



Dr Deen Sanders

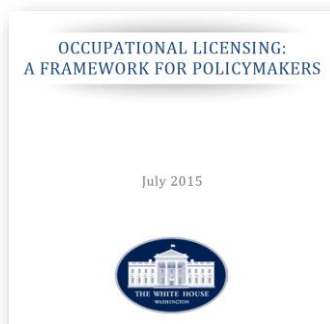
Chief Executive Officer
Professional Standards Authority





Trends in regulation

- In the US, the Whitehouse estimates that 28% of all American workers are now licensed and regulated by a dedicated regulatory board for their occupation.
- Five-fold growth in regulation since the 1950's.
- US professional regulation is typically done by establishing a dedicated 'regulatory board' for *each* occupation that *each* State licenses.
- By contrast the Australian population estimate is approximately 13%.
- In Australia the typical structure is that multiple boards might be run from within single large public sector agencies (e.g. Victorian Building Authority covering all regulated building occupations).

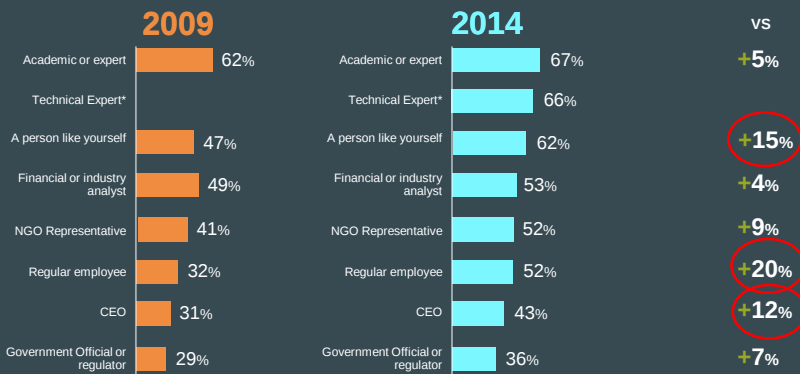




Why do professions matter as a national regulatory option

Rise of the 'Opinion Age'

Trust in experts slower than trust in opinion



Q13Q143 (TRACKING) Below is a list of people. In general when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be: extremely credible, very credible, somewhat credible or not credible at all? (Top 2 box, Very/Extremely Credible) Informed Publics, 20-country global total



➤ The secret to membership growth is credibility?

Professions are also about delivering wider benefits to the people involved in them

