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Prosperity and fairness: competing frames

CONSERVATIVE **PROGRESSIVE**

Prosperity Prosperity

Fairness Fairness

Will the boom last?

Copper Spot Prices

US cents per pound

1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008

Can't we do better?

Expenditure on Pre-Primary Education

Percent of GDP

1.2 1.0 0.8 0.6 0.4 0.2 0.0

Source: OECD

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To: **Progressive Australia**
From: Per Capita
Subject: Real problems, new ideas, progressive solutions
Sent: 18:30 11 Apr 2007

THINGS TO DO:
- Build new progressive vision
- Win the battle of ideas - over long term
- Develop new generation of progressives

Australia faces new challenges. Fragile prosperity built on a boom. Far too many kids left behind. A changing climate. A divided culture. Knee-jerk responses to real security threats. The underlying causes are also new: increased mobility, interdependence and the breakdown of old economic structures.

Year after year conservatives have failed to tackle these threats. Current responses aren't working because they're based on tired ideas. They've failed to design markets that encourage investment in the drivers of future prosperity. Short-term solutions are propping up the nation's profit-and-loss while running down its balance sheet.

These challenges require fresh thinking and pragmatic responses, grounded in hard evidence. Progressives are looking to emerging fields - like behavioural economics, energy technologies and paediatric neurology - for new ways to manage complex interactions between family and society, citizen and state.

That's where Per Capita comes in. The people, ideas and evidence are out there. We intend to draw them together, combining intellectual rigour with popular appeal.

We will produce major research papers. But we'll also run conferences, debate ideas on radio, tv and in print, and publish insightful pamphlets and books. We'll shape public opinion so politics follows.

Real problems, new ideas, progressive solutions.

That's Per Capita. Let's begin.

"old debates"
environment vs economy
"false debates"
contesting the science
"real debates"
capturing externalities

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The Per Capita circle



The early years are the most important

The Per Capita circle is a meeting of minds - Australians interested in fresh ideas. We need your support - financially, intellectually and through the skills and relationships that a wide and deep support base brings.

We aim to start small but build up to the capacity needed to have a lasting effect. Today, conservative think tanks are making a huge impact with expenditure of around \$1m per year. Our initial target is to raise enough funds to support an executive director, a policy director, and 2-3 staff, building up to higher levels as we prove our worth.

With the support of like-minded people - the Per Capita circle - we can make a difference. For more information about how you can help, email info@percapita.org.au or visit our website

percapita.org.au





PROGRESSIVE VALUES

HUMAN CAPITAL

FULL-COST ECONOMICS

HARD DECISIONS

PRACTICAL, EMPIRICAL, FRESH

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