



Image courtesy of City of Bunbury

# Critical Horizons – Regional Futures Conference

## *Bunbury – Capital of the South West*

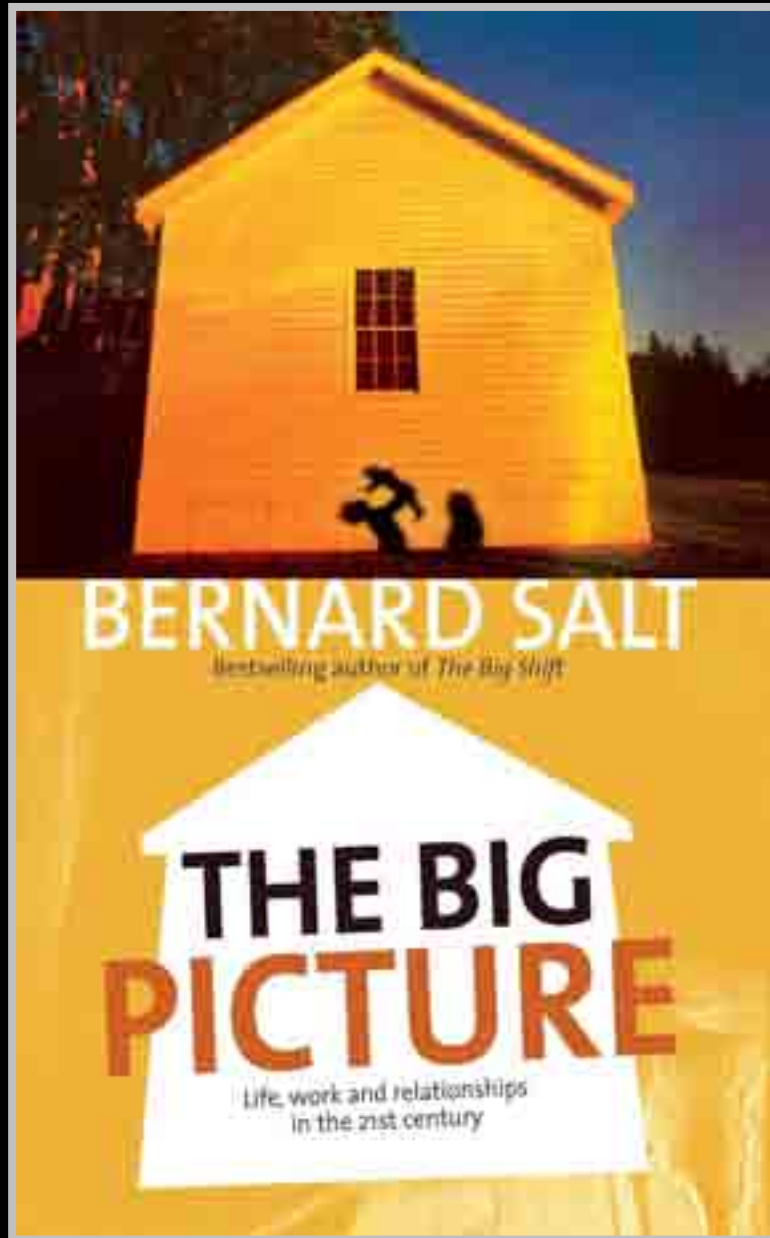
Bernard Salt

Author *The Big Shift* and *The Big Picture*

Partner KPMG Australia

16 February 2007

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## Search on Author: salt b

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**Buy**

### **Gardening Under Plastic - \$43.95**

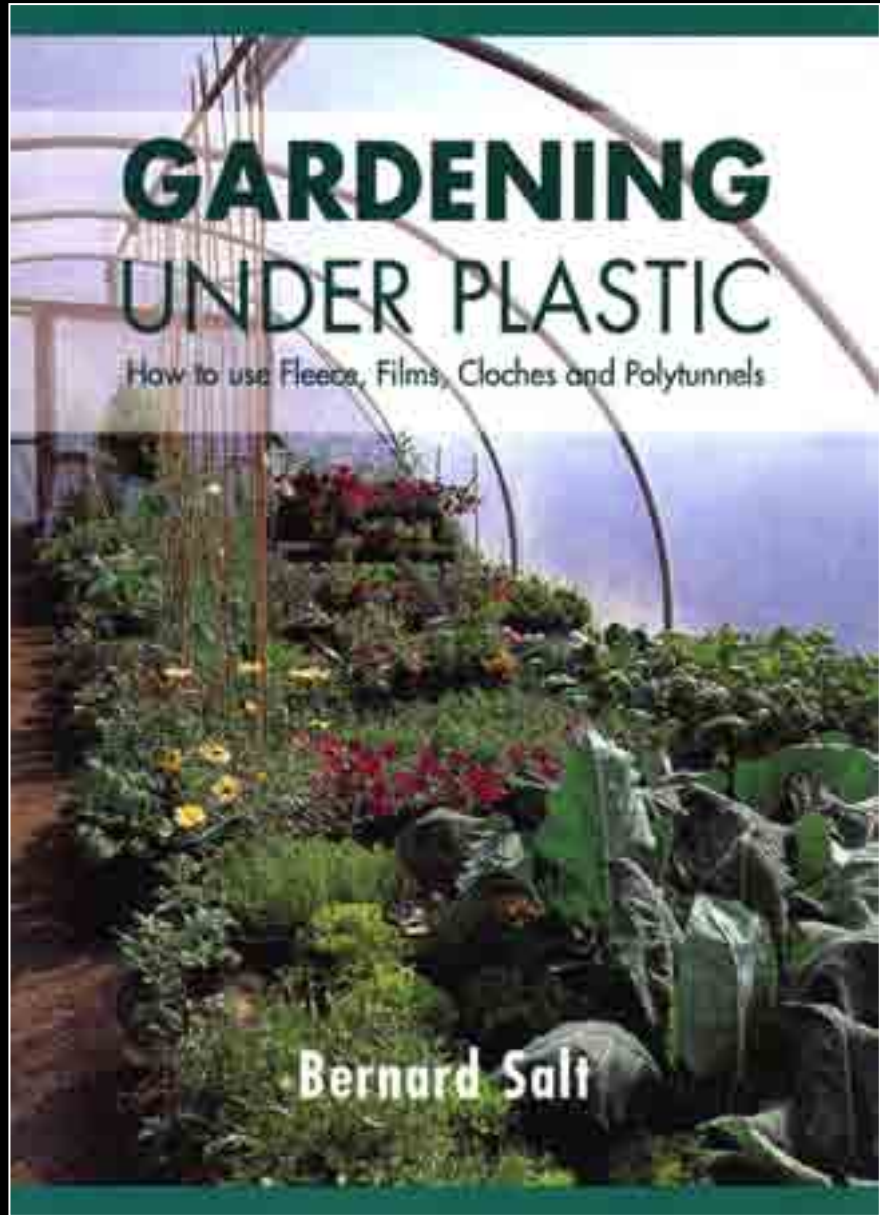
*Bernard Salt*

This text offers information on gardening in polytunnels and cloches - the low cost alternative to greenhouses. Practical information is included on the construction or purchase of polytunnels, methods of cultivation, and problems from pests and diseases that may strike beneath the plastic.

ISBN: 0713484489 - Hardcover - *Gardening*

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## Search on Author: salt b

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**Irritable Bowel Syndrome: the Mind Connection - \$48.83**

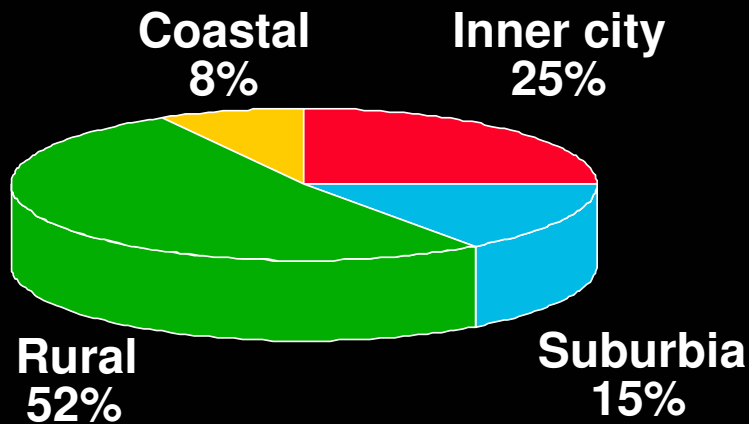
*B. Williams Salt*

ISBN: 0965703894 - Paperback - *Medicine and Nursing*

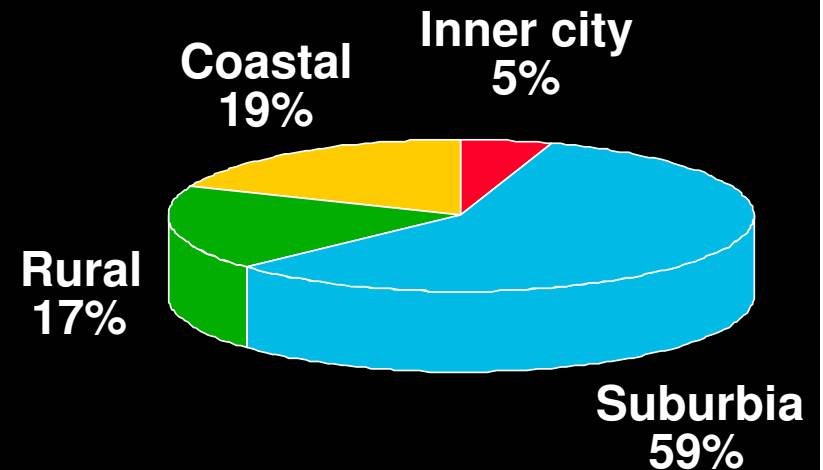
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# Push from the bush

1901



2001



- Suburban culture emerged during the 20<sup>th</sup> Century
- Provincial coastal culture now ascendant
- Underpinned by lifestyle-seeking baby boomers
- Edna Everage; *Neighbours* 1985; *Kath & Kim* 2002



# “We’re goin’ a surf city ... gonna have some fun”

1.	Gold Coast	12,616
2.	Wyndham	7,877
3.	Casey	7,376
4.	<b>Wanneroo</b>	<b>7,094</b>
5.	Blacktown	5,360
6.	Ipswich	4,961
7.	Melton	4,921
8.	Pine Rivers	4,806
9.	Brisbane NW	4,318
10.	Caboolture	4,238

**The City of Bunbury was the 97<sup>th</sup> fastest growing municipality on the Australian continent with a net increase of 616 residents or 2.0% over the 12 months to June 2005**



# Why population shifts are important to business

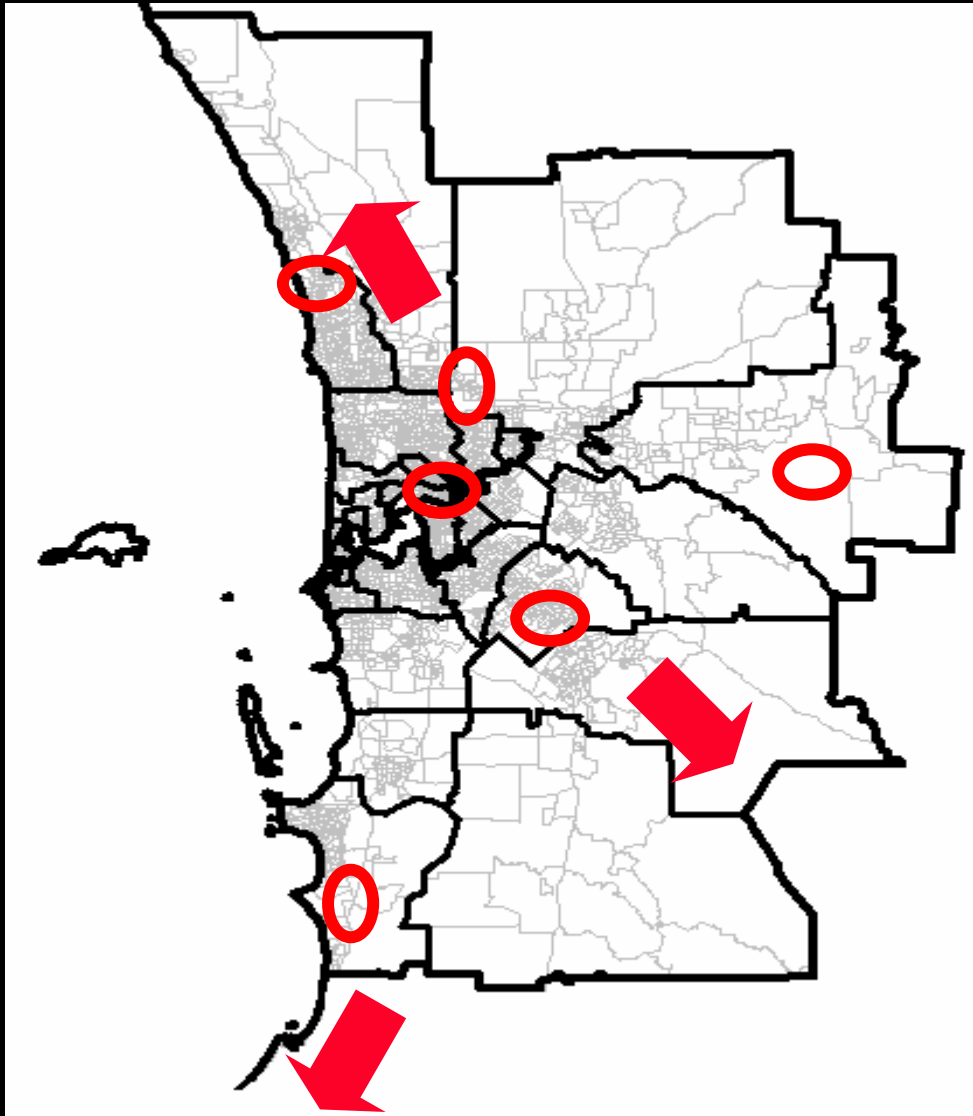
10,000 extra residents support job growth, eg:

- 3,700 new suburban households, or
- 6,700 new inner-city households
- \$82 million in new retail spending\*
- \$28 million in new supermarket spending\*
- ½ a Kmart
- One cinema screen
- 7,500 cubic metres of pre mix concrete

*\*includes GST*

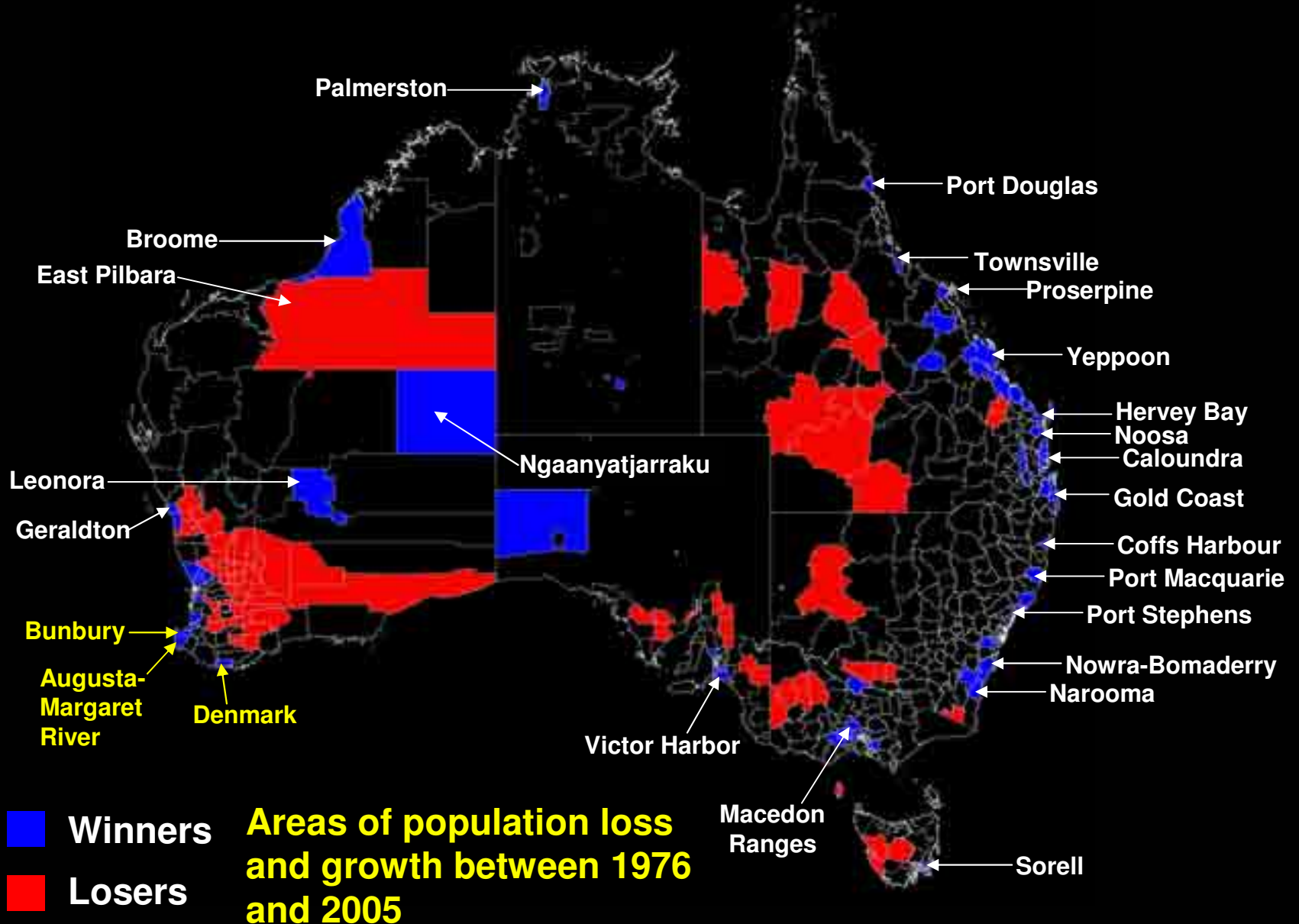
**Population loss reverses these markets**

# Perthlings much prefer 'up the coast' or 'down the coast' to 'treechange'



<b>Wanneroo (C)</b>	<b>7,094</b>
<b>Mandurah (C)</b>	<b>3,424</b>
<b>Rockingham (C)</b>	<b>3,358</b>
<b>Gosnells (C)</b>	<b>2,507</b>
<b>Cockburn (C)</b>	<b>2,189</b>
<b>Swan (C)</b>	<b>2,146</b>
<b>Busselton (S)</b>	<b>1,650</b>
<b>Perth (C)</b>	<b>1,373</b>
<b>Stirling (C)</b>	<b>1,346</b>
<b>Kalamunda (S)</b>	<b>1,254</b>

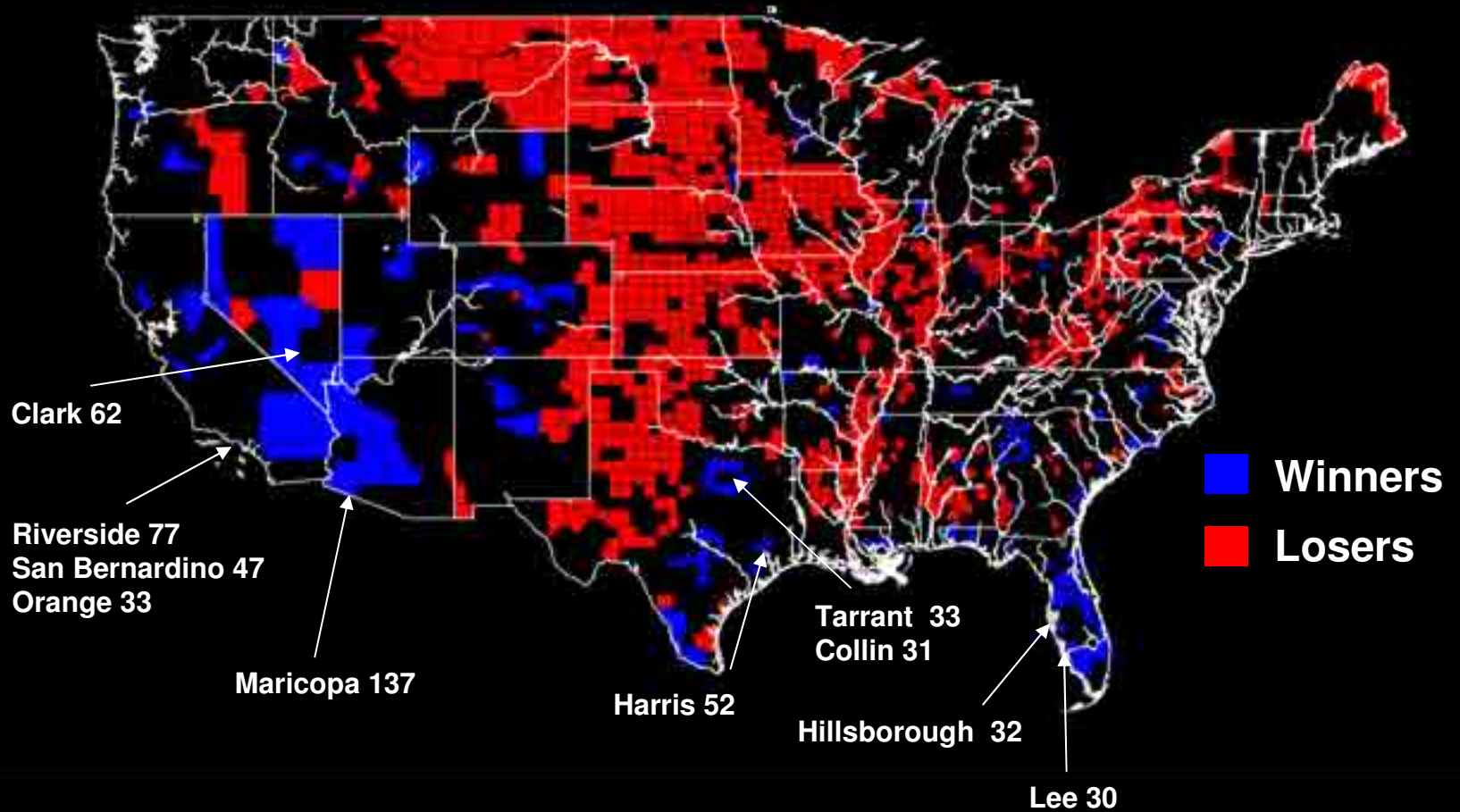
# Bleeding bush ... and the blooming beach



# Americans head for the desert

**Areas of population  
loss and growth  
between 1976 and 2005**

Top 10 counties in population  
growth over 12 months to June  
2005

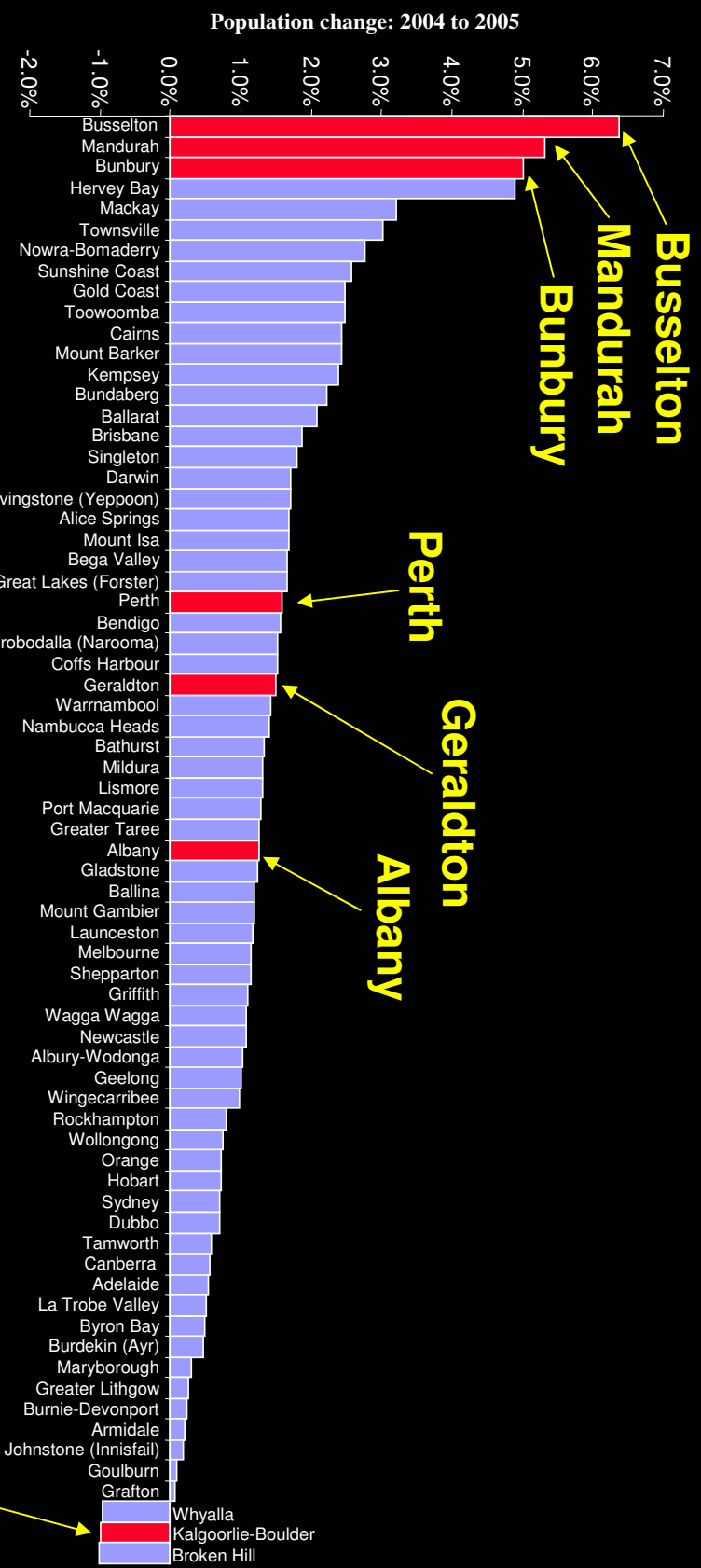


Source: US Census Bureau

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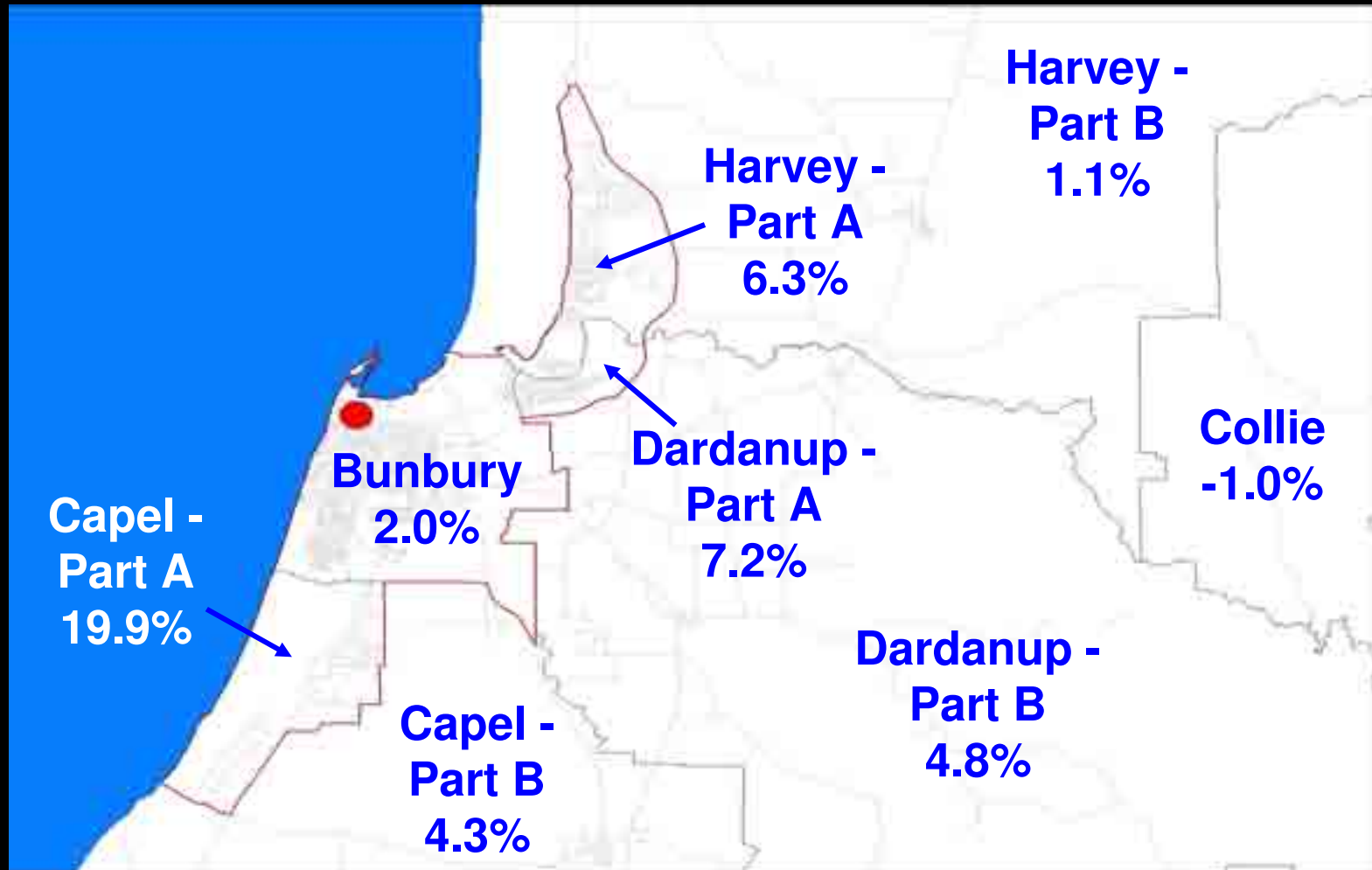
# Australians rush to the South West coast



The driving force for many Australians is the pursuit of lifestyle either on the beach or up in the hills

**Kalgoorlie-Boulder**

# Bunbury is a city that is 'racing away' at the edges ... probably causing a culture shift



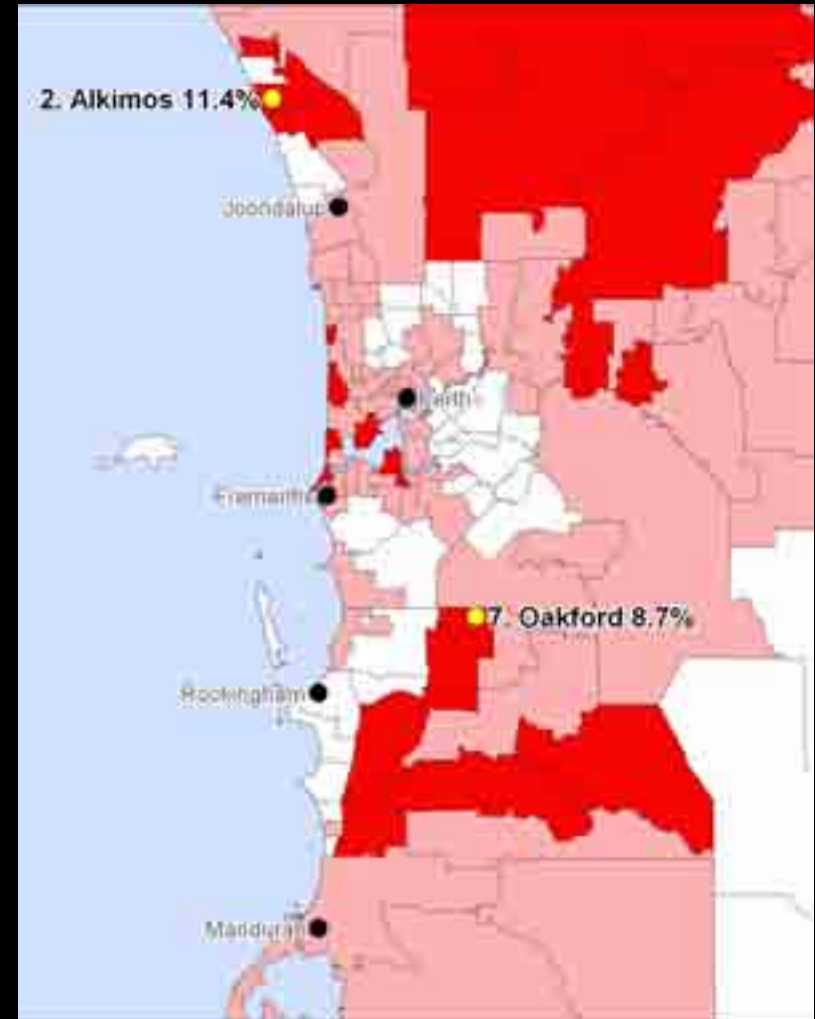
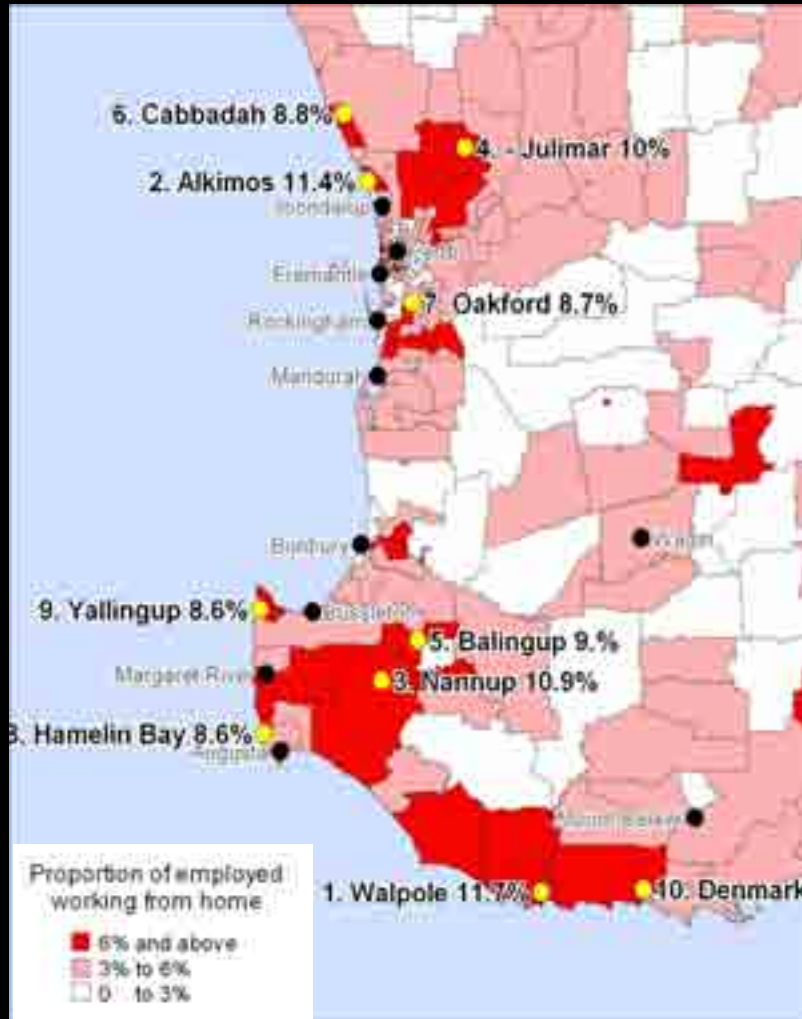
Bunbury is spilling to the north, to the south and to the east ... this is a city on the move

# My town's bigger than yours

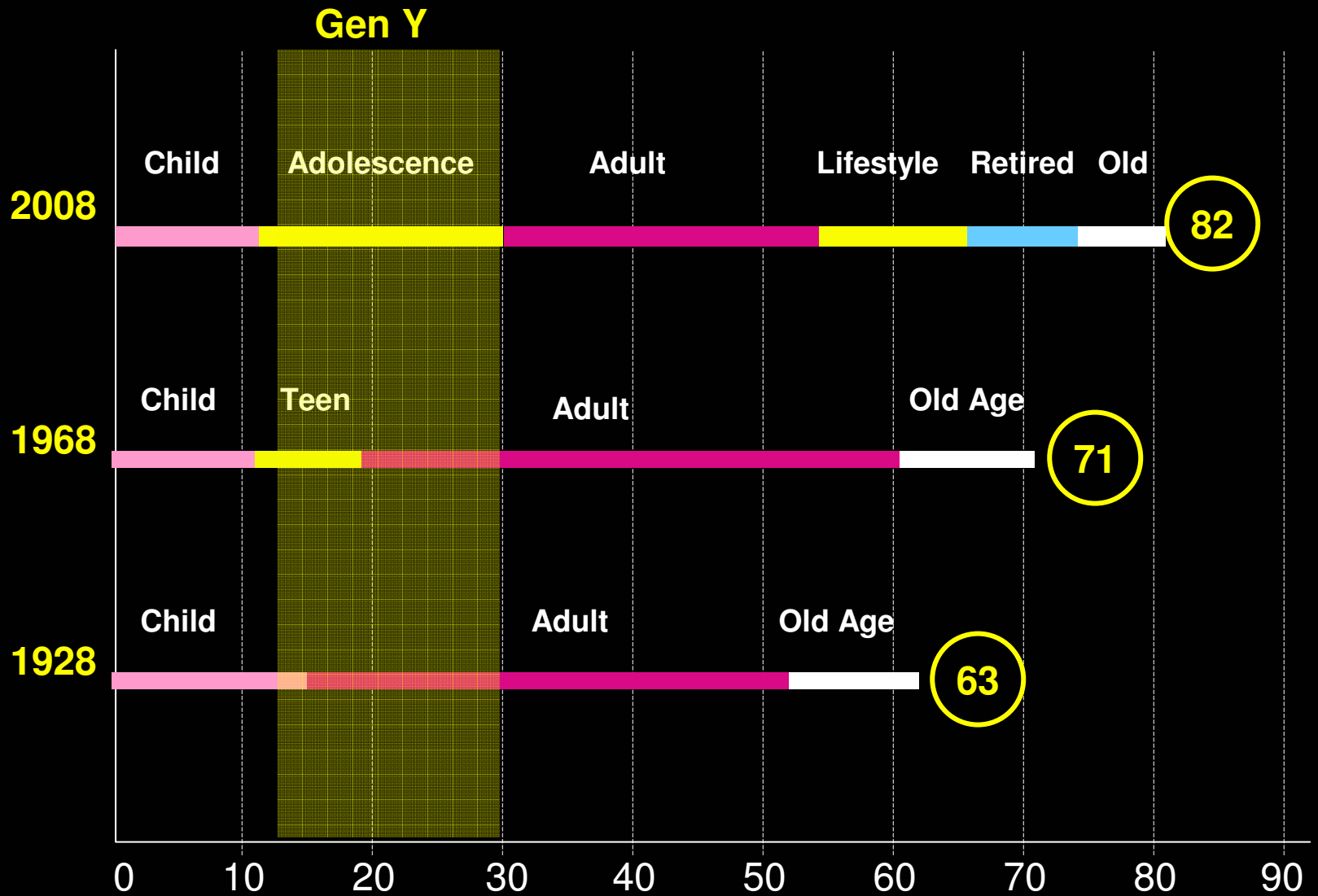
2005 Rank	City	2005 Population	Growth 2004/05 No	%pa
25	Rockhampton	69,126	546	0.8
26	Bundaberg	60,936	1,325	2.2
<b>27</b>	<b>Bunbury</b>	<b>56,180</b>	<b>2,677</b>	<b>5.0</b>
28	Wagga Wagga	53,488	563	1.1
29	Coffs Harbour	49,678	737	1.5

- Bunbury is now the 27<sup>th</sup> largest urban area in Australia
- In 1976, Bunbury contained 25,703 residents and ranked 35<sup>th</sup> largest city in Australia
- At its current rate of growth, Bunbury will exceed 112,000 permanent residents by 2026 (similar to Darwin now)

# The South West Cape offers a work-from-home lifestyle



# Gen Y is stretching the teenage years



Source: ABS 2003a, 3302.0, 3102.0, 3222.0; Australia's Health 2004 (AIHW)



# Characteristics of Generation Y

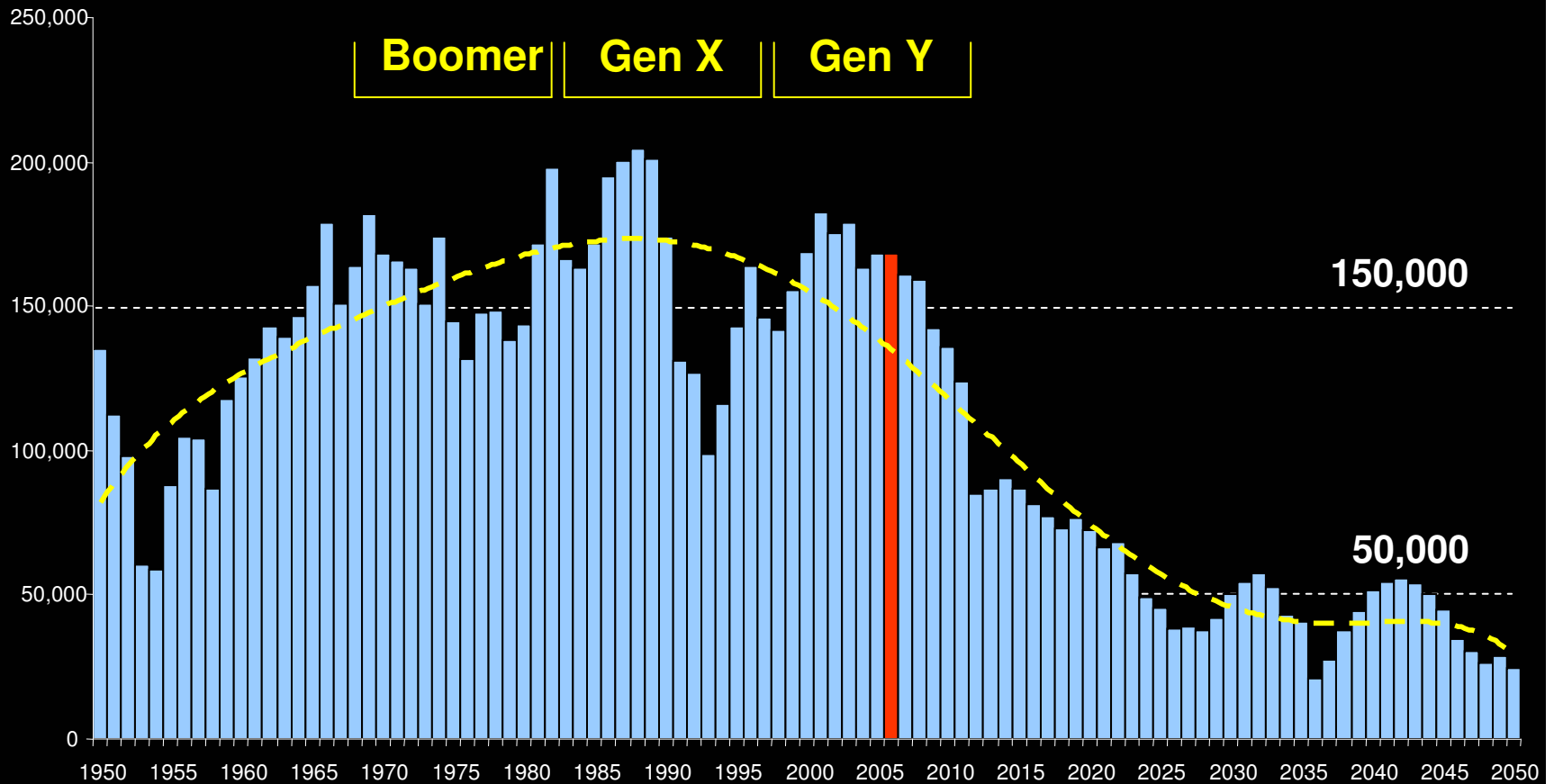
- Born 1976-1991 ... now aged 15-30
- Often a single child of baby boomer parents
- Accustomed to negotiation with authority – boomers were deferential
- Matured to adulthood in prosperous times
- Many live at home with mum & dad
- Not committed in their 20s ... to marriage, mortgage, children, careers
- Different views on loyalty to friends, to workmates, to employers
- Prefer deals not contracts and mentors not bosses
- Highly educated, opportunistic and global in their thinking

# There is a demographic logic behind the rise of Generation Y ... in Australia ...

1950

2006

2050



**Net growth in working age population (15-64) over 100 years**

Source: Australian Historical Population Statistics, ABS (2004)

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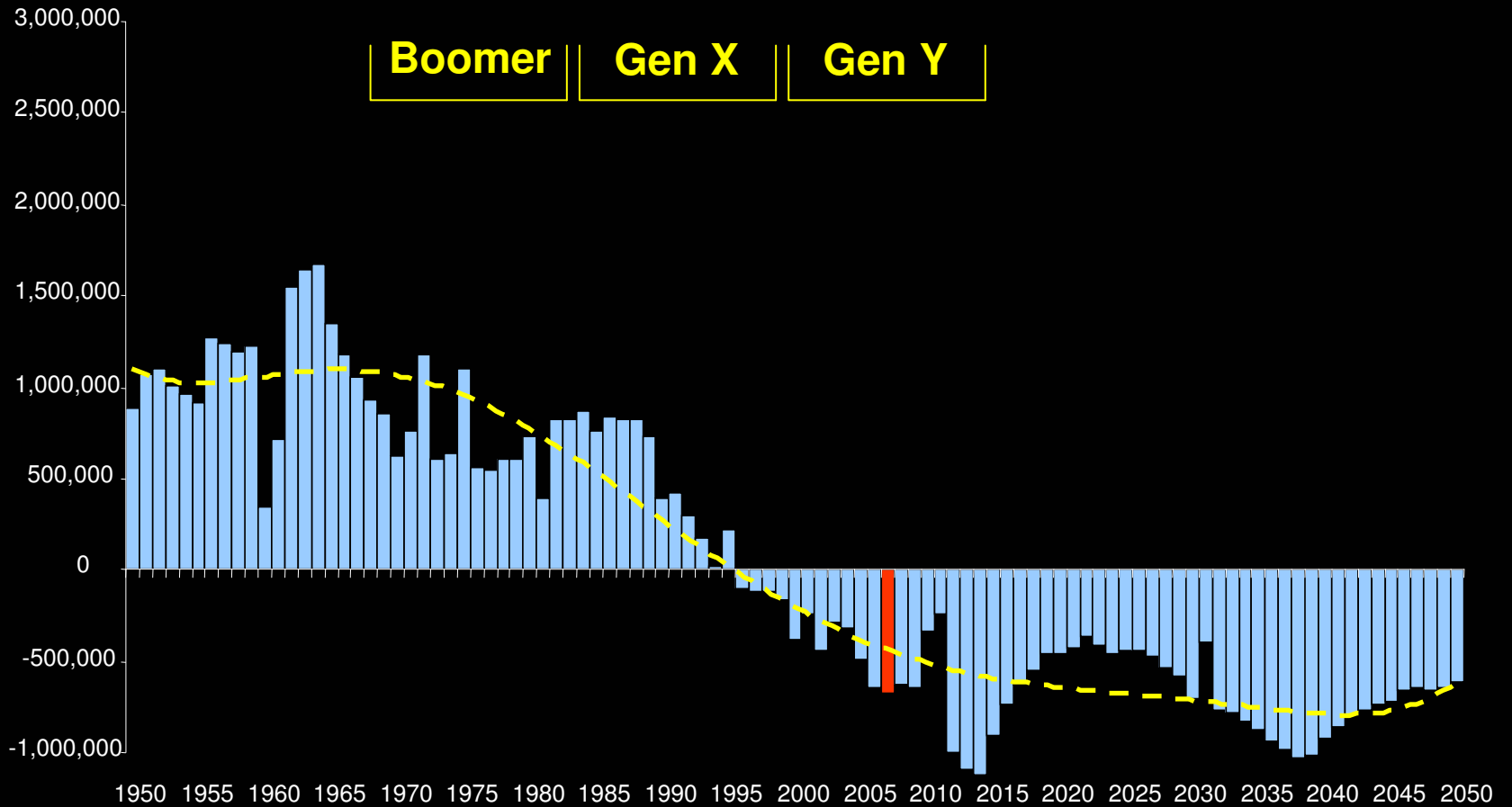
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# ... in Japan ...

1950

2006

2050



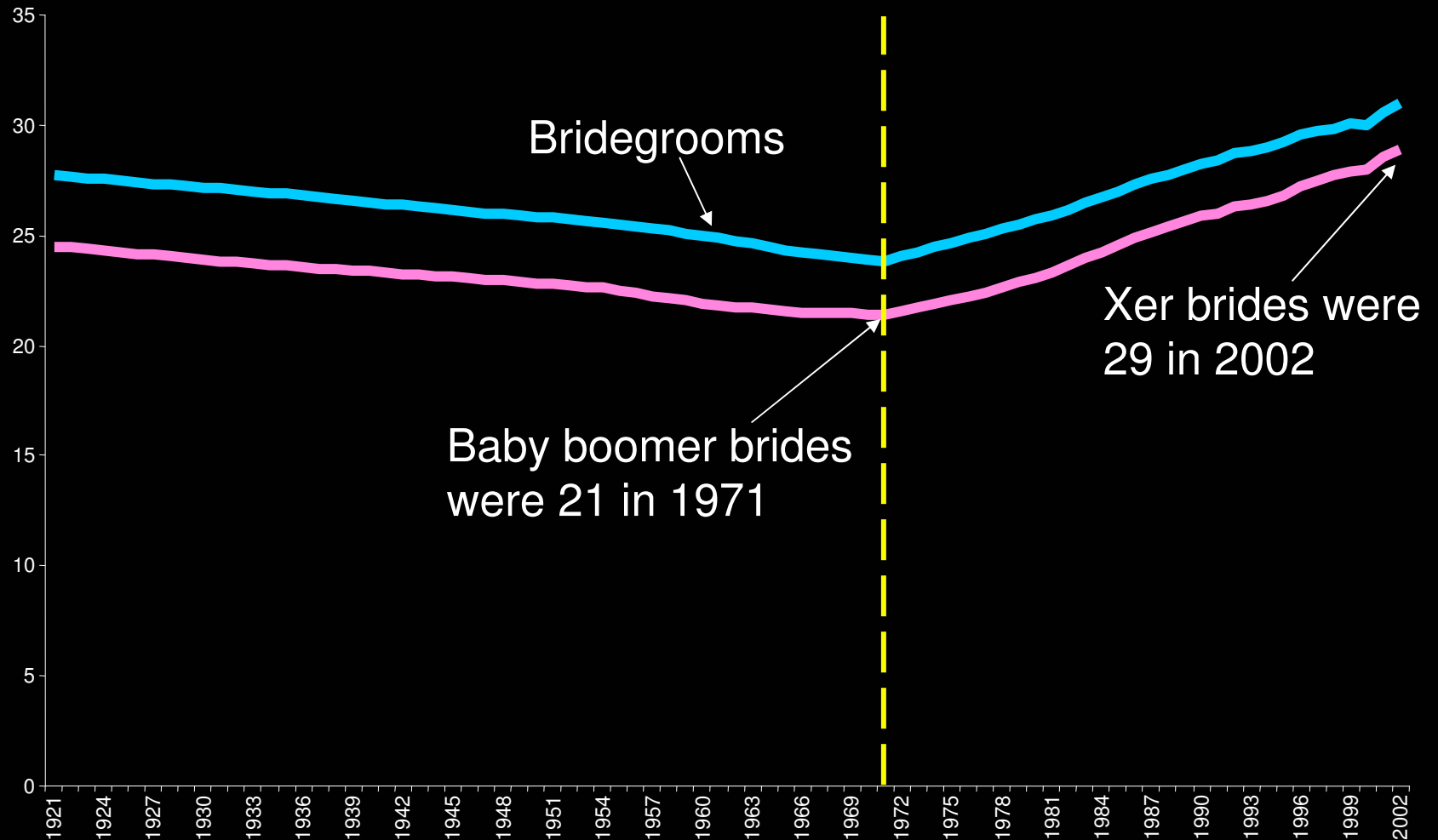
## Net growth in working age population (15-64) over 100 years

Source: KPMG Property Advisory, Statistics Bureau of Japan (2006)

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# The ageing of the average Aussie bride

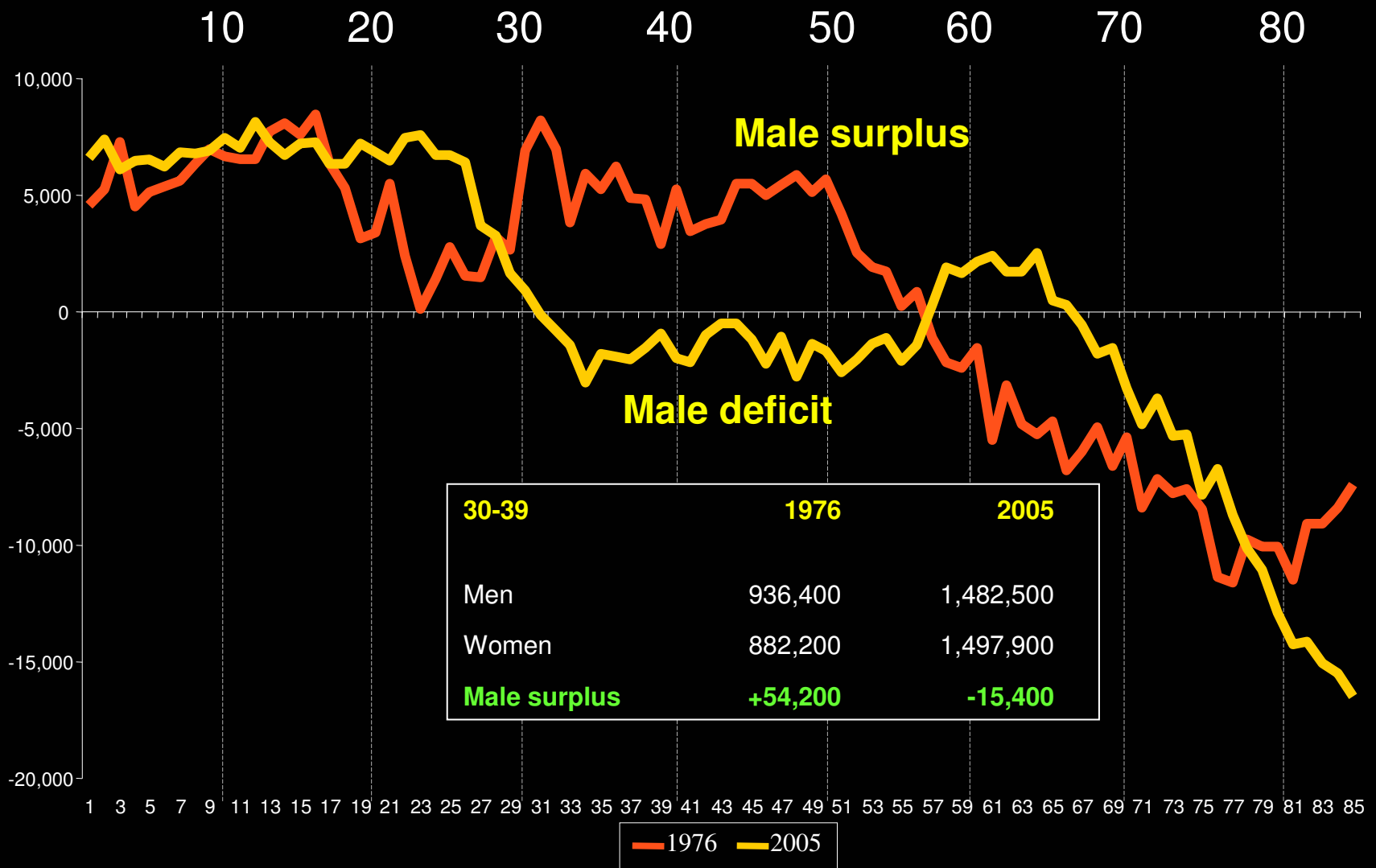


Source: Australian Demographic Statistics (3101.0); Marriages and Divorces (3310.0)

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# Behold the Great Australian Man Drought



Source: ABS 3201.0 (2004) Unpublished historical data (1976)

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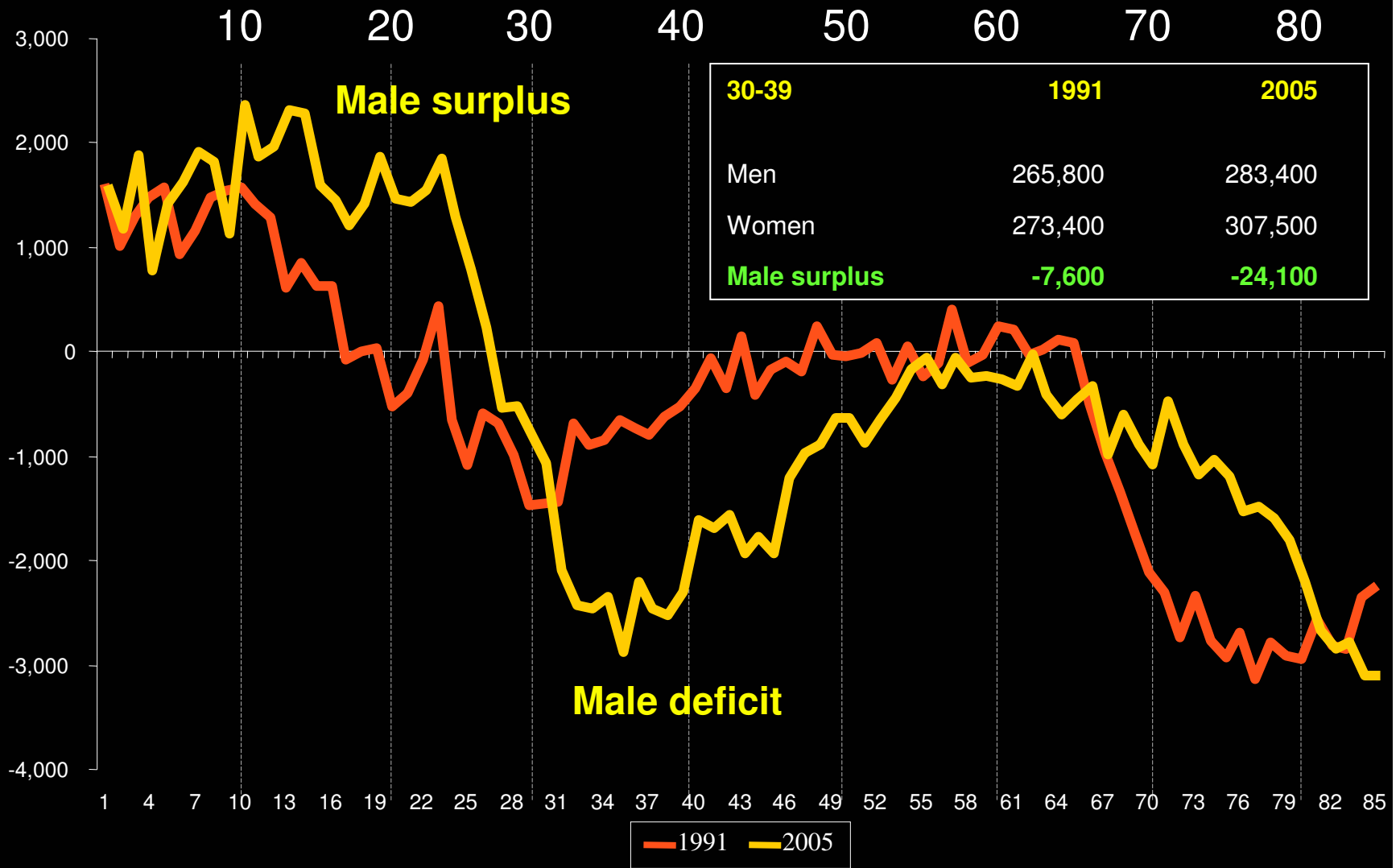
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# Women born in 1972 have got it toughest

YE June	Men	Women	Male Surplus
1968	137,000	136,000	+1,000
1969	139,000	140,000	-1,000
1970	144,000	145,000	-1,000
1971	148,000	150,000	-2,000
<b>1972</b>	<b>154,000</b>	<b>157,000</b>	<b>-3,000</b>
1973	159,000	161,000	-2,000
1974	149,000	151,000	-2,000
1975	148,000	150,000	-2,000

Source: ABS 3201.0

# Young Kiwi men have fled New Zealand

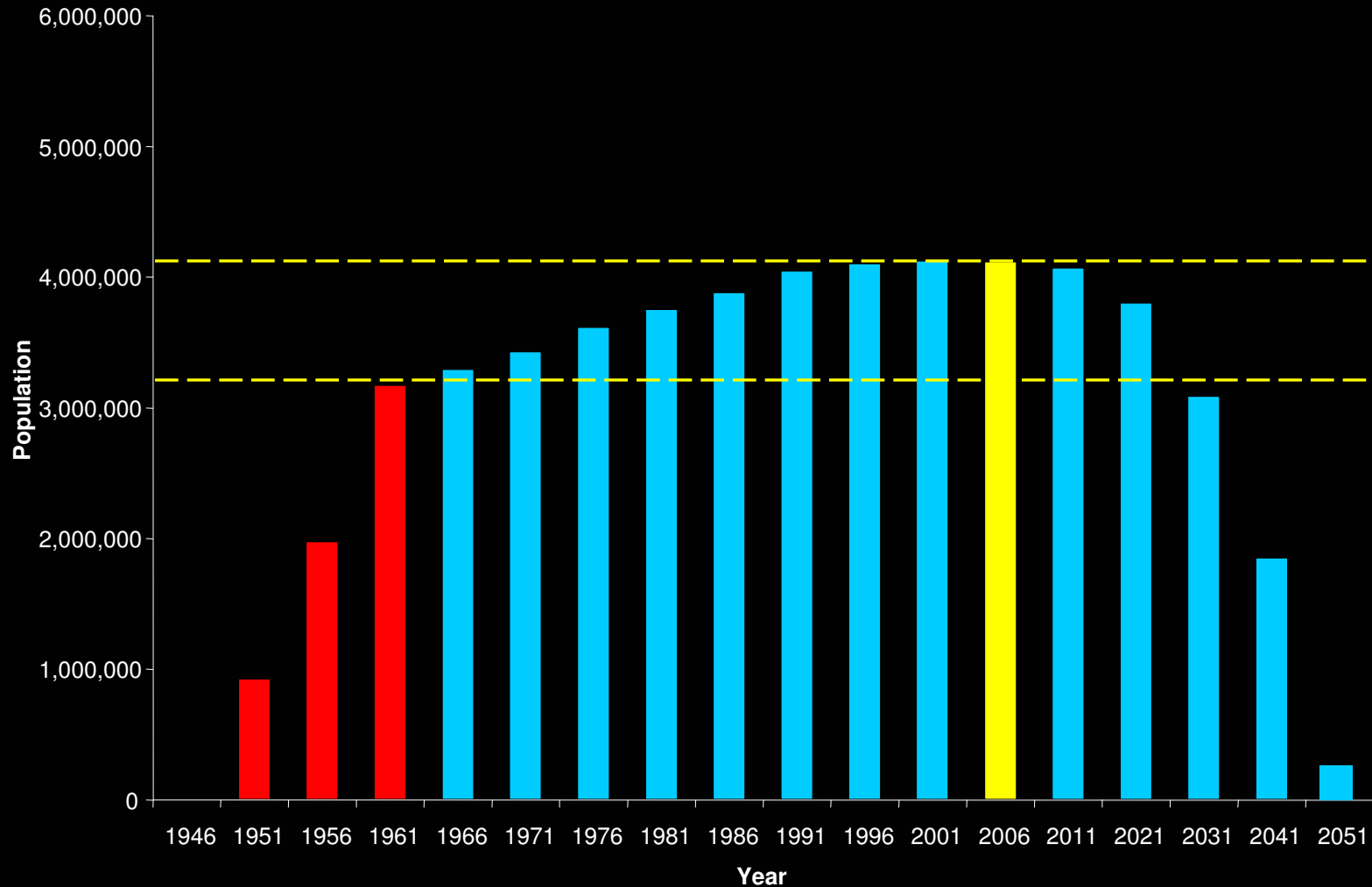


Source: Statistics New Zealand

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# Baby boomers just won't die ... they are reinventing a pre-retirement stage in life

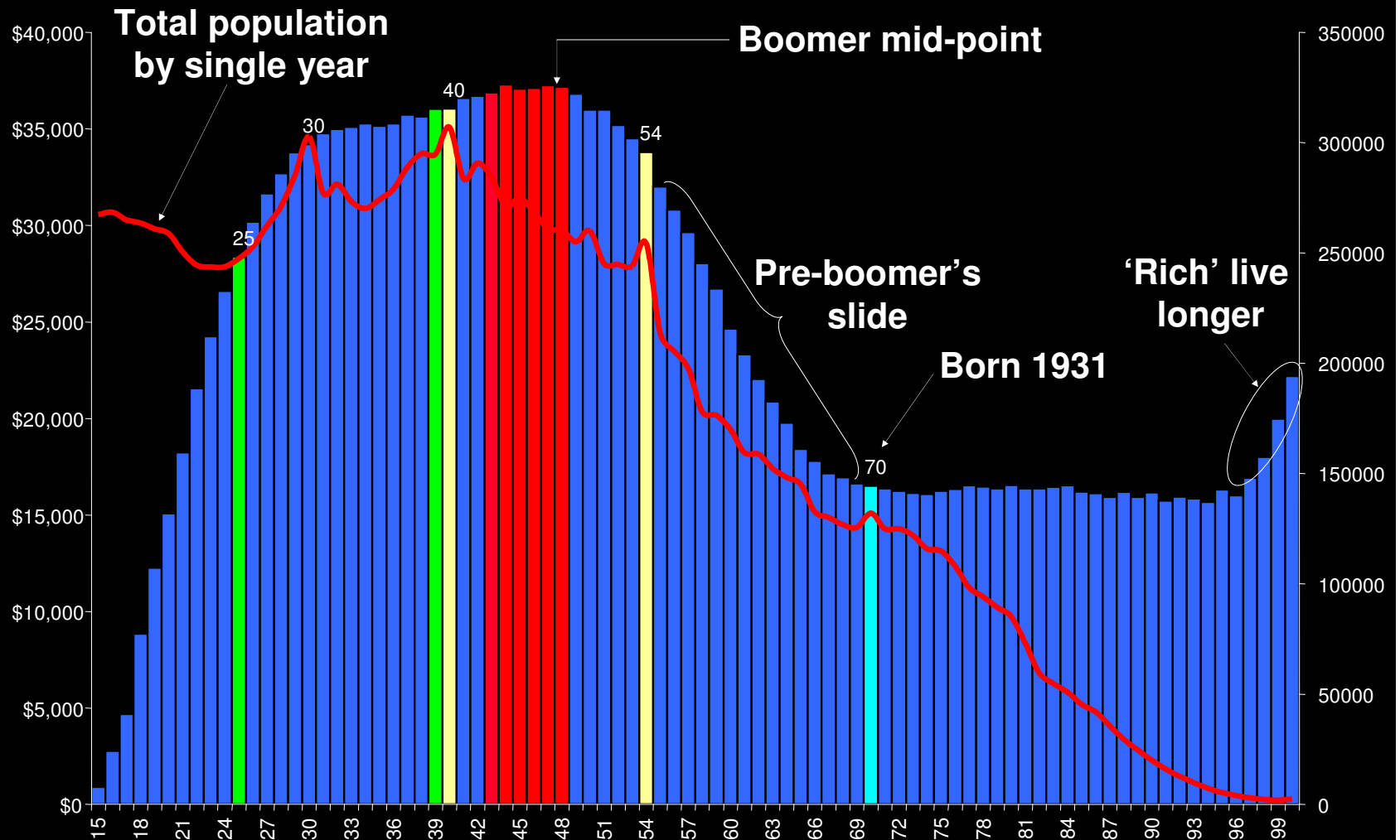


Source: ABS Censuses; ABS Series B Projections September 2003

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# It doesn't get any better after 43-48



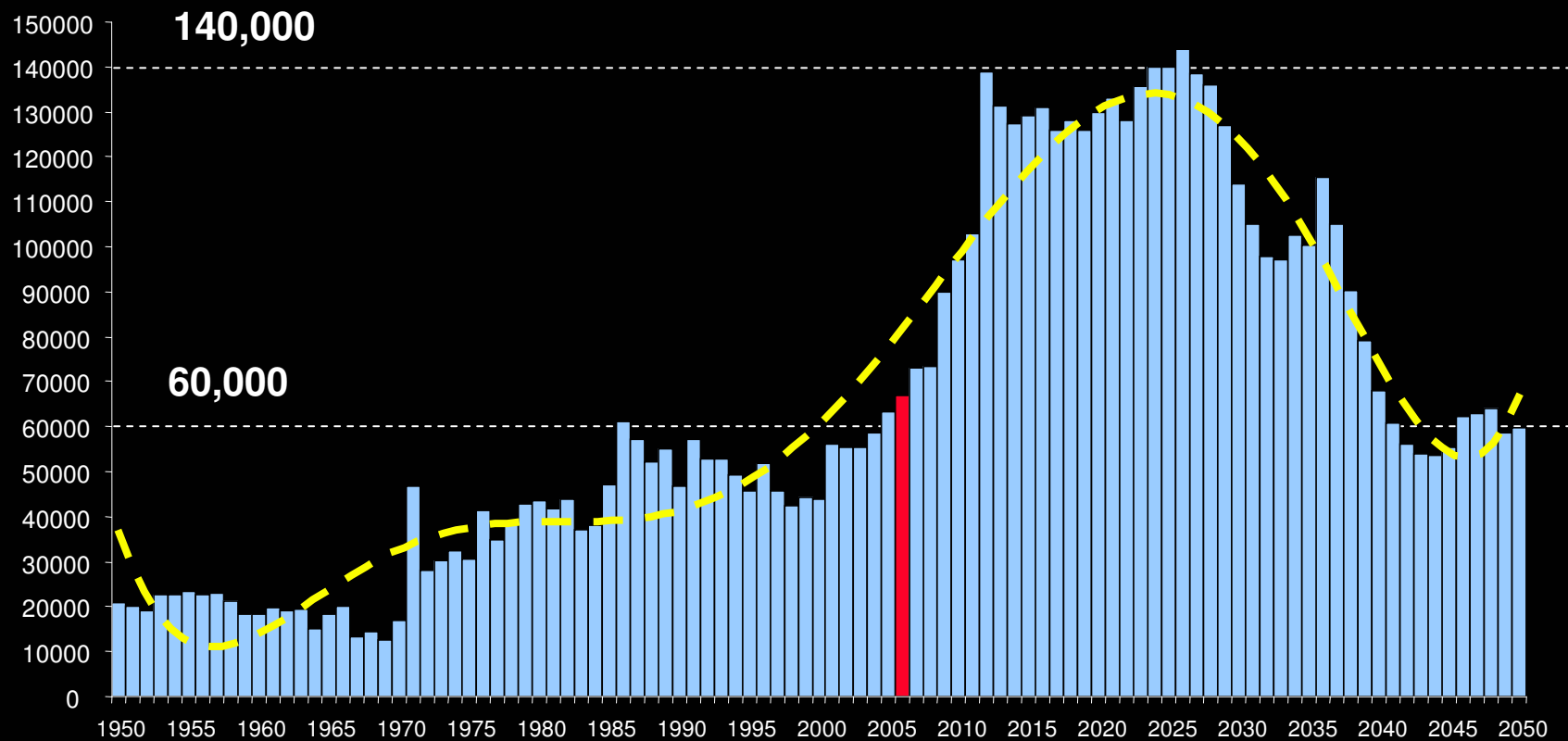
**Boomers at their peak until June 2006 ... then the slide begins**

# The rise of the retiree will underpin the demand for lifestyle towns

1950

2006

2050



Source: Australian Historical Population Statistics (2004) & Population Projections, Australia, 2004 to 2101(2005)

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# Different generations ... different values

## Boomers

- Born 1946-1961
- Now aged 44-59
- 4.1 million
- Idealistic; career-orientated; consumerist
- Promoted 'young' and propped
- Peak income earning 1991-2005
- Succession planning, advisory boards, non-executive directors
- Inter-generational fight

## Gen X

- Born 1961-1976
- Now aged 29-44
- 4.4 million
- Realists; cynical
- Held back by "old fart log-jam"
- Peak income earning 2006-2021
- Assuming positions of high office now
- Must deal with baby boomers in retirement

## Gen Y

- Born 1976-1991
- Now aged 14-29
- 4.6 million (ultimately)
- Experiential; ethicists; uncommitted to career; relationships
- Extended adolescence
- Helicopter kids; kippers
- Peak income earning 2021-2036
- Technology savvy; global thinking
- Inherit boomer wealth

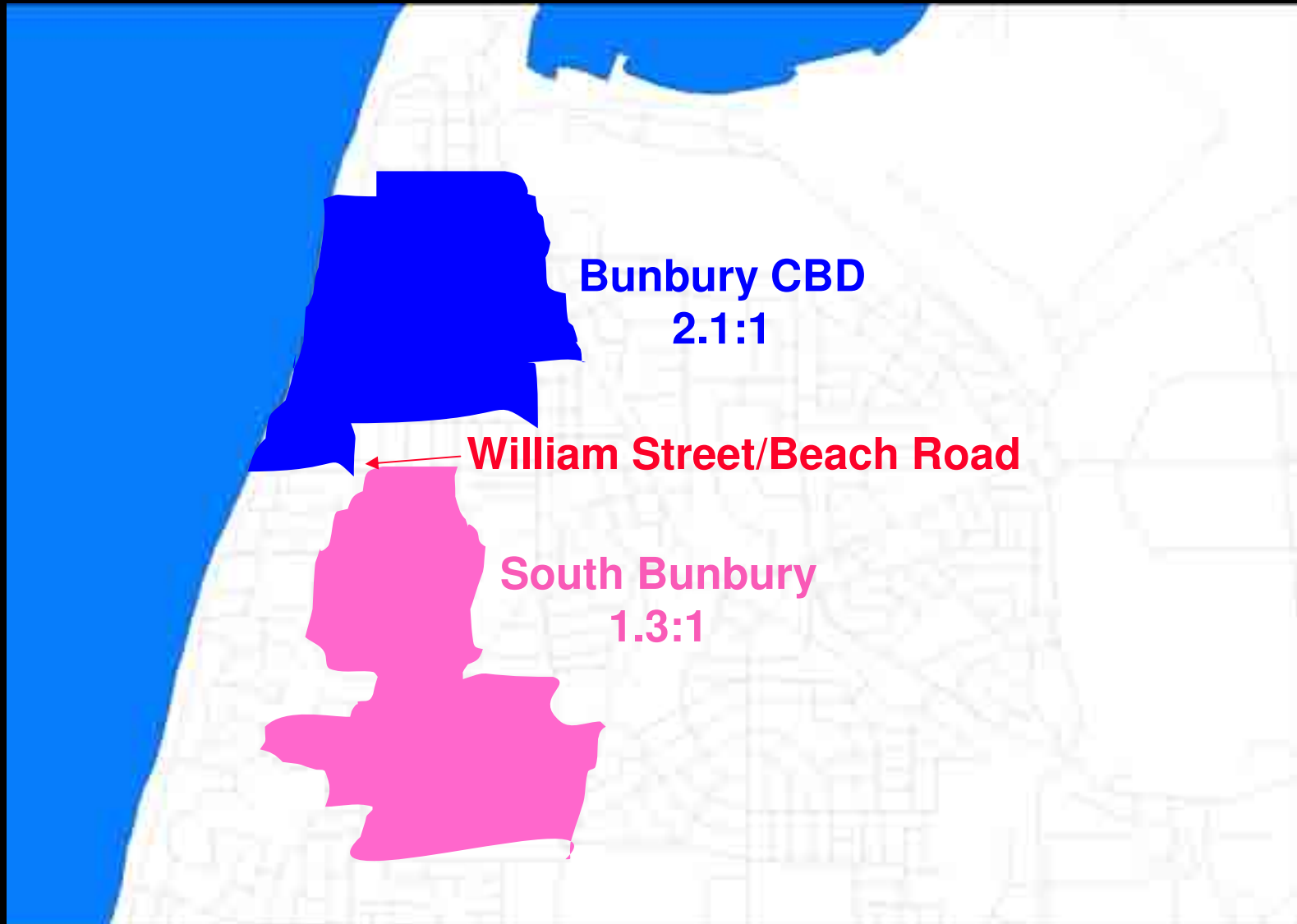
# Why is the average Aussie bride ageing ... and what are her prospects?

25-34 never married	1991	2001
Males	537,000	727,000
Females	352,000	568,000
Ratio	1.53:1	1.28:1

- Unattached blokes grew by 35%
- Unattached women grew by 61%
- Conclusion: Australian women are “raising the bar”

Why are there so many eligible young bachelors in Sydney?

# Bunbury's Menopolis is the town centre



# Further information & contact

- *The Big Picture* – \$29.95rrp out now
- Bernard Salt's column appears in *The Australian* every Thursday
- Bernard Salt's columns appears monthly in *Property Australia* and *Wish Magazine*
- *Population Growth Database 2006* now available at \$495: contact [fmevans@kpmg.com.au](mailto:fmevans@kpmg.com.au)
- Contact: Bernard Salt (03) 9288 5047; [bsalt@kpmg.com.au](mailto:bsalt@kpmg.com.au); [www.bernardsalt.com.au](http://www.bernardsalt.com.au)



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