

Bernard Salt

Leading business advisor, author, speaker & columnist

Bernard Salt is widely regarded as one of Australia's leading social commentators by business, the media and the broader community.

Bernard heads The Demographics Group which provides specialist advice on demographic, consumer and social trends for business. Prior to that Bernard founded KPMG Demographics.

He writes two weekly columns for *The Australian* newspaper and is an adjunct professor at Curtin University Business School. Bernard also holds a Master of Arts degree from Monash University.

Bernard Salt is one of the most in-demand speakers on the Australian corporate speaking circuit and has been so for more than a decade.

He is perhaps best known to the wider community for his penchant for identifying and tagging new tribes and social behaviours such as the 'Seachange Shift', the 'Man Drought', 'PUMCINS' (pronounced pumkins) and the 'Goats Cheese Curtain'. He was also responsible for popularising smashed avocados globally.

Bernard has popularised demographics through his books, columns and media appearances. His body of work is summarised in six popular best-selling books. Bernard appears regularly on radio and television programs and recently hosted a business television program "*The Next Five Years*" on SkyNews Business Channel 602.

He was awarded the Member of the Order of Australia (AM) in the 2017 Australia Day honours.

Bernard Salt talks about:

Bernard bases his presentation on hard-edged numbers reflecting the most recent demographic, business and social information available. His research into almost every market in Australia enables him to talk authoritatively about trends in any part of the continent, as well as the cultural differences within regional Australia.

His style is informative, witty, incisive and very 'human'; it is a unique blend of substance and



humour. All of Bernard's presentations are tailored to the client and to the client's industry.

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**

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[VIDEO OF SPEAKER](#)

