

## Measuring What Matters Submission

I submit the following:

**1. Treasury needs to have a measure for happiness. Bhutan has successfully developed such a measure being Gross National Happiness.**

2. The top 7 ranked happiest countries in World as at 2021 are:

No. 1 Finland

No. 2 Denmark

No. 3 Switzerland

No. 4 Iceland

No. 5 The Netherlands

No. 6 Norway

No. 7 Sweden

Australia ranks at No. 11

**Source:** <https://worldpopulationreview.com/country-rankings/happiest-countries-in-the-world>

It is interesting that the population of these top ranked 7 countries as at 2021 are:

Finland 5.541 million

Denmark 5.857 million

Switzerland 8.703 million

Iceland 0.373 million

The Netherlands 17.530 million

Norway 5.408 million

Sweden 10.42 million

**Source:** Google Search

An **exclusive survey**, conducted by Resolve Strategic for The Sydney Morning Herald and The Age, reveals that Australians categorically do not support a return to 'Big Australia' immigration.

**Source:** <https://www.macrobusiness.com.au/2022/08/australians-categorically-reject-big-australia-immigration/>

**Conclusion:**

**These 7 countries as at 2021 had a population under 18 million & a population well beyond say 20 million or more is better does not necessarily result in an outcome of greater happiness.**

**Nations with lower population growth do better in GDP per-capita growth. Nations with rapidly growing populations don't seem to do better for equality.**

**Based upon the Resolve Strategic & other surveys Australian's do not support a return to pre-pandemic levels of immigration or above & is not likely to increase happiness with a housing rental crisis & transport congestion.**

## **2. The Environment and Greenhouse Gas Emissions (GGE) needs to be measured.**

Australia is not only one of the world's largest per capita emitters of greenhouse gases, it is also among the countries likely to be most affected, in terms of negative impacts on agriculture, water supply, bushfire threat and extreme weather events. All these threats are intensified by the threat-multiplier of population growth.

**Source: <https://population.org.au/wp-content/files/Population-Climate-Web-Version-110222.pdf>**

The following can be used as measures:

Total natural increase, numbers and percentage of population

Major cities, population shares and commuting/congestion trends;

Material footprint;

Greenhouse gas emissions estimate, including and excluding land clearing (LULUCF);

Land clearing estimates, not solely based on National carbon Accounting (NCAS)

Tallies of endangered species; tallies of natural disasters.

Accounting for nature or Natural Capital Accounting is required

(<https://www.csiro.au/en/research/natural-environment/natural-resources/natural-capital-accounting>).

### **Conclusion:**

**The environment & Greenhouse Gas Emissions need to be measured.**

### **Overall Conclusion:**

**Any measure including for Happiness, the Environment, Natural Capital and Greenhouse Gas Emissions needs to incorporate or be linked to population and population growth.**

Your sincerely  
F. Simpson

\*this submission has been modified to remove information as per the authors request.