

CARDUS

# Cardus Education Survey Australia Project — *Report Launch*



CARDUS

# Understanding the Emerging Generations

**Mark McCrindle**

*Demographer & Founder at McCrindle*



**Great principals have not only  
a vision for their school,  
but also a vision for their students.**



# Millennials



## Generation Y



# Generation Y

Born 1980-1994



*I've now lived through five decades...*

**Generation Y**



*I've now lived through five decades...*

*The 80's*

*The 90's*

*The 2000's*

*The 2010's...*

**Generation Y**





*I've now lived through five decades...*

*The 80's*

*The 90's*

*The 2000's*

*The 2010's...*

*and March – August 2020!*

**Generation Y**

# Six Generations



**Gen X**

Age: 41-55



**Gen Y**

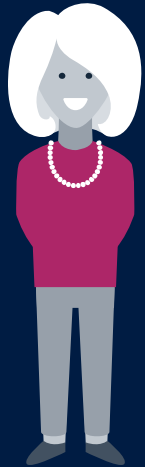
Age: 26-40



**Gen Z**

Age: 11-25

# Six Generations



**Builders**

Age: 75+



**Boomers**

Age: 56-74



**Gen X**

Age: 41-55



**Gen Y**

Age: 26-40



**Gen Z**

Age: 11-25



**Generation Alpha**

Age: 10 & under

**Gen Y: Born  
1980 -1994**



**Gen Z: Born  
1995 -2009**



**Gen Y: Born  
1980 -1994**



**Gen Z: Born  
1995 -2009**



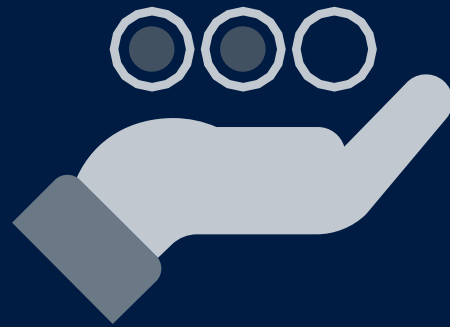
**2019 marked the first year that Generations Y & Z  
comprised more than half of Australia's workforce.**

**The key characteristic of a leader is foresight.  
The reason they can lead is that they  
see things not just as they are,  
but as they will be.**

# Products

Then

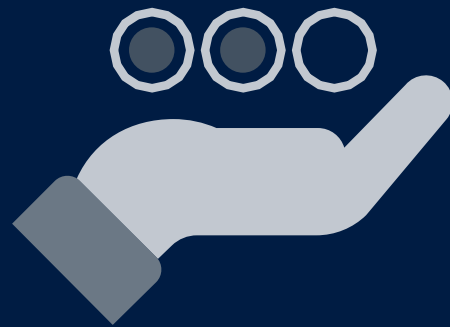
Customised



# Products

Then

Customised



Now

Predictive

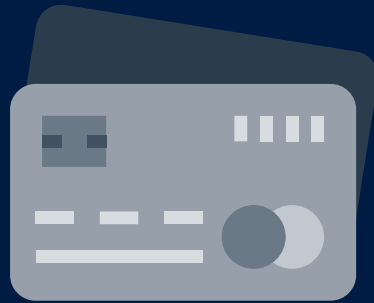




# Payments

Then

Credit card



# Payments

**Then**

Credit card



**Now**

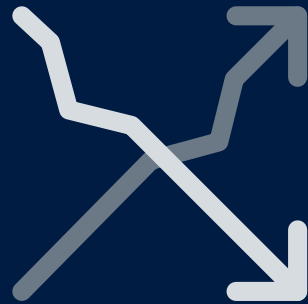
Digital



# Experience

Then

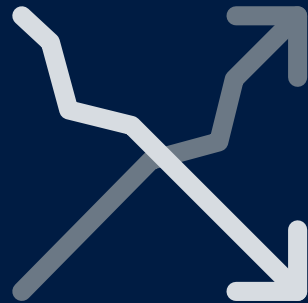
Changing  
trends



# Experience

**Then**

Changing  
trends



**Now**

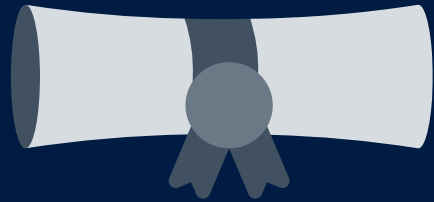
Continuous  
volatility



# Schooling

Then

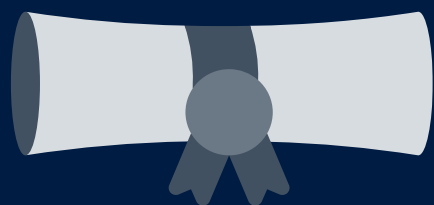
Exam results



# Schooling

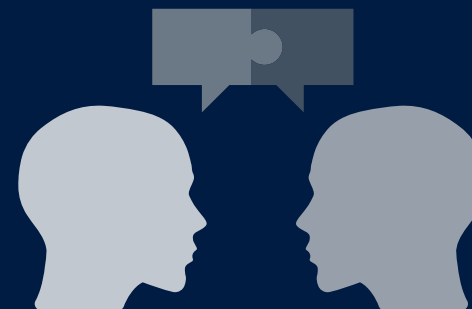
**Then**

Exam results



**Now**

Life skills



# Training

## Then

Employable



# Training

Then

Employable



Now

Entrepreneurial

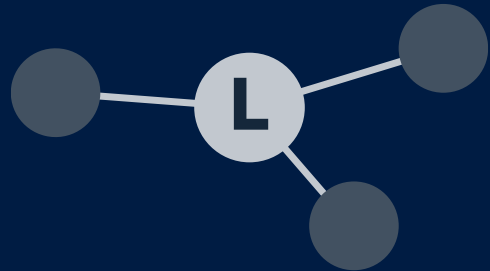




# Workplace

Then

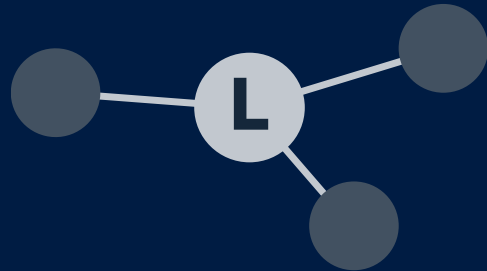
Participative



# Workplace

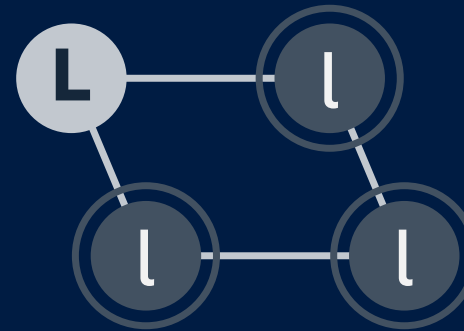
Then

Participative



Now

Co-creators



**The success of an educator is measured  
not by what they achieve in their tenure,  
but by what they set in motion.**

**Have your say  
in our poll**