



Pottinger

111 Elizabeth Street, Sydney, NSW 2000 Australia

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Fellow Australians

Australia's success over the last thirty years has been driven by a once-in-a-lifetime leap in demand for our natural resources. This created a massive boom in mining construction and, looking ahead, commodity exports will continue for several decades, driven by ongoing Asian industrialisation and urbanisation.

For the last decade, some politicians have chosen to fan the flames of bigotry and racism. Others have brought divisive politics and wildly ill-informed rhetoric to the most important issues that face our society, including international trade, infrastructure, energy policy, social welfare, the response to climate change and environmental matters such as our river systems.

Though this extraordinary negativity may have earned attention on social media and plenty of column inches, it has been damaging to Australia's economic development. Similarly, though the shameless internal party politicking may have won some people power or helped to unseat political opponents, it has left politicians more poorly regarded than almost any other member of society.

It's time for something different, and it's time for something better.

As we judge the electoral promises on offer in this election, there are seven areas that are key to Australia's future economic and social prosperity. Never mind the leaders involved: a party that does not bring well thought through answers to these challenges does not deserve the trust of the Australian people.

Meanwhile, the only way to address the rapid pace of technological change is to ensure every short-term decision is driven by long-term thinking. Like driving down a motorway, the faster you travel, the further ahead you need to look if you want to be safe. In contrast, short-term political opportunism has been bad for Australia, and indeed it has often been even worse for the politicians concerned.

Let's look up from party politics and make more of our amazing country.

Yours sincerely,

