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**Title:**

**Communicating the complexity of Population Issues.**

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**Abstract:**

There has been much debate over the past year about Australia's population. This debate has focused on immigration, the low fertility rates, universal paid maternity leave, and on the ageing population.

The media has portrayed Australia's population profile as overall dire, dark and dreadful. The complexity of Australia's – and broader global – population issues has not been articulated. In particular, counter arguments, facts and comparisons with other countries have not been heard, especially at a level readily understood in popular media outlets.

This paper will set out why demographers and other researchers must play a more active role in the debate, engaging with popular media, to assist the advocacy activities of organisations like ARHA.