

**Australia 2025**

*Trends and what they mean for agriculture, regional communities and the Queensland economy*

7:00am - 9:00am

Tuesday, 3 December 2024

Rydges Hotel South Bank, Brisbane

QFF QUEENSLAND FARMERS' FEDERATION

THE DEMOGRAPHICS GROUP

Bernard Salt AM

Hari Hara Priya Kannan

Simon Kuestenmacher

**Join the Queensland Farmers' Federation (QFF) and The Demographics Group for this compelling event to better understand the factors likely to shape 'Australia 2025' and what this means for the agriculture sector, regional communities and the Queensland economy.**

Featuring one of Australia's leading social commentators, Bernard Salt AM, alongside Simon Kuestenmacher and Hari Hara Priya Kannan, this breakfast event will articulate the latest trends, data and insights, and the demographic outlook for the year ahead.

In what is an ever-changing environment, join us as we better understand some of the areas critical to Queensland's future including:

- Skills of the future: AI, labour pools and the workforce shift
- The age care freight train and retirement cliff
- Regional communities: the opportunities and the risks
- The great wealth transfer
- Food security, energy, the environment, and housing.

This event is an exclusive first for Brisbane made possible through a partnership between QFF and The Demographics Group. It is expected to sell out, so purchase your tickets early to avoid disappointment.

**Date: Tuesday, 3 December 2024**

**Time: 7:00am to 9:00am**

**Venue: Rydges Hotel South Bank, Brisbane**

**Ticket price: \$95 per person, or table of 10 for \$950**

*Please purchase your tickets by **COB Friday, 22 November 2024***

[Buy your tickets here](#)

For enquiries, please email [partnerships@qff.org.au](mailto:partnerships@qff.org.au)

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## Our speakers



### **Bernard Salt AM**

Bernard Salt is widely regarded as one of Australia's leading social commentators and is one of the most in-demand speakers on the Australian corporate speaking circuit. Bernard heads The Demographics Group which provides advice on demographic, consumer and social trends for business. He is well known to the wider community for his penchant for identifying and tagging new tribes and social behaviours, and he is a twice-weekly columnist with *The Australian* newspaper.

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### **Hari Hara Priya Kannan**

Hari Hara Priya Kannan is Chief Data Scientist at The Demographics Group. She writes a monthly column for *The Australian* newspaper, analysing business demographics and their impact on businesses and government policies. Specialising in both Australian and global demographic data, Hari highlights Australia's demographic trends, offering insights into consumer behaviour, workforce dynamics, and social trends, and showcasing their significance for corporate, government and industry audiences alike.



### **Simon Kuestenmacher**

Simon Kuestenmacher is a Director and Co-founder of The Demographics Group. He presents on demographic and global trends that are shaping Australia today and into the future and his observations are enjoyed by corporate, government and industry audiences alike. Simon has authored three books on maps and runs what is by now the world's largest Twitter account dedicated to maps and data. His social media posts reach over 35 million people every month. Simon ranks as one of the world's top 10 influencers in data.



QUEENSLAND  
FARMERS'  
FEDERATION

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