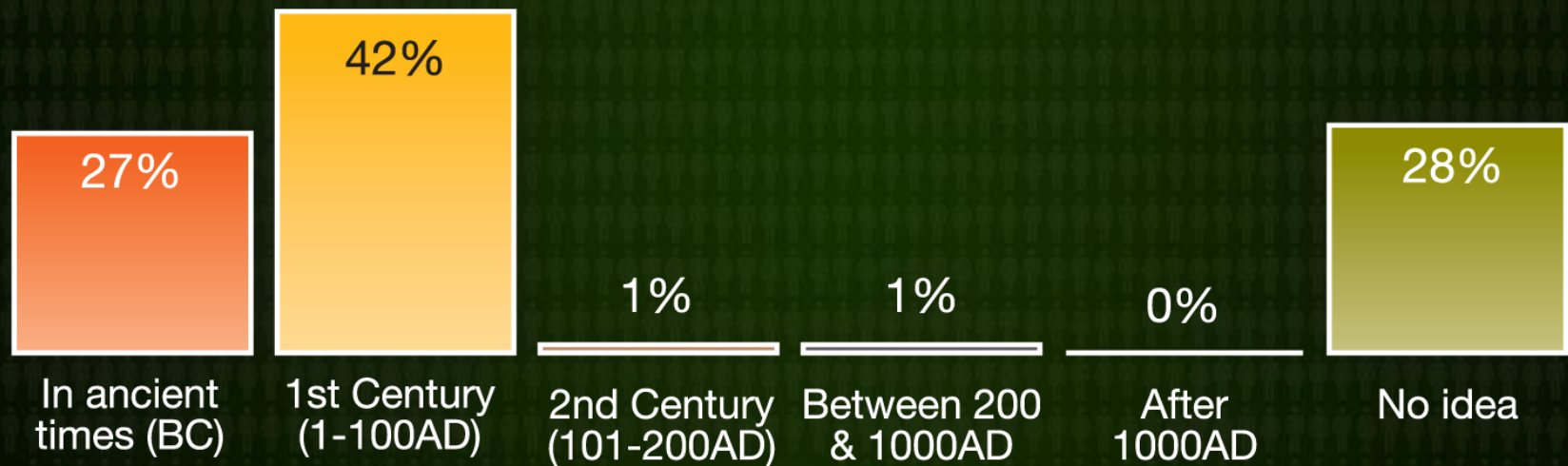
Significant belief in Jesus



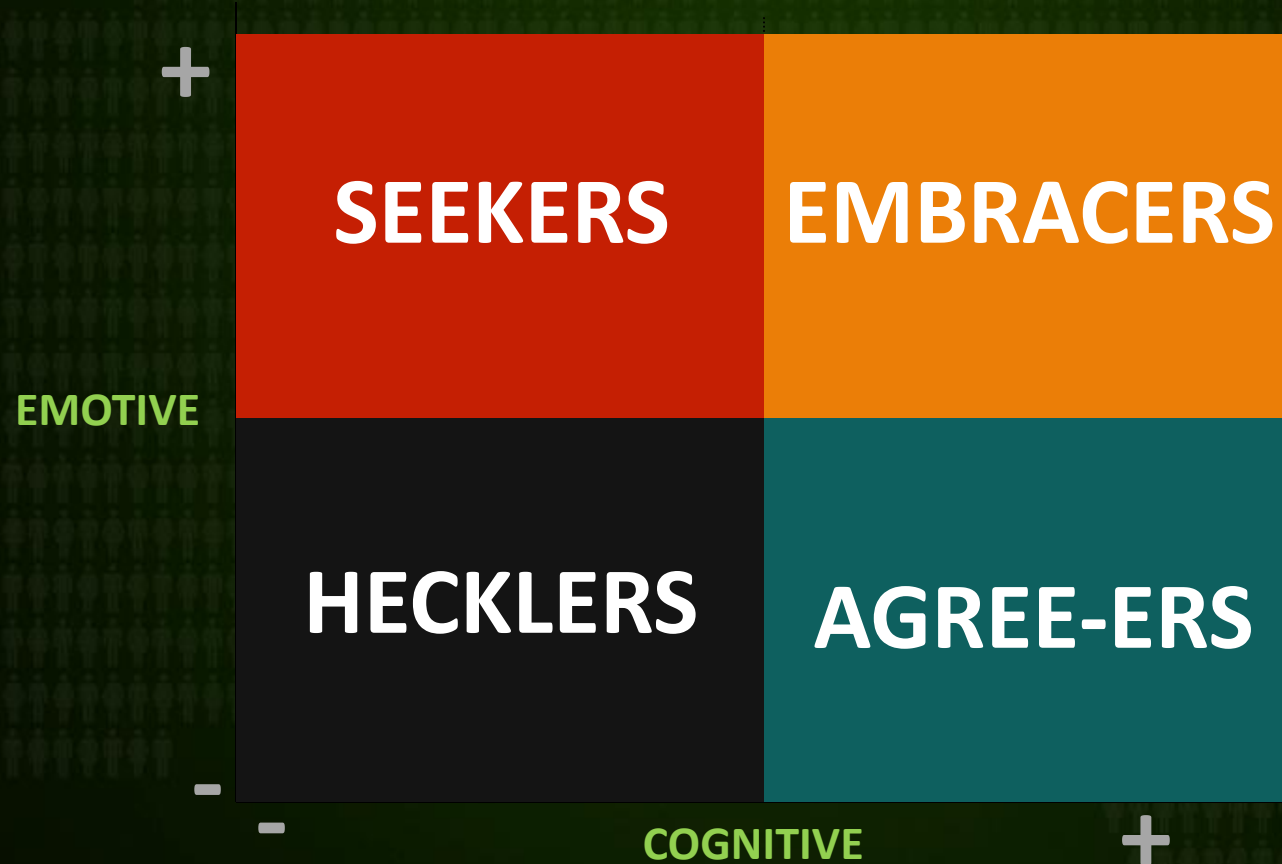
Was Jesus a real person from history?



When did Jesus live?



Communicating in Digital Times





ENGAGE ME

Real



**Adelaide Airport
Limited
uses recycled water
for toilet flushing -
DO NOT DRINK**



Relevant





Responsive





Anti-theft lunch bag



Not safe



Safe



Relational





Mark McCrindle

 @MarkMcCrindle

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research

know the times
mccrindle.com.au

