

# Are You A GEN.Y?

Australia's Generation Y is working and studying harder than any other generation at their age. The nation's 20–35 year olds are more frugal, spending less on clothes, food and alcohol than Gen. X, now 35–50, did at the same age. Their work life is a major part of their social function. They expect a lot from their employers. Employers have to change the way they think, and the way they manage the ever growing Gen. Y workforce.

Career is a more important consideration to Gen. Y than starting a family – much more so than 25 years ago, when 42% of 25–29 year old Gen. Xs were in a marriage or relationship with children, compared with 22% of Gen. Ys of the same age today. But they are deferring children rather than abandoning parenthood, with having a family still high on their to-do list later in life.

Thirty years ago the different age groups were separated by a clear chain of command, with the older workers being supervisors and managers, while the younger were the apprentices and trainees. This is not so today. The new reality is one of flatter organisational structures where teams of diverse ages work together. Enhance your career prospects. Call us NOW.



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