

**Wright, James<sup>1</sup>**

<sup>1</sup> Future Business Council

## **The Next Boom – the burgeoning opportunity for innovative sustainable business**

**Key words:** Opportunity, business trends, new growth

**Abstract:**

The evidence is in! Across Australia and around the world, demand for sustainable goods and services is booming. The Future Business Council has tracked the performance of leading sustainable goods and services since the turn of the century. We found compelling evidence that sustainability should not be seen as a cost, but a business opportunity. From solar panels to green buildings and sustainable agriculture, the results are striking and represent a significant new economic growth story. The Next Boom represents a major opportunity for businesses to become sector leaders in Australian and international markets. At the national level, there is a once in a lifetime chance for Australia to position itself among the world's leading suppliers of sustainable goods and services, capturing a share of the trillions of dollars that will be invested to meet the explosion in demand. The rest of the world is not sitting idly by. Australia must do much more to develop new industries and support companies making the transition to more sustainable business models if it is to compete for a share of these fast-growing markets.