

ENGAGING WITH THE EMERGING GENERATION:

STRATEGIES TO EFFECTIVELY CONNECT & COMMUNICATE
WITH TODAY'S LEARNERS.

Mark McCrindle

Lutheran Education Queensland Ministry Conference

Monday 13 February 2017

Change.

Change. Change. Change. Change.
Change. Change. Change. Change.
Change. Change. Change. Change.
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THE GENERATIONS



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THE GENERATIONS



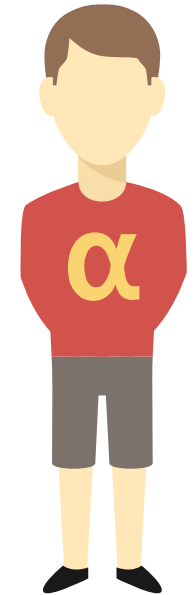
THE GENERATIONS



THE GENERATIONS



GENERATION ALPHA
AGED UNDER 7



AUSSIE RHYMING SLANG

Joe Blake

snake

Captain Cook

look

Frog and toad

road

Harold Holt

bolt

Barry Crocker

shocker



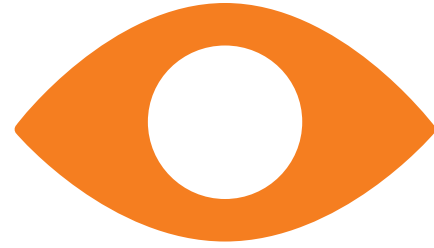
GLOBAL



DIGITAL



MOBILE



VISUAL



SOCIAL

IN CASE OF FIRE



EXIT BUILDING
BEFORE TWEETING
ABOUT IT

CULTURALLY *DIVERSE*









CHRISTIANITY BY BIRTHPLACE:

Top 4	Bottom 4
Southern Europe 85%	
Western Europe 67%	
Oceania 66%	
America 66%	

Source: ABS

CHRISTIANITY BY BIRTHPLACE:

Top 4	Bottom 4
Southern Europe 85%	South East Asia 50%
Western Europe 67%	Africa / Middle East 46%
Oceania 66%	North Asia 25%
America 66%	Central Asia 22%

Source: ABS

CULTURAL DIVERSITY: AUSTRALIA

TOP 5 SOURCE COUNTRIES

- 1 England
- 2 *China*
- 3 *India*
- 4 New Zealand
- 5 *Vietnam*



SCARY SYMBOLS FOR THIS GLOBAL GENERATION:

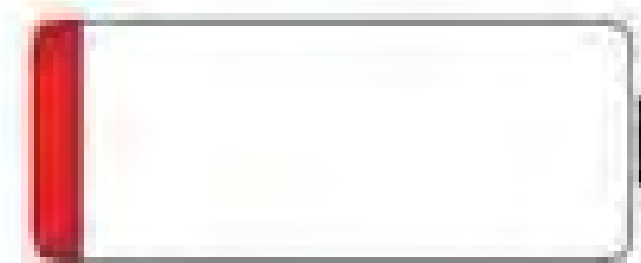
SCARY SYMBOLS FOR THIS GLOBAL GENERATION:



SCARY SYMBOLS FOR THIS GLOBAL GENERATION:



SCARY SYMBOLS FOR THIS GLOBAL GENERATION:



SOCIALLY *REDEFINED*



COMMUNITY REDEFINED



Acts 17:17

17 So he reasoned in the synagogue with the Jews and the devout persons, and in the marketplace every day with those who happened to be there.

Acts 17:17

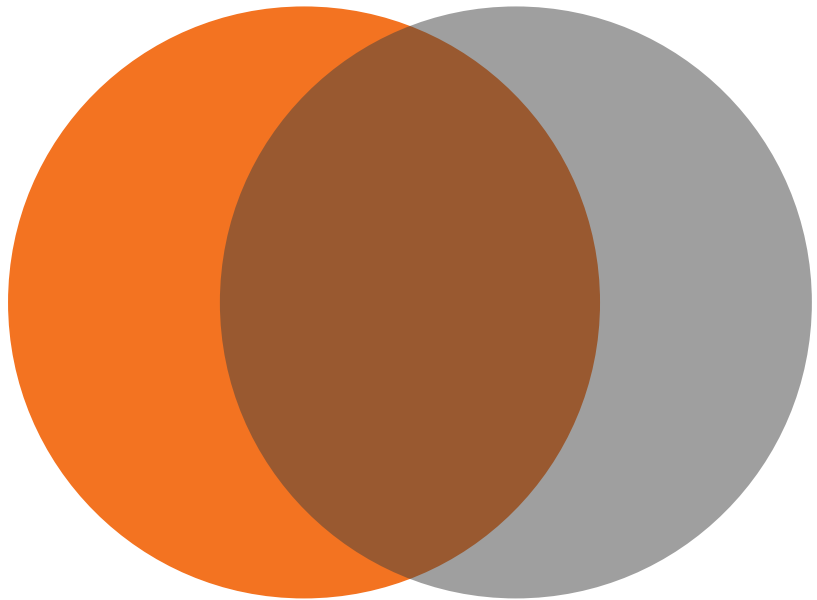
¹⁷ So he reasoned in the synagogue with the Jews and the devout persons, and in the marketplace every day with those who happened to be there.

Acts 17:17

17 So he reasoned in the synagogue with the Jews and the devout persons, and in the marketplace every day with those who happened to be there.

AUSTRALIA'S VALUES AND WORLD VIEW

1950

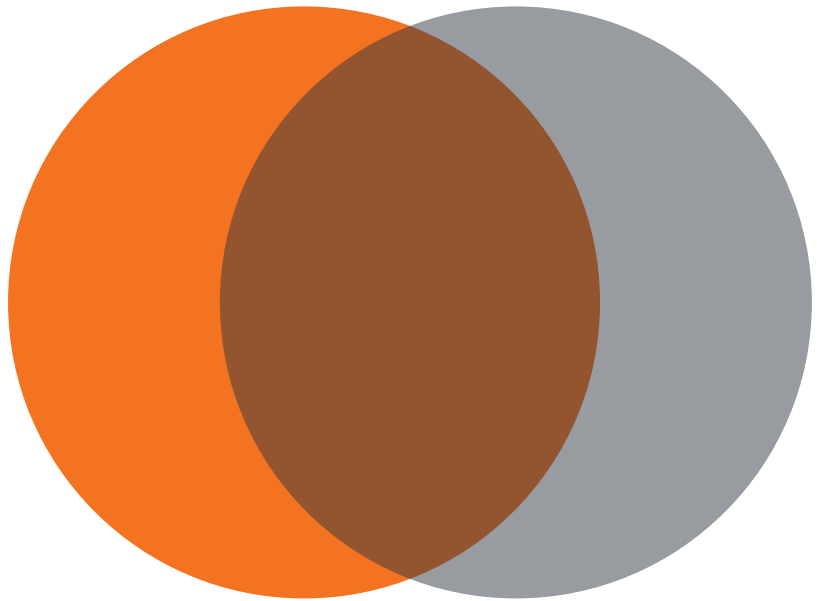


Australian Church

Australian community

AUSTRALIA'S VALUES AND WORLD VIEW

TODAY



Australian Church

Australian community

WHEN DID JESUS LIVE?

“1st century, AD”

42%



Source: McCrindle Australian Communities Report (Olive Tree Media)

WHEN DID JESUS LIVE?



Source: McCrindle Australian Communities Report (Olive Tree Media)

WHEN DID JESUS LIVE?



Source: McCrindle Australian Communities Report (Olive Tree Media)

Top 4 reasons why Aussies don't go to church

IRRELEVANT
TO MY LIFE

47%

Top 4 reasons why Aussies don't go to church

IRRELEVANT
TO MY LIFE

47%

DON'T ACCEPT
HOW IT'S TAUGHT

26%

Top 4 reasons why Aussies don't go to church

IRRELEVANT
TO MY LIFE

47%

DON'T ACCEPT
HOW IT'S TAUGHT

26%

OUTDATED
STYLE

24%

Top 4 reasons why Aussies don't go to church

IRRELEVANT
TO MY LIFE

47%

DON'T ACCEPT
HOW IT'S TAUGHT

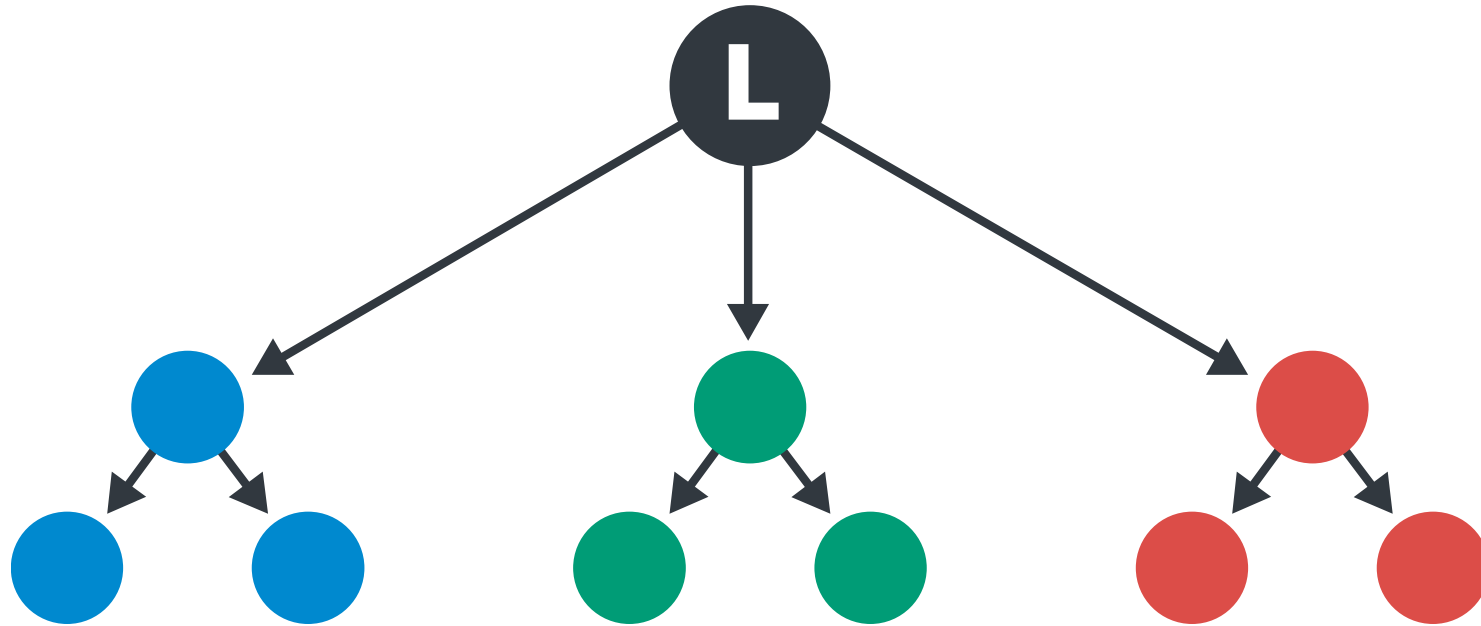
26%

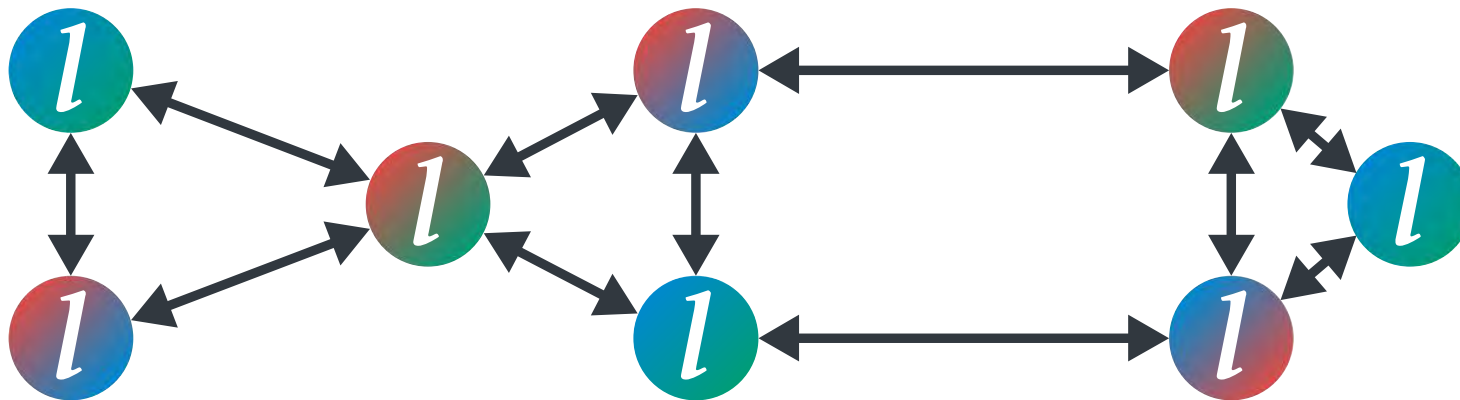
OUTDATED
STYLE

24%

ISSUES WITH
CLERGY/MINISTRIES

22%











competence



competence

character



competence

character

Christ

CHURCH IN AUSTRALIAN LIFE

How much of a priority are these areas and how satisfied are you with these areas of life?

Extreme / significant



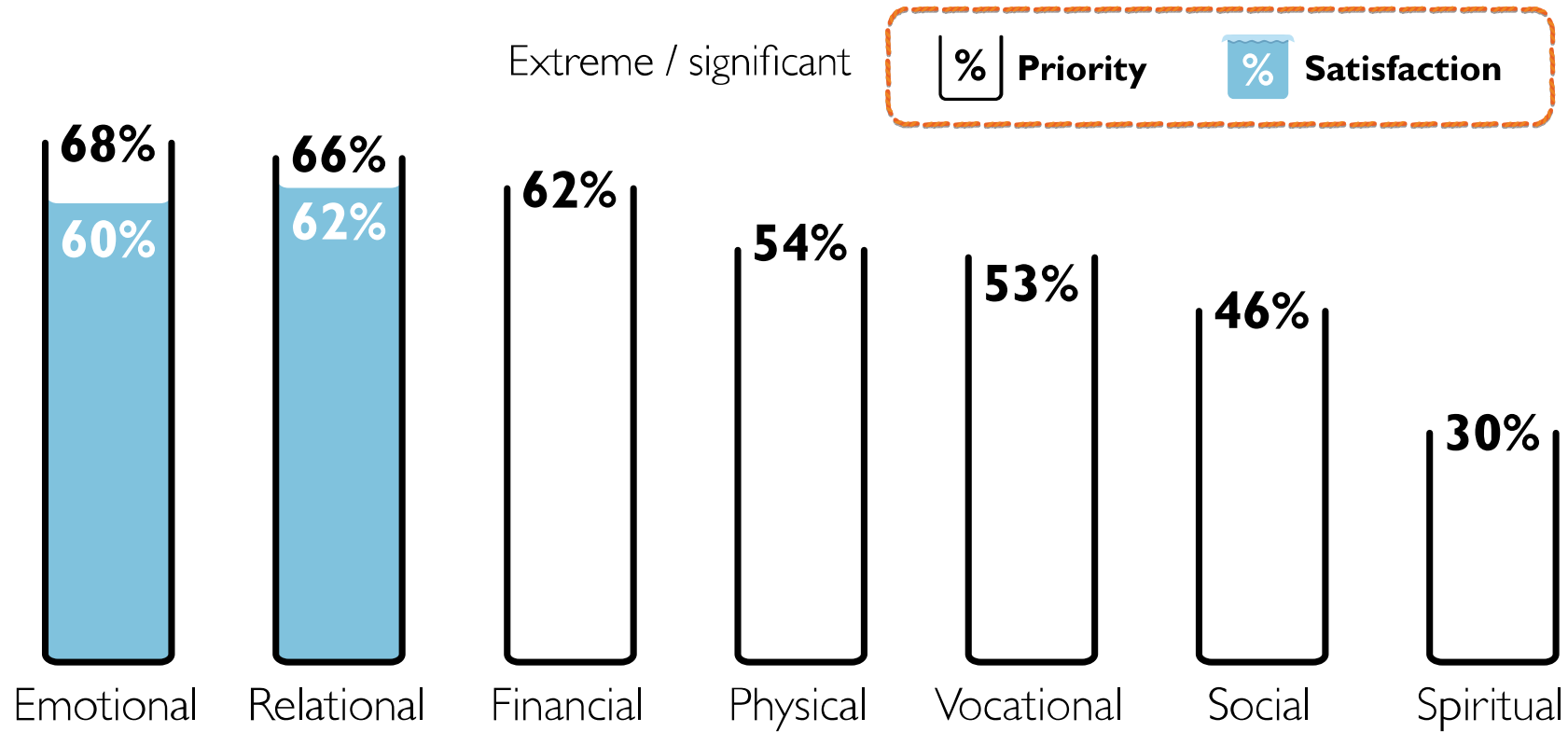
Priority



Satisfaction

CHURCH IN AUSTRALIAN LIFE

How much of a priority are these areas and how satisfied are you with these areas of life?



Jeremiah 29:6

⁵ 'Build houses and settle down; plant gardens and eat what they produce. ⁶ Marry and have sons and daughters; ...

Jeremiah 29:7

⁷ Also, seek the peace and prosperity of the city to which I have carried you into exile.

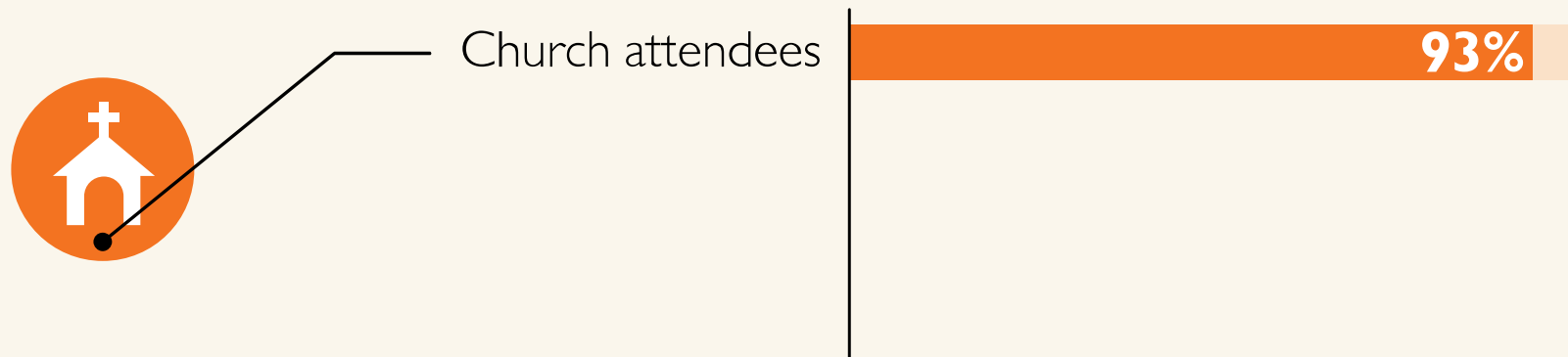
Pray to the Lord for it, because if it prospers, you too will prosper.' ...

CHURCH IN AUSTRALIAN LIFE

Responsiveness of churches

How responsive are your church's ministries, services, communication and outreach programs to...

Extremely / significantly responsive

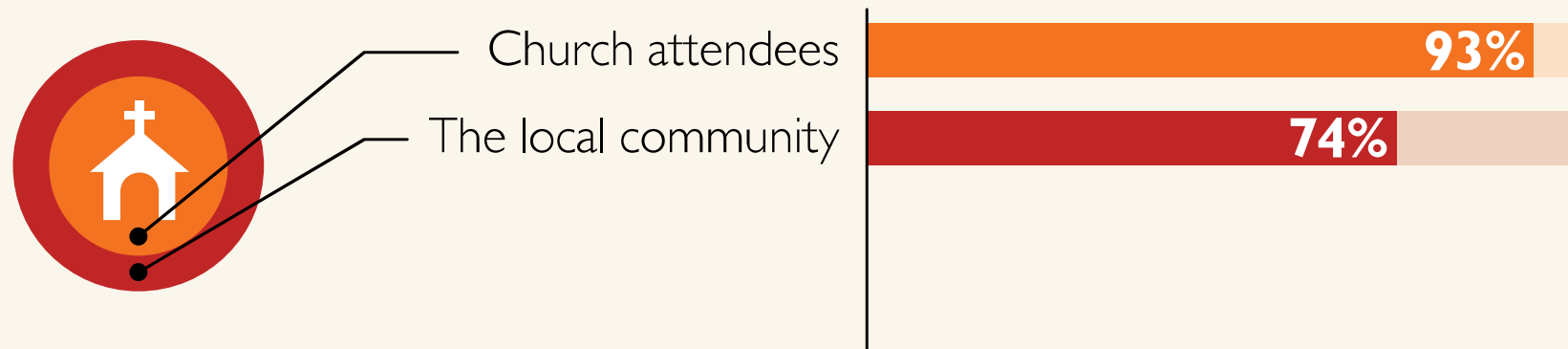


CHURCH IN AUSTRALIAN LIFE

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CHURCH IN AUSTRALIAN LIFE

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CHURCH IN AUSTRALIAN LIFE

Responsiveness of churches

How responsive are your church's ministries, services, communication and outreach programs to...
Extremely / significantly responsive



Life moves pretty fast.
If you don't stop and look around
once in a while, you could miss it.



TECHNOLOGICALLY *INTEGRATED*



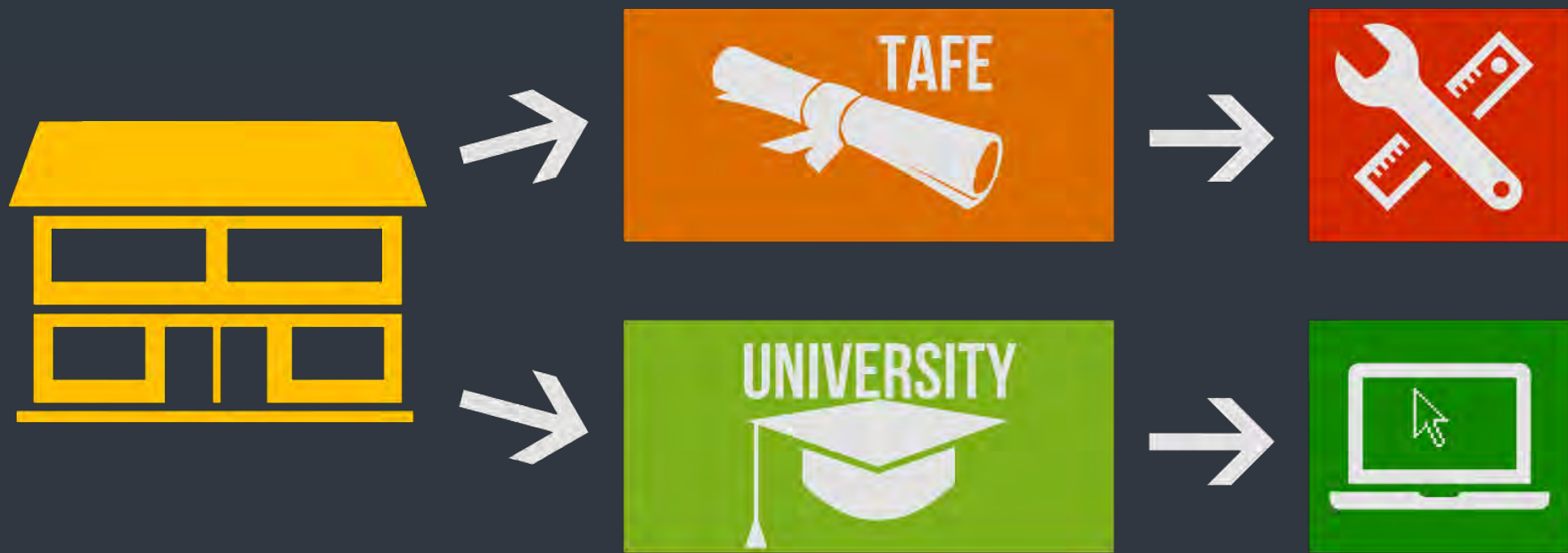
POST LINEAR















WANT TO DRIVE WITH UBER?

BECOME A DRIVER



MENU

U B E R

LOG IN

SIGN UP

YOUR RIDE, ON DEMAND

TRANSPORTATION IN MINUTES WITH THE UBER APP

SIGN UP

WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

[How It Works](#)

Hosting opens up a
world of opportunity



Post your task

Whether it's cleaning your home, or putting together furniture, just describe a task you'd like to get done, set a budget and you'll start to receive offers from Airtasker Workers.



Home and Garden



Computer and IT



Event and Photography



Handyman



Delivery and Removals





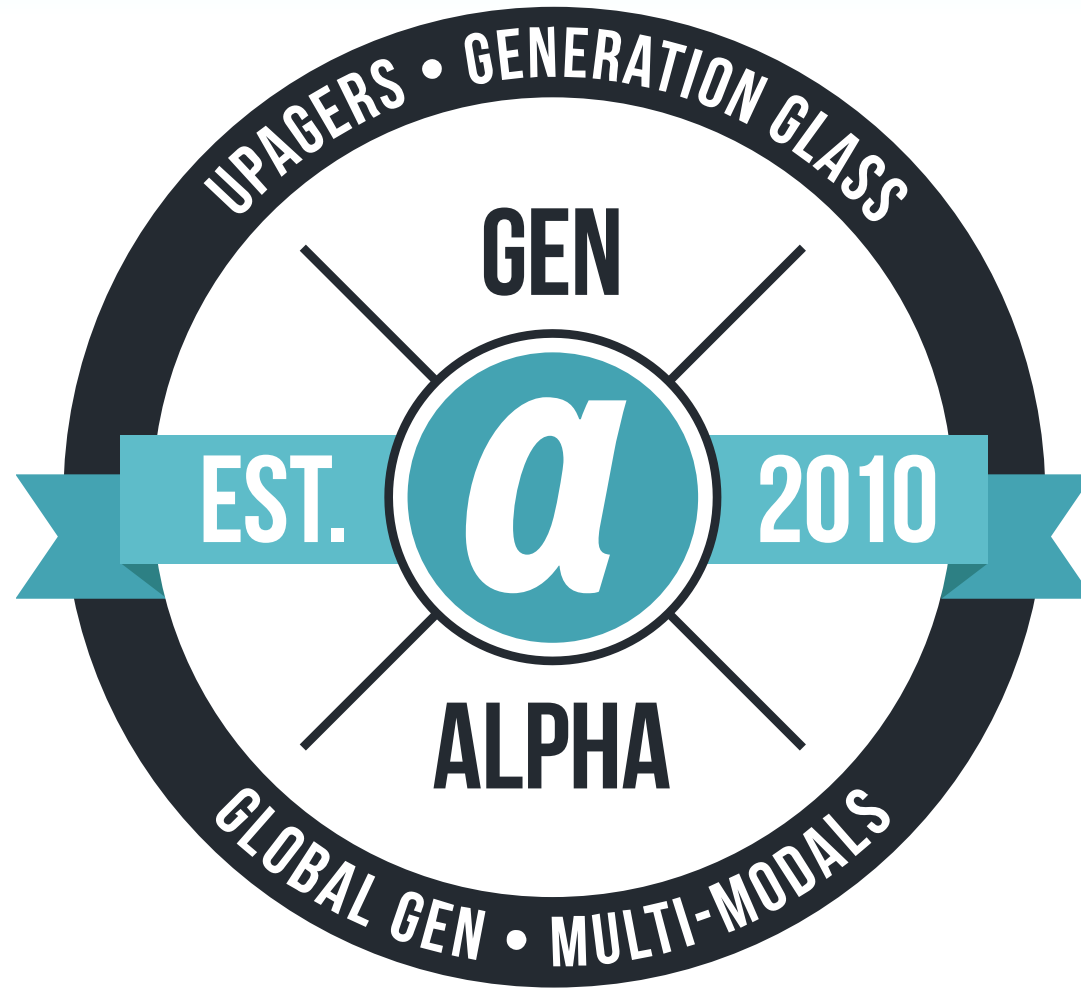


POST LITERATE



The Great
Screenage

GENERATION ALPHA



















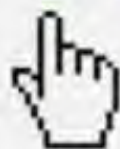


POST LOGICAL

**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**

GoOOOO

1 2 3 4 5



**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**



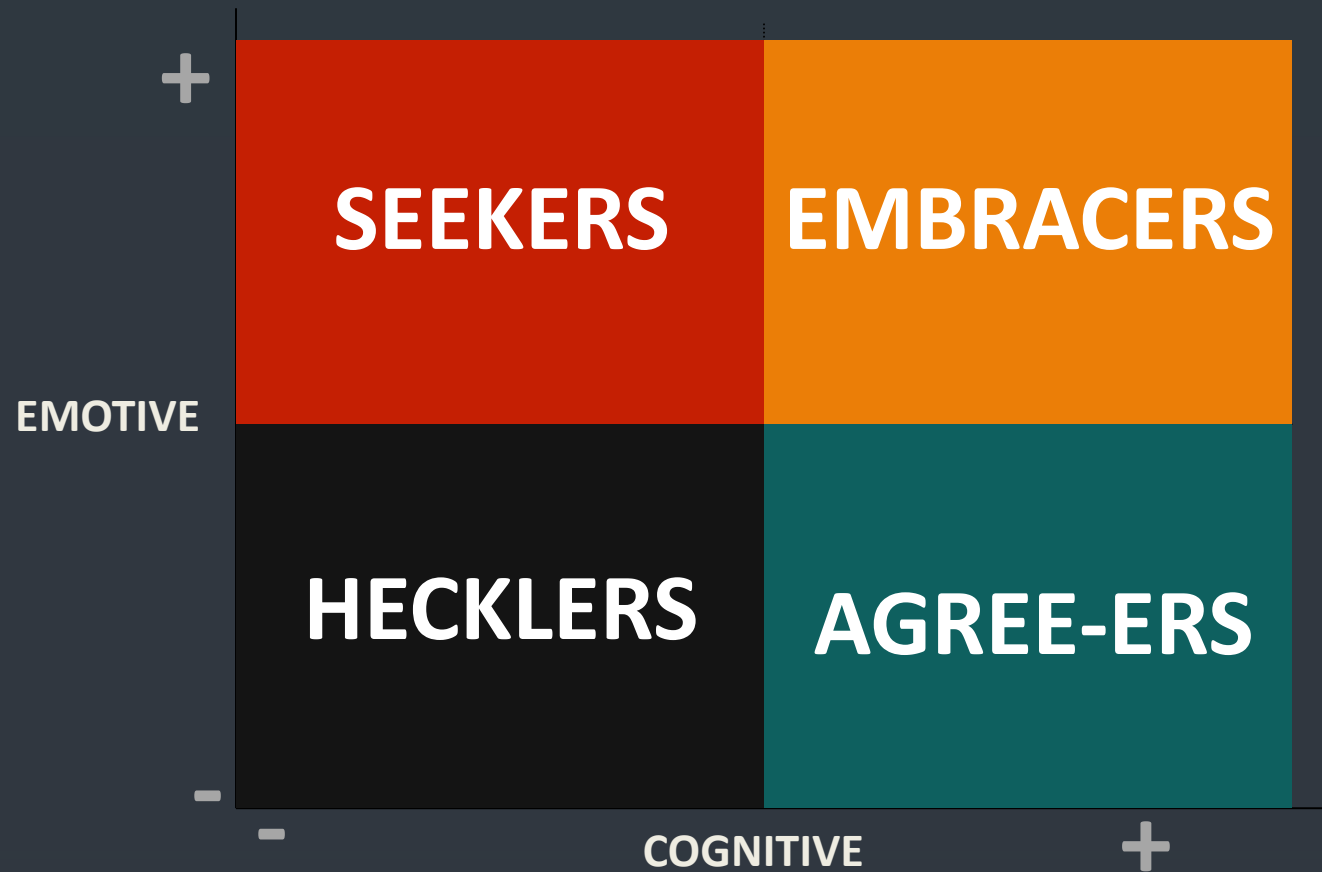


Matthew 13:11

**‘Though seeing, they do not see;
though hearing, they do not hear or
understand....**

**¹⁶ But blessed are your eyes because
they see, and your ears because they
hear.**

Communicating in Digital Times



FOR SUCH A TIME AS THIS

ESTHER 4:14

FOR SUCH A **PLACE** AS THIS





“

***Only in Australia can you
call a complete stranger
“mate”!***

”

Jacinta, VIC

“

We're living in the granny flat of the world, but having global impacts.

”

Phil, NSW

“

Waking up each day knowing I don't live in Melbourne lifts my mood on an almost daily basis.

”

Peter, NSW

FOR SUCH AN **OPPORTUNITY** AS THIS

REAL



RELEVANT



RESPONSIVE



RELATIONAL





Mark McCrindle

02 8824 3422

www.mccrindle.com.au

mark@mccrindle.com.au



twitter.com/markmccrindle



facebook.com/mccrindleresearch



blog.mccrindle.com.au



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