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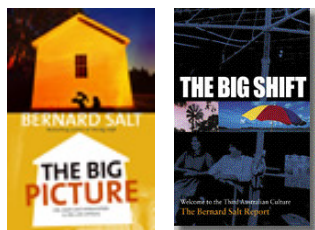
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*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*

# BERNARD SALT

Bernard has established an enviable reputation as an advisor to leading property investors and developers on matters relating to market demand. Bernard is however best known to Australian business for his commentary in the media on the business implications of demographic and social change. He is a columnist with *The Australian* and *Wish* magazine and is the author of the popular best-selling book *The Big Shift: Welcome to the Third Australian Culture* and his 2006 release, *The Big Picture*.



An entertaining and persuasive speaker, has operated at this level for more than a decade, so the market has had ample opportunity to test his advice—and his blue-chip client base just gets bluer each year.

**Bernard's style is informative, witty, incisive and 'very human' - a unique blend of substance and humour.**

Bernard is a Partner of KPMG. He has established an enviable profile within corporate Australia as an adviser and as a commentator on consumer, cultural and demographic trends. He is also author of a best-selling book *The Big Shift* launched in July 2001, subsequently reprinted in several editions. In early 2006 Bernard released his latest book *The Big Picture*.

Bernard is engaged by Corporations to review market trends and to advise on business acquisitions and expansions. He is frequently quoted in the Australian media and has appeared on numerous radio and television programs including the *Today Tonight*, *A Current Affair*, *60 Minutes*, *Today Show*, *Business Sunday* and *Nightline*.

## TOPICS

Bernard provides a pacy and dynamic exposé of cultural change and demographic shifts, focusing on the outlook and implications for business over the next two decades.

Typical topics and areas include:

- ◆ Retaining Generation Y staff
- ◆ Evolution of Australia's three consumer cultures
- ◆ Sponge cities and regional growth
- ◆ Generation X as agents of social change
- ◆ The Man Drought and the Fella Filter
- ◆ The Seachange Shift
- ◆ Your place as the new workplace
- ◆ Global demographic trends from US, New Zealand and Asia
- ◆ Jobs and the 'brave new world' of technology
- ◆ The rise of retirement and portfolio lifestyles

The Big Shift - this landmark outlook chronicles Australia from the unique bush culture of the swagman, to today's world of boomers, Xers and Dotcoms. It considers the rise of suburbia on our national psyche and maps out the likely influences on Australian culture over the early decades of the twenty-first century.

Salt's conclusion is powerful - no less than the rise of a third Australian culture - the culture of the beach.

What are the implications of such a seachange? What might Australia look like in 20 years' time? Will the rush to the CBD last? And how will the baby-boomer push to middle-age and beyond impact on our culture?

The Big Picture - When did it become socially acceptable, or at least not unacceptable, for a young couple to have children out of wedlock?

The answer is at some stage during the 1990s. What events and value-shifts have had the most influence on us as a nation? Can the Fella Filter save us from the man drought? Is food the new sex for the over-40s? What is the chaperone syndrome? At what age do you cease being young?

Bernard Salt tackles these and other social and demographic questions facing the Australian nation. The Big Picture interprets the factors that have a bearing on where we live, when we marry, and how we will work.

A look at the motivational forces that shape the Australian community.

### **SPEAKER**

An entertaining and persuasive speaker, Bernard travels Australia extensively and is equally at home speaking about suburban growth in Dubbo and Busselton, as he is about the opportunities for business in the hip-and-happening empty-nester residential markets of inner Sydney and Melbourne.

Bernard has particular expertise in the consumer market and cultural changes. He attributes recent trends - and even fashions - to the shifting and shuffling of numbers from one stage of the life cycle to the other. The Age describes his style as "part stand-up comedian, part number-crunching economics...."

In demand as a speaker, Bernard balances an increasing number of engagements with running a national consulting practise out of Melbourne. Bernard holds Bachelor of Education and Master of Arts degrees in economic geography, and is a Fellow of the Australian Institute of Company Directors.

### **PRESENTATION**

Bernard bases his presentation on hard-edged numbers reflecting the most recent demographic, business and social information available. His research into almost every market in Australia enables him to talk authoritatively about trends in any part of the continent, as well as the cultural differences within regional Australia.

His presentations are fast paced and are tailored to the client and their industry.

## **CLIENT FEEDBACK**

*“Excellent. Very Entertaining, gives a different perspective. Thought provoking.”*

**Leighton Contractors Pty Ltd**

*“... An unqualified success ... riveting ...the anecdotes and verbal illustrations were worthy of the most highly acclaimed entertainer.”*

**Franchise Council of Australia**

*“I continue to receive very positive comments from attendees who thoroughly enjoyed your lively exposition ... excellent presentation.”*

**CEO AusCID**

*“Your presentation was excellent and was the perfect mix of fun and fact. The participant’s left with much to ponder in terms of the impact on their business (and personal lives) of the very interesting demographic and cultural trends you identified. I would be surprised if you do not get some speaking invitations.”*

**IMA Pty Ltd**

*“Excellent presentation style... clear, humorous and informative.”*

**Finance & Treasury Association Ltd**

*“Excellent - informative but good fun too. Had obviously put some work in to make the presentation relevant to Adelaide - everyone could relate to it . Feedback has been excellent.”*

**Workcover Corporation**

*“Excellent. Bernard would rate in the top five speakers we have ever had. His delivery was seamless and professional, his content very relevant and most importantly his data up to date and easily interpreted. His is one of those presentations that will be referred to by our members for a long time to come.”*

**Farm Management 500**

*“Excellent. He presented with energy, enthusiasm and passion. He obviously knows his subject matter well. His presentation hit the mark and provided the framework for the morning session as well as set the tone for the remainder of the business sessions during that week.”*

**Zurich**

*“Excellent. Participants at the UDIA Congress were very impressed with Bernard’s presentation – he had everyone’s attention from beginning to end providing an excellent mix of fact, positive comments and light heartedness. His presentation was easy to follow and provided very interesting cultural and demographic trends – something for everyone present.”*

**UDIA SA – Urban Development Institute of Aust (SA Div)**

*“Fantastic presenter. He had the audience in every state fixated. Bernard is and entertaining, informative speaker that I would highly recommend.”*

**Aviva**

*“Bernard was a outstanding presenter. What impressed us most was his subject matter knowledge and the thought and intelligence with which he delivered his messages.”*

**Pitcher Partners**

*“The presentation was well received by the delegates. The feedback from the delegates on their feedback form was very positive. The information presented was relevant and well prepared and presented.”*

**Showstopper Events Pty Ltd**

*“Bernard Salt was excellent and our Rotarians enjoyed hearing his thoughts on the future for us all. He was both informative and entertaining.”*

**Rotary District 9640 Conference**

*“Bernard was an entertaining and insightful speaker who was very well received by our customers. He was able to tailor his speech for each state, so that the audience could relate more closely to the information provided. Bernard mixed well with our customers and the feedback we received was very positive.”*

**Kimberley-Clark Australia Pty Ltd**

*“Bernard’s presentation was a total surprise to the audience who I am sure were geared for a ‘dry’ paper. He took the room totally by surprise right from the beginning and they loved him. We have not as yet received back the Evaluation Sheets from Adelaide, however, the energy in the room was palpable and Bernard totally met their enthusiasm and kept them completely enthralled throughout his session. Consistent comments: this is how statistics should be presented.....I love it!”*

**NESA**

*“Topical, focused and importantly entertaining presentation. Bernard’s depth of knowledge on his subject has significantly enhanced his ability to deliver not only the prepared presentation, but also to further delve and discuss broader issues relative to the topic and particularly relative to the audience.”*

**Southern Cross Broadcasting**

*“Bernard Salts presentation “Australia’s Changing Demographics” received an overwhelming response of 99% of respondents agreeing or strongly agreeing that the presentation was engaging and interesting. Respondents were acutely impressed with Bernard’s ability to deliver statistics in such an interesting and entertaining format.”*

**National Employment Services Association**

*“Bernard’s style was really good for a dinner, which is a time that can be difficult to work. I haven’t heard any negative comments from the people I have spoken to about his presentation. He has certainly generated a lot of interest and discussion.”*

**Toowoomba City Council**