
CLUBS AUSTRALIA - 2024 WR&HR CONFERENCE

Engaging your young workforce

Lessons from the founder of a youth publisher



AUGUST 2024

@THEDAILYAUS



TODAY'S BIG IDEA:



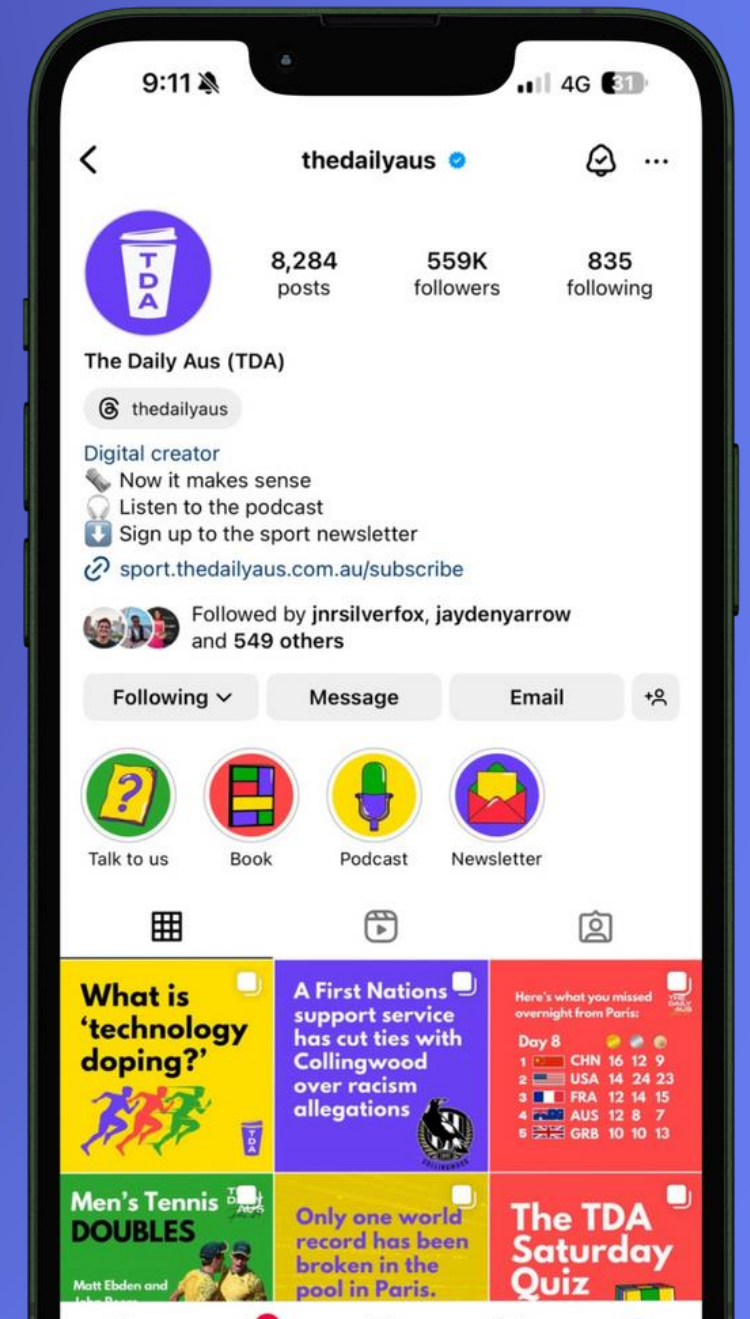
To engage the next generation of young Australians, you need to put **trust, purpose and transparency** at the core of your relationship.





WHY DO I KNOW YOUNG PEOPLE?

- The Daily Aus reaches 2 million young Australians every month
- Regularly polls audience
- It was co-founded by two young people, with the whole team under the age of 30





ABOUT TDA'S AUDIENCE

Our audience are the
future change
makers of Australia.

Household Income

56%

Of our audience have a
HHI of \$45-135K,
and work across a diverse range
of sectors

Gender

76%

Identify as female

Location

65%

Of our audience are
in Sydney & Melbourne

Age

80%

Of our audience are
under 35



TRANSPARENCY, PURPOSE AND TRUST AT TDA

1. We are radically honest with our audience



**HOW DOES
THE DAILY AUS
MAKE MONEY?**



So we say we're building a transparent news company. Here's transparency for you.

We were about to spend money on Facebook ads to get more newsletter subscribers, but we can put that money to better use.



So we'll just level with you: would you please sign up to our newsletter?

It will help us grow The Daily Aus (we'd rather use that money to hire more journalists)!

You can sign up via the link in our bio.



TRANSPARENCY, **PURPOSE** AND TRUST AT TDA

2. Young people look to brands that lead by example

15 May 14:30
Paid partnership with up_banking



IS KEEN TO KNOW

Do you think you'll cut back your retail spending in the second half of 2023?

Yes	73%
No	27%


@UP_BANKING



improved and the liver damage is significantly decreased.


A message from our sponsor

15-21 May
Australian Made Week
Australian Made makes Australia



Looking to make a positive impact with your purchases? Your answer is right here on Australian soil. Yep, you know that little green triangle with the yellow kangaroo on it? That logo is your ticket to making a real difference in your community. From food to fashion, furniture or skincare, [Australian made](#) products are of high quality and ethically produced. Not only that, but you'll be helping to create jobs and support local economies. Together, we can champion Aussie makers and growers this [Australian Made Week](#).

A TDA tidbit



Triple J has announced it is doing a countdown of the 100 best *Like A Version* performances of all time. Voting opens on 22 May, before the countdown will

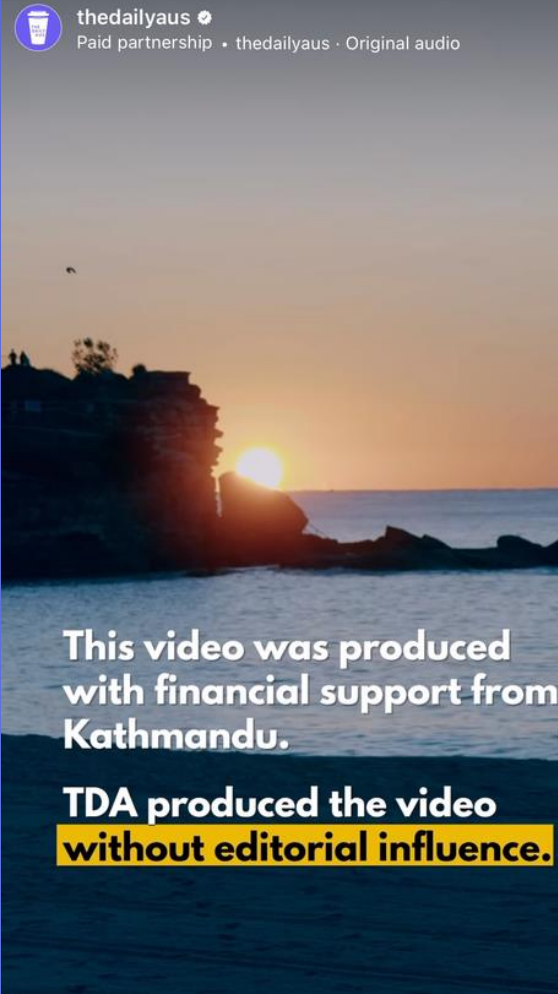
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KATHMANDU



Get outside to change your brain - it lowers stress, increases empathy, creativity and happiness. Visit Kathmandu for winter gear. Let nature do the rest.



thedailyaus
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This video was produced with financial support from Kathmandu.

TDA produced the video without editorial influence.



TRANSPARENCY
+ PURPOSE
= TRUST

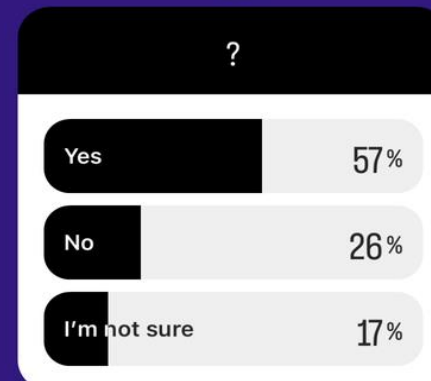


TRANSPARENCY, PURPOSE AND **TRUST** AT TDA

3. Young people tell us what they think



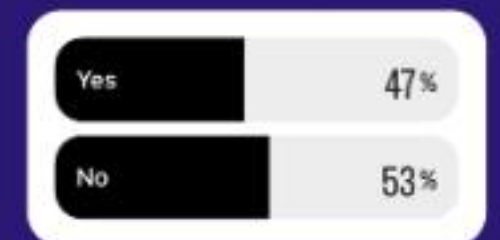
If your work required you to always be in the office, would you reconsider working there?



Which best describes your living situation?



Do you have money in investments? (e.g. shares, crypto)





YOUR VERSION OF THIS?

Purpose

Are you engaging with/on social issues?

Would your 24-year-old employee be proud to talk about work at a party?

Transparency

As a manager, do you share with them your professional challenges?

Trust

Do they feel part of a plan (employees), or an active player (contributors)?
Can you shift from 'need to know' to 'open access'?

**THANK
YOU.**



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