

Bernard Salt AM

Leading Business Advisor, Author, Speaker & Columnist

Bernard Salt is widely regarded as one of Australia's leading social commentators.

He has written six popular best-selling books, hosted a TV show on SkyNEWS Business called "The Next Five Years" and hosted a top-rated podcast called "What Happens Next"

Bernard Salt is also one of Australia's most in-demand corporate speakers.

After a 20-year career as a Partner in a global advisory firm, Bernard founded The Demographics Group to provide advice to business on demographic, social and property trends.

He is best known to the wider community for his penchant for identifying new social behaviours including "the goat's cheese curtain."

Bernard has been a columnist with The Australian newspaper for more than 20 years. His column in The Weekend Australian Magazine is highly regarded and widely read.

Bernard was awarded the Member of the Order of Australia (AM) in the 2017 Australia Day honours for his services to the Australian people via demography.

And finally, Bernard is the person responsible for popularising the phrase "smashed avocado" ... globally!



Bernard Salt talks about:

1. Customers on the move-wary, concerned, tech-enabled, focussed on cost of living, cautious about travel, different experiences in different parts of Australia
2. The way we work-some will return to the office but a portion will insist at the very least in a hybrid arrangement

3. In search of skills—is there a sector that isn't concerned about depth in the labour market... will drive business to automation, to AI
4. Re-imagining life's later years—baby boomers have now spilled into the retirement years and are busy reimagining how best to age
5. Businesses of the future—are evident through rising employment namely care, technology, logistics, wellness and my personal favourite agribusiness
6. Meet the lifecycle's milestones—times in life when Aussies change direction eg 43 peak income, 46 peak divorce, 57 peak care, 88 peak 'belief'
7. The loneliness epidemic—provides insight into our troubled youth especially ages 15-24 and also the most contented stage in life ages 65-78
- 8 Regions on the rise—perhaps it's time to re-imagine regional Australia as the near (lifestyle) regions and the rest... and what's driving this division!

Client testimonials

“ He took the room totally by surprise right from the beginning and they loved him - the energy in the room was palpable and Bernard totally met their enthusiasm and kept them completely enthralled throughout his session.

- **National Employment Services Association**

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

- **Franchise Council of Australia**

“ Topical, focussed and importantly entertaining presentation. His 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**

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

- **AusCID**

“ Lots of positive feedback - highly entertaining and informative.

- **Suncorp-Metway**

“ His topic and presentation was perfect for our audience, and I received a lot of great feedback. Bernard's talk was the right level of information and humour for our dinner

- *AusIMM*

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 