Tracking and benchmarking entrepreneurship in Australia

The Global Entrepreneurship Monitor – Australia – 2019

CALL FOR EXPRESSIONS OF INTEREST FOR SPONSORSHIP

The Global Entrepreneurship Monitor (GEM) is the world’s pre-eminent study of entrepreneurship (www.gemconsortium.org). GEM provides a rigorous and standardised process to data collection to deliver high quality and comparable information.

Now in its 20th year, GEM benchmarks entrepreneurship activity, attitudes and aspirations of over 60 countries annually. Over 200,000 interviews are conducted each year. GEM is a trusted resource on entrepreneurship for evidence-based policy and decision-making.

GEM data are used by key international organisations like the United Nations, World Economic Forum, World Bank, and the Organisation for Economic Co-operation and Development (OECD).

What is the benefit of participation for Australia?

GEM provides invaluable information to policymakers regarding Australia’s entrepreneurial performance compared with other economies. GEM data has regularly featured in Australian government innovation reports.

To date, Australia’s participation in GEM has been sporadic due to regular access to funding. Although the primary purpose of GEM is for policy, Australia’s GEM has generally been funded by Australian universities and the Department of Industry, Innovation and Science.

A regular GEM collection is invaluable for Australia to monitor entrepreneurial trends and enable benchmarking of performance against other countries. Compared with other data sources of start-ups, GEM data are very current, inclusive and consistent. This call for expressions of interest for sponsorship aims to establish more consistent funding and implementation of GEM to deliver more rigorous insights.

GEM Australia 2019

The Australian Centre for Entrepreneurship leads and coordinates the GEM Australia project, contributing in-kind support of researchers at QUT for project management. In 2019, besides the standard collection, we are seeking to extend the GEM methodology for Australia in several ways:

- Undertake state comparisons and benchmarking
- Establish industry sector comparisons and benchmarking
- Explore contemporary supplementary topics e.g., digital startups, AI, Big Data and Blockchain

How can I get involved?

You can offer financial or in-kind support for GEM Australia by contacting the Australian Centre for Entrepreneurship Research (phone: (07) 3138 2035 or email: ace.business@qut.edu.au). Depending on your investment, the benefits to you for sponsorship of GEM Australia will be branding and promotional opportunities, as well as the opportunity to add a question to the survey, to receive a pre-embargo copy of the report and to obtain access to the non-public database, as well as other societal benefits.