

mccrindle

# Australia's spiritual climate

Presbyterian Church – Demographic, social and spiritual trends in Australia  
Geoff Brailey  
13<sup>th</sup> May 2022

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W [mccrindle.com.au](http://mccrindle.com.au)



c3rousehill • Following



c3rousehill Honored these 3 beautiful mum's for leading and raising our awesome youth leader's in their spiritual and physical journeys! 🥰 We love all that you do! ❤️

Happy mother's day to all the mum's, grandmother's, aunts and mother figures!!! We're grateful for you! ❤️

4d



Liked by krystolbraileydesigns and others

4 DAYS AGO



Add a comment...

Post





**Hello, my name is**

**SOCIAL RESEARCHER**





# Census

Every stat tells a story.

## 2021



# When new Census data comes out



# 2011: APP





# 2012: CLOUD



# 2013: HASHTAG



# 2014: SELFIE



# 2015: FACE WITH TEARS OF JOY





# 2016: POST-TRUTH

*Adjective*

*Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.*

# 2017: FAKE NEWS



# 2018: TOXIC



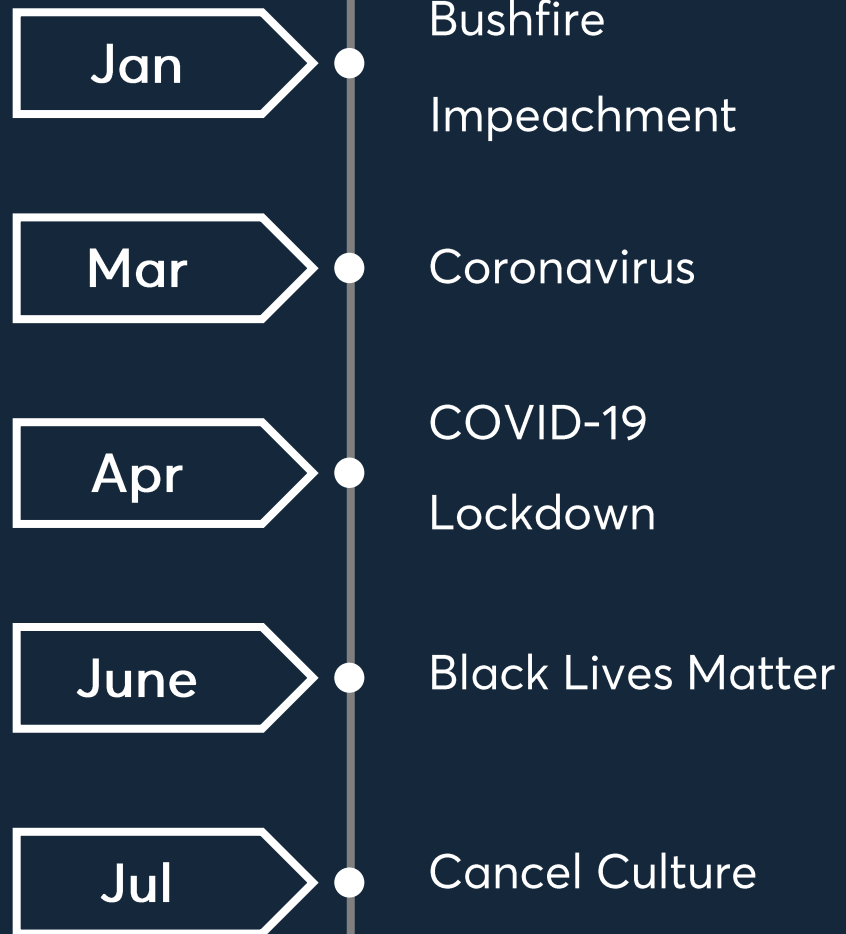
# 2019: CLIMATE EMERGENCY





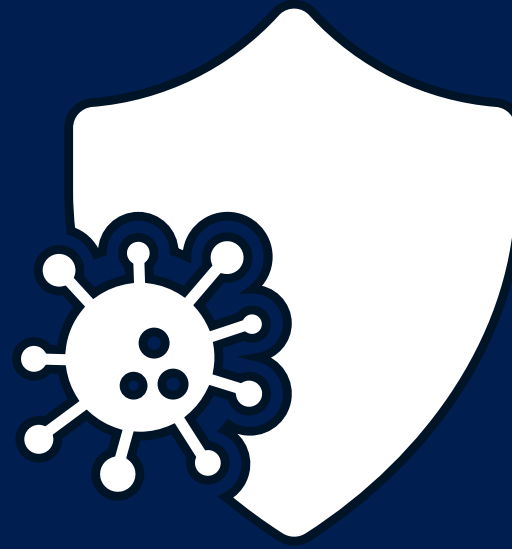
# 2020 ...

# 2020 ...



# 2021 Word of the year

Vaxxed



# 2021 Person of the year

Elon Musk





# McCrindle 2022 trends of the year

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## 1

### Two-speed growth

Fast growth regionally, while slow growth nationally



### Intentional lifestyle

Designing lifestyle with intentionality and clarity

## 2

## 3

### Revenge spending

Time with loved ones motivates 2 in 3 Australians (63%) to spend money<sup>1</sup> using their lockdown savings on lavish experiences with loved ones.



### Relational fitness

The rise of HOGO (the Hassle of Going Out) as almost 3 in 5 Australians (58%) are less confident organising and participating in social activities.<sup>2</sup>

## 4

## 5

### The Metaverse

The next step in technological innovation: virtual reality, gaming, digital communities, NFTs and cryptocurrency.



### Social impact

57% of consumers increase engagement with organisations that behave ethically in interactions.<sup>3</sup>

## 6

## 7

### New federalism

52% have an increased sense of pride with their state since COVID-19 border changes.<sup>4</sup>



### Great retention

Employers have a unique opportunity to counter the 48% of workers planning to look for a new job in the next 6 months<sup>5</sup> by focusing on staff engagement.

## 8

1. Monocent Insights, Australia's financial habits, 2021  
2. Monocent Insights, The soul of Australian cities, 2021  
3. Monocent survey of 1000 Australians, 2022  
4. Monocent Insights, The soul of Australian cities, 2021  
5. Employment Hero, survey of 1,000 Australian workers, 2021

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*One generation commends your works to the  
another; they tell of your mighty acts.  
(NIV)*

P s a l m 1 4 5 : 4

*One generation commends your works to the  
another; they tell of your mighty acts.  
(NIV)*

*Generation after generation stands in awe of your  
work; each one tells stories of your mighty acts.  
(MSG)*

P s a l m 1 4 5 : 4

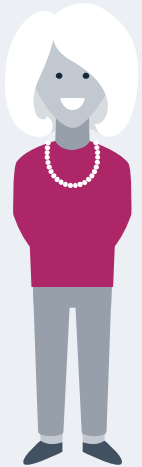




01.

# Demographic transitions

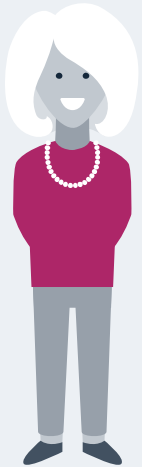
# Six Generations



**Builders**

Age: 77+

# Six Generations



**Builders**

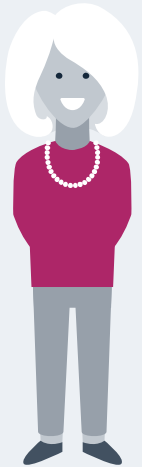
Age: 77+



**Boomers**

Age: 58-76

# Six Generations



**Builders**

Age: 77+



**Boomers**

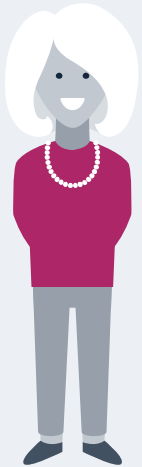
Age: 58-76



**Gen X**

Age: 43-57

# Six Generations



**Builders**

Age: 77+



**Boomers**

Age: 58-76



**Gen X**

Age: 43-57



**Gen Y**

Age: 28-42

# Millennials





# Millennials



# The new modern family



## MEDIAN AGE OF MARRIAGE

1987

Females ♀

25.2

Males ♂

27.6

# The new modern family



## MEDIAN AGE OF MARRIAGE

		1987	TODAY
Females	♀	25.2	30.5
Males	♂	27.6	32.4

# The new modern family



## MEDIAN AGE OF MARRIAGE

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## MEDIAN AGE FOR A MOTHER AT THE BIRTH OF HER FIRST CHILD

# The new modern family



## MEDIAN AGE OF MARRIAGE

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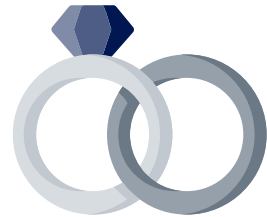


## MEDIAN AGE FOR A MOTHER AT THE BIRTH OF HER FIRST CHILD

1987

26.8

# The new modern family



## MEDIAN AGE OF MARRIAGE

		1987	TODAY
Females	♀	25.2	30.5
Males	♂	27.6	32.4



## MEDIAN AGE FOR A MOTHER AT THE BIRTH OF HER FIRST CHILD

	1987	TODAY
	26.8	31.4



# The new modern family



**BOTH PARENTS  
WORKING FULL TIME  
WITH CHILDREN  
UNDER 5**

# The new modern family



**BOTH PARENTS  
WORKING FULL TIME  
WITH CHILDREN  
UNDER 5**

**2009**

**14%**

# The new modern family



**BOTH PARENTS  
WORKING FULL TIME  
WITH CHILDREN  
UNDER 5**

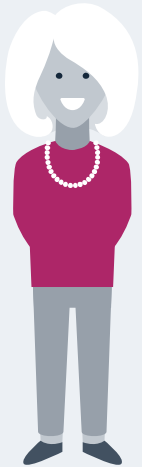
**2009**

**14%**

**TODAY**

**21%**

# Six Generations



**Builders**

Age: 77+



**Boomers**

Age: 58-76



**Gen X**

Age: 43-57



**Gen Y**

Age: 28-42

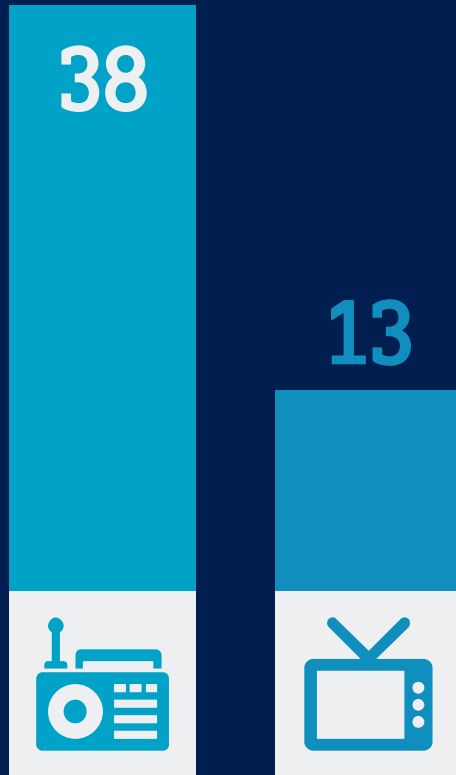


**Gen Z**

Age: 13-27

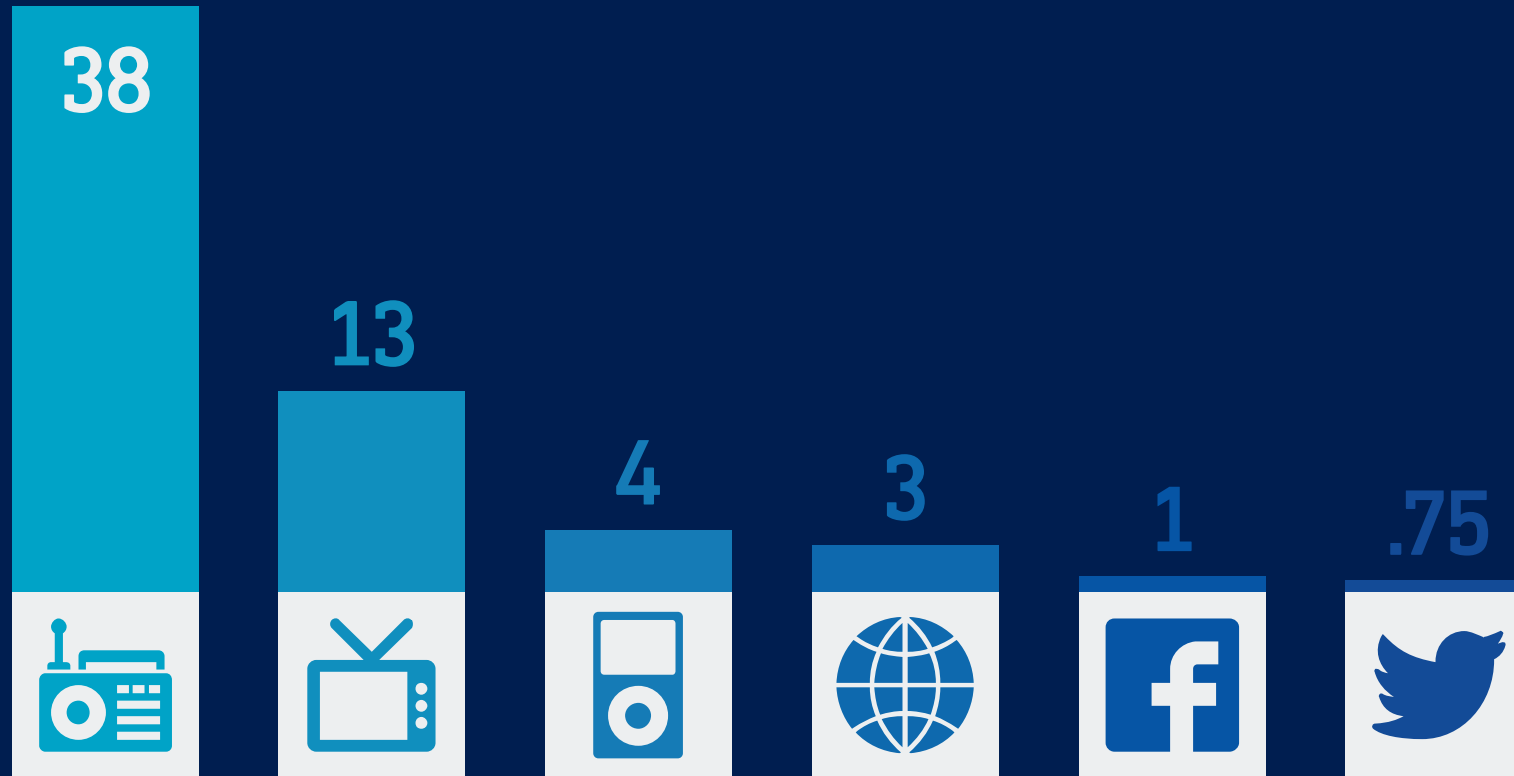


# Years to reach 50 million users

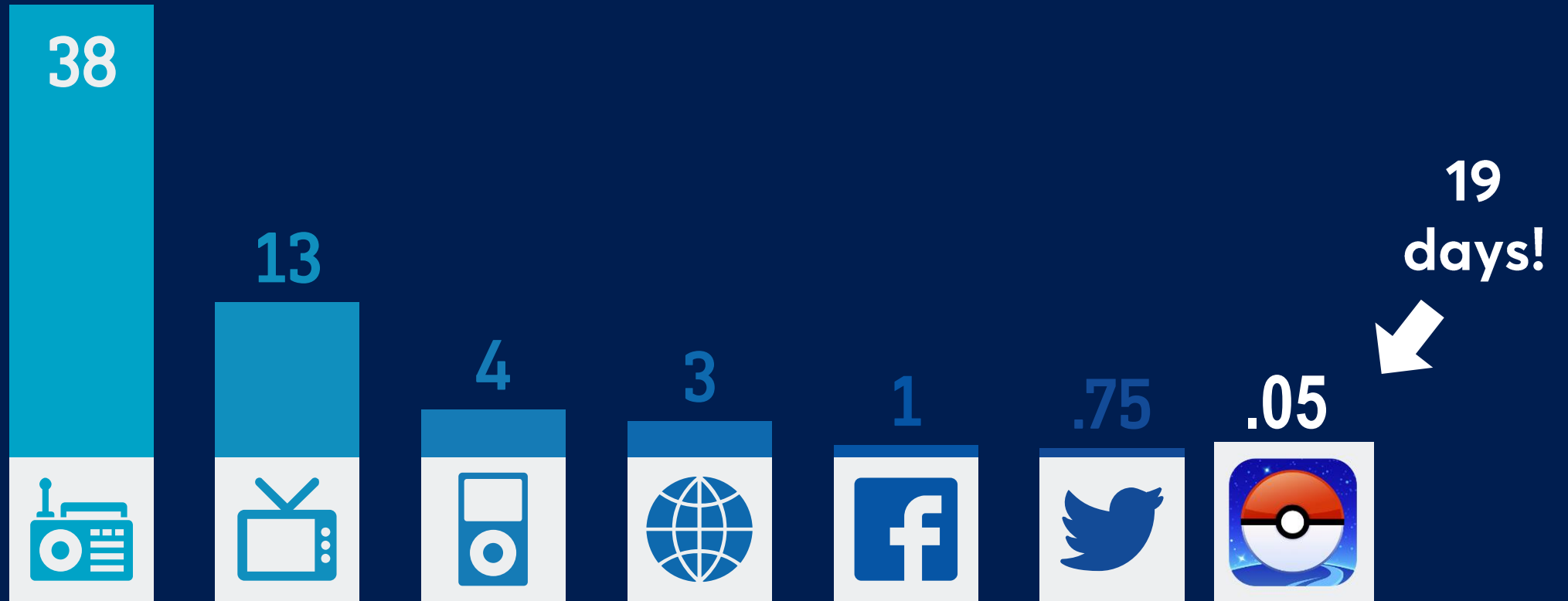




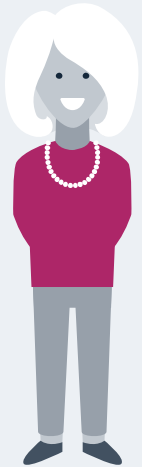
# Years to reach 50 million users



# Years to reach 50 million users



# Six Generations



**Builders**

Age: 77+



**Boomers**

Age: 58-76



**Gen X**

Age: 43-57



**Gen Y**

Age: 28-42



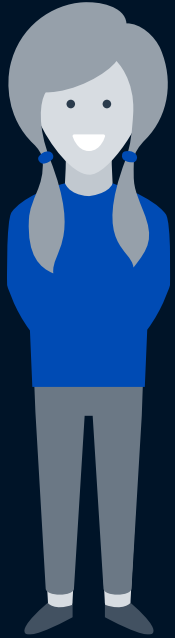
**Gen Z**

Age: 13-27



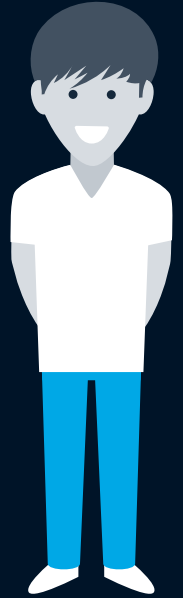
**Gen Alpha**

Age: under 13



Children of the  
Millennials

Younger siblings  
to Generation Z



# Generation Alpha



Older siblings to  
Generation Beta

**Born 2010-2024**

2.7mil births  
every week



**For more info on  
Generation Alpha...**

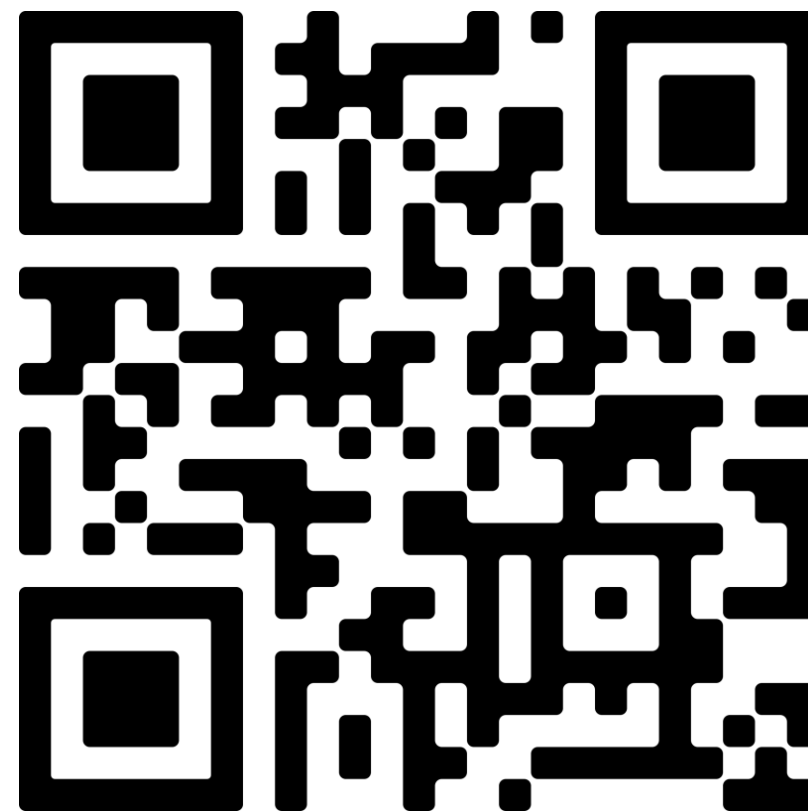
'Comprehensive, bold and packed with practical tips to inspire optimism  
in the parents of Australia's rising generation' HUGH MACKAY

**MARK McCRINDLE & ASHLEY FELL**

WITH SAM BUCKERFIELD

# GENERATION ALPHA

UNDERSTANDING OUR CHILDREN  
AND HELPING THEM THRIVE



FIND OUT MORE AT  
[generationalpha.com](https://www.generationalpha.com)



*It is self-evident that every brand, product or company is just one generation away from irrelevancy. Yet such is the demographic size and economic influence of Generation Alpha, any organisation that fails to understand and engage with this global generation will edge towards extinction.*

GENERATION ALPHA, PAGE 314

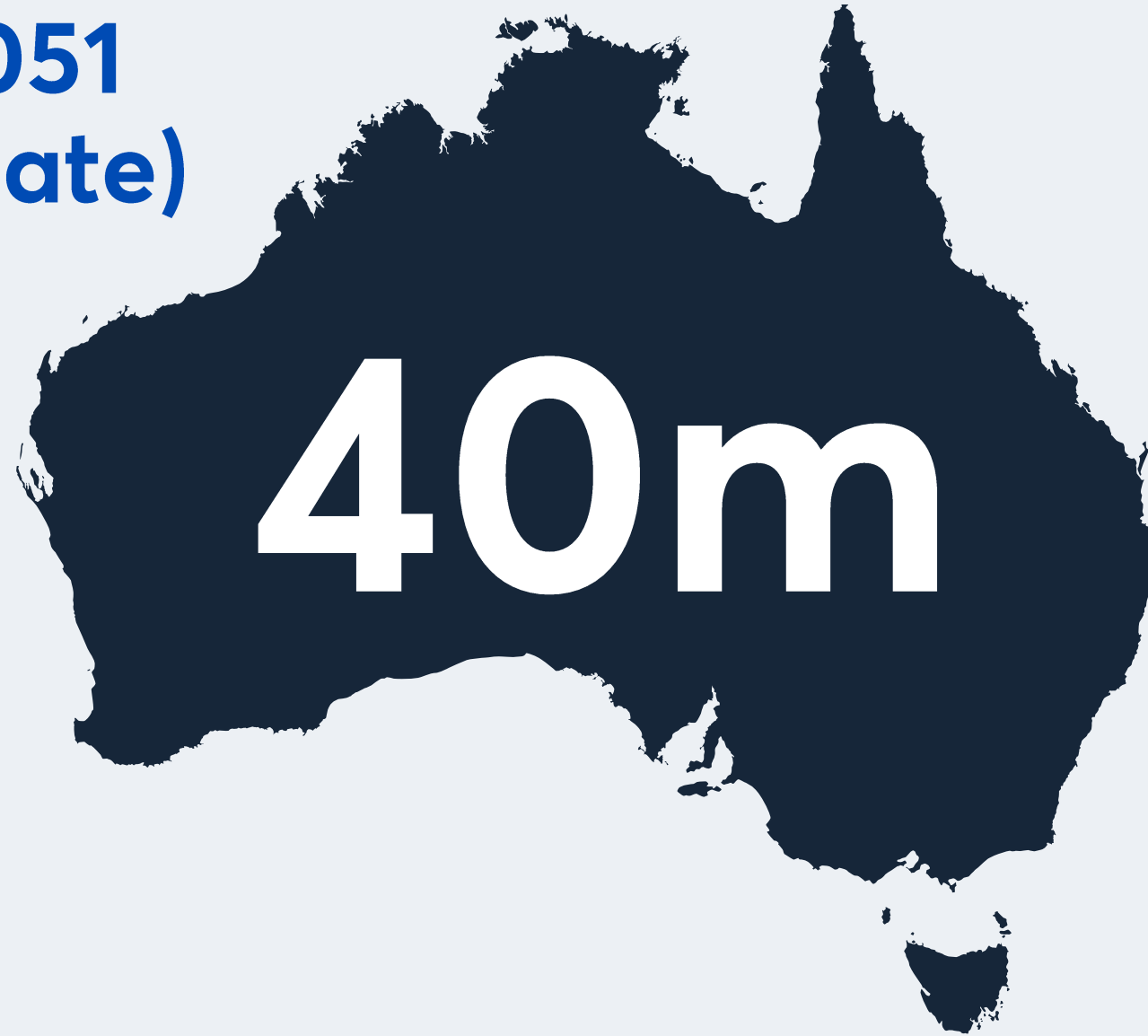
**Australia,  
today**



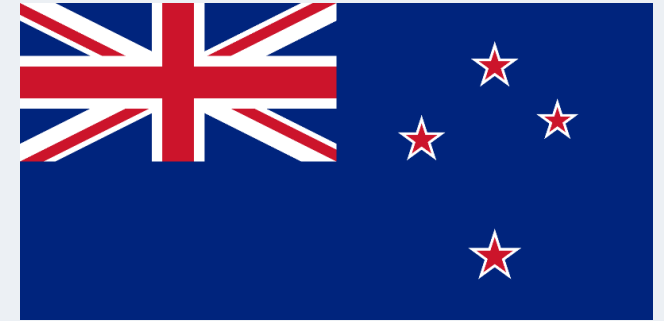
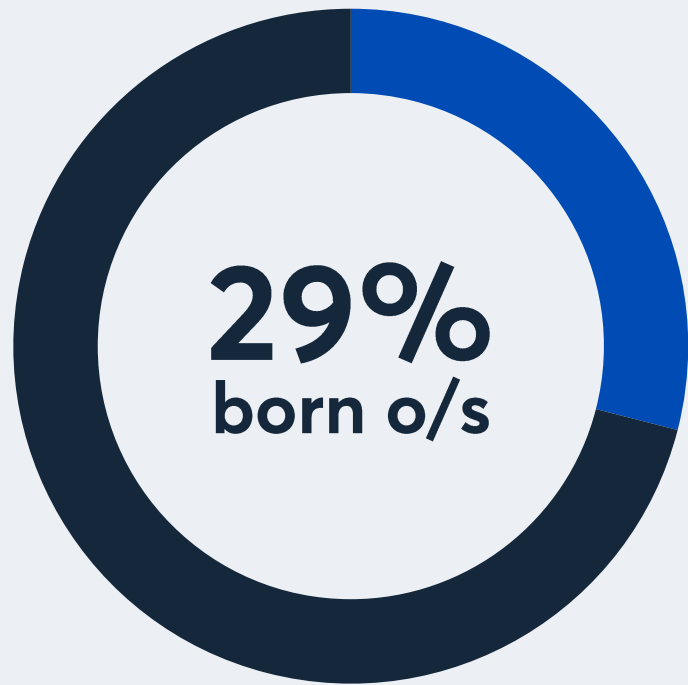
**Australia, 2051**



# Australia, 2051 (COVID update)



# Australia has a greater % of migrants than...





# x2

**Australia has twice as many residents  
born overseas as the UK and US**

*Australia 29%, United Kingdom 14%,  
United States of America 14%*



# Growing linguistic diversity

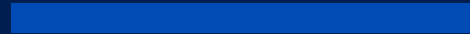
% of households where a non-English language is spoken



22% Australia



27% NSW



38% Sydney

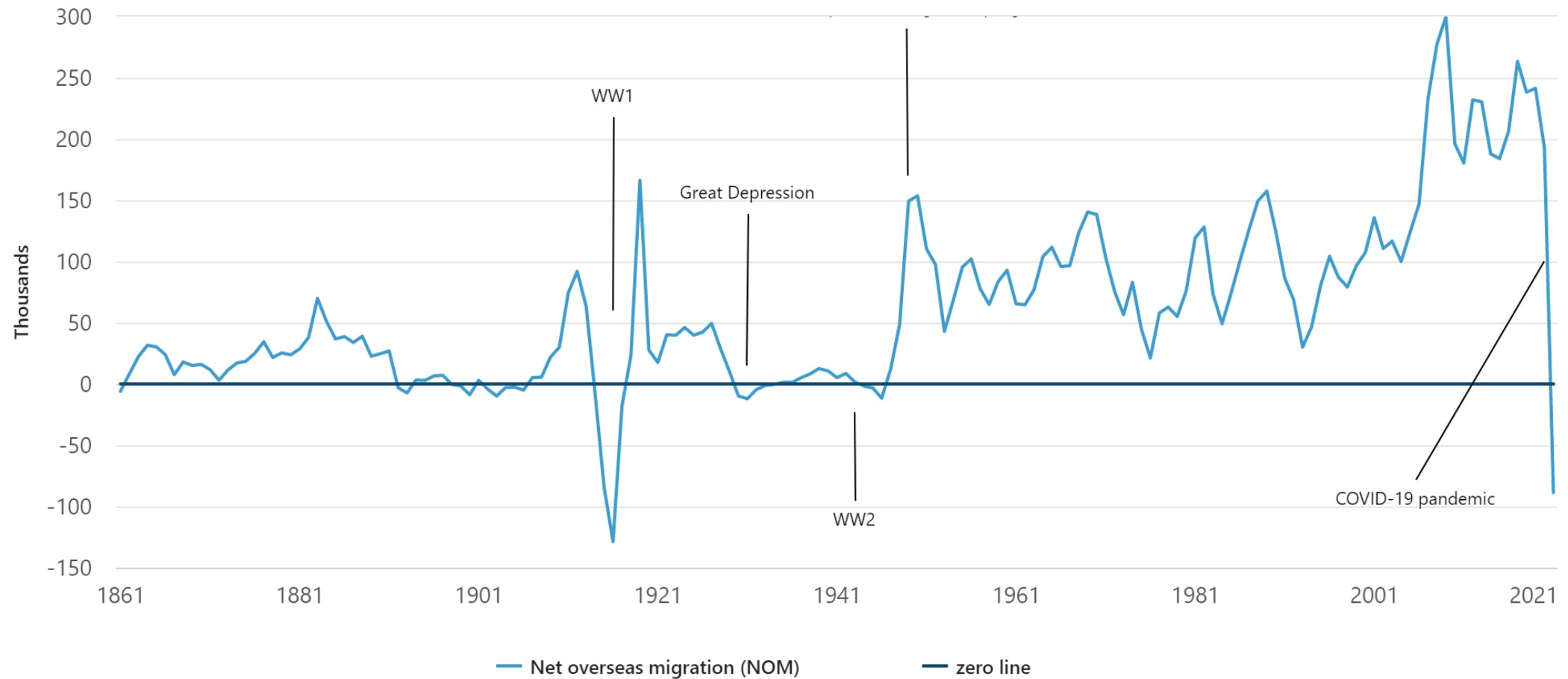


56% Sydney city (suburb)





Graph 1.1 Net overseas migration(NOM) - Australia - Historical(a)



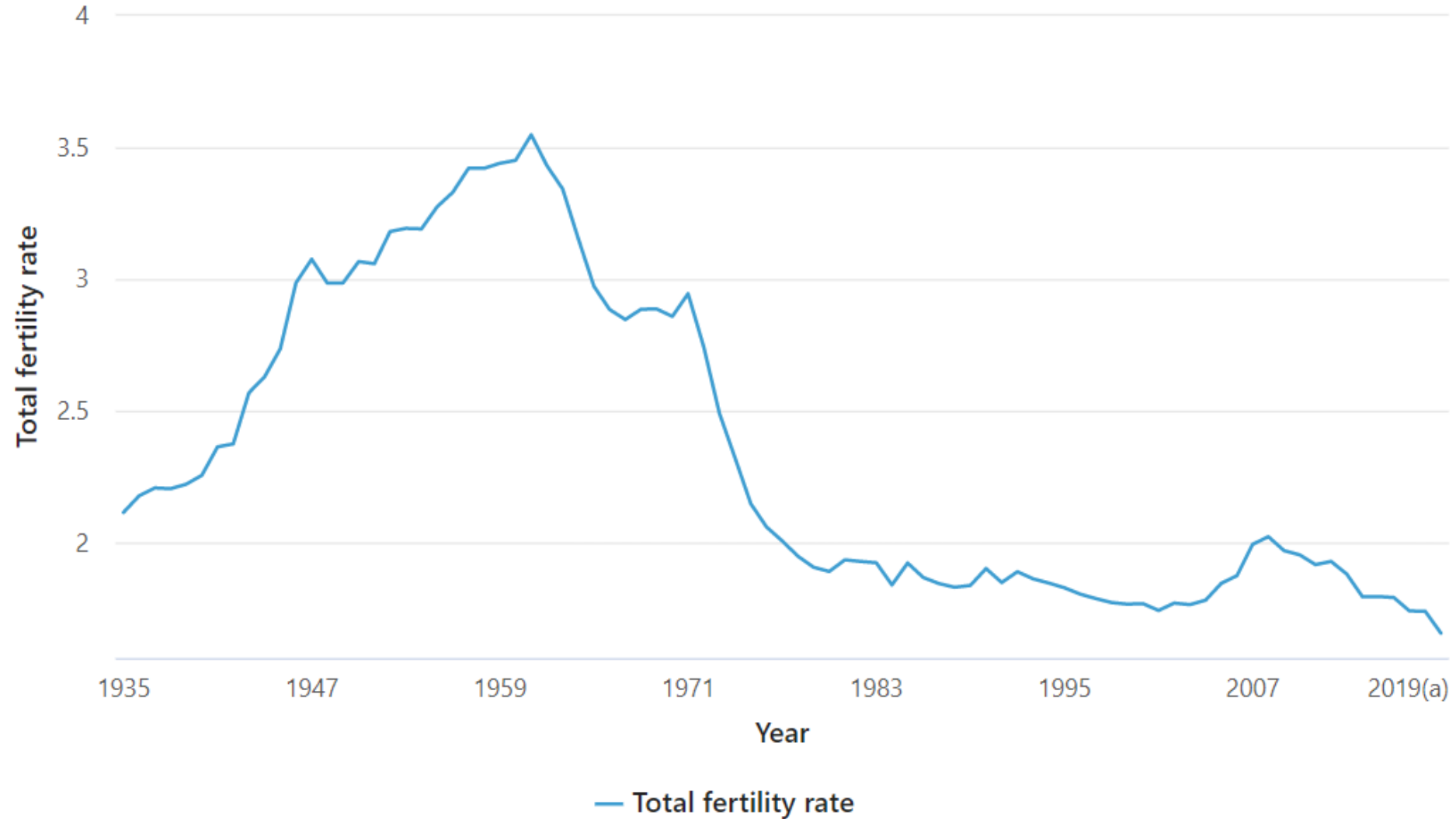
a. Estimates from 1972 are year ending June, prior to this they are year ending December. Estimates for 2020-21 are preliminary. See revision status on the methodology page.

Source: Australian Bureau of Statistics, Overseas Migration 2020-21 financial year

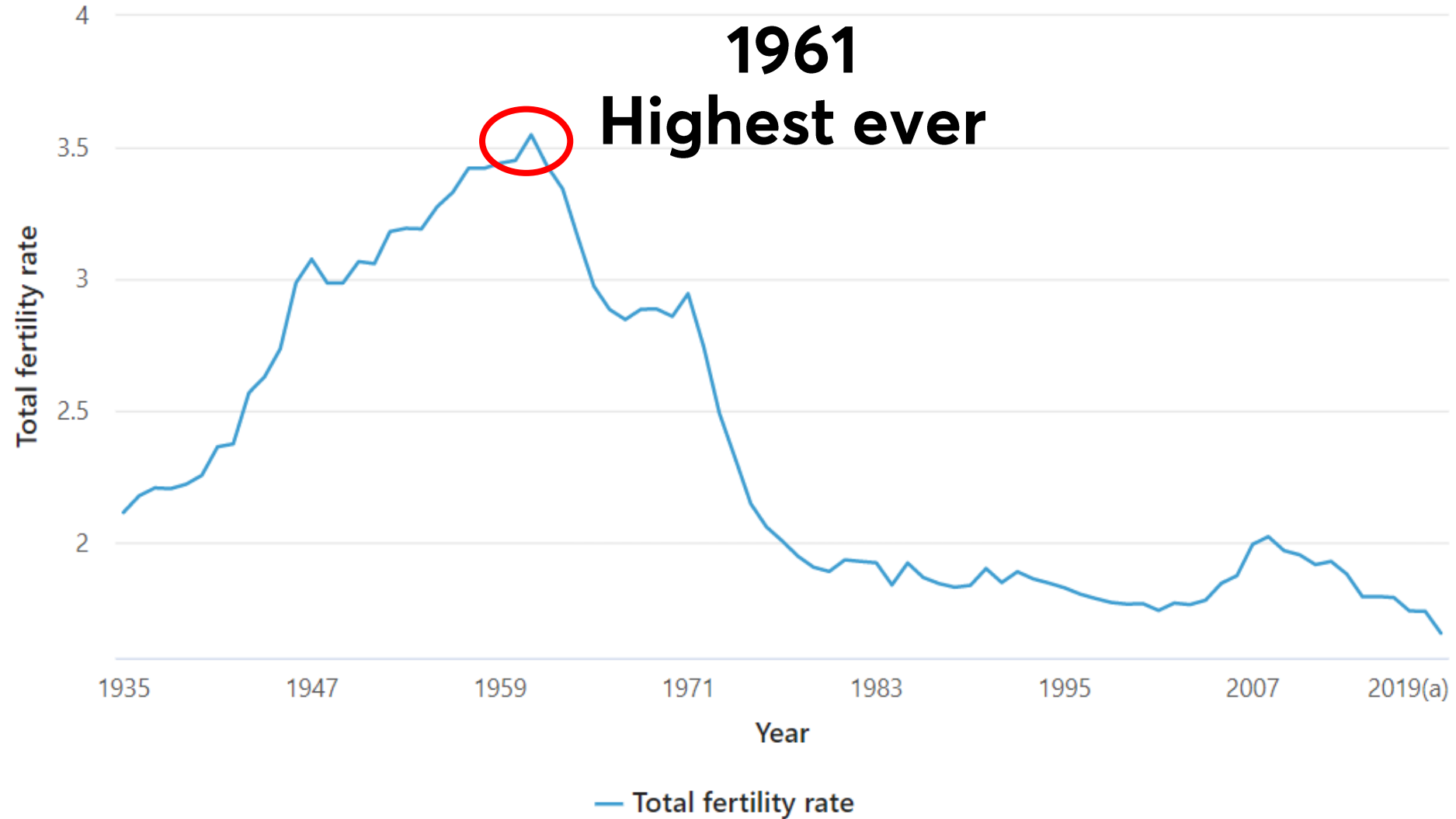
# Fertility rate hits record low



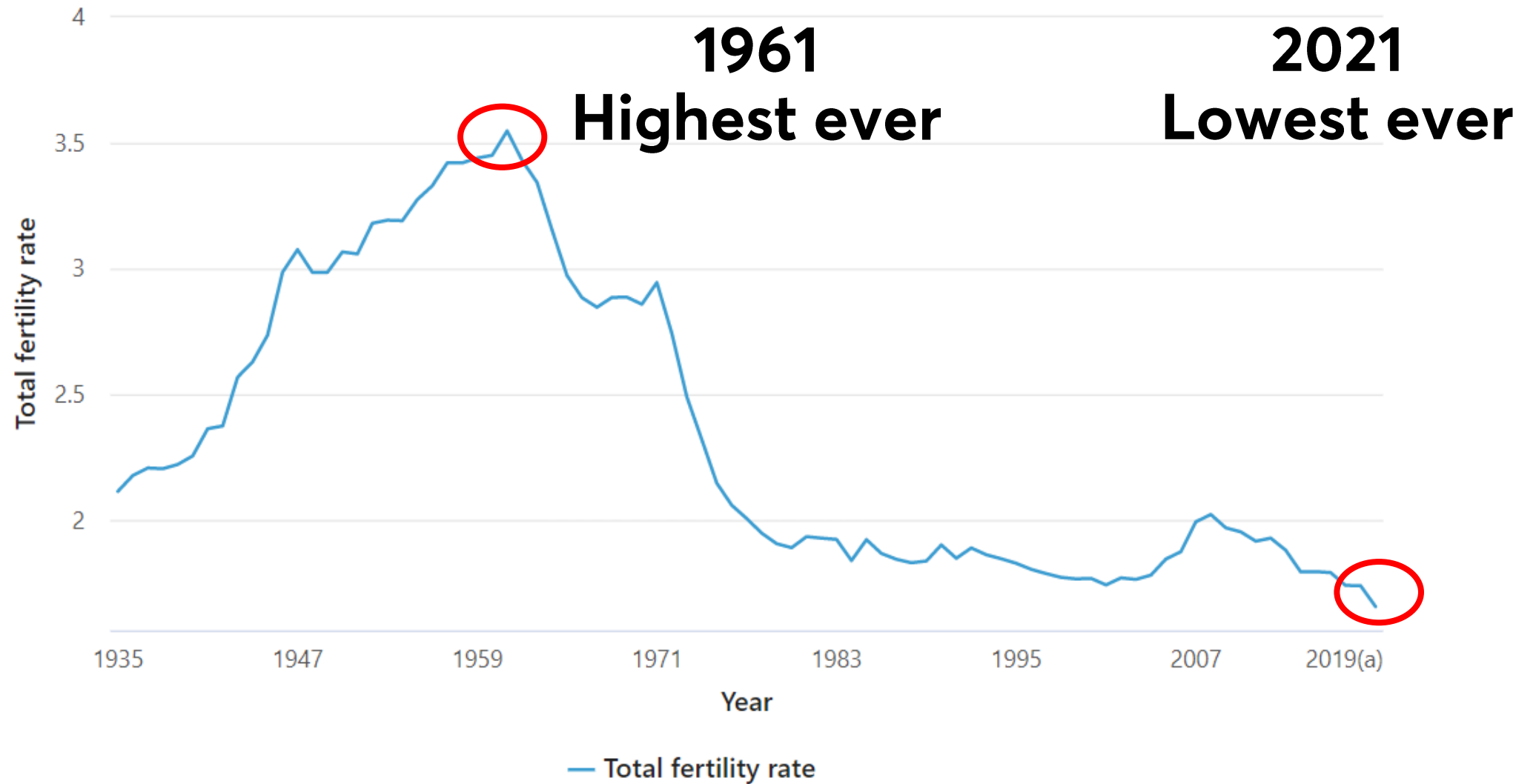
# Total Fertility Rate drops to lowest level ever



# Total Fertility Rate drops to lowest level ever

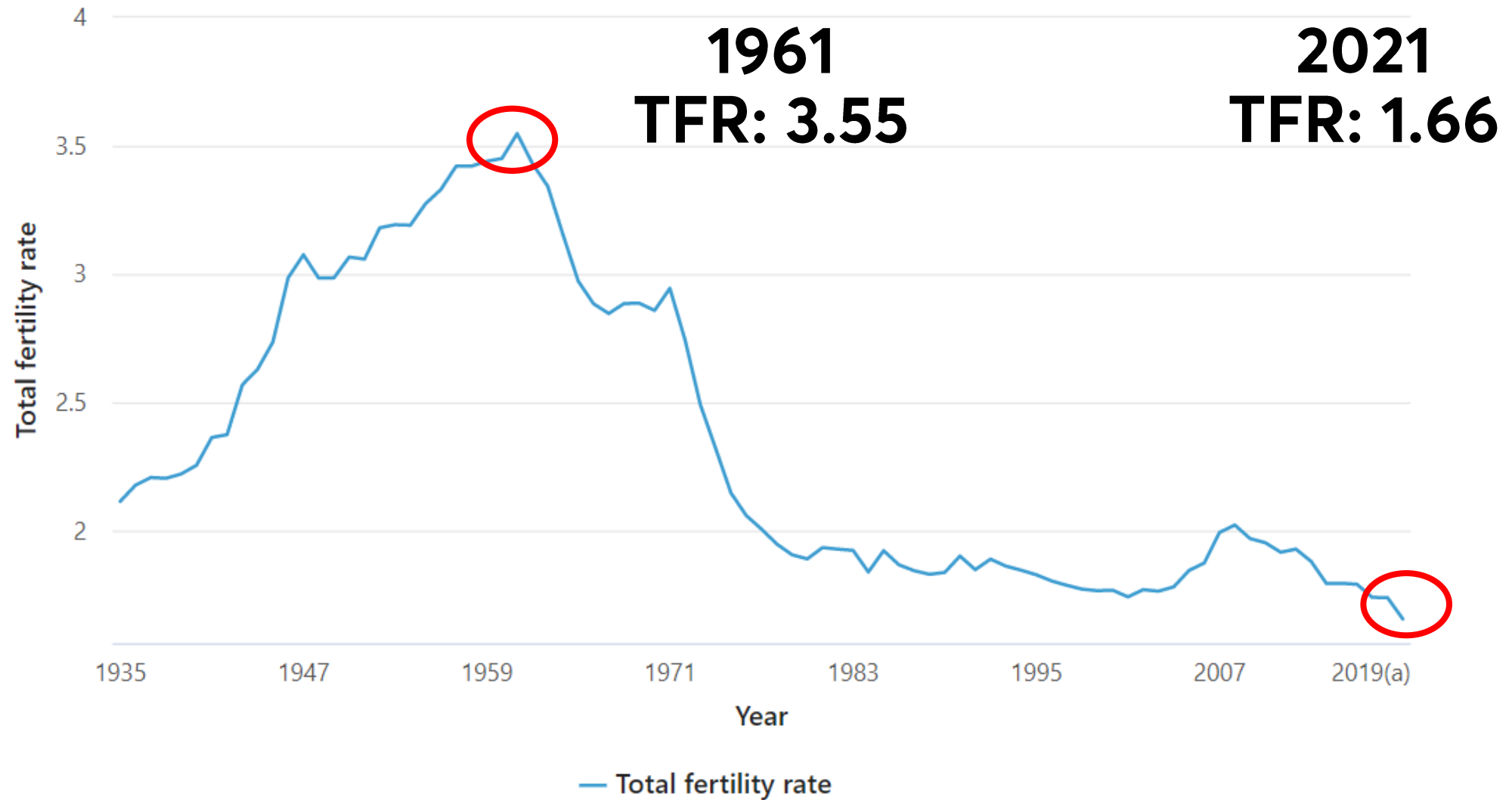


# Total Fertility Rate drops to lowest level ever

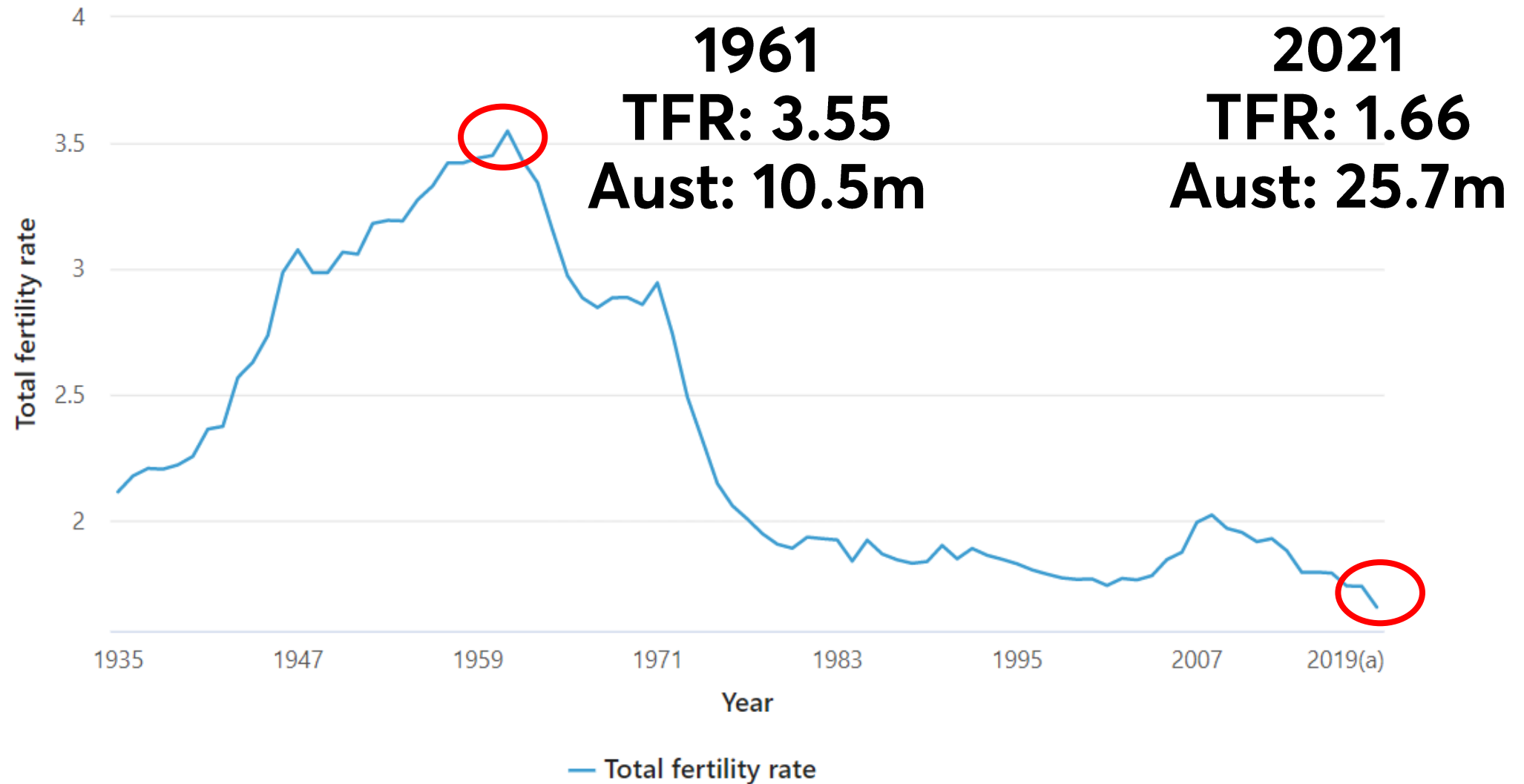




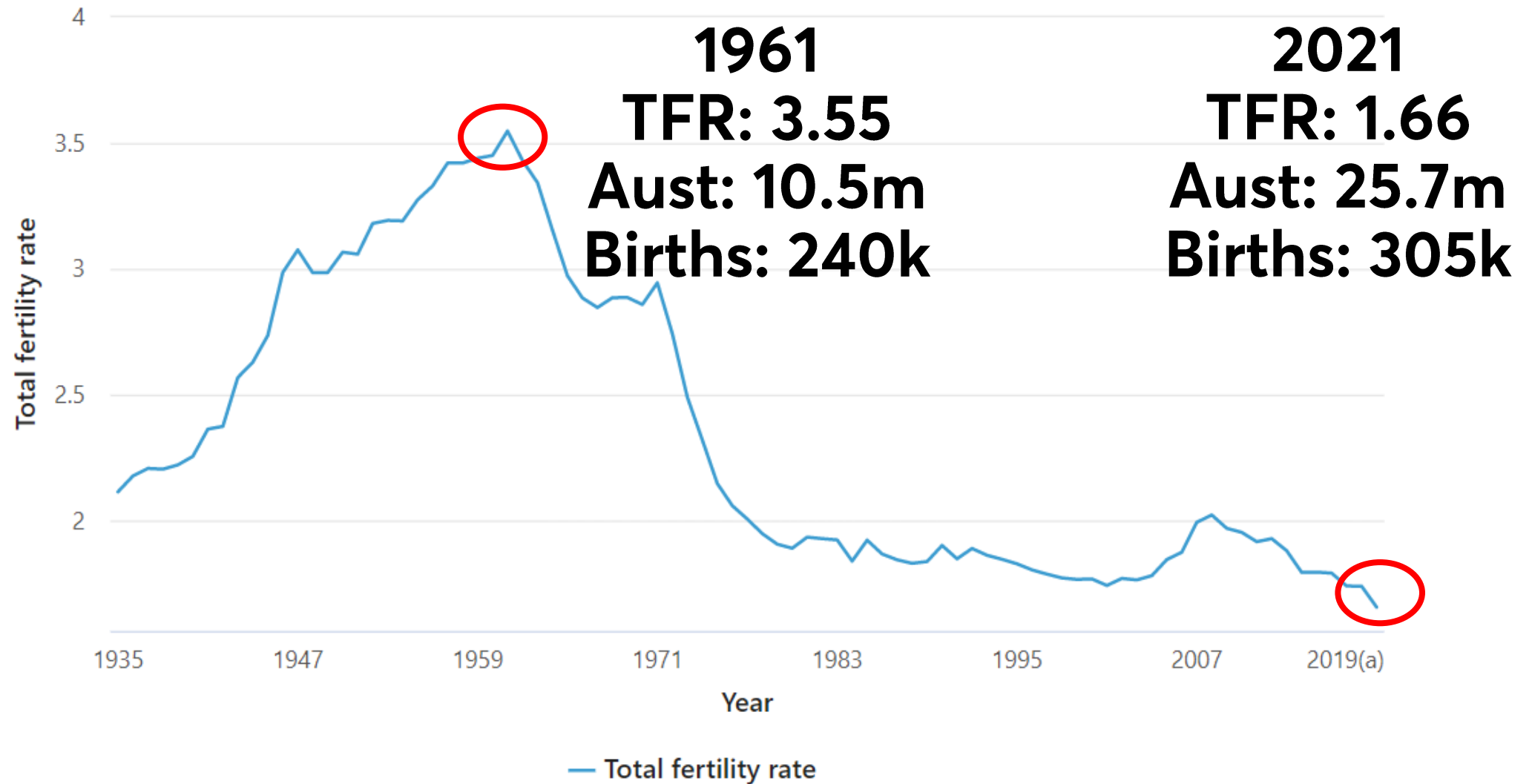
# Total Fertility Rate drops to lowest level ever



# Total Fertility Rate drops to lowest level ever



# Total Fertility Rate drops to lowest level ever





02.

# The rise of the regions

A person with long hair is sitting at a desk, typing on a laptop. On the desk, there is a white cup of coffee on a saucer and a pair of glasses. The scene is lit with warm, low light, possibly from a window in the background. The text 'WFH' is overlaid in large white letters.

# WFH



# The biggest transformation to work in a century

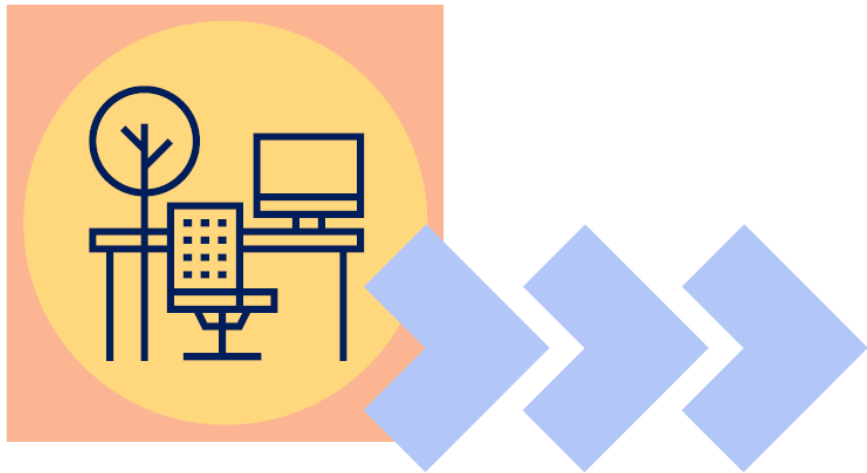




*To recap, here's our design for living and working anywhere:*

- 1. You can work from home or the office*
- 2. You can move anywhere in the country you work in and your compensation won't change*
- 3. You have the flexibility to travel and work around the world*
- 4. We'll meet up regularly for gatherings*
- 5. We'll continue to work in a highly coordinated way*

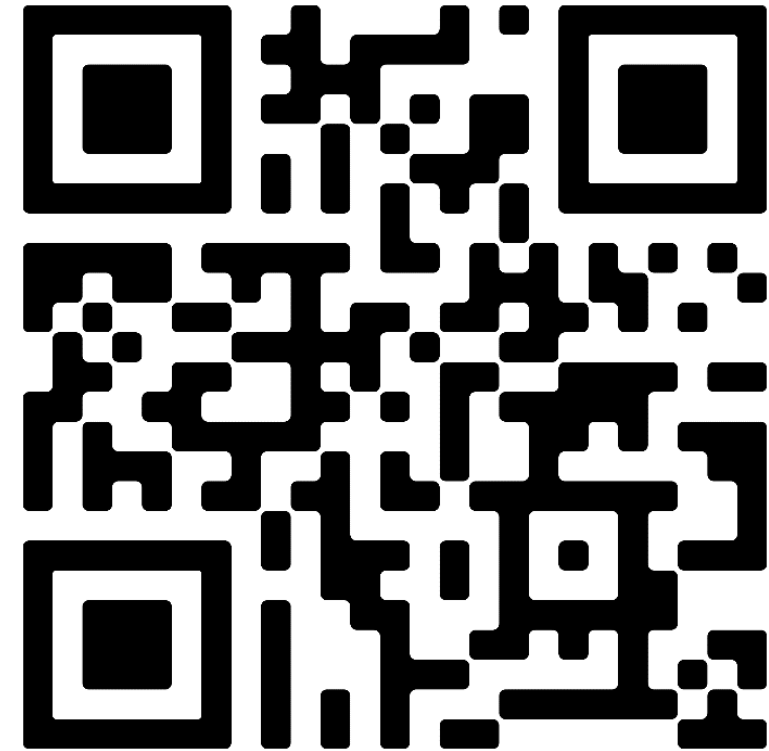
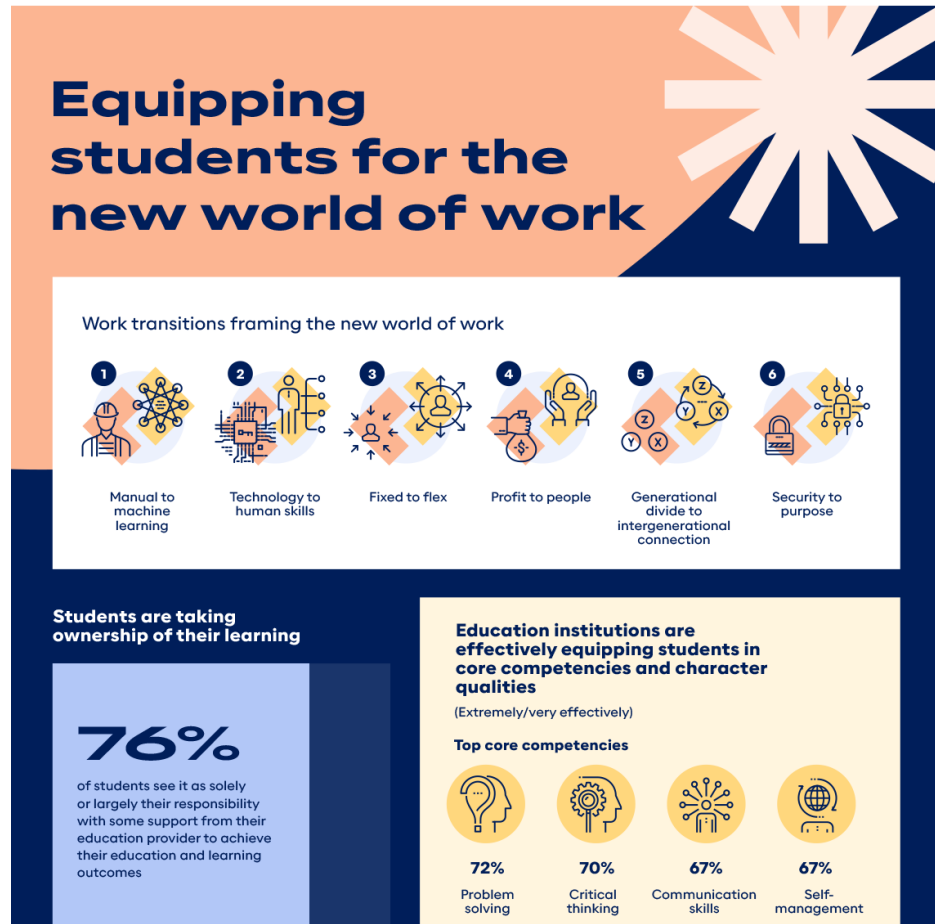
# Hybrid workplaces are the way of the future



Today's students (82%) are more likely than Australian workers (62%) to describe their ideal working situation as a hybrid one

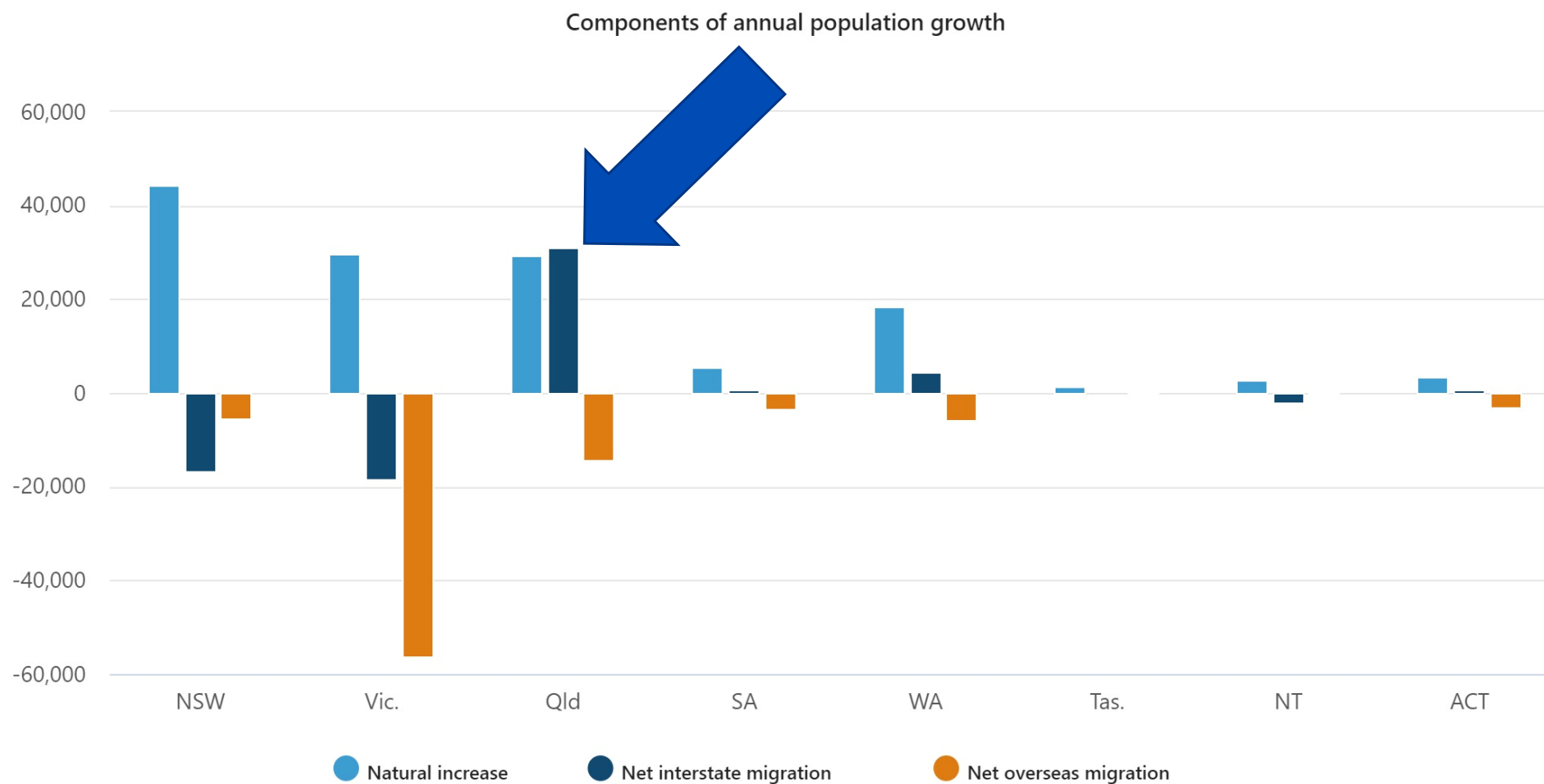


**For more on  
The Future  
of Education...**



DOWNLOAD AT  
[educationfuture.com.au](https://educationfuture.com.au)

# QLD growing fastest through NIM



Source: Australian Bureau of Statistics, National, state and territory population June 2021



# The spiritual landscape



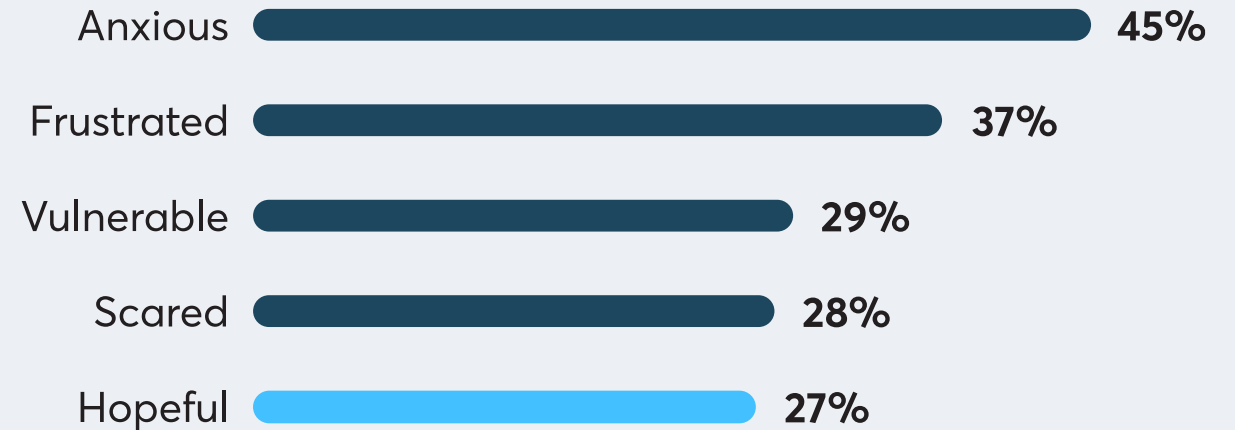


# Anxiety among Australians

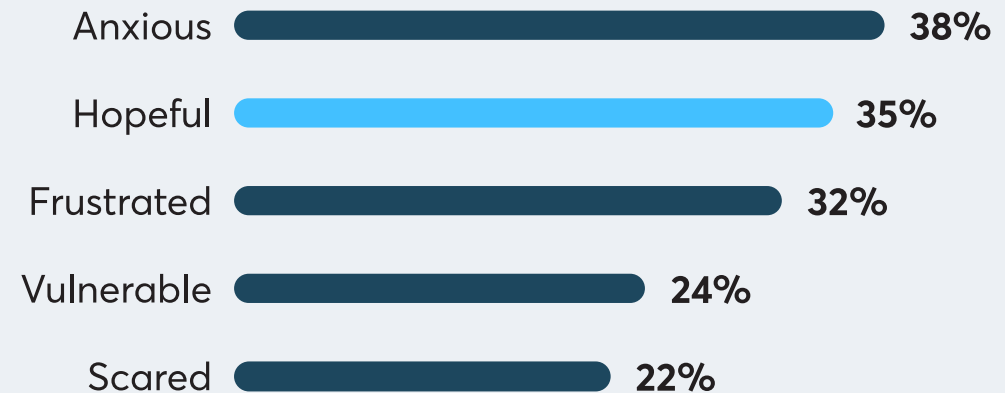


**TOP FIVE EMOTIONS THAT AUSSIES ARE  
EXPERIENCING IN RESPONSE TO THE UNFOLDING  
SITUATION AROUND COVID-19**

## Phase one



## Phase two

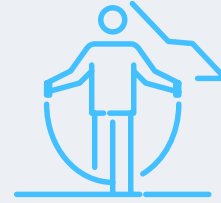


Source: McCrindle nationally representative survey March, May 2020

# The biggest negative impact has been social



WHICH AREA OF LIFE HAVE YOU FELT  
THE BIGGEST NEGATIVE IMPACT  
OF COVID-19?



**13%**

**Physical**

*e.g. feared for my physical health and safety, got less exercise or sleep*



**17%**

**Mental**

*e.g. felt increased levels of anxiety or depression*



**28%**

**Financial**

*e.g. reduced/loss of income*



**42%**

**Social**

*e.g. missed seeing family, friends*



# The future of the church



**Remaining adaptable to change**

Sister Pastor of Crossway Baptist Church, who charged the bands that were already in contact around the time the church was removed.

[illegible]

**Ray Allen**, *Senior Producer, CBS on a Hill*

The global pandemic highlights the importance for churches to be dynamic, adaptive and in touch with culture and community. Mark Sayen, Senior Pastor of Red Church, Ames, IA, is continually thinking like a startup, rather than an institution. Every four years we change what we're doing so that we can serve the city and the community.



“How do I as  
a missiologist  
understand the  
next horizon.”  
Senior Pastor,

- Guy Mason, Senior Pastor,  
on a hill



# 30 interviews with Australian senior pastors



Andrew Heard – Lead Pastor, EY Church, Ethna



Archbishop Peter Comensoli – Archbishop for the Catholic Diocese, Melbourne



Benny Ho – Senior Pastor, Faith Community Church, Perth



Bishop Richard Condie – Anglican Bishop of Tasmania



Cindy McGarvie – National Director, Youth for Christ  
Andrew Scarborough – Ministry Director, Youth for Christ



Claire Steele – CEO, Compassion Australia



Dale Stephenson – Senior Pastor, Crossway Baptist Church, Melbourne



Daniel Ang – Director, Sydney Centre for Evangelisation, Catholic Archdiocese of Sydney



David Lawton – National Director, Praxis



Guy Mason – Senior Pastor, City on a Hill



Joel A'Beile – Lead Pastor, Revitalize Church, Caringbah



Josay Chacko – Founder and President, Empart



Mark Sayers – Senior Pastor, Red Church, Melbourne



Mark Vanghese – Senior Leader, Kingdom City Global, Perth



Matt Hunt – Lead Pastor, CrossLife Baptist Church, Gold Coast



Melinda Dwight – National Director, Alpha Australia



Mike Jeffs – Founder, Australian Christian Channel



Mike Stevens – Lead Pastor, Clowrie Baptist, Adelaide



Nicky Gumbel – Founder of Alpha & Vicar at Holy Trinity Brompton, London



Phil Pringle – Founder and Senior Leader, C3 Church Global  
John Pearce – Regional Director, C3 Australia  
Tony Maylan – General Manager, C3 Sydney



Ray Galea – Lead Pastor, Multicultural Bible Ministry (MBM), Rosty Hill



Russell Evans – Global Senior Pastor, Planetshakers, Melbourne



Scott Sanders – Executive Director, Reach Australia and Geneva Push



Steve & Naomi Chong – Founder and CEO, RICE Movement



Steve Dixon – QLD & NT State Pastor, Hillsong



Stu Cameron – Lead Minister, NewLife Church, Gold Coast



Sue Irwin – Senior Pastor, The Grainsy Church, Newcastle



Wayne Alcom – National President, Australian Christian Churches

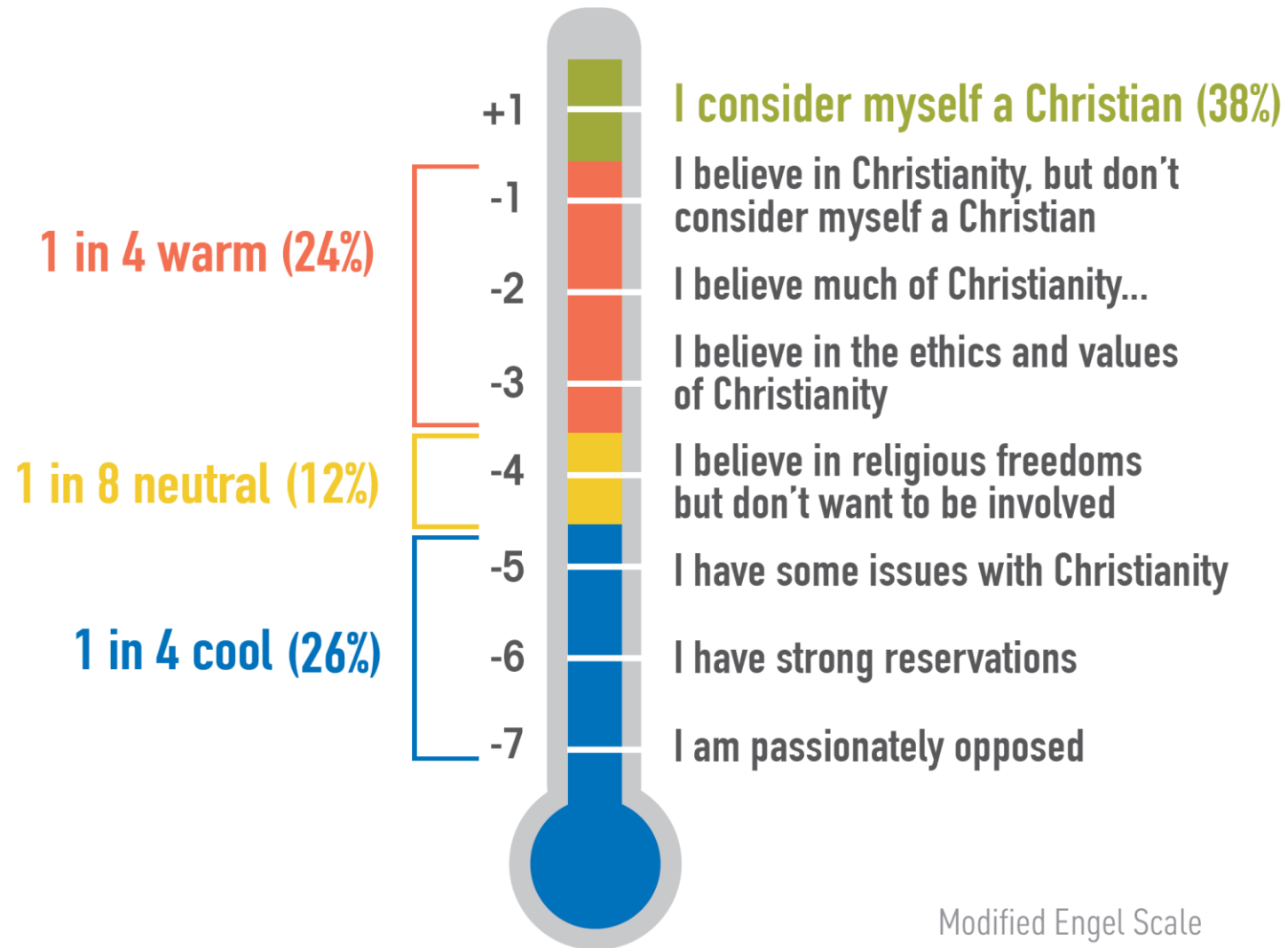


Wayne Swift – Leader, Acts Global



William Dumas – Senior Pastor, Ganggala Church, Tweed Heads

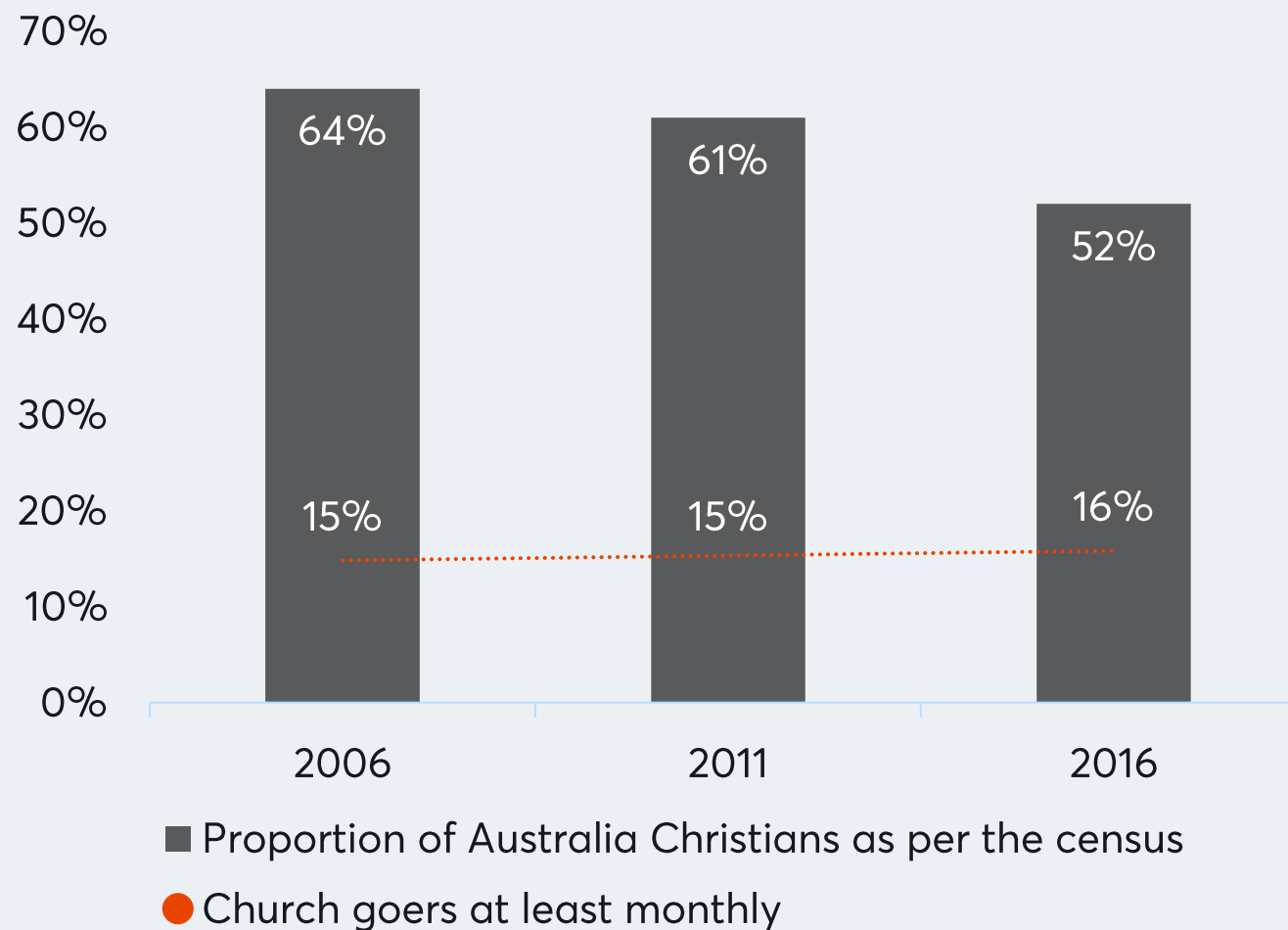
# AUSTRALIAN ATTITUDES TOWARDS CHRISTIANITY



**Australians are  
disillusioned  
with the  
church but  
spiritually  
hungry**



# Christian identity declining; churchgoing steady



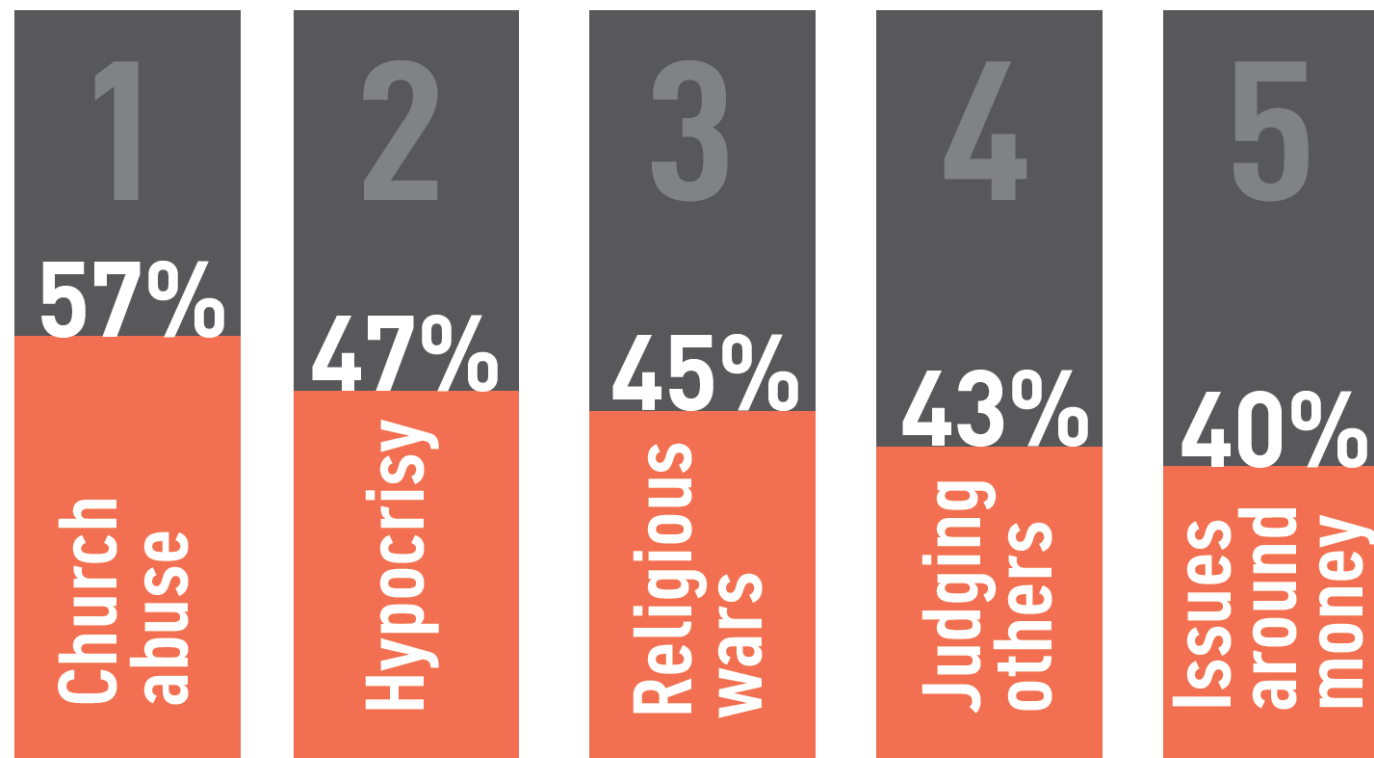
**Church culture has  
become detached from  
the everyday Australian  
experience**

**Poor examples of  
leadership from the  
Church**

# **TOP 5 BEHAVIOUR BLOCKERS**

Behaviours that are most likely to prevent

'non-Christians' who are 'open to change' from exploring Christianity (% Massive negative influence)





**The role of the  
church is to rise  
rather than  
retreat.**





By putting our hand  
up when we've got it  
wrong



By serving in the  
situations where no  
one else wants to be



By showing a true  
expression of  
community





***Great pastors have not only a vision for their church  
but a vision for their community.***

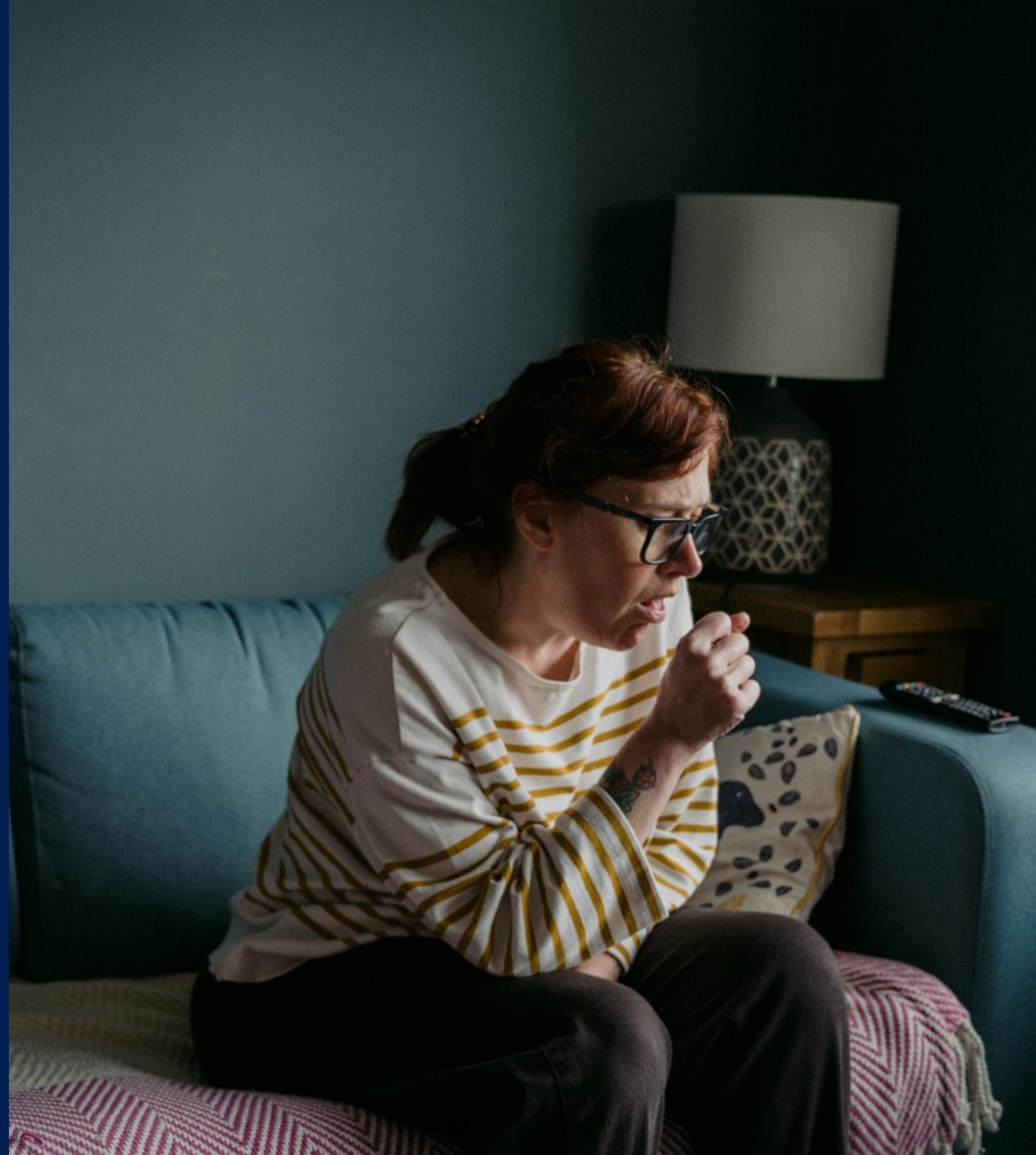
**McCrindle Research**

# Almost seven in ten Australians have a spiritual perspective



Source: McCrindle Faith & Belief in Australia, 2016

**Times of  
hardship  
cause us to  
think about  
what really  
matters.**



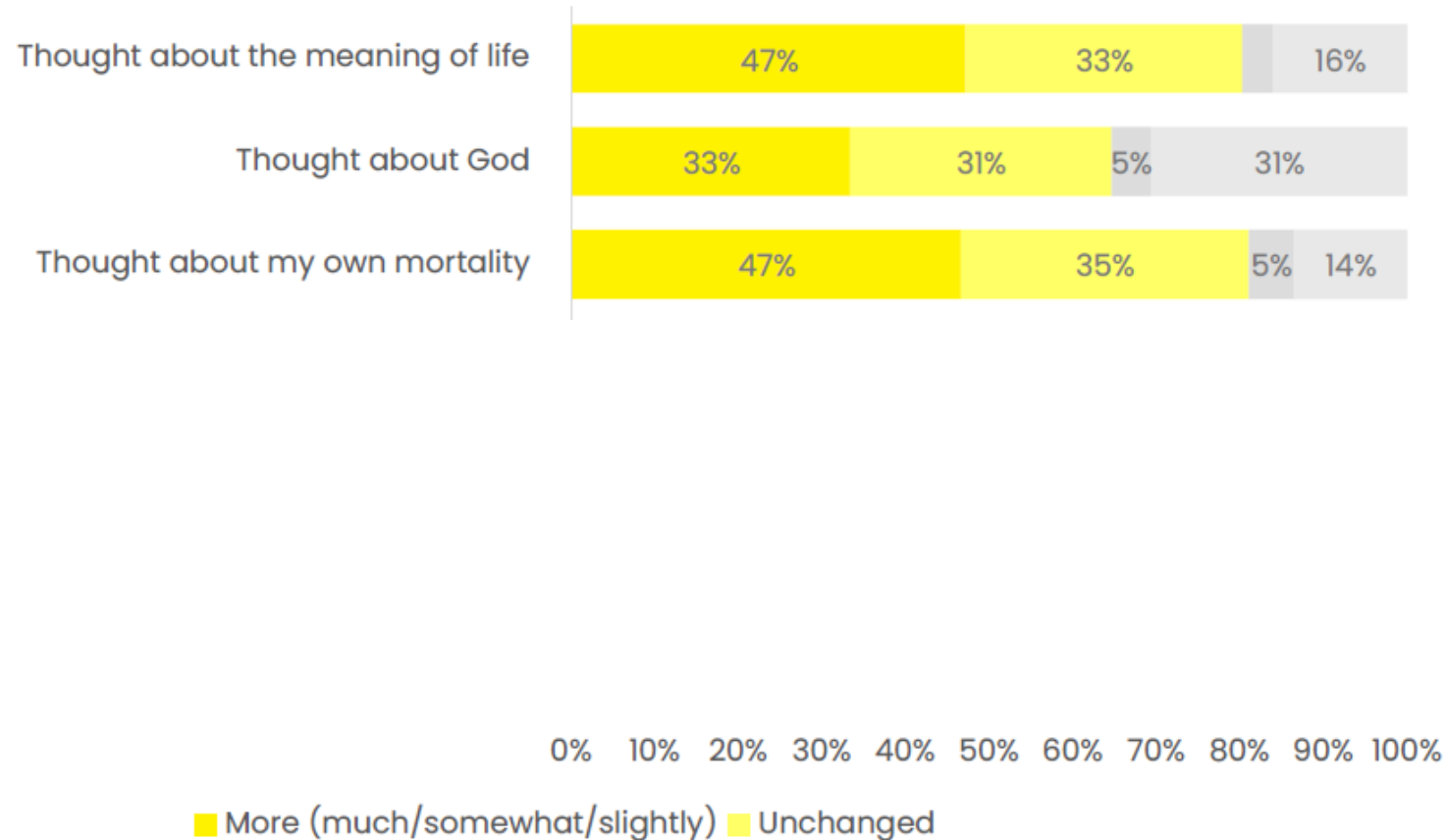
# During the experience of COVID-19



Source: Mainstreet Insights, June 2020

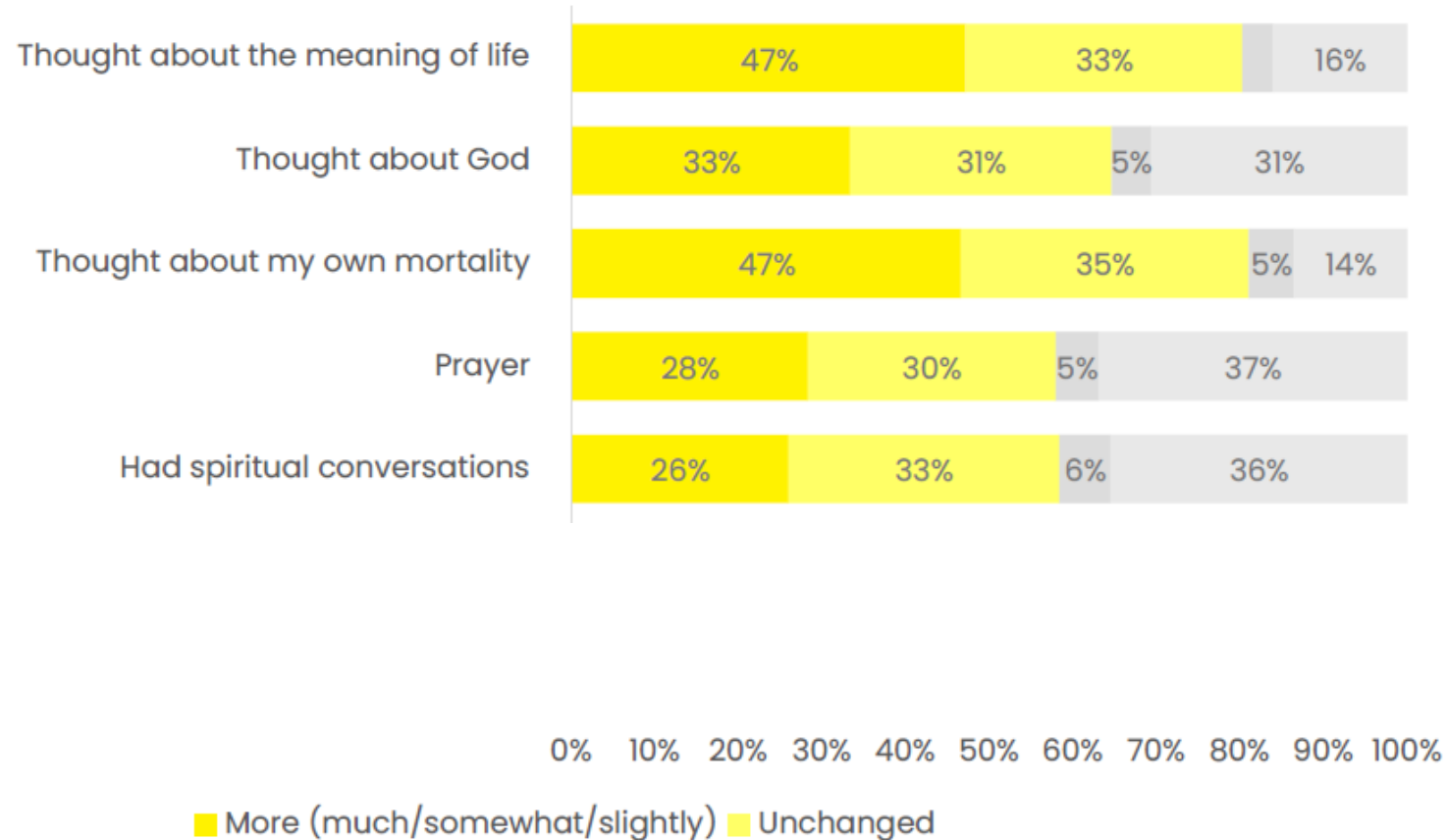
# During the experience of COVID-19

During the experience of COVID-19 how, if at all,  
has the time you have spent on the following  
activities changed?



# During the experience of COVID-19

During the experience of COVID-19 how, if at all,  
has the time you have spent on the following  
activities changed?



# Are you open to a spiritual conversation?



Source: McCrindle Research for Alpha Australia, April 2021

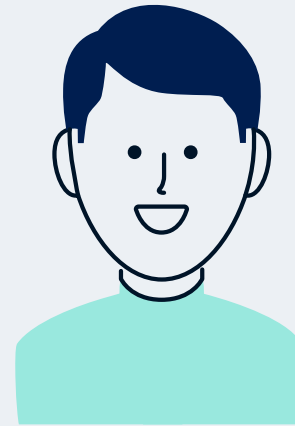
# Younger generations more spiritually open



**Australians**

**38%**

extremely/very  
open



**Gen Y**

**44%**

extremely/very  
open



**Gen Z**

**50%**

extremely/very  
open

Source: McCrindle Research for Alpha Australia, April 2021



# GREATEST INFLUENCES ON SHAPING OPINIONS

1.  
PARENTS  
& FAMILY



57%

2.  
FRIENDS &  
NETWORKS



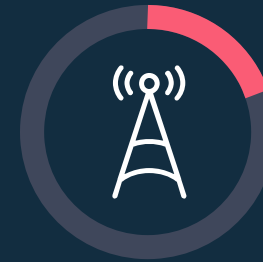
25%

3.  
BOOKS  
& ARTICLES

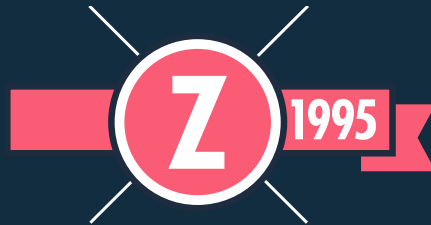


22%

4.  
THE MEDIA



21%



**Internet & social is #3 for Gen Z**  
*(24% compared to 14% overall)*

The greatest  
evangelistic  
opportunity of  
our lifetime?

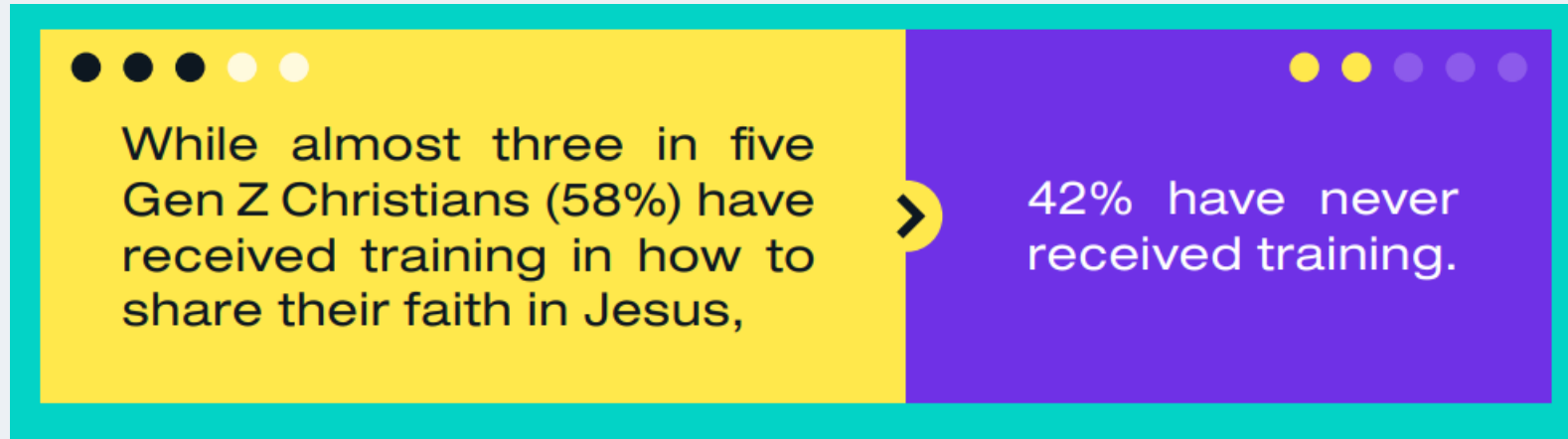




*I was very against doing services online because I thought they would attract people from other churches. But people who would never go to church are coming to our services... Watching online is like Zacchaeus. It allows people to see Jesus without Jesus seeing them.*

Nicky Gumbel, Founder of Alpha & Vicar at Holy Trinity Brompton

# Gen Z Christians need evangelism training



Source: McCrindle Research for CV Global 2019

# THE TOP BARRIERS FACED BY GEN Zs WHEN THINKING ABOUT SHARING THEIR FAITH ARE:

Finding the right setting or opportunity to discuss serious issues



1

Source: McCrindle Research for CV Global 2019

# THE TOP BARRIERS FACED BY GEN Zs WHEN THINKING ABOUT SHARING THEIR FAITH ARE:

Finding the right setting or opportunity to discuss serious issues

Believing they don't have enough understanding of the Gospel themselves

1

2

Source: McCrindle Research for CV Global 2019

# THE TOP BARRIERS FACED BY GEN Zs WHEN THINKING ABOUT SHARING THEIR FAITH ARE:

Finding the right setting or opportunity to discuss serious issues

Believing they don't have enough understanding of the Gospel themselves

Discussions about Christianity tend to lead to arguments over current tensions

1

2

3

# THE TOP BARRIERS FACED BY GEN Zs WHEN THINKING ABOUT SHARING THEIR FAITH ARE:



Finding the right setting or opportunity to discuss serious issues

Believing they don't have enough understanding of the Gospel themselves

Discussions about Christianity tend to lead to arguments over current tensions

Not wanting to push their beliefs on other people

1


2

3

4




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Source: McCrindle Research for CV Global 2019

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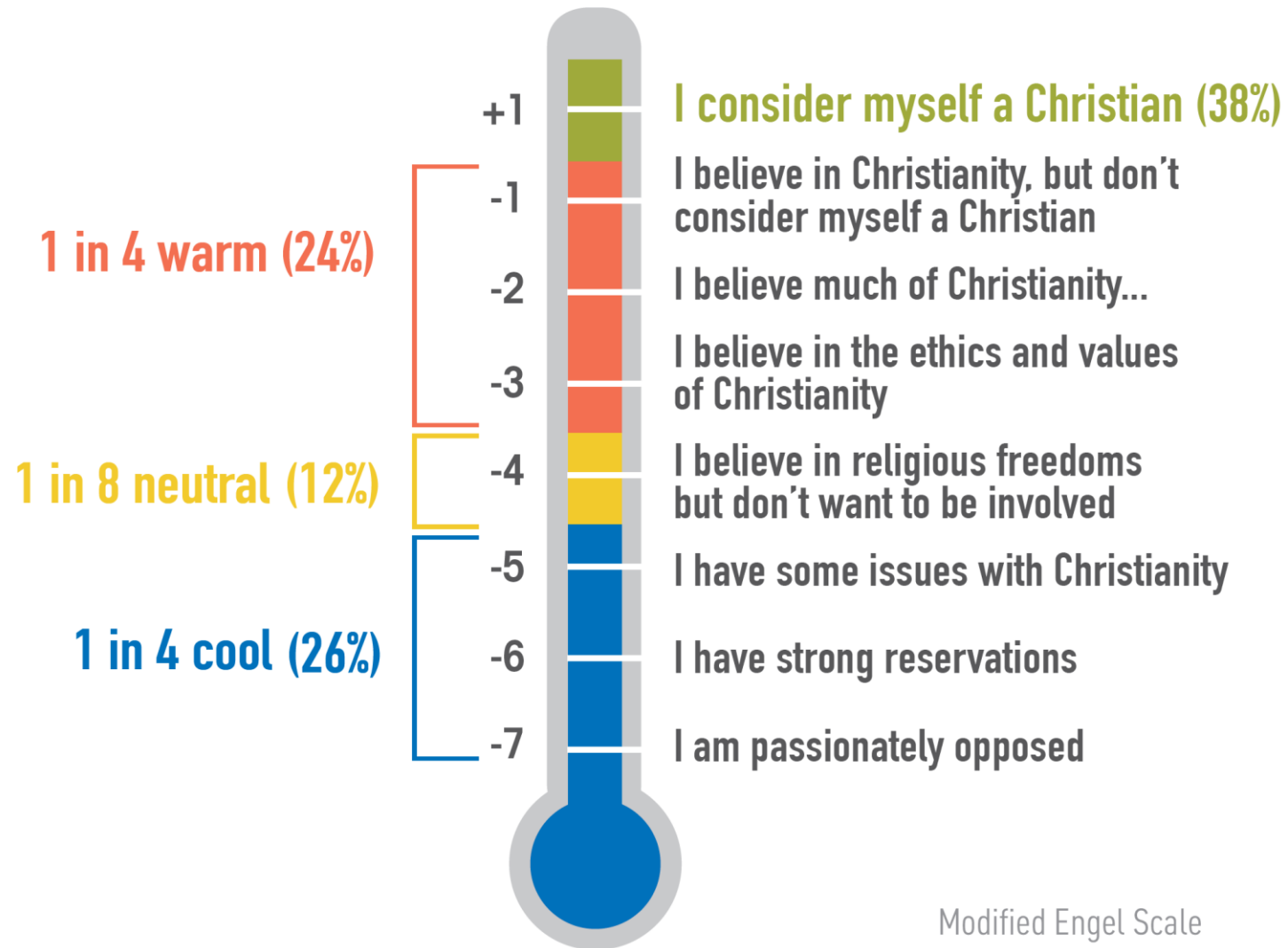
40%

Enables them to share their faith in Jesus more often

1

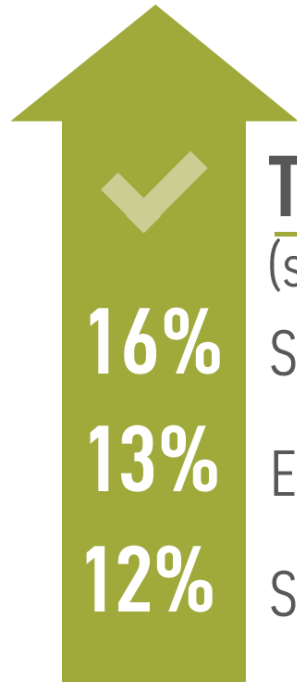
Shift the  
internal  
narrative

# AUSTRALIAN ATTITUDES TOWARDS CHRISTIANITY



# 2 Engage and empower churchgoers for ministry

# ATTRACTORS TO FAITH



## **TOP ATTRACTORS TO RELIGION AND SPIRITUALITY**

(strongly attract)

**16%**

Seeing people who live out a genuine faith

**13%**

Experiencing a personal trauma or life event

**12%**

Stories or testimonies from people who have changed due to their faith



3

Raise and  
release diverse  
leaders

# Six generations



**Builders**

Age: 76+



**Boomers**

Age: 57-75



**Gen X**

Age: 42-56

# Six generations



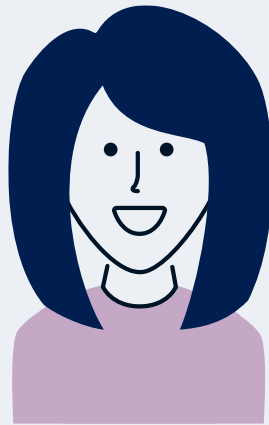
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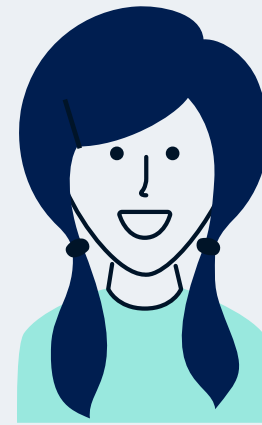
**Gen X**

Age: 42-56



**Gen Y**

Age: 27-41



**Gen Z**

Age: 12-26

# Six generations



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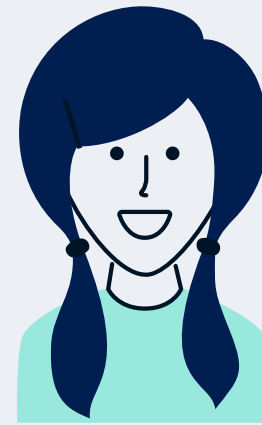
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Age: 12-26



**Gen Alpha**

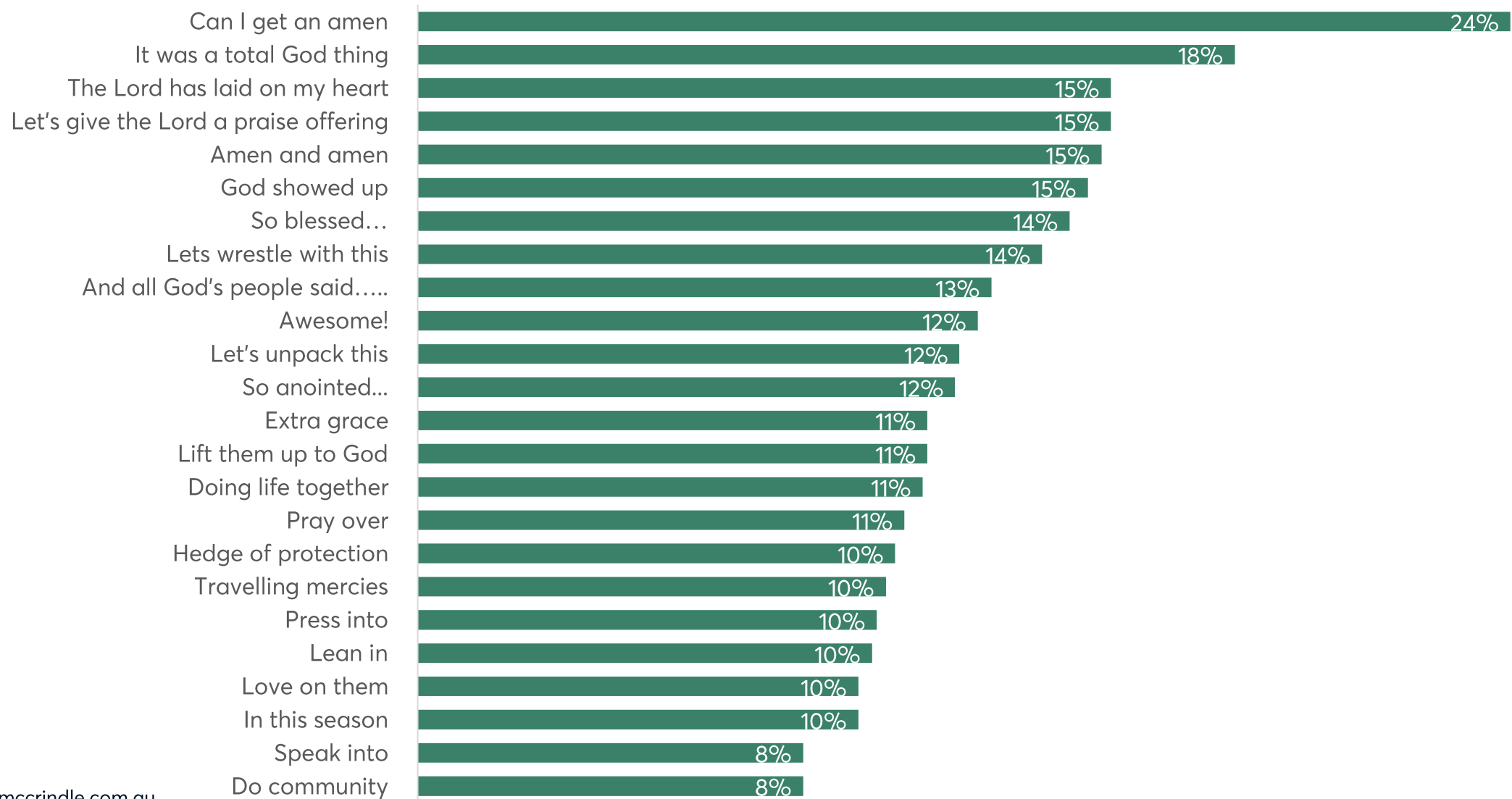
Age: under 12



***Enduring churches are focussed not on the next program but the next generation.***

**McCrindle Research**

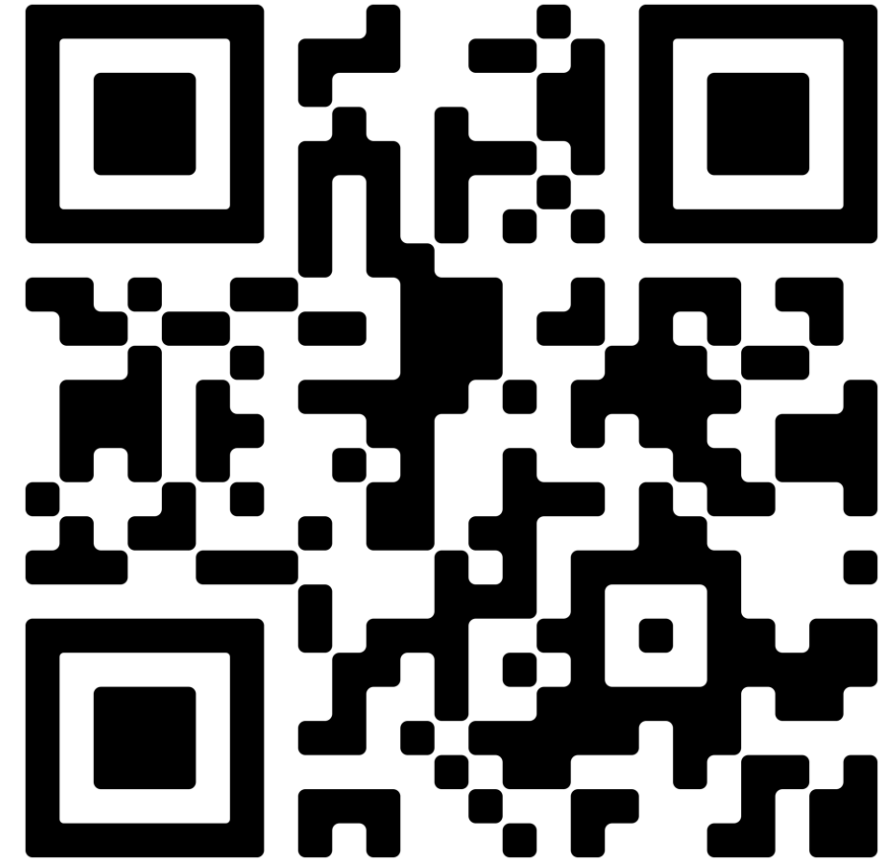
What are the most annoying Christian clichés you have heard?  
Please select all that apply.



So blessed to do community in this season  
so thanks for leaning in as we wrestled  
with this together and now it's over to you  
to unpack this for your context and speak  
into how you can love on those that God  
has laid on your heart. And all God's  
people said...

# For more on The Future of the Church in Australia...





DOWNLOAD AT  
[cityinfield.com](https://cityinfield.com)

# Get in touch.

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