



demographic change

The customer of the future is a story of two distinct cohorts – baby boomers in retirement and Gen Y in the workforce

2000

2020

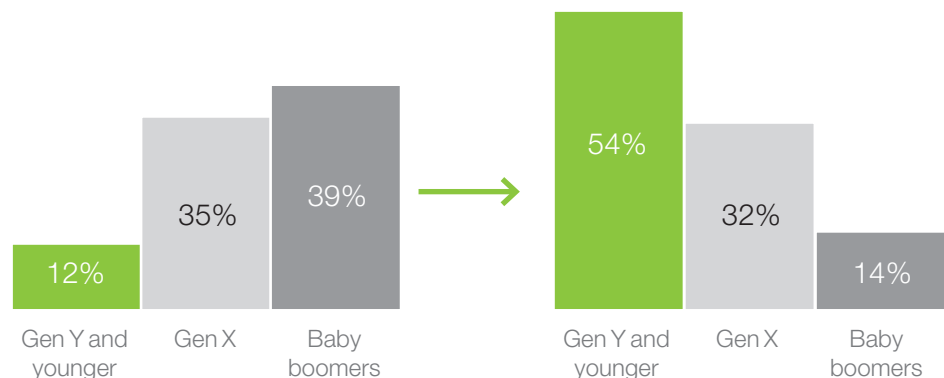
Baby boomers into retirement

Population 65 and older as a % of the Australian population over 15 years old



Gen Y dominate the workforce

% of the age 15–65 demographic



Source: ABS 2012, *Australian demographic statistics 3101.0*, June (issued December 2012);
ABS 2008, *Population projections – 2006 to 2101*, 4 September