

Simon Kuestenmacher

Social Demographer, Data Influencer & Keynote Speaker

Simon Kuestenmacher is a social demographer and an international influencer in data science. His mapping and unique way of looking at data has gathered an international following, his views are regularly sought out by the media and he writes a regular column about demographic trends and urban development for *The Australian*. Simon is also an engaging speaker on demographic trends, consumer insights and cultural change in Australia. From social media to agribusiness, city planning and beyond, Simon's evidence based opinion is invaluable for business, education, government and community groups.



More about Simon Kuestenmacher:

Simon holds degrees in geography from leading universities in Berlin and Melbourne and worked for several years as a business consultant with KPMG Australia.

One of the two co-founders of The Demographics Group; he is a rising star in data animation and interpretation. In just two years he amassed 125,000 followers globally who enjoy his insights and his quirky observational style.

Simon was named one of the world's Top 50 influencers in data science by *carto.com*, and he is a judge for the prestigious 'Beautiful Awards' - the Oscars of the data industry

Simon's evidence based presentations are appreciated by groups from the financial services, property, education, technology, retail and professional services industries, among others.

Simon Kuestenmacher speaks about:

Reimagining the way we work: How new technologies, new generations and new skills are changing the workplace - The Australian workforce is growing and morphing; shedding some jobs and creating others. It's a minefield for the uninitiated and the ill-informed. Simon unpacks the common denominators behind what's working and what's not in the world of work.



Degrees of success: How education and skills are reshaping the Australian workforce – Speak to educators and they will say it’s all about STEM (science, technology, engineering, mathematics) but is this the case? Longitudinal census data suggests that there’s a range of skills that can deliver career success. Simon goes through the numbers.

Navigating the gender factor: Using data to show how men and women are remunerated job-by-job in the workforce – Which jobs deliver the best remuneration for men and women? In which of these jobs are women closing the gap? And are there any high-paying jobs where women are better remunerated than men. Simon delivers the data behind the gender factor.

From Seoul to Sydney... from Munich to Melbourne: Trawling global cities for ideas to create even better Australian communities – Simon scans the globe to identify cities and regions on the rise and in decline; each with a story and a lesson to tell.

Don’t find your niche... make your mark: Career advice for the young and for parents – The workforce is polarising into the highly skilled and the unskilled which is all very well if there’s a ladder enabling the unskilled to skill-up. Simon takes his audience through the skill sets and policy setting required to enable young Australia to make their mark.

Ideas for Australian agribusiness: Mining datasets to uncover new markets for our farmers and growers – New crops, new techniques, new locations and new lifestyle trends are forever creating new opportunities for Aussie agribusiness.

Identifying Australia’s best towns: Understanding the metrics behind our leading rural communities – In March 2018 The Demographics Group ran a feature in The Weekend Australian Magazine on Australia’s best country towns. Goondiwindi and Griffith came out tops and, in this presentation you’ll find out what it is that makes a town great.

That’s not a map... this is a map: Latest techniques in communicating with data – There was a time when a map was a map, but not so today. Today there’s animation and enhanced data capture and presentation techniques. Simon showcases some of the best data animations gleaned globally.

Twitter story: How to create a global social-media brand for yourself within two years – It’s all about branding and being able to project your thinking and values onto a bigger stage. That’s the point of social media and increasingly it’s part of every worker’s professional persona. Simon presents some lessons to help you do win.

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[VIDEO OF SPEAKER](#)

