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Business, the media, and the ‘demographic issue’

Bernard Salt

KPMG

Abstract

Presenter Bernard Salt is a Director of KPMG Consulting who has authored an annual report on demographic change aimed at business since 1989. His report consistently receives an extraordinary level of national and international media attention each year on release.

The paper explains that part of the reason for the success of *Population Growth* is the fact that there is a grass roots interest in the subject. Also important is the way in which the material is packaged and presented. The paper outlines the findings of the latest report and talks about sponge cities, lifestyle towns and the Sigrid factor, the Manhattanisation of Australian cities, Generation X and Generation Dotcom, and the reason why the author believes ‘it will be trendy to be fifty in 2021’. And along the way he will comment on the unique way in which the media in different parts of Australia addresses the ‘demographics’.