

## **ADVICE TO THE BOOK INDUSTRY STRATEGY GROUP ON THE TREATMENT OF BOOKS AND NEW DIGITAL PLATFORMS**

### **SEEK CHEAP, SIMPLE, SAFE, GREEN AND IRREGULAR BEAUTY**

#### **(LILITH THE MAGIC PUDDING, CHIEF ALTERNATIVE TO FAITH)**

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### **Adopt the quality governance direction for digitalising books and all related products and services addressed later to combat US domination**

This submission to the Minister for Innovation, Industry, Science and Research's Book Industry Strategy Group outlines the governance direction necessary for governments to take with industry and related communities to develop and implement a comprehensive strategy for securing Australians and others' place in the emerging digital book market, while making the Australian book industry more efficient and globally competitive.

Strategy Group terms of reference state we can expect books delivered on new digital platforms to command a growing share of the market and this presents a number of issues for **authors, publishers, printers and booksellers** who form the industry's traditional supply chain. The Group will examine how the Australian industry can prosper in the digital marketplace. It will also consider the immediate challenge of making the supply chain for printed books more efficient, and explore how the print and electronic supply chains might be integrated through the development of viable business models.

Goods, services and their supply chains are ideally conceptualised in related communities so as to understand how many regional environments may be improved together from current and future environmental and social perspectives, as well as financial ones. This is the ideal Family of Man Management Approach, which I'm sure all good men will naturally recognize as being rationally protective and rehabilitative of most of the silent majority and misfits, if not necessarily of all others occupying regional contexts who may not deserve it. This time around we are naturally wedded first to farce so I will shortly be making Geoffrey Atherden an offer, with or without the NSW Writer's Centre or others.

A rough governance model for achieving the general direction for more sustainable development is presented later in which books are conceptualised along with other written material in the context of all regional sales, education and entertainment provision which assists all industries and communities to achieve more sustainable development more broadly, quickly and entertainingly through more open communication.

In its submission to the Joint Standing Committee on Treaties inquiry into the Australia /United States Free Trade Agreement (AUSFTA), the Australia Council for the Arts issued a warning that:

‘By 2010, virtually all entertainment and media is expected to be in digital formats, easily fed via satellites to cinemas and homes from sources outside Australia. As a result, many of the existing broadcasting rules governing local content will become irrelevant and new forces will come into play’. (Joint Standing Committee on Treaties, 2004, p.188).

The committee said it does not wish to see any lowering of current Australian content requirements. However, it recognized that the Australian market is generally too small to sustain a diverse range of program types and recoup production costs, which gives the American market a competitive price advantage that Australia ‘will never overcome’ (Joint Standing Committee on Treaties, 2004, p.168). Australians risk their culture and jobs being seriously eroded by this development so should build many other broad, open and countervailing trading partnerships which can serve the broadest possible global interests, instead of the interests of the rich, which US directions have clearly served in recent decades, in spite of US citizens considering themselves to be a model democracy.

In the current international context addressed again later, one assumes the reason the Strategy Group states we can expect books delivered on new digital platforms to command a growing share of the market is because Google is putting books on-line. One further assumes these book repositories are ideally meant to represent our global cultural canon and heritage in the truest and broadest sense of the words. One first wonders how Australian authors, publishers, printers, booksellers and others ideally adapt to this Google venture. Treatment of this national heritage and canon are ideally considered to be an aspect of the regional governance direction discussed later and approached through many related industry and community partnerships. Let’s not be evil. How do we do it with Google? One assumes openly in partnerships with libraries, museums and other cultural institutions which may also consult with authors, publishers, printers, booksellers, etc.

The ideal aims of trade in related national and international contexts are to improve the quality of life for current and future generations. This depends on prior commitments to protecting threatened species and improving the related quality of their surrounding human and natural environments, as well as on financial gain and its more modest distribution. The direction for treating books, digital platforms and other products and services to assist more sustainable development are presented later and in the following attached discussions in response to the Productivity Commission (PC) and others:

- Response to PC Draft Report on Rural Research and Development Corporations
- Reply to PC Issues Paper on the Vocational Education and Training Workforce
- Submission to the Australian Health Ministers Advisory Council on a National Registration and Accreditation Scheme for the Health Professions

Related views are also attached on recent disputes at Sydney University

- Thinking globally to act locally in governance, health and environment matters

The more broadly risks are openly shared the less likely they are to become high risks, as long as they are also well and flexibly managed, from the perspectives of consumers,

their related communities and other regional investors. In this ideal regional investment context, management may not be conceptualised in terms of increasing volumes with related price movements and costs over very short or long time frames which are also subject to an increasing number of unknowns. Such approaches may seem little better than gambling and also likely to lead to creative accounting which may favour old, rich and comparatively nasty production interests with big, brash, brown products. Undercut product and service producers who have a typically feudal bent and who load on costs which many consumers and communities would usually be better off without. Seek cheap, simple, safe, beautiful and irregular economies of scale and niche markets which protect environments. Adam did not take this route so now we must get back the garden.

Today there are many more activities competing for the attention of the reader of the book than ever before and also many more writers and books for readers to choose from, both old and new. For example, when I was a child, I recall only radio and books being available to while away the hours, with a weekly trip to the movies and a very occasional theatre production. Today's comparatively wealthy parent and child may choose between many Internet related activities, television, videos, films, music venues and recordings as well as radio, theatre and books. From the related perspectives of many producers we have many cases of under consumption. However, good management naturally depends on the capacity to read, analyse and write well so teachers depending on multiple choice tests are barking up the wrong tree. Competence is better demonstrated in open practice and in its product or its service. Major organizational flexibility may often be necessary to achieve this and to support related regional advertising, education and entertainment.

The main question facing Australian authors is where producers will get scripts to support the above activities in an environment where one assumes the great American vaults are brimming over with much of the cheapest and most globally appreciated entertainment product in the world. From many Australian and regional perspectives the US entertainment project is demonstrably better than its governance project so the way forward for Australia globally is to build upon its own governance strengths. Europe, China and other nations may welcome this doctrine of comparative advantage which promotes broader and better quality of life and related diversity.

An alternative Australian quality governance model is therefore presented later, starting from the perspective of those who care about books and related digital platforms. Many ideally related products or services are often comparatively cheap, simple, caring, beautiful and irregular, rather than part of a driving convergence towards production norms which have traditionally been adopted mainly in the interests of the rich and those who scrape their barrels. The recent great movies, 'Social Network' and 'Winter's Bone' addressed the related themes of the US circles of comparative male privilege which not merely their women may be forced to thank for their protective or disabling behaviour. In feudally destructive and controlling environments armies may seem a personal saviour. There appear to be many new opportunities now arising for US and other national forces to work together with Australians. These ideally lead anew not reproduce the past.

From an Australian perspective, the US democracy appears driven primarily by the interests of the super rich who may secretly support their candidates then naturally expect returns on their investments. The rich and their bureaucratic, professional and academic supporters have put themselves in positions to create related climates of belief and action which support their interests. However, promotion of their efficient markets hypothesis has led not to global equilibrium and more perfect information, but to cycles of boom and bust and to increasing social inequality as the market globalises. Their paradigm is essentially feudal as it protects their secret financial operations which naturally have also led to constant wars, environmental destruction and to general ignorance rather than to effective comparison of competing producers in the consumer and related public interest.

Compared with other OECD countries, the US now has obscenely wide income differentials, lower minimum wages, fewer paid holidays, inadequate health care, higher education costs, unstable employment, lost savings, huge government and personal debts, major homelessness, the highest murder rate in the OECD and many deaths and injuries from constant war. In his article 'Lives lost currying US favour' Paul Sheehan quotes Harvard economic historian Niall Ferguson who described the US as 'on a completely unsustainable fiscal course, with no apparent political means of self correcting' (Sydney Morning Herald 27.9.10 p. 11). That appears likely to be true as any powerful, unwelcome critique in the US has been systematically wiped out since the McCarthy era.

Australian books, media and all related products and services are ideally addressed in this international context through more openly competitive industry development and related governance partnerships designed to serve the consumer and broader public interest, rather than the interests of the rich and their related financial, bureaucratic, professional and academic acolytes. In this context the Internet is like a giant Mother Ship which all elected governments, industries, related communities and individuals need to connect with more effectively to assist regional governance better designed to serve us all. The Internet generates its material comparatively democratically, which those rich enough to access it may draw on or add to in many ways, using written, visual and other media. Australian institutions must connect more effectively with the Internet to get the elected, community and related scientific voices, debates and directions more openly heard, consultatively pursued and judged, in ways which will serve us better in future. The operations of the PC provide a good example of using the Internet to good policy effect.

One assumes that in this global context, TV stations, education providers and advertisers will be increasingly looking for new, cheap material which is ideally also of interest to more specified markets. Key financial supporters of these groups are ideally among the first to consultatively suggest directions to their elected representatives, to government, industry and related regional communities. The contributions of authors, publishers, printers and booksellers are ideally sought in related regional contexts where economies of production scale ideally support more local content. The PC has held many related inquiries on governance matters. These are more sensible when they recognize that the goals of competition may ideally be environmental and social as well as economic.

**Towards better ways of viewing books by first addressing quality of life**

In this submission, books are ideally viewed as supporters to other educational and/or entertainment content (product) which is written and typically delivered in the form of:

- Lessons, lectures or other written information including news and current affairs
- newspapers, magazines or journal articles, letters
- plays, games, hobbies and related scripted productions for television or radio
- videos
- films, including documentaries
- songs and music

Advertising may be educational and/or entertaining or lack both these qualities completely. This needs to be recognized in regional governance approaches which support more positive social developments and also invite the kind of educational and entertaining product critique undertaken in a TV program like the ‘The Gruen Transfer’.

All production, collection and presentation of written, visual or aural materials and all other production functions are ideally better identified and related to help us all to develop in linked regional and national contexts where a better quality of life is sought. In the above bureaucratic and managerial costing contexts it is also important for policy makers and those implementing the policy direction to remember the following and primarily subjective truths about books, which were first pointed out to me in childhood.

***Books are keys to buried treasure***

(At the heart of a child’s parent and travelling to the hidden knowledge of others’ hearts)

***Books are steps which upward lead***

(To a vocation, career and higher quality life, however envisaged by the individual)

***Books are gates to lands and pleasure***

(Join the forces, see the world, meet interesting people and kill them? We hope instead for less support from all comparatively rich and/or powerful men for their traditional feudal approach to solving unemployment, which is their war production. In the 20<sup>th</sup> and 21<sup>st</sup> centuries such feudal activities often murdered the very civilians who such men have often claimed to act to protect. Dylan’s ‘Masters of War’ still makes total sense to me.)

***Come let us read.***

This submission primarily addresses books and technology in pursuit of more vocations and a higher quality life but recognizes that a related framework may equally apply to other products besides books – for example, to radio, films, videos, the Internet and newspapers. The submission is particularly intent on seeing all meaning delivered as effectively as possible so that all product and service quality and delivery may be better judged and evolved. In good governance, as distinct from in the straitjacketed power structures of traditional markets, the messages ideally lead the medium for a change, in

company with social networking communities. Open products and services are vital as quality depends in part on needs and perceptions of consumers and related communities.

To understand the distinction between recommended and traditional development directions it may be useful to look at the National Health and Medical Research Centre video entitled 'The Best Laid Plans' which deals with how government bureaucrats and professionals may impose closed questionnaires on communities in a process which ignores their real wants and needs in order to construct a building which houses a bunch of health professionals instead. All controlling politicians and workers are then happy. The building industry can construct the building and the health professionals can fill it full of their own in order to continue with their apparently central mission of inviting us to become more like narrowly self-interested invalids with a right to be dependant. The preferable alternative is to assist people to gain work and related training and education to become more independent, responsible and contributing adults, who are capable of work and enjoyment without depending on sitting at the feet of expensive, key professionals who may be far away. The national broadband network is a key to this development.

The World Health Organization (WHO) Declaration of Alma-Ata on health promotion states that primary health care 'involves, in addition to the health sector, all related sectors and aspects of community development, in particular agriculture, animal husbandry, food, industry, education, housing, public works, communications and other sectors; and demands the coordinated efforts of all those sectors'. The related WHO approach to healthy action sees all work, play and related living as located in regional communities and environments from which risks and many related environmental challenges arise and are accordingly prioritized for remedial action. The identification and control of the major risks to health are ideally conducted in this regional context. The approach to handling environmental risk and social (health) risk as well as development are ideally treated in coordinated ways – e.g. in the Murray Darling Basin.

## **Ways of viewing integrated digital platforms to support quality of life**

Wikipedia defines an integrated digital platform as an **audience-centric platform** across different media and various business functions. This perspective is vital for government to take as it focuses primarily on the interests of an audience of consumers, who are also the whole Australia community and whose interest in sustainable development and all related environmental, social and economic matters government ideally represents.

Related producer perspectives ideally focus on books in the wider context of all other written, visual and audio materials, and on the potential interest of these to other print, visual or audio content and technology producers, as well as to all other business and community consumers, producers and investors in regional contexts.

One assumes the **newest** communication technologies for delivering written content are:

- Google books; The kindle; (for storing and reading books)
- The Ipod (for storing and listening to songs)

- The Blackberry, Ipad, Iphone and related hand held products (for phone, screen, internet, photo and related information and messaging functions)

However, written product for newer technologies is often first delivered through the historically related technologies of the **post office or shop, newspaper, radio, phone, film, television, video, computer** and **Internet** as they are regionally developed and delivered. These ideally remain the outlet focus of the Book Industry Strategy Group to serve all national and regional interests better. The Australian government should not seek to ‘pick winners’ to promote some of the newest technologies but should assist the development of greater economies of greener production scale across the board on one hand, to support the increasing proliferation of competitive niche markets on the other. This direction will enhance general wellbeing and also encourage related diversity. One assumes the development of social networking is best left to those currently involved.

**The new digital platforms ideally pursues commercial goals supporting environmental, social and related economic goals of consumers, producers, investors and broader communities which government is expected to represent and seek**

In an Internet article entitled ‘Digital Platform: Objectives, Definitions and Related Activities, Meyer states that ‘the activity which consists of assembling distant digital content and services, **whether television or Internet**, (my emphasis) into a coherent technical and commercial access platform is born of a need to federate, structure and offer an ever growing body of services. In an overall fashion, this activity then aims to play host to a broad variety of services at a single point and to simplify the user’s access to content which responds to their expectations’.

Meyer points out that ‘the economic logic which underlies this activity is the creation of a community of users, or a base of subscribers, for the services being offered (whether paid or free) and with whom a direct link (formal or, more precisely, contractual) is set up:

- With the initial goal of optimizing the platform’s revenues (subscription, advertising, commissions on traffic or sales revenues coming from exploitation of customer data base)
- With the ultimate goal of making a profit on the production of content and exploitation of the various services it contains (advertising, sales, goods, etc.)’

Meyer argues that in the competitive world of services, a digital platform operator’s primary activity consists of creating a ‘one-stop shopping’ offer as **diverse, modulable and complete as possible**, comprised of a selection of currently available distant, broadcast or on-line services. The article also states that a digital platform therefore consists of a consistent technical and commercial offer for access to a universe of distant, interactive or non-interactive services which can be broadcast or supplied on-line and which can either be subject to payment or to which access is either limited or free.

I quote Meyer because he or she appears to address the ideal logic and process of bureaucracy in a way I understand and agree with. This is rare in my experience of those writing about computers, whose point and direction I often find very difficult to grasp. Myer states the digital platform groups together a body of Web or TV 'or even telephony services' in a more concrete fashion and so the definition thus encompasses:

- Digital pay-TV platforms via cable, satellite or terrestrial network or all other type broadband network
- Offers of digital free-to-air TV services bouquets federated by an Electronic Programme Guide broadcast via cable, satellite or terrestrial network or by all other type of broadband network
- Digital interactive free-to-air or pay TV bouquet offers accessible via the TV set and based on the walled garden model, broadcast via cable, satellite or terrestrial network, or by all other type of broadband network (Digital TV datacasting)
- The content and services offered by ISP home pages, whether the offer is free or by subscription, via dial-up access or a broadband network
- Content and services offered by independent portals, browsers or community sites to which access is conditional, entirely or in part, on the user's completion of a personal data form

I do not pretend to understand much about the technological options outlined above or their strengths and weaknesses from the perspective of serving the Australian community and its constituent groups. However, a focus on **free to air television, radio, computer and Internet usage** and dissemination of supporting written, visual and aural materials to increase community understanding, skill and related literacy development and enjoyment appear also to be the most appropriate central investment directions to support regional consumption and production of books. The interests of **authors, publishers, printers and booksellers** are ideally understood and coordinated in related regional contexts.

One assumes that product and service advertisers will naturally be involved as well. For example the Sony Tropfest annual film festival currently provides excellent opportunities for many people who are mainly young to show 7 minute films that they have made in order to have their contributions and related potential better recognized by others. The NSW Schools Spectacular provides a similar service by showing the singing, dancing and musical skills of Australian students on TV and the related great skills of their teachers. Many small productions need to be captured better. I bet we can learn a lot from sport.

This submission therefore recommends focus in a national context, which links regional industry and community representatives, so as to identify the most accessible, best quality and cheapest forms of delivering national and regionally prioritized written content, including books. Such written content is ideally produced and delivered for the broadest regional audiences possible, to enable the effective use of economies of scale in content production and dissemination. Local content offers are ideally also supported in these primary contexts and designed to develop and promote higher quality product or service at reduced cost. National and regional industry and community priorities and project aims are ideally identified, pursued and evaluated openly in partnerships for best results.



The Book Industry Strategy Group asks:

**How fast will the market for the delivery of digital books grow? What factors might slow or hasten that growth and what is the relative position of printed books?**

How fast any market grows depends on how well it can be organized to overcome or harness the dominant vested interests which structured it in the past, in company with governments, bureaucracies and courts. In general we are still trying to move from many feudal, tribal, secretively closed and hence pre-scientific operations towards more openly scientific and democratic ones. In addition, it is not merely a question of how fast or slowly the market for the delivery of digital books will grow, but to what social and environmental purpose any digital growth may be put for broadest and best effect.

Planning decisions refer logically to the Commonwealth policy agenda as well as involve knowledge about one or more state, regional and related local government areas. This necessitates a highly and broadly informed and experienced approach to treatment of all regional environmental, social and economic matters. Elected representatives appear ideally to act as key informants. Unless all media plays a better role in educating Australians for greener jobs and to broaden related understanding and wellbeing, the protection of biodiversity and production of a lower carbon economy cannot occur.

The PC draft report on ‘Rural Research and Development Corporations’ provides good national direction in this context and its recommendations should be adopted for best research and business directions generally. This PC report is discussed in the attached submission and provides vital support for the new international government and community paradigm which ideally attempts to attain more sustainable regional development through better investment and risk management. The PC argues the primary aim of government funding in rural areas is ideally to enhance the productivity, competitiveness and social and environmental performance of the rural sector and the welfare of the wider community by inducing socially valuable R&D (p. xxxvi) The key relationships between rural and urban development are ideally considered together in this context so major producers in domestic and export markets may assist each other better.

Education institutions in urban or rural areas ideally offer supportive open content. The treatment of all intellectual property is ideally considered in related contexts. The Department of Agriculture, Fisheries and Forestry states ‘the potential return from creating a piece of new information will grow according to the number of possible applications. Thus the expected return from one dollar of R&D will be greatest in the largest market’ (p. 47). One assumes the sooner any new information is released the sooner it can also start doing its job. One notes Article 27 of the UN Declaration of Human Rights which apparently invites all related intellectual content producers to make choices about the open or closed nature of their productive activity and outcomes:

1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits

2. Everyone has the right to protection of the moral and material interests arising from any scientific, literary or artistic production of which he is the author.

The necessary direction in regard to research, education and sustainable development has implications for book production and entertainment generally. This direction is discussed in attachments and is consistent with that recommended by Joseph Stiglitz (2010) in his book 'Freefall: America, free markets and the sinking of the world economy'. Stiglitz points out that there has been so much success in labour saving production in much of the world that there is a problem of persistent unemployment and low demand, which is then dealt with poorly through encouraging personal or government debt until another crisis. A new global vision requires a new economic model involving sustainability. This ideally puts less emphasis on generating demand for material goods by those already over consuming and spending and requires a shift in the collective direction of investment towards saving natural resources and protecting environments – the factors of production and quality of life the market undervalues. Better cooperation between Australia, China, the US and many other nations to achieve the aims of all are necessary in this context.

Freedom of choice and freedom of speech both usually depend on levels of economic wellbeing. (I mainly conceptualise myself as a historical materialist living in a giant mystery.) In general, if people do not like something that is said or written they should ignore it or engage with it openly. Openness is what most distinguishes scientific and democratic thought and development from typically feudal, tribal or mafia actions. Words are neither as graphically inviting as images nor are they actions. Words ideally invite only verbal responses which may be similarly interested and/or honest and searching. The rights of minorities or the poor are ideally protected in broader contexts of open debate, where many may consider themselves against anybody else, for reasons others may ponder. This is the ideal context in which resolutions are sought and policed.

The Book Industry Strategy Group asks about:

**Options for encouraging efficiencies in the supply chain for printed books and integrating it with digital delivery of books on a global scale, and increasing the overall competitiveness of the Australian book industry**

One assumes the vital basis of much Australian growth in future is the effectiveness of the national broadband network rollout. Broadband development, which is an essential service for Australians, backed by government, appears appropriately conceptualized as a low risk investment opportunity suitable for industry superannuation funds and others. This also appears to be an investment with natural development multiplier effects for many Australian industries and communities, including book producers, if the latter are more effectively aligned with all broader community interests in communication.

Implementation of the G20 London Summit Leaders Statement and Declaration on Strengthening the Financial Systems (2.4.09) requires related consideration in global and regional development contexts in which the protection of biodiversity, carbon pollution reduction and offset development also demand attention to introduce triple bottom line accounting – which is environmental, social and economic – as effectively as possible.

Book production and dissemination must be better integrated into this global process. From an inconsequential personal perspective, for example, selling second hand English novels, etc. to tourists seems a gap in the market many of the poor might possibly exploit. Books will never go out of fashion as they are often comparatively convenient and simple. Ask any traveller and any student of any age. The production format often aids analysis.

In an article entitled 'The streets of Conroy are paved with gold' (SMH 17.2.2010, p. 13), Peter Costello, the former Treasurer pointed out that massive tax cuts were given to three television companies before the last budget. Tax cuts are normally announced in the budget as the result of government working out how much revenue it needs and 'assessing the competing claims between, say, retirees or carers or....television stations'. The difference between such groups is that only television stations are provider groups who can also serve retirees, carers, industries and other community members by providing education and related information services for them, as well as entertainment. The central role of television, the Internet and computers in our lives, their potentially ubiquitous collections, cheapness and wide delivery of content, make them the most likely tool for the best education and entertainment for a very long while. We do not each have our own personal television or computer. However, we are unlikely to find that other older or newer institutions or hand held devices are as effective educational or entertainment substitutes which could also exploit major economies of scale to support niche markets. For example, consider the great British TV programs on anatomy, now in video form.

The objects of the Radiocommunications Act (1992) should have focused past communications inquiries more effectively on educational, information and entertainment related content, especially for television and computer related access and broadcast, because the communications choices people make are driven by the media contents available, not only by the cost of their carriage. The act seeks management of the radiofrequency spectrum to maximise the overall public benefit by ensuring efficient allocation and use of the spectrum. It also seeks provision of the spectrum for use by agencies involved in **the defence or national security of Australia, law enforcement, the provision of emergency services, or for use by other public or community services**. Government should assist all industries and communities to participate in broader, more open, regional planning to identify the media content necessary for more effective management and skills development, as well as entertainment product, to achieve the diverse goals of sustainable development as broadly as possible.

The recent Advisory Group on Reform of Australian Government Administration stated its main purpose is to devise a blueprint for reform of Australian Government Administration. It stated the Commonwealth public service is comprised of 160,000 public servants in 97 agencies but gave little idea of what they do. Until this information is clearly available it is not possible to suitably align the educational and entertainment related activities of Commonwealth, state and local government with related interests in industries and communities, including those of non-profit organizations. This is ideally done to serve communities better, including through digital and content development.

The 'education revolution' and book production and dissemination are ideally addressed in related ways. Many narrowly collegiate, disciplinary based, bureaucratic and related occupational rigidities and interests hinder broader, more democratic, useful and effective action to achieve sustainable development. To deal with this problem restructuring is recommended across tertiary education and related teaching environments as discussed in attached articles. These point out that the Internet, computers, TV and videos provide the most amazing potential for fast and effective skills development and for related education and entertainment since books escaped their monasteries and priestly guardians. The 20<sup>th</sup> century technologies should mean a massive reduction in the need for constantly re-inventing bad old wheels badly, as is often done by teachers talking in classrooms which are often far away, and to which students must drag themselves often at high cost and inconveniently, or miss out on what they paid for. More on the job learning is required.

As long as students pay and plan their own careers, teaching institutions should maximize choice in regard to the subjects they may undertake across the organization. Secondly, subjects should be seen as principally related to either Governance or Health or Built and Natural Environments. These distinct areas cover the range of human and natural existence and reflect the major concerns of sustainable development. This would also foster the integration of traditional discipline and professional interests with the industrial organization and interests reflected in the Australian and New Zealand Standard Industrial Classification (ANZSIC) and related occupation classifications. These are based on international classifications designed to assist the process of more scientific management. Ideally, ANZSIC classifications should be incorporated into all industry management and related scientific practices unless there is good reason to do otherwise.

Staff should be rationally allocated in terms of their teaching, research or related work contributions to one or more of the above areas so student choice and administrative efficiencies are maximized. The National Tertiary Education Union (NTEU) policy of a fixed ratio between insecure and secure academic jobs and related policies which hinder cheaper, better education, organizational growth and sustainable development should be rejected. Managers should manage rationally to grow the business and to cheapen and improve the quality of education and research for more sustainable development. To do this subject content is ideally put openly on-line and administered to maximize economies of teaching and related administrative scale and jobs for PG students and others. Certification for competence to practice is ideally discussed in this context. As the quality of education depends partly on the needs and understanding of the consumer the openness of education and related entertainments are the only guarantees of quality. Students should not have to pay for many pinks in pokes, which is the current practice.

An Open University (OU) approach to education is recommended. An OU meeting I attended in Milton Keynes, England (29.5.08) first stressed the importance of QUALITY, ACCESS and SCALE in OU curriculum production and dissemination. The reason for the establishment of the OU is to make higher education available to many more people. All registered OU students have access to an approved tutor – local or online. I assume that all education provision should also aim to be in line with the Australian government commitment to affordable, accessible, high quality and greener services. The current OU

embrace of open source software is not supported because it privileges software and other producers rather than consumers from whose perspective it often appears as irrational. This is discussed in the attached submission to the Australian Health Ministers Advisory Council on a National Registration and Accreditation Scheme for the Health Professions.

Since the 1960's, the development of the national reserve system in Australia has been based on the principles of comprehensiveness, adequateness and representativeness (CAR). These principles are directly related to development of the Interim Biogeographic Regionalization of Australia (IBRA), which divides Australia into 85 distinct biogeographic regions and 403 sub-regions. IBRA provides a scientific framework and tool to aid and evaluate the realization of the CAR principles in developing the national reserve system. The treatment of farming, mining, energy, construction and other industries should also take account of the impacts of various forms of production on biodiversity and climate change. From this perspective, for example, I find the Special Report on the Master Builders Association Construction Awards in the Sydney Morning Herald (11.11.10) is fundamentally disturbing. Media content and related critical debate ideally assists all communities to undertake better land use planning and management. Sales, education and entertainment are ideally pursued in related regional contexts which consultatively seek to meet environmental and social goals as well as economic ones.

The Book Industry Strategy Group asks:

**How existing Commonwealth programs and activities can be refocused to support the industry's adaptation to new technologies**

Australians should understand the different US and Australian approaches to health service provision because there are many services where producers can either serve themselves by trying to control markets and production in their own interests, or serve consumers better. In this context the activities and ideal relationships of large and small businesses must be better understood so as to be treated more effectively and fairly in many communities.

Health care has been a battleground between Australian and US approaches to service provision since the introduction of Medicare in 1983 and the US approaches often seem to be winning to the detriment of more intelligent views of risk and related treatment of investments. Without development of the electronic health record it will be impossible for anybody to take responsibility; connect care; identify and resolve inequities or drive quality performance in relation to health care. We also need to treat ourselves via computer, Skype, TV, etc. instead of relying on face to face meetings with professionals which are expensive and difficult to attend. We should compare many views via Google.

A carbon price, a carbon or other production tax, a carbon or other risk premium or extra superannuation saving designed primarily for retirement purposes may all amass funds which can be pooled in a bank or related regional institution and invested. In terms of achieving social, environmental and economic goals, what appears to matter most is to have confidence for good reason in clearly stated directions for any fund investment and in all related management accountability. In his article 'High price of death on Wall

Street' in the Australian Financial Review, Geoff Winestock claims Reserve Bank of Australia governor, Glenn Stevens has suggested banks adopt the role of 'handmaidens to industry' engaging in the basic functions of facilitating payments, taking in deposits, pooling money and lending it out (AFR 15.9.10, p.1). If possible, this is likely to produce more realistic and consistent estimates of value, rather than the usual booms and crashes.

Thank you for the opportunity to make this submission

Yours truly, Carol O'Donnell, St James Court, 10/11 Rosebank St., Glebe, Sydney