

**Deloitte.**



# Celebrating 50 years

Exploring the economic value of Griffith University

**Deloitte**  
**Access Economics**









Deloitte Access Economics and Griffith University acknowledge Traditional Owners of Country throughout Australia and recognise their continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures and to Elders past and present.

We acknowledge that campuses situated on Brisbane are on the lands of the Yugarabul, Yuggera, Jagera and Turrbal peoples; on Logan are situated on the land of the Yuggera, Turrbal, Yugarabul, Jagera and Yugambeh peoples; and on the Gold Coast are situated on the land of the Yugambeh/Kombumerri peoples.

# Welcome from Griffith University

Griffith's purpose, as set out in our Strategic Plan 2025-2030 is simple and powerful: *"To create a brighter future for all through high-quality education and research which transforms lives and adds to knowledge, discovery and understanding."*

Over the past fifty years, Griffith has pursued this purpose, making a significant and enduring impact in Queensland and beyond. This report by Deloitte Access Economics, which celebrates these achievements, creates a framework for understanding this impact better.

Through data, narrative, and case studies, the report provides a nuanced and thoughtful picture of the multitude of ways Griffith has created benefits that lead to a brighter future.

The three pillars of this report reflect our commitment to education that meets the needs of students and society; transformative research; and community engagement. The case studies selected here are only a few examples from the many hundreds that could have been chosen, but they reflect the diversity and depth of the work being undertaken at Griffith after five decades.

As we reflect on the past, we also build towards the future.

It is not an easy time for universities. The public debate about our role in the world has focused on the divisive and negative. I welcome the emphasis in this report on the important, positive work being undertaken every day at Griffith and at every Australian university.

Our new strategy focuses on purpose, people, partnerships and place. It commits us, among other things, to providing 250,000 'Community Hours' of free or low cost services to the people of Queensland every year. That's 1.5 million hours over the life of the strategy. It will include our health clinics, legal and tax clinics, outreach to the regions in the Arts, and environmental protection programs.

We also commit to ensuring that our research is translated in a way that makes a difference in the lives of people through a new Research Impact Hub that will include a focus on boosting research commercialisation, influencing public policy, and supporting community organisations through our research expertise.

As Australia's number one university for elite sports, we are excited by the opportunities provided by the Olympics and Paralympics in 2032. We are optimistic for the future of the State and ready to partner to ensure that the coming decade is a prosperous and peaceful one for the communities of which we are part.

My thanks to the team at Deloitte Access Economics for the work that they have undertaken in creating this report. I look forward to the discussions and reflections it promotes.



**Professor Carolyn Evans**  
Vice Chancellor  
Griffith University

● BRISBANE

● LOGAN

● GOLD COAST





## Foreword from Deloitte Access Economics

As part of Griffith University's 50th anniversary celebrations, Deloitte Access Economics is honoured to present this report, reflecting on the diverse ways Griffith gives back and adds value to Queensland and Australia.

Our research has revealed that Griffith is not only an important employer and business in the Queensland economy but a vibrant and dynamic institution, sitting as a cornerstone to modern cities and progressive societies. It is an important driver of the economic, social and environmental ambitions of Queensland, but particularly in Brisbane, Logan and the Gold Coast.

While traditional economic indicators have long been used to quantify the contributions of universities – such as production measures of value-added, exports, and employment, and output measures of graduate earnings and research activity, including in our own work in 2015<sup>1</sup> and 2020<sup>2</sup> – we seek to complement this literature of more 'macro' measures with a more contemporary and richer appraisal of the value generated by universities at a more 'micro' level, that is, for the communities that a university belongs to.

We introduce another perspective for understanding the economic value of our universities, orientated around 'three pillars' of value to the community: (1) how they foster individual growth and create local talent, (2) how they turn ideas into genuine solutions for everyday challenges, and (3) how they connect with the community and make a positive local impact.

Our hope is that this perspective supports a deeper understanding of Griffith's impact, contributing to the broader conversation around the evolving role and 'social licence' of higher education.

To this end and recognising the truly multi-faceted nature of the value Griffith is generating, we have purposefully not sought to calculate a single figure or headline – an otherwise unwieldy or even misleading exercise. Instead, we have sought to showcase the diverse contributions that Griffith has made – and continues to make – in support of its communities.

We hope this report helps foster meaningful dialogue on the role and value of Australia's universities, and to add another perspective on the importance of our universities as our public institutions. And we hope it encourages you to reflect on the potential of universities – and how we might shape the policy landscape into the future for the benefit and prosperity of all.

As we look ahead, we're excited to see how Griffith continues to evolve and meet the challenges and opportunity of today, tomorrow and beyond – and watch with anticipation for the innovative and daring ways in which it continues to serve its communities and our collective interests.



**James Blake**  
Partner  
Deloitte Access Economics





## On 10 March 2025, Griffith University celebrated its 50th birthday.

Over the last 50 years, Griffith University has grown from humble beginnings with one campus of 450 students in 1975, to five thriving campuses across three distinct Southeast Queensland communities – Brisbane, Logan and the Gold Coast.

But Griffith is more than just its students and alumni, schools and courses, or staff and business activities. Its value to the community extends far beyond measures of scale and size.

Griffith's 50th anniversary presents an opportunity to reflect on 'value' and (again) expand the dialogue on how universities give back to communities and society at large, and explore how, by what and for whom that value can be understood.



**300,000**  
alumni with students  
from more than  
170 countries

**2025**  
**5 campuses**  
45,000 students

This report explores another perspective on the economic value of our universities across 'three pillars' and ways in which Griffith contributes to its communities.

Translating ideas  
into solutions to  
everyday problems



Fostering individual  
growth and creating  
local talent and skills

Connecting with  
community and the  
power of place

### PILLAR 1

## Fostering individual growth and creating local talent and skills

Griffith has evolved over time into a learning home for individuals from diverse backgrounds – to embrace the power of education, grow within their communities, and influence the future for themselves and society.

Forecasts from the Universities Accord indicate that by 2050 one million more learners will need post-school qualifications each year, with over half coming from underrepresented backgrounds. Griffith has successfully created pathways for these learner cohorts, unlocking opportunities for all students.

Griffith graduates finish university ready to contribute to a highly skilled workforce – in particular addressing Queensland's current and emerging skills needs.



A pathway into medicine,  
nursing or midwifery for around  
1,100 graduates each year



A pathway into engineering  
and construction roles in  
shortage for around 500  
graduates each year



A pathway into teaching for  
around 900 graduates each year



Home to  
**36,000**  
domestic students and  
**9,000**  
international students  
from 170 countries



Griffith is a learning home  
for over 14,000 students or  
40% of the cohort are  
**First in Family**  
to university



Almost half of all or  
**94**  
Griffith courses align with  
pathways to jobs in shortage



## PILLAR 2

# Translating ideas into solutions to everyday problems



Research studies contribute to the global stock of knowledge and are fundamental to the delivery of a world-class education – but also underpin innovation and the pursuit of practical solutions for society's wicked problems.

Griffith is home to over 3,000 researchers and innovators, and delivers research investments worth over \$1.75 billion in productivity gains to the Australian economy – but the true value lies in how this expertise is applied locally to benefit Queenslanders and all Australians.

While the full value of this research can be both difficult to quantify and interpret, this report highlights three unique Griffith stories translating research into action:

For every **\$1** invested in research



the economy is **\$5** better off



Unlocking economic benefits of  
**\$1.75 billion**

### Surf, storms, and solutions

Protecting environments, economies and communities from rising seas and extreme weather events, including the Gold Coast's 12 million annual visitors who spend over \$7.7 billion each year and support over 20,000 jobs.

### Addressing the roots of youth crime

Saving society \$7.65 in avoided youth offences for every \$1 spent on development programs, compared to the \$440 million in annual costs for the 1,200 young people in detention on any given day in Queensland.

### DeepBerry and the fruits of innovation

Protecting and growing Queensland's \$210 million strawberry industry – and providing a wider proof-of-concept for genuine, commercial and everyday applications of AI.

## PILLAR 3

# Connecting with community and the power of place



Universities are more than just sites for learning and research. They are powerful hubs for attracting talent and ideas in one place – and their presence can catalyse wider investment in social and economic capital.

It is this 'power of place' that shapes a university's identity: the knowledge and skills it fosters, the questions it asks, the ideas and innovations it generates – and, ultimately, the problems it tackles.

Place is central to Griffith's identity and its commitment to place is evident in how it serves Brisbane, Logan, and the Gold Coast.



More than

**317,000 hours**

(equivalent to 175 full time staff)  
of volunteer time



## Vibrant campuses

for people to congregate and  
catalyse ideas about how to  
address issues that matter most  
to the community



Discounted health  
clinics valued at

**\$18 million**

of in-kind services each year



Hosting over 230 emerging  
leaders from our region, including  
Indonesia, Papua New Guinea,  
and the Solomon Islands

A home for over 800 students  
from the Pasifika over the  
last 5 years



## In 2025, Griffith University celebrated its 50th birthday. Over the last 50 years...

Griffith University has grown from humble beginnings with one campus of 450 students in 1975, to five thriving campuses across three distinct Southeast Queensland communities – Brisbane, Logan and the Gold Coast. Griffith also has a thriving and expansive virtual Digital campus.

The latest addition is the purchase and planned redevelopment of Brisbane's iconic Treasury Building. Located in the heart of Brisbane's CBD, the new campus will serve as a state-of-the-art educational environment to 7,000 students and 200 staff while fostering innovation, collaboration, and engagement as a 'front door' to industry, government, and the broader community.

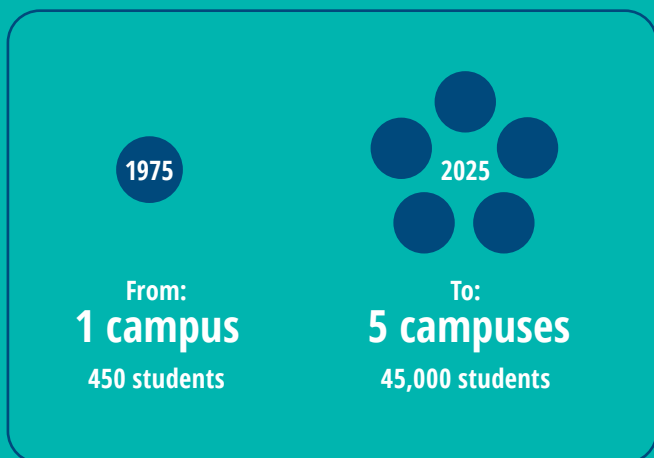
Griffith now supports more than 45,000 students, offering a pivotal educational experience that enriches intellectual passions and opens employment opportunities across 29 distinct areas of study and more than 200 degrees, from Arts and Aviation to Software Engineering and Urban Planning.

The University also supports strong connections to our local region, with nearly 6,500 international students from Asia Pacific nations represented in the current student body, including almost 200 Pasifika students.

Griffith alumni total over 300,000, including students from more than 170 countries across the globe.

In 2025, around 11,000 new graduates will join this alumni group and enter the nation's workforce, across 250 different jobs and industries throughout the economy, from nurses and secondary school teachers to psychologists, engineers and programmers, among a wide range of other skilled workers and professionals.

Griffith is also a major employer in Queensland, employing over 4,000 staff, and having supply partnerships with over 1,120 local businesses worth around \$184 million per year in expenditure across the State.



## But what defines Griffith University is much more than just its scale and growth as an institution. This report explores the economic value of our universities across three pillars and ways in which Griffith contributes to its communities.

As part of celebrating Griffith's 50th anniversary, Deloitte Access Economics – with support from the University – has prepared this report on the economic value that Griffith brings to its communities and to Queensland and Australia.

'Economic contribution' studies are helpful for understanding the interconnectedness of businesses and industries, and the important roles they have as employers of workers and as producers of goods and services. These studies focus on traditional economic measures – such as value-added and exports (i.e. the economy) and job creation and employment (i.e. the workforce) – and represent important and legitimate measures for defining the size of our economy.

As a large institution, Griffith is certainly a significant contributor to the Queensland economy, representing a substantial employer with a range of business relationships across the state and other industries.

However, universities – and the value they bring – are much more than *just* their business activities and their contributions as large employers. Their value and impact lies in the output of their research and teaching activities. Even then, traditional economic measures alone do not allow for fully articulating the immense value that our universities are capable of delivering.

This anniversary presents an opportunity to reflect on 'value' and (again) expand the dialogue on how universities give back to communities and society at large, and explore how, by what and for whom that value can be understood.

**This report explores 'three pillars' that provide another perspective for exploring the economic value of Griffith University in:**



**Fostering individual growth and creating local talent and skills** – and delivering education to not only support the intellectual curiosity, academic growth and knowledge creation of individuals, but to develop the skills of our future workforces and nurture the talent in our communities.



**Translating ideas into solutions to everyday problems** – and bringing together the best thinkers and doers from academia, industry and the community to create genuine solutions and bold innovations that change our lives for the better.



**Connecting with community and the power of place** – and the embedded connections between Griffith's identity and its communities, as part of recognising the broader constructs of value that are generated by interconnected, thriving and multi-faceted campuses.

Griffith's anniversary also provides an opportunity to further reflect on the 'social licence' of our universities and how, as society's expectations grow and change, there is an ongoing need to reevaluate the ways in which we understand how universities continue to serve the community.

Our institutions – and our support in and trust of them – are only viable and valuable to the extent that they continue to authentically serve, give back and support our collective prosperity.

This report has not attempted to wholly capture or put a single number to this value. Instead, it seeks to showcase some of the best Griffith has delivered and has to offer – and, in doing so, the depth of importance of Griffith University to Queensland's and Australia's prosperity and success.





## PILLAR 1

# Fostering individual growth and creating local talent and skills

Delivering education and skilling sits at the centre of the University. Griffith is an educator for all and has sought to foster pathways to university for all students, no matter their background or history.

Delivering teaching and learning is at the heart of all universities' mission and value – igniting student passions, supporting intellectual curiosity and knowledge creation and, crucially, developing the skills and nurturing the talent of the future workforce.

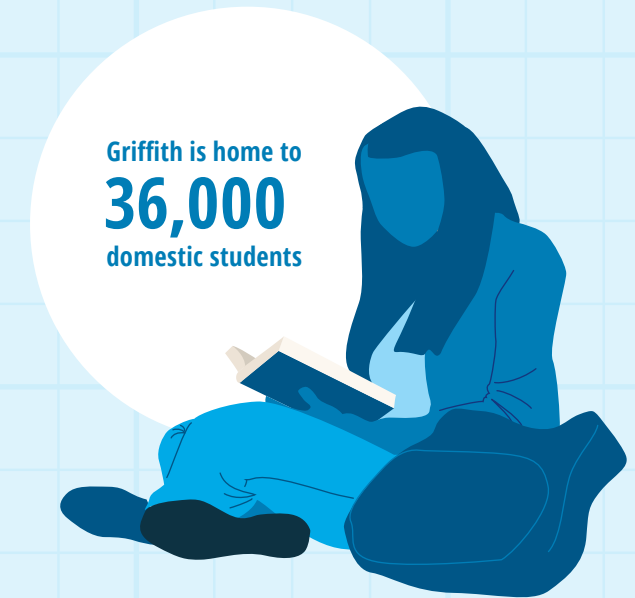
Each year, Griffith is home to around 36,000 domestic students across Australia but principally Queensland, with 13,000 new students joining each year to commence one of over 200 courses across 21 schools and departments.

Griffith has evolved over time into a learning home for individuals from diverse backgrounds – to embrace the power of education, grow within their communities, and influence the future for themselves and society.

Forecasts from the Universities Accord indicate that by 2050 one million more learners will need post-school qualifications each year, with over half coming from underrepresented backgrounds, including those who are first in family, who enrol from regional, remote and socioeconomically disadvantaged areas, and First Nations peoples.<sup>1</sup>

Some would call this a challenge. Griffith sees it as an ambition – to create pathways for these cohorts and communities, unlocking greater opportunities for all students and communities (and not just a typical school leaver), and toward a future where there is equality of experience and outcomes for our students, regardless of their background or pathway to university.

Griffith is also home to around 9,000 international students each year, who contribute to a fulsome education and global classroom experience for all students. Moreover, these students also work in otherwise hard-to-fill roles while studying. While most will return home, for those who stay, these international graduates help to provide skilled talent for addressing local skill shortages.



## PILLAR 1


Griffith has a history of successfully creating pathways to learning and education at university for students from a wide range of backgrounds, from First Nations peoples to students as the 'first in family' to attend university, as well as for learners balancing elite sporting commitments or transitioning from the armed services.

Griffith has a history of success in creating genuine pathways to university for all students from a range of backgrounds. This is represented by its student body, and examining the latest trends from 2023 reveals:<sup>1</sup>

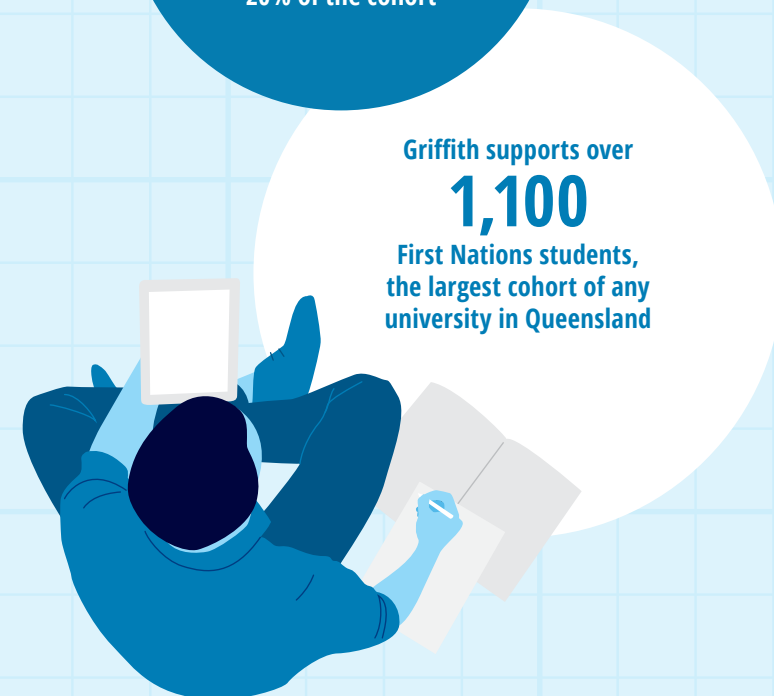
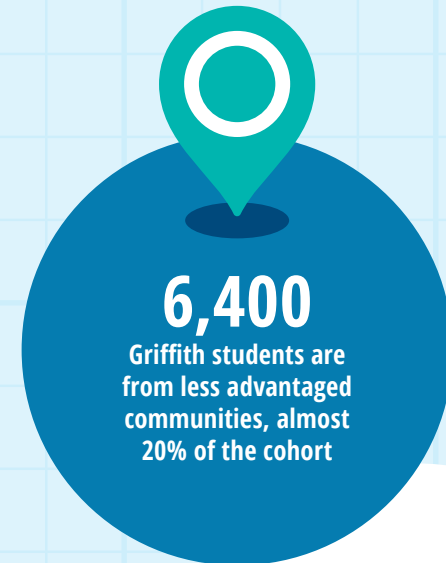
- Around 14,000 Griffith students are their 'first in family' to attend university, representing almost 40% of all Griffith students. This includes nearly 5,000 newly commencing first year students, as the first of their immediate family to attend university.
- Compared to other large metropolitan Queensland universities, Griffith has substantially more students from lower socioeconomic areas. In total, 6,400 students or 18% of Griffith's current cohort are from these less well-off areas.
- Griffith supports the most First Nations students of any university in Queensland, with over 1,100 local enrolments representing 3.1% of the current Griffith cohort, compared to 2.2% among universities nationally.

Griffith also provides an inclusive learning community for over 4,400 domestic students with a disability and more than 1,100 who come from culturally diverse Non-English speaking backgrounds. These respective cohorts are both the largest in Queensland and represent higher proportions of the Griffith cohort than the national average.

Beyond supporting access among these often under-represented cohorts, Griffith also provides a wider range of pathways for students from a breadth of backgrounds. Each year, Griffith is the learning home for around 500 elite sportspersons and 900 military veterans, as the University continues to look for pathways and study options for all types of students, not just the average year 12 leaver.



Griffith is a learning home for  
over 14,000 students as the  
**First in Family**  
to attend university,  
representing nearly 40% of  
the entire student cohort





## PILLAR 1

Griffith graduates contribute to a higher skilled workforce and local talent supply for communities, industry and the wider economy – and contribute to addressing Queensland’s current and emerging skills needs, particularly in teaching, nursing and care, and engineering and construction.

Australia is in the midst of critical skills shortages – businesses across industries and regions are struggling to find the skills and talent they need to deliver the products and services being demanded by society.

Jobs and Skills Australia (JSA) identify 124 occupations in shortage across Queensland.<sup>1</sup> Among the 11,000 graduates finishing one of over 200 degrees at Griffith, analysis of graduate outcomes surveys shows that around a third of Griffith graduates will finish and immediately commence a role addressing a skills shortage.

While many graduates will have diverse career pathways, 94 of Griffith’s degrees generate pathways to roles currently in skills shortage – where at least a third of graduates within these degrees are likely to enter a role in skills shortage.

**Some of these top pathways for the 2025 Griffith graduating class will include:**



**A pathway into engineering and construction roles in shortage for around 500 graduates,** including software, civil and electrical engineering, as well as architects and construction managers.



**A pathway into teaching for around 900 graduates,** across early childhood, primary and secondary, as well as special education teachers.



**A pathway into medicine, nursing or midwifery for around 1,100 graduates,** and for another 1,100 graduates into other health and care roles in skills shortage, including psychologists, pharmacists, and social workers.

While not all of these graduates will choose a job in skills shortage (or choose to work immediately), many will, and businesses will be looking for them.

These skilled workers will not only support business needs, but their work will benefit customers and households seeking their products and services. This will also help limit the extent to which skills shortages contribute to major challenges for the broader community, such as cost of living, housing affordability and access to essential services.

Beyond these immediate skilling needs, Griffith has a long history of teaching in the emergent trends shaping Queensland’s future workforce needs.<sup>2</sup> This includes sustainability and the green transition, starting with Australia’s first degree in environmental science, as well as AI, digitisation and big data, as Queensland’s first university offering a Bachelor of Cyber Security and investing in state-of-the-art facilities like the Big Data Visualisation Lab.



Almost half of all or

**94**

Griffith courses align with pathways to jobs in shortage

## PILLAR 1

International students contribute to enriched, diverse, and globally connected classrooms. Moreover, these students also tend to work in hard-to-staff roles during their studies, and for those who stay after graduation, also grow our skilled talent pool.

International education and students are important contributors to the overall university experience. Griffith has been the home for a rich diversity of overseas students from more than 170 countries – representing a more diverse international student body than other universities in Queensland.

In addition to supporting our largest markets of students from China and India, among its top 20 largest markets, Griffith is home to hundreds of students from Canada and the US, to Kenya and Zimbabwe, as well as strong connections with smaller nations like Norway.

This diversity of students represents a breadth of cultural and global experiences that brings a richness of experiences to the classroom for all students. It creates opportunity for intercultural learning and exposure to a breadth of perspectives.

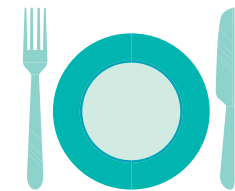
In addition to these important classroom contributions, international students also support the local labour supply and help businesses fill roles they would often otherwise struggle to find workers for, both during and after study.

Many of these overseas students work in lower skilled but hard-to-staff roles while studying that businesses tend to otherwise struggle to fill. Despite representing just 1% of the Queensland workforce, a third of international students who work during their studies will service hard-to-staff roles.

Griffith students – who also tend to originate from countries more likely to both study and work – are expected to include over 1,800 students in hospitality and tourism roles (such as cafe workers and cooks) and over 200 in agricultural roles (such as pickers and packers).

These overseas students (and their visiting friends and relatives) also directly support local businesses through spending on goods and services. Combined with their tuition fees, the average student in Brisbane spends a total of \$47,300 each year, while Gold Coast and Logan students spend \$39,400 and \$38,600 respectively.<sup>1</sup>

And while many overseas students look to stay after graduating, most return home – but return home with a lasting and genuine connection to Queensland and Australia. Their experiences form the foundations for future business between countries and regions. For those who do stay, they support building our skilled talent pool and work in the areas of their chosen specialisation.



**1,800**

Griffith students in hard-to-staff  
hospitality and tourism roles



**200**

Griffith students in hard-to-staff  
agriculture roles





## PILLAR 2

# Translating ideas into solutions to everyday problems

Griffith brings a long history of successful and world-leading research. However, the value of this idea generation and innovation has long been a challenge for all universities to communicate. This report showcases three unique ways in which researchers at Griffith and its partners deliver genuine solutions to everyday problems.

Discovery, knowledge creation and innovation are at the core of our universities – whose collective missions seek to make meaningful impacts across society. Griffith is home to over 3,000 researchers and 38 research institutes, with meaningful partnerships and collaborations across industries, governments and institutions around Australia and the globe.

Many of these activities lead to research studies and papers, essential contributions to cultivating the global stock of knowledge and understanding and complementing the delivery of contemporary education and training.

However, this research also provides the critical foundations to discovery and innovation at the local level, in pursuit of genuine and practical solutions for the everyday problems we face in our lives and in our work. Solutions that seek to create tangible and impactful benefits throughout all corners of society.

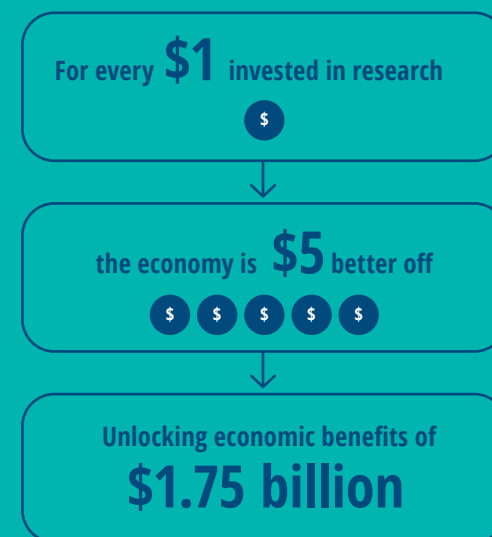
Research often involves lengthy timelines over many years and the collective culmination of efforts across a variety of people, projects and partners. In this way, despite best endeavours, it is often a challenge to understand, quantify and interpret the aggregate value of research – particularly as it relates to any one individual, business or community.

Each year, the collective research teams at Griffith deliver over \$350 million in research investment from government, commercial and philanthropic research grants.<sup>1</sup> Previous analysis by Deloitte Access Economics has found that the returns to research to Australia's productivity and economic growth are '5-to-1', or for every \$1 dollar invested into research, the economy is \$5 better off.<sup>2</sup> The economic impact of a single year of research output at Griffith is expected to unlock \$1.75 billion in economic benefits.

Summarising the total value of a university's research output can help to understand return on investment and provide guidance for decision-makers – but a single number can also take away from understanding the varied and vast impact of research to local communities. The true value of this research lies in how this expertise is applied locally to benefit Queenslanders and all Australians.

In recognition of these challenges, this report showcases three stories on the unique, diverse and powerful ways in which researchers at Griffith are not only world-leading in their fields, but how they seek solutions and generate genuine benefits for households and businesses across Queensland and beyond.

These stories cover meaningful topics to Queensland, including tourism and the environment, social cohesion and youth crime, advanced technology and the food bowl. And while three stories can only touch the surface of how research influences our world and our lives, these stories are intended to demonstrate how researchers at Griffith translate research into action and address the most urgent, complex and challenging problems across society.



### **Surf, storms, and solutions**

How Griffith's close partnerships with government are protecting the Gold Coast and Queensland from nature's extreme events

### **Addressing the roots of youth crime**

How Griffith researchers are transforming young lives and addressing the underlying drivers of community safety

### **DeepBerry and the fruits of innovation**

Bringing together technology experts with local berry farmers to disrupt an industry and show how we can benefit from AI





## Surf, storms, and solutions

**The longstanding and embedded partnerships between Griffith researchers and government ensure expert knowledge and new technologies are immediately deployed for protecting our coastlines from rising seas and extreme climate events. Gold Coast beaches are the face of Queensland to the world and critical for attracting 12 million annual visitors who spend over \$7.7 billion each year.**

<b>The challenge facing Queensland</b>	Navigating natural disasters and adapting to climate change.
<b>The approach</b>	Genuine partnership and collaboration, with leading experts embedded within government to ensure the latest research insights are immediately available for decision-makers.
<b>The solution and innovation</b>	Designing artificial reefs, implementing shoreline management, and building advanced storm surge modelling tools, among others.
<b>The benefits to community</b>	Protecting environments, economies and communities from rising seas and extreme weather events for the community, and for attracting the Gold Coast's 12 million annual visitors who spend over \$7.7 billion each year and support over 20,000 jobs.

Over the past 25 years, the Coastal Management Research group at Griffith University has grown to over 50 researchers across 12 specialist teams focused on strengthening coastal resilience on the Gold Coast and beyond. These teams work closely with over 20 partners across local, state and federal governments in maintaining and protecting Queensland's world-famous beaches, so central to the identity and face of Queensland and Australia to the world.

This all began with the design, delivery and monitoring of the world's first multi-purpose artificial reef at Narrowneck. This was uniquely designed to not only shield a vulnerable section of the coast, but to simultaneously boost marine biodiversity and improve surf breaks for locals to enjoy and in attracting visitors.

Then, developing and helping implement the City of Gold Coast's first shoreline management plan that provided a comprehensive strategy to combat the sometimes subtle, sometimes dramatic forces of erosion. These actions have not only sought to preserve the beach landscape for all to enjoy, but were critical in guaranteeing the success of the Commonwealth Games in 2018.

More recently, the group has been working to develop a storm surge modelling tool for the Queensland Reconstruction Authority to predict the consequences of extreme inundation events for both the coast and broader hinterland.

This new capability will provide users with access to millions of pre-run Tropical Cyclone scenarios to simulate the impacts of inundation and allow disaster managers to map out evacuation pathways and implications well in advance, as these weather events can change quickly, producing different outcomes for coastal areas as they do.

Tools like these will support the collective planning for responses of governments to events such as the recent ex-tropical Cyclone Alfred, and has been developed for the whole Queensland coastline and could also be applied elsewhere.

The ability for governments to act and respond with decisiveness and confidence, most noticeably in times of crisis, but equally during more 'quiet' times in preparing and maintaining the coastline, is underpinned by the group's uniquely integrated, embedded and trusted relationship with governments.

The group is trusted as the custodian of knowledge and understanding of the region and ensures the institutional stability and continuity of this knowledge as staff, leaders, institutions and governments change. And the partnership between governments and the University helps to steady public confidence and trust in decision-makers and institutions.

The group not only ensures that the latest research insights can be accelerated into the hands of decision-makers and into policy actions, but is also responsible for ensuring that the lessons from the past are retained for informing decisions for now and into the future.

As human interference and climate change exacerbate erosion and increase the frequency of natural disasters in the years to come, protecting our coastlines and planning for their future will become ever more important.

And as just one measure of this value, the 12 million annual visitors to the Gold Coast spend over \$7.7 billion and help support over 20,000 jobs.<sup>1</sup>

Moreover, in a global environment where institutions and leaders are increasingly being challenged on their decisions or inactions, the role of partnerships like these are ever more important in building public trust and ensuring accountability from decision-makers.





## Addressing the roots of youth crime

**A long running commitment by Griffith researchers to deepen our understanding and accumulate evidence over decades on the root causes of youth crime – but to also deliver the fieldwork on ‘what works’ in preventative approaches that estimates suggest save society \$7.65 for every \$1 spent, compared to the \$440 million in annual costs for the 1,200 young people in supervision on any given day in Queensland.**

<b>The challenge facing Queensland</b>	Preventing youth crime, promoting social cohesion, and building a fairer society for all.
<b>The approach</b>	Decades of commitment building evidence, trust and an independent centre point to unite parents and families, schools and care providers, teachers and specialists, international experts, government policy makers, philanthropic funders, and frontline services.
<b>The solution and innovation</b>	The first scientifically persuasive evidence for an effective, early-in-life preventative approach to crime in Australia, now being scaled across Queensland.
<b>The benefits to community</b>	Saving society \$7.65 in avoided youth offences for every \$1 spent on development programs, compared to the \$440 million in annual costs for the 1,200 young people in detention on any given day in Queensland.

Youth crime is a significant issue in Queensland – as it is across the world. It can be tremendously costly for governments and society, and is tragic on a human level for every young person involved. In the previous year, Queensland spent over \$440 million on youth justice with nearly 1,200 young people under supervision on any given day – the highest figures across Australia.<sup>1</sup>

But this problem is not new. A dedicated criminology research team at Griffith, working in partnership with the Queensland Department of Education, Mission Australia, and a range of other organisations, has been studying serious youth crime for more than two decades now. They have not only been building their knowledge as world leading experts, but also pioneering fieldwork to identify the most effective interventions for preventing harm among young people and their communities.

Beginning in 2002, the Pathways to Prevention project implemented an enriched preschool program and family supports for families in select preschools within one of the most disadvantaged areas of Brisbane, tracking outcomes for these children from age 4 through to 17.

Within a year, these children showed improved school-readiness over a range of language, social, behavioural and academic tests. Behavioural improvements persisted throughout primary school, and over the long term, the likelihood of serious crime among participant children had more than halved, relative to their peers in the area.<sup>2</sup>

Moreover, in the years when the children were aged 10 to 16, the overall rate of youth crime was 20 per cent lower across the entire neighbourhood (that is, including children from other non-participating preschools), compared to similarly disadvantaged areas across Brisbane.

These results are the first scientifically persuasive evidence for the effectiveness of an early-in-life preventative approach to crime in Australia. The team estimates that for every dollar spent on delivering the

program to these children, society saves \$7.65 from avoided youth offences, including the avoided cost of courts and supervision, and damages to business.<sup>3</sup>

And now the team is working with the Queensland Government to iteratively scale components of the program and supports across the State. This long term project and outcome demonstrates the role of researchers at the University in accumulating evidence and expertise over time, then translating and deploying it into wider action and for the benefit of the community.

It also underscores the importance of institutional independence from the political process and resisting attention-grabbing rhetoric and the pursuit of interventions that aren't well supported by evidence in moments of crisis.

This commitment over time has uniquely positioned the team as the centre point for uniting international experts, government policy makers, philanthropic funders, parents and families, schools and care providers, teachers and specialists, and frontline services, among others, to work together and share sensitive information in pursuit of a shared goal.

These insights might just make the difference between a young person finishing school and starting a business, rather than falling out of mainstream society and into serious crime. Early prevention initiatives like Pathways to Prevention help make for a fairer society in which disadvantaged children can flourish.



## DeepBerry and the fruits of innovation

**Bringing together world leading AI experts from Griffith with local berry farmers to take the frontier of technology from academia into novel applications for solving genuine challenges faced by industry. DeepBerry will help protect and grow Queensland's \$210 million strawberry industry – and provides wider proof-of-concept for how consumers and businesses can benefit from the AI revolution.**

<b>The challenge facing Queensland</b>	Capitalising on the AI revolution and improving the food bowl for all.
<b>The approach</b>	Bringing together world leading AI experts with local berry farmers to take new technologies from theory (in the lab) to practice (on the farm).
<b>The solution and innovation</b>	Advanced AI quality control and grading systems to execute the laborious and routine work of processing berries more quickly, accurately, and consistently than an often seasonal, inexperienced, and hard-to-staff human workforce.
<b>The benefits to community</b>	Protecting and growing Queensland's \$210 million strawberry industry – and providing a wider proof-of-concept for genuine, commercial and everyday applications of AI.

The recent AI revolution could be the most transformative, productive and disruptive innovation since the internet – however the benefits are certainly not guaranteed.

Since 2015, researchers at Griffith have been involved in and ahead of the AI conversation. The team has been able to foster a genuine partnership in working closely

with local strawberry farmers on developing and refining DeepBerry – an advanced quality control and grading system for addressing the unique challenges of Queensland's \$210 million strawberry industry.<sup>1</sup>

Strawberries present a range of challenges for farmers. A narrow window and intense labour intensity for picking and packing means a surge and often inexperienced workforce is relied upon. Even for more skilled and experienced workers, correctly grading quality and ripeness can be challenging, with human graders disagreeing for up to 60% of cases in tests.

Through AI training models and hyperspectral lenses that detect wave lengths beyond those visible to the human eye, DeepBerry performs inspections at speeds, accuracy and consistency far beyond human checking to discern size, ripeness and contaminants.

DeepBerry has proven to be far more effective and efficient under any and every test with multiple commercial partners – leading to diffuse and diverse benefits.

Farmers are able to increase production quantity and quality, reduce their reliance on often scarce seasonal labour and lower the risk of batch rejection by retailers – improving balance sheets and reducing waste. And the greater potential for centralised distribution is expected to support export competitiveness and expanding the industry's presence in global markets.

These displaced jobs are seasonal hard-to-staff roles involving laborious and routine work. Transitioning these workers into more permanent and regular work will continue the advancement of local economies and communities.

Everyday consumers are also expected to benefit as they walk down the supermarket aisle to a higher quality and lower price product, as cost savings pass through the supply chain, and the risk of picking a 'dodgy' pack is lessened.

And this is only just the start. DeepBerry provides a proof-of-concept for ease-of-adoption among other fruits and vegetables, and the wider food bowl. The team is currently fostering a commercial path for the first ever Moreton Bay Bug farm, a product with 24 hour monitoring needs in a hostile dark environment – uncomfortable for humans, but routine for AI.

Beyond agriculture, the team is also working closely with local Queensland councils to monitor koalas crossing roads, and with health care professionals on the early detection of skin cancers. These efforts are critical for making the most of innovation in this period of unprecedented opportunity.

The research team at Griffith is at the forefront of science and technology but, moreover, the development of DeepBerry showcases the important role of universities in providing the risk tolerance and dedication for costly innovation, where significant capital costs, a highly expert workforce and the uncertain prospects of success are required over a lengthy time horizon – a situation even the largest of farms or businesses would struggle to justify.

Sometimes it takes outsiders with curiosity, ideas and a willingness to question the status quo, to challenge current methods on what has worked best, and to encourage creative disruption for finding new approaches for what might work better.



### PILLAR 3

## Connecting with community and the power of place

● BRISBANE

● LOGAN

● GOLD COAST

Embedded and intertwined in the identity of Griffith University is its connections to Brisbane, Logan and the Gold Coast. Over five campuses, Griffith provides vibrant places for drawing together students and communities, teachers and researchers, business and industry, entrepreneurs and leaders, and governments and decisions makers – a place to come together to generate ideas and create solutions for solving society's wicked problems.

Griffith is inextricably connected to Queensland and its strongest connections will always be to its local people and communities, solving the complex problems affecting the quality of their lives.

In this way, this third pillar is inextricably interconnected with the first two pillars – recognising the importance of place in guiding teaching and research, whether that is creating the pathways for students in the community and targeting the skills needs of local business (Pillar 1), or nurturing the relationships with the leaders and decision-makers who can use the insights from academia to create changes on the issues that matter most for Brisbane, Logan and the Gold Coast (Pillar 2).

In considering the 'power of place', it is important to extend beyond the traditional economic measures associated with any large entity, institution or sector, and recognise the broader constructs of value that are generated by the interconnected, enabling presence of a thriving, multi-faceted university campus:

- Beyond measures of employment and wages paid, it captures the richness and depth of Griffith's relationship with and contribution to its communities – through its community engagement, its volunteering and its in-kind contributions.
- Beyond direct measures of economic output or investment in infrastructure, it captures the creation of vibrant places for congregation, connection and economic exchange and how Griffith's interconnectedness with local commerce and industry catalyses productivity and innovation – a centre point for thriving modern cities.
- Beyond the spending and export income generated by overseas students and visitors, it captures the strengthening of relationships and understanding with our nearest global neighbours and the two-way connection of local communities and the global stage.

University campuses are more than just sites for learning and research – they are powerful vehicles for bringing together social and economic communities in ways that drive better outcomes for society. It is this 'power of place' that shapes a university's identity: its unique ability to bring together and harness and unleash ideas and knowledge for the betterment of society.

Place is central to Griffith's identity and its commitment to place is evident in how it serves Brisbane, Logan, and the Gold Coast. It invests in campus development, strengthens ties with local industries, and deepens community engagement in pursuit of solving the problems important to these communities, but also connecting Queensland to the global stage.

The connections to place and the importance of Griffith's communities to its identity are critical for understanding the value of the University, in addition to its important economic contributions.

### PILLAR 3

Community service and giving back are important commitments for Griffith. In the last year alone, students and staff at the University delivered over 317,000 hours of community service, including almost 240,000 hours in health clinics. The in-kind value of these health clinics is valued at almost \$18 million and represents genuine health services that may otherwise not have been received.

Universities deliver the in-demand skills and workers required to address skills shortages in the community. However, University staff and students also contribute directly to delivering these in-demand services during their studies and teaching, and before graduating into the workforce.

Each year, staff and students at Griffith participate in a range of in-kind services and activities to the benefit of the local community. Last year alone, over 317,000 hours – equivalent to 175 full time staff – were delivered to the community, including sporting and cultural activities, environmental initiatives, and educational services.

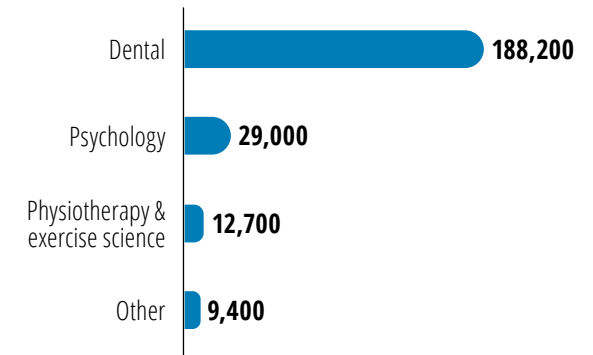
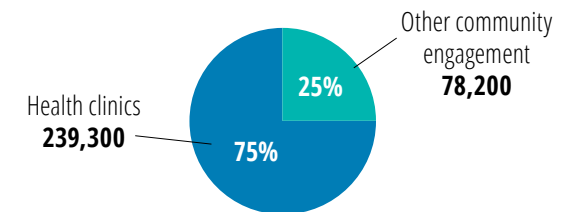
Among this, over 160,000 health clinics, involving 239,300 hours of health service delivery were delivered to the community.

This includes almost 190,000 hours in dental checks, almost 30,000 hours of psychology clinics, almost 14,000 hours in physio and exercise sessions, and close to 10,000 hours of speech pathology, social work and midwifery. All delivered at significantly lower fees than market rates to support greater access among the local community – in particular for preventative health care that many individuals and families may not otherwise receive.

These services are worth \$52 million in market prices, which after considering the discounted fees offered to the community, result in a conservative valuation of \$18 million of in-kind services delivered to the community from health clinics. This is in addition to the genuine benefits of more accessible health care and preventative health measures, particularly for the most vulnerable cohorts of society.

And students of course benefit from these workplace experiences too. These in-community experiences provide a well-rounded education in support of developing and strengthening their on-the-ground skilling and work-ready skillsets.

Staff and student volunteer hours by service type in 2024



Total market value of health clinics

**\$52 million**

In-kind value provided to the community, attributable to discounted fees

**\$18 million**

Source: Deloitte Access Economics (2025) using data from Griffith University (2024), ADA Annual Dental Fees Survey (2022), and NDIS pricing arrangements and price limits (2024-25).



### PILLAR 3

The benefits of university infrastructure go beyond the immediate users. University campuses are vibrant places for society to congregate, for ideas to be generated, tested and challenged – and their presence can catalyse wider investment in social and economic capital.

Universities are much more than just large employers and institutions, and although central to their identity and purpose, they are also more than just places of teaching and research. Universities are, and create, powerful places for society to come together and to build crucial connections across community, business and government.

Since its inception and over 50 years, connecting people and ideas through vibrant hubs of learning has been fundamental to Griffith – from its first campus in Nathan, to its largest and most populous campus located within Gold Coast's Health and Knowledge Precinct, to its newest campus at the iconic Treasury Building, which illustrates this 'power of place'.

Reflecting Queensland's prosperity in the late 19th century, the landmark location first was constructed between 1886 and 1928 to house the State's Treasury Department and serve as a hub for government administration.

Building on this legacy, the new Treasury campus will house Griffith's Business, Information Technology, and Law faculties. By 2035, it aims to bring together around 7,000 students and 200 staff to debate, create and grow. Standing proudly in the bustling heart of Brisbane's CBD and well serviced by public transport networks, the central location will provide unparalleled access to the marketplace of ideas for local students and staff, businesses and entrepreneurs, and leaders and decision-makers.

This new campus will seek to elevate Griffith's global profile while reinforcing its home in Queensland – and serve as a 'front door' for deepening connections and collaboration with surrounding government, industry, not-for-profits, and the wider community.

This central presence can be an important driver for facilitating partnerships and attracting investment across and between sectors, and providing the setting for collaboration within the community. Physical campuses help ensure connection with the community and target efforts and energies to the issues and challenges that matter most for the community.



### PILLAR 3

Griffith is a destination and a host for global talent – supporting a more connected Queensland on the global stage. Connections and a shared understanding of our near neighbours and global partners are increasingly important in navigating complexity and finding pathways to prosperity.

The Griffith study experience leaves students with global perspectives, understanding and connections that form the foundations for lasting and effective partnerships – important experiences that shape students into future collaborators, entrepreneurs, and leaders.

And while many overseas students look to stay after graduating, most return home – but return home with a lasting and genuine connection to Queensland and Australia. Their experiences form the foundations for future relationships and successful partnerships between countries and regions.



**800**

students from 11 Pasifika nations from the last five years



Over  
**230 emerging leaders**

from 20 near nation neighbours hosted in Queensland

Griffith has longstanding connections with our neighbours in the Asia Pacific, from delivering the first course in Asian Studies, to the multi-decade leadership by the Griffith Asia Institute on strategic, social and economic issues for Asia, to the over 6,600 students from the region studying on campus today.

In creating global opportunities for local students, 68 Griffith students over the last decade have been selected as New Colombo Plan scholars to undertake study, language training and internships across the Indo-Pacific.<sup>1</sup> Approximately 7% of the 219 scholars awarded last year were from Griffith, a disproportionate double share of the University's representation of domestic undergraduate students.<sup>2</sup>

In hosting international students in Queensland, Griffith has trained over 230 emerging leaders from 20 nations as part of the Australia Awards.<sup>3</sup> This includes near neighbours from Indonesia, Papua New Guinea, Kiribati, and the Solomon Islands, as well as some of the smallest island states, such as Tonga, Samoa, Nauru and Tuvalu.

And, closest to home, Griffith is the learning home for almost 200 students from 11 Pasifika nations, and almost 800 students from our nearest neighbours over the last five years. These connections are lifelong and have an important role in supporting the economic and diplomatic security of our region, and for encouraging mutually beneficial partnerships and prosperity through trade.

Griffith is also an important host and bridge for connecting Queenslanders and Australia to the global stage, and vice versa. While the geopolitical landscape is continually changing and increasingly complex, the importance of our connections with the world and with our region have never been greater – as trading partners and markets, but also as friends and allies.





Griffith UNIVERSITY



## Deloitte Access Economics is honoured to help celebrate Griffith University's 50th anniversary and, in doing so, reflect on how and for whom the University has given back to its communities over the last 50 years.

Modern societies, economies and cities all have a university at the centre. These institutions are a centre stone to prosperity and success, through teaching and research, but moreover through connection to place and by engaging with community as part of authentically serving and giving back.

While traditional economic metrics like output and employment are important and legitimate measures of the value universities create, they do not capture the full value of our universities. This report presents three pillars to frame the impact of our university sector, and highlights how Griffith contributes meaningfully across them, by:



**Fostering individual growth and creating local talent and skills**



**Translating ideas into solutions to everyday problems**



**Connecting with community and the power of place**

In exploring these pillars, this report showcases just some of the unique ways in which Griffith has contributed and continues to contribute to the success and vibrancy of Brisbane, Logan and the Gold Coast, and to Queensland and Australia, and further beyond:

- Griffith is determined to be a home for all learners in creating diverse pathways for study and success that serve the now and emerging needs from community and industry.
- Griffith researchers are dedicated and committed experts in their fields, and build deep connections in collaborating with business, community and government, to take knowledge and innovation from academia to address the complex and wicked problems faced throughout society.
- Griffith is inextricably connected to Queensland and the identity of the University is intertwined with its connections to Brisbane, Logan and the Gold Coast. The power of place is crucial to investing in vibrant places and for drawing together ideas and people from across the community.

This milestone also invites reflections on the 'social licence' of universities. As society's expectations grow and change, there is a need to reevaluate the ways in which we understand how universities serve their community. Our institutions – and our support for and trust of them – are only viable and valuable to the extent that they continue to authentically serve, give back and support our collective prosperity.

This report has sought to provide another perspective in understanding the value and role of universities and how they service us – and the hope is that you the reader feel energised and excited at the value and potential of our university sector. For what it has created and solved, and for what it could soon create and solve.

In celebrating 50 years, Deloitte Access Economics looks forward to the next 50 years for Griffith, for how this University continues to adapt to meet the challenges of today, tomorrow and beyond, and for how it continues to bring us together to find the skills, ideas and innovations to underpin our collective success and prosperity.

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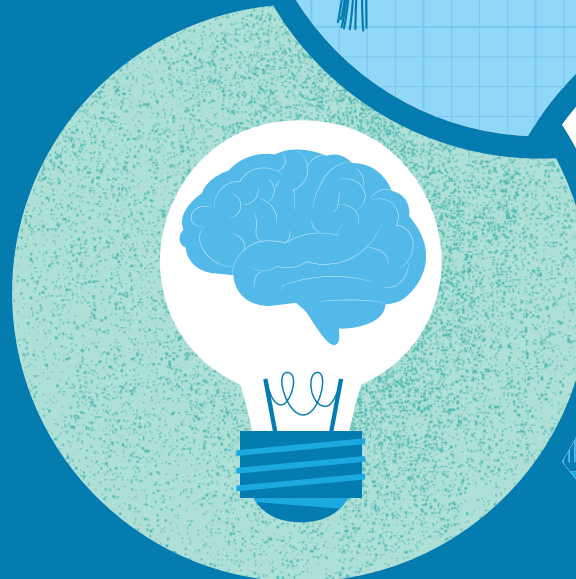


Our hope is that this perspective supports a deeper understanding of Griffith's impact, contributing to the broader conversation around the evolving role and 'social licence' of higher education.

**Fostering individual growth  
and creating local talent  
and skills**



**Translating ideas  
into solutions to  
everyday problems**



**Connecting with  
community and the  
power of place**

