



## CSimon Kuestenmacher

- Keynote Sunday 10 May

Simon Kuestenmacher is Co-Founder and Director of The Demographics Group and a rising star in the field of demographics.

Simon has presented to numerous corporate and industry audiences across Australia and overseas on demographic trends, consumer insights and cultural change in Australia.

Simon is frequently sought out by Sky News, The Project, newspapers and radio stations across Australia to comment on demographic trends. He writes a monthly column in The Australian newspaper; and consults to business and government about demographic trends.

In his spare time Simon runs what is by now the world's largest Twitter account dedicated to maps. In the space of 3 years he has amassed 150,000 global followers on Twitter for his powerful and original interpretation of data and maps, and reaches over 25 million people every month via social media.