GENERATION Z
NOW
#NOTAMILLENNIAL
WHO IS GEN Z?

BORN

1996 - 2010

4,412,000
GENERATION ZS LIVING IN AUSTRALIA

$13.5 billion
GENERATION Z HAVE AT THEIR DISPOSAL ANNUALLY

AT THE MOMENT THEY'RE

86%
STUDYING

28%
EMPLOYED

NICKNAMES

POST-MILLENNIALS
HOMELAND GENERATION
NET GEN
SNAPCHAT GENERATION
CENTENNIALS
FOUNDERS

#notamillennial

Pacific insights
MINDSET DIFFERENCES

**MILLENIALS**
- Taught confidence & individuality
- Less control in the lives - helicopter parents
- Lives in the moment
- Want to be fun
- Digital natives
- Self - absorbed
- Stand out from the crowd - align with their peers & show their individuality to slightly stand out
- Good at ‘working the system’

**GENERATION Z**
- Taught resilience & practicality
- Early independence - no rescue parents
- Plans for the future
- Want to have fun
- Mobile natives
- Self - assured
- You do you - their world has always been fragmented, believe in the importance of acceptance
- Will ‘work around the system’