



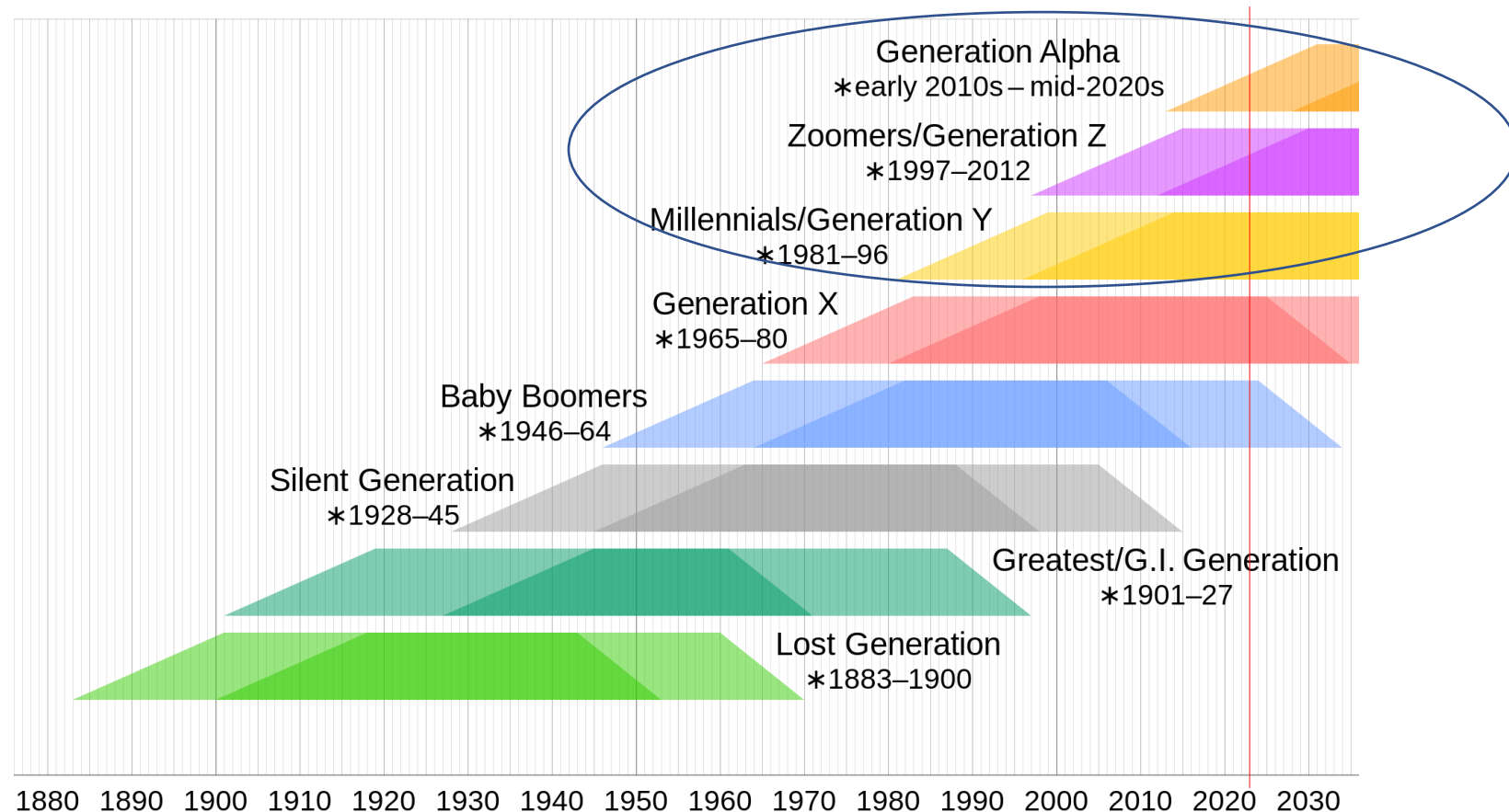
2023 CPA Australia and Pacific Regional Conference
Challenges to Addressing the Disenfranchisement among Young People

2 November 2023

Introduction

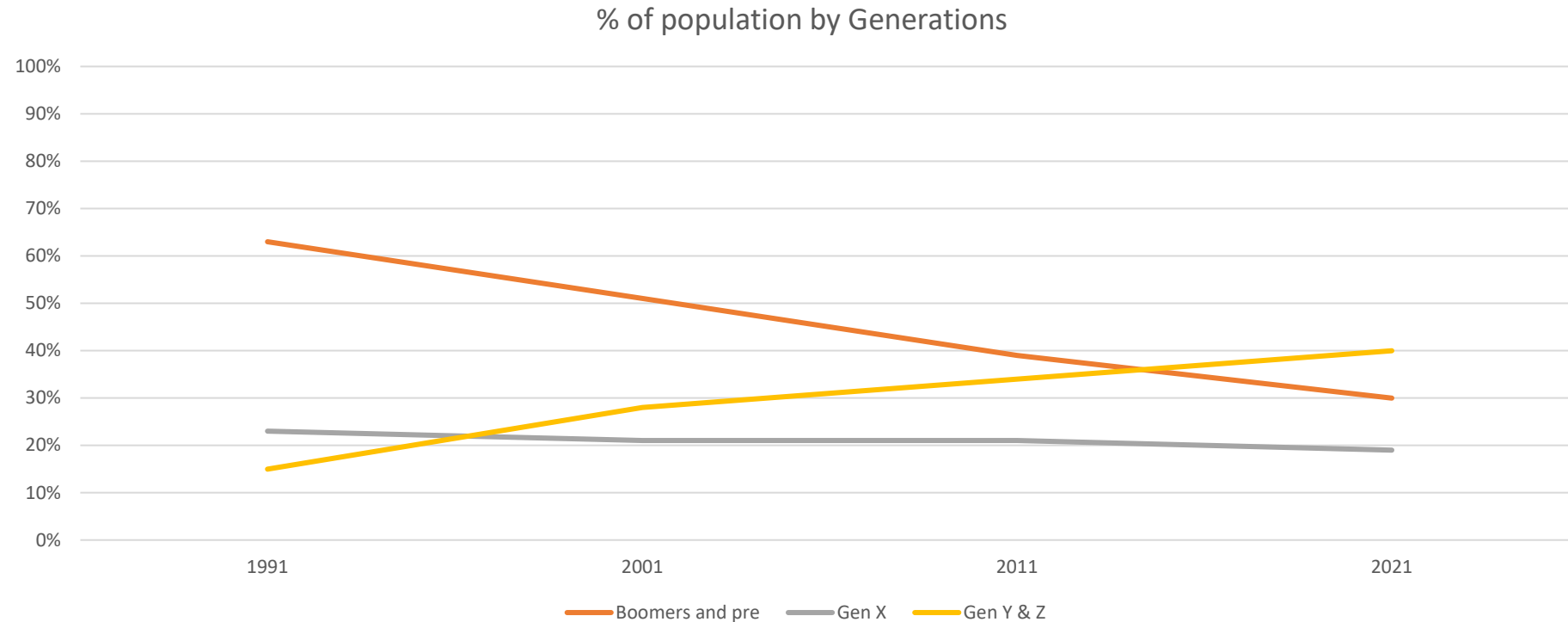
- Defining the ‘disenfranchisement’ of young people.
 - Declining voter turnout – over 96% in 1943 to below 90% in 2022.
 - Over one million more Australians failed to vote in 2022 than have historically.
 - Lower turnout coincides with increasing size of Gen Y & Z (18 to 42 year olds). In 1991 – 0% of voting population Gen Y or Z. In 2021 - 8.6 million Gen Y & Z voters out of 19.9 million adult Australians.
 - Gen Y & Z now 43% of the adult population.
 - De facto disenfranchisement.

What are the generations? Who are the 'young people' disenfranchised



Australian Electorate by Generation

- In 1991, boomers and older (born pre 1965) – over 60% of the electorate
- In 2021, Gen Y & Z (born after 1982 to 2012) – 40%, boomers and older – 30%, Gen-X – 20%
- Source: Australian Bureau of Statistics.



Three reasons for disenfranchisement of younger voters

1. Historical reasons
2. Campaigning failure
3. Communication failure

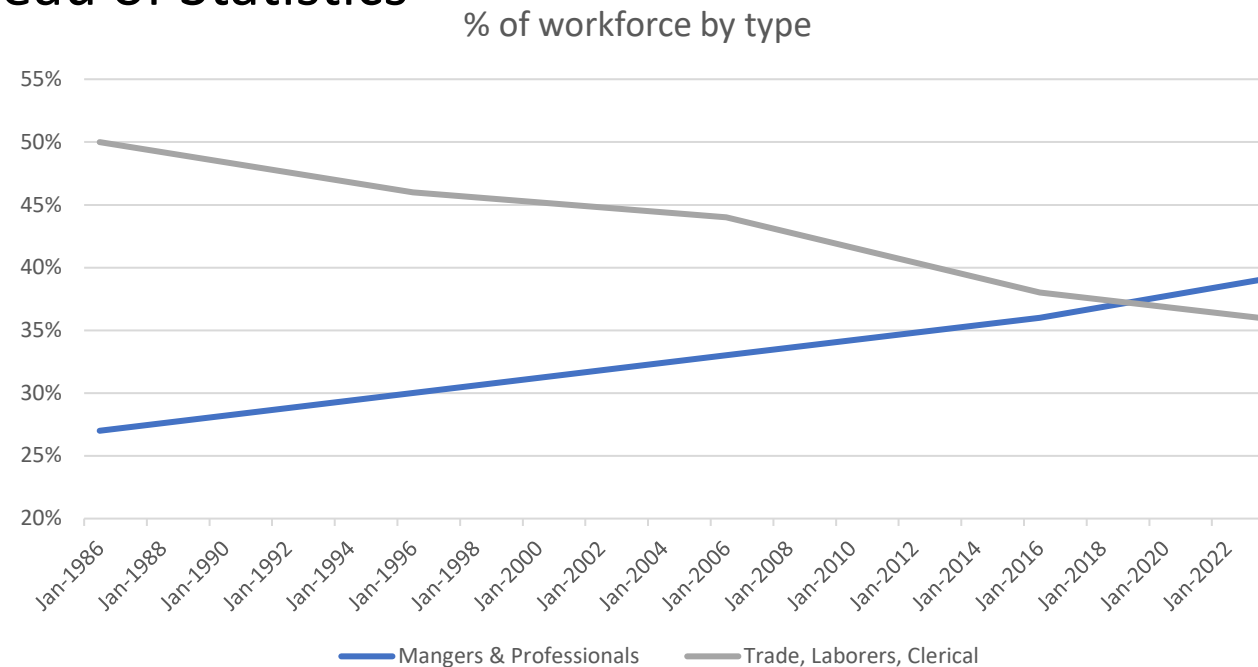
Historical reasons

- Context of the founding of the Australian Labor Party (ALP)
- The relevance of the ALP in 2023
- Context of the founding of the Liberal Party of Australia
- The relevance of the Liberal Party in 2023

Profession in Australia over time

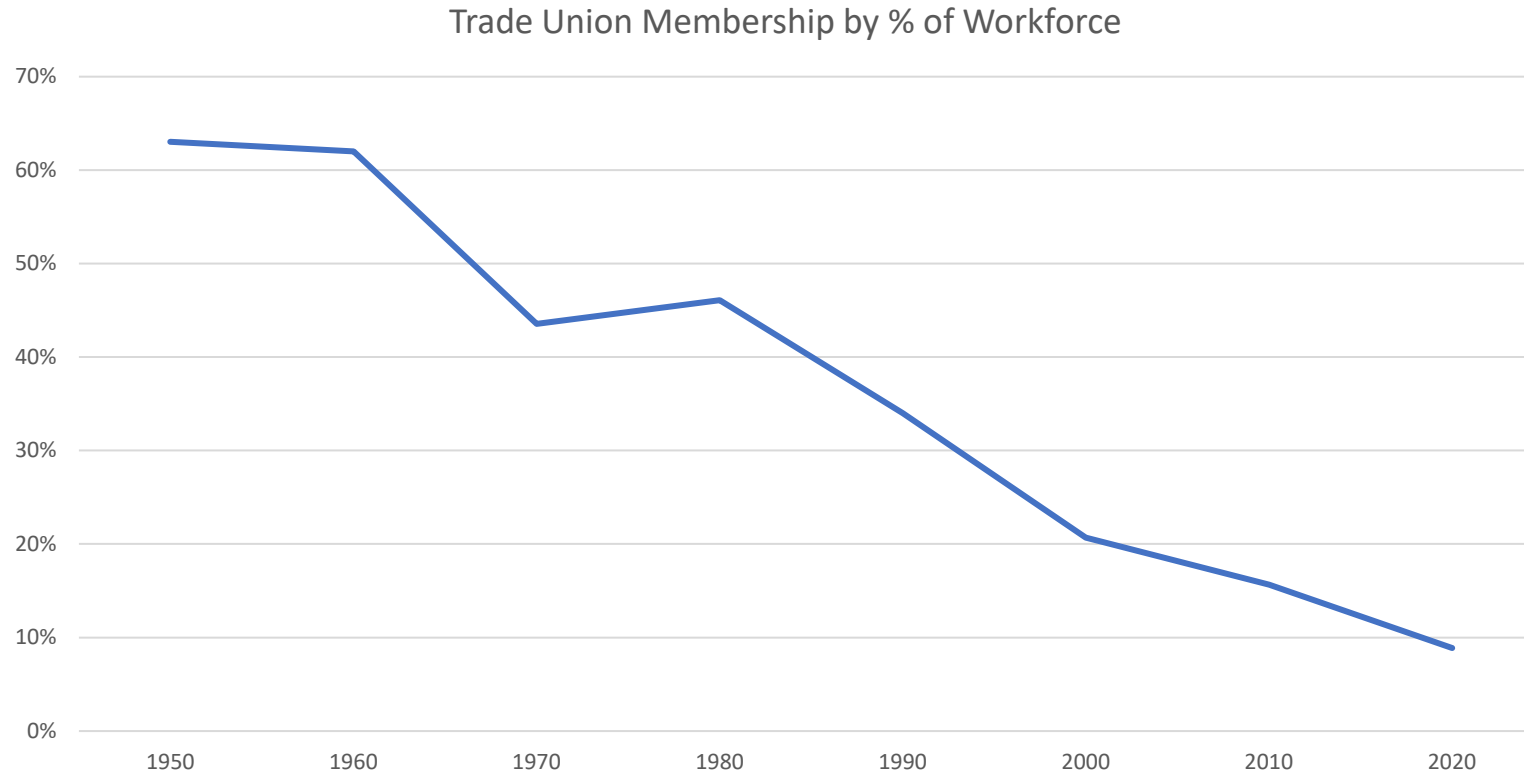
- In 1986 – Trades, Laborers & Clerical workers – 50% of workforce. Managers & Professionals – 27% of workforce
- 2023 – Trades, Laborers & Clerical workers – 36% of workforce. Manager & Professional – 39% of workforce.

- Australian Bureau of Statistics



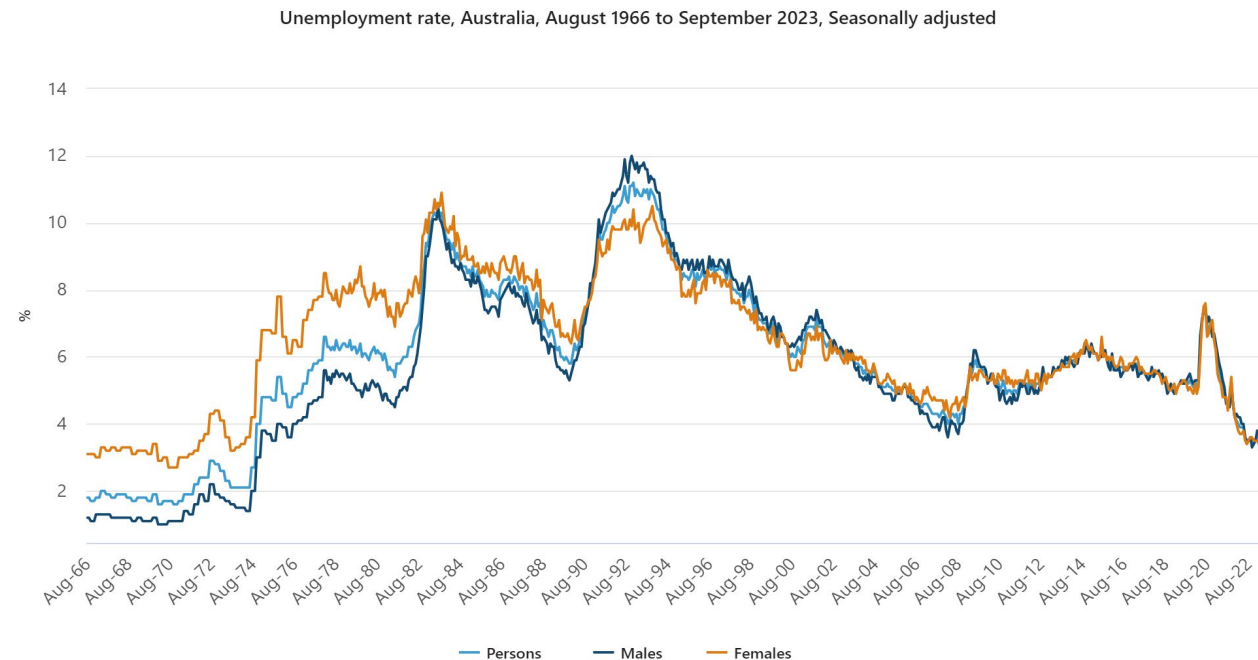
The Labor Movement – reflected by Trade Union Membership

- 1950 – 63% of employed workforce trade union members.
- 2020 – 9 % of employed workforce trade union members.
- Source: Australian Bureau of Statistics.



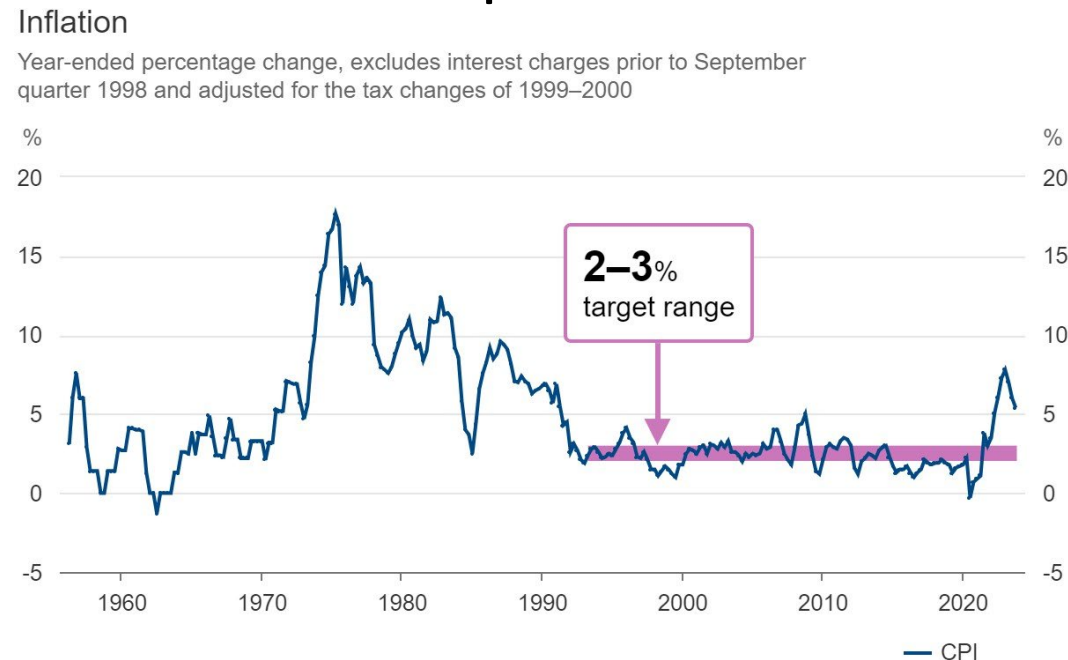
Unemployment rate in Australia and the Generational experience – 1966 – 2022

- As adults, all generations except Gen Y & Z have experienced unemployment rates from 2% to 12% and with volatility
- As adults, (from year 2000 onwards), Gen Y & Z have experienced unemployment rates of 3.5% to 6% (disregarding COVID).



Inflation rates 1950 to date

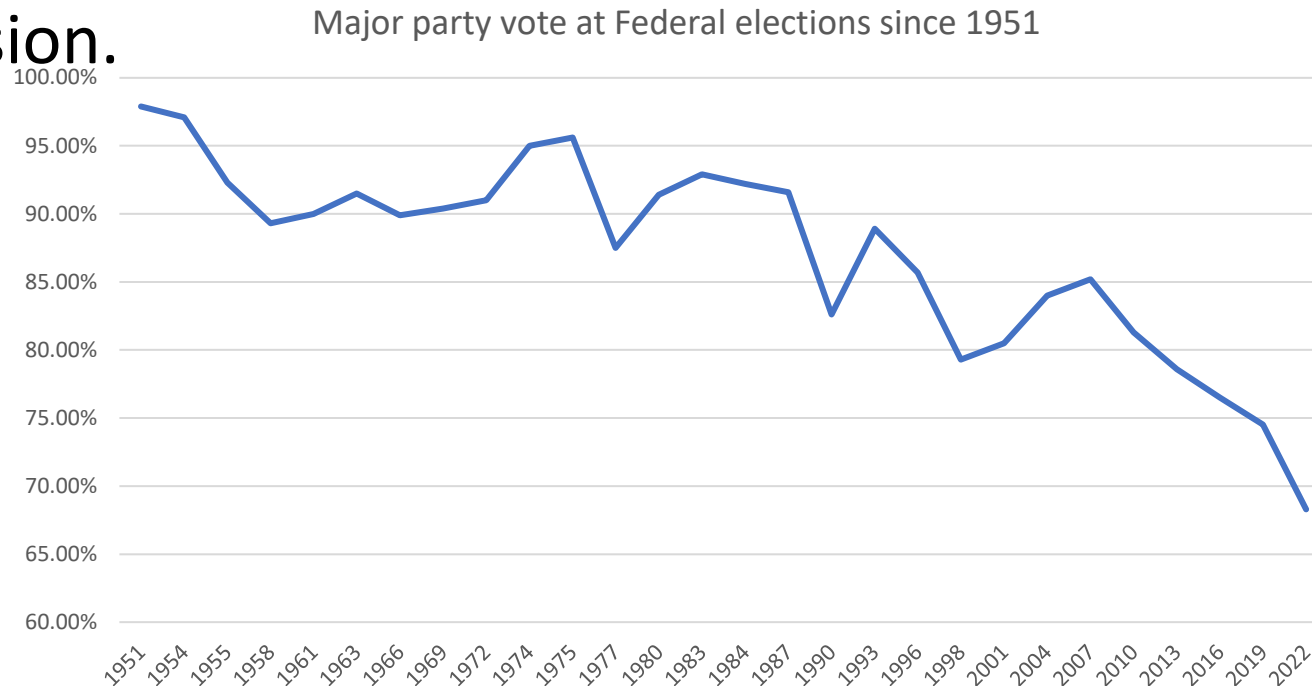
- As adults, together, the silent generation, boomers, Gen-X, have experienced inflation rates of -2% to 17.7%.
- As adults, Gen Y & Z have experienced inflations rates of 2.5% to 7.8%



Sources: ABS; RBA

Percentage of Vote to Major Parties in Federal elections

- In 1951, 97.90% of vote to ALP and the Coalition.
- In 2022, 68.28% of vote to ALP and the Coalition.
- Source: Australian Parliamentary Library, Australian Electoral Commission.

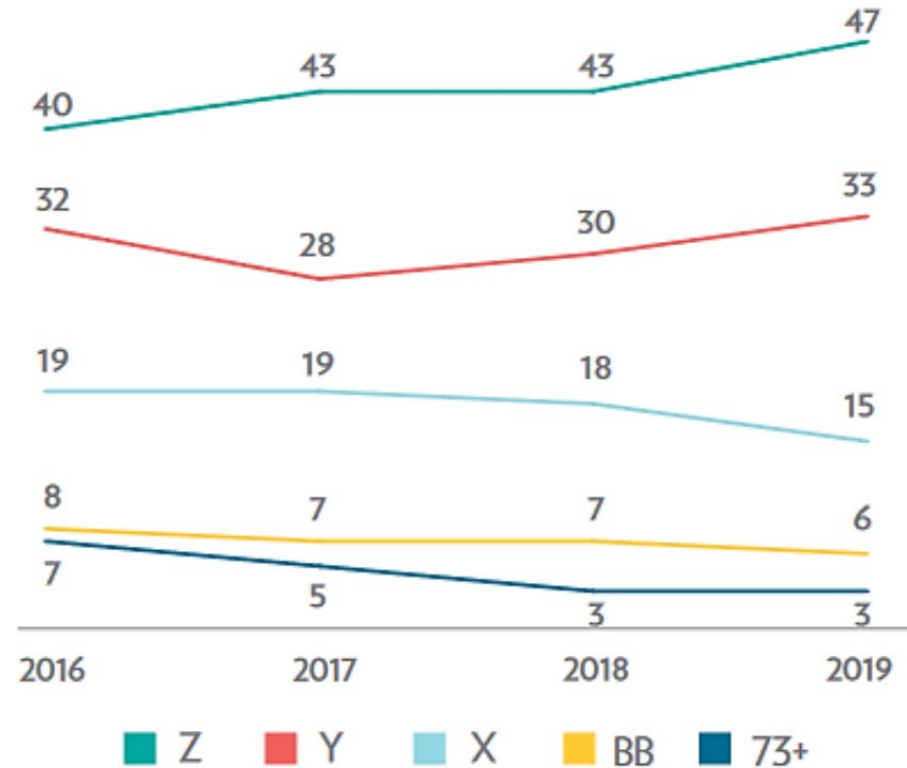


Social media campaigning failures of major parties

- Major party election spending at the 2022 Federal election.
 - Labor - \$132 million. Social media spend of \$5 million – 4.31% of spend.
 - Coalition - \$116 million. Social media spend of \$3.1 million – 2.35% of spend.

Social media as Gen Y & Z's main source of news

Figure 1.1 Percentage of social media as main source of news

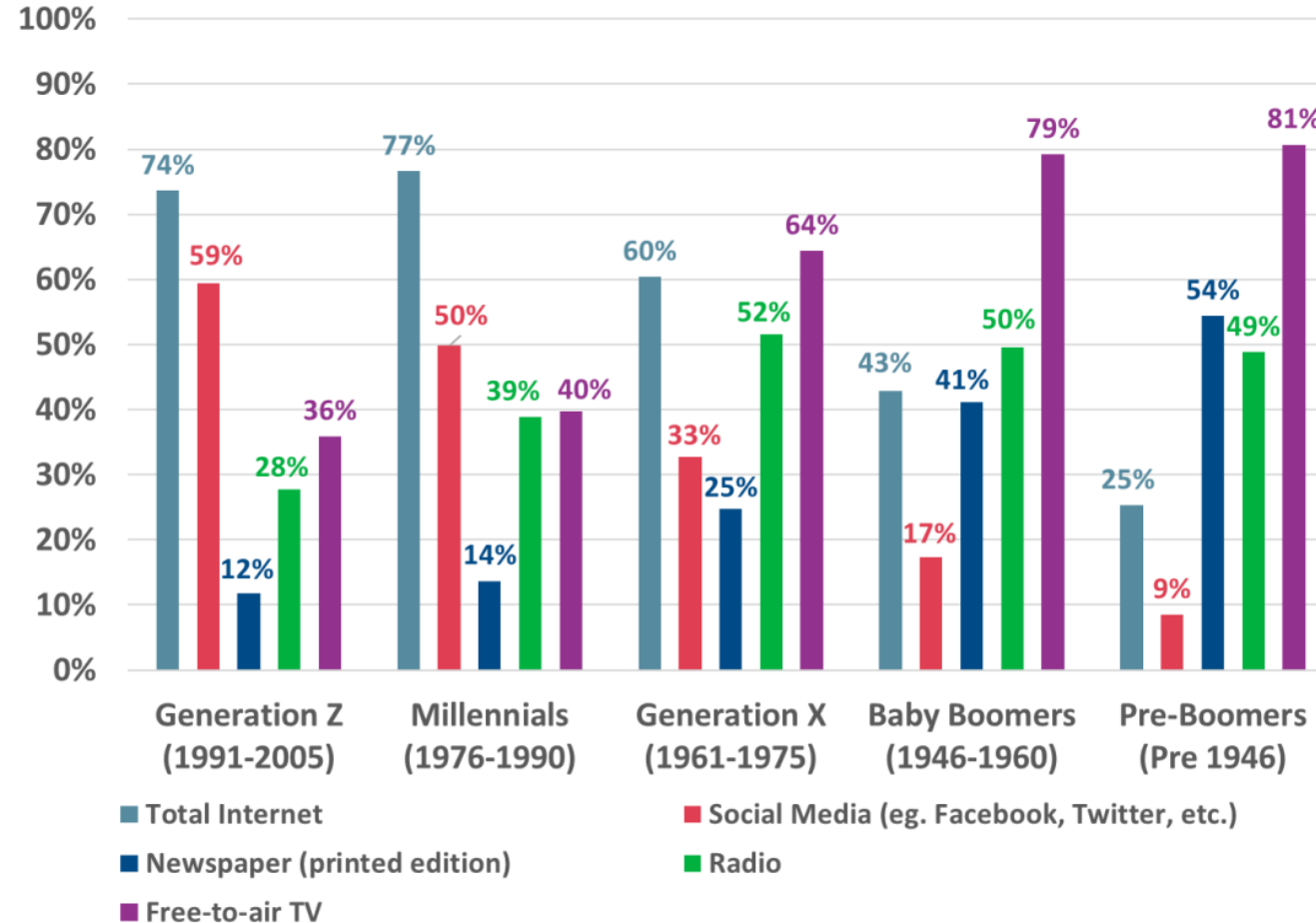


Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Source: (Fisher, Park, et al. 2019, p. 96)

Social media as Gen Y & Z's main source of news

Main Sources of News by Generations – February 2020



Source: Roy Morgan Single Source March 2019 – February 2020, n = 20,880. Base: Australians 14+.



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