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.
THE GENERATIONS

BUILDERS
AGED 71+

BABY BOOMERS
AGED 52 - 70
THE GENERATIONS

BUILDERS
AGED 71+

BABY BOOMERS
AGED 52 - 70

GENERATION X
AGED 37 - 51
THE GENERATIONS

BUILDERS
AGED 71+

BABY BOOMERS
AGED 52 - 70

GENERATION X
AGED 37 - 51

GENERATION Y
AGED 22 - 36
THE GENERATIONS

BUILDERS
AGED 71+

BABY BOOMERS
AGED 52 - 70

GENERATION X
AGED 37 - 51

GENERATION Y
AGED 22 - 36

GENERATION Z
AGED 7 - 21
THE GENERATIONS

BUILDERS
AGED 71+

BABY BOOMERS
AGED 52 - 70

GENERATION X
AGED 37 - 51

GENERATION Y
AGED 22 - 36

GENERATION Z
AGED 7 - 21

GENERATION ALPHA
AGED UNDER 7
<table>
<thead>
<tr>
<th>Aussie Rhymin' Slang</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Blake</td>
<td>snake</td>
</tr>
<tr>
<td>Captain Cook</td>
<td>look</td>
</tr>
<tr>
<td>Frog and toad</td>
<td>road</td>
</tr>
<tr>
<td>Harold Holt</td>
<td>bolt</td>
</tr>
<tr>
<td>Barry Crocker</td>
<td>shocker</td>
</tr>
</tbody>
</table>

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FORECASTS | STRATEGY | RESEARCH
DIGITAL
MOBILE
VISUAL
SOCIAL
In case of fire, exit building before tweeting about it.
CULTURALLY DIVERSE
CHRISTIANITY BY BIRTHPLACE:

<table>
<thead>
<tr>
<th>Top 4</th>
<th>Bottom 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Europe 85%</td>
<td></td>
</tr>
<tr>
<td>Western Europe 67%</td>
<td></td>
</tr>
<tr>
<td>Oceania 66%</td>
<td></td>
</tr>
<tr>
<td>America 66%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ABS
CHRISTIANITY BY BIRTHPLACE:

<table>
<thead>
<tr>
<th>Top 4</th>
<th>Bottom 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Europe 85%</td>
<td>South East Asia 50%</td>
</tr>
<tr>
<td>Western Europe 67%</td>
<td>Africa / Middle East 46%</td>
</tr>
<tr>
<td>Oceania 66%</td>
<td>North Asia 25%</td>
</tr>
<tr>
<td>America 66%</td>
<td>Central Asia 22%</td>
</tr>
</tbody>
</table>

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:
COMMUNITY REDEFINED

- A local pub or club (RSL, local hotel, etc.): 19%
- The local school: 6%
- A local church: 5%
- The local community centre: 11%
- A community park or sports ground: 16%
- The facility of a local community group (Scouts, CWA, PCYC, etc.): 4%

The local shopping centre: 39%
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.
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.
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

TODAY

Australian Church

Australian community
“1st century, AD”

42%

Source: McCrindle Australian Communities Report (Olive Tree Media)
WHEN DID JESUS LIVE?

“1st century, AD”
42%

“I have no idea”
28%

Source: McCrindle Australian Communities Report (Olive Tree Media)
WHEN DID JESUS LIVE?

“1st century, AD”  42%  
“I have no idea”  28%  
“In ancient times, BC”  27%  

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
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?

<table>
<thead>
<tr>
<th>Area</th>
<th>Priority</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional</td>
<td>68%</td>
<td>60%</td>
</tr>
<tr>
<td>Relational</td>
<td>66%</td>
<td>62%</td>
</tr>
<tr>
<td>Financial</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Physical</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Vocational</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Spiritual</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>
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.’ …
How responsive are your church’s ministries, services, communication and outreach programs to...  
Extremely / significantly responsive

Church attendees 93%
CHURCH IN AUSTRALIAN LIFE

Responsiveness of churches

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

- Extremely / significantly responsive

- Church attendees: 93%
- The local community: 74%

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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

- Church attendees: 93%
- The local community: 74%
- 21st century context: 64%
CHURCH IN AUSTRALIAN LIFE

Responsiveness of churches

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

Extremely / significantly responsive

- Church attendees: 93%
- The local community: 74%
- 21st century context: 64%
- Global events: 57%

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Life moves pretty fast. If you don’t stop and look around once in a while, you could miss it.
TECHNOLOGICALLY INTEGRATED
POST LINEAR
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

Where do you want to go?  
Check In  
Check Out  
1 Guest
Search

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.
POST LITERATE
The Great Screenage
POST LOGICAL
YOU KNOW YOU ARE DESPERATE FOR AN ANSWER...

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.
FOR SUCH A TIME AS THIS

ESTHER 4:14
FOR SUCH A PLACE AS THIS
The lucky country
The blessed country
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
RELEVANT
If you see someone drowning, lol. Call 911.
RESPONSIVE
RELATIONAL
Be the first of your friends to like this post.