



Startup & Innovation Manifesto

An Open Letter to the
32nd Prime Minister of Australia



Our Focus

*Building a Thriving Future for
Australian Innovation.*



Startup
Coalition



Startup Manifesto

An Open Letter to the 32nd Prime Minister of Australia

Dear 32nd Prime Minister,

Australia's startup and scaleup ecosystem is at a pivotal moment.

In recent years, we have witnessed remarkable growth and innovation across the country. Investment in Australian tech startups has surged, with record-breaking funding rounds and a burgeoning ecosystem that rivals the best in the world. Our entrepreneurs are pioneering breakthroughs in fields like artificial intelligence, biotechnology, and renewable energy, positioning Australia as a leader in the global innovation landscape.

However, we now face significant challenges. According to the Global Startup Ecosystem Index 2024, **Australia has dropped out of the top 10** for the second consecutive year, now ranking 11th. This is Australia's **worst ranking** since the introduction of the Index. Moreover, although we have two cities in the global top 50, none are in the top 30, highlighting our struggle to establish a dominant startup hub on the global stage.

The recent data from "The State of Australian Startup Funding" report by Cut Through Venture and Folklore Ventures further underscores our concerns. In FY21, Australia saw 731 deals raising \$10.6 billion in capital. By FY22, the number of deals dropped to 712 with \$7.4 billion raised. Most alarmingly, in FY23, deals plummeted to 413, with only \$3.5 billion raised. This **declining trend** in both the number of deals and the total capital raised is a clear signal that we need urgent action to revitalise the startup funding landscape in Australia.



As founders, investors, and advocates, we are united in our belief that this progress must not only continue but accelerate. Despite our successes, there are pressing challenges that need to be addressed to ensure our ecosystem remains vibrant and globally competitive.

As the upcoming state and federal elections approach, the future of our startup ecosystem will be significantly influenced by the decisions and policies of our elected leaders. We urge the incoming government to prioritise the needs of startups and scaleups, recognising that supporting our entrepreneurs is crucial for Australia's economic prosperity.

The 32nd Prime Minister will face the task of addressing several critical issues that are essential for the sustained growth of our startup sector. These include enhancing investment opportunities, fostering talent development and retention, and creating a regulatory environment that encourages innovation rather than stifling it.

Above all, there must be a focused effort to dismantle the barriers that hinder the success of our most promising companies and entrepreneurs.

We endorse a comprehensive plan to achieve these objectives, and we believe that with the right policies in place, Australian startups can play a central role in driving economic growth and job creation in the coming years.

Your Sincerely

The Startup Coalition



Startup Coalition

The Startup Coalition is a collaborative initiative dedicated to fostering and advancing the startup and scaleup ecosystem in Australia. Comprised of leading founders, investors, industry champions, and key stakeholders, the coalition aims to drive policy reforms and initiatives that support entrepreneurial growth and innovation across the nation.

Our mission is to create a thriving environment for startups by addressing critical challenges such as investment gaps, talent acquisition, and regulatory barriers. Through advocacy, strategic partnerships, and community engagement, the Startup Coalition works to ensure that Australian startups are positioned at the forefront of the global innovation landscape.

By uniting the voices and efforts of Australia's entrepreneurial community, the Startup Coalition is committed to shaping a prosperous future for Australian innovation, where startups can flourish and contribute significantly to the nation's economic growth and global competitiveness.



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