

UNDERSTANDING THE CHANGING TIMES:

A SNAPSHOT OF THE MEGATRENDS TRANSFORMING
AUSTRALIA AND THE CHURCH.

Mark McCrindle

Lutheran Education Queensland Ministry Conference

Monday 13 February 2017

2020

2010

MEMES OF THIS DECADE...PHOTOBOMBING



MEMES OF THIS DECADE..PHOTOBOMBING



MEMES OF THIS DECADE...PLANKING



MEMES OF THIS DECADE...PLANKING



MEMES OF THIS DECADE..GANGNAM STYLE



PSY - GANGNAM STYLE(강남스타일) M/V



officialpsy ✓

Subscribe 9,033,526

2,575,289,926 views

MOST DOWNLOADED APP: Pokémon GO



NEW MUST HAVE...

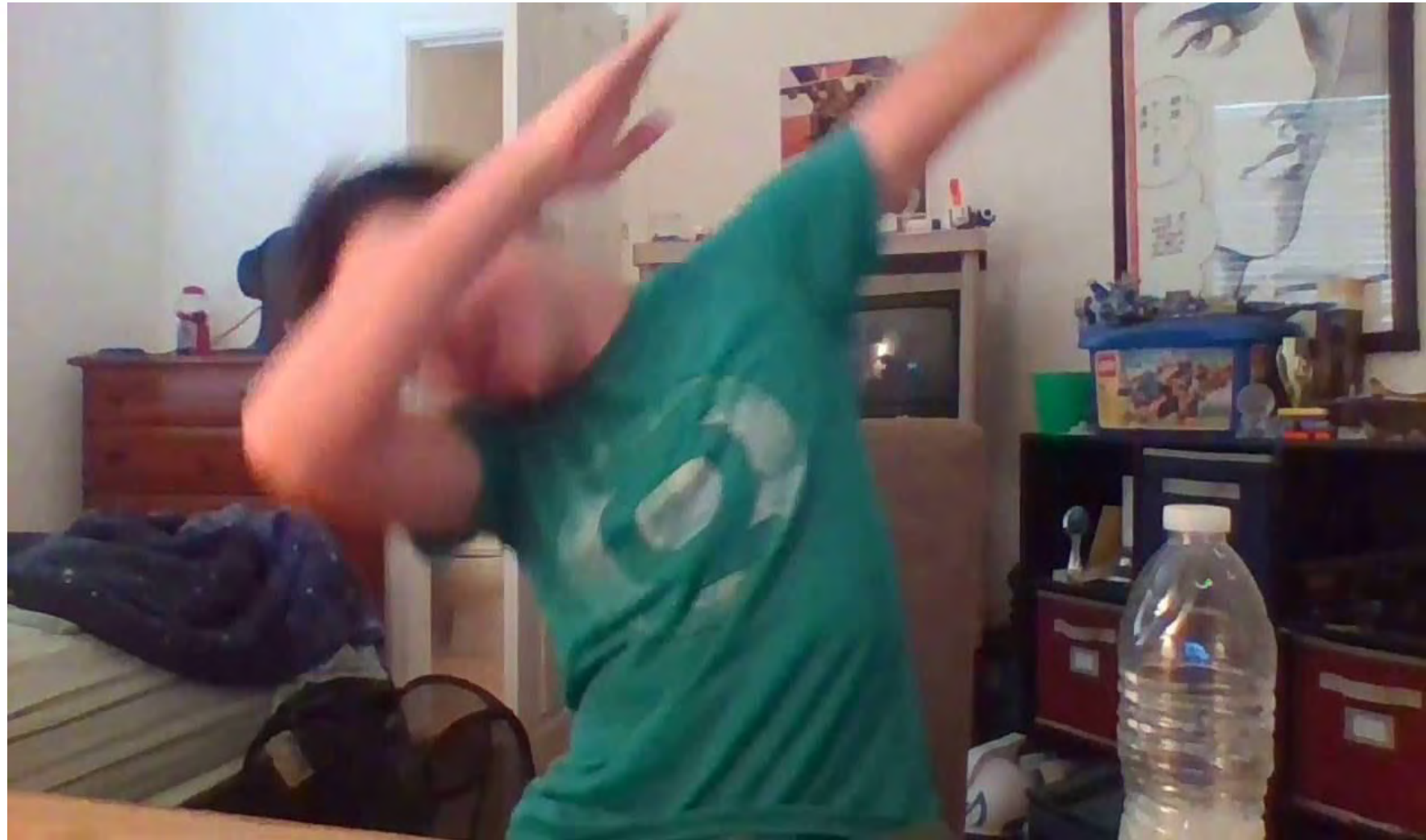
NEW MUST HAVE...

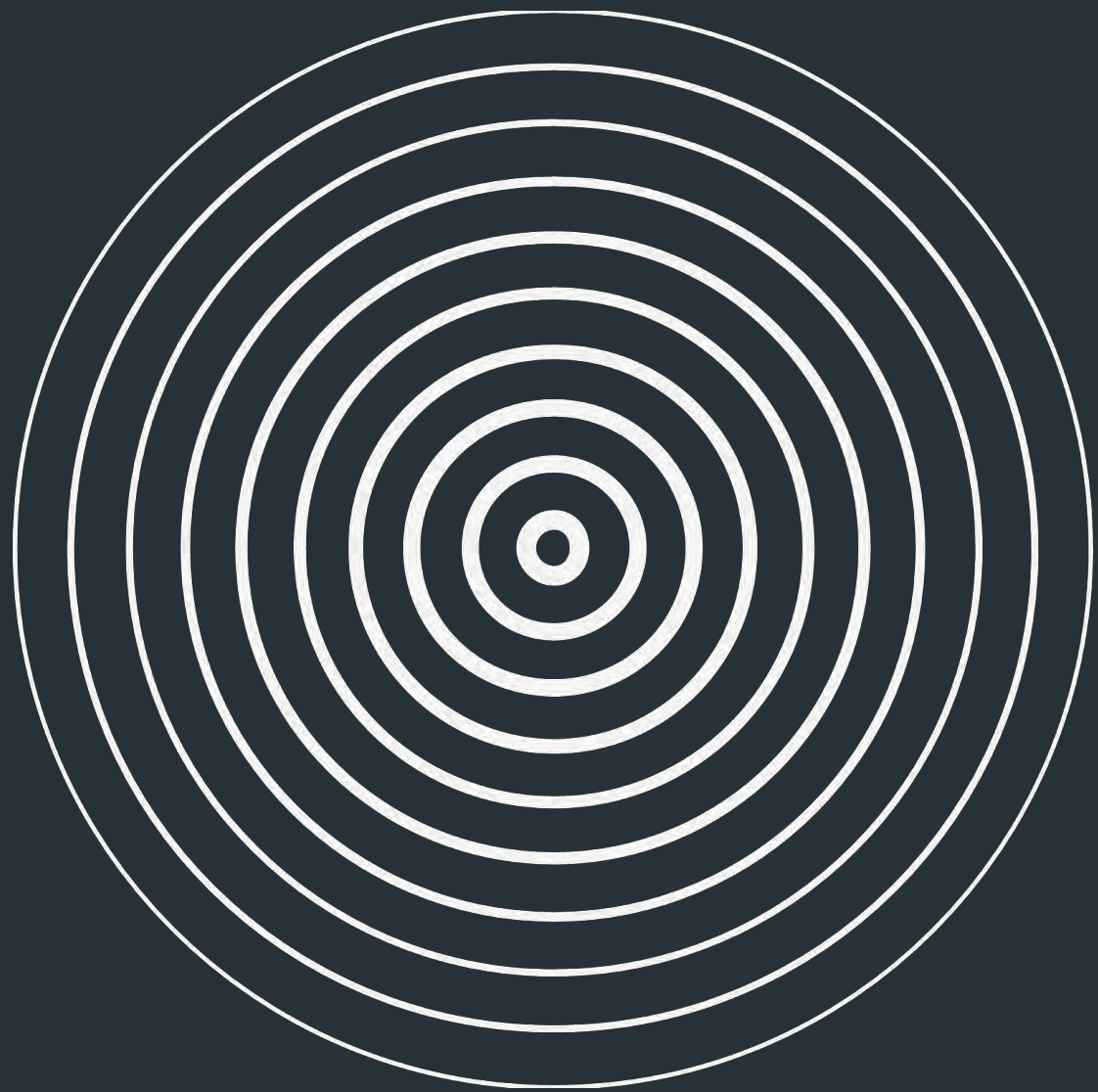


NEW MUST HAVE...BOTTLE FLIP



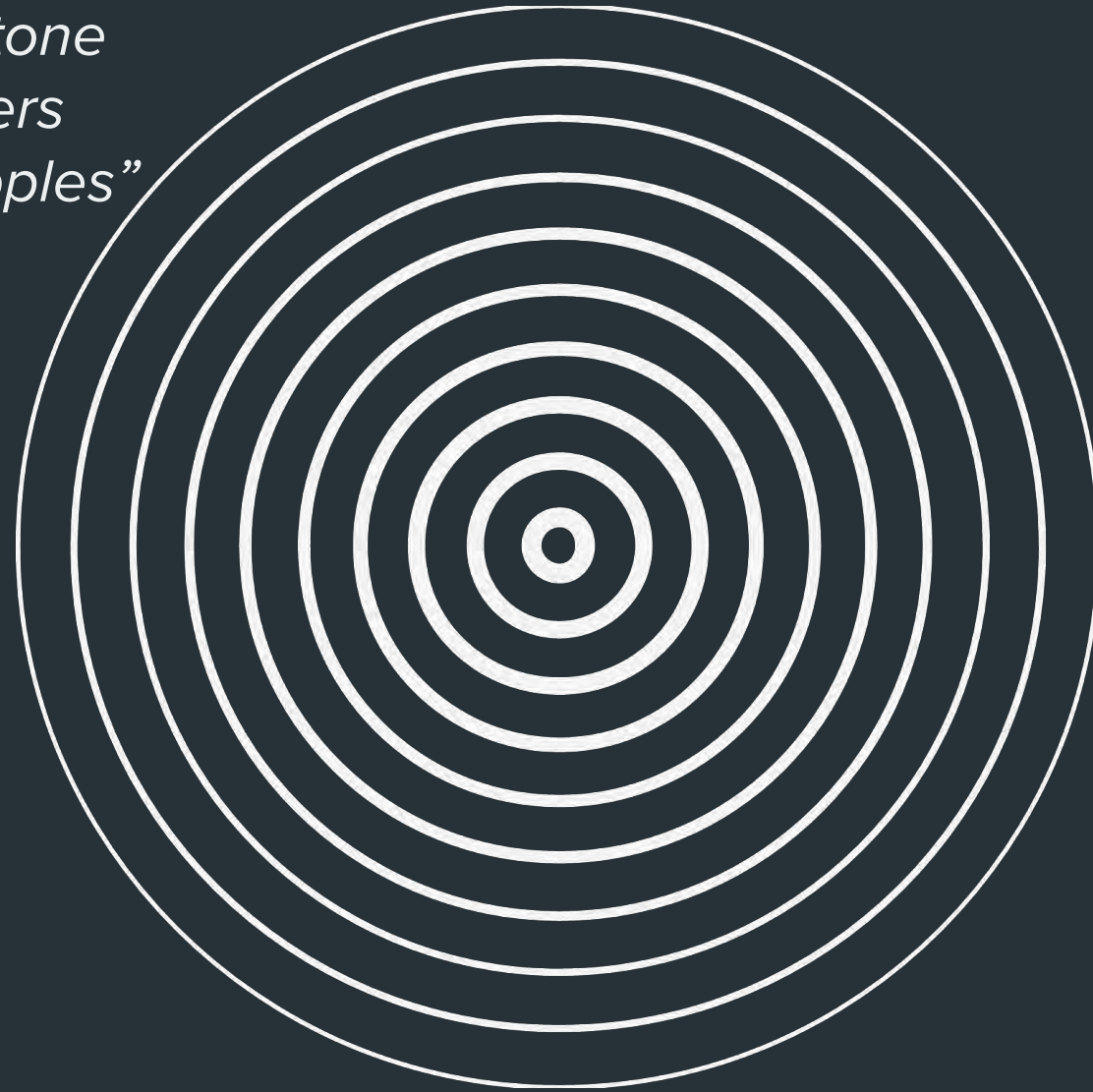
NEW MUST HAVE...BOTTLE FLIP & DAB

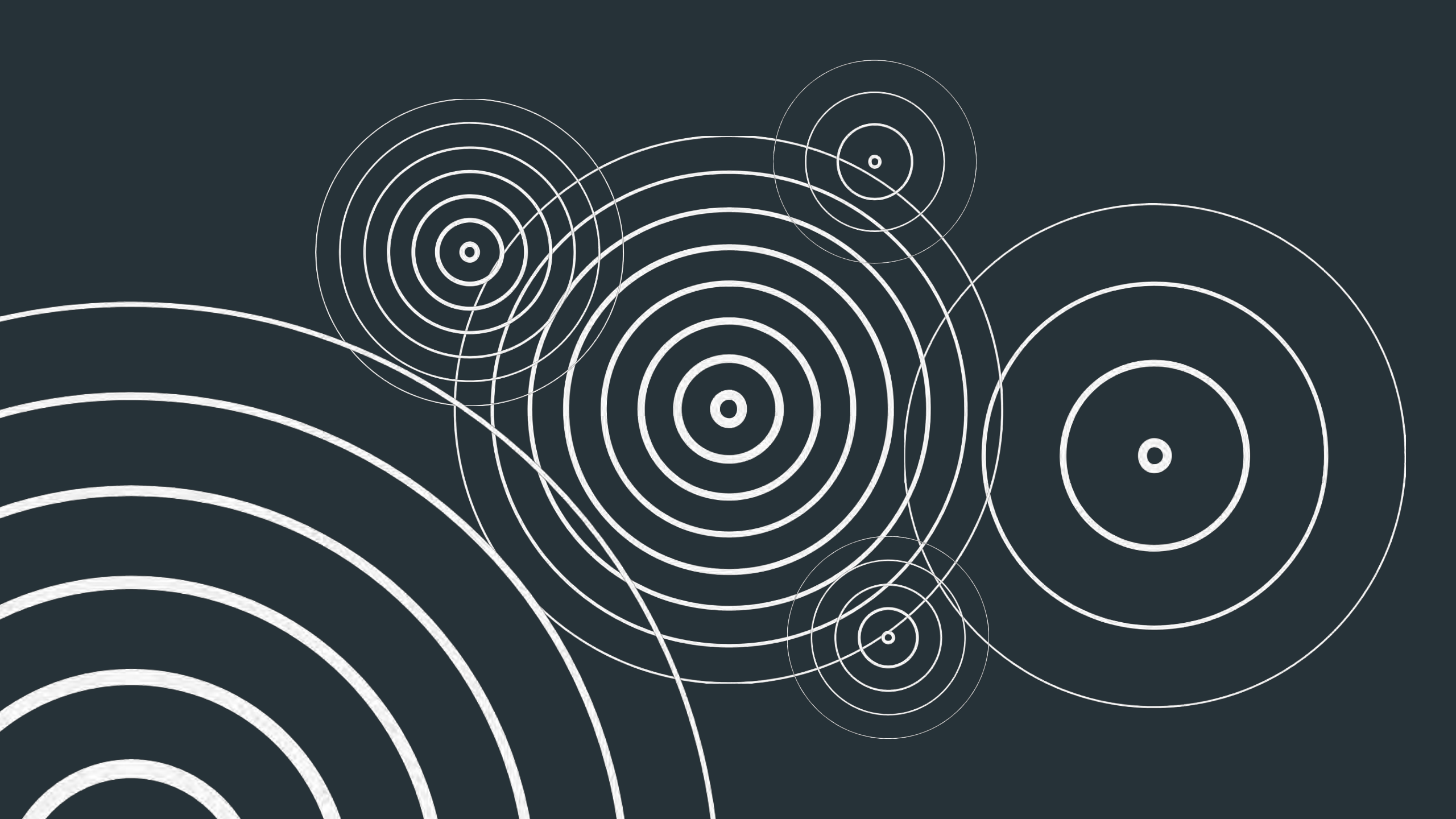




*“I alone cannot change the world,
but I can cast a stone
across the waters
to create many ripples”*

Mother Teresa





1 Chron 12:32 (ESV)

Of Issachar, men who had understanding of the times, to know what Israel ought to do, 200 chiefs, and all their kinsmen under their command.

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.

DEMOGRAPHICALLY *TRANSFORMED*



A close-up photograph of a vibrant green leaf, showing a detailed network of veins. The leaf's surface is slightly textured, and the lighting highlights the natural patterns of the vascular system. Two text boxes are overlaid on the image: a dark one at the top and a white one below it.

POPULATION

GROWING

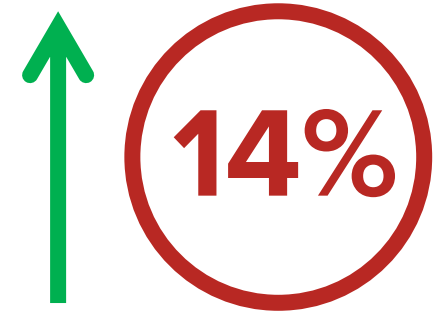
AUSTRALIA IN 2011



AUSTRALIA TODAY



AUSTRALIA TODAY



AUSTRALIA 2025



1916 to 2016

A CENTURY OF GROWTH



1916 to 2016

A CENTURY OF GROWTH



1916 to 2016

A CENTURY OF GROWTH



1916 to 2016

A CENTURY OF GROWTH

25%

37%

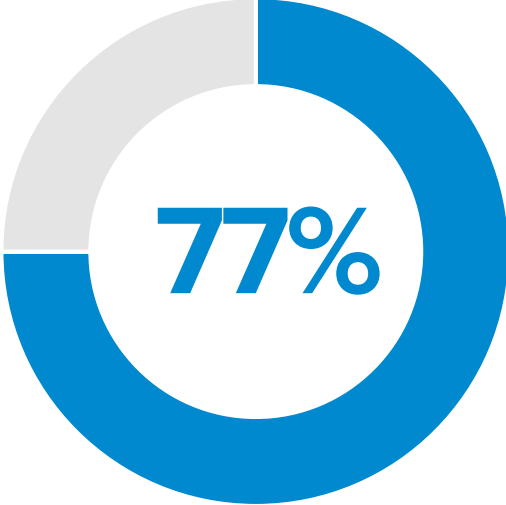
73%

400%

% OF STATE POPULATION LIVING IN THE CAPITAL CITY

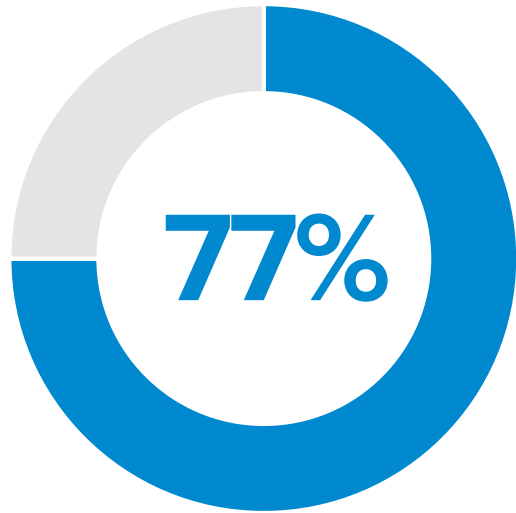
% OF STATE POPULATION LIVING IN THE CAPITAL CITY

Perth

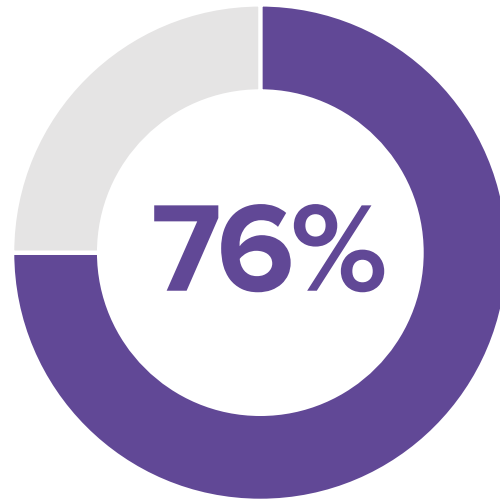


% OF STATE POPULATION LIVING IN THE CAPITAL CITY

Perth

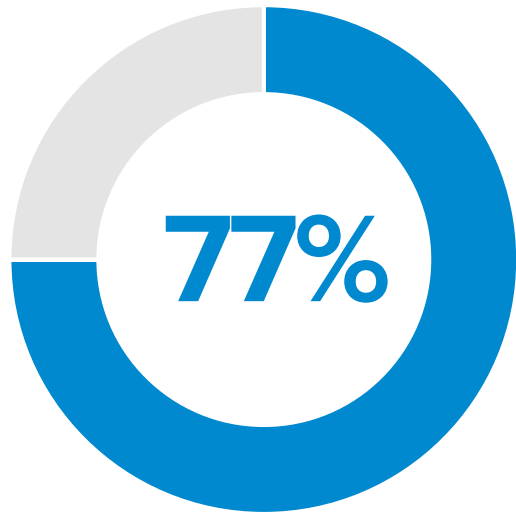


Melbourne

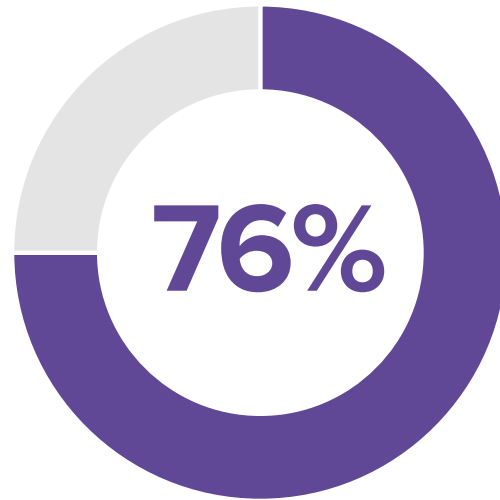


% OF STATE POPULATION LIVING IN THE CAPITAL CITY

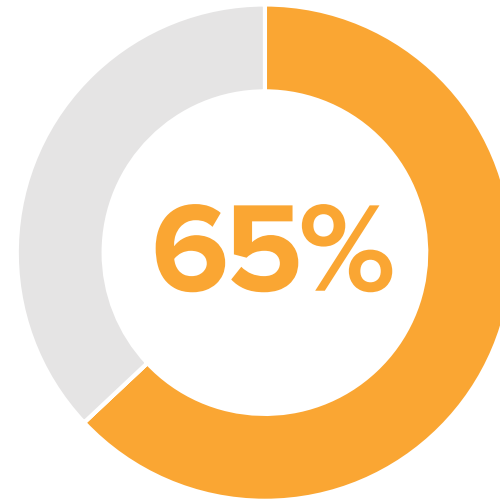
Perth



Melbourne

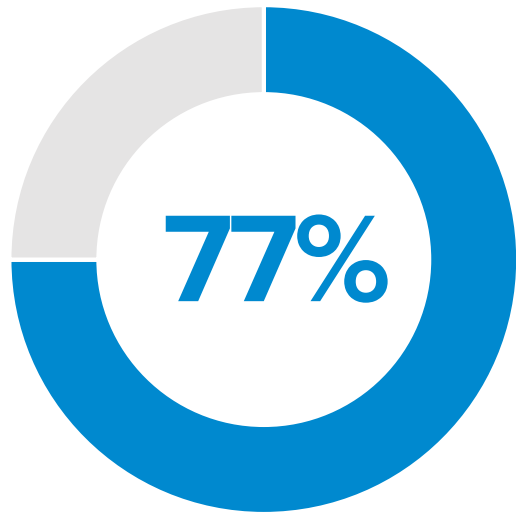


Sydney

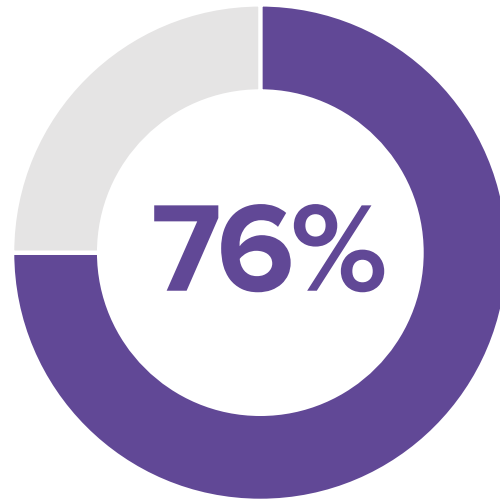


% OF STATE POPULATION LIVING IN THE CAPITAL CITY

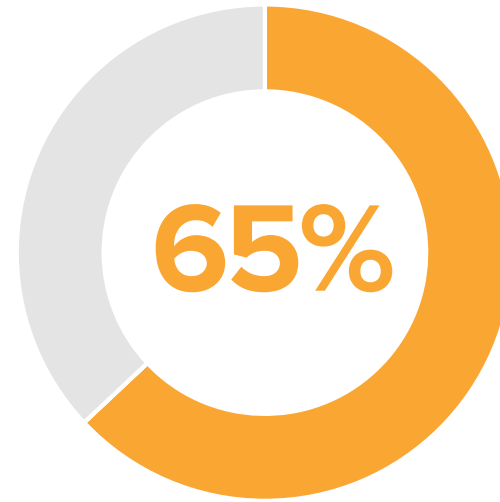
Perth



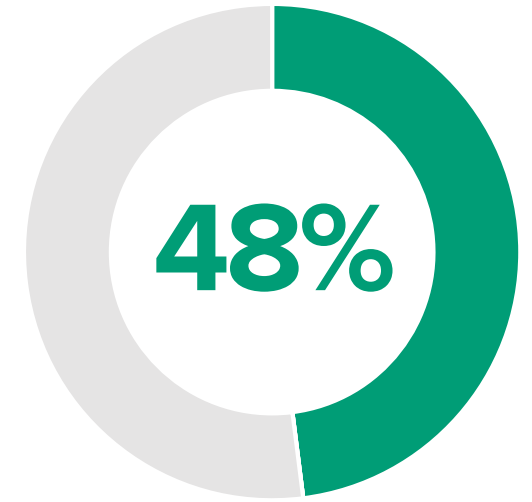
Melbourne



Sydney



Brisbane



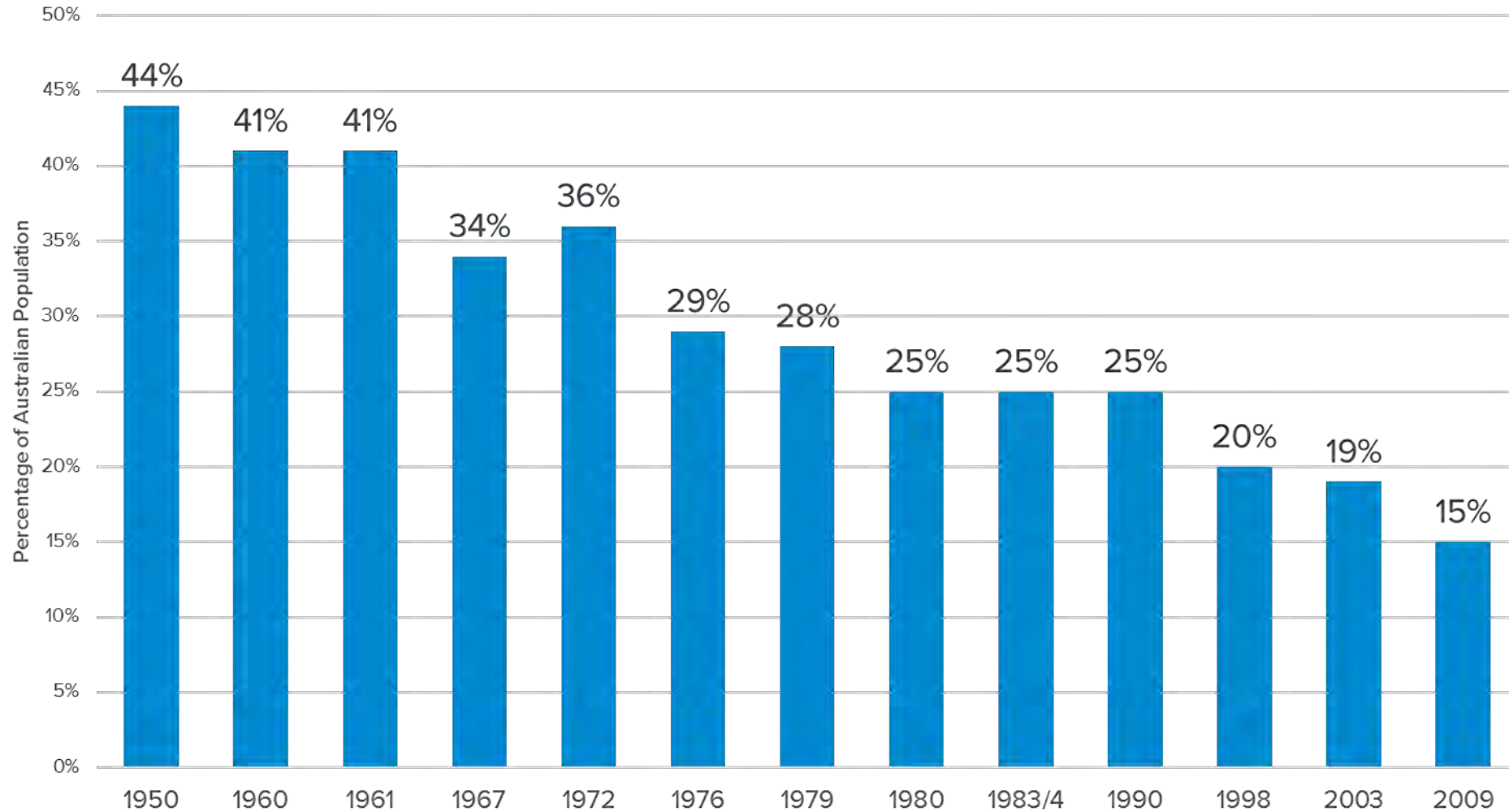
**Christianity:
Australia's
largest
religion**



**Christianity:
Australia's
largest
religion**



Monthly Church Attendance 1950-2009



Source: NCLS 2011

MORE IN CHURCH THAN AT THE FOOTY

2,393,456



Attend the footie at least once per month (NRL, AFL, Rugby, or A League)



Attend church at least once per month

MORE IN CHURCH THAN AT THE FOOTY

2,393,456



Attend the footie at least once per month (NRL, AFL, Rugby, or A League)

3,600,000



Attend church at least once per month

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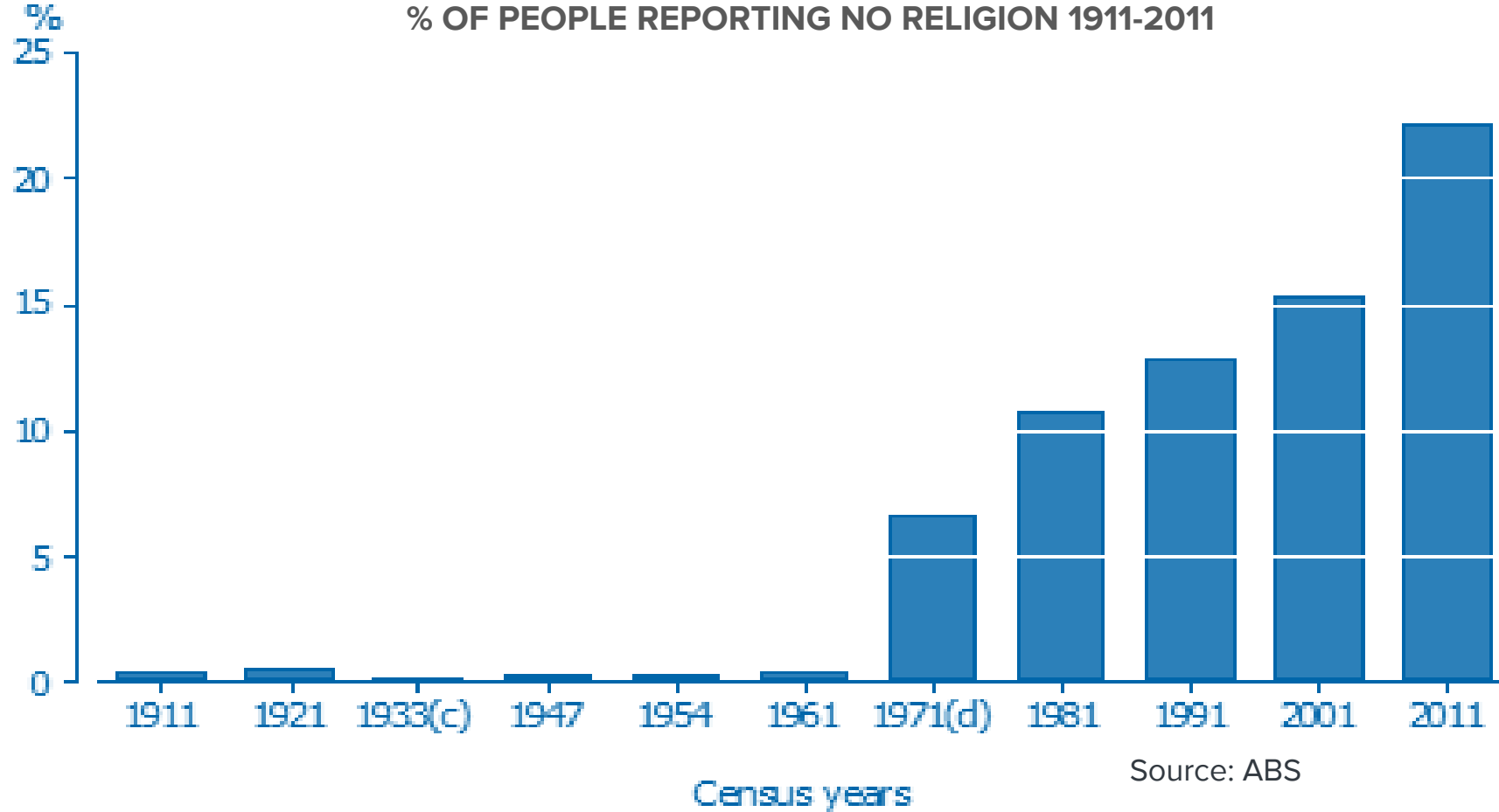


Attend church at least once per month

1.2 million

more people attend church at least once a month than the total that attend all games of the 4 main footy code in regular season over a month.

% OF PEOPLE REPORTING NO RELIGION 1911-2011



Trendline of declining adherence

Religious change: 1976 - today



Source: NCLS, ABS, McCrindle, Social Change, Spiritual Trends Report by McCrindle for CVA 2014

Trendline of declining adherence

Religious change: 1976 - today



Christianity
↓ 22%



Church attendance
↓ 48%

Source: NCLS, ABS, McCrindle, Social Change, Spiritual Trends Report by McCrindle for CVA 2014

Trendline of declining adherence

Religious change: 1976 - today



Christianity
↓ 22%



Church attendance
↓ 48%



No religion
↑ 269%

Source: NCLS, ABS, McCrindle, Social Change, Spiritual Trends Report by McCrindle for CVA 2014



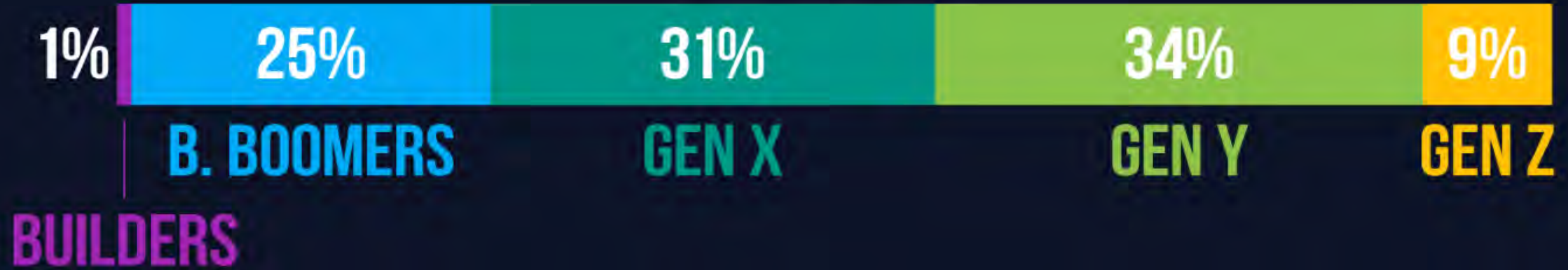
POPULATION

MOVING

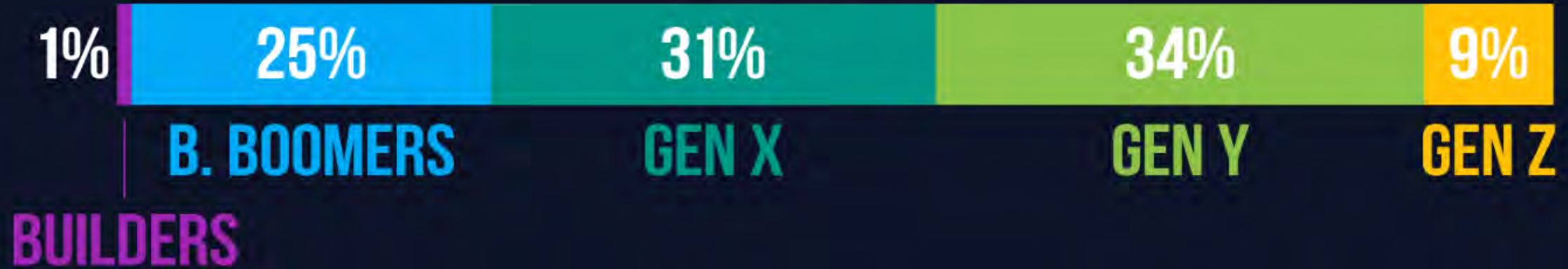




TODAY



TODAY



2025



MOBILITY



GENERATION Y
AGED 22 - 36



17
JOBS



5
CAREERS

IN A LIFETIME

Meet the KIPPERS



Meet the KIPPERS



K
I
P
P
E
R
S

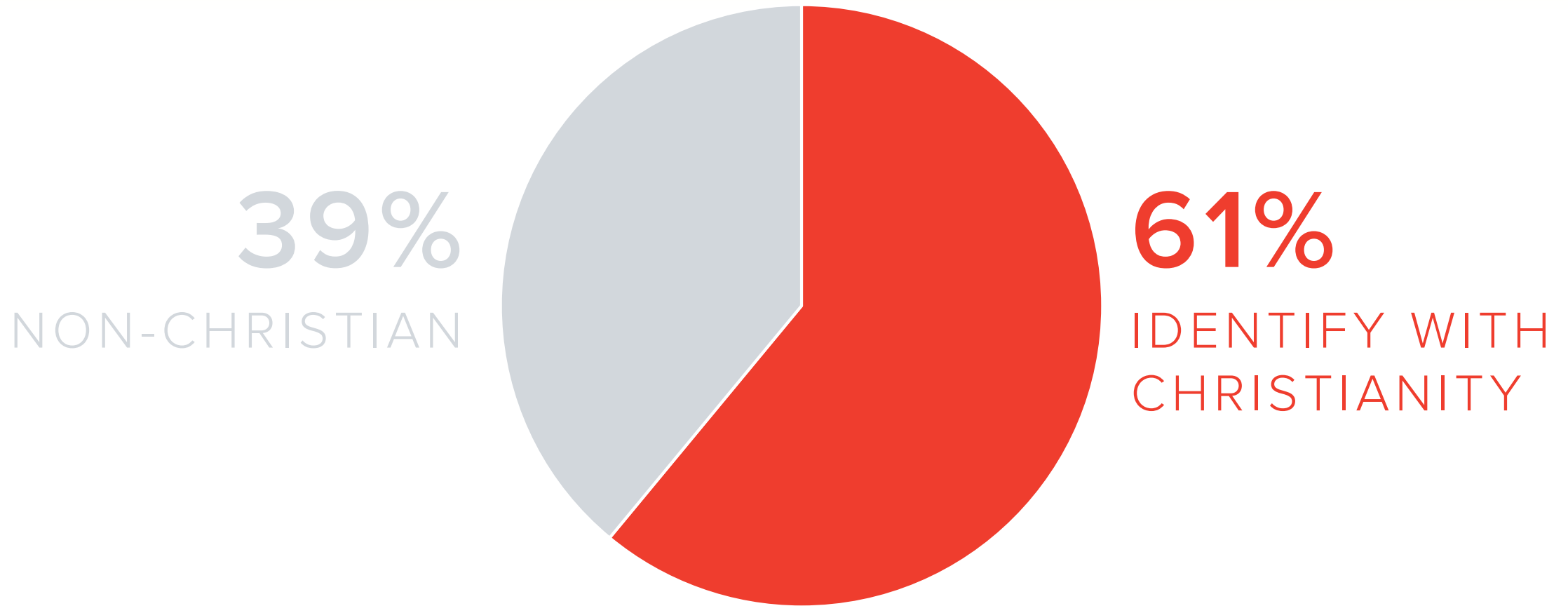
Meet the KIPPERS



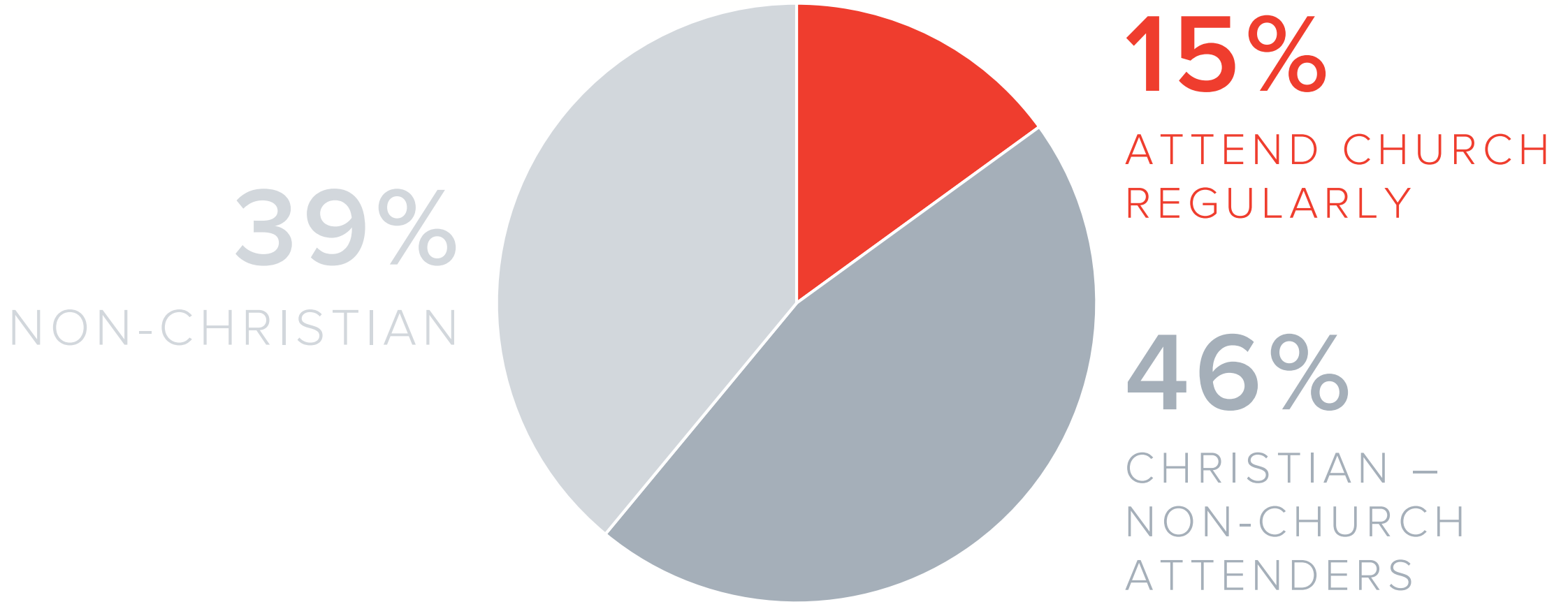
**Kids
In
Parents
Pockets
Eroding
Retirement
Savings**



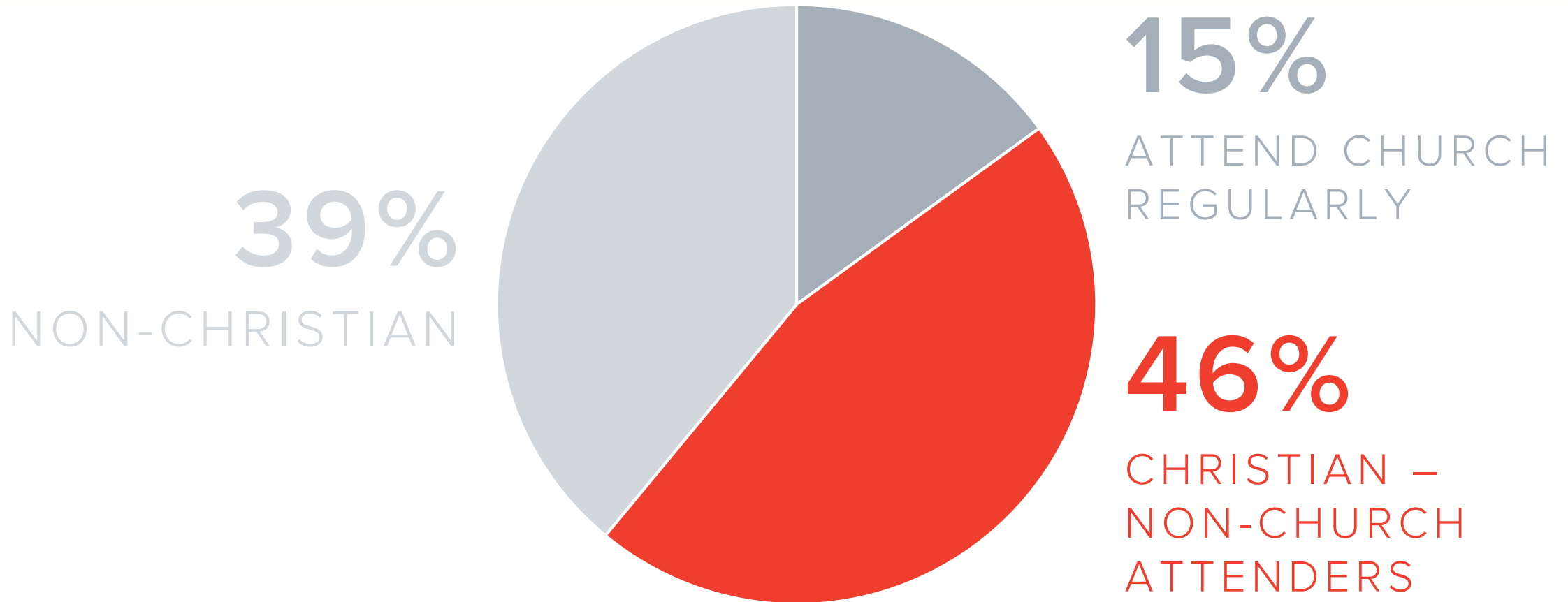
YES, I'M 'CHRISTIAN'



CHURCH-GOERS



THE 46%



WHY HIGH % “CHRISTIANITY
BUT LOW % CHURCH-GOING?

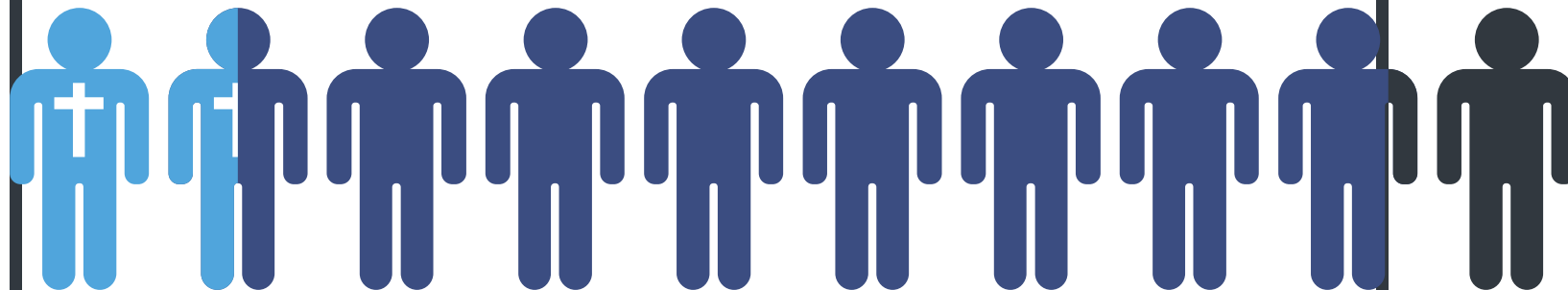
WHY HIGH % “CHRISTIANITY
BUT LOW % CHURCH-GOING?

**“Australians like the product,
they just don’t like the retail
outlet.”**

-Todd Sampson, The Gruen Transfer

Most Australians say the church is beneficial for their community

CHURCH IS BENEFICIAL (88%)



Source:., McCrindle, Social Change, Spiritual Trends Report by McCrindle 2014

Most Australians say the church is beneficial for their community

CHURCH IS BENEFICIAL (88%)

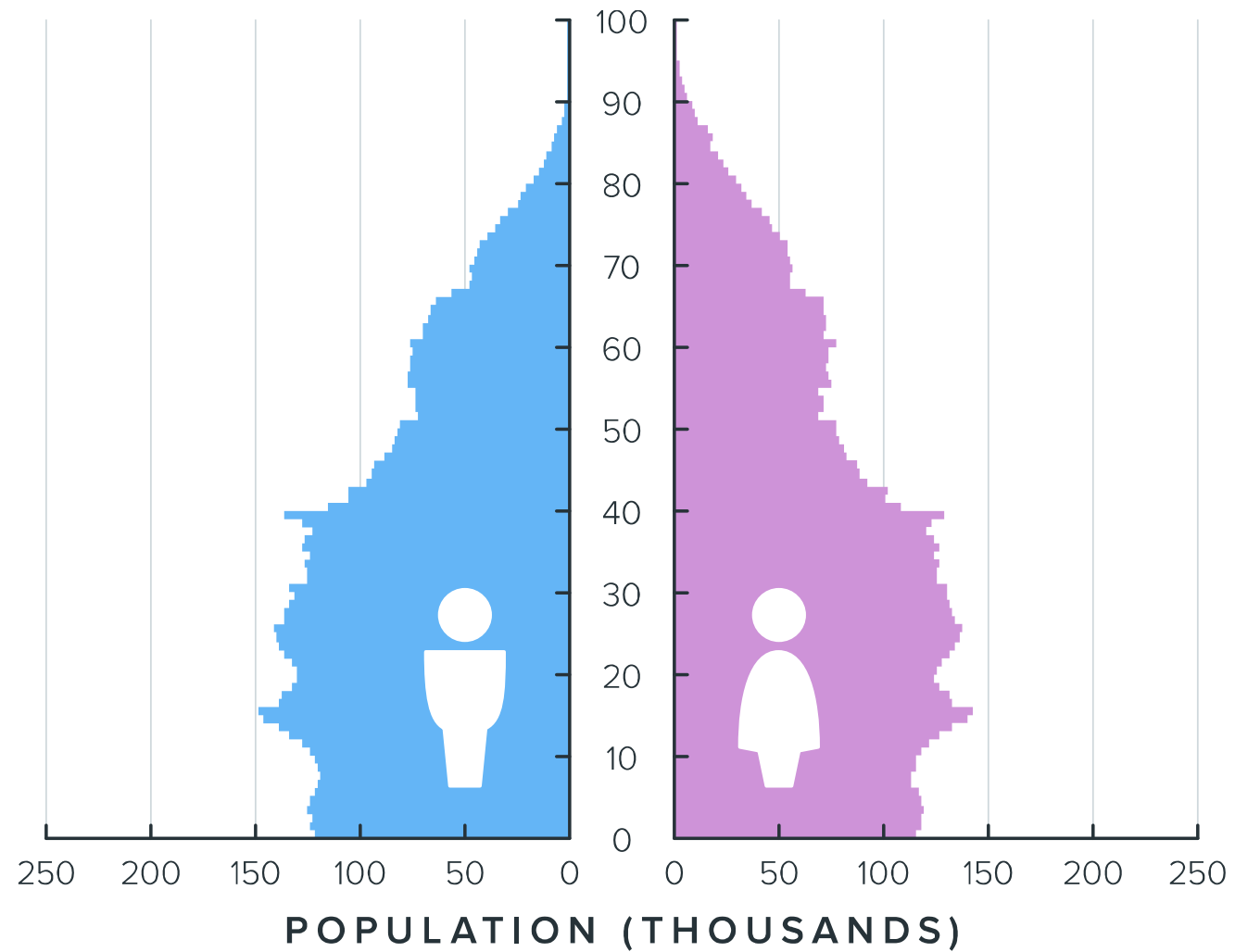


Source:., McCrindle, Social Change, Spiritual Trends Report by McCrindle 2014

POPULATION

AGEING

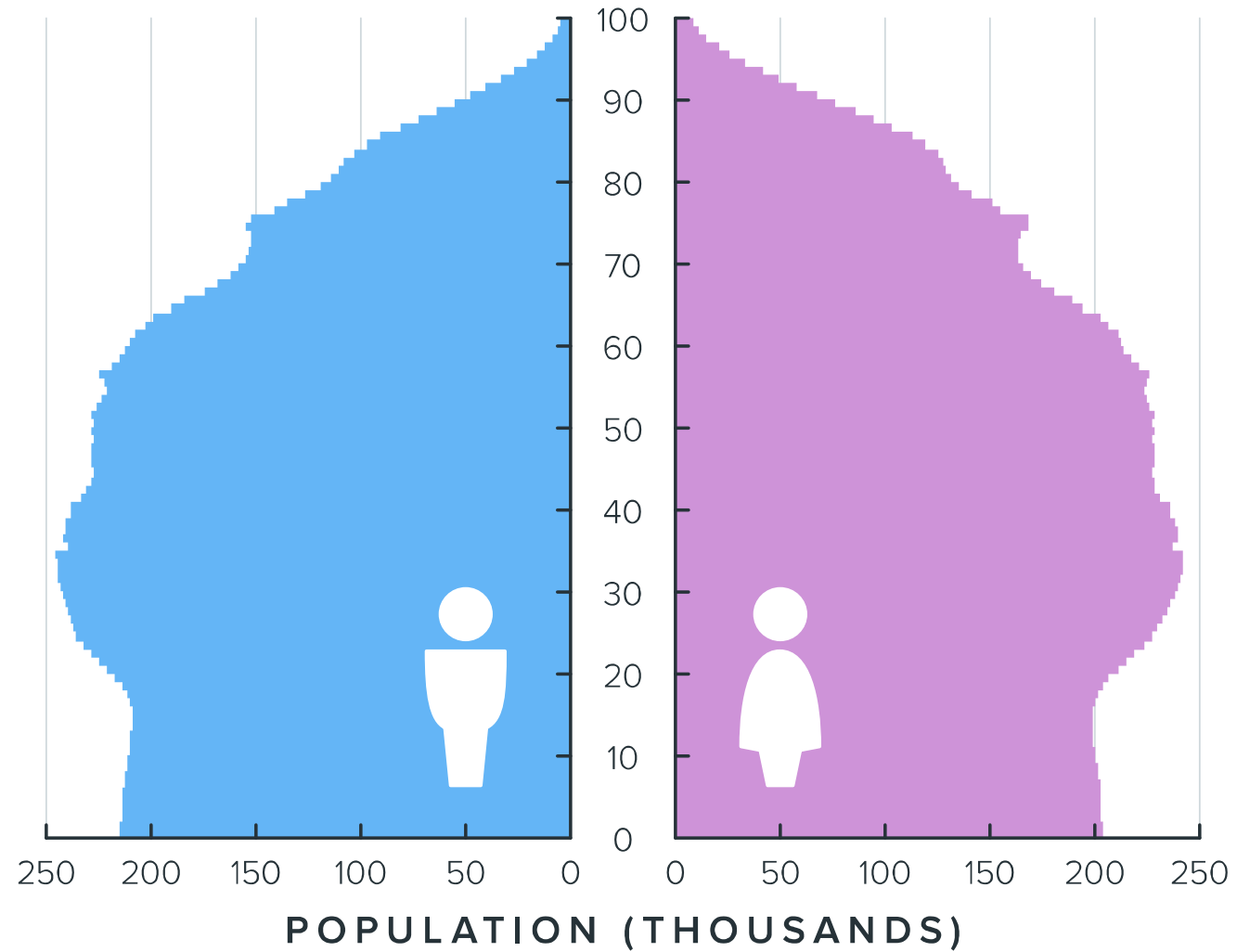
1986



2016



2046

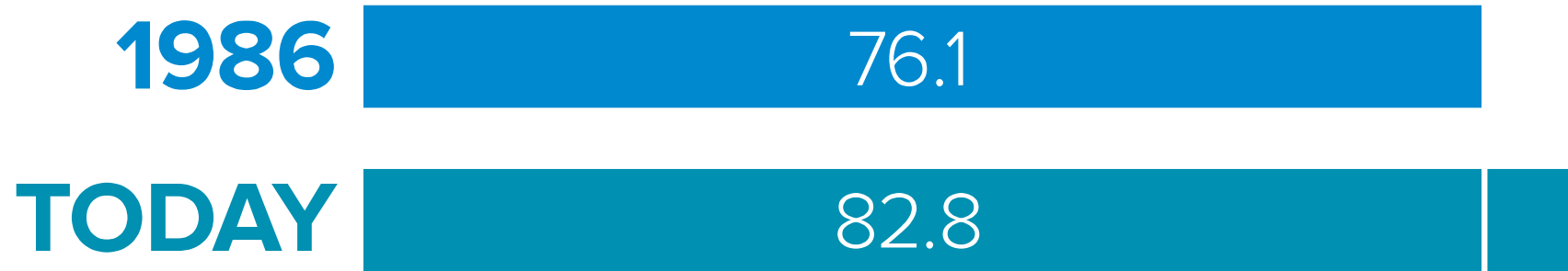


INCREASED LONGEVITY

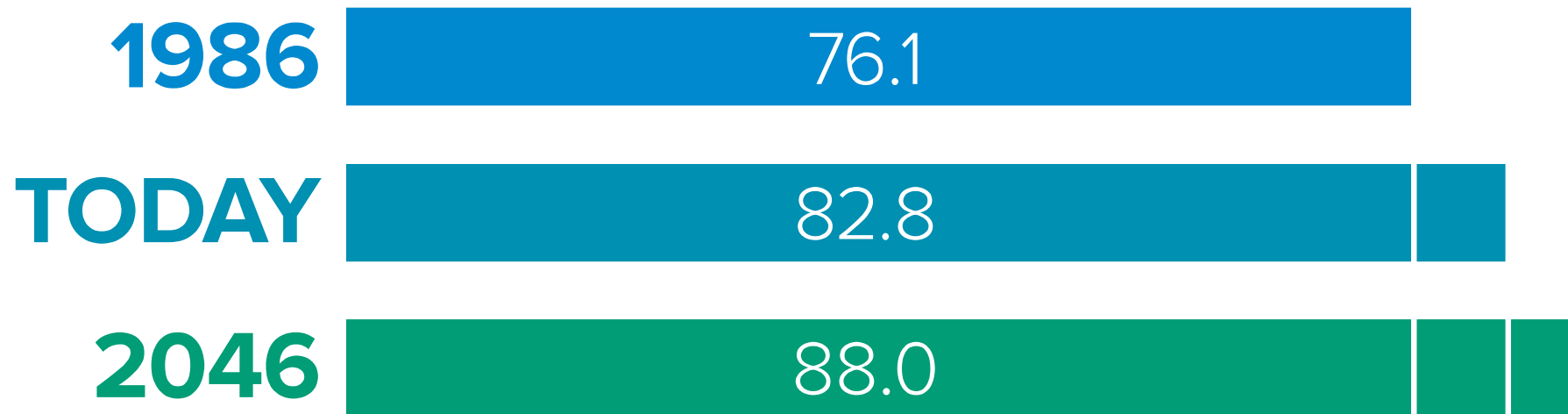
1986

76.1

INCREASED LONGEVITY



INCREASED LONGEVITY



Ageing population & an ageing church

Source: ABS, NCLS

Ageing population & an ageing church

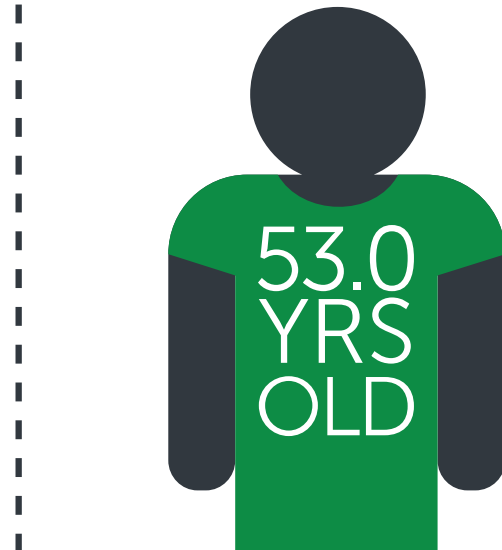
Median age



Source: ABS, NCLS

Ageing population & an ageing church

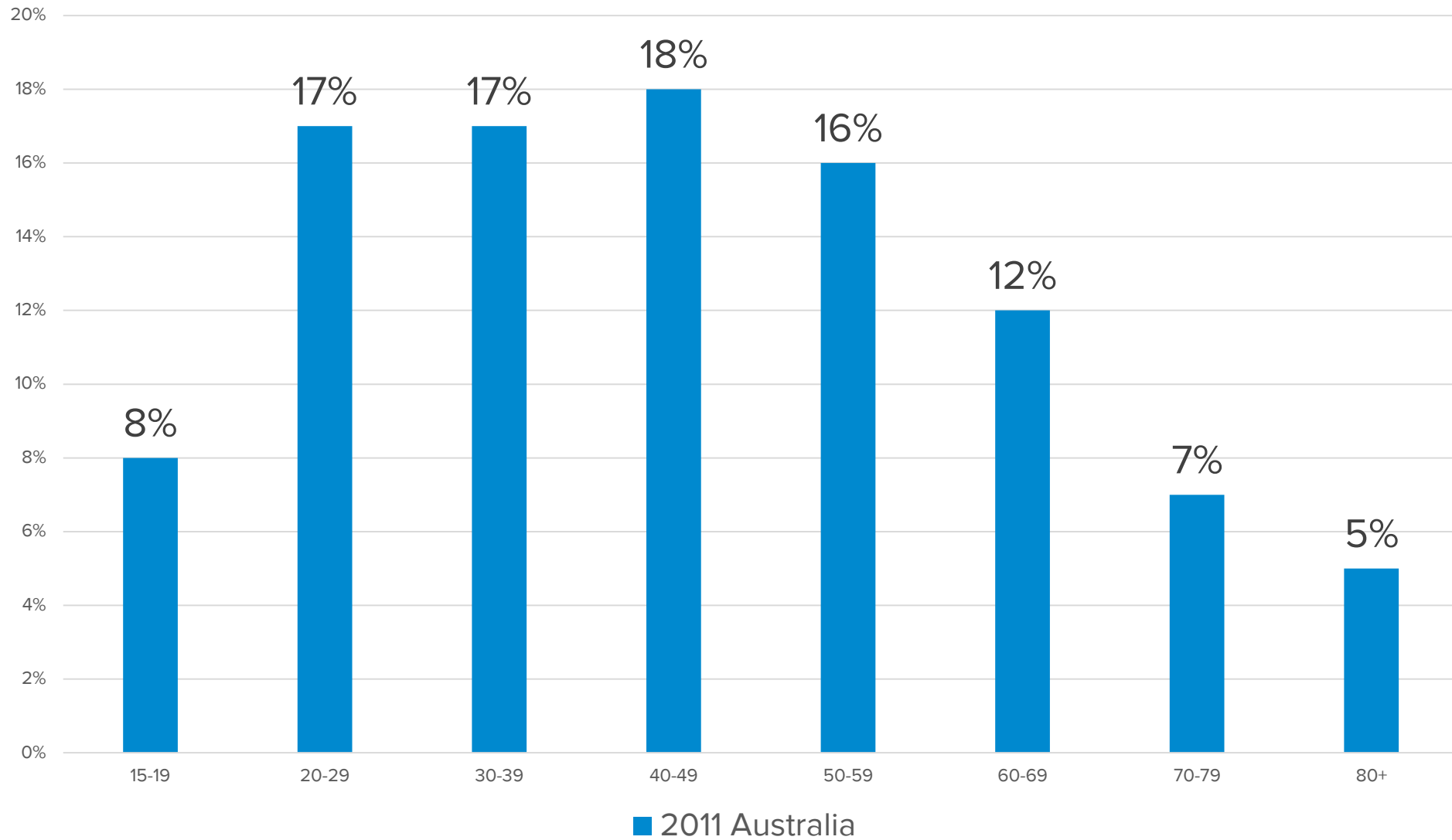
Median age



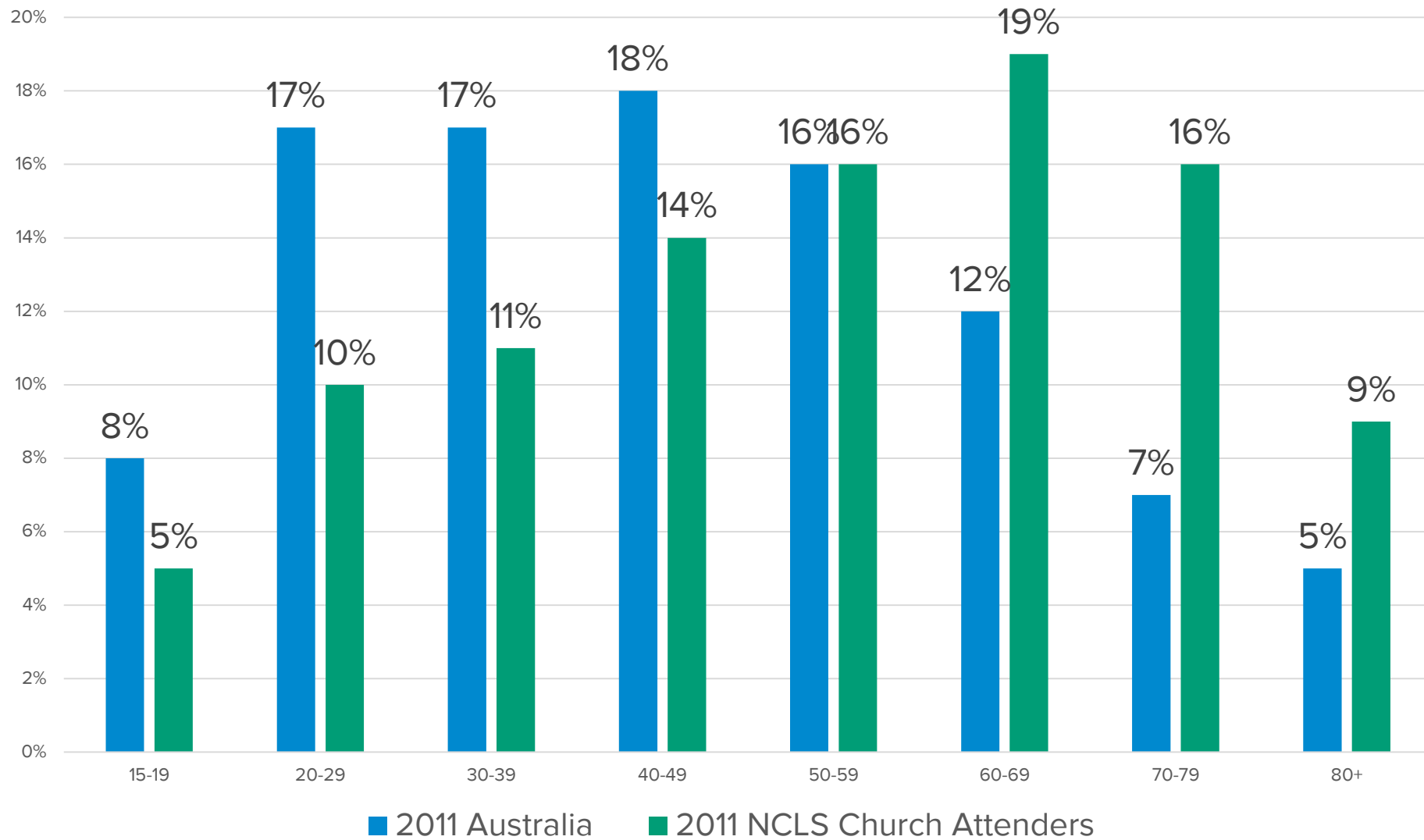
**AVERAGE
CHURCH
ATTENDER**

Source: ABS, NCLS

Australian Population



Australian Population and Church Attenders



Source: NCLS 2011

Ageing population & an ageing church

Age 60+ (percentage of population)



← 24% → % of total population



Ageing population & an ageing church

Age 60+ (percentage of population)





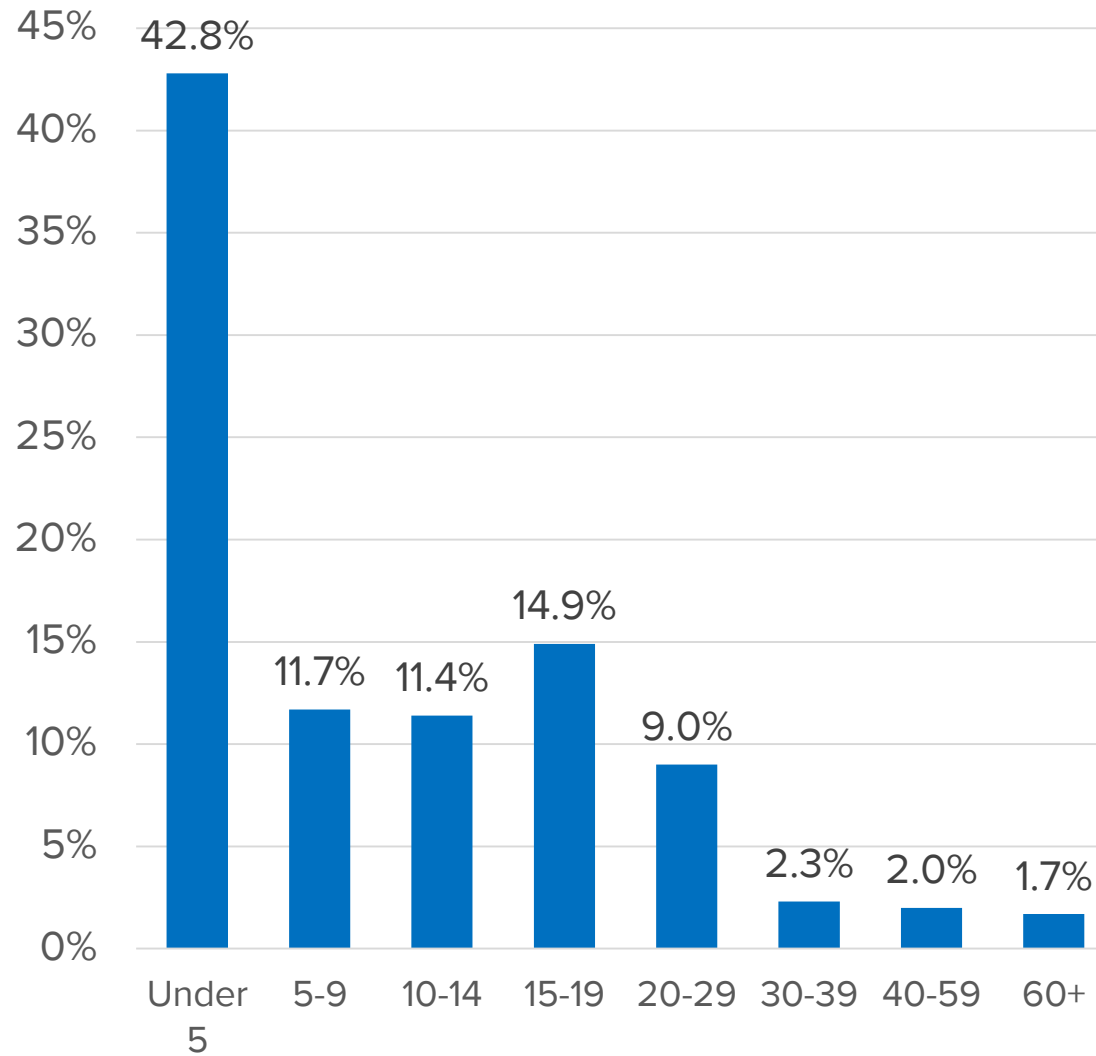
“Foshizz my work gig is totes chron- the hours are defs cray cray but yolo.”



“I like my job.”

Age first became a Christian

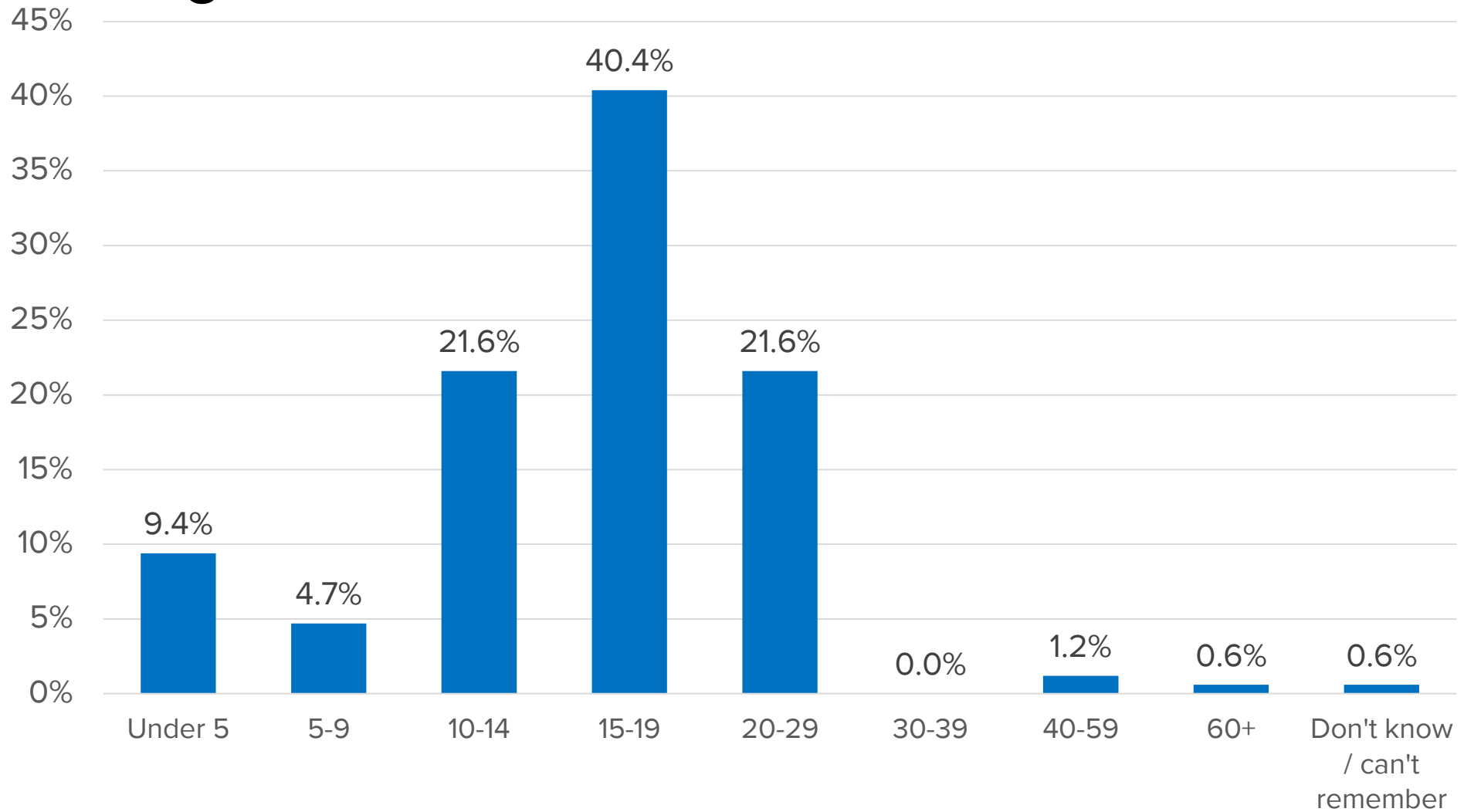
ALL



Source: NCLS

Age first became a Christian

PROTESTANT



Source: NCLS

3 in **4** of the population are aged over 20...



Age of population vs. age of conversion

Source: NCLS, ABS, McCrindle, Social Change, Spiritual Trends Report by McCrindle for CVA 2014

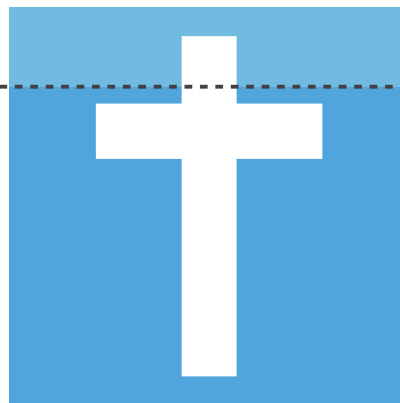
3 in **4** of the population are aged over 20...



Age of population vs. age of conversion

AGE 20

...yet **4** in **5** first conversions occur under age 20

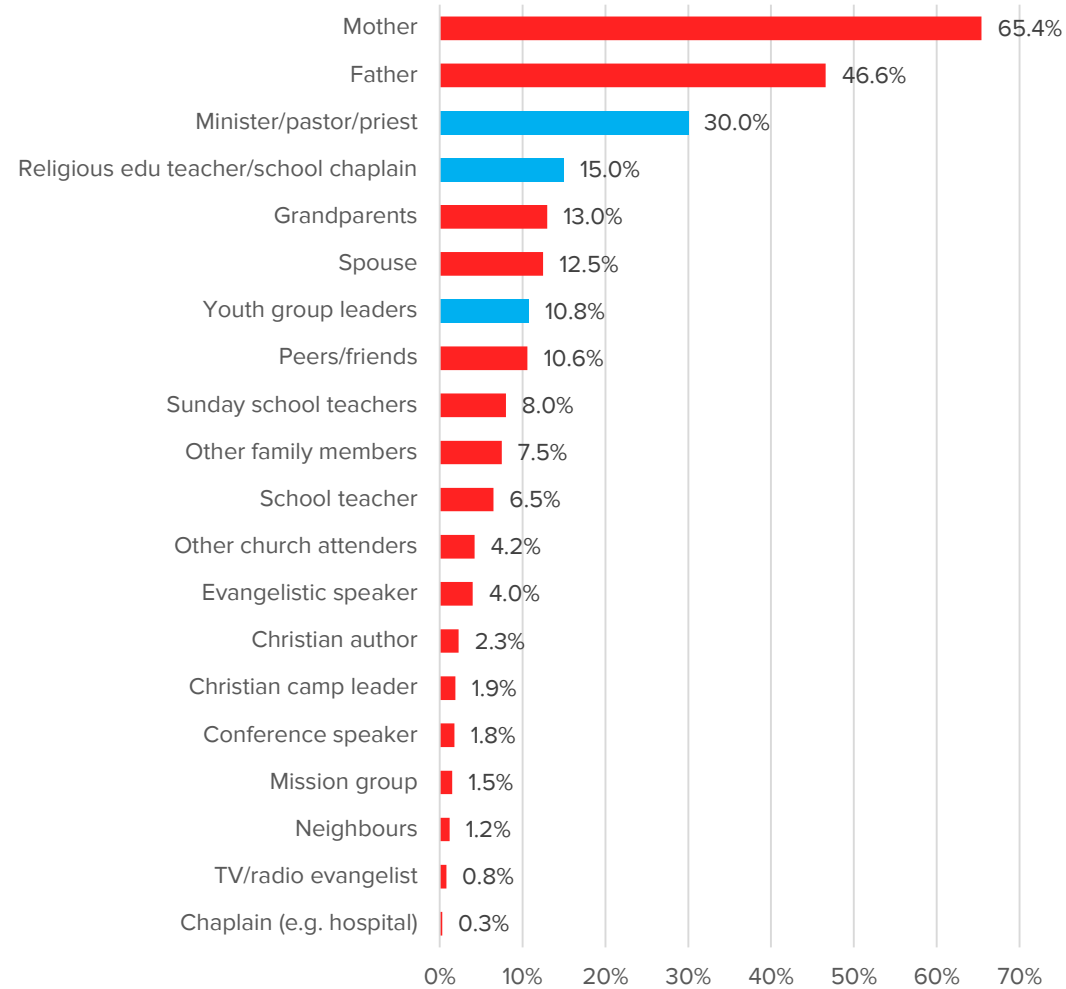


Source: NCLS, ABS, McCrindle, Social Change, Spiritual Trends Report by McCrindle for CVA 2014

Ecclesiastes 12:1 (ESV)

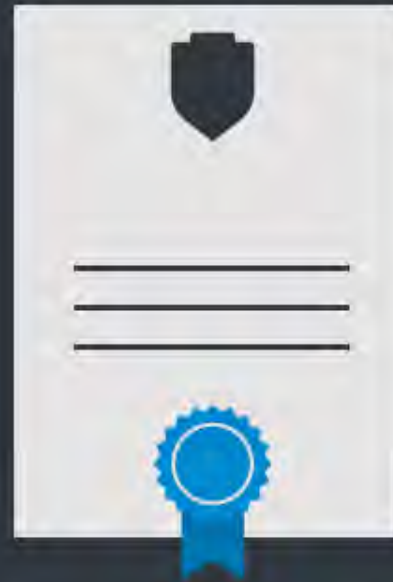
Remember also your Creator in the days of your youth, before the evil days come and the years draw near of which you will say, “I have no pleasure in them”;

"Who were the most significant people to show you what faith was about?"



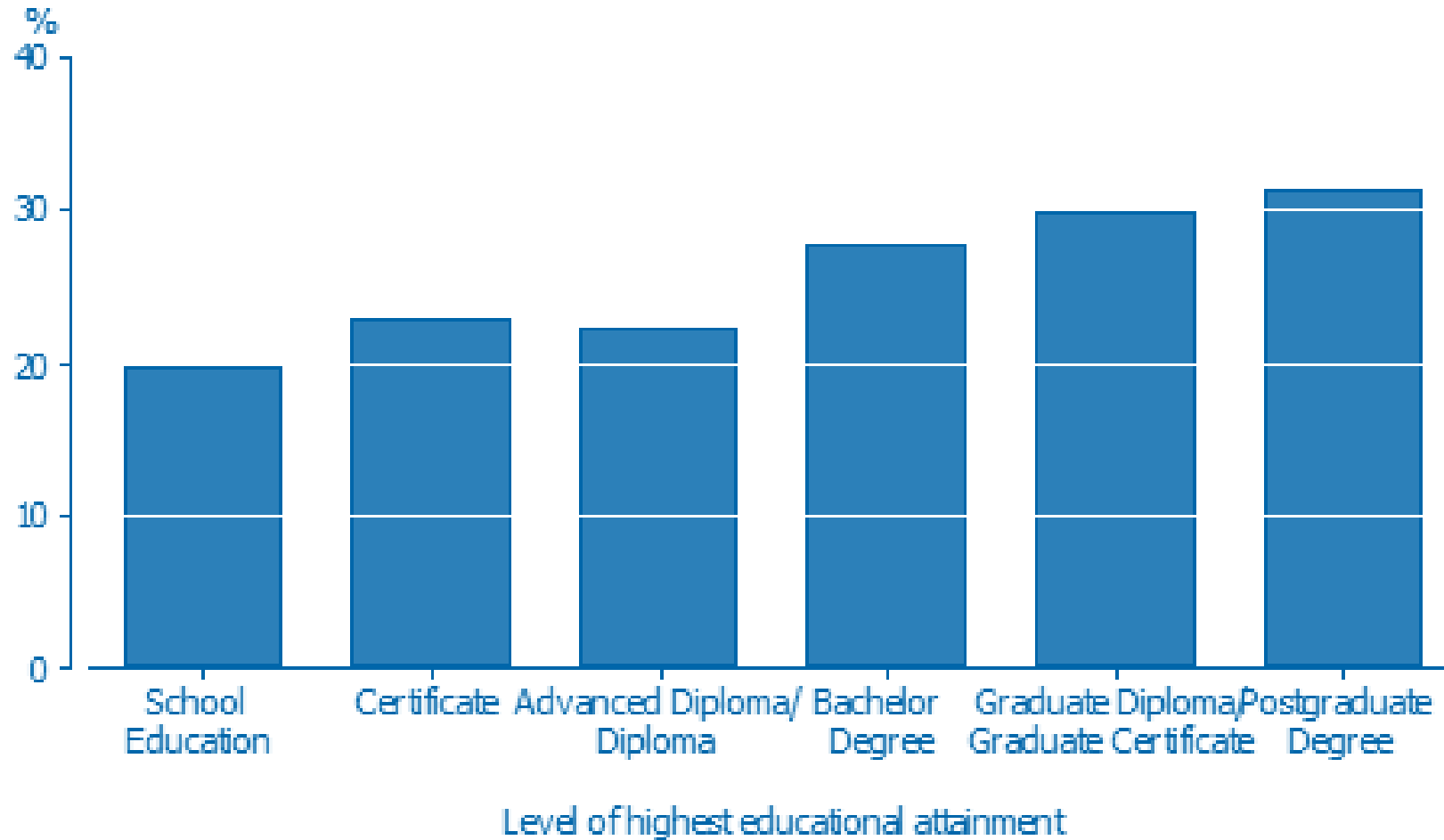
Source: NCLS, Social Change, Spiritual Trends Report by McCrindle for CVA 2014

EDUCATION



UNIVERSITY EDUCATED

% OF PEOPLE "NO RELIGION" BY LEVEL OF HIGHEST EDUCATIONAL ATTAINMENT, 2011



Source: ABS

The iGen







internet

SMARTPHONES



THE FUTURE?



A dark gray circle is centered on a solid blue background. Inside the circle, the word "isolation" is written in a white, lowercase, sans-serif font.

isolation

TWEETS



TWEETS



TABLETS



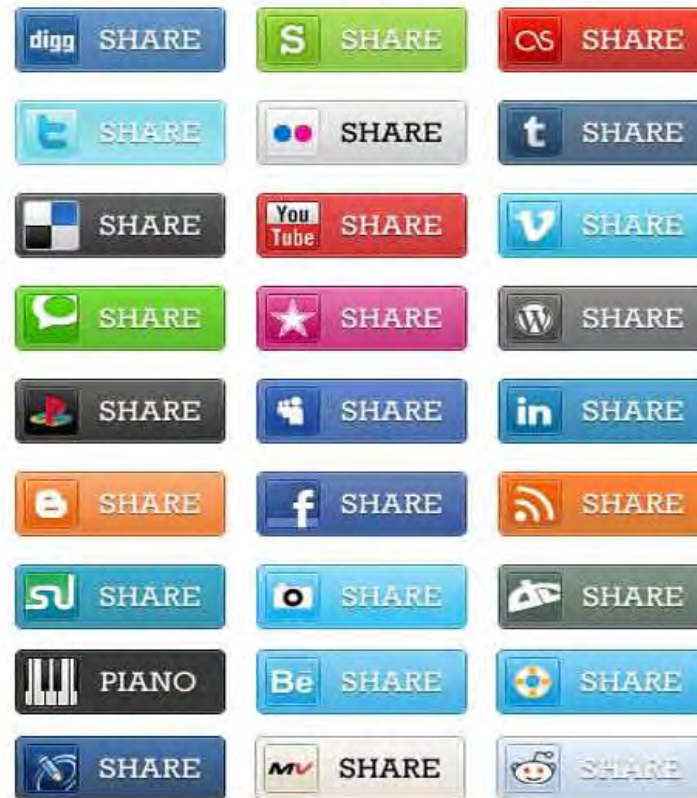
TABLETS



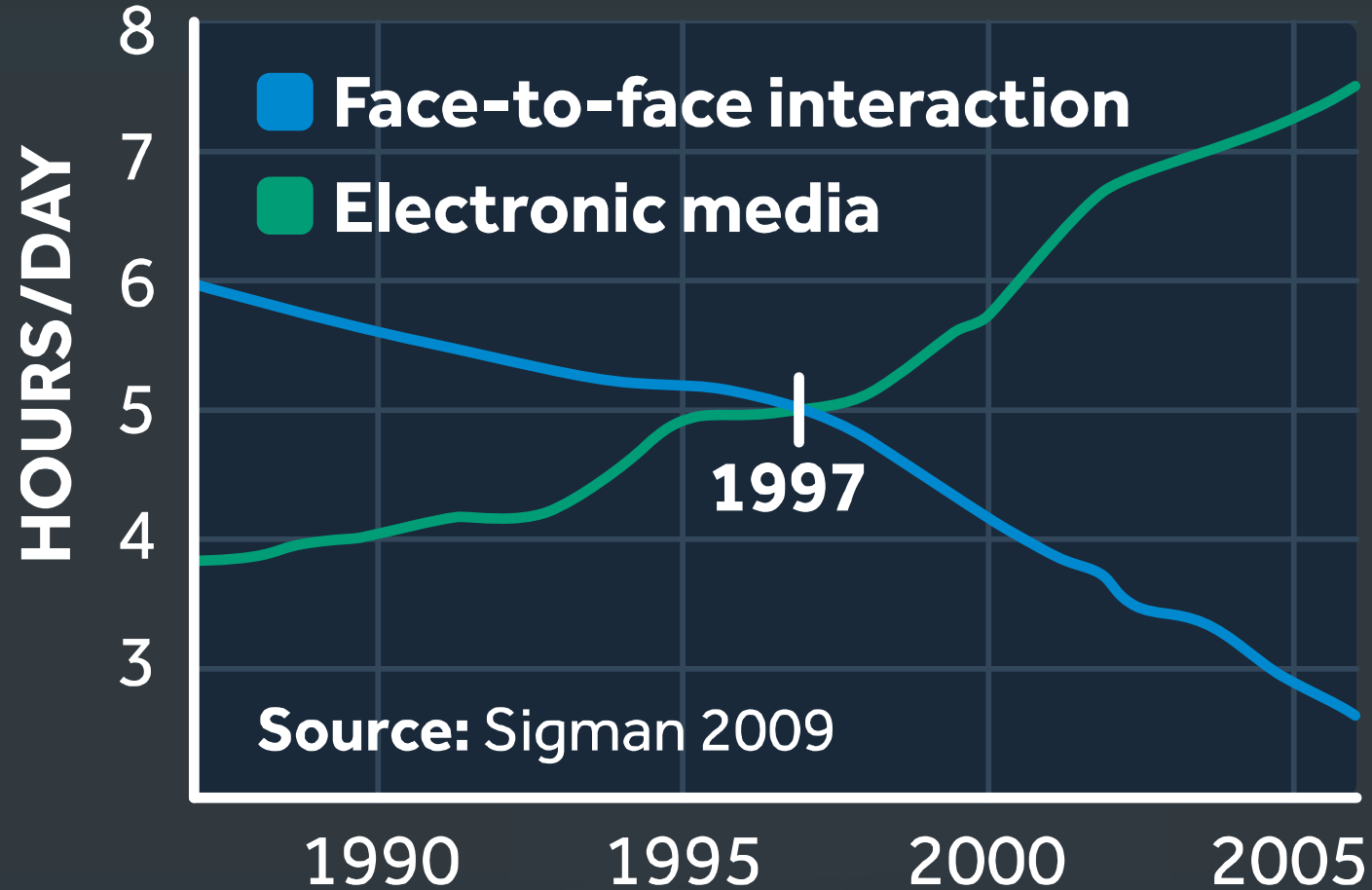
SHARE



SHARE



SCREENAGERS



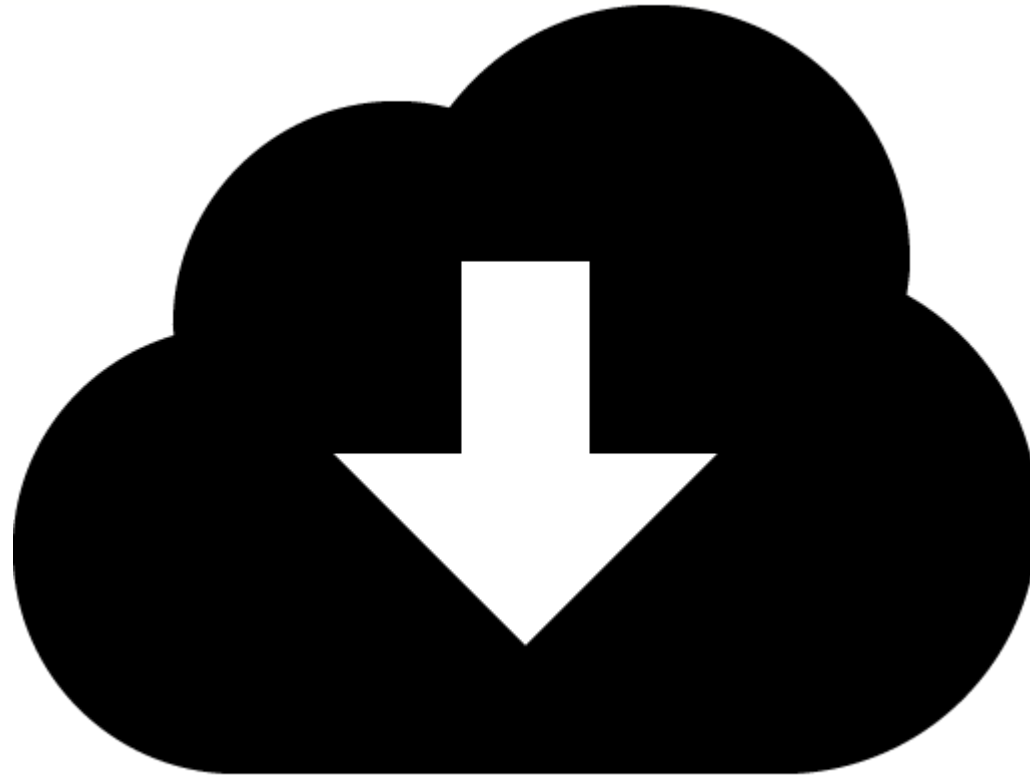


individualism





2012: CLOUD



2013: HASHTAG



2014: SELFIE



Ellen DeGeneres @TheEllenShow · Mar 3

If only Bradley's arm was longer. Best photo ever. #oscars



↻ 3.4M

★ 2M



2015: “FACE WITH TEARS OF JOY”



2016: POST-TRUTH

Print Email Facebook Twitter More

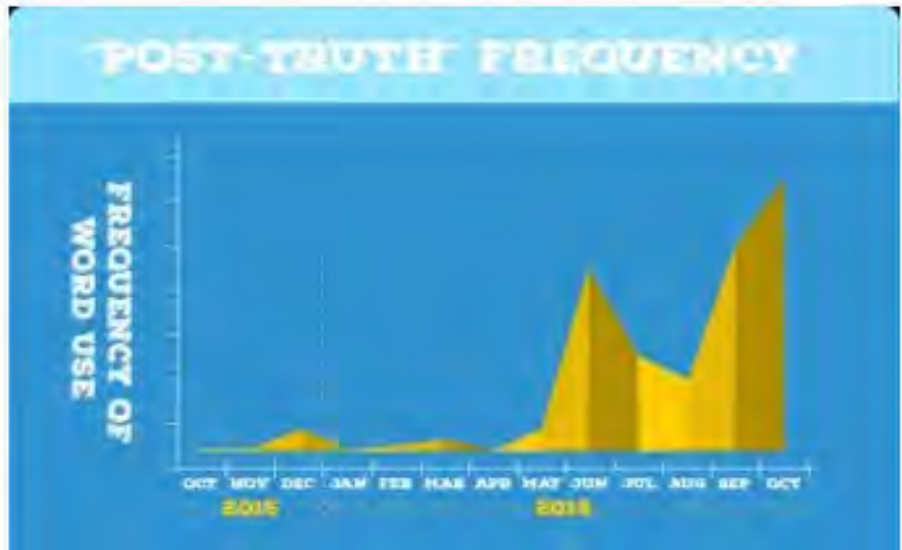
Post-truth picked as word of the year 2016 by Oxford Dictionaries

Updated about 9 hours ago

"Post-truth" has been proclaimed international word of the year by Oxford Dictionaries after beating off "alt-right" and "Brexit", a choice the publisher said reflected a year defined by emotive political discourse.

The compound adjective post-truth was defined as "relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief".

Oxford Dictionaries said use of the word post-truth



TOP STORIES

- Fatal Esperance fire report critical of DFES response
- Resilient Esperance remains strong one year on from 'unstoppable' bushfires
- Slow speeds, drop-outs among key problems for NBN users
- 'It has had a devastating effect on my life': Liz Jackson's battle with Parkinson's disease
- Voters concerned about union influence over Labor: Barnett
- Melania Trump's journey from a small white house in Slovenia to the big one in DC
- Trump win to weigh heavily on world leaders at APEC meeting
- Indigenous Australians' wellbeing 'stagnating or worsening': report
- 'Bombing won't let up': Children

As Australia shifts from sacred to secular

TODAY: 70% of all weddings conducted by civil celebrants



As Australia shifts from sacred to secular

TODAY: 70% of all weddings conducted by civil celebrants



TODAY: 58% of all funerals conducted by civil celebrants



As Australia shifts from sacred to secular

TODAY: 70% of all weddings conducted by civil celebrants



TODAY: 58% of all funerals conducted by civil celebrants



1998
The last year that
religious > civil



MOST RECOGNISED SYMBOLS GLOBALLY

MOST RECOGNISED SYMBOLS GLOBALLY

Coca-Cola

MOST RECOGNISED SYMBOLS GLOBALLY



MOST RECOGNISED SYMBOLS GLOBALLY

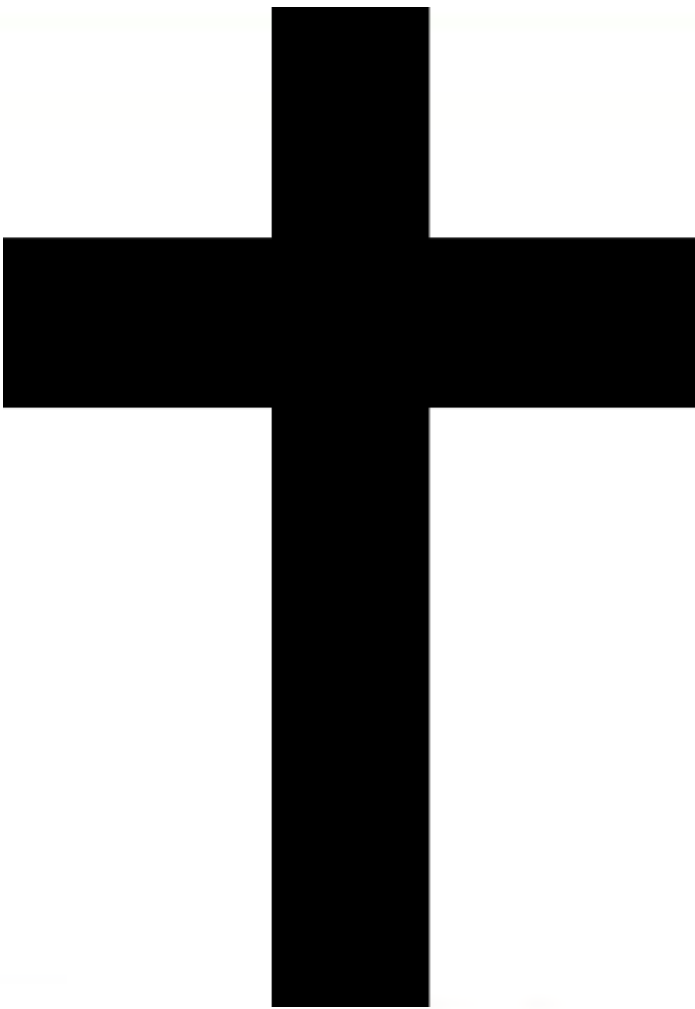


MOST RECOGNISED SYMBOLS GLOBALLY

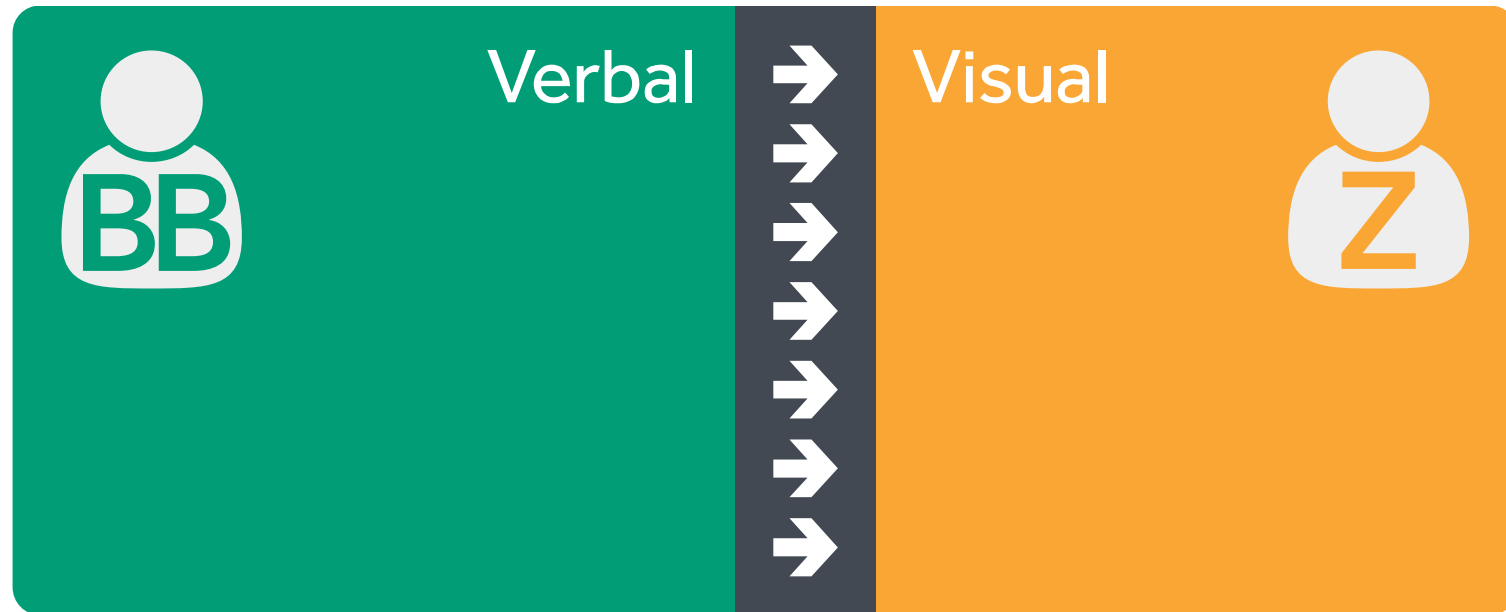


MOST RECOGNISED SYMBOLS GLOBALLY

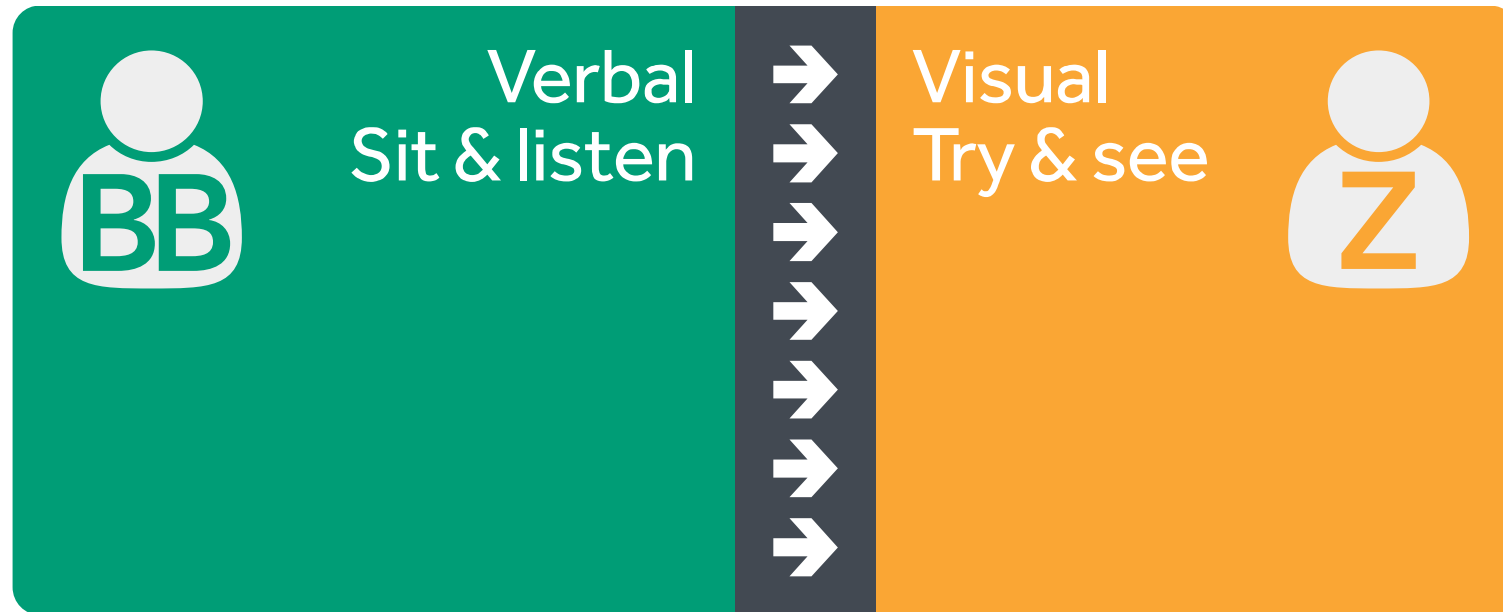




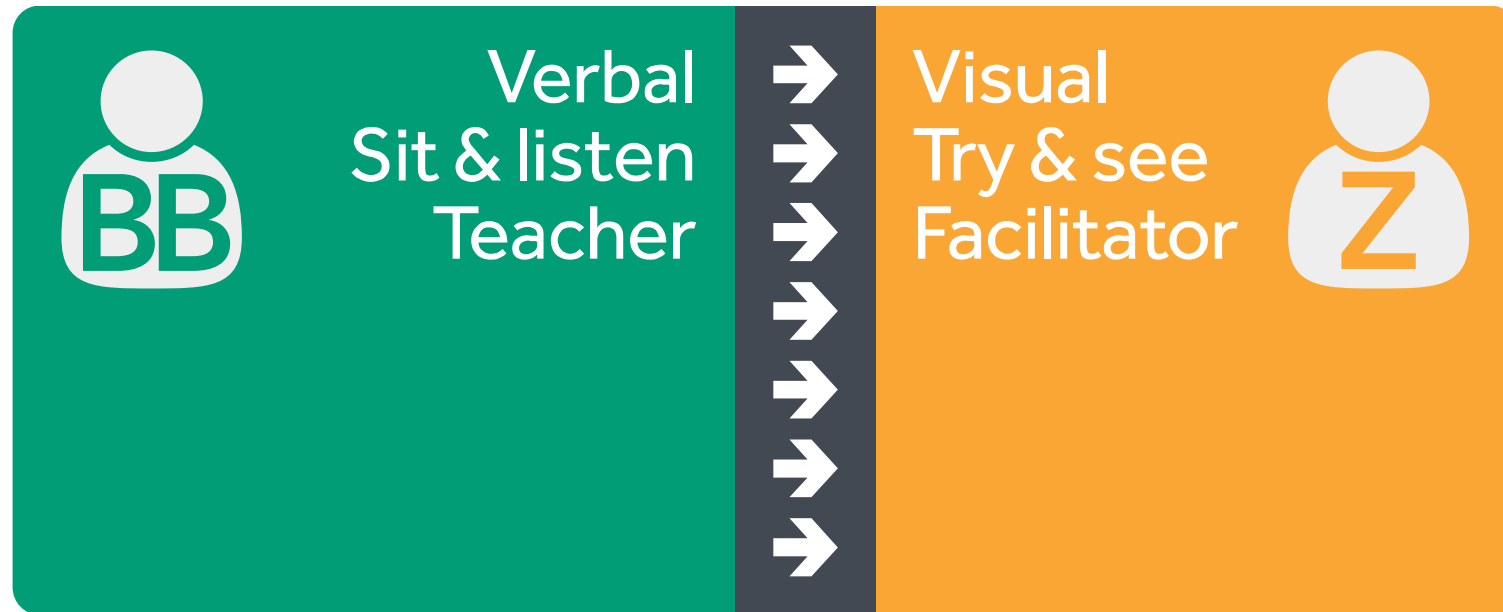
EFFECTIVE ENGAGEMENT



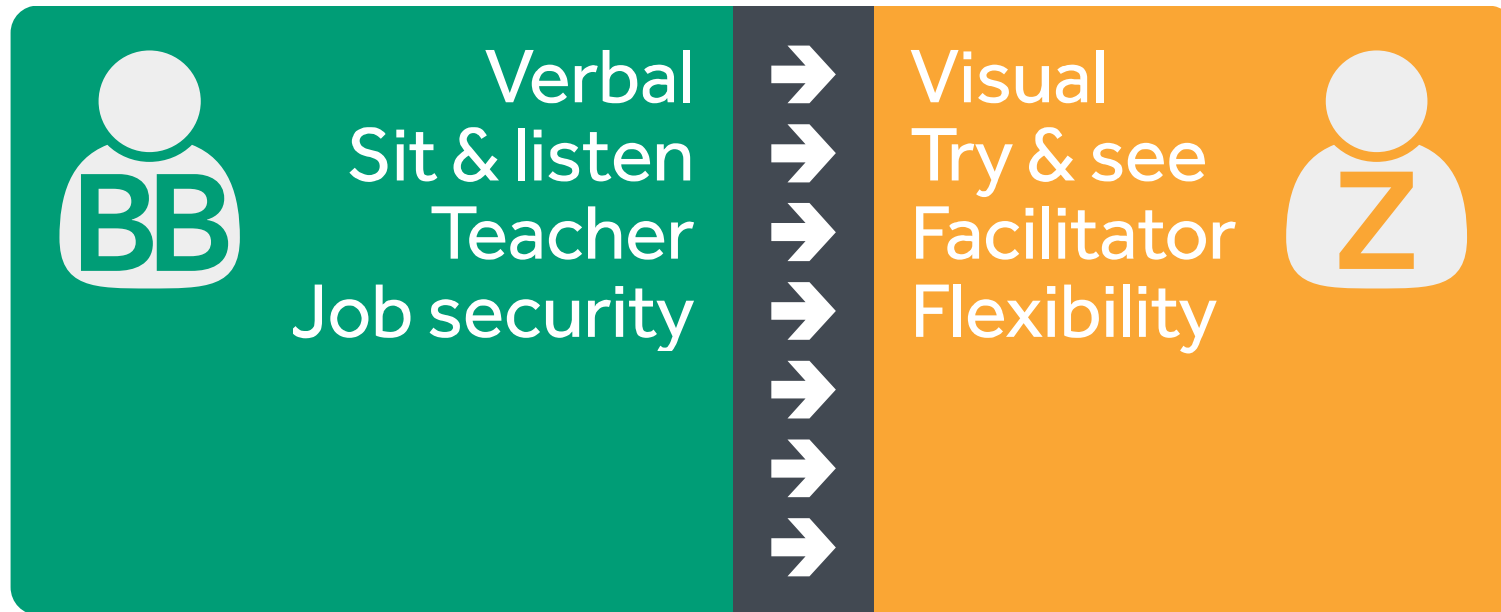
EFFECTIVE ENGAGEMENT



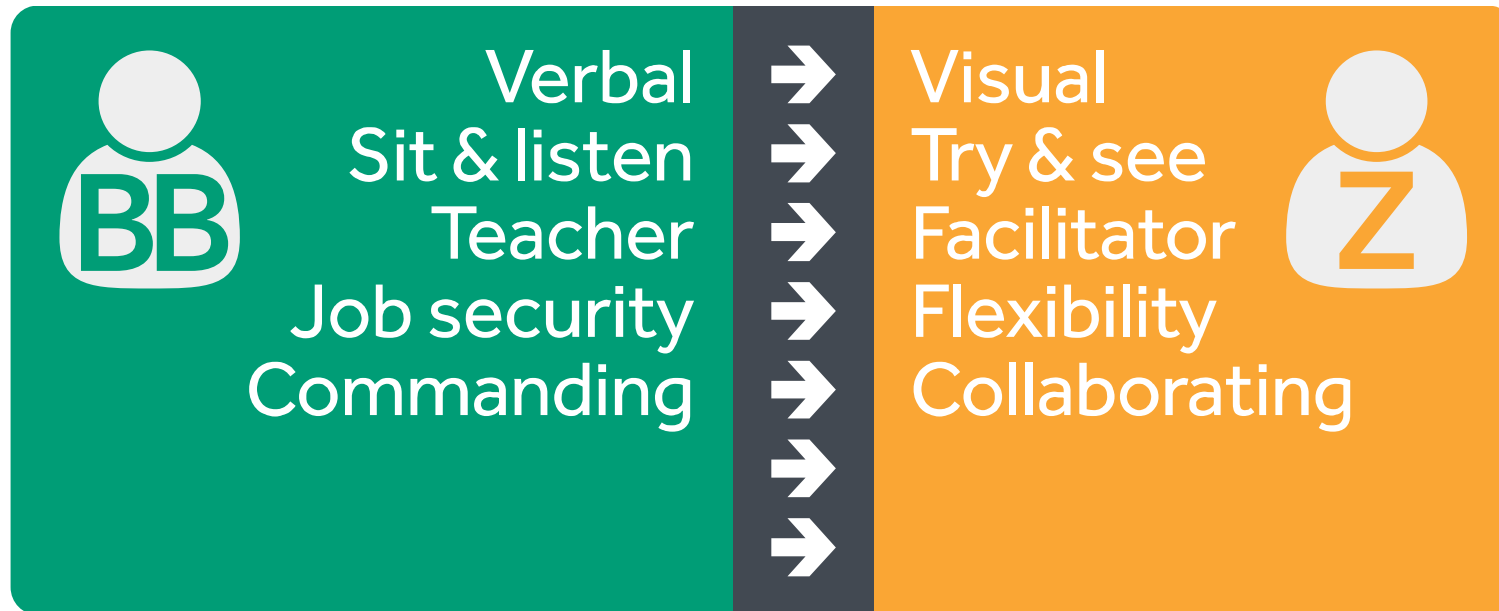
EFFECTIVE ENGAGEMENT



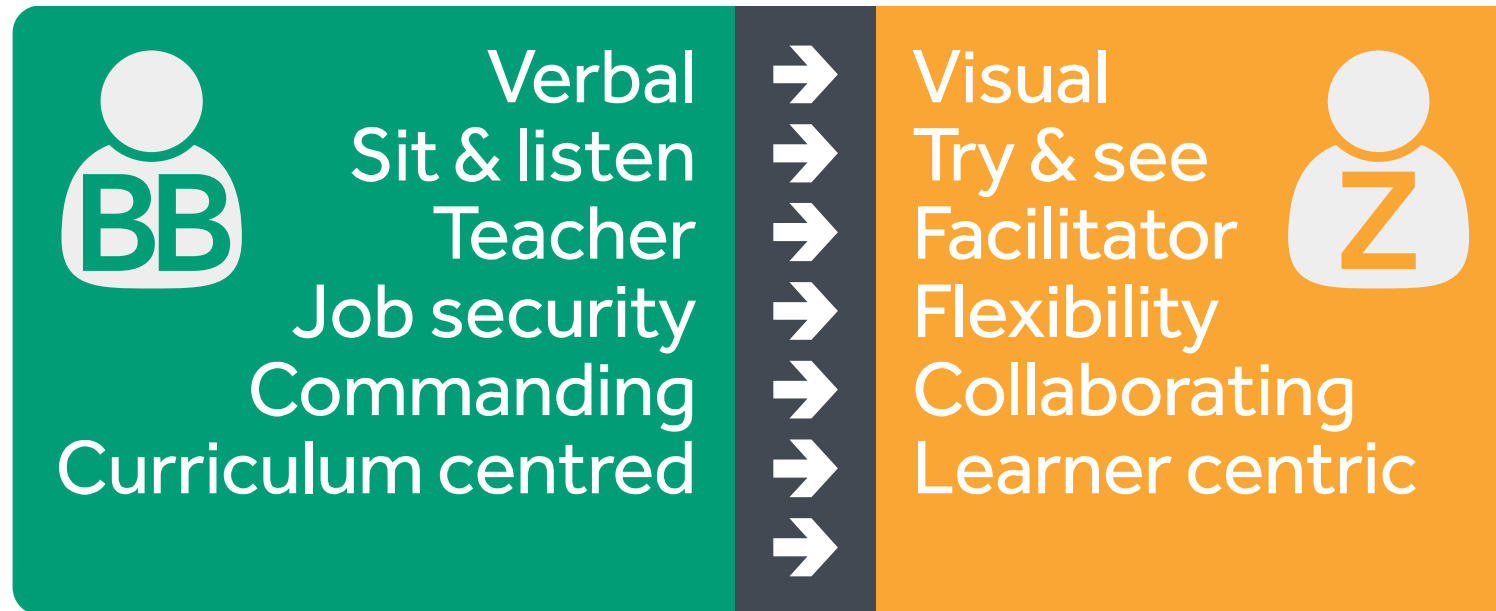
EFFECTIVE ENGAGEMENT



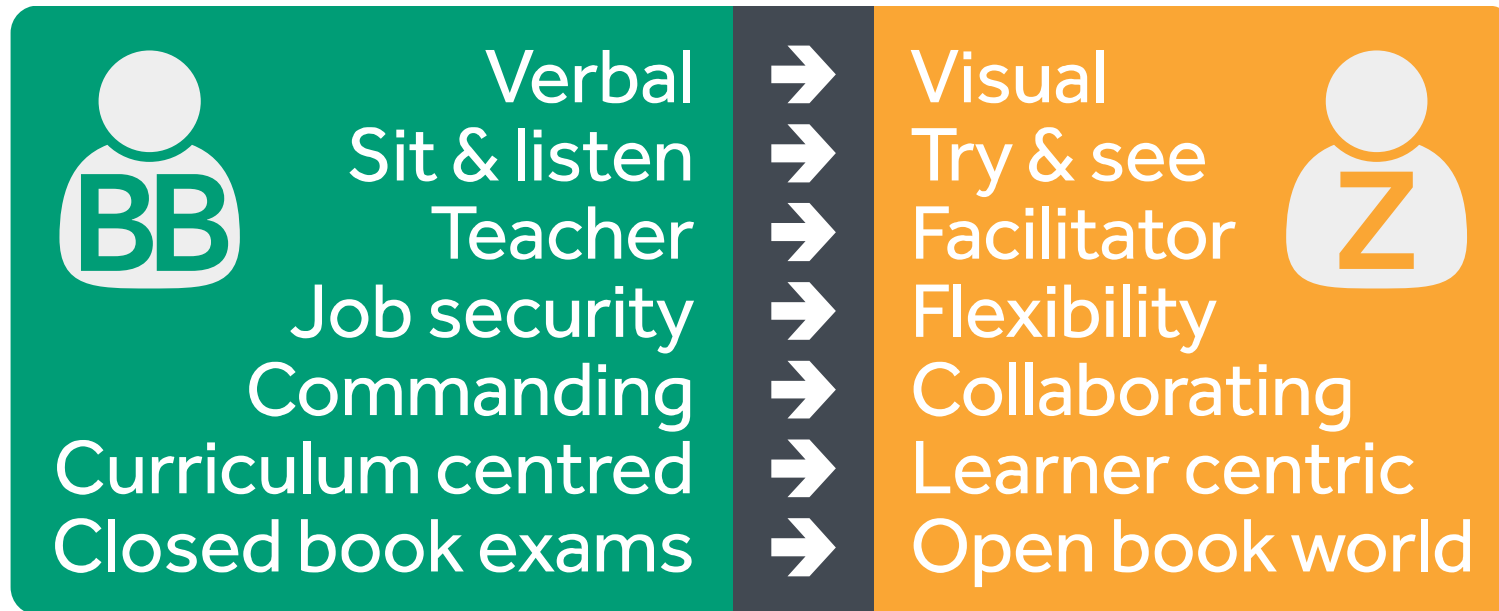
EFFECTIVE ENGAGEMENT



EFFECTIVE ENGAGEMENT



EFFECTIVE ENGAGEMENT





SCHOOL
14,000
HOURS



WORK
84,000
HOURS

JOBS OF THE FUTURE...RECRUITING NOW

Cyber security professional.

Social media marketer.

Robotics technician.

App developer.

UX manager.

JOBS OF THE FUTURE...RECRUITING NOW

Cognitive computer analyst.

Cyber security professional.

Virtual reality engineer. Social media marketer.

Robotics technician.

Data visualisation designer. App developer.
UX manager.

JOBS OF THE FUTURE...RECRUITING NOW

Blockchain developer.

Cognitive computer analyst.

Cyber security professional.

Medical nanotechnologist.

Virtual reality engineer. Social media marketer.

Robotics technician. UAV operator.

Data visualisation designer. App developer.

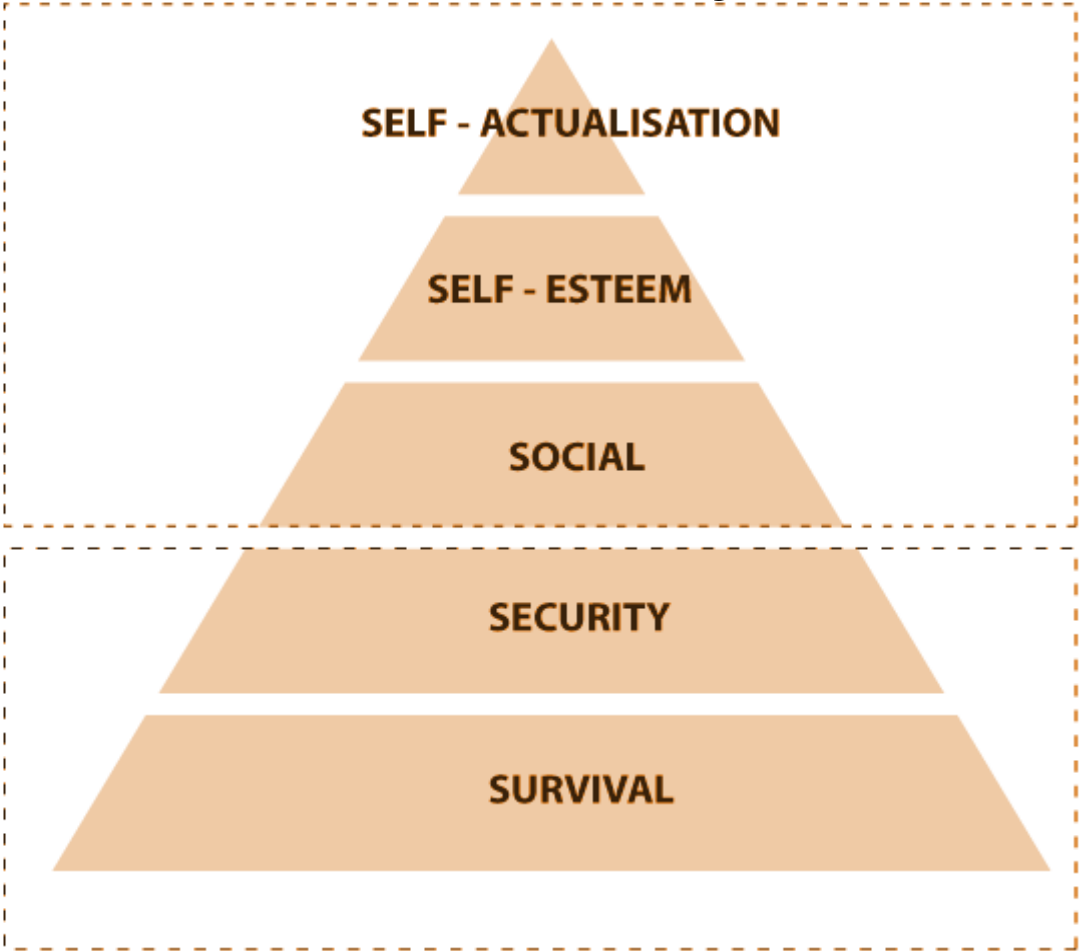
UX manager.

Digital services officer.

Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs





Time for
morning tea...



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