I have worked in the University industry for 15 years now and have seen many worrying changes over that time. Specifically, I work in the administrative side of a major Australian university. During that time I have seen the corporatisation of industry rot the university from the inside. University management get paid huge salaries, with Vice-Chancellors paid over a million dollars. Meanwhile university staff have seen their wages stagnate, their workloads increase, and large amounts of experienced staff cut. Having worked in university admissions, I have seen entry standards drop for both international and domestic applicants over the years. A race to the bottom as university management pursue market share and government funding. Under resourced staff meanwhile are expected to meet the ever increasing demands of the industry. While staff are told there is no money for further hiring, for better resources, university administration continue to build multi-million dollar buildings, accrue property and pay high-level managers healthy bonuses. In the administrative side of the industry, many of the public facing roles are now filled by students themselves. A cheaper, casual workforce. This has come at the cost of experienced, long term staff. Rules regarding restructuring are regularly ignored and circumvented, as management pursue 'restructuring by stealth' measures particularly through work intensification and generic contracts that can see a worker shifted within various sections of the university at a whim without any recourse. Students are now seen as 'customers' who demand a 'product' for their money, rather than seeing higher education as something that has to be earned. That said, often their frustrations are due to funding cuts that see 'self-service' models introduced as cost-cutting measures see students having to navigate the often intricate and difficult rules and procedures of the university on their own as staff who used to be able to assist in such areas have been removed. The end result is casual student staff providing minimum customer service to other students, or students are being pushed to websites and online systems to fend for themselves. Meanwhile, new shining buildings keep being built but there is a lack of institutional knowledge throughout all sections of the university. The cuts and layoffs from the height of the COVID pandemic have further added to this but just accelerated it, COVID did not create these problems. The problems lie with both a lack of funding and applying a private corporate model to university governance. The end result being a glossy façade of well kept campuses, new buildings, fancy advertisements covering over a rotten industry in need of significant reforms in favour of those actually delivering the teaching and helping students navigate their progression through their degrees. The NTEU is part of this problem. They have just as much of an interest in working and reinforcing a lot of this rot as university management. Too focused on full-time, tenured academics who earn a lot more than casual teaching and administrative staff, the NTEU has resisted fighting back against the structural issues of the industry. They have willingly traded away conditions for meagre pay increases. Workers within the industry are needing to fight for a reformed NTEU as much as a reformed university structure and leadership. In the end students lose out. Education becomes a commodity. Staff miss out, treated as a resource rather than as the heartbeat of the university itself. Standards decline with executive pay increases. The industry needs better funding, specifically directed at low level staffing. It needs to do away with casualisation. It needs to cap Vice Chancellor and executive salaries and see an increase in government oversight from independent governance bodies rather than turning to the market to determine how universities operate. Public education needs to be made public again.