

Generations Y & Z: Engaging with Today's Youth.

**Community Coaches & Officials Conference
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Presented by Mark McCrindle

New Times

The 4 big shifts:

- 1. Ageing Population**
- 2. Transitioning Generations**
- 3. Increasing Options**
- 4. Restructured Lives**

Source: McCrindle Research 2006

New Generations

Australia's generation mix:

Description	Birth	Age	(%)
Builders	Before 1946	Over 60	17%
Boomers	1946–1964	42–60	26%
Generation X	1965–1979	27–41	21%
Generation Y	1980 -1994	12 -26	20%
Generation Z	1995 -2009	Under 12	16%

Source: Australian Bureau of Statistics 2006

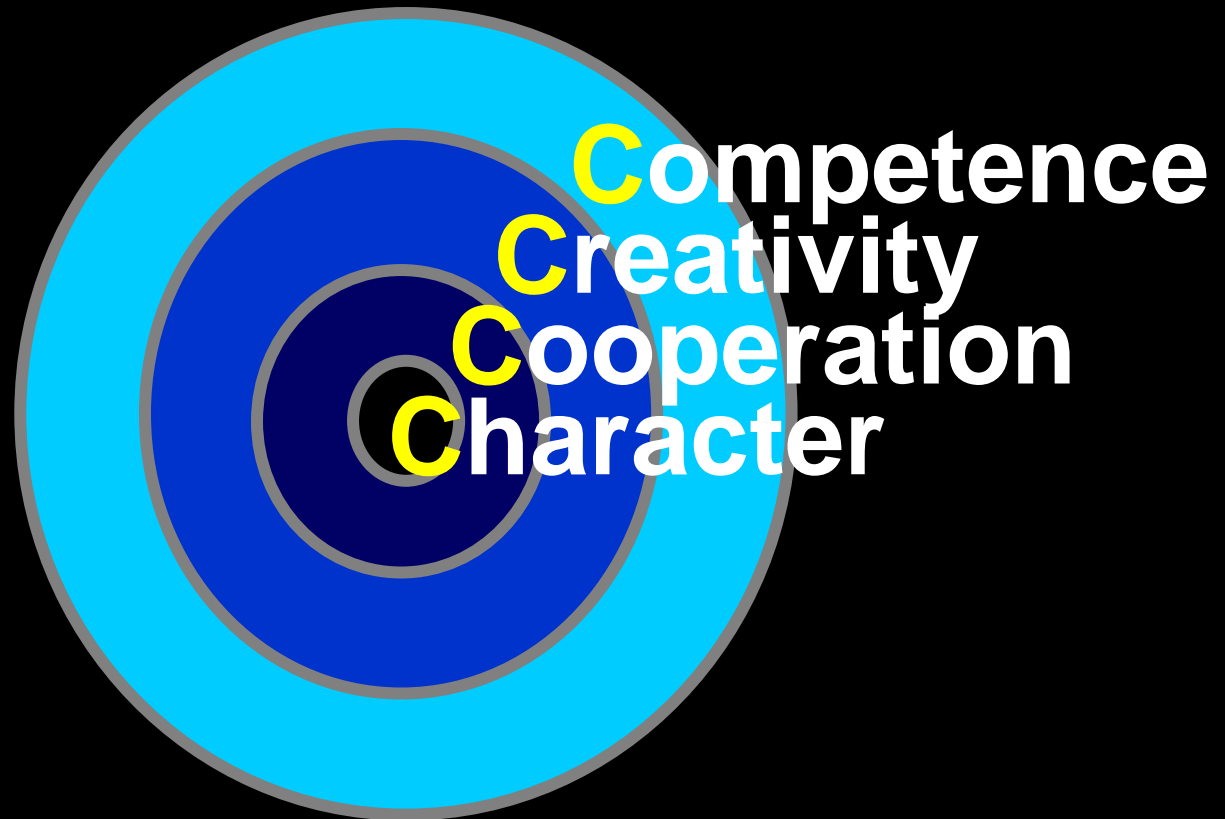
New Characteristics

Defining the 21st Century generations:

1. Post-life stage
2. Post-logical
3. Post-literate

New Expectations

The 4 C's:



Bridging the Gap

What works best today:

	20th Century	Today
Leadership		
Influence		
Training		
Motivation		

Bridging the Gap

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Motivation	Long-term needs Sporting Excellence	Short-term demands Life Balance

New Communication

The 4 R's:

- Real
- Relevant
- Responsive
- Relational

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