

# David Chalke

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## *Leading social analyst*

David Chalke is one of Australia's leading social analysts with over 30 years' experience in Australia and overseas.

Working with data from Australia SCAN, the annual monitor of social change in Australia, David's entertaining 'real world' view of the mood of Australians has made him much sought after at national and international conferences. A regularly quoted social commentator, David also writes freelance for Fairfax, ACP and News Ltd.

During his presentations, David discusses the effects of recent social changes on Australians' attitudes and behaviour and the implications of these on the formulation of effective marketing and public policy strategy.

David's early career was in Europe in line management with trans-national organisations such as Nestle, Cadbury Schweppes and Wilkinson Sword. On coming to Australia, David held the positions of Director of Strategy Planning with McCann-Erickson and Y&R Mattingly, until founding his own consultancy, The Strategy Planning Group, in 1990.

In recent years, David has specialised in measuring the effects of social change on Australians' attitudes and behaviours, and advising on the impact of these on the formulation of effective public policy and marketing strategy.

A former marketing and communications strategist, he describes his business as "monitoring social and cultural change" and now sees himself as a social forecaster offering businesses an explanation of the way culture impacts on consumer spending.

David Chalke is highly sought after as a keynote speaker for his insights on social change. He can tailor his presentation to focus on the most pertinent social factors for your business and audience.



## Client testimonials

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“ One of Australia’s best-known business fortune tellers.

- *AFR Boss Magazine*

“ Witty in his pulse taking of the Australian psyche.

- *The Age*

“ Australia’s most charismatic Social Analyst.

- *Charlie Pickering, The Project*

“ David Chalke brings statistics to life.

- *Dept. of Premier & Cabinet*

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