



# The Next Era in Productivity and Competitiveness

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**MAKING SENSE OF GOOD FORTUNE**

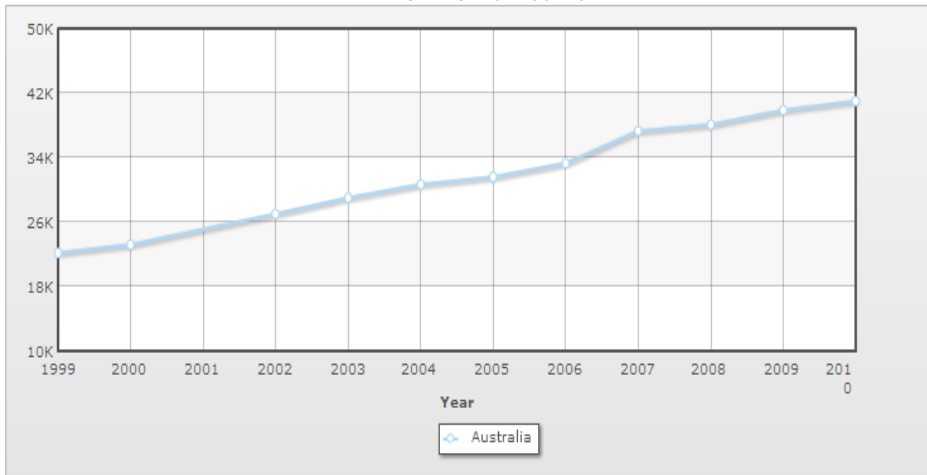
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# Australia is well placed economically

In the last 3 years, Australia has jumped up in the international standings of GDP per capita to 9<sup>th</sup> in the world

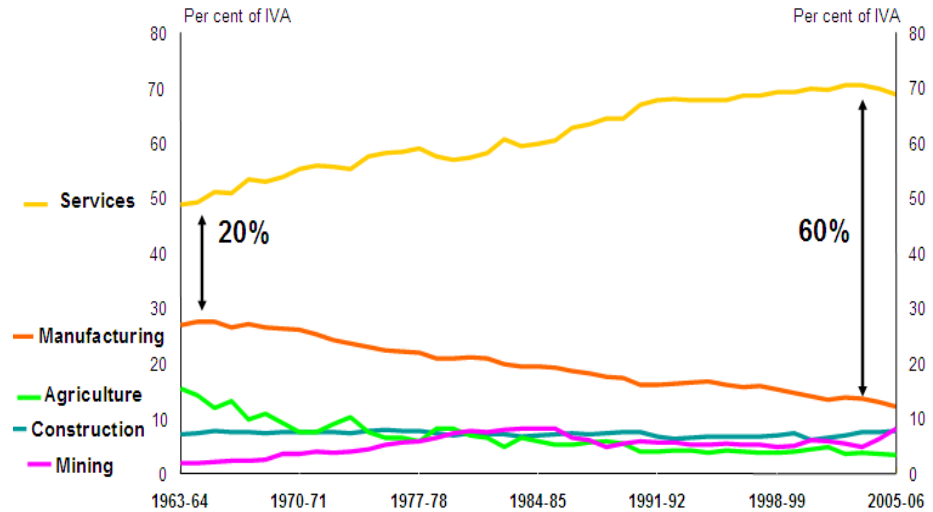
GDP - per capita (PPP) (US\$)



Country	1999	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010
Australia	22,200	23,200	27,000	29,000	30,700	31,600	33,300	37,300	38,100	39,900	41,000

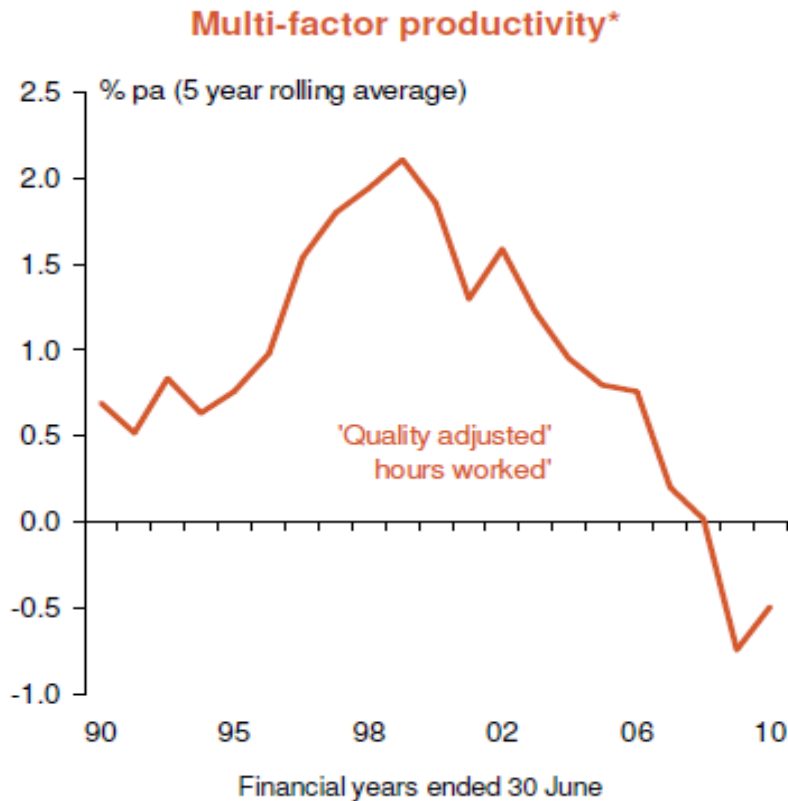
## Australia GDP per capita

Source: CIA World Factbook



## Services dominate industry value add

# Recent productivity declines carry with them economic risk



\* Note: 'multi-factor' productivity is real GDP per unit of labour and capital services input.  
Source: Grattan Institute, *Australia's Productivity Challenge*, February 2011; ABS.



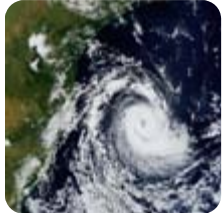



*“Australia needs to address its low productivity performance, which is stubbornly stuck below the level of the top OECD nations.”*

Jonathan Coppel  
Economic Counsellor, OECD

Australia's productivity growth has slowed over the last five years, after 15 years of above-average growth



# Australia has realised the benefits of past technology trends, and ...the future is becoming clear

Accounting Systems	Transactional Systems	Computational Systems	Social Systems	Analytic Systems	Learning Systems
					
<p><b>All industries</b> begin to automate:</p> <ul style="list-style-type: none"> <li>- payroll</li> <li>- stock management</li> <li>- back-end accounting</li> </ul>	<p><b>Airline</b> reservation systems</p> <p>Modern <b>banking</b></p> <p>Electronic POS with cash registers are networked to a <b>retailer's</b> mainframe</p>	<p><b>All industries</b></p> <p>PCs transform individual productivity for millions</p> <p>Barcode readers automate inventory management</p>	<p>The internet enables e-commerce spawning <b>new online industries</b></p> <p>Self-checkout technology creates yet another shift in <b>retail</b> productivity</p>	<p><b>All industries</b></p> <p>Analytics begins to accelerate productivity in an increasingly instrumented, interconnected and intelligent world...</p>	<p><b>All industries</b></p> <p>Learning systems technology offers the potential to double productivity</p>
1960 →	1970/80 →	1980/90 →	2000 →	2010 →	



We are at the dawn of a golden era of productivity and competitiveness



# Who will lead Australia into this golden era?



**Universities promise to boost national productivity**



**RBA zeroes in on productivity**



**Labor lays some of the blame for the productivity crisis on employers**

**Business Spectator**  
**CEO PULSE: Productivity should be Gillard's top priority**



**Industry group says manufacturing must boost its productivity**

# Enterprise leadership and competitiveness requires three key steps

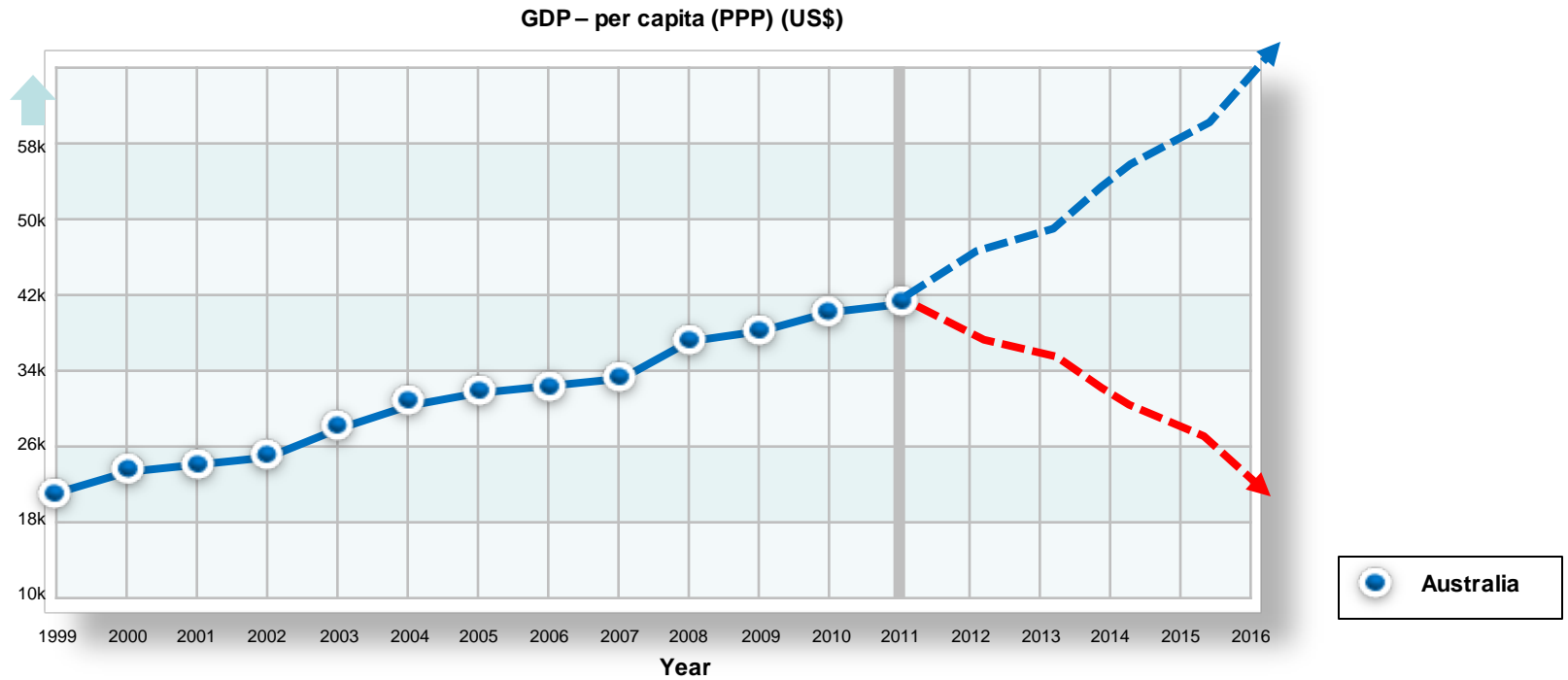


1. Recognising the value of Learning systems, **set bold productivity improvement targets**
2. **Plot a course toward those targets** – by exploiting the analytics opportunity
3. **Capture the advantage** of Learning systems – investigate how Learning systems can and will transform your industry



As the future becomes clear, Australia has no choice

# Australia must lead the world in Services Productivity





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