

Keep it Clever - Messaging and Facts

As global competition intensifies, Australia is at risk of falling behind if we don't properly invest in our universities. University education and research is the key to lifting productivity and creating new jobs, companies, industries and breakthroughs to keep Australia ahead.

Our universities are vital for keeping Australia ahead

We Rank Right Up There

- Australia's university system has been ranked 8th globally, ahead of the United Kingdom, Germany and Japan.

Economic Winner

- Our graduates are worth an extraordinary \$188 billion to our economy annually.
- Our universities employ over 110,000 staff and directly contribute over \$23 billion to our GDP.
- At around \$15 billion each year, international education is Australia's largest export earner after resources and our fourth largest export industry; it also builds vital diplomatic and international links.

Research and Innovation Leader

- Australia has produced 12 Nobel Prize winners.
- Every day millions of people around the world rely on Australian discoveries to make their lives, and the lives of others, better. Think of:
 - [Cochlear Ear Implant](#).
 - [Gardasil Cervical Cancer Vaccine](#).
 - [Relenza Flu Vaccine](#).
 - [High Efficiency Photovoltaic Solar Cell](#).
- Universities have already been pivotal in enabling local economies to restructure and develop new economic bases.

Reinvigorating Regional Australia

- Regional universities directly employ over 10,000 Australians and they're often the biggest employer in their local area.
- They contribute over \$2 billion to regional economies each year.
- Close collaborations with regional business and industry are transforming their communities and economies.

- Regionally focused research continues to have national and international significance, including helping Australia's agricultural sector stay competitive.

Providing opportunity and backing aspiration

- Universities provide opportunities for a generation of young people – equipping them with the knowledge and skills for tomorrow's economy.
- Universities provide the opportunity for young Australians to improve their lives with research showing that 88 per cent of families aspire for their children to go to university.

Taking Australia Forward

- A third of jobs will require a university degree in the coming years.
- High skilled jobs are growing 1.6 times faster than low skilled ones.
- By 2025, there could be a shortfall of 280,000 people with the higher level qualifications needed by industry and the economy.
- Research shows that 88 per cent of families aspire for their children to go to university.

As competition intensifies, Australia risks falling behind

- Universities and students have been cut by billions of dollars in the last few years.
- The latest OECD figures show our public investment in tertiary education as a percentage of GDP is ranked just 25th out of 30 advanced economies.
- Emerging economies like China, India and Brazil are making university education and research amongst their highest priorities.
- Chinese expenditure on research and development has been growing at 18% a year, this is over 2.5 times the rate of Australia's growth.
- In 2013, the number of patent applications in China grew by 15.6%, compared 10.8% growth by the USA, and 10.4% for Sweden.
- India has over six million higher education science and engineering students.
- Brazil, in line with its aspiration to be a 'natural knowledge economy' is working towards an increase of research spending to 2.5% of GDP by 2022.

The smartest investment we can make for Australia's future

- One extra dollar invested in tertiary education grows the economy by \$26 and grows tax revenue by \$8.