



International Seminar on Applications of Demography in Business *Sydney, Australia, 8-9 October 2007*

Organized by the IUSSP Scientific Panel on Business Demography

Seminar Programme

Monday, 8 October 2007

Registration: 08:15-08:45

Welcome: 08:45-09:00

Session 1: 09:00-10:30

Chair - Farhat YUSUF (Australia)

- Judith BANISTER (USA)
Business demographics and the global workforce
- Abusaleh SHARIFF (India)
India: A growing economy and expanding markets
- Peter MORRISON (USA)
Targeting spatial clusters of elderly consumers in the USA

Tea/Coffee: 10:30-10:50

Session 2: 10:50-12:20

Chair – Tom EXTER (Canada)

- Reinaldo GREGORI (Brazil)
When business meets social science: An overview of how business demography is evolving in Brazil
- Alvin CHAN (Australia)
The application of geodemographic segmentation in business decision-making
- Farhat YUSUF & Gordon Brooks (Australia)
Demographics and consumption patterns in urban China

Lunch Break: 12:20-14:00

Session 3: 14:00-15:30

Chair – Eduardo Rios-Neto (Brazil)

- Tom EXTER (Canada)
New approaches to small area population estimates for Australia
- Sri Moertiningsih ADIOETOMO (Indonesia)
Indonesia: Young people today, parents tomorrow
- Robert CLARK (USA)
Strategic human resource management with an ageing workforce

Tea/Coffee: 15:30-15:50

Session 4: 15:50-17:20

Chair – David Swanson (USA)

- Pradeep Kumar BHARGAVA (India)
Regional variations in textile business and consumer behaviour in India: Demographic and socio-economic analyses
- Eduardo RIOS-NETO (Brazil)
Is there a demographic trend in the Brazilian housing market?
- Alberto JAKOB (Brazil)
Household expenditures in Brazil: Regional differences and similarities

Seminar Dinner: 18:30-21:30 (venue to be advised)

Tuesday, 9 October 2007

Session 5: 09:00-10:00

Chair – Judith Banister (USA)

- Jo MARTINS & Gordon Brooks (Australia)
Teaching consumer demographics to marketing students
- David SWANSON & Peter Morrison (USA)
Teaching with demographic cases

Tea/Coffee: 10:00-10:20

Session 6: 10:20-11:50

Chair – Bernard SALT (Australia)

- Bob SCHWARTZ (Australia)
Estimating consumer spending potential for small areas in Australia
- Richard FLETCHER *et.al.* (Australia)
Undertaking research at the bottom of the pyramid – the challenge for demographers
- Nick PARR *et.al.* (Australia)
Impact of children on Australian retirement savings: Policy and business implications

Lunch Break: 11:50-13:10

Session 7: 13:10-14:10

Chair – Peter McDonald (Australia)

- Bernard SALT (Australia)
The business of demographics: How corporates can profit from understanding demography
- Amanda Biltoft (Australia)
Availability of demographic and other data from the ABS

Conclusion