

2025 SPEAKER KIT

PwC's Federal Budget Insights

Evan Lucas

Rachel Pupazzoni



E EVAN
LUCAS
ECONOMIC FUTURIST





EVAN LUCAS

Economic Futurist leveraging economic research, demographics, and behavioural dynamics to deliver clear, concise knowledge that delivers actionable commercial and personal success.

Having grown up in the embrace of his grandfather's insights into investment and economics, that insight remains integral to his professional life today.

His early experiences revealed a fundamental truth: economics, investing, financial decision making, habits and behaviours are unique to each individual and do not necessarily transfer across professionals, families, generations or peers.

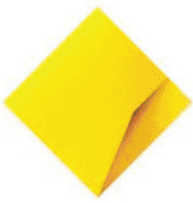
This realisation sparked his fascination with behavioural economics and finance, a field that has shaped his career over the past fifteen years and has taken him to the Netherlands, Singapore, the UK, and Australia. He's come to recognise that our relationship with money is deeply personal and ever- changing. This insight fuels his beliefs that understanding and adapting to our behavioural patterns is essential to making effective financial and economic decisions.

Unlike traditional economist, Evan focusses on real-world data that demonstrates how decision-making is often driven by biases, perceptions, and social influences – factors that numbers alone cannot capture. By prioritising behavioural insights, he helps clients and audiences gain a fuller understanding of the dynamic world in which they work, live, and invest to make better future decisions – hence Economic Futurist as he looks for the future behind the numbers.

One of Evan's greatest privileges is sharing this knowledge with a wider audience. He engages with viewers and listeners daily on trusted national media outlets such as ABC News Breakfast, The Today Show, Sunrise, The Project and Sky News. He has also been the main expert on SBS' Insights program as well as the Behavioural expert on Channel 10's The Bright Side.

Through these platforms, he gets to enact his vision – to make the complex simple leading to better behaviour with our personal, corporate and sovereign finances.

If you're curious about how behavioural economics can enhance your approach to investing, corporate development and capital allocation, or if your audience seeks guidance in an ever- evolving economic landscape, Evan's expertise and experience coupled with this unrivalled keynote delivery is not to be missed.



**SOME OF THE
ORGANISATION
EVAN HAS
WORKED WITH**

WHY YOU WON'T BE DISAPPOINTED WORKING WITH EVAN

BESPOKE

Evan's Keynote content is made bespoke to fit your industry, audience and key client. Evan spends countless hours diving into the macro dynamics of the international and domestic world to produce a bespoke format that will deliver for the theme of your event



MULTIFACETED

Evan's presentations are through multifaceted formats - keynotes, masterclasses, workshops, in-person and virtual, video and podcast media. All are exclusive tailored content, delivered with unrivalled clarity and dynamism



HARMONIOUS

Evan understands that you need a harmoniously run program or event. That's why Evan takes care of everything. With his expertise he will give your audiences, clients and employees the knowledge, research and behavioural actions needed to implement change in their personal finances, business and industry.



TESTIMONIALS FROM CLIENTS AND AUDIENCES ALIKE

Evan was such a huge hit with delegates at the PIPA National Conference that we re-booked him straight away for more events! Evan is not only a highly engaging speaker, but his ability to present complex topics to a wide audience is a skill few other possess to the same degree. His presentations prove that economics can be thought-provoking, fun, and accessible to all.

Property Investment Professionals of Australia (PIPA) Chairperson

Evan is one of the most accomplished financial communicators in Australia. His unique and challenging ideas coupled with his style make him unrivalled.

PriceWaterhouseCooper Partner

Your talk was fantastic and exactly what I have been trying to argue to peers. You have made my day being able to find someone that can present so well on behavioural finance - Thank you, it was amazing

SA Chamber of Commerce

Saw you on Insight - heard more knowledge and advice from you than any other program I've watched. Just wanted to thank you for your input.

SBS Insight - The Boomer Economy



DYNAMIC PRESENTATIONS

Audiences crave speakers who truly understand their industry in ways they haven't seen or thought of before. They want a speaker that challenges, a speaker who not only inspires action but also delivers practical insights that educate and empower. They want more than just entertainment; they want to leave energised, educated and with actionable strategies to drive real, lasting change.

Evan's topics deliver exactly that. Whether presented as a keynote, workshop (half or full day), virtual masterclass, program, or an exclusive podcast or video series, he content is always dynamic, tailored, and highly relevant. Evan's focus is simple: helping audiences grow, thrive, and achieve their full potential.

SOME OF THE DYNAMIC TOPICS EVAN HAS PRESENTED

- **Behaveonomics**
- **Generation M**
- **The Behaviour of Money**
- **Money autonomy**
- **Money Gratitude**
- **Value black holes**



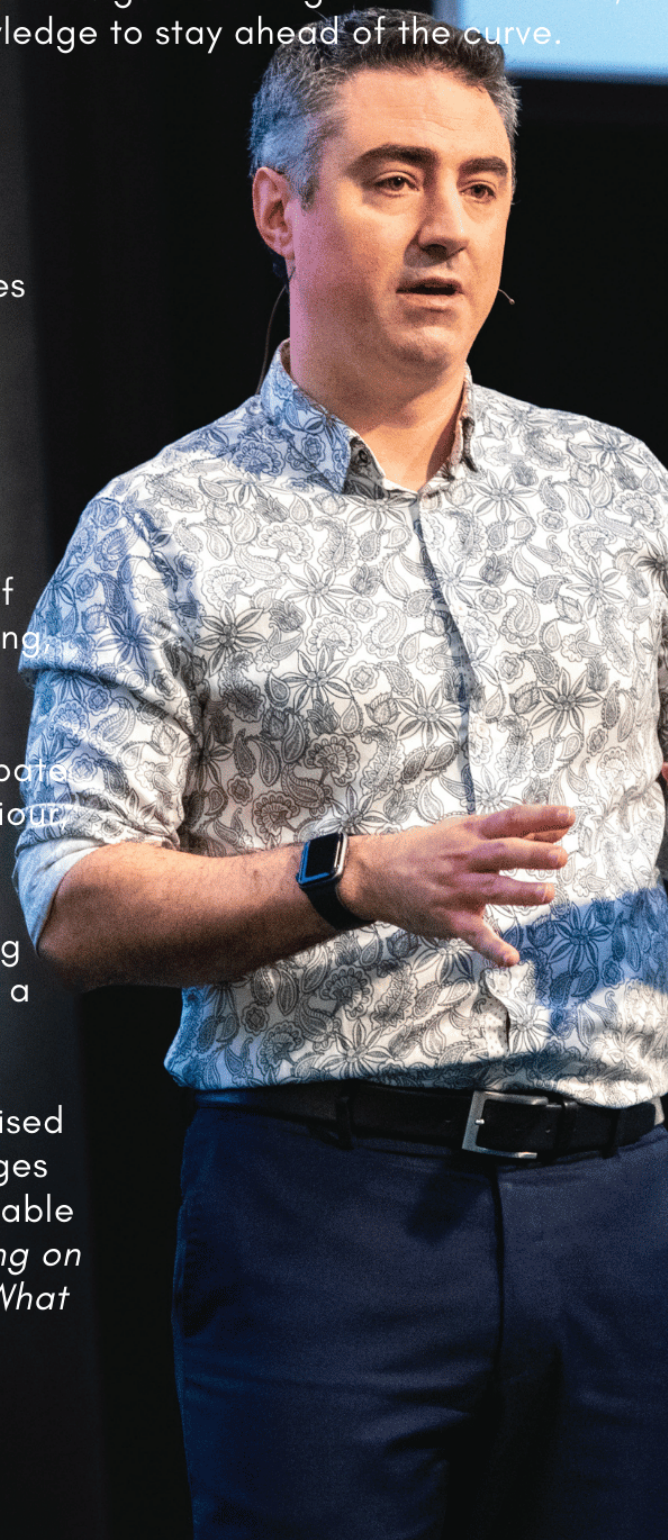
BEHAVEONOMICS

Evan's most tailored and requested keynote delivers a unique blend of macro behavioural economics, cutting-edge trends, demographic insights, and economic data, crafted specifically for your audience. By combining the latest research with a deep understanding of your industry and goals, Evan provides a bespoke experience that offers actionable insights and relevant strategies.

This isn't a one-size-fits-all presentation—it's a customised journey through the forces shaping the economic and behavioural landscape, designed to resonate with your audience and drive meaningful change. Whether you're seeking to understand emerging market dynamics, anticipate consumer behaviour, or navigate shifting economic trends, Evan's keynote equips you with the tools and knowledge to stay ahead of the curve.

KEY THEMES

- **Behavioural Economics Insights:** A deep understanding of how human behaviour influences economic decisions and market trends.
- **Tailored Market Analysis:** Specific trends, demographic shifts, and economic data directly relevant to their industry, organisation, or region.
- **Actionable Strategies:** Practical applications of behavioural economics to improve decision-making, forecasting, and strategic planning.
- **Foresight into Emerging Trends:** How to anticipate and adapt to the latest shifts in consumer behaviour, economic forces, and market opportunities.
- **Competitive Advantage:** Insights into leveraging data and behavioural principles to stay ahead in a rapidly changing environment.
- **Audience-Specific Relevance:** A highly customised perspective that aligns with their unique challenges and goals, ensuring the content is directly applicable and impactful. Previous examples include: *Banking on The House*, *The Behaviour of Spending* and *See What We Do, Not What We Say*



GENERATION M

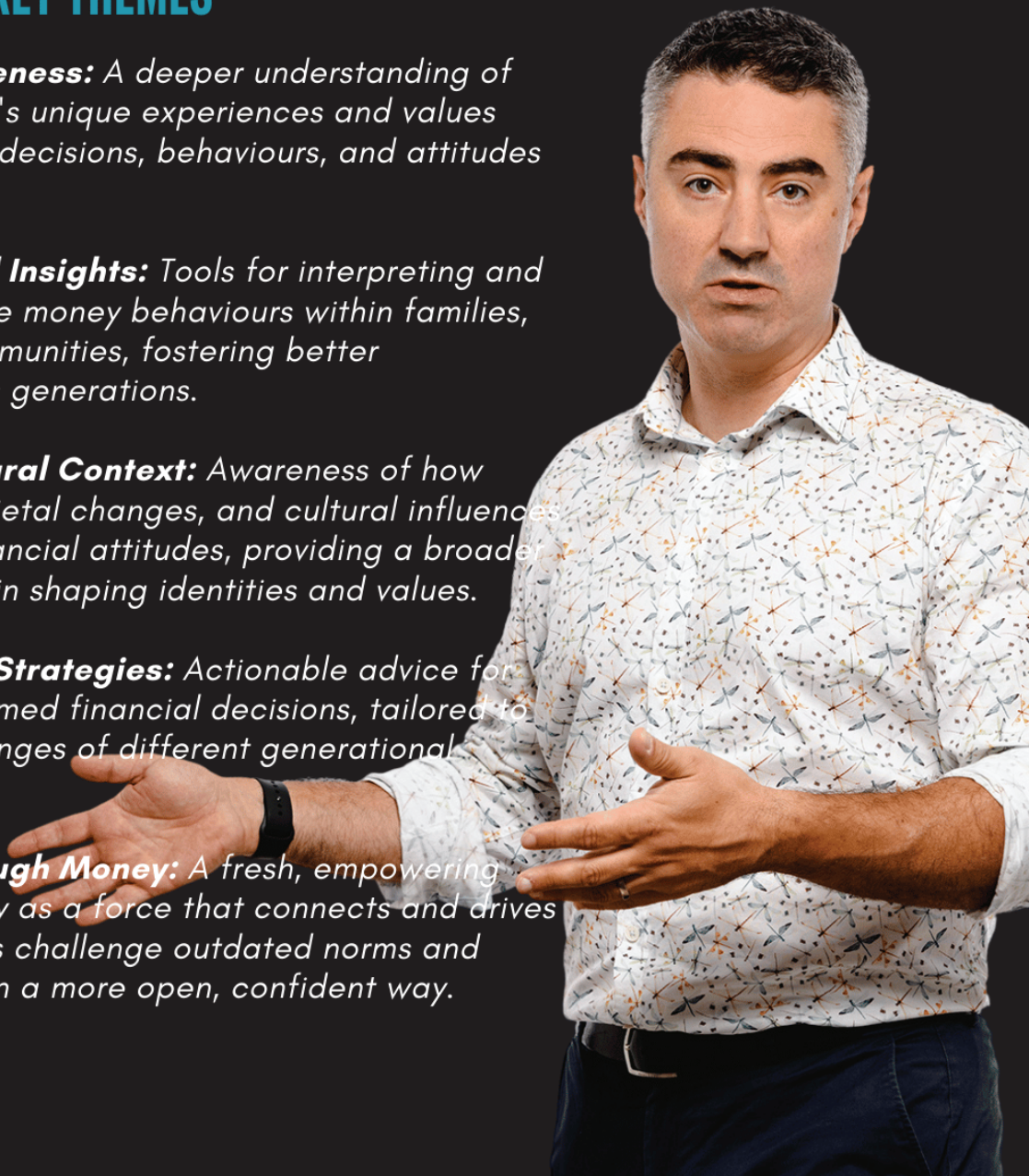
Drawing from a vibrant mix of generational stories, cultural shifts, economic trends, and psychological insights, Evan explores the fascinating ways different generations approach the money. Generation M isn't just about numbers—it's about the experiences, values, and life situations that shape how the generations have earned, spent, saved, and invested.

Whether it's the Baby Boomers striving to secure legacy, Gen X navigating the complexities of the 'having it all' career, Millennials redefining success through experiences, or Gen Z pushing the boundaries of digital finance, the "M-word" reveals the profound ways it influences our choices, relationships, and aspirations.

This isn't just a study of finances—it's an exploration of how money connects, divides, and transforms us across generations. It's about understanding the common threads and unique traits that define us in the ever-evolving story of Generation M. Together, we'll uncover how money isn't just a means to an end but a mirror reflecting our deepest values, priorities, and hopes. (As featured in SBS Insights)

KEY THEMES

- **Generational Awareness:** A deeper understanding of how each generation's unique experiences and values shape their financial decisions, behaviours, and attitudes toward money.
- **Cross-Generational Insights:** Tools for interpreting and navigating the diverse money behaviours within families, workplaces, and communities, fostering better understanding across generations.
- **Historical and Cultural Context:** Awareness of how historical events, societal changes, and cultural influences impact collective financial attitudes, providing a broader view of money's role in shaping identities and values.
- **Practical Financial Strategies:** Actionable advice for making mindful, informed financial decisions, tailored to the needs and challenges of different generational perspectives.
- **Empowerment Through Money:** A fresh, empowering perspective on money as a force that connects and drives us, helping audiences challenge outdated norms and engage with money in a more open, confident way.



THE BEHAVIOUR OF MONEY

Drawing from a rich tapestry of stories, historical events, psychological theories, and the nuances of human behaviour, I delve into the fascinating ways the "M-word" (money) influences our actions, decisions, and interactions. Whether it's shaping our life choices, impacting the way we navigate social dynamics, or guiding critical corporate decisions, the "M-word" holds a unique power over us.

Through engaging narratives and thought-provoking analysis, I unpack why we react the way we do when this often-taboo subject enters the picture. From cultural and historical patterns to the psychological triggers rooted in our biology and upbringing, I reveal the hidden forces at play.

This subject is about unraveling the complexities of human behaviour and discovering how money can connect us, challenges us, and drives us in ways we often don't even realise.

KEY THEMES

- **Self-awareness:** A deeper understanding of their own emotional and psychological relationship with money and how it influences their decisions and behaviours.
- **Interpersonal insights:** Tools to better interpret and navigate others' attitudes and actions around money in both personal and professional contexts.
- **Cultural perspective:** Awareness of how historical, societal, and cultural forces shape collective and individual views on money.
- **Practical strategies:** Actionable advice for making more confident, mindful financial choices and addressing money-related challenges with clarity and confidence.
- **Empowerment:** A fresh perspective on money as a force that connects, drives, and challenges us—helping audiences break free from the stigmas and taboos often surrounding the topic.



MONEY AUTONOMY

"Money Autonomy - the ability to do what you want, when you want, how you want, without having to think about money."

This talk challenges conventional thinking around money, encouraging a shift in mindset from viewing it as merely a means to an end to recognising its true potential as a tool for independence and self-determination. By the end, audiences will gain practical strategies to achieve financial freedom.

KEY THEMES

- **Money Autonomy:** A clear understanding of what it means to achieve financial freedom.
- **Reframing Money's Role:** A shift in perspective, recognising money as a tool for independence, flexibility, and self-determination.
- **Practical Strategies:** Actionable steps to take control of their financial resources, break free from restrictive circumstances, and align their finances with their personal values and life goals.
- **Empowerment to Pursue Passions:** Insight into how financial autonomy enables them to focus on what truly matters to them not society.
- **Mindset Transformation:** How to move past traditional, often limiting beliefs about wealth and embrace a thought process focused on holistic wealth.
- **Real-Life Applications:** Inspiration and guidance through relatable stories and practical examples that illustrate how others have achieved financial autonomy and how they can too.

MONEY GRATITUDE

Human beings excel at breaking complex ideas into smaller parts—but this can often blind us to the bigger picture, especially when it comes to our financial and personal achievements. It's easy to overlook the abundance we already have in pursuit of what's next, leaving us disconnected from the progress we're making.

That's where money gratitude comes in. This talk explores how shifting our mindset to focus on the wealth—both tangible and intangible—that we've already created can lead to greater clarity, satisfaction, and momentum. Gratitude isn't just a feel-good exercise; it's a powerful tool that reframes our relationship with money, helping us recognise the abundance in our lives we sometimes cannot see.

KEY THEMES

- **The Power of Gratitude:** How cultivating gratitude for their current financial and personal achievements can positively impact their mindset and decision-making.
- **Reframing Wealth:** Strategies to shift their focus from scarcity and "what's missing" to recognising and appreciating the abundance they already have.
- **Abundance Mindset:** How practicing gratitude can help create a mindset that attracts more opportunities, success, and growth.
- **Practical Exercises:** Tools and techniques to integrate money gratitude into their daily lives, fostering a more positive and empowering relationship with money.
- **Breaking the Overwhelm:** Insights into overcoming the tendency to focus on fragmented challenges rather than seeing the bigger picture of progress and success.
- **Sustainable Success:** How acknowledging and celebrating small wins can build momentum for achieving larger financial and personal goals.



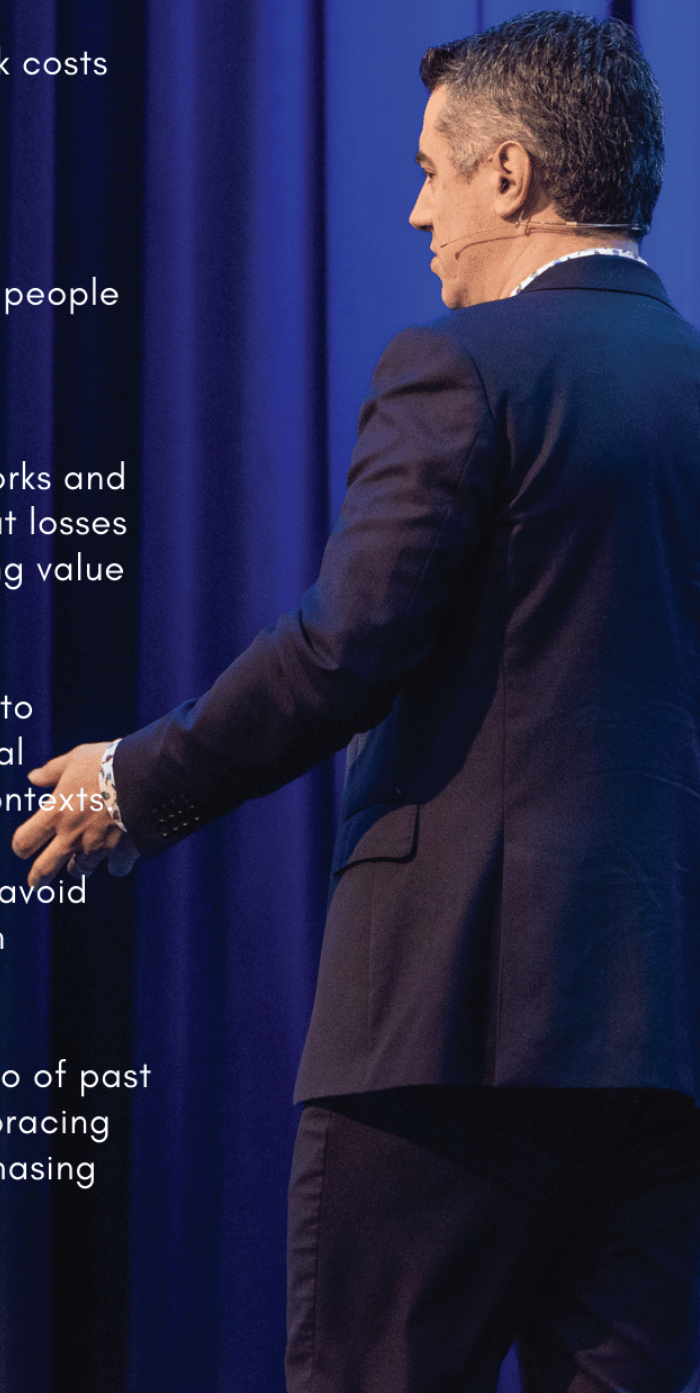
VALUE BLACK HOLES

Sunk costs—value assets that can't be recovered—should never dictate future decisions. Yet businesses, investors, governments and people often fall into the trap of trying to “fix” past losses by throwing more resources at them. This is sunk cost fallacy in action, a costly mistake that clouds judgment and wastes valuable time, effort, emotion, belief and money.

This talk, breaks down what sunk costs really are, why they're so deceptive, and how to avoid being influenced by them. The timeless advice “Don't send good money chasing after bad” will take on new relevance, empowering participants to recognise the fallacy, cut their losses when necessary, and refocus their efforts on profitable opportunities using relatable examples and actionable strategies.

KEY THEMES

- **Defining Sunk Costs:** Insights into what sunk costs are and why they should not influence future decisions.
- **The Concorde Effect:** Awareness of the psychological and emotional traps that lead people to make poor decisions by clinging to past investments.
- **Practical Decision-Making Tools:** Frameworks and actionable strategies to evaluate when to cut losses and redirect resources toward more promising value opportunities.
- **Improved Financial Judgment:** Techniques to separate emotional attachments from rational thinking in both personal and professional contexts.
- **Time and Resource Optimisation:** Skills to avoid wasting valuable time, money, and energy on unprofitable ventures.
- **Empowerment to Pivot:** Confidence to let go of past investments and focus on future growth, embracing the philosophy of “Don't send good money chasing after bad.”



EVAN IN THE MEDIA

EVAN PRESENTS TO NATIONAL AND INTERNATIONAL AUDIENCES EVERY SINGLE DAY THROUGH THE MEDIA.
THESE OUTLETS INCLUDE



EL EVAN
LUCAS



ADDITIONAL SERVICES

Evan provides a multifaceted experience and service with bespoke options that engage and educate that are for the now and evergreen.

THESE MULTIFACETED SERVICES INCLUDE:



BESPOKE PODCAST SERIES

With extensive experience as both a podcast host and guest, Evan delivers an engaging, informative, and entertaining podcasts tailored exclusively to your organisation. Designed to address your unique challenges and opportunities, these custom podcasts provides insightful content that resonates with your audience and aligns with your organisation as a thought leader.



NATIONAL ROADSHOWS

Evan brings his full-day masterclasses and presentations directly to teams across the country, offering a front-row experience to his acclaimed style and strategies. No matter where your teams are located, Evan delivers dynamic, in-person sessions designed to inspire, educate, and enhance.



TAILORED VODCASTS

Evan produces both short and long-form video podcasts, offering both evergreen and time dynamic content for you to share with your audience after your event. These podcasts ensure that the experience, strategies, and solutions presented continue to resonate and provide value long after the event concludes.



ADVISORY

With over 15 years of expertise in investment advisory, financial services compliance, and funds management, Evan has a multifaceted perspective to help firms achieve their strategic goals. This breadth of experience equips Evan with a deep understanding of both the strategic and operational aspects of financial allocation. Whether its strategic investments, compliance, board management, or fundraising, talk to Evan about how we can collaborate to drive your firm's success.



LOCKING IN EVAN

If you're confident Evan is the right speaker to inform, educate, and entertain your audience, he'll be delighted to bring his full energy and expertise to make your event a resounding success.

To confirm Evan's speaking fee and secure your booking, let's have a conversation

0417 742 226

EVAN@EVANLUCAS.COM.AU