



**AN ANCIENT REALITY BUILT
INTO THE BUSINESS MODEL**

WHAT'S THE STORY?

- GPS collects data that allows drivers to efficiently reach destinations.
- By collecting real time data points, GPS steers drivers away from obstacles that can delay arrival at intended destinations.
- Drivers save gas money, save time and avoid unnecessary delays in reaching their destinations.
- Retrospectively, the data points that aid drivers in reaching their destinations tells the story of those drivers' journey from points A to B.



COMPETING INTERESTS

Industry



Organization



Community



Key Statistics



\$580.7bn
Revenue

Annual Growth	Annual Growth
2016–2021	2021–2026
4.8%	1.1%



\$64.5bn
Profit

Annual Growth	Annual Growth
2016–2021	2021–2026
-303.7%	



11.1%
Profit Margin

Annual Growth	Annual Growth
2016–2021	2021–2026
11.5pp	



2,015
Businesses

Annual Growth	Annual Growth
2016–2021	2021–2026
0.9%	1.0%



3m
Employment

Annual Growth	Annual Growth
2016–2021	2021–2026
1.6%	1.2%



\$218.9bn
Wages

Annual Growth	Annual Growth
2016–2021	2021–2026
2.2%	1.2%



Key External Drivers

% = 2016–21 Annual Growth

1.4% Demand from donations, grants and endowment	0.7% National unemployment rate
1.7% Government funding for universities	-0.2% High school retention rate

Industry Structure

POSITIVE IMPACT	
Industry Assistance High / Steady	Concentration Low
Barriers to Entry High / Steady	Industry Globalization Low / Increasing

MIXED IMPACT	
Life Cycle Mature	Revenue Volatility Medium
Capital Intensity Medium	Technology Change Medium
Competition Medium / Increasing	

NEGATIVE IMPACT	
Regulation & Policy Heavy / Steady	

Key Trends

- Falling demand for undergraduate courses has outweighed an increase in demand for graduate certificates
- Driven by growth in tax revenue, government funding for universities has increased
- Due to increased government funding, the number of industry operators has increased
- The number of international students will likely recover, bolstering industry revenue
- Competition from community colleges will likely remain moderate as traditional colleges dominate higher education
- Industry institutions are expected to further implement online education programs to lower costs
- Operators have been able to maintain steady profit since they often rely on state funding and donations

- HOW DOES YOUR ORGANIZATION COMPARE?
- WHAT OBJECTIVE DATA POINTS DO YOU COLLECT?